



FOR IMMEDIATE RELEASE

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## **Excellent business costs, growth opportunities prompt hydra to relocate headquarters from San Francisco to Lexington**

**LEXINGTON, KY. (October 7, 2014)** – Today, Commerce Lexington Inc. and Lexington Mayor Jim Gray announced that **hydra**, a manufacturer of aromatherapy and bath products to more than 2,000 retailers around the world, has moved its company headquarters from San Francisco to Lexington, creating 10 new jobs immediately, with plans for further growth. According to hydra Partner and General Manager William Kyle, it's a move that's already paying off for the company through increased shipping capabilities, a more productive workforce, and lower costs of doing business.

"Welcome to hydra, a new manufacturer making its home in our city," Mayor Jim Gray said. "Manufacturers know that Lexington and the Bluegrass Economic Advancement Movement are serious about making their businesses work here, from workforce development to land acquisition and export support."

"Lexington's affordable business costs have created a real advantage for our company and will allow us to reinvest the dollars we save into our business and focus on growth," said Kyle. He also cited Lexington's collaborative resources and high level of community support as instrumental in hydra's decision to move to Lexington.

With approximately 60-percent of its customer base now averaging two-day shipping from Lexington, rather than four days from the West Coast, hydra has become much more efficient in its new Bluegrass home. "Kentucky is situated at the crossroads of our strongest customer base, saving time and money for us and ultimately our customers," said Kyle.

Commerce Lexington's economic development team introduced hydra to several workforce development resources, including the Bluegrass Workforce Investment Board and the Kentucky Refugee Ministry. Through these two employment resources, hydra began its operations with employees who, according to Kyle, are among the most efficient and committed employees in company history.

Commerce Lexington Inc. President and CEO Bob Quick said, "hydra is a perfect example that every company's needs are unique, and it's our job as an economic development team to help them find solutions to their business concerns as they evaluate relocation options. hydra found a real fit here, and its reduced business costs will benefit the company well into the future."

"Kentucky is the "southern Midwest" – a combination of southern hospitality and Midwest sensibility. We are excited to be in a place where our contribution to the community and business environment is appreciated and respected. Plus, working with the team at Commerce Lexington has already made it easier for us to do business here," said Kyle.

Since its founding in 2002, hydra has offered products for the bath and shower that appeal to a wide range of customers. The production team in Lexington hand makes all the products that are offered by hydra. hydra is constantly developing new and interesting concepts to make sure that its products are as exciting as they are therapeutic.

For more information on hydra products, visit [www.hydrasoap.com](http://www.hydrasoap.com).

Want to know more about why hydra chose to locate in Lexington? Visit [locateinlexington.com](http://locateinlexington.com).

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