

NEWS RELEASE
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Badger, a Pace-Setting B Corp, Hosts Its First-Ever Suppliers' Day Event

GILSUM, N.H. (Sept. 16, 2015) – Today, [W.S. Badger Co. Inc.](#), a leading manufacturer of natural personal care products and a Certified [B Corporation](#), announced it will hold its first-ever Suppliers' Day on September 21 and 22 in Gilsum, New Hampshire. Representatives from more than half of Badger's key suppliers will travel from across the US and as far away as the UK to experience first-hand the company's unique mission and principles while exploring opportunities for greater sustainability along the supply chain.

"As a Certified B Corp, our social and environmental impact is a compass for the way we do business," says Jackie Mitchell, Director of Operations at Badger. "By bringing our partners here to Badger, we aim to strengthen relationships and encourage everyone to join us in measuring what matters."

Badger is a part of B Corp's Supply Chain Pilot Program, which launched in March of 2015. Comprised of twelve to fifteen Certified B Corps, including King Arthur Flour, Seventh Generation and Ben & Jerry's, this program offers companies the opportunity to share ideas and check in monthly in support of increasing sustainability throughout supply chains. Badger is the first of this cohort to host a Suppliers' Day.

"We hope to inspire people to participate in B Corp in some way, to help them think about the importance of community, measuring their impact on the environment, and using business as a force for good," notes Rebecca Hamilton, Co-owner/VP of Innovation & Social Impact at Badger.

Also participating in Suppliers' Day will be a representative from B Lab, the third party nonprofit that certifies all B Corps using the rigorous B Impact Assessment, a comprehensive tool for periodic auditing of environmental and social metrics. Badger previously invited all suppliers to take the Quick Impact Assessment, a free, online tool that helps those partners assess, compare, and improve their impact on workers, the community, and the environment. Several suppliers are in the process of doing so and pursuing B Corp certification if they are eligible.

The two-day event kicks off with a tour of the Badger facility followed by presentations on sustainable supply chains, mission alignment, and the B Corp community. Participants will also join Badger employees for their daily organic lunch and enjoy a special dinner with music at Orchard Hill Breadworks in Alstead, NH.

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W.S. Badger Co, Inc. is a family run, family friendly company that has been making healing products for a healthy planet since 1995. Inherent in Badger's DNA is its status as a [B Corporation](#), a certification

earned through B Lab, a third party nonprofit that requires companies to meet rigorous standards of transparency as well as environmental and social performance. Badger has been a certified B Corp since 2011 and in 2015 became one of New Hampshire's first businesses to register legally as a [Benefit Corporation](#), a for-profit status that incorporates the pursuit of positive environmental and social impact in addition to profit.

For more information, visit www.badgerbalm.com

B Lab is a nonprofit organization that serves a global movement of people using business as a force for good. Its vision is that one day all companies compete not only to be the best in the world, but the best for the world and society will enjoy prosperity for all for the long term.

B Lab drives this systemic change by: 1) building a community of Certified B Corporations to make it easier for all of us to tell the difference between "good companies" and good marketing; 2) passing benefit corporation legislation to give business leaders the freedom to create value for society as well as shareholders; 3) helping businesses measure, compare and improve their social and environmental performance with the free B Impact Assessment; 4) driving capital to impact investments through use of its B Analytics and GIIRS Ratings platform.

For more information, visit www.bcorporation.net.