

CLEAN HAPPY



method[®]
people against dirty[®]

OUR MISSION:

PIONEER A CLEANER CLEAN



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. method's business is built on the four pillars of design innovation, effective formulation, vivid fragrance + color and healthy choices. these pillars differentiate method in the marketplace and have led us to revolutionize the category and the experience of cleaning. we push the boundaries of form and function by making bottles from 100% post-consumer recycled plastic, developing non-toxic formulas that never compromise performance and making business decisions that serve the common good (not just our own). method believes in transparency, so we disclose our ingredients, processes, practices and ethics. after all, we've got nothing to hide.

WE ARE PEOPLE AGAINST DIRTY[®]

people against dirty is both a mission and a community. together, we are committed to making the planet and our homes a cleaner place. we are people who believe in the ability of the little guy to make a big impact. we believe in innovation, sustainability and doing things better than they've been done before. we believe that cleaning products can be beautiful, smell like flowers and put the hurt on dirt without harming people, animals or the planet. in short, we believe we can make a difference.



THE START OF SOMETHING GOOD

method was founded in san francisco in 2000 by adam lowry and eric ryan, its proud brain-parents and the very first people against dirty. by combining their powers of substance + style, they set out to save the world by creating a line of beautifully designed home care products that were as kind to the planet as they were tough on dirt. the cleaning business has never been the same.



people against dirty®
{ the very first }

PRODUCT PILLARS



DESIGN INNOVATION

not just gorgeous, disruptive and smart too.

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

EFFECTIVE FORMULATION

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

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 evaluated by third-party laboratories, that never compromise performance, resulting in healthier, happier homes

world's first line of Cradle® certified cleaning and laundry products

VIVID FRAGRANCE

deeply differentiated fragrance experience.

we take pride in developing fragrances and colors that are safe for people and the environment

our fragrances never contain phthalates, NPEs or other hazardous solvents or emulsifiers

all method fragrances are patch tested (non-animal RIPT testing) and we voluntarily disclose any allergens

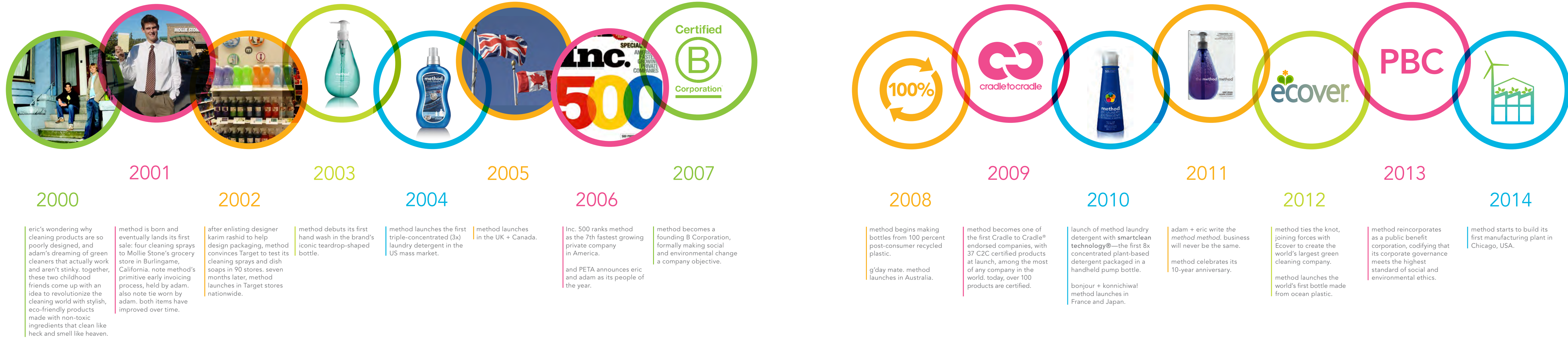
HEALTHY CHOICES

healthy choices for people, pets and the planet.

we disclose all of our ingredients, our practices and ethics—transparency empowers informed decisions

every ingredient used in a method product is comprehensively evaluated by an independent environmental research institute, MBDC, to be certain of the health and safety of all method ingredients. that's good karma.

COMPANY TIMELINE



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.

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.

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.

2003

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

2004

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

2005

method launches in the UK + Canada.

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.

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 in Australia.

