

IMPACT REPORT 2021.





MOVING TOWARDS 100% CIRCULAR DESIGN.



This is our first Impact Report, but 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 first 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

IN THIS REPORT.

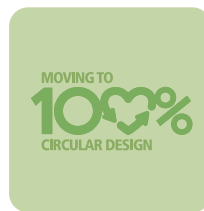


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A PIECE
OF HISTORY



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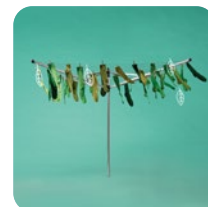


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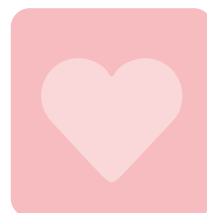


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THE NEW
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PEDAL BIN



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BRABANTIA
x WEFORST



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WE LOVE
PEOPLE

MANIFESTO.

Call it a purpose, a mission or even a compulsion. Whatever words you choose, it's a real thing. 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.

From modest beginnings back in 1919, Brabantia has grown into a global interior design brand, renowned for bringing smart and stylish design to kitchen and homeware. Brabantia aims to enrich the quality of life and living, making sure that no matter what you are doing around the home, you'll love doing it even more with cleverly designed products. Products that are so delightful, they transform daily chores into more valued rituals. And because they are stylish, well made and designed to be recycled, you can love using them as long as you want – without feeling guilty when you finally let them go. That's 'Designed for living'.



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.

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 ladder, 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 the Bo Touch Bin – a new way of looking at waste.



2021

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



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



2006

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



2015

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



2019

We celebrate our 100th anniversary.



2022

We are opening the doors of our new, sustainable head office.



WELCOME HOME. B.HOME.

In 2021, the construction of our new, sustainable head office 'B.Home' on the Leenderweg in Valkenswaard started. It's on historic ground, as 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, the 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. So B.Home is not just an office, but living proof of our desire to live and work sustainably.

TOWARDS 100% CIRCULAR DESIGN BY 2035.

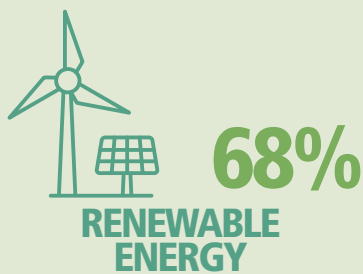


For decades, Brabantia has been helping people separate waste, keep food fresh for longer and dry laundry naturally. Now, we want to do even better: 100% circular design by 2035. And that means 100% material health, 100% clean wastewater, 100% renewable energy, 100% recycled production waste, 100% recycled/biobased materials and 100% recyclable products. We're really going for it!

OUR SIX PILLARS TO 100% CIRCULAR DESIGN.



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% healthy material, but according to our own standards we will score 98% in 2021.



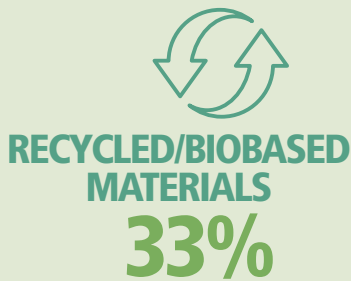
In our work, we try to use as little energy as possible, and we want the energy we use to be 100% renewable. By installing more solar panels, like at our new head office, and choosing suppliers of sustainable energy, that goal is getting closer and closer.



