



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 or online, \$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

1. File Number

2. Corporate Name: (Required)

3. The public benefit corporation's board of directors has reviewed and approved this report.

4. 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 ☒

Showcraft GBC (dba Triple20)
Minnesota Annual Benefit Report 2024

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 B Lab as our third-party certifier. In 2024, Triple20 began the process of pursuing B Corp certification from B Lab, demonstrating our commitment to meeting rigorous standards of social and environmental performance, accountability, and transparency. We completed the preliminary score exceeding the minimum certification requirement by May 2024. By October 2024, we

had completed the verification stage and began the evaluation stage, in which we are currently still in progress. Our team has diligently addressed all verification requests and submitted supporting documentation for review. We fully expect this process to be completed by the end of 2025, which would place us among an elite group of certified B Corporations committed to using business as a force for good.

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 world changing brands to win. In 2024, 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 enhanced financial controls Triple20's 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 25% in 2024 while continuing to pay 100% of our employees a living wage.

- We expanded our health and medical insurance plan to include both dependent premiums and vision insurance.
- We hired and promoted three team members to our management team, two of whom are women, further strengthening our leadership diversity.

Community

- Over 10% of our employees identifying as being from a racial or ethnic minority, and 65%+ of both our managerial and non-managerial workers identifying as women.
- Our ownership remains 100% local to the Twin Cities.
- We retained our banking relationship with 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.
- Our President and COO served on the environmental sustainability committee of our primary industry association and was instrumental in the creation, revision, and publication of industry-wide sustainability guidelines.
- These sustainability guidelines were released to two additional professional organizations with over 20,000 members in total, significantly expanding the reach and impact of these environmental standards.

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.
- We completed extensive market research to understand the broad interest in and commitment to social impact initiatives.
- We have tailored our product and service design to meet market demand and established Triple20 as a first mover in our industry around reusability and reduction in carbon impacts due to freight shipping and travel.

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

Not applicable.



Work Item 1553494800033
Original File Number 1237927000028

STATE OF MINNESOTA
OFFICE OF THE SECRETARY OF STATE
FILED
03/31/2025 11:59 PM

A handwritten signature in black ink that reads "Steve Simon". The signature is written in a cursive, flowing style.

Steve Simon
Secretary of State