

# Step by step

Wackes' commitment towards  
a sustainable future.

# Our Statement

THIS IS OUR INSIGHT - AND OUR COMMITMENT.

**We are aware that our industry is complex and multi-dimensional.**

**We want more transparency and open transfer of knowledge within the industry.**

**We care about our clients' commitment to sustainability.**

**We want to exceed existing laws and regulations, because good enough is simply not good enough.**

**We promise to always provide guidance for making well-considered choices.**

**We will continuously ask our clients to cooperate with us, and actively address environmental risks and opportunities for improvement.**

**We are committed to retaining our position as the most responsible producer of promotional products.**

**We believe that the only way to do this is together. Please join us on this journey. Welcome!**

**Sustainability is anything but easy...**

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How can we...

...create a range of useful,  
efficient products?

...guide you to choose  
products that contribute to  
a more sustainable world?

...increase our knowledge  
and insight?

# 1. Sustainability is anything but easy...

- **We believe promotional products enable companies to strengthen relationships and drive sales.**
- **We believe that useful products are the most sustainable products, because they are used over and over again.**
- **At Wackes, we believe that the only way forward is to consciously make better choices, step by step, product by product.**
- **We believe in doing this together with our clients and collaborators.**

Promotional products enable companies to strengthen relationships and drive sales by physically exposing the brand to the recipient. Today, people are becoming more aware of the negative impact that consumption has on the planet, society and themselves.

The best starting point of sustainability, then, is to create products based on human needs. A product that adds value to people's everyday lives needs to be designed and produced with sustainability in mind. In this sense, sustainability can be as simple as it sounds: a product being used over and over again.

Sustainability in a wider sense, however, is far from easy. Bringing a sustainable product to the people is a comprehensive process that involves product selection, design, sourcing of materials, production, packaging and transport methods. Coordinating all of these aspects is complicated and challenging.

There are no foolproof answers. There are no facts that cannot be questioned. No shortcuts. No simple choices.

But still, at Wackes we believe that there is only one way forward: to consciously choose the path that leads to better choices. Step by step, product by product. We believe in transparency and trust. And, most importantly, we believe in doing this together with our clients and collaborators.



## Brand strengthening benefits

By choosing an experienced supplier with a comprehensive manufacturing process you will get high-quality promotional products.

By choosing sustainable products, your brand will achieve a positive, synergistic effect.

A carefully selected range of products adds value, and will exceed your customers' expectations.



How can we...

...face the fact that we need to work across borders and cultural differences to save our environment?

...push our boundaries and challenge ourselves to make better choices?

...place higher demands on our production methods?

## 2. One step ahead...

- **Compliance with legislation and other legal requirements is the starting point for all of our efforts, but we strive to go beyond simple compliance.**
- **Social responsibility, product safety and chemical compliance are our core areas of concern.**
- **We work in a global market, and must ensure that all of our activities are performed with the lowest possible environmental impact.**
- **We provide strategic guidance on transport and logistics to minimise negative environmental impacts.**
- **We make carefully considered choices when it comes to product, materials, packaging, and transport.**

Compliance with legislation and other standards is an obvious starting point for all our efforts. Our ambition is also to share our knowledge, and, together with our partners, create a commitment to a sustainable society.

Social responsibility, product safety, and chemical compliance are our core areas of concern. We follow European regulations and directives, and we strive to operate beyond simple compliance.

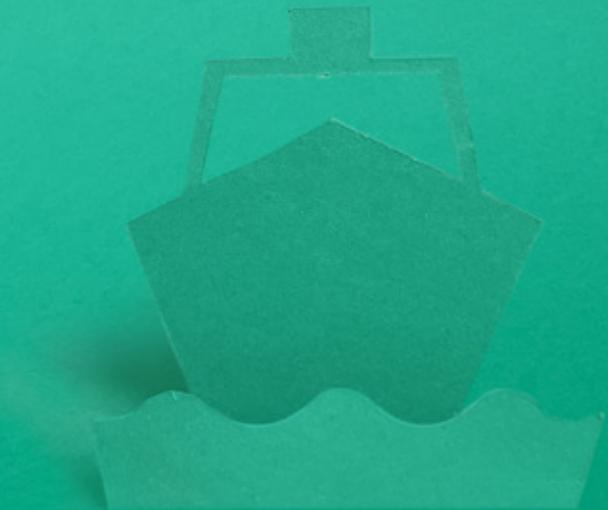
We work creatively and sustainably in a global market. Our focus is production with the lowest environmental impact as possible. This is our objective wherever in the world that we, or our suppliers, operate.

