



**Decide DeKalb**  
Development Authority



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## Serta Simmons Selects Doraville for National HQ

### *500 New Jobs Announced for 'Assembly' site*

**June 26, 2017** [Decatur, GA] The City of Doraville and the Decide DeKalb Development Authority (DDDA) are very excited to announce that leading mattress manufacturer Serta Simmons has selected The Assembly site (former Doraville GM plant) for their headquarters to open in 2019.

Serta Simmons looks to bring 500 total jobs to the area, with 80 of those being new to the state. The \$65 Million project will include a new 210,000 sq. ft. building on 5-acres.

“The City of Doraville has made a commitment to its citizens that the Assembly site will once again be a vibrant activity center supporting many jobs,” said Doraville Mayor Donna Pittman. “It speaks volumes for the trajectory of this site and our city when a national brand like Serta Simmons selects Doraville for its national headquarters. We are delighted to be a partner on this project and welcome them to our community.”

Serta Simmons will be creating a headquarters building along with an Innovation Center and a showroom for their various brands. The 165-acre Assembly site is envisioned to be a \$2 billion mixed-use redevelopment project with offices, apartments, retail and entertainment once fully realized.

“We are excited that Serta Simmons has chosen to locate its headquarters in DeKalb County,” said Georgia Department of Economic Development Commissioner Pat Wilson. “Serta is joining a league of other successful companies who have laid a solid foundation and located their headquarters in Georgia, and I am looking forward to seeing how this project continues the incredible momentum at the Assembly development in Doraville.”

The cohesive partnership between the City of Doraville and Integral Group as well as Decide DeKalb, the Economic Development authority for the county, the Georgia Department of Economic Development, the Metro Atlanta Chamber and Georgia Power helped make this announcement possible.



“Our goal of improving the business ecosystem in DeKalb remains paramount and the addition of Serta Simmons’ new headquarters is a testament to this,” said Decide DeKalb’s President, Ray Gilley. “The site of the former GM plant is a prime example of how the Development Authority’s Brownfield Revolving Loan Fund (BRLF) in partnership with the Environmental Protection Agency (EPA) is rejuvenating areas once thought to be unusable.”

**About Serta Simmons Bedding, LLC**

Serta Simmons Bedding, LLC ("SSB") is the largest distributor and manufacturer of mattresses in the United States. The Atlanta-based company owns and manages two of the largest bedding brands in the mattress industry, Serta®, which has five other independent licensees, and Beautyrest®. The two brands are distributed through national, hospitality, and regional and independent channels throughout North America. SSB operates 32 manufacturing plants in the United States, six in Canada and one in Puerto Rico. For more information about SSB and its brands, visit [www.sertasimmons.com](http://www.sertasimmons.com).

**About Integral / The Assembly**

Integral is an Atlanta-based vertically integrated national real estate development and investment firm, with a particular focus on providing innovative development solutions in a number of key urban markets. Delivering both community development and commercial real estate projects, they have developed affordable, workforce, luxury and mixed-income communities across the United States. Integral has extensive experience in public-private partnerships and mixed-use transit oriented development. Headquartered in Atlanta, Georgia, Integral has office locations in Dallas, Denver, Los Angeles, and San Francisco. Its real estate brands include Ashley, EVIVA, Veranda and Oasis, in addition to the large-scale communities that it develops. Visit [www.integral-online.com](http://www.integral-online.com).

Assembly is the game-changing redevelopment of the Doraville General Motors Assembly Plant. Flanked by MARTA's Doraville Station, I-285 and the Peachtree Corridor, the 165-acre site is the largest developable property inside Metro Atlanta's "Perimeter" and one of the Southeast's premier sites.

**About Decide DeKalb**

Decide DeKalb serves as the primary economic development driving force to attract, expand and retain businesses in DeKalb County, Georgia. Established in 1974 as the Development Authority of DeKalb County, Decide DeKalb works with partners, stakeholders and the business community to spur capital investments, encourage job growth and business sustainability. For more information, visit [www.decidedekalb.com](http://www.decidedekalb.com).

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