

IMPACT REPORT 2022.





STEP BY STEP.

At Brabantia, we are not afraid to take on the big challenges – and we never lose sight of the details. Because in the end, it is always the little things that matter. 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 a bin and e.g., our StepUp Pedal Bin.

So, while this may only be our second Impact Report, we have been making an impact for much, much longer. Because sustainability is not something we do; it is what we are. 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.

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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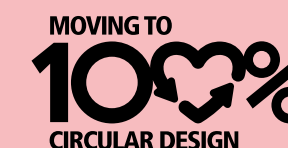


Certified
B
Corporation

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



WE ARE BRABANTIA.

Since our modest beginnings back in 1919, Brabantia has grown into a global 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. Our kitchen and homeware make everyday tasks around the home that little bit easier and more sustainable, and life's small moments even more special. Delightful products, that you can love and use for as long as you want, without feeling guilty when you finally let them go. That's 'Designed for living'.

6



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.



2006

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

1919

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



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.



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 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

B Corp certified.

2015

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



2019

We celebrate our 100th anniversary.



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

2022

StepUp Pedal Bin winner of the Plastic Recycling Award Europe!



WELCOME HOME.



8

DID YOU KNOW

The foundation layer of the new building, the road, and the structure are made of stone and concrete from the old production halls that were once here. A piece of history as the basis of this modern building.

Beneath the parking spaces lies lava stone, which filters and infiltrates water into the ground. Better for the plants and prevents flooding during heavy rainfall.

The workstations are made in the Netherlands from 79.6% recycled materials and are 100% recyclable.

In total, our building contains 750 m3 of wood from German production forests. This has saved 666 tons of CO2 during the construction process. Additionally, wood provides a healthy indoor climate

In 2022, we opened our new, sustainable head office B.Home on the Leenderweg in Valkenswaard. It was built on historic ground because this is where our factory used to be. During the construction of the new building, the foundation of the old factory was reused. And that is just one example of the circularity and sustainability of our new home. There are many more, because the office is designed according to BREEAM principles. For example, the skeleton of the building is entirely made of wood and can easily be disassembled and reused.



On the roof, you will find sedum and a whopping 222 solar panels. Around the building we will grow our own 'Tiny Forest' and we collect rainwater as much as possible. Some of the wall covering inside is made of recycled old army uniforms. The lamps are made from old CDs, we have chairs from recycled PET bottles and the walls are painted with Fairf. This paint is made from plant material and therefore contributes to lowering the CO2 level. B.Home is not just an office, but living proof of our desire to live and work sustainably.

We are green and we love green. That's why there are four plant walls in this building, plants growing on the south side to keep the sun out, and we have a green roof. The plants on the roof are good for biodiversity and the roof keeps heat outside. This reduces the need for cooling. Cool!

The carpeting is made of recycled material in the most sustainable way, without any impact on the climate. Water is not even used. In the pantries, there is marmoleum made of cocoa bean shells, a by-product of the cocoa industry.

The chairs in the meeting room and reception, and the bar stools in the pantry are upholstered with felt made from recycled PET bottles.

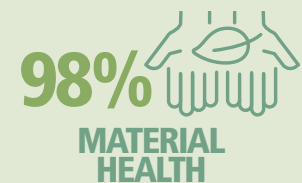
DID YOU KNOW

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.

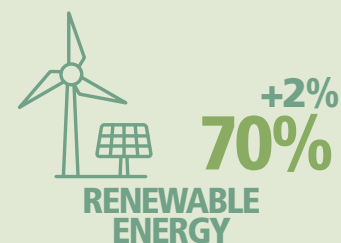


OUR SIX PILLARS OF 100% CIRCULAR DESIGN



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 2022.



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 at our new head office, and choosing suppliers of sustainable energy, that goal is getting closer and closer – 70% in 2022.



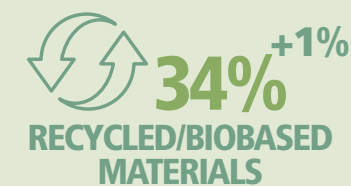
100% CLEAN WATER

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%.



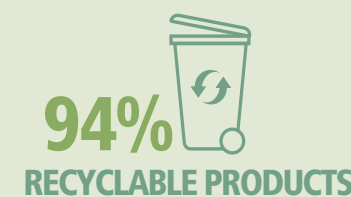
100% WASTE RECYCLED

In 2022 too, approximately 92% of our waste is reused. But we want to recycle all the wood, plastic, metal, water, paper and cotton waste from our production. How? Through smarter waste separation and by working with our suppliers to prevent waste.



100% RECYCLED/ORGANIC

This is one of the hardest goals to reach, but we keep on making steps towards achieving it. Many of our plastic and metal parts are already partly made from recycled material. Like our StepUp pedal bin, made of 91% household plastic.



100% RECYCLABLE

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



MORE CRADLE TO CRADLE® CERTIFICATION AT SILVER LEVEL

Our aim is to do better every year again. Like raising the number of products that are Cradle to Cradle® certified at silver level. In 2022, we have made a small step forward with the new Sort & Go Stackable Bins, and efforts are looking promising for a big step in 2023.

In total more than 1,000 of our products now have been Cradle to Cradle® certified at bronze or silver level. Over 600 of those are in our current product assortment – that's 74% of the products we produce ourselves. In 2022 about 9% is Cradle to Cradle® certified at silver level.

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 people and the environment.



PRODUCT CIRCULARITY

Enabling a circular economy through regenerative products and process design.



CLEAN AIR AND CLIMATE PROTECTION

Protect clean air, promote renewable energy and reduce harmful emissions.



WATER & SOIL STEWARDSHIP

Ensure clean water and healthy soils.



SOCIAL FAIRNESS

Respect human rights and contribute to a fair and just society.

