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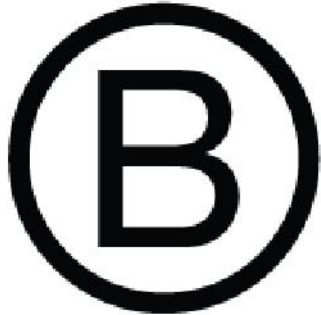
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The Bark House at Highland Craftsmen, Inc.



Natural architectural elements

Spruce Pine, North Carolina

United States

barkhouse.com(<http://barkhouse.com>)

About Highland Craftsmen

The Bark House at Highland Craftsmen Inc® handcrafts beautiful wall coverings for interior and exterior design solutions. Made from reclaimed tree bark, our products express our rich heritage of artisanal craftsmanship and form an authentic connection between nature, individuals, and the built environment.

Our highest-quality standard is built upon three key elements: process, product, and purpose. At the culmination of these elements, fine craftsmanship is uniquely combined with certified sustainable manufacturing processes. While our richly textured wall coverings adorn a selection of America's most sought after real-estate, the core purpose of our company involves more than creating beautiful buildings; it is also about building community beautifully. Assurance rests in the fact that we are the original designers and crafters of every bark product we sell. We created this niche industry and have a 25 year history behind us. Bark House® is proud to have earned the only Cradle to Cradle™ Gold Product Certification for siding. This third-party certification verifies our commitment to providing sustainable products that are safe for humans, the environment, and future life cycles. We are an awarded "Legacy C2C Company".

We became a B Corp because the structure helps us to communicate a strong, verified message about who we are. This certification makes our performance standards transparent so that our clients retain the "Power of Their Purchase™" and can "Invest with Impact™".

The Change We Seek®

Highland Craftsmen was co-founded in 1990 by North Carolina natives, Marty and Christie McCurry. Inspired by nature's design, our work celebrates RAW™ (Reclaimed Appalachian Wood Waste) materials. With a new industry, jobs were created in an



economically challenged region of the Appalachians that fit both the culture and the economy of this community, and we take pride in knowing that what we do has a low impact on the environment. Highland Craftsmen Inc has earned a rare spot on the B Corp Best for the World List. With a methodology that celebrates pure nature, we look forward to many more years of striving for positive social and environmental impact while continuing to hand-craft the finest architectural products for our discerning

clients worldwide. The Bark House® brand verifies authenticity and can help “find your pristine nature within”:

- We honor the environment through thoughtful management, procurement, and refinement
- We honor people by maintaining a proud heritage of quality workmanship, by providing training and methods for growth
- We build prosperity in our community by creating new income streams, paying a living wage and giving back



What makes us a better company?

B Impact Report

Certified since: November 2009

Summary:

Company Median
Score Score*

Environment
Environment

The Environment section of the Assessment evaluates a company's environmental performance through its facilities; materials, resource, and energy use; and emissions. Where applicable, it also considers a company's transportation/distribution channels and environmental impact of its supply chain. This section also measures whether a company's products or services are designed to solve an environmental issue, including products that aid in the provision of renewable energy, conserve resources, reduce waste, promote land/wildlife conservation, prevent toxic/hazardous substance or pollution, or educate, measure, or consult to solve environmental problems.

29 7

Workers
Workers

The Worker section of the survey assesses the company's relationship with its workforce. This section measures how the company treats its workers through compensation, benefits, training, and ownership opportunities provided to workers. It also focuses on the overall work environment within the company through management/worker communication, job flexibility and corporate culture, and worker health and safety practices.

20 18

Customers
Customers

The Customers section of the Assessment measures the impact a company has on its customers. The section focuses on whether a company sells products or services that promote public benefit, and if those products/services are targeted towards serving underserved populations. Questions in this section will measure whether a company's product or service is designed to solve a social or environmental issue (e.g. improves health, preserves environment or creates economic opportunity to individuals or communities, promotes the arts/sciences, or increases the flow of capital to purpose-driven enterprises).

0 N/A

Community
Community

The Community section of the survey assesses a company's impact on its community. The Community section evaluates a company's supplier relations, diversity, and involvement in the local community. The section also measures the company's practices and policies around community service and charitable giving. In

58 17

addition, this section includes if a company's product or service is designed to solve a social issue, including access to basic services, health, education, economic opportunity, arts, and increasing the flow of capital to purpose-driven enterprises.

Governance

Governance

The Governance section of the Assessment evaluates a company's accountability and transparency. The section focuses on the company's mission, stakeholder engagement, and overall transparency of the company's practices and policies.

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Overall B Score	117	55
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80 out of 200 is eligible for certification

*Of all businesses that have completed the [B Impact Assessment](#)

*Median scores will not add up to overall

[view full reports »](#)

[2015](#)

[2012](#)

[2009](#)

Company Highlights:

Environment: Conducts a 3rd party environmental audit; Extensive office wide recycling program; >50% of energy used at corporate facilities from renewable sources; Monitors and records energy and water usage

Workers: 35% of employees participate in external professional development opportunities; >5% of employees are disabled; All workers paid living wage

Community: >60% of expenditures directed toward local suppliers; >25% of suppliers located in low-income communities; >5% of profits given to charitable organizations

[2014 Best for the World Overall](#)

[Honoree\(http://bestfortheworld.bcorporation.net/2014-best-for-the-world-overall-honorees.html\)](http://bestfortheworld.bcorporation.net/2014-best-for-the-world-overall-honorees.html)

[2014 Best for the World](#)

[Environment\(http://bestfortheworld.bcorporation.net/2014-best-for-the-world-environment-honorees.html\)](http://bestfortheworld.bcorporation.net/2014-best-for-the-world-environment-honorees.html)

Miscellany:

Projects

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- Photo Gallery [Go »\(http://barkhouse.com/reclaimed-wall-treatments-image-gallery/\)](http://barkhouse.com/reclaimed-wall-treatments-image-gallery/)
- Project Example [Go »\(http://barkhouse.com/nature-nurtures/\)](http://barkhouse.com/nature-nurtures/)

Press

- Company News Page [Go »\(http://barkhouse.com/news/\)](http://barkhouse.com/news/)
- Bark House Blog [Go »\(http://barkhouse.com/embark-blog/\)](http://barkhouse.com/embark-blog/)
- Poplar Bark Video [Go »\(http://barkhouse.com/products/poplar-bark-panels/#video\)](http://barkhouse.com/products/poplar-bark-panels/#video)

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