

IMPACT REPORT 2023.





MOVING FORWARD FAIRLY.



This is our third Impact Report, but we have been making an impact for much longer. Because sustainability is not just what we do - it's in our nature. We have taken care of people and the planet since we started out in 1919. And every day we want to do better, for ourselves, for others and for future generations.

At Brabantia, we are not afraid to take on challenges. But we never lose sight of the details. Because in the end, it's the little things that can make a big difference. The moments between people, the things we do every day to improve our products and contribute to a better world, and the details that make the difference between just an ironing cover and i.e., our ironing cover made with 100% Fairtrade cotton.

Our goal is to be 100% circular by 2035. In this Impact Report we show where we are now and how we got there. And how we plan to do even better together.

Tijn van Elderen, CEO Brabantia

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MANIFESTO.

Call it a purpose, a mission or even a compulsion. Whatever words you choose, it's real. Caring for others and the environment, caring for the earth that nurtures us, the air we breathe and the water that helps us flourish. We're not perfect, but we're all responsible and we all have a part to play. Some small, some big. It's in everything we do and always has been. We create products where beauty meets sustainability. And right now, it's more important than ever. Why? Because there's no longer a choice between profit or planet. We're entering a period in time where all of us have the chance to make a difference. With every action we take, with every decision we make. That's why we're choosing to leave the next generation a legacy, not a mess. How about you?

www.brabantia.com/circular-design

MOVING TO
100%
CIRCULAR DESIGN

WE ARE BRABANTIA.

Since our modest beginnings back in 1919, Brabantia has grown into a global and royal interior design brand that is known for bringing smart and stylish design to kitchen and homeware. At Brabantia, we believe that life should be more beautiful, more pleasurable, and more sustainable.

We take pride in the little things, designing products with great attention to detail and a strong desire to make a positive difference for people and the planet. And because they're stylish, well-made and designed to be recycled, you can love using them for as long as you want, without feeling guilty when you finally let them go. That's 'Designed for living'.



1919

Brabantia starts as Van Elderen & Co in the Dutch town of Aalst. Our first products: milk cans, jugs, sieves and funnels.

1945

After the war we make cups from old 'condensed milk' cans. So even then, we were recycling.



1952

A milestone - we launch our first series of pedal bins.

1950

Our founders with some of our most popular products, like the Brabantia kitchen staircase, the ironing chair, side table, ironing table and of course the storage jar.



1969

The introduction of our iconic Patrice print – still a collector's item.



2006

The introduction of the WallFix, the rotary dryer for on the wall!





2014

We receive our first Cradle to Cradle certificate, at bronze level.



2017

Nearly a century of craftsmanship, passion for design and love for the planet come together in the Bo Touch Bin – a new way of looking at waste separation.



2021

The next step in sustainability: the StepUp pedal bin, made from 91% post-consumer recycled material.



We opened the doors of our new, sustainable head office.



2023

YES, we are B Corp Certified!



2015

We are planting trees! Brabantia becomes an official partner of WeForest.



2019

We celebrate our 100th anniversary and royal designation.



We receive the first Cradle to Cradle certificates at silver level!



2022

StepUp Pedal Bin winner of the Plastic Recycling Award Europe!



2023

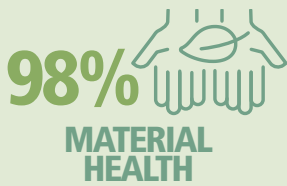
We launch ironing boards and covers made with 100% Fairtrade Cotton.

MOVING TOWARDS 100% CIRCULAR DESIGN BY 2035.

Brabantia has been committed to sustainability for decades, from helping people separate waste to keeping food fresh for longer and drying laundry naturally. But we know there's always room for improvement, that is why we're taking steps towards 100% circular design by 2035.

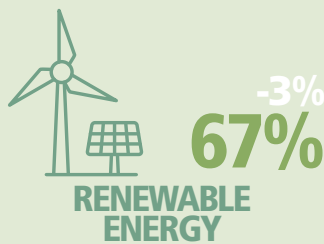
Every small improvement counts towards our goal: 100% safe material, 100% clean wastewater, 100% renewable energy, 100% recycled production waste, 100% recycled/biobased materials and 100% recyclable products. We're on a journey towards a more sustainable future, one step at a time.