LOVE TO RECYCLE?



100% RECYCLED, 100% RECYCLABLE

Our use of recycled material has grown to 34% in 2022 - 94% of the material of our products can be recycled after use to make new products.

A WINNING TEAM

In the autumn of 2022, the StepUp Pedal Bin was awarded the Plastic Recycling Award Europe 2022 as product of the year within the category Household and Leisure. The StepUp Pedal Bins are made from 91% recycled consumer plastics. And when they reach the end of their useful life, they can be 99% recycled.

STEPUP PEDAL BIN WINNER 2022.



91%

RECYCLED PLASTIC HOUSEHOLD WASTE



99%

RECYCLABLE AFTER USE



Certified



Corporation

BECOMING B CORP

In 2022, Brabantia went through the final phase of the B Corp certification process. B Corps, Benefit for all Corporations in full, are companies recognised for their positive impact on people and the environment.

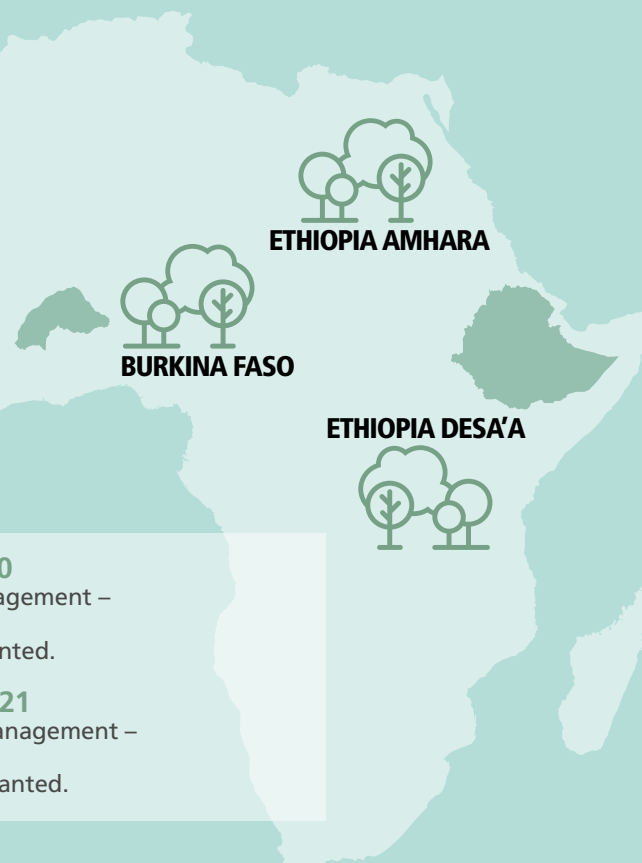
Achieving the B Corp certification is an extensive process. It includes a complete company research on corporate social responsibility and looks at the impact of a company on five pillars: governance, environment, employees, customers, and community. The certification process is intensive, but it has reaffirmed to us how important it is to contribute to a more beautiful world. We are honoured that in 2023 Brabantia will be part of the special community of B Corps.

BRABANTIA AND WEFORREST.

Brabantia has been working with WeForest since 2014. As part of the successful Love Nature campaign, more than 2.6 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 plants fruit and wood trees on farms. In Amhara, WeForest engaged over 3,200 households in income generating activities (honey production, poultry, small ruminants and agroforestry). In Desa'a over 737 000 seedlings were planted on forest lands and homesteads. Seedling survival rates are ranging from 87%-92%

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



DID YOU KNOW

Brabantia's impact in Desa'a, since 2020

99.2 hectare brought under restoration management – that's 119 football pitches.
96,521 trees protected, regenerating and planted.

Brabantia's impact in Amhara, since 2021

232.36 hectare brought under restoration management – that's 279 football pitches.
293,238 trees protected, regenerating and planted.


2,641,103

MILLION TREES




> 2.6 million
trees growing
since 2014


17
Villages
benefitting from
increased income
for community
members


< 2,128 >
↑
↓
Hectares
under construction


> 122,000
Potential tonnes of CO2
sequesters over
a 50-year period


> 4,900
Households
benefitting


> 8,500
Community
members
participating

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 being, we value and aim to be reliable, flexible, conscientious, surprising and advanced. We treat each other openly, honestly and respectfully. Safety is central to us, in all respects and above all else.

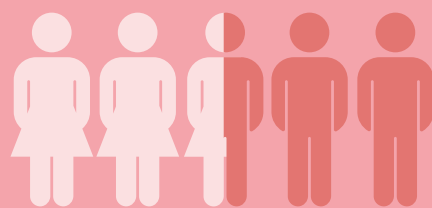


HEALTH, GROWTH AND HAPPINESS

We believe that our people make the difference. That is why we help them grow as human beings and as employees by offering training and coaching. If you have an idea to make your job more fun, we are always open to it. We focus on everyone's qualities.

In our new B.Home there is room for sports and we provide healthy meals. And we know there is more than work in life. We therefore ensure a healthy balance between work and private life.

1000 EMPLOYEES.



FEMALE
54%

MALE
46%

MORE SUSTAINABLE TOGETHER

Together, we can make the world more beautiful. We are happy to help with household jobs and to lead a more sustainable life. From separating waste and preventing food waste to natural drying: our products make chores more fun, easier 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 longer. And did you know that the wind helps to remove creases? So natural drying 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 bins to countertop trays and stackable waste bins to set up your own recycling station with: we offer an extensive range to make separating waste more beautiful, pleasant and sustainable.

LESS WASTE

Buying pre-packaged lunches and drinks creates a lot of unnecessary plastic waste. That's why in 2022, we introduced the Make & Take collection with reusable, high-quality 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, the perfect recipe for eco-friendly meals on the go!

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.

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Certified



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