

TAKING GREEN TO THE EXTREME

From its humble, homemade beginnings in new mom, Jessica Iclisoy's, kitchen, California Baby has come a long way. As a native Angelino, Jessica didn't want to leave L.A. for industrial cities like Carson or Riverside, where the land costs are much cheaper, and where other businesses have flocked to in droves. Instead, Jessica and her husband, Arthur, who is also a co-owner, searched for industrial space in the Westside of L.A. for over 3 years with the goal of bringing all aspects of the business under one eco-friendly roof, which was a direct reflection of their eco-friendly brand and lifestyle.

After two years of construction and energy efficient upgrades—and the addition of solar panels that potentially can offset 100% of daytime usage—the facility also touts sustainable features such as cork flooring, zero or low VOC paint, energy efficient lighting, cool roof coating to reflect heat, along with upgrades to HVAC that increased efficiency by a whopping 150%. As a certified organic and FDA registered facility, along with onsite composting, and a dynamic recycling program, California Baby headquarters serve as a learning laboratory to the public and other businesses.

THE CHALLENGE

Converting a 1950s energy inefficient building into an eco-friendly energy sipping (vs. gulping) building that works as corporate headquarters, manufacturing and distribution facility, administrative offices and a learning laboratory where the public can come and experience the brand values.

CALIFORNIA BABY GREEN INITIATIVES



General Facility Improvements:

- 77,040 KW DC Commercial Solar System installation will power 91% of the building's use—including production! This is possible because we went on an 'energy diet' by upgrading or choosing the highest efficiency rating available
- Cool roof system installation which reflects heat reducing the need for cooling.
- UV window film installation (reduces heat/air conditioning requirements)
- Rain Barrel (collect rainwater for irrigation purposes)
- Water Efficient Sensor water faucet mixes hot and cold to the perfect temperature and quantity every time
- Water Efficient dual flush toilets allow for the correct amount of water needed per flush toilet installation
- Super high-efficiency washer and dryer are utilized to wash towels (instead of disposable), staff uniforms reducing water and detergent consumption
- Retro fitted with compact florescent lighting through the offices, production and warehouse
- No or low VOC paint
- Composting and recycling stations throughout the facility reduces our input into landfills
- New air HVAC units are 150% more efficient
- New air purifying ventilation kills viruses and bacteria as it passes through, which means that indoor air is cleaner and staff stays healthy
- Aromatherapy diffusers scent the air with uplifting and air purifying essential oils
- Composting and recycling stations throughout the facility reduces our input into landfills
- Putting nature to work! Indoor plants help to remove impurities from office machines
- Eco-showroom

Manufacturing:

- High efficiency heavy machinery for production (surpasses EPA minimums by 250%!) reduce our need for electricity
- Our air compressor is energy efficient and has a 55 cubic feet storage tank so that the air compressor doesn't have to work as hard during high demand periods.
- Cooling tower (uses ambient air vs electrical chiller to cool the water)
- Voltage – more energy efficient (Large equipment uses 220V instead of 120V motors)
- Process tanks – 4 jacketed / insulated
- All steam lines are insulated
- HVAC – energy efficient with programmable thermostats
- Our conveyor motors are driven by Variable Frequency Drives, that gradually ramp up to the set speed, eliminating the sudden spike in voltage, thus saving energy.
- Our Boiler complies with AQMD low NOx (Oxides of Nitrogen) standards. Low NOx gas heaters are 100% efficient as all heat energy released from the flame is converted to useful heat.
- Condensation returns to the feed water tank, which heats the water fed to the boiler, reducing the amount of energy required to produce steam.
- Our process tanks are PLC (Programmable Logic controller) operated, opening and closing steam and cooling water valves only when needed, eliminating human error, thus the possibility to leave valves open longer than necessary.

Eco-friendly California Baby® showroom

- Sustainable materials as cork flooring
- Zero or low VOC paint
- Furniture made with sustainable source, formaldehyde free wood
- Includes handpicked products from other green companies, including organic bedding, organic baby food/formula, BPA and phthalate free toys, baby bottles, and more. Serves as a learning laboratory to the public, teaching parents and others how to embrace the earth-first, all-natural lifestyle cultivated for over 20 years by founder, Jessica Iclisoy—encouraging others to learn from her experience.

Purchasing:

- Purchase organic, sustainably grown, biodegradable ingredients
- In 2019, we began switching to 100% postconsumer recycled (PCR) plastic packaging with the goal of switching remaining packaging by 2020.
- Purchase tree free labels that do not need to be removed when recycling / labels are printed with UV inks
- Purchase "green cleaners" and steam cleaning, for facility maintenance
- Utilize organic pesticide management program

Agriculture:

- In 2011 we started growing calendula on our own certified organic farm in Santa Barbara County, CA. Six months later, we developed a super-concentrated, pure, certified organic calendula extract from our first harvest.
- In 2016 we planted our first plot of French lavender. Stay tuned, soon we will be using our own lavender! Growing these flowers under our watchful eye is just part of the rigorous program of quality control we implement across all of our operations and one big reason why we've been trusted to keep babies and families safe for more than 20 years.
- California farmland means less transportation costs and the freshest and finest ingredients

Recycling:

- All plastics are taken to a recycling facility
- All excess cardboard boxes and paper are taken to a recycling facility