



# MEDIA MENTIONS

NorthShore® Announces Expansion with New Headquarters,  
Contact and Fulfillment Centers and Testing Lab

This document includes media placements.

# Chicago Tribune

## LIBERTYVILLE REVIEW



## NorthShore Care Supply, maker of adult diapers, is relocating and expanding to Green Oaks, near Libertyville

Pioneer Press | Jan 31, 2020 | 10:00 AM

The self-proclaimed “Diaper King of Chicago” is moving from Buffalo Grove to a massive new facility in Green Oaks, just outside Libertyville, the company announced recently.

NorthShore Care Supply, maker of adult diapers, plans to move in March from its current facility, 1200 Barclay Blvd., Buffalo Grove, into a 173,000-square-foot building that will house the company headquarters, fulfillment center, research and development, and quality control lab, said Vicki Wolpoff, spokeswoman for NorthShore Care Supply.

The new facility more than doubles the company’s space, Wolpoff said in a statement.

“It’s going to be an exciting year for our company as we complete our relocation and bring online our new fulfillment center with heavy investments in automation and robotics,” said Adam Greenberg, founder and president.

NorthShore, which says its a leading brand of incontinence products and supplies, plans to launch new products and advertising campaigns to address the “stigma” around incontinence, Greenberg said.

Wolpoff said the company focuses on products and supplies for people with moderate to heavy incontinence versus traditional retail brands that address lighter incontinence.

“We’ve found that people with heavy incontinence and their caregivers are not only desperate for products that won’t leak all night long, but welcome the chance to talk to someone without fear of embarrassment,” Greenberg said.

The new facility in Green Oaks also will provide more space for the company to further its diaper donation program, which enables the company to donate products and supplies to consumers with financial hardships through diaper banks, food pantries and animal shelters, Wolpoff said.

Wolpoff said Greenberg founded NorthShore Care Supply in 2002 after members of his family struggled to manage their incontinence with traditional retail adult diapers.

The company also chose Green Oaks for its expansion because of its proximity to Interstate 294 and to people living in northern Illinois and southern Wisconsin, she said.

“The Village of Green Oaks has been very welcoming,” Greenberg added. “It has been a nice collaboration, and we cannot wait to be part of the community.”



Association of the  
Nonwoven Fabrics Industry

## NorthShore® Announces Expansion with New Headquarters, Contact and Fulfillment Centers and Testing Lab



NorthShore Care Supply President Adam Greenberg walks the site of the company's new headquarters in Green Oaks, Ill.

*"Diaper King of Chicago" continues to grow the leading direct-to-consumer brand of premium incontinence products and supplies*

(Buffalo Grove, Ill.) Jan. 22, 2020 – NorthShore Care Supply, the company behind NorthShore® brand premium adult diapers, is moving to a new 173,000 square foot facility in Green Oaks, Ill. in March 2020. The new building more

than doubles its current space and will include NorthShore's headquarters, U.S. fulfillment center, contact center, research & development unit as well as quality control lab.

"It's going to be an exciting year for our company as we complete our relocation and bring online our new fulfillment center with heavy investments in automation and robotics," says Adam Greenberg, founder and president. "We also have planned investments in new products, advertising campaigns and an educational campaign designed to address the stigma that exists around incontinence."

NorthShore focuses on providing products and supplies for individuals with moderate to heavy incontinence, unlike traditional retail brands that cater to lighter incontinence.

"We've found that people with heavy incontinence and their caregivers are not only desperate for products that won't leak all night long but welcome the chance to talk to someone without fear of embarrassment," says Greenberg, who is a board-certified Patient Advocate. "At NorthShore, we focus on being as kind and caring as possible to help people return to their routines, end constant worry about leaks and encourage them to seek medical attention that many people unfortunately delay for years."

"The new location will make it easier for us to further our mission of helping others by offering more space for our Diaper Donation Program where we coordinate regular donations of products and supplies to those with financial hardships through diaper banks, food pantries and animal shelters," says Vicki Wolpoff, director of Marketing & Communication. "Under Adam's leadership, NorthShore is also very responsive to the needs of military veterans and their families and contributes to many non-profits, supporting research and education for autism, Alzheimer's, cerebral palsy, spina bifida as well as other medical conditions."

