

**MEDIA ADVISORY: For Immediate Release**

CONTACT: Neshama Abraham, (303) 413-8066 or [neshama@abrahampaiss.com](mailto:neshama@abrahampaiss.com)

Katie Kerr, B Lab - (610) 293-0299 or [katie@bcorporation.net](mailto:katie@bcorporation.net)

**COOL ENERGY, INC. Honored as ‘Best for the Environment’,  
For Creating the Most Positive Environmental Impact**

**84 Businesses Across 30 Industries Take Lead Addressing Climate Change and  
Other Environmental Challenges**

April 22, 2014

Today, **COOL ENERGY, INC.** was recognized for creating the most positive environmental impact by the nonprofit B Lab with the release of the third annual ‘B Corp Best for the Environment’ list. The ‘B Corp Best for the Environment’ list honors 84 businesses that earned an environmental impact score in the top 10% of all Certified B Corporations on the B Impact Assessment, a rigorous and comprehensive assessment of a company's impact on its workers, community, and the environment. Honorees were recognized among micro, small, and mid-sized businesses.

**COOL ENERGY** has developed a novel heat-to-power technology, the SolarHeart Engine. It is the mission of Cool Energy to become and remain the best-in-class supplier of heat-to-power systems for waste heat recovery applications. With the SolarHeart Engine, Cool Energy aspires to raise awareness for the need to shift processes and practices to be more responsible in the business world.

Other honorees include outdoor retailers **Patagonia** and **GoLite**, home and personal care companies **Method** and **Seventh Generation**, employee-owned, craft brewery **New Belgium Brewery** and the 20 year old waste reduction and management company, **WasteZero**.

“Our team at Cool Energy is humbled and pleased to be included by B Corp as part of their Best for the World companies. It is especially meaningful to us to be able to celebrate this Best for Environmental Impact honor on Earth Day, of all days. Environmental impact awareness is now mainstream, and this core value keeps us inspired to bring clean energy to new markets.”

The ‘Best for the Environment’ companies come from over 30 different industries such as financial services, consulting, apparel and personal care. 36% operate in the service sector, 33% in wholesale/retail and 25% in manufacturing. A quarter of honorees are based outside the US, with 13% companies operating in emerging markets including Brazil, Colombia and Chile. **(Full list of honorees below and at [bestfortheworld.bcorporation.net](http://bestfortheworld.bcorporation.net))**

“It’s great to see so many diverse companies on this year’s ‘Best for the Environment’ list,” says B Lab co founder, Jay Coen Gilbert. “With representatives from 30 different industries, it once again shows that all companies can compete to be the best of the best at creating a positive impact.”

Each honored company is a Certified B Corporation. They use the power of business to solve social and environmental problems and have met rigorous standards of social and environmental performance, accountability, and transparency. Today there are over 990 certified B Corporations, across 60 industries and 32 countries, unified by one common goal: to redefine success in business.

B Lab released the “Best for the World” list (overall impact) in March and will release separate lists recognizing the companies ‘Best for the Community’ (community impact), and ‘Best for Workers’ (employee impact) throughout 2014.

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**COOL ENERGY** is a privately-held power conversion equipment corporation based in Boulder, Colorado. The company was founded in 2006 to develop a thermal-to-electrical power generation system for converting waste heat from engines and industrial processes into clean electricity.

**B Lab** is a nonprofit organization that serves a global movement to redefine success in business so that all companies compete not only to be the best in the world, but the best for the world.

B Lab drives this systemic change through a number of interrelated initiatives: 1) building a community of Certified B Corporations to make it easier for all of us to tell the difference between “good companies” and good marketing; 2) passing legislation to accelerate growth of social entrepreneurship and impact investing (20 states have already passed benefit corporation legislation); 3) developing B Analytics, a customizable platform for investors to benchmark and report the impact of their global private equity portfolios; and 4) providing free, powerful tools for businesses to measure, compare and improve their social and environmental performance (more than 16,000 businesses use B Lab’s free B Impact Assessment).

