



MAYBE IT'S TIME WE WORK  
**TOGETHER.**

**CLIENTS INCLUDE**

American Institute of Architects  
Arizona State University  
Boeing  
Burt's Bees  
Carollo Engineers  
Coca-Cola Company  
Colgate  
Environmental Protection Agency  
General Mills  
Georgia Tech  
Herman Miller  
HOK Architects  
Interface, Inc.  
Kimberly Clark  
Kohler  
Levi Strauss  
NASA  
Natura  
Nike  
Patagonia  
Procter and Gamble  
S.C. Johnson  
Seventh Generation  
Shell  
US Green Building Council  
WD-40

“ **Some 3.8 billion years** of evolution have exposed the design flaws of roughly 99% of nature's creations—all recalled by the Manufacturer. The 1% that have survived can teach powerful lessons about how things should be built if they're to last.

- **TIME Magazine**<sup>1</sup>

## BIOMIMICRY 3.8

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Founded in 1997 by Janine Benyus and Dr. Dayna Baumeister, Biomimicry 3.8 is a global leader in biomimicry. Our consulting staff of biologists and designers specialize in translating nature's proven processes and deep principles into industrial and innovative solutions. We help our clients design resilient cities, energy-efficient buildings, cost-saving manufacturing processes, and ground-breaking products. In addition, our professional training programs help accelerate the application of nature's brilliance.

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“ Biomimicry is maybe the best idea you haven't heard too much about.

- **Forbes Magazine**<sup>2</sup>

<sup>1</sup>TIME Magazine, "Heroes of the Environment," October 17, 2007

<sup>2</sup>Forbes Magazine, "Move Over Genetic-Engineering; Biomimicry Seems The Better Bet For Solving Global Hunger," September 11, 2012

# NO MATTER THE CHALLENGE, NATURE HAS A STRATEGY TO OFFER.

We broaden the solution space by translating your challenge into a function found in nature.



Over a four-year engagement with one of the **world's largest apparel companies**, the Biomimicry 3.8 team engaged in a number of initiatives including temperature management, cushioning, light-weighting, and minimizing friction. Through our cross-disciplinary training, workshops, presentations, and reports, learning from nature became a practice throughout the company, resulting in bio-inspired product breakthroughs, manufacturing cost savings, and increased creativity and employee engagement.



Biomimicry 3.8 trained an advanced research team from a **leading aircraft manufacturing company** through a custom created biomimicry workshop. We explored innovative solutions to an industry challenge of reducing the buildup of moisture that develops in the space between the passenger cabin and the outer fuselage. By studying how nature nucleates ice, captures fog, wicks moisture, and insulates, the research team came up with several biomimetic solutions to reduce moisture and the spread of germs within the aircraft cabin.



Working in partnership with a **global architecture firm**, Biomimicry 3.8 incorporated nature's design principles in projects around the world. In China, we addressed water scarcity and sinking buildings. By identifying paleochannels—ancient river flow paths—we created a master plan that would mimic the hydrologic cycle, recharge aquifers, and recreate the three-story structure of the deciduous forest in "forest farms" along eco-corridors.



The **home cleaning division of a Fortune 500 consumer products company** engaged Biomimicry 3.8 in helping hospital laundries reduce their use of chlorine (one of the largest environmental hazards in hospitals) and extreme energy output due to multiple hot and cold cycles. By focusing on the deep patterns of 30 strategies of blood digestion in organisms such as ticks, mosquitoes, and bats, we developed a series of biomimetic solutions for the vexing challenge of removing bloodstains, reducing the use of chlorine, the release of wastewater, and energy costs.

To view more case studies and learn how biomimicry can benefit your company, visit [Biomimicry.net](http://Biomimicry.net) or contact: