

The Image Shoppe earns B Corporation Certification *GR firm is first marketing agency in state to earn B Corp*

(Grand Rapids, MI – April 13, 2016) - The Image Shoppe (TIS), a brand marketing agency in the Wealthy Business District of Grand Rapids, has officially earned its certification as a Benefit Corporation, or [B Corporation](#), the first marketing agency in the state of Michigan to do so.

B Corporations are for-profit companies certified by the nonprofit B Lab to meet rigorous standards of social and environmental performance, accountability and transparency. “Our company was built on the philosophy of sustainability, and the B Corp certification further validates who we have always been at our core,” said Karen Tracey, TIS president and creative director. “I love that it holds us accountable by documenting and measuring our processes, so we can continue to improve.”

TIS joins its clients 616 Lofts, Bazzani, and Essence Restaurant Group (ERG) as a certified B Corp. According to Lauren Jaenicke, ERG’s sustainability director, “The Image Shoppe has been instrumental in developing, maintaining, and nourishing the transparency of our brands. The Image Shoppe’s B Corp designation solidifies their commitment to their clients, community, and planet.”

Local First offers a [Quick Impact Assessment](#), a free online tool to help interested companies get started. Amy Deel, operations manager at Local First says, “The Image Shoppe has been integral in the local business community since it opened in 2003 and has continually used their business as a force for good. As their longtime friend and colleague, Local First cannot be more thrilled to see them become a certified B Corp and join the ever growing B Corp movement here in our community.”

Some examples of how TIS is an active ally for its clients, employees, community and the environment:

- Implementing a reduction, recycling and composting program for proper disposal of resources
- Volunteering for and serving community organizations, such as The Cook Leadership Academy at The Hauenstein Center, Equity Drinks, WMEAC, Well House, and others
- Installing a native-plant garden on our lot and creating a community green space
- Paying our employees competitive, living wages, not less than 50% of executive salaries
- Sourcing recycled and alternative fiber papers for print pieces

“The Image Shoppe is a shining example of the type of high-minded business culture that is the

hallmark of the B Corp community,” said Drew Coppess, director of sustainability at 616 Lofts. We are excited that they are proving yet again that a company can be financially successful while maintaining a strong commitment to social justice and environmental stewardship.”

Visit The Image Shoppe’s official [B Corporation profile](#) to learn more, or direct any questions to Karen Tracey via email:kt@theimageshoppe.com or phone at (616) 334-7089.

About The Image Shoppe

The Image Shoppe (TIS) is a brand marketing agency in Grand Rapids, MI, specializing in branding, marketing, graphic design, print, website design/development, copywriting, and more. Since 2003, TIS has been dedicated to being a brand marketing ally and lifelong partner for its clients, community and planet. This team of advisors takes pride in creating transparent brands—honest brands that engage their audiences and tell their stories openly.

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