For more information, visit [www.bcorporation.net](http://www.bcorporation.net).

**Executives from all B Corps available for comment.** For more information contact Katie Kerr at [katie@bcorporation.net](mailto:katie@bcorporation.net), (610) 293-0299

**2014 ‘Best For the Environment’ Honorees**

## **11 Midsize Businesses Honorees (50+ Employees)**

GoLite (Boulder, CO) - GoLite is the premier global manufacturer of high performance, responsible apparel and equipment designed specifically for outdoor athletes.

Method Products, PBC (CA) - Method is the pioneer of premium environmentally-conscious and design-driven home care, fabric care and personal care products.

Namaste Solar (CO) - Namasté Solar is an employee-owned cooperative that designs, installs, and maintains solar electric systems for homes, businesses, non-profits, and government entities.

New Belgium Brewing Co, Inc. (CO) - New Belgium Brewing, maker of Fat Tire Amber Ale and a wide variety of award-winning beers, is the third-largest craft brewer in the country.

Patagonia, Inc. (CA) - Patagonia grew out of a small company that made tools for climbers. Alpinism remains at the heart of a worldwide business that still makes clothes for climbing – as well as for skiing, snowboarding, surfing, fly fishing, paddling and trail running.

Positive Energy Solar (NM) - Positive Energy Solar is local, employee owned, and the only solar company in New Mexico that is a certified B-Corp.

Seventh Generation (VT) - Seventh Generation is a leading brand of green household and personal care products. The company remains an independent, privately-held company distributing products to natural food stores, su- permarkets, mass merchants, and online retailers across the United States and Canada.

Solberg Manufacturing, Inc. (IL) - Solberg manufactures standard and custom filtration, separation, & silencing products that protect machinery, the surrounding environment, and the workplace.

Sungevity (CA) - Sungevity is the nation's fastest growing residential solar company that designs, installs, and finances residential solar electric systems.

WasteZero, Inc. (NC) - WasteZero partners with more than 800 towns and cities around the country to reduce the amount of municipal solid waste (MSW) that is landfilled and burned.

West Paw Design (MT) - West Paw Design is a US manufacturer of eco-friendly and high-quality products for dogs and cats.

## **25 Small Businesses Honorees (10-49 Employees)**

Acorn Sign Graphics (VA) - Acorn Sign Graphics designs and fabricates custom architectural signage and graphics. From award-winning design to sustainable sign and graphic solutions, eco-friendly sign manufacturing to long-lasting installations, Acorn Sign Graphics delivers comprehensive sign services to meet the needs of clients worldwide.

Advanced Home Energy (CA) - Advanced Home Energy partners with homeowners who are interested in going green and offer a wide range of home energy efficiency solutions.

Alchemy Goods (WA) - Alchemy Goods strives to turn useless stuff like blown-out inner tubes, old seatbelts, and advertising banners into useful products like bags and wallets.

Brightworks (OR) - Brightworks provides comprehensive sustainability planning and facilitation services, helping their clients increase asset value, reduce operating costs, manage risk and enhance their brand, while helping address pressing global ecological challenges.

Britec Ltda. (Santiago, Chile) - Britec LTDA., has a factory of solar collectors in Chile in the Colina 1 Prison.

Bullfrog Power (Toronto, ON) - Bullfrog Power's mission is to provide Canadians with easy and practical 100% renewable energy solutions for their homes, businesses and transportation that empower them to create a sustainable world for future generations.

ChicoBag Company (CA) - ChicoBag advocates for waste reduction and designs a collection of high-quality, long-lasting reusable bags.

Cultiva Empresa (Santiago, Chile) - Cultiva Empresa has developed several reforestation projects in Santiago, totaling 40.5 hectares reforested.

