



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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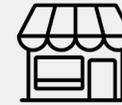
Where This Applies



Corporate Headquarters



Distribution & Logistics Facilities



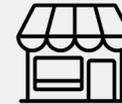
Retail & Workplace Environments

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.



BranchPattern