OUR SIX PILLARS OF 100% CIRCULAR DESIGN



100% MATERIAL HEALTH

We want the materials we use during production, processing and use to be as safe as possible for people and the environment. Safer than legally required, even. According to the law, we are already on 100% safe material, but according to our own standards we scored 98% in 2023 too.



100% RENEWABLE ENERGY

In our work, we try to use as little energy as possible, and we want the energy we use to be 100% renewable. By installing more solar panels, like 768 pcs (495 kW) at our production location in Latvia (2023). We have been able to reduce our (renewable) energy consumption in the Benelux, but as the energy consumption in our China production unit stayed the same, the percentage of renewable energy has unfortunately decreased. We scored 67% in 2023 but we aim to get back on track in 2024.




100% CLEAN WATER

We want our wastewater to be so clean that it can be processed into drinking water. This year we have kept our target of 100%.




MOVING TO 100% CIRCULAR DESIGN



94% ^{+2%} WASTE RECYCLED

100% WASTE RECYCLED


In 2023, we have moved forward. Now, approximately 94% of our waste is reused. How? Through smarter waste separation in our production units and our warehouses.



38% ^{+4%} RECYCLED/BIOBASED MATERIALS

100% RECYCLED/BIOBASED

This is one of the hardest goals to reach, but we continue to take steps towards achieving it. Many of our plastic and metal parts are already partially made from recycled materials. We have made improvements by incorporating 35% recycled plastic into our bin liners, and launching the new StepUp pedal bins, which are made of 91% recycled household plastic.



94% RECYCLABLE PRODUCTS

100% RECYCLABLE

Our assortment is 94% recyclable, of which 60% can be used to make new high-quality products. We won't rest until we reach the full 100%!

**B HOT
B COOL
B CORP.**

Certified



Corporation

10

DID YOU KNOW

ABOUT B LAB AND B CORP

B Lab is transforming the global economy for the benefit of all people, communities and the planet. As a leader in economic systems change, the global network creates standards, policies, tools and programs for businesses. They certify companies, also known as B Corps, that lead the way.

The B Corp movement includes more than 8,000 B Corps in 90 countries and 160 industries and many more companies to come.

HURRAY! WE'RE A CERTIFIED BCORP

As of February 2023, Brabantia proudly holds the title of B Corp. B Corps, short for Benefit Corporations, are companies recognised for their positive impact on people and the environment. This certification serves as a meaningful acknowledgment of our ongoing efforts. It aligns nicely with our goal of transitioning to 100% circular design by 2035.

B CORP CERTIFICATION PROCESS

To become a B Corp, Brabantia has gone through a certification process for both Brabantia in Europe and Brabantia in Asia. The certification is only awarded to companies that have achieved more than 80 points in the B Corp Impact Assessment. Brabantia earned an overall 83.4 score, whereas the median score of businesses who complete the assessment is 50.9.

Achieving B Corp certification has been an extensive process of almost 2 years and involving more than 560 assessment questions. The recertification process every three years pushes us to continuously improve even further. Of course, we're aiming for a significantly higher score next time!



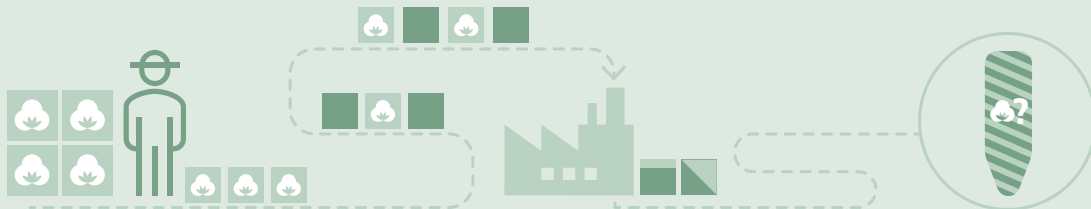
CHOOSE TODAY FOR TOMORROW.

DID YOU KNOW



BETTER COTTON INITIATIVE

Better Cotton's mission is to help cotton communities survive and thrive, while protecting and restoring the environment. Through the support of its partners, Better Cotton trains farmers to use water efficiently, care for soil health and natural habitats, reduce use of the most harmful chemicals and respect workers' rights and wellbeing. www.bettercotton.org



Better Cotton is sourced from licensed farmers.

In the production process, Better Cotton is getting mixed with conventional cotton.

