

This copy is for your personal, noncommercial use only. You can order presentation-ready copies for distribution to your colleagues, clients or customers [here](#) or use the "Reprints" tool that appears above any article. [Order a reprint of this article now.](#)

GETTING THE JOB DONE: keys to business success

Designs for Health executive Frank Rizzo offers upbeat outlook

By [Aaron London](#)

aaron.london@news-jrn.com

Published: Saturday, June 7, 2014 at 8:26 p.m.

BUNNELL — With Americans paying more attention to their health these days, an increasing number of people are turning to nutritional supplements.

That is good news for Designs for Health, a Connecticut-based nutritional supplement company that opened a Palm Coast warehouse and distribution facility in 2012.



Frank Rizzo

Designs for Health was the first company to expand or relocate in Flagler County under the county's Department of Economic Opportunity, which was created to replace Enterprise Flagler as its primary economic development arm.

Recently, Frank Rizzo, vice president of operations at Designs for Health, spoke to The News-Journal about the company's experience in Flagler County and his outlook for the future.

What made Designs for Health choose Flagler County?

Florida acts as our southeast distributor and the No. 1 reason we came here from a business perspective is that Palm Coast is the most southern city in Florida that FedEx ground can reach in two days. That saves us \$500,000 in yearly shipping costs. We spend \$2 million to \$3 million a year just in shipping.

How has the nutritional supplements market fared during the Great Recession?

Our growth has been very, very strong. We had sales of \$42 million in 2013 and we are on a pace to do just under \$50 million this year. We started here with two or three employees and this year we're up to about 13. For a long time the supplement industry had a bad reputation. Ten years ago, M.D.s ran away from natural health. Today our largest growth segment is with M.D.s.

Does the company have plans to expand?

Last year we opened a new facility in Nevada. In the next year or two we're looking to purchase a much more substantial building. If we decide to do any manufacturing here we're going to need a much bigger building.

What is the company's outlook for growth?

I expect over the next three years a tremendous amount of growth. In the eight years I have been with the company we never had a down quarter. It's just a very strong

industry. I am keeping my fingers crossed that we will have something more than distribution in Florida in the next three years.

Copyright © 2014 News-JournalOnline.com — All rights reserved. Restricted use only.