

LEED COUNCIL FOCUSES ON A MEMBER: CONCEPT LABORATORIES

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Concept Laboratories, Inc. was founded in 1995 by Joel Heifitz, Adam Lustbader and Stephan Sands. The three combined over 45 years of marketing and management experience to form a service-driven business that listens to its customers and then innovates, produces and markets those customers' concepts to the retail shelf, the infomercial or the direct mail catalogue—or all three! Their dedicated staff of 60 employees put life into their motto "What the Mind Can Conceive Concept Laboratories Can Achieve."

Concept Labs quickly became a recognized innovator in designing and manufacturing personal care and household products and moved into its current 45,000 square foot headquarters on Chicago's near north side in 1996.

When asked to speak about an obstacle that the company experienced while growing CFO Stephan Sands replied, "When we first started we didn't know about the manufacturing process but we knew how to market the products. So we hired individuals that had knowledge in manufacturing such as: knowledge of best manufacturing practices and record keeping. We hired and inherited a good staff from a prior company. These employees still work for Concept Lab to this day."



Stephan said, "What makes our company unique is that we do not sell what we manufacture but manufacture what we sell. Breaking into the brand retail is difficult to do, we get a product concept ourselves or from the client and take it from there."

In addition, Stephan said, “The location of our company is great and the taxes are much lower because of being in a Planned Manufacturing District compared to a non-PMD.” He continued, “one thing that could be improved is that we are constantly tweaking the building to fit our needs and it’s becoming difficult to expand.”

In the ensuing years, Concept has established over a dozen trademarks and brands under its own name and manufactured hundreds of products of its own and for customers around the world. Concept Laboratories develops and manufactures new or existing products for their customer line utilizing but not limited to their:

- Creative Product and Graphic Design Teams
- Formulation Development
- In-house Laboratory
- Stability and Safety Testing
- Worldwide Bottle and Packaging Sourcing



Some of Concept Laboratories key clients are CVS Pharmacy, Rite Aide, Jewel Osco, Publishers Clearing House and Starcrest. A list of their product line is listed below but not limited to:



- Personal Care
- Spa/Bath Gift Sets
- Household Care
- Pet Care
- OTC Pet Care

When asked how Concept Laboratories interacts with or uses the LEED Council, Stephan said, “We agree with the LEED Council’s basic principals of keeping this area industrial. We support their goals; it’s important to stay involved with local organizations- the more local the better. We read the electronic newsletter and attend events that the LEED Council hosts or markets.”

Stephan said, “A good lunch recommendation is Stanley ’s Chirpin Chicken located on Elston south of North Avenue and when I entertain I go to J Alexanders located on Clybourn.”

Thank you Concept Laboratories for all your support and may you continue to develop and market great products!