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the pepper group, ltd. finds new home in The Green Building

Brand communications firm leases 2,000 square-feet in heart of NuLu district

LOUISVILLE, Ky. – (February 15, 2010) – the pepper group, ltd. has relocated its offices to The Green Building at 732 East Market Street in Louisville’s NuLu business district. Founded by Henrietta Pepper in 2005, **the pepper group, ltd.** is a brand communications firm specializing in strategic brand planning and development serving clients through a network of strategic alliances representing research, media, public relations, creative and other disciplines.

the pepper group, ltd. is The Green Building’s anchor tenant occupying 2,000 square-feet, which includes a private conference area overlooking the structure’s green roof. The company worked directly with building owners Gill and Augusta Holland and design/build construction manager, Tim Peters, to customize the interior space of the previously non-renovated space.

“We have experienced amazing growth since our founding in Louisville five years ago,” said Henrietta Pepper, president of **the pepper group, ltd.** “When it came time to consider a new home for our expanding offices and client base, The Green Building quickly rose to the top of our list. The open functionality of the space coupled with the accessible location is perfect for us. Our firm is a proponent for Louisville’s expansion---specifically as it pertains to independent businesses’ growth---and we want to be vested in the future of NuLu as one of our city’s most vibrant new districts.”

Owners Augusta and Gill Holland opened The Green Building in the fall of 2008. It became the first commercial building in Louisville anticipating LEED platinum certification (the U.S. Green Building Council’s designation of a sustainable building). The 15,000-square-foot mixed use facility lies in the heart of the aptly-named NuLu District, which the Hollands envision as rooted by area artists and other professionals living and working in and around the district. According to Gill Holland, **the pepper group, ltd.** is an ideal fit for his vision of The Green Building.

“This city is home to an incredible array of entrepreneurs and community leaders who are taking Louisville to the next level. Henrietta Pepper’s entrepreneurial spirit and **the pepper group’s** creative approach to business is a great fit for The Green Building and just what we need here in NuLu,” said Holland. “We look forward to witnessing **the pepper group’s** success for years to come and hope the NuLu environment will continue to inspire their team’s creativity.”

the pepper group, ltd.’s commitment to support other locally-owned businesses extends beyond its new address. The company’s new office furniture was secured through Habitation, a Louisville-owned company specializing in environmentally-sustainable furniture. “In keeping with the idea of a green working environment, we love the idea of using environmentally-friendly pieces in one of Louisville’s most iconic structures for sustainable construction,” said



Pepper. Many of Habitation's pieces are made of hardwood certified by the Forest Stewardship Council and bamboo, which is considered a quickly renewable resource.

"Henrietta's vision for her firm's space aligned seamlessly with the holistic vision for The Green Building. So, it was a very smooth build-out process," said Tim Peters. Looking ahead, we're going to be utilizing some of the wood and structural components from the old building in constructing new fixtures for the space. For example, a production countertop will be constructed out of an old stairwell and steps."

"The canvas we had to work with is amazing," added Pepper. "The architecture is incredible and the bright, open environment is a great catalyst for creative thinking--- a critical component of our work with Clients. In fact, early on, we solicited input from our Clients as to how they would like to interact within the space and that input contributed to the development of the overall plan. We've integrated wide-open work space with more private areas throughout the footprint."

About the pepper group, ltd.

the pepper group, ltd. is a brand communications firm managing brand strategy development and implementation for a variety of clients in business-to-business and direct-to-consumer categories. We have a unique business model designed to bring stronger, more meaningful results to clients through a network of strategic alliances. Our model is inclusive of a resource pool of research, creative, interactive, production, PR/media relations, direct marketing, and business planning experts. To learn more, please visit www.pepperltd.com.

About The Green Building

To learn more about The Green Building, please visit www.thegreenbuilding.com.

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