2009

method becomes one of the first Cradle to Cradle® endorsed companies, with 37 C2C certified products at launch, among the most of any company in the world. today, over 100 products are certified.

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.

2012

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

method launches the world's first bottle made from ocean plastic.

2013

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

2014

method starts to build its first manufacturing plant in Chicago, USA.



personal care | hand + body

method's most iconic and recognizable product, our teardrop hand wash, has continued to evolve with new fragrances, colors + formulas. method's personal care line now includes a range of delicious fragrances and eye-catching designs for hand and body. it's naturally derived, triclosan-free and heavenly scented. high five.



foaming hand wash



gel hand wash



hand sanitizer



foaming hand wash refills



gel hand wash refills



body wash



kids body wash



kids foaming hand wash





method
ALL-PURPOSE
natural surface cleaner

lime + sea salt
lime + sel de mer



WITH NON-TOXIC PLANT-BASED
POWERGREEN™ TECHNOLOGY

CUTS GREASE + GRIME

nettoie-tout-partout éco et non-toxique
828mL (28 FL OZ)

method
ALL-PURPOSE
natural surface cleaner

french lavender
lavande française



WITH NON-TOXIC PLANT-BASED
POWERGREEN™ TECHNOLOGY

CUTS GREASE + GRIME

nettoie-tout-partout éco et non-toxique
828mL (28 FL OZ)

method
ALL-PURPOSE
natural surface cleaner

pink grapefruit
pamplemousse rose



WITH NON-TOXIC PLANT-BASED
POWERGREEN™ TECHNOLOGY

CUTS GREASE + GRIME

nettoie-tout-partout éco et non-toxique
828mL (28 FL OZ)

method
ALL-PURPOSE
natural surface cleaner

cucumber
concombre



WITH NON-TOXIC PLANT-BASED
POWERGREEN™ TECHNOLOGY

CUTS GREASE + GRIME

nettoie-tout-partout éco et non-toxique
828mL (28 FL OZ)

method
ALL-PURPOSE
natural surface cleaner

mandarin orange
mandarine



WITH NON-TOXIC PLANT-BASED
POWERGREEN™ TECHNOLOGY

CUTS GREASE + GRIME

nettoie-tout-partout éco et non-toxique
828mL (28 FL OZ)



all-purpose cleaner



bathroom collection

glass + surface cleaner



specialty collection



home care | cleaning

put the hurt on dirt with a range of powerful cleaners for every surface in your home. grease, grime + soap scum don't stand a chance. not with the cutting-edge green chemistry of powergreen® technology in your grasp. each squirt, in all its lovely non-toxic glory, delivers a mighty cleaning punch with naturally

derived, biodegradable ingredients. its cleaners, derived from corn + coconut, break down so every spray leaves nothing behind but a fresh scent + gleaming clean.





dish soap



power foam



dish soap refills



smarty dish® and smarty dish® plus dishwasher detergent tabs



home care | dish

no one sets out to neglect a cheesy casserole dish in the sink for days, but sometimes it happens, and when it does, you're glad that you have a range of ultra-grease-fighting and biodegradable dish soaps and dishwasher tabs to depend on, especially since our naturally-derived dish soaps are packaged in

sleek, convenient containers, so you can squirt it directly into the sink or onto the sponge—or even directly on that cheese—with no drippy mess.





fabric care | laundry

we believe that great design isn't just gorgeous; it's innovative, sustainable and disruptive, too. like our revolutionary 8x concentrated laundry detergent, which reduces the carbon footprint of the average laundry detergent by 35% and is packaged in a sleek, one-handed pump bottle that is light, easy to use and

eliminates the messy laundry cap, no big jugs, no waste, no aching biceps, our laundry day survival kit includes laundry detergent, fabric softener + refills.



8X laundry detergent



laundry detergent refills



8X baby laundry detergent



fabric softener



sunset breeze collection



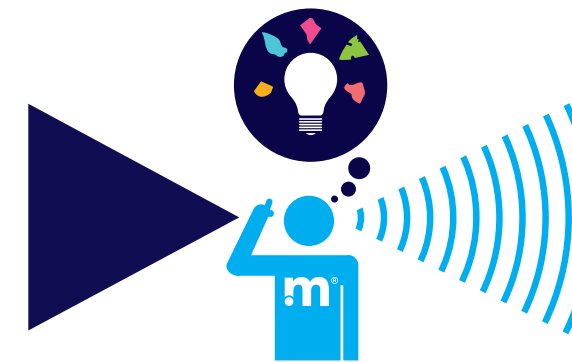
ocean plastic

introducing the world's first bottles made with a blend of recovered ocean plastic and post-consumer recycled plastic, a combination that results in a uniquely gray resin. innovation is a beautiful thing.



