



# HEALTH & WELLNESS

Turning Workplace Experience into Measurable Performance

## Why It Matters

For retail and apparel brands, health and experience shape recruitment, retention, productivity, and brand authenticity. The built environment is one of the most direct ways to reinforce those values.

## What We Do

BranchPattern helps organizations translate culture and wellness goals into actionable building strategies. We support:

- Healthy building certifications (Fitwel, WELL Advisory)
- Gap assessments and feasibility analysis
- Policy alignment and amenity strategy
- Indoor environmental quality optimization
- Leadership-level cost/benefit evaluation
- Documentation and certification management

Our work bridges design, operations, and executive priorities — ensuring health strategies are both meaningful and achievable.

## Where This Applies



Corporate Headquarters



Distribution & Logistics Facilities



Retail & Workplace Environments

## Selected Experience



**lululemon**

## Our Perspective

Health-forward buildings are not just amenities. They are an operational strategy. When wellness is embedded in workplace design and performance standards, it strengthens both people and brand.

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## VF Corporation

For its Denver headquarters, VF Corporation sought to ensure that workplace design, policies, and operations actively supported employee health, well-being, and performance. BranchPattern brought a human-centered lens to workplace performance, aligning building strategies with the company's culture and values. Through the Fitwel certification process, we translated existing amenities, policies, and design features into a clear, measurable framework for workplace health.

VF's Denver headquarters successfully achieved Fitwel certification, reinforcing the company's commitment to occupant health and experience. The project demonstrated how health-focused workplace strategies can be integrated into a real corporate environment without starting from scratch. VF's headquarters illustrates how health, culture, and building performance can align to create spaces that support both employees and long-term organizational resilience.

