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Chino Distribution Firm Finds Bigger Digs

By: Joe Ascenzi

A Chino logistics company whose clients include businesses in the entertainment and self-help industries has leased a 300,000 square-foot warehouse-distribution facility in that city.

Motivational Fulfillment & Logistics Services Inc. signed a four-year lease worth \$7.5 million on the building at 6810 Bickmore Ave., said Geoff Landon, the company's executive vice president and chief financial officer.

The transaction was announced May 30.

Watson Land Co. in Carson developed the building, which is part of Watson Commerce Center Chino.

Watson Land will serve as Motivational Fulfillment's landlord, said Lance Ryan, Watson Land's vice president of marketing and leasing.

"Motivational Fulfillment is a great operation with a long track record. They've been around since the 1970s and they're a pretty interesting company."

Motivational Fulfillment expects to move into the 4,500 square feet of office space at the Bickmore Avenue building at the end of this month. Its warehouse workers will move there in mid-July.

"Business is good," Landon said of Motivational Fulfillment, which is celebrating its 30th anniversary this year. "Our retail division, which we started in 2003, is expanding and we need more space."

The Bickmore Avenue facility typically will employ between 30 and 40 people, though that number could swell to 250 depending upon how many accounts the company processes at any one time, Landon said.

Motivational Fulfillment currently occupies two buildings in Chino: a 117,000 square-foot structure at 15940 Fern Ave. and a 271,000 square-foot facility at 15910 Euclid Ave.

Company officials plan to sublease the Fern Avenue building. Several companies have expressed interest in locating there but no deals are expected to be struck soon, Landon said.

The Euclid Avenue address will remain Motivational Fulfillment's corporate headquarters, Landon said.

Motivational Fulfillment's retail clients include Wal-Mart, Target, Best Buy, Costco, Sam's Club and Lowe's Home Improvement.

Its entertainment clients include Walt Disney, Home Box Office, Red Skelton Video Collection and The Discovery Channel, according to Motivational Fulfillment's Web site.

Many of the products Motivational Fulfillment distributes are sold on infomercials, Landon said.

Motivational Fulfillment's Bickmore Avenue facility is next door to a 400,000 square-foot logistics operation that is leased by Nature's Best.