

An aerial photograph of a large, multi-level highway interchange with several overpasses and curved ramps. The surrounding area is green with trees and grass. In the foreground, there is a paved parking lot filled with many white semi-trailers parked in neat rows. The background shows rolling hills under a clear sky.

A NEWER, BETTER HUB FOR EAST COAST LOGISTICS

**AVAILABLE NOW:
PERFECT LOCATION,
WIDE-OPEN
INFRASTRUCTURE,
MORE LAND, STRONG
WORKFORCE**

In business, the saying goes, if you're not early, you're late. It's an ongoing game of working to stay ahead of the curve, ahead of the competition and on track to increased margins. Logistics plays a key role, and in our rapidly changing economy, it's becoming more important to the bottom line every day.

No one can argue that strong logistics gives companies an edge on the competition. Having the right resources in the right place at the right time can make or break a business. But having all of those things means little if they don't come at the right cost.

Success hinges on bringing together all of the pieces – resources, location, timing, and cost. Achieving that kind of success requires more than just a great location on the map; it requires knowledge of every aspect of that location. How does the cost of land stack up? What is the going rate for labor? What infrastructure is available? How much capacity does that infrastructure have and what is congestion like? And perhaps most importantly: what does the future hold for the area? Can it sustain your business needs for the long haul?

It is a unique time to be in logistics. It is the dawning of the digital age, and it is pre-dawn for an emerging logistics hub located within a few hours of the major North American markets; a logistics hub with the land, labor, and infrastructure capacity to handle your business needs for decades to come.

**YOUR COMPETITIVE
ADVANTAGE HAS TO
BE STRONGER THAN
LOCATION ALONE.**

The time is now, and the place is Northcentral Pennsylvania. There won't be many more opportunities to find a place so centrally located and positioned for growth. Northcentral Pennsylvania has same-day access to 60% of the population of North America, far more land than Eastcentral PA, a fresh, dedicated workforce and construction projects that are upping capacity more than any other location in the state.

**NORTHCENTRAL PENNSYLVANIA
IS THE NEXT LOGISTICS HUB.
AND IT IS AVAILABLE NOW.**

**LOCATION
+ LAND
+ LABOR
= SUCCESS**

The key to staying competitive in today's economy is the ability to gain greater reach to customers at a lower cost. Proximity to market is critical, yes, but in the current business climate, having a great location for logistics is table stakes. CEOs are demanding more than that – they want the great location, but they need it for less money.

Traditionally, consultants, logisticians and supply chain managers have selected a hub location near major markets and called it good enough. But when cost is part of the measure of success, land and labor are also critical factors.

Q: WHY DOES THIS MATTER MORE NOW THAN EVER BEFORE?

A: SUPPLY AND DEMAND.

The world of logistics today is being transformed due to the rapid rise of e-commerce. Even industries that aren't engaged in e-commerce are feeling the effects of it on logistics: the higher demand for locations near to consumers means the current hubs are suffering from overcrowding, congestion, and slower delivery.

When hundreds of companies pick the same hub for logistics, it's only natural that the resources there get stretched. Land is harder to come by. Construction costs go up. The labor force gets thinner and more expensive. As a result, the value proposition of the popular logistics hubs changes dramatically. Being closer to market is far less valuable if it comes with higher warehousing, labor, and transportation costs, not to mention the increasing scarcity of land.

FACT: E-COMMERCE ISN'T SLOWING DOWN

E-commerce has more than doubled since 2008, and the popular hubs nearest North America's large population centers are already outgrowing available land and workforces. What does that mean for the future of your logistics? How will your business be able to stay competitive if the location you choose can't handle the work you bring to it?

Today's popular hubs may be doing all right for now, but where will they be in the next four or five years when experts predict e-commerce sales will double again? Demand for locations near-to-market will continue to soar, and it won't be long before those locations are no longer able to support the needs of businesses. In some of these areas, rapid growth and high demand have already led to a higher cost of doing business, and their problems will only get worse.