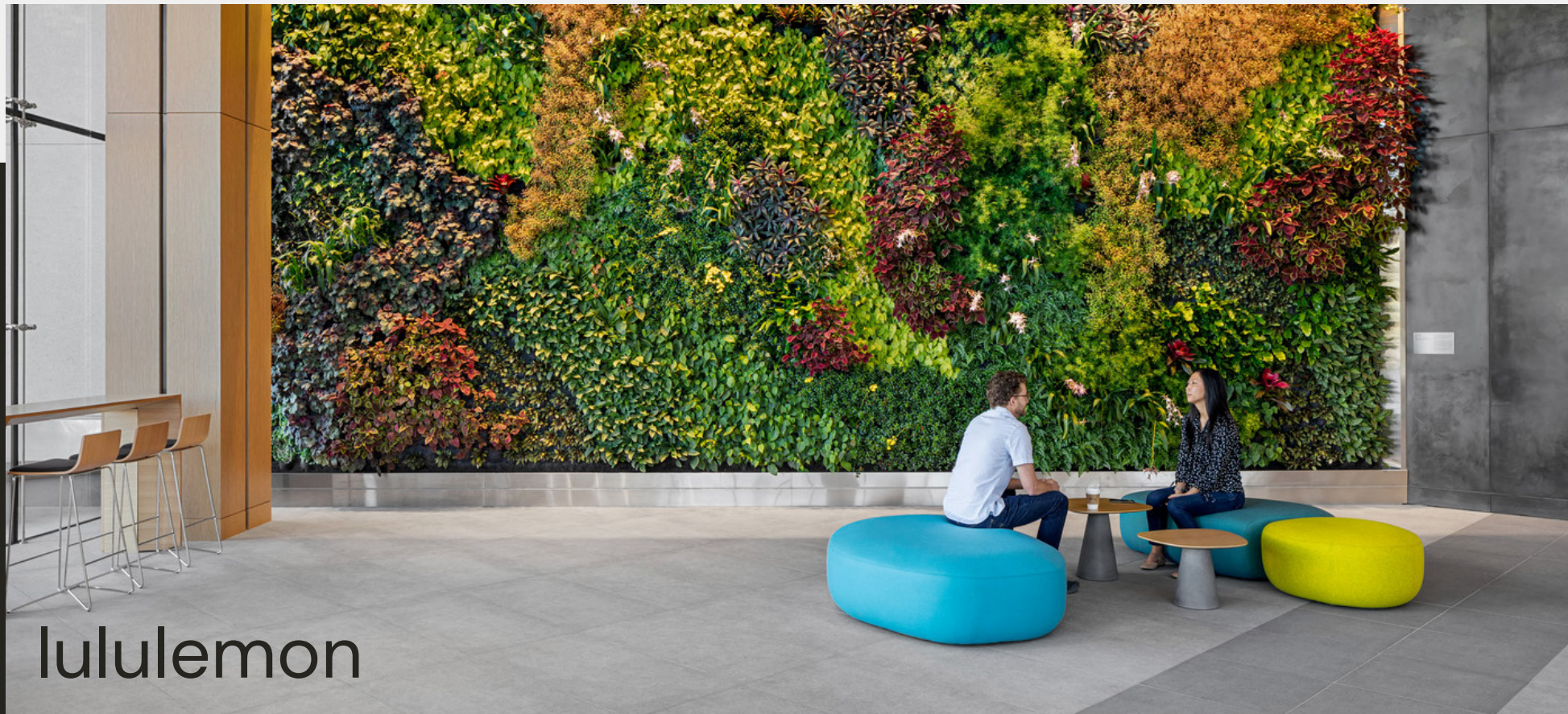




## lululemon

Across its North American distribution network, lululemon sought strategies to ensure large-scale warehouse environments supported employee health and well-being while advancing broader sustainability goals. BranchPattern partnered with lululemon on multiple distribution centers in the U.S. and Canada, bringing a human-centered lens to industrial workplace performance. Through Fitwel certification strategy and consulting, we helped translate operational practices, design features, and workplace amenities

into a clear, measurable framework for employee health within complex distribution environments. This work demonstrated how health-focused strategies can be successfully integrated into large-scale industrial facilities. By aligning workplace health, operational performance, and building strategy, lululemon's distribution centers show how employee well-being and sustainability goals can advance together within modern logistics environments.



lululemon

BranchPattern



# DECARBONIZATION

From Climate Commitments to Building-Level Action

## Why It Matters

Retail and apparel brands face increasing pressure to meet aggressive carbon targets—often with the majority of emissions in Scope 3. While supply chains dominate the conversation, buildings remain one of the most actionable levers under direct influence.

## What We Do

BranchPattern translates high-level climate goals into technical, site-specific roadmaps. We provide:

- Electrification feasibility studies
- Heat pump and refrigerant impact analysis
- Envelope performance studies
- Solar and energy storage evaluations
- Grid emissions forecasting
- Energy audits
- Lifecycle cost and ROI modeling
- Phased decarbonization planning

Our approach prioritizes reducing demand first, electrifying where feasible, and aligning capital planning with long-term carbon strategy.

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## Where This Applies



Corporate Headquarters



Distribution & Logistics Facilities



Retail & Workplace Environments

## Selected Experience

# lululemon



National Sporting Goods Retailer (anonymized)



National Retail REIT (anonymized)

## Our Perspective

Decarbonization is a portfolio strategy requiring technical clarity, financial realism and executive alignment.



## lululemon

Across its North American distribution network, lululemon sought strategies to improve energy performance and advance electrification in large-scale warehouse facilities while supporting its broader decarbonization goals. BranchPattern partnered with lululemon on multiple distribution centers in the U.S. and Canada, providing building performance analysis and electrification planning tailored to complex industrial environments. Through energy modeling, envelope studies, and ASHRAE Level 2 energy audits,

we evaluated opportunities to reduce energy demand and assess technologies such as heat pumps, battery storage, rooftop solar, and strategies to address grid emissions. This work helped translate lululemon's 2030 decarbonization commitments into actionable, site-specific strategies. The studies provided clarity on where electrification is feasible today, where efficiency improvements deliver the greatest return, and how large distribution facilities can support long-term energy and carbon reduction goals.

