

people against dirty.

BUILDING A CLEANER CLEAN

SOUTH SIDE SOAPBOX



MINDFUL MANUFACTURING

when we decided to design and build our very own soap factory, we knew we wanted it to be special. we wanted the highest levels of efficiency and sustainability. we wanted our packaging manufacturer and distribution center under the same roof to further reduce our carbon footprint. and we wanted to build in an area where we'd have the opportunity to contribute to its future. 18 months after breaking ground in Chicago's historic Pullman Park district, we're opening the doors to the industry's first LEED-platinum certified plant. a factory that's setting new standards for the clean manufacturing of soap.

LESS ENERGY, MORE EFFICIENCY

RENEWABLE ENERGY: a combination of renewable energy from the wind and sun will **reduce the energy our factory uses by more than 50%**.

WIND POWER: a 230 ft, 600 kW **refurbished wind turbine** will supply 30% of the factory's energy.

SOLAR POWER: **three solar trees** with 60PV modules on each tree can supply 45.9 kW of energy; with Chicago's estimated 2500 sun hours per year, our trees can generate around 115 MWh annually.

HOT WATER: a **120 gallon solar powered heating system** supplies hot water to office sinks and showers.

ENERGY EFFICIENCY: our building's **rooftop and concrete are designed to reflect light**, minimizing heat build-up and lowering air conditioning use in the summer.

NATURAL LIGHTING: our **skylights** provide the best lighting—natural. not only will this decrease energy use, but natural lighting has been associated with better worker health and productivity.

BIODIESEL SHIPPING: we have built a fleet of **super-efficient delivery trucks that run on a minimum of 20% biodiesel**. our special trucks will emit roughly 20% less carbon than conventional trucks.

GREEN ROOFS

ROOFTOP FARM: urban agricultural leader Gotham Greens owns and operates a **75,000-square-foot greenhouse** on our roof and is gearing up to produce 500 tons of fresh, pesticide-free produce annually for the local retail and restaurant market.

FOOD RESOURCE: this is a **valuable resource** on the south side of Chicago, an area which is considered a food desert (defined by the US Department of Agriculture as a low-income community without ready access to healthy and affordable food).

FARMING EFFICIENCY: Gotham Greens farming practices use **20 times less land and 10 times less water** while also eliminating fertilizer runoff, one of the leading causes of water pollution.

SUCCULENT ROOF: the **1,520 square foot succulent green roof** that covers part of our entry walkway will help to conserve energy, improve urban air quality and reduce stormwater runoff and stress on public sewer systems.

OUR HISTORIC HOME

CENTRAL LOCATION: building in the Midwest allows for efficient ingredient sourcing and product distribution across North America. access to rail transportation allows to further reduce our carbon footprint.

URBAN MANUFACTURING: it's estimated that by 2050, 70% of the world's population will live in cities. we wanted **to offer people jobs where they live** and help spur economic development in their neighborhoods.

LIVABLE LANDSCAPING: only 3.5 acres of our 22 acre factory site has been developed and the remaining land is being **restored as a natural habitat for wildlife**.

SUSTAINABLE MATERIALS

RECYCLED + LOCAL: in addition to using recycled content in the materials in our facility, we made sure at least **20% of materials came from within 500 miles of where we are**.

INDOOR AIR QUALITY: we want happy, healthy, workers so all the **paints, flooring and adhesives used in our factory are low in volatile organic compounds**.

ZERO LANDFILL: the goal of the factory is to send zero material to landfill which means **everything entering the factory will be used in products, recycled or composted**. we'll also be refurbishing pallets and returning unused ingredients.

COMMUNITY

EASY ACCESS: because our plant was **built close to existing public transportation**, most employees can get here by bus or train.

FENCE FREE: we intentionally did not build a fence around our factory because we want it to be **accessible to local community residents**. it's like an open invitation to visit the factory.

VISITS + TOURS: we want our factory to be a real life classroom for local students. we're working to **organize school visits** so that they can learn about renewable energy, hydroponic farming and green manufacturing.

WORKING WITH WATER

WATER SAVING PLANTS: native and drought tolerant landscaping eliminates the need to irrigate around the factory outside of normal rains and allows for the absorption of storm water.

LOW FLOW: low flow showerheads and toilets have been installed throughout the factory.

WATER RECYCLING: our sanitization processes use minimal amounts of water and we will be looking for opportunities to **recycle water in our manufacturing processes**.

KEEPING THE GREAT LAKES GREAT

WATER PARTNERSHIPS: we've partnered with The Nature Conservancy and Michigan State University to **create an initiative designed to retain and restore water in the Great Lakes Watershed**.

FARMER SUPPORT: the project offers **financial incentives to farmers** to choose no-till farming, wetland restoration or planting certain kinds of cover crops to help restore water.

WATER CONSERVATION: Michigan State has even developed a calculator to help us quantify the number of gallons of water conserved through these practices. **30 million gallons of water are expected to be conserved over the course 5 years—the same amount that we will be using in our factory and in our products**.