



## ABOUT FIRECLAY TILE

At Fireclay, our goal is to make amazing tile exactly the way you want it. We are unique from anyone else in that



we make every tile to order using recycled materials and sustainable manufacturing practices, all right here in California. We focus on working directly with you to create the residential and commercial project of your dreams, in a timely manner and with the greatest customer service in the world.

## WHO WE ARE

We believe that new isn't necessarily better and that trash really can become treasure. We believe that handmade things have soul, and good design will prevail as one of our most sustainable assets. We believe in the power of teamwork and that work should be fun. We believe that life should be lived boldly and with purpose.

### What makes us a better company?

## B Impact Report

Certified since: January 2015

Summary:	Company Score	Median Score*
Environment	30	7
Workers	24	18
Customers	N/A	N/A
Community	21	17
Governance	17	6
Overall B Score	92	55

80 out of 200 is eligible for certification  
 \*Of all businesses that have completed the B Impact Assessment  
 \*Median scores will not add up to overall

## OUR CORE VALUES

**Honesty First.** We are dedicated to making things the right way. How? By investing in our local economies, paying our people fairly and using business as a force for good. We support a culture of transparency in all areas of manufacturing as well as business. It's how we keep ourselves honest, and why our customers choose us.

**Measure twice, cut once.** Details matter. Taking the extra step to ensure we've made the right measurement or communicated the right message, ensures that we take care of our customers and of each other. We must constantly work towards being our strongest team by never making assumptions, speaking up when things go wrong, and holding ourselves and each other accountable to excellence.

### WHY DO B CORPS MATTER?

Certified B Corps are leading a global movement to redefine success in business. By voluntarily meeting higher standards of transparency, accountability, and performance, B Corps are distinguishing themselves in a cluttered marketplace by offering a positive vision of a better way to do business.

**Tread lightly on our earth.** We only have one earth, so we treat it that way. This means a ruthless examination of our materials and how we manufacture. We buy used, we repurpose, we take care of what we have, and we use recycled materials whenever possible. It's not easy, but it's a challenge that makes us all the more creative, innovative, and self-reliant.

**Always be improving.** As craftsman, we must seek continuous improvement and boundless learning. From our sales and marketing teams to the factory floor; we strive to become better every single day. We are constantly learning from each other and from our customers, viewing each new day as an opportunity to further sharpen our skills.

### WHAT IS A B CORP?

Certified B Corporations are companies that have been certified by the nonprofit B Lab to meet rigorous standards of social and environmental performance, accountability, and transparency. It is similar to LEED for green buildings, Fair Trade for coffee, or USDA Organic for milk.

## OUR PROGRESS

We believe that investing in our company now and striving to maintain these standards of governance long-term will benefit more than our profit margin. In order to improve one's score, an organization must take on more challenges, more initiatives, and more responsibility. In the case of Fireclay, as more product is launched and more tile is made, the company will look to not only maintain this environmental awareness, but will work to enhance its consciousness on all fronts. So what are we doing to implement change?

PEOPLE **USING**  
BUSINESS  
..... AS A .....  
FORCE **FOR** GOOD

## ENVIRONMENT

- Recycled clay body consists of over 50% recycled materials, a significant amount of which is post-consumer.
- 100% offset of carbon footprint from production and shipping.
- Glass line is composed of 100% recycled glass from solar panel production industries
- Manufacturing practices include water reclamation and rainwater capture

> 80%  
OF PRODUCTS  
MADE FROM  
RECYCLED  
MATERIALS

## WORKERS

- Every employee receives ownership interest in Fireclay within at least 1 year of their hire date.
- Employees receive 13 days PTO, life and disability insurance, a subsidized HSA account, domestic partner / same-sex marriage spousal benefits, and education reimbursement.
- Full-time regular employees are eligible to participate in company matched 401K program at 4% of salary.
- Increased starting wage to \$12/hr, a 15% increase over minimum wage.
- Overall wages in 2016 increased 20% over 2015 and wages have increased 55% on average since 2013.
- Provided \$18,000 of 0% interest loans to our team members.
- Increased training within organization including improved safety, cross-training, and onboarding.

## COMMUNITY

- Percentage of sales donated to local charities. In 2015 and 2016 Fireclay Tile donated over \$90K to charities including B Lab and Habitat for Humanity.
- Management team comprised over 43% women and 57% men.
- Fireclay Tile is 45% female & 55% male.
- Banking services provided by a local, Certified B Corp bank



## 2017 GOALS

- Improve on inclusion and diversity metrics.
- Supporting employee satisfaction.
- Assessment of environmental outputs.
- Emphasizing team building activities.

