

## **StarTribune**

STORM CREEK®

Eagan company Storm Creek makes big shift to producing clothing from recycled plastic



## Sustainability

At first glance, Storm Creek's showroom in Eagan looks like many other clothing shops, featuring racks of outdoorsy quarter-zips, jackets and shirts.

Storm Creek CEO and owner Teresa Fudenberg, however, will quickly show what makes the lifestyle apparel brand different: a tag that discloses how many "upcycled" plastic bottles went into making each item.... More than 32 million recycled bottles have gone into Storm Creek garments since the company began tracking the total in October 2019...[and] the company is on track to upcycle 50 million plastic bottles by the end of 2024.



## **Community Giving**

Fudenberg and Jackson both emphasize giving back. Storm Creek has made more than \$2 million in donations toward its goal of giving \$5 million to charity by 2030. It has joined 1% for the Planet, contributing at least that share of revenue to environmental causes. It also enrolled in the Minnesota Keystone Program, donating cash or in-kind products equal to 5% of pretax earnings to charitable endeavors.

Fudenberg joined Storm Creek in 2014, having worked with entrepreneurs while running her own brand and business strategy company for more than two decades. At Storm Creek — which became a certified women-owned business with her arrival — she leads strategy, business and the people side of the company, which has 40 employees.

Her skills complement those of Jackson, who oversees product, sales, suppliers and supply chain.

of branding, building brands, and building businesses. It was a great opportunity to take what I had been looking for as something to put my energy into and build the brand of Storm Creek.

-Teresa Fudenberg