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TO THE MARKET Earns B Corporation Certification

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July 29, 2021: [TO THE MARKET](#), an innovator in powering the ethical supply chain, announced it has earned a prestigious [B Corporation Certification](#). Achieving this selective certification requires that a company meet the highest verified standards of social and environmental performance, transparency, and accountability while committing to using their business as a force for good. The Certification furthers TO THE MARKET's goal of making a positive impact on people and the planet in every area of business.

Among more than 60,000 B Corporation applicants since 2006, less than 7% of corporations have passed the rigorous assessment standards required for certification. TO THE MARKET joins the ranks of game-changing Certified B Corporations like Eileen Fisher, Patagonia, and Allbirds, among others. Certified B Corporations span 150 industries and 74 countries.

The B Corp assessment process measures performance in the areas of governance, workers, customers, community, and the environment. B Corp is one of the only certifications out there that is not just for a product or service, but for the entire company behind that product or service - an ideal accolade for a supply chain-focused business like TO THE MARKET.

"B Corp Certification solidifies TO THE MARKET's commitment to building a better world by harnessing our purchasing power for good," says founder and CEO Jane Mosbacher Morris. "Since the beginning of our company, we have been dedicated to creating goods sustainably while providing safe and fairly paid work environments for our makers. I am so proud to continue to uphold those values as a Certified B Corporation."

Looking forward, TO THE MARKET is eager to continue supporting the growing demands of conscious consumers by providing ethical, traceable, and high-quality products. As a B Corp, consumers can now shop with even more assurance that TO THE MARKET is a business committed to the greater good.

About TO THE MARKET:

TO THE MARKET was founded by Jane Mosbacher Morris with a vision of democratizing access to the global supply chain and providing makers around the world with the economic empowerment that comes from safe, dignified, fairly paid work. TO THE MARKET is a turnkey solution for ethical manufacturing, connecting brands to a syndicated network of sustainable, story-rich suppliers. TO THE MARKET is on a mission to empower people, protect the planet, and promote better business - and does it without sacrificing speed, innovation, or digitization. In 2020, Jane Mosbacher Morris was named one of [2020's Heroes Of The Pandemic](#) for TO THE MARKET's swift pivot to manufacturing PPE for healthcare workers.