It takes close cooperation early in the process to find the most sustainable transport method. We provide strategic guidance on transport and logistics to counteract negative impacts on our environment. Furthermore, Wackes works actively to continuously improve our agreements with suppliers of different transportation alternatives.

High accessibility and delivery capacity, as well as service towards our customers and partners, are vital. We must be innovative, flexible and constantly at the forefront of developments in our field.

### **We do this by:**

- Setting goals, measuring outcomes and further developing processes, systems, personnel, and customer relations.
- By partnering with our customers to reduce our consumption of resources and use of non-renewable resources.
- By making carefully considered choices when it comes to products, materials, and packaging, as well as transport alternatives.
- By working in an economically efficient manner and considering this to be a long-term investment.



## **Brand strengthening benefits**

**Sustainable choices show that you care and your brand is considerate.**

**Choosing sustainable packaging and transport gives your brand a story to tell.**

**Choosing a supplier that operates beyond compliance gives you an invaluable advantage.**



How can we...

...evaluate and choose the right raw material?

...produce safe and sustainable promotional products?

...unite the industry behind these goals, and influence and improve the production industry?

### 3. The more materials, the bigger the responsibilities

- We want to raise our customers' awareness while meeting their demands.
- Environmentally safe production requires close cooperation and mutual ambition.
- We actively support our customers and provide guidance for making better and more measured material choices.

Creating and producing promotional products is in itself a complex industry. Manufacturing an incredible amount of products creates the challenge of handling a variety of materials and combinations of materials. And unfortunately, the truth is that choosing sustainable products still leads to increased costs.

Still, we want to raise awareness and provide new insights about environmental impact and sustainability.

Environmentally safe production requires close cooperation and a mutual ambition at every stage: concept and design, choice of materials, manufacturing, and delivery. Another issue that needs early consideration is packaging materials and cost-effective packaging methods.

**Evaluating each product makes it possible to change for the better. There are several different aspects to evaluate regarding materials:**

- Organic or natural material?
- Recycled material or recyclable material?
- Is it possible to replace fossil plastics with bioplastic?

Regarding chemicals, Wackes is at the forefront of phasing out chemicals when required to by law, or when our own knowledge and experience indicate that they may be hazardous. Furthermore, we urge suppliers to purchase chemicals used in production from reputable suppliers.



### **Brand strengthening benefits**

**A contemporary brand is a confident and visible brand.**

**Let your customers know that you prioritise wise and measured choices over cost when it comes to promotional products.**

**Evaluating each product ensures that they are safe – just like the image of your brand.**



How can we...

...find a common, uniform definition of what is ethically, socially and environmentally right?

...make sure that our production benefits and contributes to a good work environment?

...help you to make your CSR initiatives visible?

## 4. The right way is the responsible way

- We support the UN Global Compact definition of social sustainability.
- Our Code of Conduct can not be compromised and is not negotiable.
- Resilient supply chains lead to safe jobs and suppliers.
- We consider material, production methods, packaging, and transportation.
- Our presence on three continents makes close collaboration with our suppliers possible.
- Since 2010, we are ISO 9001 and 14001 certified in Sweden, thanks to our focus on quality and responsible environmental management.

We support the UN Global Compact definition of social sustainability:

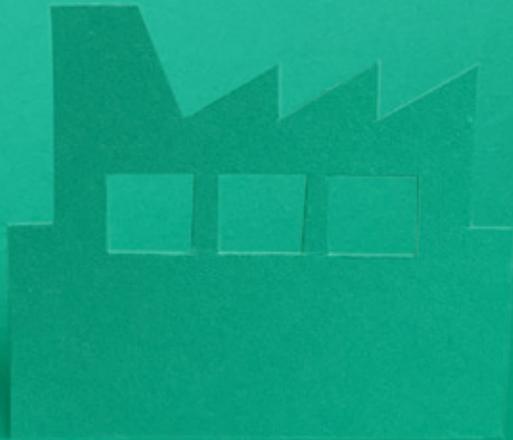
*"Social sustainability is about identifying and managing business impacts, both positive and negative, on people. The quality of a company's relationships and engagement with its stakeholders is critical. Directly or indirectly, companies affect what happens to employees, workers in the value chain, customers and local communities, and it is important to manage impacts proactively."*

We want to contribute to a sustainable society, and our focus on everything from material to packaging to transportation is just the start. Corporate social responsibility, CSR, is a broad concept that can take many forms. Our vision of social sustainability is that everyone in our supply chain should be treated with respect and fair working conditions. Resilient supply chains lead to safe jobs and suppliers.

