



## NEWS RELEASE

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# O'Donnell Industries expands into new facility in Greenville County, adding 39 new jobs

*Specialty pet products manufacturer to invest \$1.8 million, targets domestic and European growth*

**GREENVILLE, SC – June 18, 2014** – O'Donnell Industries, manufacturer of both branded and private label pet beds, travel products and accessories, today announced that it will double its manufacturing space by relocating to a completely renovated manufacturing facility in Piedmont, South Carolina. The \$1.8 million investment is expected to add at least 39 new jobs over the next few years.



Begun in 1985 by Norman O'Donnell as a basement start-up, the company remains family owned and operated, and prides itself on manufacturing high-quality dog beds, dog sofas, pet travel products and accessories at affordable prices. O'Donnell Industries sells products under both the Snoozer Pet and Restless Tails brand names, along with numerous private label lines for such noted specialty retailers as PetSmart and Petco. The company has enjoyed more than five-fold sales growth in the last ten years as major pet retailers embraced the O'Donnell's brands with both in-store and online offerings. O'Donnell launched its own direct-to-consumer internet offerings in 2009.

"South Carolina has been a fabulous home to our company from its inception in 1985, and we are excited to continue our growth here in Greenville County," said Gary O'Donnell, Vice President of Marketing for O'Donnell Industries. "The encouragement we have received from our customers, suppliers and employees, along with the accelerating demand we see for our product lines both domestically and internationally clinched our decision to expand here. We appreciate the support of the Greenville Area Development Corporation, the South Carolina Department of Commerce, and all who helped to make this announcement possible."

"O'Donnell's decision to establish its roots in South Carolina, and continue to grow more than 20 years later, speaks volumes about the entrepreneurial spirit that exists within our state. We congratulate O'Donnell as they invest \$1.8 million and create 39 new jobs in Greenville County," said South Carolina Gov. Nikki Haley.



The United States alone has more than 56 million dog-owning households, and research shows that 31% of dogs are sleeping on beds and 32% are traveling with their owners in vehicles, creating a market for dog beds and dog travel carriers that exceeds \$4 billion annually, noted O'Donnell. Those trends also have created a need for broader fabric selections that complement interior décor and that can withstand multiple washings without deteriorating.

"Snoozer brand products are renowned for the wide range of fabrics and styles they are offered in, and for their ability to withstand repeated washings while still looking great," he added.

The new plant, which will double manufacturing space to more than 43,000 square feet, is located at 561 Bessie Road in Piedmont. The custom remodeling will double the company's current space, and will integrate best practices in plant layout and design along with integration of lean manufacturing principles to support accelerated volume production and enhanced operational efficiency.

"The team at SCMEP provided significant guidance and assistance to us that we believe will translate into the company growing domestic sales while expanding into European markets for the first time," said O'Donnell, adding that construction is underway with a July 2014 move-in date anticipated.

"O'Donnell trusted South Carolina with the start of their company and now, more than two decades later, they continue to grow and are venturing into the European market. This is an exciting time for this company and I look forward to their continued growth and investment in our state for many years to come," said Secretary of Commerce Bobby Hitt.

"Whenever a locally established company chooses to expand operations here in Greenville County, and to continue to enjoy the talent pool and business climate that we offer, it's a time for celebration," said Dr. Bob Taylor, Board Member of the [Greenville Area Development Corporation](#) and Chairman of Greenville County Council. "We commend O'Donnell Industries for their dogged pursuit of success and their decision to develop a new manufacturing facility in Piedmont, and we wish them continued growth and success."

Hiring information for the company will be released shortly, according to O'Donnell. Positions to be filled include professional seamstresses, assemblers, lean manufacturing experts, warehouse and other positions. Interested candidates may email their resume to [careers@snoozerpets.com](mailto:careers@snoozerpets.com) for immediate consideration.

For more information about O'Donnell Industries or their product lines, please visit their new website at [www.snoozerpets.com](http://www.snoozerpets.com).

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*The Greenville Area Development Corporation is a non-profit organization established by Greenville County Council to promote and enhance the economic growth and development of Greenville County. Since its founding in 2001, GADC efforts have resulted in the creation of more than 17,500 new jobs and more than \$3 billion in capital investment in Greenville County, SC. To learn more, visit [www.goGADC.com](http://www.goGADC.com) or call (864) 235-2008.*