Innovation Stories

the chemistry of existing ingredients. This process has led to development of new, biobased ingredients to replace petro based ingredients. One example would be levulinic ketal ester, a natural, degradable solvent that method helped pioneer that is a replacement for traditional glycol ether solvents in cleaning products.

MATERIAL REUTILIZATION

Method's biological and technical nutrients are designed for closed loop cycles. We were the first cleaning company to source 100% post-consumer recycled content for our PET bottles. We also design our packaging for recyclability by selecting plastic resins that are most commonly recycled in curbside collection programs. There is enough plastic already on the planet—we try to keep it cycling as much as possible. In 2012, Method launched the world’s first bottles made with a blend of recovered ocean plastic and post-consumer recycled plastic. Tons of plastic enter the oceans every year. Using plastic recovered from the ocean in place of virgin plastic is a reminder that we have enough plastic on the planet, and we should use what we already have.

SOCIAL FAIRNESS

Method is a founding B Corp and a long-time supporter of integrating social accountability into our company structure. Our mission includes an explicit commitment to social impact. Method also gives our employees three days each year to volunteer in the community.

ENERGY CONSERVATION

Method has internalized our carbon reduction strategy to facilitate energy conservation and carbon emission reductions that are associated with mixing and packaging our products. In addition to purchasing renewable energy credits, we make real carbon incentives to our suppliers that implement energy and water conservation strategies. In the past, method’s incentives have led to new projects like water recycling and installing solar powered fork lifts.

WATER STEWARDSHIP

Because our products touch water throughout their lifecycle, method pays close attention to our water footprint. We have identified several ways to minimize water use and contamination. Several of our facilities use practical processes to eliminate effluent. One facility uses reverse osmosis water production using high pressure filters to remove any chemicals in the water intake. Our products themselves are optimized to biodegrade, minimizing impacts to water treatment systems and water bodies. To push the limits of water use in our products, our chefs formulated several concentrated cleaners including the only 8x concentrated detergent, which has no added water in its formula. That way, we aren’t selling and transporting water—that’s what your washing machine is for.

FOR A CLEANER FUTURE

Method’s mission is to take dirty out of cleaning by making products that are safe for the environment and people. Our company was founded on principles which align with Cradle to Cradle principles, including green chemistry, closed loop design, recyclability, and biodegradable ingredients.

Method is to continually improve in all of the Cradle to Cradle Certification’s five criteria.

MATERIAL HEALTH

100% of Method’s ingredients are screened before our chefs begin formulating new products. Our ingredients are assessed by McDonough Braungart Design Chemistry (MBDC) on more than 15 endpoints for environmental and human safety. We use these assessments to select the healthiest ingredients available and to work with our suppliers to improve

Cradle to Cradle Certified helps us validate and demonstrate how we make improvements over time.