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Rebel Green Earns B Corporation Certification Thankful to become Wisconsin's Newest B Corp, 13th in the State

Natural Household Cleaning Brand joins ranks of values-driven brands in global movement committed to using business as a "force for good"

MILWAUKEE (November 9, 2019) - [Rebel Green](#), the Milwaukee-based brand of natural, eco-friendly household cleaning products, today announced it has become a Certified B Corporation®, joining the ranks of top socially responsible companies. Through this accreditation, Rebel Green publicly commits to upholding a purpose-driven business and supporting a global economy that benefits all. B Corps become certified through rigorous verification by B Lab. They must meet strict standards to join a global community of leaders using business as a force for good and aspire to use the power of markets to address social and environmental problems.

B Corp Certification is for businesses what a Certified Organic seal or a non-GMO butterfly is for consumer product goods- communicating to consumers company values and ethos through the certifications we choose. The B Corp Seal demonstrates the company is making a commitment to meeting the highest standards of overall social and environmental performance, transparency and accountability. A non-profit group called the B Lab created a way to measure a company's social responsibility. Certified B Corporations are legally required to "consider the impact of their decisions on their workers, customers, suppliers, community and the environment," according to the organization's website. "B Corp companies must undergo a rigorous measurement of a company's full E.S.G. commitment." "Certified B Corporations make it easier for all of us to tell the difference between "good companies" and good marketing"- B Lab. The company joins 3100 Certified B Corporations in over 150 industries and 60 countries with one unifying goal-to actively broaden the definition of success.

"We believe in business as force for positive change. Earning B Corp Certification is the next step in our ongoing mission to create product lines that align with our brand promise to protect the environment and preserve the health and well-being of families, said Ali Florsheim, Co-Founder of Rebel Green. That mission extends beyond making innovative, safe and effective products. Operating sustainably and responsibly in our everyday operations is at the core of our vision for a brighter future - from ingredient selection to our line of carbon neutral tree free, bamboo toilet paper and paper towels to offsetting the carbon footprint of our headquarters and purchasing renewable energy", adds Ali Florsheim.

"As a small, Women Owned business we know we can be leaders in the field of economic and business development as well as in environmental and social policy. By supporting B Corps, people are supporting businesses that are reducing inequality, lowering levels of poverty, designing products for a healthier environment, and creating high-quality jobs with dignity and purpose. It's up to each of us to think about our daily choices and vote every day through



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our purchases”. We try to lead by example in our sector and industry by demonstrating that if a small business can make these changes, other companies can, too.” said Melina Marcus, Co-Founder.

About Rebel Green

Rebel Green is a line of natural cleaning products and a carbon neutral line of tree free bamboo products that is dedicated to providing customers a safer choice both inside the home and in the environment. Motivated by the knowledge that the products we choose to clean our homes has a ripple effect on the world, Rebel Green is committed to creating a product line that sustainable, natural and crafted with concern for the planet on the frontline. It is our hope that through our partnerships with organizations such as The Climate Collaborative, Trees for the Future, water.org, Feeding America and The Paradigm Project <https://www.rebelgreen.com/black-inside-video/>, we can continue to address the UN's Sustainable Development Goals. Founded by Ali Florsheim and Melina Marcus in 2008, Rebel Green is a Certified Women Owned business headquartered in Mequon, WI. Rebel Green is distributed in thousands of retailers nationwide. For more information, visit www.RebelGreen.com.

About B Corp

Certified B Corporations meet rigorous standards of social and environmental performance, legally expand their corporate responsibilities to include consideration of stakeholder interests and build collective voice through the power of the unifying B Corporation brand. There are more than 3100 Certified B Corporations from over 150 industries and over 60 countries, representing a diverse multi-billion-dollar marketplace with one unifying goal.

About B Lab

B Lab is a nonprofit organization that serves a global movement to redefine success in business so that all companies compete not only to be the best in the world, but the best for the world. B Lab drives this systemic change through a number of interrelated initiative: 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 legislation to accelerate growth of social entrepreneurship and impact investing (32 states have already passed benefit corporation legislation); 3) developing B Analytics, a customizable platform for measuring, benchmarking, and reporting on impact 4) providing free, powerful tools for businesses to measure, compare and improve their social and environmental performance (more than 40,000 businesses use B Lab's free B Impact Assessment). For more information, visit www.bcorporation.net, www.banalytics.net and www.benefitcorp.net.