

SENATE CONCURRENT RESOLUTION NO. 40

BY SENATOR LONG

A CONCURRENT RESOLUTION

To commend Procter & Gamble Fabric Care Manufacturing Alexandria Plant in Pineville, Louisiana, on the celebration of their Fiftieth Anniversary.

WHEREAS, it is with great pride that the citizens and the Legislature of Louisiana commend and honor Procter & Gamble on fifty years in Louisiana; and

WHEREAS, three billion times a day, Procter & Gamble brands touch the lives of people throughout the world; and

WHEREAS, Procter & Gamble has one of the largest and strongest portfolios of trusted, quality brands, including Pampers, Tide, Ariel, Always, Whisper, Pantene, Mach3, Bounty, Dawn, Pringles, Folgers, Charmin, Downy, Lenor, Iams, Crest, Oral-B, Actonel, Duracell, Olay, Head and Shoulders, Wella, Gillette, and Braun; and

WHEREAS, the Procter & Gamble community consists of almost one hundred forty thousand employees working in more than eighty countries worldwide; and

WHEREAS, Procter & Gamble has been named among the top five Most Admired Companies by FORTUNE magazine, and is the third Most Admired Company globally and ranks fourth among Most Admired Companies in the United States; and

WHEREAS, Procter & Gamble started construction of the Louisiana plant on a one hundred twelve acre site, located approximately eight miles north of Alexandria in 1968; and

WHEREAS, many of the employees who helped build the plant then became part of the original one hundred forty member production startup team; and

WHEREAS, the team shipped the first box of Alexandria Plant Tide to the regional mid-south market in the fall of 1969; and

WHEREAS, for over thirty-five years, production at the plant consisted of dry laundry products, i.e. Tide, Cheer, Gain, Oxydol, Bold, Dash, Dreft, and Ivory Snow; and

WHEREAS, in 2004, they announced a major expansion project onsite and invested

over two hundred twenty million dollars to add production capability to produce liquid detergent on four packing lines and added additional state-of-the-art warehouse space for the new volume, which led to companies like Plastipak Packaging relocating to the area, as well as several other companies back in 2005-2006 creating hundreds of additional jobs; and

WHEREAS, the plant now produces both dry and liquid detergent and pods and ships to approximately one-third of the United States, with many of the brands produced there being market leaders, including Tide, the nation's #1 laundry detergent brand; and

WHEREAS, Procter & Gamble commemorates the Fiftieth Anniversary of its Fabric Care Manufacturing Alexandria Plant in Pineville, Louisiana, (although the plant is located in Pineville it is still known as the Alexandria Plant since that is where it first began); and

WHEREAS, it is a key facility for the production of Tide laundry detergent, and in 2006, it started producing liquid detergent, and in 2012, became one of only two sites to produce the new Tide Pods, and later that same year they consolidated its dry detergent manufacturing to the plant in Pineville; and

WHEREAS, in 2017 Procter and Gamble made a forty-six million dollar investment in the Alexandria Plant which modernized and increased warehousing capability at the plant adding at least twenty-six new jobs, and in the process brought multiple companies relocating to the area to supply the plant; and

WHEREAS, the team in Pineville, from employees to suppliers to partners, is one of the largest and most successful operations of fabric care businesses globally; and

WHEREAS, the work they are doing for Procter & Gamble and the difference they are making in their communities, Louisiana, the United States, and globally is to be commended, honored, and celebrated; and

WHEREAS, this Fiftieth Anniversary celebration underscores Procter & Gamble's commitment to economic development in Louisiana and the company's leading role in helping improve the lives of people in the area and the surrounding communities where they live and work; and

WHEREAS, Procter & Gamble employees and retirees contribute thousands of hours of community service every year to benefit local education, arts, health, environmental, and civic programs; and

WHEREAS, today, the Pineville/Alexandria plant has about six hundred employees and provides jobs for four to five hundred contract employees; and

WHEREAS, during five decades of operation, the Alexandria Manufacturing Plant has grown to become one of Procter & Gamble's largest detergent operations globally and production volume has increased steadily over the years, reflecting the sustained growth in Procter & Gamble's detergent business, which now represents approximately half of the total North American detergent market.

THEREFORE, BE IT RESOLVED that the Legislature of Louisiana does hereby commend Procter & Gamble Fabric Care Manufacturing Alexandria Plant in Pineville, Louisiana, on the celebration of their Fiftieth Anniversary.

BE IT FURTHER RESOLVED that a copy of this Resolution be transmitted to Plant Leader, Taylan Uras.

---

PRESIDENT OF THE SENATE

---

SPEAKER OF THE HOUSE OF REPRESENTATIVES