Better Cotton farmers gain the benefit, but the Better Cotton **may or may not** appear in end-product.



FAIRTRADE COTTON

Fairtrade's mission is to connect disadvantaged producers and consumers, promote fairer trading conditions and empower producers to combat poverty, strengthen their position and take more control over their lives. Certified Fairtrade cotton ensures better prices for cotton farmers and workers, enabling a better, more secure livelihood. www.fairtrade.net

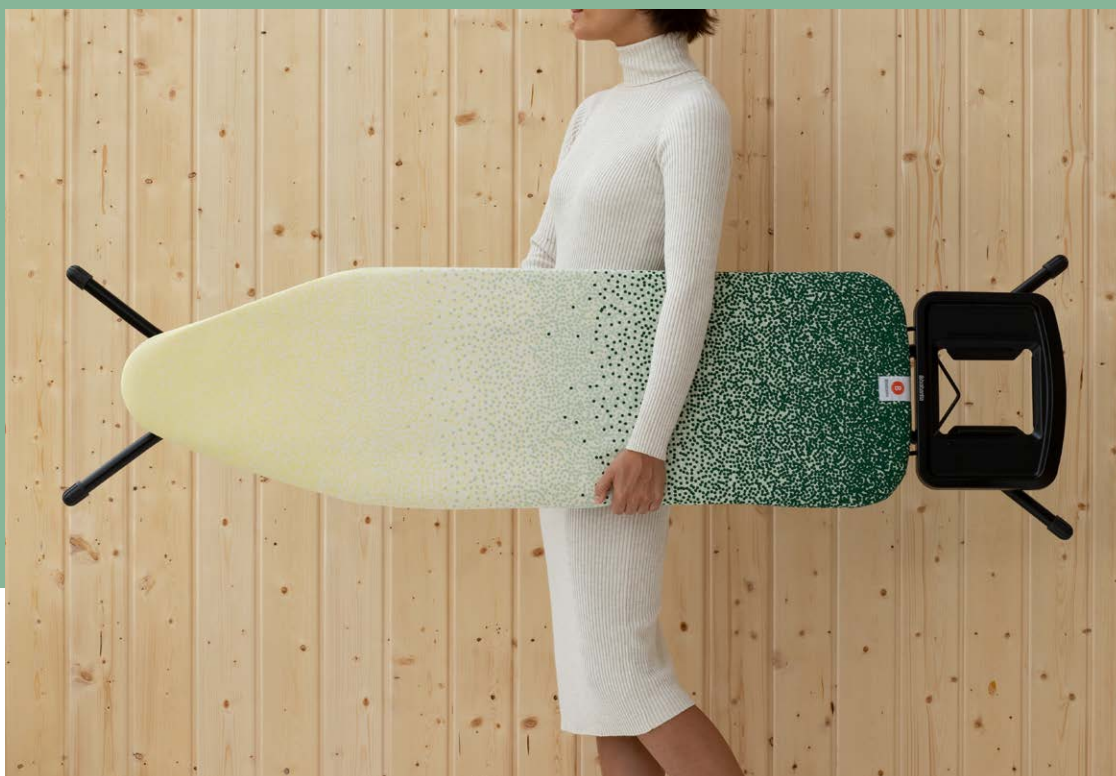


Fairtrade Cotton is sourced from certified and audited Fairtrade Cotton Farmers.

In the production process, it **does not get mixed** in the complex supply chain.

This traceable Fairtrade Cotton ends up **in the end-product.**

Brabantia ironing covers are made with cotton. By launching a first collection made with 100% Fairtrade cotton and next to that partnering with the Better Cotton Initiative (BCI) for all our cotton, we're committed to improving cotton farming practices globally. Let's choose today for a fair tomorrow!



BETTER COTTON? COVERED!

In 2023 we started partnering with Better Cotton as brand member - to improve cotton globally. Better Cotton is sourced via a chain of custody model called mass balance. This means that Better Cotton is not physically traceable to end products, however, Better Cotton Farmers benefit from the demand for Better Cotton in equivalent volumes to those we 'source'.

WRINKLES OUT, FAIRNESS IN.

All of the cotton in our New Dawn Ironing Board Cover is Fairtrade certified, traded, audited and sourced from Fairtrade producers. The strict Fairtrade standards are designed to ensure farmers and workers are all safe, have good working conditions and are treated fairly – especially those in Asia, Africa and Latin-America. It also serves to protect the environment where Fairtrade cotton is grown.

