



Custom Ink

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

RISK LEVEL:



Medium Risk

DESCRIPTION:

Custom Ink does not provide viewpoint protections for employees, though the company has not terminated business relationships due to views or beliefs. However, Custom Ink has engaged in some implicit DEI advocacy and funded a group that partners with the Black Lives Matter organization. For these reasons, Custom Ink receives a Medium Risk rating.

Corporate Weaponization

Has denied service to 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 fired customers, suppliers, or vendors based on views or 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 religious organizations in its charitable giving. Custom Ink's charitable work focuses on "volunteering time and talent through charitable activities and fundraisers" (1). Custom Ink does not have an employee donation-matching program at this time (2).

Employment policies fail to protect against discrimination based on political affiliation/views and/or religion. High Risk

Custom Ink does not provide viewpoint protections for employees (1).

Corporate Governance and Public Policy

Uses corporate reputation to support ideological causes and/or organizations hostile to freedom of expression. Medium Risk

Custom Ink has promoted LGBTQ causes, adding "inclusive designs" to its products such as a new LGBTQ+ category and more representations of gender identity and sexual orientation (1)(2). Custom Ink holds employee unconscious bias training (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).

Uses corporate political contributions for ideological, non-business purposes.

N/A

Custom Ink does not have a PAC at this time.

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