For example, Eastcentral Pennsylvania's Lehigh Valley has been one of the fastest-growing logistics hubs in the country. In a 2017 article in the Morning Call, Don Cunningham, president and CEO of the Lehigh Valley Economic Development Corporation, expressed concerns about maxing out after the area lost a prospect looking to build a large e-commerce fulfillment center. Cunningham was quoted as saying, "But now, we're hitting the upper end on both available land and available workforce. The trend can't continue forever because at some point, you're going to run out of workers in that sector, and you're going to run out of available land to fulfill the desire of these industrial operations."

While the location of the Lehigh Valley is ideal for many industries – a few hours away from major markets and ports along the eastern seaboard – it takes more than a great location to win at logistics.

IT TAKES MORE THAN A GREAT
LOCATION TO WIN AT LOGISTICS

THE FUTURE OF EAST COAST LOGISTICS IS NORTHCENTRAL PENNSYLVANIA

They call it the Middle of Everywhere. Northcentral Pennsylvania offers one-day access to 60% of the population of North America but has none of the downsides of maxed-out hubs.

In Northcentral PA, land costs are low and labor is plentiful. The area is home to The Intersection which is the nickname given to the physical junction of I-80 and U.S. 15. The Intersection provides unfettered access to the major shipping ports of New York, Philadelphia, and Baltimore in three hours or less. Five airports can be reached in an hour or less, seven within 2.5 hours. Rail service exists from Norfolk Southern Railway, Canadian Pacific Railway and several short-line railroads. But the nickname is also a euphemism for the region itself: Northcentral Pennsylvania is The Intersection of access, affordable land, and available labor.

NORTHCENTRAL PENNSYLVANIA PROVIDES THE SAME PROXIMITY TO MAJOR PORTS AND MARKETS BUT HAS MORE AFFORDABLE LAND, AVAILABLE LABOR, AND LESS TRAFFIC THAN THE NEIGHBORING EASTCENTRAL LEHIGH VALLEY.

Construction costs are also lower, and there is an alternative to the traditional process of warehouse construction as demonstrated by Moran Logistics, a local 3PL. “We project manage new warehouse builds, says Mike Gilger, executive vice president at Moran. “We know the costs of each construction phase since we control it from start to finish. All electrical, plumbing and some concrete work is performed with our in-house maintenance staff, saving the mark up of a 3rd party contractor.”

THE FUTURE OF NORTHCENTRAL PENNSYLVANIA

Northcentral Pennsylvania is poised to grow alongside manufacturing, the expanding Marcellus Shale industry, and the demands e-commerce is placing on today's retail industries.

The Central Susquehanna Valley Transportation Project (CSVT) is an enormous road and bridge project currently under construction in Northcentral Pennsylvania. It is the largest capacity-adding project in the state. The CSVT project will ultimately provide a 13-mile limited access highway connecting PA 147 in Northumberland County just south of the PA 45 Interchange, to US 11/15 in Snyder County just north of the Borough of Selinsgrove. The bridge will open in 2020, and the entire project is expected to be complete by 2024. The project will provide additional capacity for commercial traffic moving north-south, enhancing the easy east-west access the area already has via Interstate 80.

Proximity to nearby shipping ports on the East Coast put Northcentral Pennsylvania in the right place to handle logistics needs arising from port expansions. East Coast shipping ports are currently dredging and building out to accommodate the large shipping vessels that can now pass through the Panama Canal.

IN SUMMARY

Northcentral Pennsylvania is an emerging logistics hub with same-day access to the majority of the North American population and none of the downsides of other, overcrowded East Coast hubs.

Successful logistics is equal parts location, land and labor, and depends on having the right resources in the right place at the right time and the right cost.

The hubs that are currently popular have short life spans – demand is starting to drive up costs and max out resources such as available land and labor.

The continued growth of e-commerce will keep demand for the current hubs high, and logistics planners will have to find new locations like Northcentral Pennsylvania.

The opportunity to build a logistics plan with long-term promise exists now in Northcentral Pennsylvania, and there is no other place like it.

FIND OUT MORE ABOUT
NORTHCENTRAL PENNSYLVANIA AT:
MIDDLE-EVERYWHERE.COM