There are multiple benefits of being a global player. Our presence on three continents makes it possible to collaborate closely with our suppliers. Our locations in Sweden and around the world are close to storage, distribution and production facilities. We have been ISO 9001 and 14001 certified in Sweden since 2010, in recognition of our dedication to quality and responsible environmental management.

### **Our code of conduct is uncompromisable.**

Our Code of Conduct for suppliers specifies the minimum requirements for supplier performance regarding human rights, labour rights, environmental management and anti-corruption practices. These requirements are applicable to Wackes suppliers as well as sub-suppliers. Our Code of Conduct is absolutely not negotiable.



## **Brand strengthening benefits**

**Collaborating with a supplier that has an uncompromising code of conduct means your brand will not be threatened.**

**Your promotional products will become an extension of your CSR work.**

**Wise companies make wise choices - such as choosing a supplier that has an open dialogue, close collaboration, and transparency with its production sites.**

# 5. Certifications and memberships that truly make a difference

Since our founding, Wackes has aimed at creating a product range that strengthens brands and becomes part of people's lives.

With ambition, insight, and understanding, we consider everything from design, trends, material selection, manufacturing, and logistics. This careful oversight of our process helps ensure that we meet our sustainability goals and stated guidelines for social responsibility. Our partners and collaborators are integral to helping us retain our position as the most responsible producer of promotional products.

**Here is a selection of memberships and initiatives that we are proud to be a part of:**

## **Certified according to ISO 9001 and 14001**

Since 2010, we have been ISO 9001 and 14001 certified in Sweden for our quality and environmental work.

## **Member of the UN Global Compact**

The UN Global Compact is the foundation of our sustainability work. We are active within the UNGCs Nordic Network group in order to learn more, network and take part in united action with other members.

## **Silver status at EcoVadis 2018**

We are proud to have obtained a Silver rating, which places our company among the top 30% performers evaluated by EcoVadis.

EcoVadis is an independent organisation that controls and assesses a company's CSR program, and measures and compares it to other companies' CSR efforts.

## **Amfori BSCI – Trade with purpose, former BSCI**

Wackes is a member of Amfori BSCI, the leading business association of global commerce that enables organisations to enhance human prosperity, use natural resources responsibly, and drive open trade globally. Through Amfori BSCI we address and improve social compliance in our supply chain.

## **Active member in Kemikaliegruppen**

The Chemicals Group, hosted by Rise, focuses on research concerning chemicals in materials and products. Its members consist mainly of companies within the textile and electronics industry. Membership gives access to chemical databases, valuable networking with industry colleagues and meetings where knowledge is shared, and valuable discussions are held.

## **UL - a global independent safety science company**

We work closely with UL in order to ensure that product safety, quality, and social conditions are in accordance with Wackes's requirements. UL is a worldwide, independent and accredited provider of quality lab testing, audits, inspections and responsible sourcing.

## **Social projects**

Our employees bring their passion, knowledge and competence to a number of social projects, including our partnership with UNICEF.

## **IPPAG, International Partnership for Premiums & Gifts**

Wackes collaborates with IPPAG members from all over the world to develop unique insights and skills, and to focus on the intelligent and results-driven use of responsibly and sustainably sourced promotional items.

## **Environmental Prize Winner 2017**

In 2017, the Swedish Association of Professional and Advertising Articles awarded Wackes its Environmental Prize.

# And now what?

Our view on sustainability is based on a standing promise to deliver long-term value and respect environmental, social and ethical concerns.

We strive to efficiently produce and deliver a thoughtful assortment of quality promotional products and custom-designed branded items while always keeping sustainability in mind.

Every step in the right direction counts. Next up for us at Wackes is to track our own impact, measure each choice we make, and compensate for it. ISO 14001 provides a solid foundation for our environmental initiatives and a clear basis for our decisions.

Visit [wackes.com](http://wackes.com) to follow our initiatives and lessons learned.

Let's shape a sustainable future! Together.