Degraf Ltda. (Santiago, Chile) DEGRAF is a family business that began operations in 1982 with the objective to recycle waste from the printing industry.

Emory Knoll Farms (MD) - Emory Knoll Farms is the only nursery in the USA that is dedicated solely to the propagation of plants for the green roof industry.

Green Building Services (OR) - Green Building Services (GBS) provides services and tools to support the design, construction, and operation of buildings that are responsible, enduring, and healthy.

Hawaiian Legacy Hardwoods (HI) - Hawaiian Legacy Hardwoods (HLH) plants rare high value endemic koa trees on Hawaii Island. Some trees are planted for investors for eventual harvest, while others—"Legacy Trees"—are planted to permanently reforest the land, sequester carbon,

advance science and inspire environmental awareness.

Highland Craftsmen, Inc. (NC) - Highland Craftsmen Inc designs, manufactures and sells all-natural Bark House® brand architectural elements to building, design and furniture professionals as well as individuals.

Icebox Knitting, LLC (CA) - Icebox Knitting seeks to change the historically detrimental procedures of the textile industry by supporting sustainable practices with emphasis on local sourcing and production in closer proximity of the end consumer.

IceStone (NY) - IceStone® is the world's safest, most sustainable durable surface. Made from three core ingredients —100% recycled glass, Portland cement, and pigment— IceStone® surfaces are used for everything from kitchen countertops to conference room tables to art installations.

Indigenous Designs Corporation (CA) - Indigenous Designs is a leader in organic and fair trade clothing. Their clothing supports thousands of artisans in the most remote and impoverished regions of the world

Microgrid Energy, LLC (MO) - Microgrid Solar is a solar PV developer and EPC contractor based in St. Louis, MO, offering turnkey solar services for commercial, government, and residential clients.

Natural Systems Utilities (NJ) - Natural Systems Utilities, LLC is an innovative water asset management company that designs, builds, owns, and operates decentralized and distributed water delivery, treatment, and reuse infrastructure.

New Leaf Paper (CA) - New Leaf Paper develops office and printing papers with leading environmental specifications and distributes them throughout North America.

Preserve (MA) - Preserve is the leading sustainable consumer goods company and producer of stylish 100% recycled household products.

Solmetric Corporation (CA) - Solmetric Corporation is a test and measurement company that designs and manufactures tools for the solar installation industry.

SunCommon (VT) - SunCommon's purpose is to dramatically increase solar energy production in Vermont by eliminating the huge upfront costs and replacing them with a monthly payment that is the same or less than what Vermonters are currently paying their utility for electricity.

The Joinery (OR) - With a focus on both design and construction, The Joinery and its artisans

endeavor to create furniture that will last for generations.

The Paradigm Project (CO) - The Paradigm Project is a low-profit limited liability company operating in cooperation with The Paradigm Foundation, whose collective mission is to create sustainable economic, social and environmental value within developing world communities.

TotalPET Corp (San Jose, Costa Rica) - TotalPET Corp recycles PET (a type of plastic used to create beverage bottles) to create packaging and prevent the plastic from ending up as waste.

#### **48 Micro-Enterprises Honorees (<10 Employees)**

Acción Verde (Bogota, Colombia) - Accion Verde is a Colombian for-profit enterprise that plants trees to promote reforestation in Colombia.

Alima Cosmetics, Inc. (OR) - Alima Pure™ makes mineral makeup using only the purest cosmetic-grade mineral pigments.

Animal Experience International (ON, Canada) - Animal Experience International (AEI) has a mission to help animals around the globe by matching clients with animal-related volunteer opportunities at sanctuaries, wildlife hospitals, animal clinics and conservation projects.

Atayne, LLC (ME) - Atayne makes high-performing outdoor and athletic apparel from 100% recycled materials.

Best Energy (Santiago, Chile) - Best Energy is creating economic value through social and environmental responsibility. They provide solar water heating for social housing through gubernamental subsidies.