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



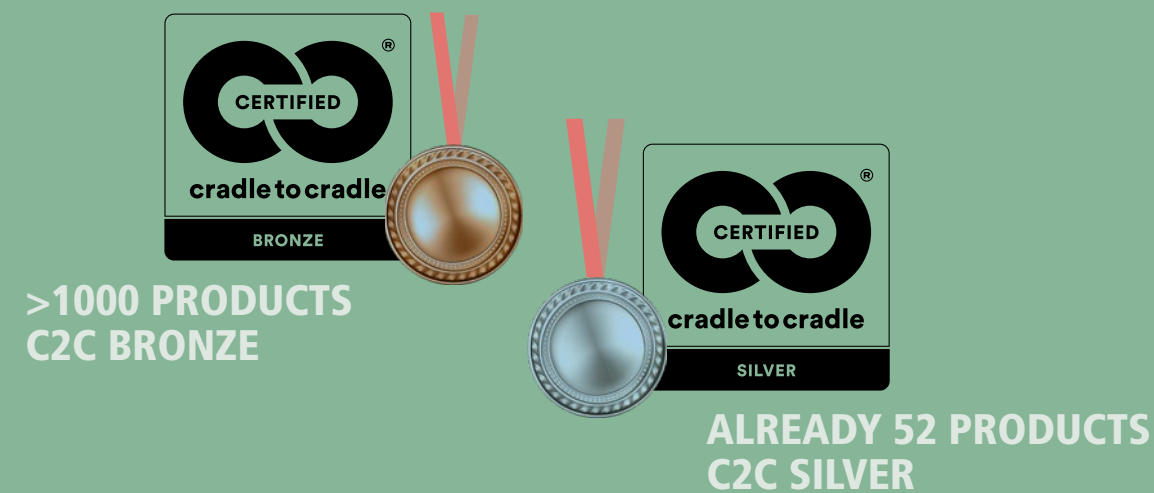
At the moment, approximately 92% of our waste is reused. But we want to recycle all the wood, plastic, metal, water, paper and cotton waste from our production. How? Through smarter waste separation and by working with our suppliers to prevent waste.



This is one of our most ambitious goals. Many of our plastic and metal parts are already partly made from recycled material. Our new StepUp pedal bin is even made of 91% household plastic.



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 magic 100%!



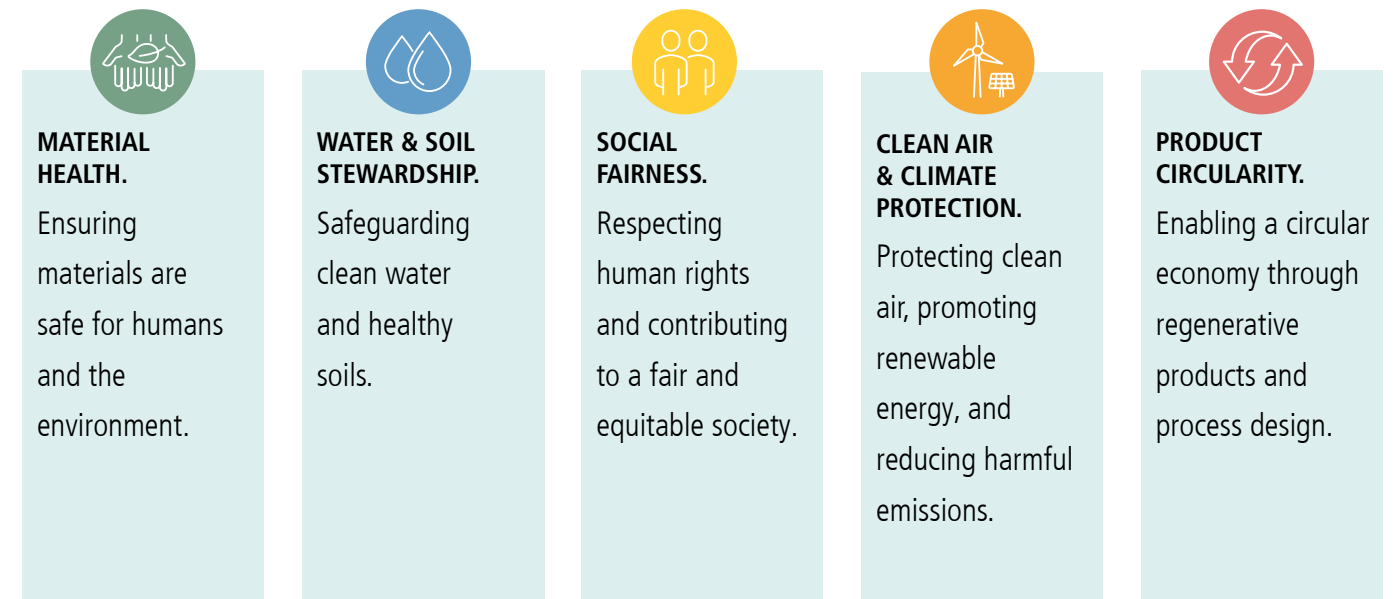
MORE CRADLE TO CRADLE® CERTIFICATION.

The StepUp Pedal Bins and the Sort & Go Waste Bins were Cradle to Cradle® certified at silver level in 2021. More than 1,000 of our other products already have the Cradle to Cradle® certificate at bronze level. Now, 83% of the products we produce ourselves (and 45% of our total range) are Cradle to Cradle® Certified at bronze or silver level. This, too, fits our goal of 100% circular design by 2035.