Choosing Fairtrade cotton for our ironing board covers is yet another step towards a fairer, more sustainable, and ethical world.

STEP BY STEP.





EVEN MORE CRADLE TO CRADLE® CERTIFICATIONS AT SILVER LEVEL.

Our goal is to continuously improve each year. One of our achievements has been increasing the number of products certified at the Cradle to Cradle® silver level. In 2023, we successfully upgraded our Ironing Boards and Drying Racks from Cradle-to-Cradle level Bronze to level Silver.

Currently, over 700 products in our assortment have been certified at either the Bronze or Silver level of Cradle to Cradle® – accounting for 80% of the products we produce ourselves. In 2023, more than 25% of our products were certified at silver level. A big step forward!

DID YOU KNOW

Cradle to Cradle means that it is possible to reuse every raw material and material used for a product endlessly – without losing value. You can recognise products by the special Cradle to Cradle® certification.

Products are assessed on five components:

Material health, product circularity, clean air and climate protection, water and soil stewardship and social fairness. The main goal of Cradle to Cradle® design is a constant cycle of raw materials and thus the prevention of waste. There are five levels of certification.

The certificates are reviewed every two years. In order to maintain the high C2C score, we have to keep making our products more sustainable. It forces us to continue to keep pushing for more sustainability and circularity in our products.



MATERIAL HEALTH

Ensuring that materials are safe for humans and the environment.



WATER & SOIL STEWARDSHIP

Safeguarding air, water and soil resources.



SOCIAL FAIRNESS

Embracing safe, fair and equitable labour practices that advance human rights and strong communities.



CLEAN AIR AND CLIMATE PROTECTION

Generating clean energy and protecting the environment.



PRODUCT CIRCULARITY

Enabling a circular economy through products and process design.

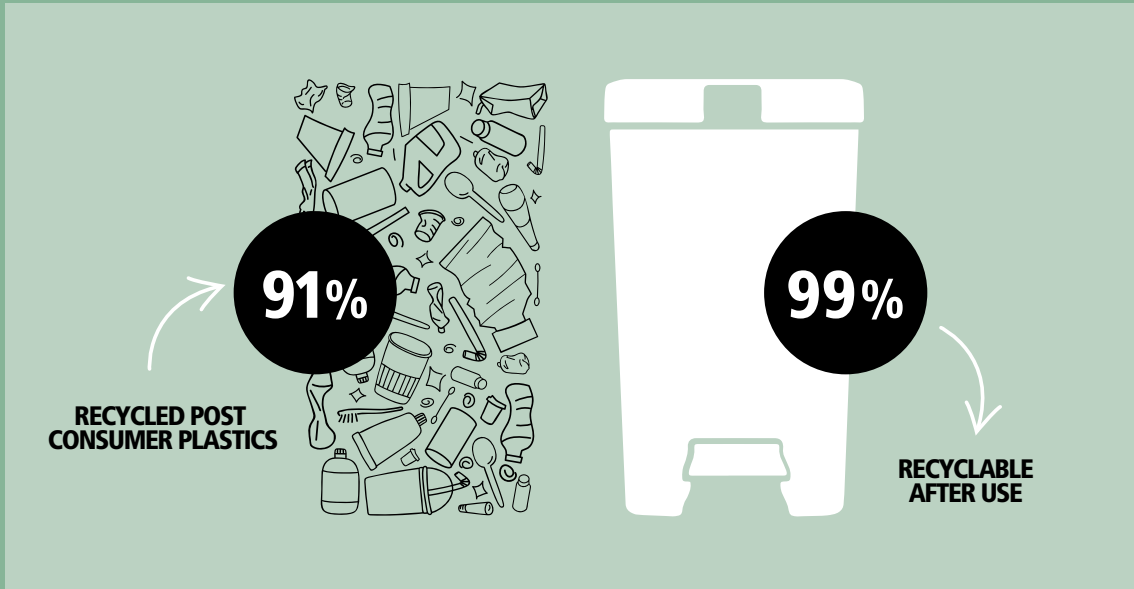
LOVE TO RECYCLE?

16



100% RECYCLED, 100% RECYCLABLE.

Our use of recycled material has grown to 38% in 2023 - 94% of the material of our products can be recycled after use to make new products. The products contributing to this improvement are the StepUp Pedal Bins and PerfectFit bin liners.