The new facility's Green Oaks location was chosen due to its convenient location adjacent to the Tri-State highway and proximity to individuals living in northern Illinois and southern Wisconsin.

"The Village of Green Oaks has been very welcoming," says Greenberg. "It has been a nice collaboration and we cannot wait to be part of the community."

## NorthShore to move into expanded facility

by: [HME News Staff](#) - Wednesday, January 22, 2020



BUFFALO GROVE, Ill. – [NorthShore Care Supply](#) is moving into a new 173,000-square foot facility in Green Oaks in March. The new building will more than double its current space and includes NorthShore’s headquarters, fulfillment center, contact center, research and development and a quality control lab.

“It’s going to be an exciting year for our company as we complete our relocation and bring online our new fulfillment center with heavy investments in automation and robotics,” says Adam Greenberg, founder and president, pictured here. NorthShore provides incontinence products for individuals with moderate to heavy incontinence, and manufactures its own line of briefs.

# Maker Of Adult Diapers Is Leaving Buffalo Grove

**NorthShore Care Supply plans to move from its current location in Buffalo Grove to its new, larger facility outside Libertyville.**

By Amie Schaezner, Patch Staff

Feb 10, 2020 1:33 pm CT



NorthShore Care Supply is moving from its current location in Buffalo Grove to a larger facility in Green Oaks. (GoogleMaps )

BUFFALO GROVE, IL — NorthShore Care Supply, a maker of adult diapers that touts itself as the "Diaper King of Chicago," is moving from its currently location in Buffalo Grove to a much larger facility in Green Oaks, according to the Chicago Tribune. The 173,000-square-foot building is just outside Libertyville and will include the company's headquarters, quality control lab, fulfillment center and research and development.

The new facility **is twice the size of its current building** at 1200 Barclay Boulevard in Buffalo Grove. Vicki Wolpoff, spokeswoman for NorthShore Care Supply, told the Libertyville Review the new location will also help the company to expand its diaper donation program and is close to Interstate 294 and people living in northern Illinois and southern Wisconsin.

*[More via the Libertyville Review](#)*





## NorthShore® Announces Expansion with New Headquarters, Contact and Fulfillment Centers and Testing Lab

JANUARY 21, 2020

BY **NEWSWIRE**

"Diaper King of Chicago" continues to grow the leading direct-to-consumer brand of premium incontinence products and supplies BUFFALO GROVE, Ill. - January 21, 2020 - ([NewsWire.com](#))

NorthShore Care Supply, the company behind NorthShore® brand premium **adult diapers**, is moving to a new 173,000 square foot facility in Green Oaks, Illinois in March 2020. The new building more than doubles its current space and will include NorthShore's headquarters, U.S. fulfillment center, contact center, research & development unit, as well as quality control lab.

"It's going to be an exciting year for our company as we complete our relocation and bring online our new fulfillment center with heavy investments in automation and robotics," says Adam Greenberg, founder and president. "We also have planned investments in new products, advertising campaigns and an educational campaign designed to address the stigma that exists around incontinence."

**NorthShore Care Supply** focuses on providing products and supplies for individuals with moderate to heavy incontinence, unlike traditional retail brands that cater to lighter incontinence.

"We've found that people with heavy incontinence and their caregivers are not only desperate for products that won't leak all night long but welcome the chance to talk to someone without fear of embarrassment," says Greenberg, who is a board-certified Patient Advocate. "At NorthShore, we focus on being as kind and caring as possible to help people return to their routines, end constant worry about leaks and encourage them to seek medical attention that many people, unfortunately, delay for years."

"The new location will make it easier for us to further our mission of helping others by offering more space for our Diaper Donation Program where we coordinate regular donations of **products and supplies** to those with financial hardships through diaper banks, food pantries and animal shelters," says Vicki Wolpoff, director of Marketing & Communication. "Under Adam's leadership, NorthShore is also very responsive to the needs of military veterans and their families and contributes to many non-profits, supporting research and education for autism, Alzheimer's, cerebral palsy, spina bifida as well as other medical conditions."

