



## Custom Ink

Locations: Virginia (HQ)  
Industries: Consumer Durables and Apparel

### RISK LEVEL:



Lower Risk

#### DESCRIPTION:

Custom Ink does not yield to political activism in shaping corporate governance, preventing initiatives that potentially alienate consumers, divide employees, and harm shareholders. The company implements race and identity-based policies that replace merit, excellence, and integrity with preferential treatment and outcomes. Overall, Custom Ink does not embrace corporate initiatives that redirect its central focus from business goals to partisan policies and divisive issues. This approach protects free exercise, free speech, and free enterprise.

### Corporate Weaponization

**Has canceled customers, suppliers, or vendors due to their political views or religious beliefs OR corporately boycotts, divests, or sanctions regions, people groups, or industries.** Lower Risk

*Custom Ink has not publicly canceled customers, suppliers, or vendors based on political views or religious beliefs.*

**Charitable giving (including employee matching programs) policies or practices discriminate against charitable organizations based on views or religious beliefs.** Lower Risk

*Custom Ink does not discriminate against charitable organizations based on views or beliefs. The company's charitable giving focus areas are "volunteering time and talent through charitable activities and fundraisers" (1).*

**Employment policies fail to protect against viewpoint or other discrimination and/or are ideological in nature.** High Risk

*Custom Ink holds employee unconscious bias training (1). The company does not provide viewpoint protections for its employees (2).*

### Corporate Governance and Public Policy

**Uses corporate reputation to support causes, organizations, or policies hostile to freedom of expression.** Medium Risk

*Custom Ink has promoted LGBTQ and BLM causes, implementing new designs and highlighting efforts to advance these causes (1)(2). Otherwise, it has not supported ideological causes or policies (3).*

**Uses corporate funds to advance ideological causes, organizations, or policies hostile to freedom of expression. Medium Risk**

*Custom Ink partners with the Advancement Project National Office, which engages in DEI advocacy such as partnering with Black Lives Matter to host a townhall calling for "action and divestment from police" (1)(2)(3).*

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**Uses corporate political actions and/or financial contributions for ideological, non-business purposes. N/A**

*Custom Ink does not operate a PAC or engage in lobbying at this time (1)(2)(3).*

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