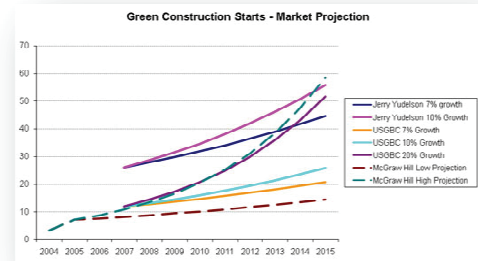


# LEADING GREEN BUILDING PRODUCTS MANUFACTURER MARKET OPPORTUNITY ANALYSIS

## Description

Paladino and Company worked with a manufacturer of green building products to evaluate potential business opportunities in the green building market, and to assist the company in the evaluation of current product offerings with respect to energy and resource efficiency. The goal of this effort was to strengthen the client's presence in the green building space and validate product contribution to LEED achievement.



## Strategy

In order to support the client in the achievement of these goals, Paladino and Company benchmarked the current green building market size as well as their ability to increase market capture with both current products and future offerings it may develop. To that end, a gap analysis was also performed to assess potential new areas for product development. An important component of this effort included identifying performance of the existing product set against the LEED green rating system energy performance requirements to better understand product contribution against the key decision making criteria of designers and owners.

## Results

The performed market evaluation and implementation of strategic planning helped the client to gain a better understanding of the market, key stakeholder decision drivers, performance of current product set and visibility into potential growth opportunities for their brand.

## Paladino Role

- Market sizing and investment payback analysis
- Green value proposition and positioning development
- Advising innovation strategies for better positioning of products
- Energy performance (energy modeling) analysis of product portfolio
- Market engagement strategy and outreach program
- Customer perception audit
- Greenbuild outreach support including booth design and messaging consulting