BluPlanet Recycling Inc. (AB, Canada) - BluPlanet Recycling Inc. is a Calgary-based multi-family residential and commercial recycling collection service provider.

Climatesmart Business, Inc. (BC, Canada) - Climate Smart is a social enterprise that trains businesses and provides them with software tools to track and reduce their greenhouse gas emissions.

Cool Energy, Inc. (CO) - Cool Energy's SolarHeart Engine captures waste heat that an industrial site, commercial process or power generator is already emitting, and turns it into clean and renewable electricity, recycled thermal energy, or mechanical energy.

Cultivating Capital (CA) - Cultivating Capital is a business consulting firm that helps entrepreneurs and small business owners, especially women business owners, go green and

market their businesses online.

Ditto Hangers (CA) - Ditto features a growing line of 100% sustainable hangers, signage, POP displays, packaging and accessory displays.

Dolphin Blue, Inc. (TX) - Dolphin Blue is an online retailer of ecologically sustainable products for use in commercial and home offices.

Eco-Bags Products (NY) - ECOBAGS® is a small, woman-owned business with a history of creating well-constructed, responsibly- & ethically-produced reusable bags of all kinds using natural, recycled, and organic materials.

Ecologic Designs Inc. / Green Guru (CO) - Ecologic Designs works with organizations to manufacture OEM, Private Label and Co-Branded consumer products made from their waste materials or materials they've previously reclaimed.

EcoLogic Solutions Inc. (NY) - EcoLogic Solutions Inc.'s purpose is to introduce the safest, effective and cost competitive cleaning products to mass consumers.

Ecoservice (São Paulo, Brazil) - Ecoservice operates with the goal of being a benchmark in sustainable products, systems and services for the building industry.

Ecotrust Forest Management (OR) - Ecotrust Forest Management is a forestland investment management and advisory services company that generates long-term value for both investors and society by facilitating positive environmental outcomes and supporting job creation in rural communities.

Eleek (OR) - Eleek is a sustainable design and manufacturing business specializing in high-style lighting and other decorative building parts.

Energy Opportunities (PA) - Energy Opportunities, Inc. provides technical consulting services on projects relating to energy management, efficiency and conservation, renewable energy systems, and the environmental impacts of human enterprises.

Episencial (CA) - Episencial combines advanced skin care technology with Actively Healthy™ ingredients including probiotics, neem oil, and botanically-sourced essential fatty acids and antioxidants to enhance skin immunity and defend against daily environmental challenges from water, sun and air.

Feronia Forests LLC (MA) - Feronia's mission is to acquire and to sustainably manage natural hardwood forest properties in the U.S. The company generates revenues from timber harvests, conservation easements, carbon offsets, renewable energy, and products of the forest.

Honeyman Sustainability Consulting, LLC (CA) - Honeyman Sustainability Consulting, LLC, helps businesses save money, add value to their brand, and cultivate happier and more committed employees—while reducing their impact on the environment.

Incite Directives (Atlanta, GA) - Incite Directives works with businesses and building owners to integrate sustainability into the cultural cloth of their organizations, beginning with facilities and operations.

Just Right Recycling (Abbotsford, BC) - Just Right Recycling is a metal recycling company providing efficient bin services to industry.

Linhardt Design (NY) - Linhardt Design is a New York-based fine and fashion jewelry house that is revolutionizing the industry with its extraordinary designs coupled with socially and environmentally responsible practices.

Luscious Garage (CA) - Luscious Garage specializes in hybrid auto repair and applies the "hybrid" paradigm to everything it does: minimizing environmental impact, promoting advanced technology, and working together with customers to meet their needs.

mas ambiente s.a. (Mendoza, Argentina) - Mas ambiente manufactures eco-friendly soaps made with 100% recycled cooking oil.

Piedmont Biofuels (NC) - Piedmont Biofuels is a community scale biodiesel operation which collects used cooking oil from area food service establishments and converts it into a clean burning renewable fuel.

