Traditional Medicinals Sebastopol Factory

- 

- 
TRADITIONAL
MEDICINALS
Cup of Calm

- 

- 
TEAR OR CUT ALONG LINE
TRADITIONAL



Location

Sebastopol, California

Certification level

Silver

Percent of Overall Diversion Achieved

90.3%
Facility Size
72,000 sq. ft.
Type of Operation
Manufacturing
Project Overview
Traditional Medicinals embraces sustainability, ingredient purity, and social and environmental activism. A Certified Benefit Corporation, a B Corporation and California Certified Green Business, we are a botanical wellness company and the leading seller of wellness tea in the U.S. Our roots go back to a third-generation herbalist Rosemary Gladstar and activist and environmentalist, Drake Sadler. Forever kindred spirits, their founding values are infused into the company's core principles and serve as a model for responsible business. Traditional Medicinals was the first U.S. manufacturer to market a range of organically and domestically grown herbal products and first again to utilize 100% recycled paperboard cartons. Continuing to focus on packaging sustainability, we significantly reduced our corrugated case boxes by over 230 tons in 2020. We have also begun the process of updating equipment that eliminates the teabag staples in favor of sustainably-sourced cotton string. As we have continued to grow, the waste outputs from our manufacturing have increased. Through Lean and 5S project management practices, we have improved waste reduction by redesigning stations, labeling, and signage. Training increased accuracy of waste diversion and supported verified diversion improvements for scrap product and packaging. With these new systems in 2020, we were able to divert 215 tons of recycling. By depackaging scrap product, we were able to divert another 40% of unused tea bags to local compost operations. We are excited to achieve TRUE Zero Waste Certification so we can continue to offer accessible botanical wellness solutions that are ethically and sustainably created. "At Traditional Medicinals, we’re actively working to protect and restore the essential interrelationship of people, plants, and planet. Our greatest priority as a certified B-Corp is to have an ethical, positive impact in the world by creating accessible herbal wellness products using organic and fair trade-certified botanicals. Certification with TRUE Zero Waste allows us to hold ourselves and our products to the highest standards for sustainable growth as we measure, verify, and reduce our impact on the planet." -Blair Kellison, CEO Traditional Medicinals

- PDF version