



Elements Brands to Move Charlotte Headquarters into Massive Space

Will Host an Empty-the-Warehouse Blowout Sale

CHARLOTTE, N.C. (Nov. 15, 2018) - Elements Brands, which is based in Charlotte and owns a variety of consumer product companies, announces today that it will relocate its headquarters to a building over ten times the size of its current space. The new headquarters is 51,000 square feet of combined office and warehouse space at 4444 South Blvd, in lower South End. This expansion is precipitated by Elements Brands' continued rapid growth – the company has more than doubled each year for six straight years. To prepare for its move, Elements Brands will host an [“Empty-the-Warehouse”](#) blowout sale on Dec. 8 from noon-3 p.m. where visitors will be able to purchase a selection of Elements Brands' products, most at more than a 50 percent discount. They will be joined by a couple local start-ups, including Glory Days Apparel, offering deals of their own.

“I can't believe it's time to expand again, it feels like just yesterday we moved into our current headquarters on Hawkins St.,” commented Bill D'Alessandro, founder and CEO of Elements Brands. “Now that we have 10 consumer products companies in our portfolio, and our team of experts firing on all cylinders, we are in the perfect spot to really put our foot on the gas – and that means we need more space to do so. We are renovating the new building's office space to reflect our pioneering and spirited company culture, and the modern warehouse space is perfectly suited for our fulfillment and distribution needs.”

The new headquarters contains three floors: the second floor houses the warehouse and the office space, which will accommodate up to 80 employees; the lower floor has a fitness center; and the third floor will be subleased to fellow Charlotte start-up success story, 2U Laundry. Given its massive size, the warehouse will hold 15 times more inventory than Elements Brands' current warehouse. Plus, the four shipping docks allow for flexibility and speed in the fulfillment/distribution process. There is an elevated area in the warehouse that will serve as an open-air employee hangout spot, replete with faux turf, picnic and bar tables, which could also double as an event space. The move and upfit is expected to be completed by mid-January 2019.

Empty-the-Warehouse Blowout Sale

Date/Time: Dec. 8; noon-3 p.m.

Location: Elements Brands Headquarters (Across from Sycamore Brewery)
201 Rampart St., Charlotte

Details: Elements Brands is emptying their warehouse to make it easier to move to their new, larger building. That means a pop-up blowout sale where visitors may purchase a variety of their products – from plant-based detergent to anti-aging skincare products to all-natural sunscreen, bug spray, and more – most at more than a 50 percent discount. You'll find items for as little as \$5. Local start-ups, such as Glory Days Apparel, will joining with deals of their own and Nekter Juice Bar will be sampling their delicious and healthy snacks. Learn more [here](#).

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ABOUT ELEMENTS BRANDS

Elements Brands owns a variety of consumer products companies that started as hidden gems with loyal followings. Our team of experts amplifies their awesome attributes and untapped potential, retaining each brand's original name and soul. The portfolio of 10 consumer product companies spans multiple sectors - beauty, household, outdoor, and more. The products are sold both online direct-to-consumer as well as offline at specialty and big box retailers nationwide.

Photos are available upon request. Visit ElementsBrands.com for more information.