Project Repat (MA) - Project Repat upcycles t-shirts into fun and fashionable clothing accessories while creating jobs.

Proyecto Importa (Santiago, Chile) - Proyecto Importa seeks to transform penitentiary labor and social spaces into workshops, which will promote the inclusion of socially vulnerable individuals while developing sustainable products.

Rain Water Solutions, Inc. (NC) - RainWater Solutions manufactures and distributes the 65-gallon Moby rain barrel. They also design and install above- and below-ground rainwater harvesting equipment.



Reciclarg S.A. (Mendoza, Argentina) - Reciclarg seeks to generate awareness of the electronic waste cycle.

REfficient Inc. (Hamilton, ON) - REfficient is an online marketplace where businesses can go shopping in other companies' surplus inventory.

Resonate LLC (PA) - Resonate LLC is a strategic sustainability consulting firm that helps companies to enhance brand, profitability and company value by integrating social and environmental factors into their business model and performance measurement.

Rivanna Natural Designs, Inc. (VA) - Rivanna Natural Designs creates awards, plaques, and gifts made from FSC-certified woods, bamboo, recycled glass, and other planet-friendly materials.

Route to Green SPA (Santiago, Chile) - R2G's mission is to make a variety of affordable products and services consistent with the protection of the environment in Chile and Latin America.

Saul Good Gift Co (Vancouver, BC) - Saul Good Gift Co. uses corporate gifts to communicate values around sustainability, local purchasing (to Vancouver, BC), and community engagement to build powerful relationships for its clients.

Seeds Printing (PA) - SEEDS is a green printing company comprised of environmentally conscious, creative professionals with years of experience in the fields of printing, design, marketing, writing and editing, and world-class customer service.

SLOWCOLOR (CA) - SLOWCOLOR is an integrated bottom line high-impact clothing enterprise committed to revitalizing the use of age-old traditions to dramatically reduce the social, environmental and health impacts of textile manufacturing.

SMART Watering Systems Inc. (Milton, ON) - SMART Watering Systems is a water efficiency consulting firm and a "hands on" irrigation water management company that works with municipalities, parks departments, architects and property managers to reduce potable water use on landscapes.

Solar States (PA) - Solar States develops solar projects on schools, homes, and commercial buildings, as well as connecting Philadelphia students with the green-collar economy through training and jobs.

Spotlight Solar, LLC (NC) - Spotlight Solar makes solar systems that look like sculpture. Their products are intended to complement other environmental investments, like rooftop solar systems, which are usually hidden from the public on flat office building roofs.

Staach (NY) - Staach strives to create the finest modern handcrafted furniture using only sustainable methods and materials.

TerraLocke, Inc. (IL) - TerraLocke is a sustainability consulting firm focusing on local communities.

TerraPass (CA) - TerraPass' projects help businesses and individuals reduce their greenhouse gas emissions and fight climate change by generating renewable energy and destroying greenhouse gases (GHGs).

TheGreenOffice.com (CA) - TheGreenOffice.com is a one-stop online retailer featuring over 34,000 green and conventional office products and a comprehensive range of sustainability services designed to make office greening easy and cost effective.

Waste To Green, LLC (NC) - Waste To Green provides electronic waste/e-waste recycling services to businesses, individuals and Government looking to minimize their carbon footprint through ethical, responsible and secure recycling of their old electronics and IT assets.

Yellow Leaf Hammocks (CA) - Yellow Leaf Hammocks are 100% hand-woven, customizable hammocks that offer customers supreme comfort, strength and durability, along with a commitment to cultivating a sustainable economic opportunity for marginalized ethnic groups like the endangered Mlabri Tribe.

Zero to Go (NY) - Zero to Go provides a removal service in which unwanted items are transferred directly to people in need. Their sustainable removal services address the needs of the community by ensuring useable materials stay local and out of the waste stream.