

ecomedes Acquires Leading Commercial Design Discovery Platform Mortarr

SAN FRANCISCO, April 19, 2022 — ecomedes, a B2B vertical SaaS solution that reduces the cost, carbon, and impact of buildings, today announces the acquisition of Mortarr, commercial construction + design's search and discovery engine.

"We are combining ecomedes' solution and the world's largest impact-aware catalog with Mortarr's established community of industry professionals. This will simplify and accelerate product discovery and analysis for tens of thousands of A+D professionals, building owners, developers, CREs, and procurement teams every week," said Kathleen Egan, ecomedes Co-founder and CEO. "Removing the friction from that flow of information is critical in driving the demand for better buying and building practices — not to mention the increased ROI for engaged manufacturers."

ecomedes provides a solution for building owners and designers, like the Federal GSA and ARCO/Murray, to save time and money while catapulting environmental, social, and governance compliance. Product manufacturers large and small including, MillerKnoll, Tarkett, Certainteed, HP, and Humanscale, use ecomedes to grow their digital footprint, connect with modern buyers, and save money on sales, marketing, and IT.

Mortarr is a search and discovery engine custom-built for commercial construction and design professionals. The platform digitally connects professionals with products and services across all industry sectors and verticals such as Kohler, Sherwin-Williams, CannonDesign, and SageGlass. Today, Mortarr is used by thousands of commercial professionals to more easily source and specify products, vet and assemble pro teams, and collaborate with project teams online.

"We invested in ecomedes believing their software can streamline product selection, reduce uncertainty, and save time and money across the entire built ecosystem. We continue to believe in that vision and see Mortarr as a perfect complement to it," says Eric Whobrey, Director of Technology and Innovation at Arco/Murray. "Mortarr brings a new audience and an intuitive, easy-to-use interface known and loved by the commercial design industry. ecomedes brings a powerful structured data set and engineering expertise that will supercharge Mortarr's product data and empower the built industry to make informed decisions for beautifully designed, environmentally sustainable buildings within budget and on schedule. We couldn't be more excited by this news and look forward to what these two teams create together."

Enabling Better Buying Decisions

As two category creators serving the built environment, together ecomedes and Mortarr will:

- Reduce costs, carbon, and impact of commercial buildings in every sector
- Remove friction from the buyer journey with modern SaaS tools
- Grow manufacturer sales and streamline the buyer's digital journey
- Drive sustainable products and practices

“We quickly realized the synergies and impact we could accelerate with our complementary platforms,” said Abby Murray, ecomedes’ Chief Marketing Officer. “Our shared vision, common values, and steadfast commitment for a more inclusive, accessible, and sustainable industry further strengthens this opportunity and our joint mission. As one team, we’ll push and inspire each other and the industry to innovate for a better future.”

Mortarr and ecomedes now operate as one entity under a leadership team led by Egan. Murray, who co-founded Mortarr and served as its CEO is now the Chief Marketing Officer. You can tour both offerings at their digital addresses: ecomedes.com and mortarr.com.

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ABOUT ECOMEDES + MORTARR

ecomedes and Mortarr are connecting buyers with sellers of commercial building products in the cloud to reduce costs and improve sustainability. The platforms help institutional and commercial building teams discover, evaluate, and procure optimal building professionals and materials, while vetting critical impact factors including energy, water, human health, circularity, and social factors. For manufacturers, the platforms represent a new digital channel for sales and marketing to engage customers in the digital purchase journey. Headquartered in San Francisco, Calif., you can learn more at ecomedes.com and mortarr.com.

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