

PEPPERIDGE FARM

Headquarters
Norwalk, CT

Project Partners

Perkins Eastman
A.V. Tuchy

Trends

Real Estate Optimization
Palette of Choice
Collaboration

Solutions

Furniture
Architectural Solutions
Custom Solutions
Flooring
Move Services



Lounge space | Photos © Joseph Ferraro Photography

Pepperidge Farm renovates its headquarters to celebrate its brand while supporting a vibrant collaborative culture.

A Red Thread partner for over 20 years, Pepperidge Farm underwent a 2 year multi-phased renovation of its headquarters, integrating a new pilot manufacturing plant with an expansion that exemplifies its brand and positions the company for growth. A cross functional employee team, the Transformers, were engaged throughout the process to refine solutions and ensure that employees felt positive about the changes. The result is a dramatic refresh that supports the company culture with a palette of private and collaborative areas, an Innovation Center and connection hubs for collaboration and creativity.

Spaces:

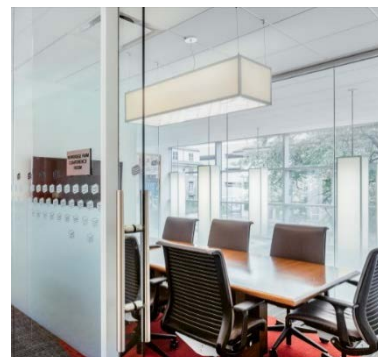
- Workstations and Private Offices
- Touchdown Spaces
- Training and Multipurpose Room
- Media:scape Collaboration Hubs
- Conference Spaces and Executive Boardroom
- Work Café
- Innovation Center
(including Test Kitchen and What's Next Room)

Integrated solution.

An innovative mix of furniture, Privacy Wall, Post + Beam, flooring and custom applications were used to delineate space and provide privacy. In addition, to allow more access to natural light, workstations were positioned along the exterior walls while private spaces occupy the interior. To express the company culture, shared spaces such as the café and media: scape lounges employ color, graphics, 3D and iconic imaging.

“ Red Thread was a valuable project partner, coordinating this fast multiphase implementation as a one-stop-shop for all of our furniture, flooring, architectural walls and custom solution needs. ”

- Kirk Ringkamp, Director of Facilities Engineering and Construction



Conference room with privacy walls



Media:scape with Post+Beam



Work Café with inlaid flooring