STEP BY STEP

You want your bin liners to be strong and sustainable. In 2023, we have taken a first small step by incorporating 35% recycled plastic whilst keeping the bags strong, and a perfect fit. Moving forward, we expect a big improvement in 2024.



MORE THAN 2.8 MILLION TREES. GROWING SO FAR. 2023

We love our planet as much as you do, and we want to leave it more beautiful for the next generation.

With our rotary dryers and drying racks we support WeForest to fulfill its mission restoring forests for a better climate and planet.

Together with WeForest we are growing **2,859,791** trees in Africa's degraded lands.

Let's grow even more!



18

ETHIOPIA AMHARA
2,463,270
BURKINA FASO
300,000
ETHIOPIA DESA'A
96,521

> 2.8 million
Brabantia trees
growing
Since 2014

2301
Hectares
Under restoration

> 130,000
Potential tonnes
of CO₂ sequestered
over a 50-year period

18 Villages
Benefiting from
increased income for
community members

> 5,000
Households
benefiting

> 8,600
Community members
participating

BRABANTIA X WEFORREST

Brabantia has been working with WeForest since 2014. As part of the successful Love Nature campaign, more than 2.8 million trees have been planted in the Amhara and Desa'a regions of Ethiopia and Burkina Faso.

The trees keep the soil fertile, whilst also providing employment opportunities.

The partnership also feeds people - WeForest also plants fruit and wood trees on farms.

Every hectare under restoration is mapped with GPS points to generate polygons (areas on a map) that are assigned to sponsors. Permanent monitoring of plots is established on the sites; forestry and science teams conduct surveys to monitor the progress of biomass growth, tree density, survival rate and species diversity amongst other indicators.

Where social impacts are also critical, WeForest measures socio-economic indicators such as the number of beneficiaries, people trained, and income generated from forest-friendly livelihood activities.

DESA'A, ETHIOPIA

WeForest's largest forest and landscape restoration project in Tigray, Northern Ethiopia, is aiming to bring water back to the region, halt desertification, reverse soil erosion and lift communities out of poverty.

Despite the severe drought this year, the WeForest team and the community once again met their planting and restoration goals in 2023. Almost 4619 ha (2036 ha in the core zone and 2583 in the buffer zone) was brought under restoration management – the equivalent of over 5500 football pitches. With more than 18 600 ha of forestland protected, WeForest is nearly halfway to restoring the 38,000 ha landscape.

GEWOCHA FOREST, ETHIOPIA

As well as engaging community members to carry out pit preparation, planting and after care, the project promotes several forest-friendly livelihood activities to improve incomes and reduce pressure on the forest, the most important being agroforestry. Community mobilisation started in January 2023, and the construction of soil and water harvesting structures – including digging planting pits for the seedlings – started in May and June. Planting itself started in July.

DID YOU KNOW

Brabantia's impact in Desa'a, since 2020

101.74 hectares brought under restoration management – that's 122 football pitches.

98,997 trees protecting and growing.

Brabantia's impact in Amhara, since 2021

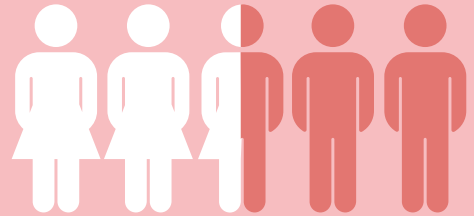
404,77 hectares brought under restoration management – that's 486 football pitches.

510,821 trees protecting and growing.

WE ♥ PEOPLE.

We love our products, but we love our people even more. With the entire Brabantia family, we take care of each other and future generations. We want to learn together, have fun and celebrate successes, making the world a better place. In other words, responsible entrepreneurship. As human beings, we value and aim to be reliable, flexible, conscientious, surprising and advanced. We treat each other openly, honestly and respectfully. And safety is central to us, above all else.

