



# Understanding Our Emoji Ratings

We label our products with emojis to help you find those that best align with your company values. Below is the guide so you can best understand what they mean.

😊 **Good:** cost competitive, comparable to other products on the market but sourced from suppliers who have passed 3rd party audits on social compliance and environmental impact.

😊😊 **Better:** always cost competitive and have some sustainable features (recycled content, material made from rapidly renewed resource, biodegradable, etc.)

😊😊😊 **Best:** when possible, sourced as closely as possible to end client (North American made), preferred use of sustainable material, third party accreditation, and/or supplier is Certified B Corporation and/or supplier has significant audited giving projects, etc. Product quality is very high AND it is still cost competitive.

👩 = Made by a **women-owned** business

👤 = Made by a company which supports **social causes**

👥 = Made by a company in which the employees are **unionized**

❤️ = Made by a **black-owned** business

🌿 = Made by an **indigenous-owned** business

🌍 = Made by a **refugee-owned** business

🐝 = Made by a **Certified B Corporation**

🐟 = Made by a company which supports **environmental causes**

🍏 = Made with **certified organic** materials

♻️ = Made with **recycled** materials

🌱 = Made with **biodegradable** materials

🐰 = Made with **vegan** materials or ingredients; **cruelty-free**, no animal testing.

🍁 = Made in Canada

★ = Made in the USA

Don't hesitate to contact us if you require more information on the product's environmental stewardship, social compliance, or quality certifications.