



Suffolk County IDA gives preliminary approval to Regent Baby Products acquisition/renovation project

April 06, 2021 - Long Island

Hauppauge, NY The Suffolk County Industrial Development Agency (IDA) has preliminarily approved a transaction for Regent Baby Products Corp. for the acquisition and renovation of a 104,264 s/f facility located at 400 Rabro Dr. With the support from the Suffolk IDA, Regent Baby Products will relocate its headquarters from Jamaica, Queens in a move that represents a nearly \$20 million investment along with the retention of 32 full-time employees in Suffolk County.

"The county's investment into Regent Baby Products Corp. is another example of an economic gain that would not have occurred if it were not for the involvement of the IDA," said executive director of the Suffolk County IDA, Tony Catapano. "Rather than this successful company moving to another state, they are investing significant capital right here in Suffolk County and retaining a strong job base."

With the IDA's approval, Regent Products will quickly get to work creating an estimated 10 construction jobs to make renovations, including the removal of an 18,000 s/f mezzanine to maximize warehousing and distribution space. In addition, the company will also acquire new forklifts, pallet racking, office furniture, other building equipment and a new security system. The renovations of the new facility will also allow Regent to become more efficient by significantly reducing shipments of product between multiple facilities in the region, saving time, money and eliminating truck traffic.

Founded in 1946, Regent Baby Products Corp., is a family-owned business currently run by brothers Steven, Jay, and Roy Pomerantz.

Regent Baby Products Corp. is a wholesale distributor of safe and compliant baby and pet products that includes pacifiers, bottles, wipes, garments, toys, bathing and travel accessories, and safety items. The company's existing building is being sold, requiring the company to relocate its headquarters. New Jersey was given strong consideration for relocation due to its cheaper real estate and lower taxes, but the assistance of the IDA allows the company to keep all of its operations in Suffolk County while remaining competitive in an industry with slim margins.

"Our industry is extremely price sensitive so it was imperative for us to remain cost-conscious if we were to continue producing the high-quality products our customers have come to know and expect," said Jay Pomerantz, co-owner and vice president of sales. "With the assistance from the Suffolk IDA, we are able to not only retain our current Long Island employee base, but also establish

our company's new headquarters right here in Suffolk County.”

“Regent Baby Products’ commitment to growth in Suffolk County is significant because it means their jobs, payroll and future successes will continue to benefit our region,” said Kelly Murphy, deputy executive director of the Suffolk County IDA. “Whenever high-paying jobs remain available for our residents, it’s a win for everyone. The multiplier effect on overall tax revenue stemming from this business’s presence, as well as its well-paid employees spending money in our local stores and restaurants, is substantial.”

New York Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540