

# HSN Opens Greenville Facility

Michael Reneau | Posted: Thursday, November 13, 2014 10:45 am

The Home Shopping Network has opened a short-term facility in Greenville, housed on Snapps Ferry Road.

HSN opened the facility in October in the Chasan Industrial Complex -- formerly known as Magnavox Plant 3 -- at 1915 Snapps Ferry Road.

"The facility is being used for temporary storage for our seasonal inventory for the Piney Flats, Tenn., distribution center," HSN spokeswoman Denise Wilson said in an email.

She would not elaborate on other questions asked by The Greenville Sun.

Greene County Partnership President and CEO Tom Ferguson said the company is leasing about 205,000 square feet in the building.

Chasan Properties Facilities Manager Ricky Shepherd estimated that about 20-30 employees have been working there since October.

Neither he nor Wilson would disclose the length of HSN's lease. Wilson would only say the lease is "short-term."

## CALL TO GCP

Shepherd said HSN has been handling its own product shipping, which is a service Chasan offers many of its customers.

Other details about the company's presence have been scant.

Ferguson said he got a call from a Nashville real estate agent several weeks ago inquiring about space in the building. The real estate agent had seen the building marketed on the GCP's site locator website at [www.greenecountyprospector.com](http://www.greenecountyprospector.com).

Hours later, the agent was touring the building.

The lease was signed days later.

## FERGUSON, SHEPHERD 'HOPEFUL'



## HSN Opens Greenville Facility

The Home Shopping Network has opened a facility in the Chasan Industrial Complex on Snapps Ferry Road, the former Magnavox Plant 3 site. The lease for part of the space in the huge facility. Officials have only specified that the lease is "short-term."

HSN opened its Piney Flats distribution center in 2004. That center is HSN's largest, at 978,000 square feet, according to the company's website. The center employs about 300 people.

Both Ferguson and Shepherd said that, while nothing is certain, they're hopeful that a long-term deal will work out with HSN.

"We'd like them to stay in Greeneville as long as they would like," Shepherd said.

## **BACKGROUND**

The huge facility on Snapps Ferry Road known as "Plant 3" opened in 1963 and for decades housed most of the local operations of The Magnavox Company of Tennessee and its successor companies: Philips Consumer Electronics Company and Five Rivers Electronic Innovations LLC.

During the peak years of operation spanning from the late 1960s, until the early 1990s, more than 3,000 local men and women were employed there.

The original facility was further expanded under Philips ownership to include a total of more than a million square feet of space.

The plant's main role: producing color television sets of different styles and different price ranges under a variety of brand names, including the Magnavox brand.

Under Philips' ownership, the operation became the nation's second largest manufacturer of color television sets.

## **SEQUENCE OF OWNERSHIP**

The Magnavox Company was bought in 1974 by N.V. Philips, the Netherlands-based multinational electronics giant.

Under Philips' ownership, the local plants were operated as Philips Consumer Electronics Co.

In 1997, Philips sold Plant 3 and its television operations to the privately-owned, Knoxville-based Taylor-White Co., which operated it for more than a decade as Five Rivers Electronic Innovations LLC.

After several years of intense competitive struggle, and declining employment, Five Rivers declared Chapter 11 bankruptcy in 2005.

Ultimately television set production ended at the plant, and the sprawling facility was emptied.

## **ABOUT 15 TENANTS NOW**

The building now has about 15 tenants.

Those businesses use their leased area either for processing and handling space or simply for warehousing, Shepherd said.

Among the tenants, a total of about 115 employees are now working at the facility each day, he said.