1075 EMPLOYEES.



FEMALE
54%

MALE
46%



HEALTH, GROWTH AND HAPPINESS

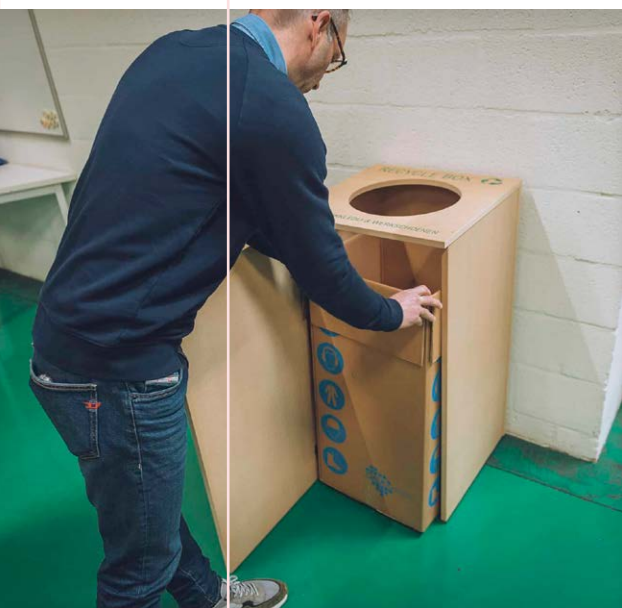
We believe that our people make the difference. That's why we help them grow as people and as employees by offering training and coaching. We promote an open and honest culture; employees have a voice.

We continually explore how we can improve our world of work, sharing feedback and working collaboratively across the business allows us to identify areas of improvement.

Employees are encouraged to give feedback day to day, and in the UK, there is also an annual local Employee Engagement Survey.

We utilise a global platform leader in employee experience; allowing us to easily review participants' responses, and clearly identify things to celebrate as well as areas for improvement. The employee engagement tool gives us a better understanding of what drives employee engagement within the organisation and the insight to develop initiatives to make an impactful difference.

DID YOU KNOW



WORKWEAR RECYCLING

Brabantia Pelt (BE), initiated a project aimed at collecting and recycling workwear. The process of collecting and recycling used workwear begins with three specially designed recycling bins installed to streamline the collection process and ensure that the workwear is stored efficiently and orderly. Once the recycling bins are full, they are collected and transported to facilities where the workwear undergoes a meticulous recycling process. All materials are separated and reused for new products. In this way, we contribute to the circular economy, where resources are utilised for as long as possible, and value loss is minimised.

LIVING MORE SUSTAINABLY.

WHAT WE DO IS APPRECIATED.

4.65



Average product rating
www.brabantia.com

ORGANIC

PLASTIC

METAL

GLASS

MIXED



MORE SUSTAINABLE TOGETHER

Together, we can make this world more beautiful. We're happy to help, by designing household products that help you to lead a more sustainable life. From separating waste and preventing food waste to natural drying: our products make chores more pleasurable and more sustainable! How beautiful is that?

DRYING NATURALLY

Drying laundry on a rotary dryer or drying rack is good for the planet and for your wallet. You save on electricity and your clothes stay beautiful for longer. And did you know that the wind helps to remove creases? So drying naturally also means less ironing.

SEPARATING WASTE IN STYLE

Separating waste? Do it in style with our smart products. From handy waste bins (with 1, 2 or 3 inner buckets), to countertop caddies and stackable recycling bins to set up your own recycling station with: we offer an extensive range to make separating waste more beautiful, pleasurable and sustainable.

LESS WASTE

Buying pre-packaged lunches and drinks creates a lot of unnecessary (plastic) waste. That's why in 2023, we extended the Make & Take collection with reusable, insulated products for food and drinks on the go. All the items in the Make & Take collection are BPA-free, 100% recyclable, and come with a 5-year guarantee and service. Bring your own on the go!

RIGHT TO REPAIR

Reducing waste and repair go hand in hand. That's why we design our products with repair in mind. Despite the fact our products last a long time and are made of good, high-quality materials, a defect or other issues may still occur. Often it can be resolved with a small replacement part.

DID YOU KNOW

MORE THAN 70.000 SPARE PARTS.

At this moment we keep 943 service parts in stock for up to 20 years. In 2023 we have provided more than 70.000 spare parts to consumers via our website: that's a lot of Brabantia products with a 2nd life! This is how we do everything we can, to prolong the life of a Brabantia product. Happy to prevent waste, save CO2 and mend hearts!

WE MAKE A DIFFERENCE TOGETHER.

Every day we make new choices and try to do better than the day before. We also inspire consumers to start living a little more sustainably themselves. For today and tomorrow, but especially for future generations. Together we make the world more beautiful.

www.brabantia.com/circular-design



Certified



Corporation

 brabantia