THE PROBLEM

it's estimated that several million tons of plastic makes its way into our oceans every year, polluting the environment and hurting our marine populations. and the problem isn't going away anytime soon as more plastic washes up on beaches everyday.



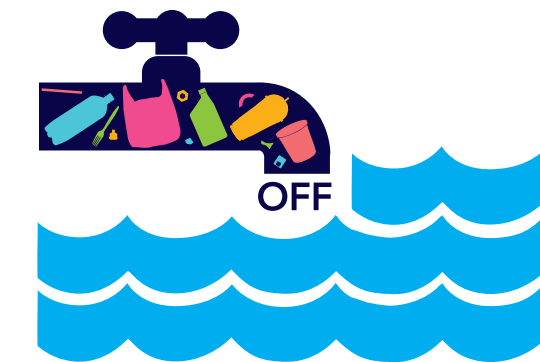
WHAT WE'RE DOING

as a small soap company, we know we can't clean up the world's oceans. but we can raise awareness about the issue and use our business to demonstrate smart ways of using and reusing the plastics that are already on the planet. we think the best way to do that is by proving that solutions exist, even at a small scale. so that's what we're doing.



HOW WE'RE DOING IT

local beach clean-up groups and volunteers have hand-collected more than one ton of plastic from the beaches of Hawai'i. and working with our recycling partner, Envision Plastics, who were willing to take a chance on making the impossible possible, we've taken plastic from the beach and turned it into bottles.



HOW IT HELPS

through this new + innovative use of recovered ocean plastic, we hope to show how design can be used to tackle environmental problems. we're not saying that the solution to the ocean plastic problem is making bottles out of trash, but by doing so we can prove that there are alternatives to using virgin materials – like post-consumer recycled plastic, which we use in all of our bottles. by recycling + reusing existing plastic, we can turn off the tap. and that is the first, most important step toward improving the state of our oceans.

OCEAN PLASTIC FACTS



plastics are estimated to represent almost 80% of the total marine debris floating in the world's oceans.



on average, 46,000 pieces of plastic are swirling in each square mile of our oceans.



every year, at least one million sea birds and 100,000 sharks, turtles, dolphins and whales die from eating plastic.



fish in the middle depths of the northern pacific ocean are ingesting as much as 24,000 tons of plastic each year.



267 species around the world are harmed by plastic. 86% of sea turtles, 44% of seabirds and 43% of ocean mammals ingest or become tangled in plastic.

sources: epa.gov/region9/marine-debris/faq.html
thinkoutsidethebin.com/2011/06/02/a-sea-of-plastic-more-plastic-than-plankton-in-our-ocean/
articles.latimes.com/2011/jul/02/local/la-me-garbage-patch-fish-20110701

OUR GREENSKEEPING INITIATIVES PRODUCTS



transparency

we believe in transparency so we disclose all our ingredients.



recycled plastic

our PET bottles are recyclable and made 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. more than 75% of our products are certified at the gold level.



recyclability

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



MBDC-assessed

we have all of our materials assessed by the McDonough Braungart Design Chemistry (MBDC) for health + 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.



renewable energy credits

we use renewable energy credits for all of the electricity in our offices and global factories.

COMPANY



climate-sensitive

as a climate-sensitive business, we calculate all of our emissions from manufacturing, distribution and travel.



b corporation

we are a founding B Corporation business and received 1st Place in the 2013 B Corp Best for the Environment List, honoring businesses that scored in the top 10% of all B Corps worldwide.



Cradle to Cradle®

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



never tested on animals

as a Leaping Bunny company, method pledges never to test on animals at any stage of product development.



LEED-certified

we are working toward building a LEED-platinum factory in Chicago and our San Francisco HQ is a LEED-certified green building.

