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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.) Jan. 6, 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.



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

“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 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.