

method[®]
people against dirty[®]





method®

OUR STORY

Meet Eric Ryan and Adam Lowry, proud brainparents of **method** and the very first **people against dirty®**. Ten years ago, these two former roommates-turned-entrepreneurs had an idea. Eric knew people wanted cleaning products they didn't have to hide under their sinks. And Adam knew how to make them without any nasty toxic ingredients. Their chic and geek powers combined, they set out to revolutionize the world of cleaning by creating an entire line of home care products made with non-toxic and natural ingredients that clean like heck and smell like heaven. Today, **method** is the leading innovator of premium healthy home and personal care products.

Founded in 2000, Method is the pioneer of premium planet-friendly and design-driven home, fabric and personal care products. Formulated with naturally derived, biodegradable ingredients, Method cleaners put the hurt on dirt without doing harm to people, creatures or the planet. Today, Method can be found in more than 40,000 retail locations throughout North America, Europe, Australia and Asia. Major national retailers include Target, Lowe's, Whole Foods and Kroger. Method is a privately held company headquartered in San Francisco. For more information, visit methodhome.com.



we are **people against dirty**®. and by 'dirty,' we don't just mean the stuff dust bunnies are made of. **method** is about more than just cleaning up your home and your body; it's about cleaning up the way we clean. we see business as a powerful agent of change: for people, the environment and our communities.

OUR DIFFERENCE



not just gorgeous.
disruptive and smart too.

design innovation

- cleaning bottles made from 100% post consumer resin (PCR) and laundry bottles from 50% PCR
- revolutionary 8x concentrated liquid laundry detergent in a convenient, one-handed pump bottle
- dish, laundry and hand wash refill pouches offer a 78% packaging savings in plastic, water and energy and can be upcycled by Terracycle®

it works. and we've got the
science to back it up.

effective formulation

- we developed powergreen® technology – a cutting-edge green chemistry that harnesses the strength of naturally derived ingredients to deliver a mighty cleaning punch
- non-toxic ingredients, scientifically tested by 3rd party laboratories, that never compromise performance, resulting in healthier, happier homes
- world's first line of Cradle to Cradle® certified cleaning and laundry products

deeply differentiated
fragrance experience.

vivid fragrance + color

- we take pride in developing fragrances and colors that are safe for people and the environment
- our fragrances contain essential oils like eucalyptus mint, ylang ylang, and lavender and never contain phthalates, NPEs or other hazardous solvents or emulsifiers
- all **method** fragrances are patch tested (non-animal RIPT testing) to ensure that they are hypoallergenic

healthy choices for people,
pets and the planet.

healthy choices

- we disclose all of our ingredients, the processes we use to make them and our practices and ethics – transparency empowers informed decisions
- every ingredient used in a **method** product is comprehensively evaluated by an independent environmental research institute, EPEA, to be certain of the health and safety of all **method** ingredients

method people against dirty®

OUR BUSINESS

PRODUCTS



transparency

we believe in transparency so we disclose all of our ingredients.



recycled plastic

we make recyclable PET bottles from 100% recycled plastic resulting in zero waste and a 70% lower carbon footprint.



Cradle to Cradle®

we are proud to offer the first range of certified Cradle to Cradle® cleaning products.



recyclability

closed-loop packaging is our goal. we've researched recycling systems across North America and design bottles to be compatible with them whenever possible.



EPEA EPEA-assessed

we have all of our materials assessed by the EPEA for health and environmental safety.

PROCESS



biodiesel fleet

we use a fleet of biodiesel-fueled trucks to make shipments throughout the midwest.



reduction incentives

we offer incentives to suppliers to reduce carbon emissions and ultimately lower our impact.



greensourcing program

we have a supplier sustainability program that drives green innovation.



fuel efficiency

our domestic shipments are done with an EPA SmartWay Transport member freight company for better fuel efficiency.



windmade

method uses renewable energy credits for all of the electricity in our offices and global factories.

COMPANY



climate-sensitive

as a climate-sensitive business, we offset the carbon emissions from our manufacturing, travel and office use.

Certified



Corporation

B corporation

we are a founding B Corporation business and received first place in the 2013 B Corp Best for the Environment List, honoring businesses that scored in the top 10% of all B Corps worldwide for positive environmental impact.



Cradle to Cradle®

we are a Cradle to Cradle® business recognized for our product design and green business initiatives.



never tested on animals

we were PETA's 2006 company of the year and are certified cruelty-free for our no-animal testing policy.



