



CASE STUDY

Advancing Purpose Through B Corp™ Certification

How a purpose-driven leather goods company validated its impact and strengthened its mission through B Corp™ certification.

Challenge

As a purpose-led brand, Parker Clay sought a credible way to measure, validate, and strengthen its social and environmental impact. While the company was already deeply committed to ethical operations and community uplift, achieving B Corp™ certification required navigating a comprehensive and demanding assessment process designed to evaluate accountability, transparency, and impact across the organization.

The challenge was not simply meeting a score threshold, but ensuring that Parker Clay's mission of uplifting women, caring for the earth, and building sustainable systems, was accurately reflected, documented, and continuously improved through the certification journey.



“Being a B Corp™ is important to Parker Clay because it means that we are held by a third party to a higher standard.”

Brittany Bentley
Co-Founder, Parker Clay



PARKER CLAY

Overview

Parker Clay is a mission-driven company that crafts premium leather bags while creating dignified employment opportunities for women impacted by exploitation in Ethiopia. From its factory operations to its U.S. based business practices, the organization is guided by a commitment to care for both people and the planet. For Brittany Bentley, Co-Founder of Parker Clay, pursuing B Corp™ certification was a natural extension of the company's purpose-driven identity and values.

B Corp™ certification offered Parker Clay an opportunity to validate its impact through a rigorous, third-party standard, demonstrating that its business model prioritizes more than profit alone.

Services

- ◆ B Corp™ Certification

Solution

B Corp™ certification served as both a framework and a catalyst for deeper impact. According to Becky Asselin (Sustainability Consultant, Sensiba), B Corp™ offers companies a way to identify blind spots, avoid negative outcomes, and use their business models to help rebuild broken systems and societies.

With Sensiba's support, Parker Clay was guided through each step of the certification process. This partnership helped the company assess its practices across operations, environmental stewardship, and social responsibility, aligning its internal efforts with the broader standards of the B Corp™ community.

For Parker Clay, the process reinforced its holistic approach to impact. As Bentley explained, "Everything we do from our factory to our operations here in the US, we are caring for the earth and we're caring for people." The structured guidance provided by Sensiba helped Parker Clay not only achieve certification, but also improve its impact in ways that aligned with its long-term mission.

“

“I would recommend other companies become a B Corp™ because it verifies you as someone who is doing good, and it lets people vote with their dollars on companies that are choosing to improve the world.”

Brittany Bentley
Co-Founder, Parker Clay

Result

Through the B Corp™ certification process, Parker Clay emerged with greater confidence in its identity as a purpose-driven business, and one that is accountable not only to shareholders, but to workers, communities, and the environment.

Bentley encourages other companies to pursue B Corp™ certification as a way to verify their commitment to doing good and to empower consumers to “vote with their dollars.” For Parker Clay, the impact is deeply personal and seen in the faces of the women they employ, the communities they help grow, and the daily fulfillment of helping women transition out of exploitation.

About Sensiba

Sensiba's sustainability advisors guide you from intention to impact, take the next step toward B Corp™ certification and build a business that balances profit and purpose.

Contact Us