

FULL CIRCLE HOME IS AWARDED THE BCORP CERTIFICATION



Full Circle Home has been awarded the [B Corp certification](#) after undergoing a comprehensive examination of its business practices, by the non-profit B Lab.

As written on the B Lab website: B Corp certification is to sustainable business what LEED certification is to green building or Fair Trade certification is to coffee. As a B Corp, Full Circle Home joins well-known brands such as Ben and Jerry's, Patagonia, and Warby Parker, as well as many other notable, smaller firms. There are 830 B Corporations in 27 countries in 60 industries.

The performance standards to become a Certified B Corporation are comprehensive and transparent. They measure a company's impact on all of its stakeholders (e.g. workers, suppliers, community, and the environment). Unlike traditional corporations, Certified B Corporations are legally required to consider the impact of their decisions not only on their shareholders, but also on their stakeholders (e.g. workers, suppliers, community, consumers, and the environment).

"We are thrilled to join the BCorp community and to continue expanding our positive impact in the consumer goods industry. While this certification is an honor, it is just the beginning of a long-term commitment our brand has made to lowering consumers' impact on the environment" says Tal Chitayat, Co-founder of Full Circle. As a BCorp member, Full Circle has committed to upholding a wide variety of sustainable practices, including:

- Sourcing raw materials close to where all of the processes and packaging is done to minimize transportation.
- Ensuring scraps and waste materials are recycled.
- Using recycled and FSC certified paper for marketing materials and packaging.
- Auditing factories according to the following: fair labor practices, health & safety, compensation & work hours, environmental conditions including air and water, as well as waste disposal.

About Full Circle

Full Circle is the only line of green cleaning and kitchen tools on the market that balances style, function, sustainability and affordability. Their philosophy is simple; you shouldn't have to sacrifice form or function to be green. Customers buy Full Circle products because they look great, work well and are affordable. While the focus is centered around design and function, the impact that the products have on people and the earth are always considered. Renewable, recycled and biodegradable materials are used in all of the products, and high environmental and social standards are maintained in the factories. Because while there may be a finite number of resources in the world, there's an infinite number of ways to use them more wisely.

About B Corps

The concept was introduced in 2007 by a group of entrepreneurs seeking to use the power of business to solve social and environmental problems. Today, there are more than 700 certified B Corps working to redefine what the definition of success is in business. They demonstrate a willingness to undergo a rigorous examination of their business practices, and evaluate their success based on their impact on the environment, their employees and the community at large.