LEED-certified

our san francisco HQ is a LEED-certified green building.

method®

OUR FRIENDS
partnerships
+ certifications



Cradle to Cradle®
recognized company
with more than 60
products C2C certified



EPEA-assessed all of our
materials are assessed
by the EPEA for health +
environmental safety



**EPA Smartway
Transport Partner** for
cleaner air and better
fuel efficiency



**founding B Corporation
business and first place
winner in 2013 B Corp Best
for the Environment List**
using the power of purpose-
driven private enterprise to
create environmental and
social change



**PETA's 2006 Persons
of the Year + cruelty-free
recognized company**



**Windmade pioneer
member**, because green
products should be made
with clean energy



**LEED-certified
headquarter office**

OUR TIMELINE



2001

method is born and eventually lands its first sale: four cleaning sprays to Mollie Stone's grocery store in Burlingame, California. Note **method**'s primitive early invoicing process, held by Adam. Also note tie worn by Adam. Both items have improved over time.



2003

method debuts its first hand wash in the brand's iconic teardrop-shaped bottle.



2005

method launches in the UK.



method launches in Canada.

Certified



Corporation

2007

method becomes a founding B Corporation formally making social and environmental change a company objective.



2008

method begins making bottles from 100 percent post-consumer recycled plastic.



G'day mate. **method** launches into Australia.



2010

Launch of **method** laundry detergent with smartclean technology® - the first 8x concentrated plant-based detergent packaged in a handheld pump bottle.



Bonjour + konnichiwa! **method** launches in France and Japan.



2011

Adam + Eric write **the method method**. Business will never be the same.



method celebrates its 10-year anniversary.

2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010 2011 2012 2013



2000

Eric's wondering why cleaning products are so poorly designed, and Adam's dreaming of green cleaners that actually work and aren't stinky. Together, these two childhood friends come up with an idea to revolutionize the cleaning world with stylish, eco-friendly products made with non-toxic ingredients that clean like heck and smell like heaven.



2002

After enlisting designer Karim Rashid to help design packaging, **method** convinces Target to test its cleaning sprays and dish soaps in 90 stores. Seven months later, **method** launches in Target stores nationwide.



2004

method launches the first triple-concentrated (3x) laundry detergent in the US mass market.



2006

Inc. 500 ranks **method** as the 7th fastest growing private company in America.



And PETA announces Eric and Adam as its People of The Year.



2009

method becomes one of the 1st Cradle to Cradle® endorsed companies, with 37 C2C certified products at launch, among the most of any company in the world (now up to 60 certified products and counting).

ECOVER

2012

method ties the knot, joining forces with Ecover to create the world's largest green cleaning company.

PBC

2013

method reincorporates as a public benefit corporation, codifying that its corporate governance meets the highest standard of social and environmental ethics.



Adam + Eric are named honorees of the Clinton Global Citizen Awards for Leadership in the Private Sector.

method. people against dirty®

THE CAPABLE HANDS

eric ryan

co-founder, chief brand architect...against dirty

Eric is the brand architect for **method**. His expertise and enthusiasm for creating distinctive consumer and retail concepts has transformed cleaning into a stylish pursuit. Prior to founding **method**, he cut his teeth in advertising, trend spotting and brand positioning for consumer juggernauts like Gap, Old Navy and Saturn. Combining his knowledge of design and fashion, Eric built the **method** brand with the conviction that cleaning products can be beautiful and non-toxic and still fight dirty.

Eric lives in the San Francisco Bay Area with his wife Ingrid and three children, Anya, Matias and Anders, all of whom think he is a rock star on Guitar Hero.



adam lowry

co-founder, chief greenskeeper...against dirty

Adam leads **method's** greenskeeping team of environmental specialists, scientists and toxicologists. He began his career in product design, inventing two patented products for use in the automotive industry, and then spent four years as a climate scientist at the Carnegie Institution for Science, developing software products for the study of global climate change. Adam focuses on building sustainable innovation into the **method** business. He also directs the sustainability aspects of product design, sourcing + production and in his spare time, runs **method's** international business.

Adam lives in San Francisco with his wife Mara and daughters Kenning and Ryan. Though an avid environmentalist, Adam does admit he has a bit of a thing for muscle cars.



drew fraser

president & chief executive officer...against dirty

Drew Fraser joined **method** as CEO in June 2009. Drew brings with him more than 20 years of experience with some of the world's leading consumer product companies, including Whirlpool, Clorox and Procter & Gamble. He most recently served as Senior Vice President of North America Sales and Trade Marketing at Whirlpool, where he led the company's sales for all products, brands and channels. Prior to that, he was VP & GM of Whirlpool's North American Laundry business. Back in the day, Drew was captain of Cornell University's football team, but now you can find him on the sidelines where he coaches youth soccer and softball (when he's not at **method**, of course). Originally from Norwalk, CT, Drew now lives in Orinda, CA with his wife, Catherine, and three children, Payton, AJ and Colin.



method leadership team: Paul Yee (CFO), Joshua Handy (VP of Product Experience), Garry Embleton (VP of Supply Chain), Tom Arcuri (VP of Sales)

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