# lululemon

## 2030 Electrification Roadmap

Brampton Distribution Center (DC)





## A National Sporting Goods Retailer

For a 725,000-square-foot distribution center in Plainfield, Indiana, a national sporting goods retailer and the building owner sought to understand why the facility was using more energy than expected and identify practical strategies to improve performance. BranchPattern conducted a comprehensive ASHRAE Level 2 Energy Audit, combining on-site investigation with calibrated energy modeling to evaluate how the warehouse was operating in practice. Our analysis reviewed mechanical, electrical, lighting, and

control systems while assessing opportunities for energy efficiency improvements and electrification strategies. The study identified cost-effective pathways to reduce energy demand, lower operating costs, and support long-term sustainability goals. By providing clear savings estimates, implementation pathways, and financial analysis, the work equipped both tenant and owner with data-driven strategies to improve energy performance and guide future electrification investments within a large-scale logistics facility.





## A National Retail REIT

As Building Performance Standards expand across cities and states, retail owners face increasing regulatory complexity, particularly within triple-net lease structures where tenants control energy use and data. A national retail REIT sought a strategy to manage compliance across its nationwide retail portfolio while advancing long-term decarbonization goals.

BranchPattern partnered with the REIT to support portfolio-wide performance and regulatory strategy. Our work integrates jurisdictional risk assessment, portfolio benchmarking, and building-

level audits with centralized data management and executive reporting. Through ASHRAE Level 2 Energy and Water Audits, retro-commissioning, and ordinance-specific compliance support, we translate evolving regulations into actionable plans across diverse retail assets.

This work helped shift the portfolio from reactive compliance to proactive asset planning, clarifying risk, cost, and opportunity across jurisdictions while positioning the portfolio for long-term performance improvement and decarbonization.





# SUSTAINABILITY PROGRAMS

Scaling Performance Across Portfolios

## Why It Matters

Certifications and compliance requirements are increasing – from zero waste programs to building performance standards. Retail portfolios must balance operational realities, tenant control, and regulatory exposure. Sustainability becomes more impactful when it scales.

## What We Do

BranchPattern helps organizations move from isolated certifications to integrated sustainability programs. We support:

- TRUE Zero Waste consulting and certification
- LEED (CI and O+M) strategy and recertification
- Building Performance Standards (BPS) compliance management
- Portfolio benchmarking and risk prioritization
- Retro-commissioning and performance optimization
- Executive-level reporting and capital planning support
- Tenant engagement and operational training

## Where This Applies



Corporate Headquarters



Distribution & Logistics Facilities



Retail & Workplace Environments

## Selected Experience

**DECKERS**  
— BRANDS —



National Retail REIT  
(anonymized)

## Our Perspective

Sustainability programs succeed when they are embedded in operations, finance, and leadership decision-making, not treated as standalone certifications.

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## Deckers

A global apparel and footwear brand sought to align sustainability practices across its U.S. distribution network, focusing on advancing zero waste and improving operational consistency across multiple facilities. The goal was to move beyond one-time certifications and establish repeatable systems that could support long-term waste reduction and performance. BranchPattern partnered with the company through a multi-year program centered on TRUE Zero Waste certification and operational alignment across its distribution

centers. Our work supported multiple facilities, including leading one of the company's largest warehouse locations to achieve TRUE Gold certification. We developed documentation workflows, performance tracking systems, and coordination processes that helped integrate zero-waste practices into daily operations. The program created a scalable model for expanding zero-waste strategies across the network, transforming individual sustainability efforts into a coordinated, multi-site approach grounded in real operational practices.





## A National Retail REIT

As Building Performance Standards expand across cities and states, retail owners face increasing regulatory complexity, particularly within triple-net lease structures where tenants control energy use and data. A national retail REIT sought a strategy to manage BPS compliance across its nationwide retail portfolio while gaining clearer visibility into regulatory risk and performance. BranchPattern partnered with the REIT to support portfolio-wide BPS compliance, benchmarking, and regulatory strategy. Our work integrates jurisdictional tracking, portfolio benchmarking, and building-level assessments with centralized data management and executive-level

reporting. By translating ordinance requirements and performance data into clear portfolio insights, we help leadership understand risk exposure, compliance timelines, and opportunities for improvement. This work has helped shift the portfolio from reactive compliance toward proactive performance management. With clearer visibility into building performance and regulatory requirements across jurisdictions, leadership can prioritize investments, guide asset strategy, and position the portfolio for long-term energy and carbon performance improvements.

