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**BEAUTIFUL**  
OUTSIDE AND WITHIN™

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## A Product Of Human-Nature Transcends The Nature Of Human Products

Bark House® is making building products in a *whole* new way – one that collaboratively supports regenerative processes for prosperity, people and the planet. Nature inspired this work and taught the principles we follow. The product and processes have earned *Architectural Record Product of the Year*, the only PLATINUM Cradle to Cradle® Certification and ten B Corp *Best for the World awards*. This work serves as an important prototype with verified impacts of whole-building, allowing the processes to be duplicated in other markets.

It's been amazing seeing the design community integrating products created at Bark House® into their projects. Every building owner, designer and developer has a vision for their project. In the past, the lack of regenerative products in the marketplace overwhelmed the client's intuition about what their project was uniquely capable of. Clients are now engaged in building lasting prosperity with shared resilience in a community that is benefiting. They are demonstrating the goodness within human-nature. Plus, they are helping to improve the natural environment. All of this is happening today.

This is a new paradigm: understanding the difference between what a building looks like, and the opportunities that exist for our role in this much larger system of whole-building. Our products and processes were designed from the knowledge that our clients and workers are drawn to nature. Although with differing sentiment, they both understand the deep value of pure quality. Clients know that the building they design will create a lasting legacy. Workers embrace the legacy of living in connection with the land. The two are inextricably linked. Truly profound impacts are realized by all stakeholders that only their inputs are capable of creating.

The most stringent certifying bodies have recognized the rigor and strength of our processes and our products. They are written about and awarded by prestigious magazines and media outlets. The public benefits from the rigorous evaluations of these unbiased perspectives.

Through the process of whole-product making, our team is realizing that our beliefs about human-nature and the nature of the products we make are one *in* the same.