



Office of the Minnesota Secretary of State

Minnesota Public Benefit Corporation / Annual Benefit Report

Minnesota Statutes, Chapter 304A



Read the instructions before completing this form
Must be filed by March 31
Filing Fee: \$55 for expedited service in-person, \$35 if submitted by mail

The Annual Benefit Report covers the 12 month period ending on December 31 of the previous year.
Notice: Failure to file this form by March 31 of this year will result in the revocation of the corporation's public benefit status without further notice from the Secretary of State, pursuant to Minnesota Statutes, Section 304A.301

- File Number
- Corporate Name: (Required)
- The public benefit corporation's board of directors has reviewed and approved this report.
- In the field below, enter the information required by section 304A.301 subd. 2 or 3 for the period covered by this report, (see instructions for further information): Note: Use additional sheets if needed. (Required)

5. I, the undersigned, certify that I am the chief executive officer of this public benefit corporation. I further certify that I have signed this document no more than 30 days before the document is delivered to the secretary of state for filing, and that this document is current when signed. I further certify that I have completed all required fields, and that the information in this document is true and correct and in compliance with the applicable chapter of Minnesota Statutes. I understand that by signing this document I am subject to the penalties of perjury as set forth in Section 609.48 as if I had signed this document under oath.

Signature of Public Benefit Corporation's Chief Executive Officer

Date (Must be dated within 30 days before the report is delivered to the Secretary of State for Filing)

Email Address for Official Notices

Enter an email address to which the Secretary of State can forward official notices required by law and other notices:

Check here to have your email address excluded from requests for bulk data, to the extent allowed by Minnesota law.

List a name and daytime phone number of a person who can be contacted about this form:

Contact Name

Phone Number

Entities that own, lease, or have any financial interest in agricultural land or land capable of being farmed must register with the MN Dept. of Agriculture's Corporate Farm Program.

Does this entity own, lease, or have any financial interest in agricultural land or land capable of being farmed?

Yes No

Print

Reset

Showcraft GBC

Minnesota Annual Benefit Report 2023

Mission Statement

Triple20 builds face-to-face brand experiences for world-changing companies. Bringing craft, commitment, and connection to everything we do, we empower human connection for some of the world's leading organizations with trade show exhibits, product displays, and corporate interiors. As a leader in the impact company movement, we are committed to social and environmental responsibility, with a specific focus on reducing the environmental impacts of face-to-face events, a high-waste industry.

Overview & Third-Party Standard

In 2023, Showcraft GBC (now doing business as Triple20) acquired Display Arts Worldwide, Inc., a historic trade show exhibit, product display, and corporate interior producer founded in 1925. With this acquisition and the company's continued growth, Triple20 has become an influential public benefit company in the high-waste trade show exhibit and event marketing industry.

Triple20's leadership has selected the B Impact Assessment (BIA) as its third-party standard for benefit reports. Used by more than 150,000 businesses worldwide, the BIA remains the most widely used impact measurement and management tool for businesses to measure, compare, and improve their social and environmental impacts. The BIA is governed by the non-profit organization B Lab and meets the statutory requirement that the third-party standard must be comprehensive, credible, transparent, and independent. More information about both the BIA and B Lab can be found at bimpactassessment.net.

Describe the ways in which the benefit corporation pursued general public benefit during the year and the extent to which public benefit was created.

Triple20's purpose is to empower human connection. In 2023, Triple20 took continued steps to align with the BIA on matters of Governance, Workers, Community, Environment, and Customers.

Governance

- We continue to incorporate social and environmental impacts as a primary measure of success for our business and prioritize it even in cases where it may not drive profitability.
- We added financial controls to Display Arts' historical accounting practices, and merged accounting systems to provide improved oversight.
- We continue to transparently share the financial, social and environmental performance with employees on a quarterly basis.

Workers

- We grew our team by 62% in 2023 while continuing to pay 100% of our employees a living wage.
- We expanded our employee retirement plan, which includes a socially-responsible investing option, to Display Arts' workers who historically did not have access to such a plan.
- We expanded our healthcare plan, which includes access to dental coverage, to Display Arts' workers who historically did not have access to such a plan.

Community

- Our workforce diversity continues to grow with over 10% of our employees identifying as being from a racial or ethnic minority, and 50%+ of both our managerial and non-managerial workers identifying as women.
- Our ownership remains 100% local to the Twin Cities.
- We moved our banking relationship to a local, independently-owned bank serving the community.

Environment

- Over 50% of our products sold carried a product certification assessing the environmental impacts of its production process.

Customers

- We established a formal, publicly available data and privacy policy for our customers and, through software updates, our marketing data is now fully GDPR compliant.

Describe any circumstances that hindered efforts to pursue or create general public benefit.

Not applicable.



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Steve Simon

Steve Simon
Secretary of State