ABOUT CRADLE TO CRADLE®.

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: Safe materials, Reuse of materials, Clean air and climate protection, Water and soil management and Social responsibility. 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.



100% RECYCLED, 100% RECYCLABLE.

Brabantia already scores 33% on use of recycled material in 2021 - 94% of the material of our products can be recycled after use to make new products.

A beautiful example: The NewIcon Pedal Bin 30 litres in Matt Steel is made of 68% recycled material (37% household waste and 31% industrial waste). Already 99.9% of this model can be reused.



LOVE TO RECYCLE.

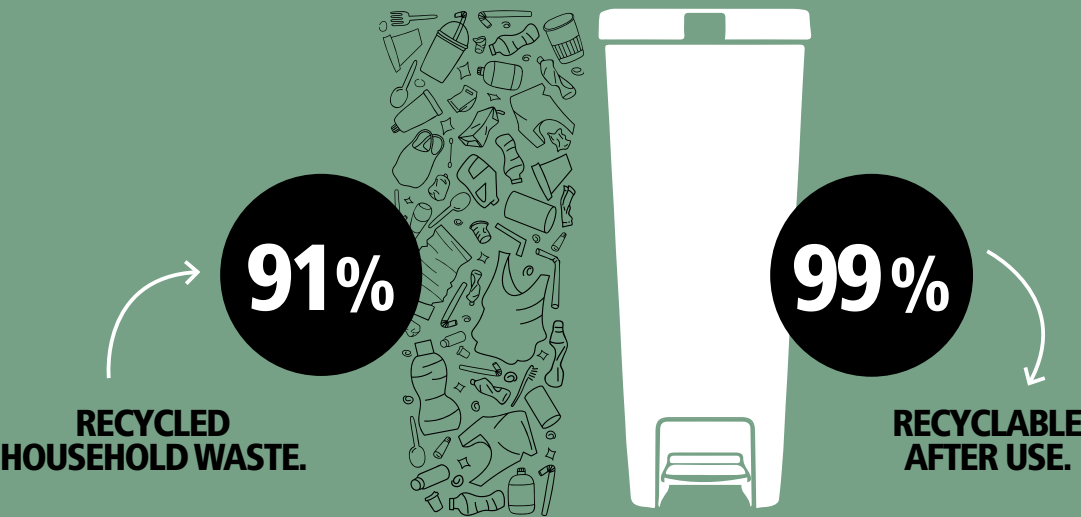


STEPUP.
THE NEXT STEP IN RECYCLING.

The new StepUp Pedal Bins are made from and for recycled waste. First, they have a click-on label holder and free labels to set up your own personal recycling system. They're affordable and space-saving too, so you can easily put two or three of them together. And after use, they are 99% recyclable. And their production is also pretty green: they are made from 91% household waste. No wonder these bins are Cradle to Cradle® Certified at silver level.

A BRIGHT FUTURE.

The StepUp collection is made to last. In addition, we offer a 10-year warranty. If something is broken, we will provide a replacement part or a replacement product. This way, the StepUp lasts even longer. A bin for the future.



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 fertile soil in place by sheltering the soil during heavy rainfall, they provide employment and will feed people, because WeForest also plants fruit and wood trees on farms.



2,641,103 trees.



> 2.6 million trees planted

17 Villages benefiting from increased income for community members

2,128 Hectares Under construction

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

> 4,900 Households benefitting

> 8,500 Community members participated

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



MORE SUSTAINABLE TOGETHER.

Together, we can make the world more beautiful. We are happy to help with household chores and 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?

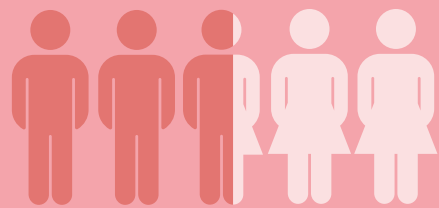
DRYING NATURALLY.

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.

1000 EMPLOYEES.



MAN
58%

WOMAN
42%

HEALTH, GROWTH AND HAPPINESS.

We believe that our people make the difference. That is why we help them grow as people 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. There is more than work in life. We therefore ensure a healthy balance between work and private life.

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.