The new facility's Green Oaks location was chosen due to its convenient location adjacent to the Tri-State highway and proximity to individuals living in northern Illinois and southern Wisconsin.

"The Village of Green Oaks has been very welcoming," says Greenberg. "It has been a nice collaboration and we cannot wait to be part of the community."

NorthShore Care Supply was founded in 2002 by Adam Greenberg after family members struggled to manage their incontinence with retail adult diapers. NorthShore® is the leading direct-to-consumer brand of high absorbency adult diapers and incontinence supplies in the U.S. providing peace of mind to those with moderate to severe incontinence. NorthShore is committed to #EndHealthStigma to help 80 million Americans living with some form of bladder or bowel dysfunction. For more information, call 800-563-0161, visit [NorthShore.com](#), or follow us on LinkedIn and Facebook @NorthShoreCareSupply, Twitter @NorthShoreCare, and on Instagram @NorthShoreCare.

Press Release Service by [NewsWire.com](#) Original Source: [NorthShore® Announces Expansion With New Headquarters, Contact and Fulfillment Centers and Testing Lab](#)

BREAKING NEWS

# NorthShore Announces Relocation

*Incontinence company moves to new 173,000 square foot facility in IL*



01.06.20

**NorthShore Care Supply**, the company behind NorthShore brand premium adult diapers, will be moving to a new 173,000 square foot facility in Green Oaks, IL, in March 2020. The new building more than doubles the current space and will include NorthShore's headquarters, U.S. fulfillment center, contact center, research & development as well as quality control lab.

"It's going to be an exciting year for our company as we complete our relocation and bring online our new fulfillment center with heavy investments in automation & robotics," says Adam Greenberg, founder and president. "We also have planned investments in new products, advertising campaigns and an educational campaign designed to help end the blame, shame & stigma that exists around incontinence."

NorthShore focuses on the consumer market where traditional retail brands have eliminated products for moderate to heavy incontinence. "We've found that people with heavy incontinence and their caregivers are not only desperate for products that won't leak all night long, but need someone to talk to without fear of embarrassment," says Greenberg who is a Board Certified Patient Advocate. "We focus on being as kind and caring as possible to help people return to their normal routine, end constant worry about leaks, and encourage them to seek medical attention which most people delay for many years out of fear and embarrassment."

"NorthShore's reputation as a caring company is furthered by regular donations of diapers to those with financial hardships through diaper banks, food pantries and animal shelters," says Vicki Wolpoff, director of marketing. "Adam and NorthShore are very responsive to the needs of military veterans and contribute to many non-profits supporting research and education for Autism, Alzheimer's, Cerebral Palsy, Spina Bifida & other genetic disorders."

"It's the one-on-one conversations where we let people know they are not alone and that there is help where we are making the most difference," says Greenberg. "Every day our customers send us notes telling us how our patience and empathy was viewed as kindness that was life-changing for them and their family. It's very rewarding for our team."

NorthShore selected Green Oaks for its new facility due to its convenient location adjacent to the tri-state highway and proximity to populations in both northern Illinois and southern Wisconsin. "The Village of Green Oaks has been very welcoming," says Greenberg. "It has been a nice collaboration and we cannot wait to be part of the community."

# DIGITAL JOURNAL

## Press Release

# NorthShore® Announces Expansion With New Headquarters, Contact and Fulfillment Centers and Testing Lab

"Diaper King of Chicago" continues to grow the leading direct-to-consumer brand of premium incontinence products and supplies



BUFFALO GROVE, Ill. - January 21, 2020 - ([Newswire.com](https://www.newswire.com)) NorthShore Care Supply, the company behind NorthShore® brand premium [adult diapers](#), is moving to a new 173,000 square foot facility in Green Oaks, Illinois in March 2020. The new building more than doubles its current space and will include NorthShore's headquarters, U.S. fulfillment center, contact center, research & development unit, as well as quality control lab.

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## NorthShore expands

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