

## True Gum achieves B Corp Certification: **Leading the global movement for sustainable chewing gum**

True Gum, a pioneering company at the forefront of sustainable chewing gum and mints, is thrilled to announce that it has achieved B Corp certification, solidifying its commitment to environmental and social responsibility. This certification reflects True Gum's dedication to driving positive change – not only in the chewing gum industry but also in the wider business community.

*"It's fantastic to share that we are now a certified B Corp. This achievement is a testament to our continuous commitment to sustainability and making a positive impact on the world. Becoming a B Corp reflects our ambitions of being a green pioneer within FMCG, offering forward-thinking products that not only delight our customers but genuinely contribute to a better tomorrow,"* says **Peter Juul Regnersgaard, co-founder of True Gum.**

### **Navigating the certification jungle**

B Corp is quickly becoming the go-to sustainability certification worldwide, thanks to its thorough evaluation process that dives into more than 250 crucial aspects in a detailed review. In a world where environmental concerns are pressing and sustainability labels abound, a B Corp certification offers everyday consumers a clear, solid choice to support companies that truly prioritize sustainability and aim to make a positive impact through their business practices.

*"We went after the B Corp certification because we believe in walking the talk when it comes to sustainability. It was a thorough process, but actions speak louder than words. This certification isn't just a new badge – it's a reinforcement of our commitment to doing good. B Corp is like the gold standard of sustainability worldwide, and it aligns perfectly with our mission to make a meaningful impact and reduce unnecessary plastic waste. We're all in on this journey, and I'm incredibly proud of my colleagues for the work that's gotten us here,"* shared **Peter Juul Regnersgaard.**

With their newfound B Corp certification in hand, True Gum proudly stands beside other sustainable forerunners in the FMCG industry like Tony's Chocolonely and Ben & Jerry's.

### **About True Gum**

Based in Denmark, True Gum stands as a pioneering force in the sustainable chewing gum landscape, offering a plastic-free alternative that combines enjoyment with environmental responsibility. Today, as part of the Humble Group, True Gum is committed to reducing plastic waste and fostering a conscious approach to consumer choices. Guided by a philosophy that prioritizes both individuals and the planet, True Gum is driving the evolution of gum and mints consumption, harmonizing a fresher breath with responsible decision-making.

**About B Corp**

Certified B Corporations™ are businesses that meet the highest standards of verified social and environmental performance, public transparency, and legal accountability to balance profit and purpose. B Corp™ businesses are accelerating a global culture shift to redefine success in business and build a more inclusive and sustainable economy.

Society's most challenging problems cannot be solved by government and non-profits alone. The B Corp™ community works toward reduced inequality, lower levels of poverty, a healthier environment, stronger communities, and the creation of more high-quality jobs with dignity and purpose. By harnessing the power of business, B Corp™ businesses use profits and growth to a greater end: positive impact for their employees, communities, and the environment.

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*High-resolution images are available upon request.*