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For more information, contact:
Patricia Heimbrock
Hixson
513-241-1230

**Latest Food Plant of the Future Webinar Tackles
Common Misperceptions Regarding Renovations and Brownfields**

-- Greenfield not the only option for companies to achieve state-of-the-art facilities. --

(CINCINNATI; March 14, 2011) – When looking to expand or build, many food and beverage companies immediately think greenfield construction is the best way to achieve a world-class facility. However, in the most recent Food Plant of the Future Webinar, “Renovation Mythbusters,” Hixson Architecture & Engineering presenters Chris Harmon and Jeff Ashba explained how renovating existing facilities or building new facilities from brownfield can deliver superior facilities as well. “With so many existing buildings and sites available in the marketplace today, renovation and brownfield options offer attractive options to greenfield,” said Harmon, a Sr. Vice President and Project Manager with Hixson. “Plus, renovations and brownfields often come at less cost and faster time to market than greenfield.”

During the hour-long webinar, Harmon and Ashba provided case studies on how four food and beverage companies have taken advantage of renovation and brownfield construction. In addition, the presenters also suggested that companies looking at renovation and brownfield options need to focus on several key areas to be successful in their efforts, including:

- Maintaining tight control over project scope and budget,
- Implementing solutions to maintain existing operations (in renovated facilities),
- Overcoming zoning and building code issues,
- Maximizing opportunities for incentives,
- Managing the potential for an extended project schedule,

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“Renovation Mythbusters” Tackles Common Misperceptions,” p. 2

- Understanding the potential for added costs, and
- Determining whether sustainability/LEED will play a role in the development process.

A link to the archive of “Renovation Mythbusters” can be found at www.foodplantofthefuture.com, along with links to the archived versions of previous Food Plant of the Future webinars.

ABOUT HIXSON

Hixson is an architecture, engineering and interior design firm specializing in projects for industrial processing plants, R&D facilities, corporate office environments, and retail projects. Listed as one of the top firms in North America, Hixson delivers insight and advocacy leading to intelligent project execution through 16 integrated technical disciplines. To learn more, visit us on the web at www.hixson-inc.com.

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