AWARDS



2005

the Cannes' Grand Prix Award (cyber category): comeclean.com



2006

PETA Persons of the Year
eric ryan + adam lowry
method named 7th fastest growing company in America in Inc 500



2007

PETA proppy awards



2010

Good Housekeeping VIP Awards (very innovative product): laundry detergent
IDSA Design of the Decade silver: method laundry



2011

AIGA (Re)design Awards: method laundry detergent refill system
greensweeping toolkit
method laundry detergent
press materials



2012

Fortune 40 under 40: eric ryan + adam lowry
HOW International Design Merit Award: ocean plastic
HOW International Design Awards Outstanding Achievement Award: method + orla kiely collection



2013

Good Housekeeping VIP awards (very innovative product): ocean plastic
1st place in the B Corp best for the environment list
editor's choice dieline packaging design awards: ocean plastic
Clinton Global Citizen awards for commitment to leadership in the private sector: eric ryan + adam lowry
The John P. McNulty prize finalist: adam lowry for ocean plastic



2014

Better Homes + Gardens Best New Product Awards: blue poppy foaming hand wash

THE CAPABLE HANDS



drew fraser

president + global chief operating officer

growing up, drew really wanted to be a fireman. but instead he became method's global COO. (not a bad backup plan, if we do say so ourselves.) prior to joining people against dirty® in june 2009, drew spent more than 20 years working at some of the world's leading consumer product companies, including Whirlpool, Clorox and Procter & Gamble.



adam lowry

co-founder + global chief greenskeeper

as the co-founder and chief greenskeeper at method, adam's focus is bringing sustainable innovations to the method business. a master of all trades, adam is an entrepreneur, scientist, designer and author. he's also really tall.



eric ryan

co-founder + strategic projects

eric is the co-founder of method where he oversees strategic projects for method internationally. eric's expertise for creating distinctive consumer + retail concepts has transformed cleaning into a stylish pursuit, but he still believes his biggest accomplishment is helping adam learn to dress better.



josh handy

VP of product experience

as vice president of product experience, josh leads method's team of packaging engineers, green chefs and industrial designers to create the best products and experiences for people against dirty. as method's 2014 ping pong champion, josh also leads the score with most unreturned serves.



alison worthington

global chief marketing officer

alison recently joined method as CMO, where she heads the global brand experience team for method and Ecover, including brand strategy, design, advertising + media, web, digital/ecommerce, social communities, consumer insights + response and public relations. whew... that was a long list.



garry embleton

VP of supply chain

garry's childhood nickname is "the machine," and we think it still suits him. when he's not busy overseeing method's supply chain, customer service, quality assurance + project management teams, he's usually at the gym CrossFit training. garry joined method in 2011 after nine years of experience in strategic sourcing + procurement at SC Johnson Corporation, Seventh Generation and The Clorox Company.



paul yee

chief financial officer

paul recently joined method as CFO and has over 15 years of experience as a finance leader at companies like Gap Inc. and Peet's Coffee & Tea. speaking of warm, frothy beverages, his sons' initials are SOY and CHY, which also happens to be one of paul's favorite morning drinks.



hank mercier

VP of sales

hank likes bouncy houses and colorful socks. he dislikes public bathrooms. this doesn't have much to do with his role as our vice president of sales. except maybe the public bathrooms, which would be more pleasant if cleaned with method. now there's an idea for a sales pitch...



sally clarke

VP global creative director

sally is method's "artsy smartys," a.k.a. global creative director extraordinaire. as the commander-in-chief of the in-house creative team, she sees to it that method's packaging and merchandising consistently knocks your socks off.



lucy leahy

VP general manager, Asia Pacific

based in Hong Kong, lucy is the leading lady of the business team for the method + Ecover brands in the Asia Pacific region. she is also a key member of the team spearheading method's LEED-platinum U.S. manufacturing plant. she has more than 15 years of experience in brand building and is equally adept at Lego building—lucy once made a replica of the Sydney Opera House. we were impressed.



michelle arnau

VP general manager North America

michelle is the fearless leader of the business team for the method + Ecover brands for North America. although, she's not entirely fearless. she is afraid of clowns. (weird, right?) a method veteran—six years and counting, michelle has more than 15 years of experience in marketing leadership roles for various brands including Clorox, Nestlé PowerBar + Bevology.



FOR MORE INFORMATION PLEASE CONTACT METHOD PUBLIC RELATIONS

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