

# ENVIRONMENTAL SUSTAINABILITY

*Operating responsibly while nurturing and  
protecting our shared environment.*







## Our Responsibility and Commitment

At Certainty Brands, we are committed to incorporating environmental sustainability into all aspects of our business in order to limit our impact on the world's natural resources and protect the biological diversity of our planet. Environmental responsibility has become central to our overall operations, product development, strategic decision-making processes, and culture. From supply chain management to production, packaging, and transportation, we consider our impact to the environment every step of the way.

We are accelerating our efforts to significantly reduce our environmental footprint and contribute to a more sustainable future that addresses climate change and landfill waste. Innovation, finding operational efficiencies, responsible sourcing as well as continuing to look for ways to minimize our waste will be key to achieving our long-term, strategic vision of sustainable growth and development.

### Helping Workplaces Meet their Environmental Sustainability Objectives

Protecting the environment doesn't just happen at home. Workplaces have a responsibility to minimize their waste and plastic footprint. More and more businesses are making conscious decisions to choose products that are eco-friendly and choosing partners

that are eco-conscious. As leaders in the away-from-home market, we are here to help them reach their environmental sustainability goals.

Only 9% of plastic waste is recycled in Canada, leaving 91% to end up in landfills or the natural environment. We believe that reducing the amount of plastic used in workplaces can make a HUGE impact in the overall quality of our environment and this is where we want to help.



# Strategies & Initiatives

## Supply Chain

Environmental sustainability starts with the procurement of materials from local, responsible suppliers. We are careful to choose suppliers that have similar goals, values, use sustainably sourced materials and post-consumer recycled materials. This is a commitment that we have worked hard to make progress on and will continue to source additional suppliers that fit these expectations. We continue to increase our focus on using domestic partners in order to limit our transportation distance and greenhouse gas emissions.

## Products

We strive to manufacture all of our products responsibly and in a way that has eco-friendly advantages not just for us, but our customers as well. Many of our wipes can be recycled once they are dry to the touch and our fragrance free options lessens the amount of synthetic fragrances making their way into the environment through landfills and waterways.

Our wipe systems, which feature dispensers and refill rolls, offer customers an environmentally conscious solution to using wipe products. Our wipes dispensers are designed to ensure only one wipe is dispensed at a time, reducing overconsumption and excess waste, while our refill rolls use an average of 96% less plastic packaging compared to other single-use plastic canisters in the market.

## Packaging

We are committed to finding packaging solutions that are environmentally friendly and reduce plastic waste. Many of our products use packaging that is recyclable and our boxes are made from 100% post-consumer recycled corrugate, saving trees, water, and energy. Our packaging is also custom designed to fit our products so that we can reduce unnecessary waste.

## Resources

We are always looking for new ways to develop and produce innovative products that use less water and energy without sacrificing performance.

The goal of minimizing waste is embedded into every aspect of our operations. Some examples of initiatives we have implemented in our facility are: eliminating bottled water and providing water dispensing systems for employees, going paperless where possible, reducing packaging and using pallets that have been repaired, diverting them away from landfills.

## Transportation Emissions

By sourcing domestic raw materials and limiting packaging, we are able to dramatically improve transportation efficiency and reduce emissions both to and from our facility. Our high capacity wipe refill rolls have a much smaller eco-footprint than single-use wipe canisters. We can fit an average of 268% more wipes per truck using our large refill rolls compared to our competitor's canister.

We also use technology to communicate with our team members located across the country in order to reduce unnecessary travel.

# The Sustainability of Wipe Refill Rolls

Wipes usage has increased due to the COVID-19 pandemic and is expected to continue to rise. Therefore, it's important that we examine innovative, sustainable solutions that workplaces can easily implement that will make an immense, positive impact to the environment. Installing one of our refillable, high capacity wipe systems can dramatically reduce plastic consumption compared to traditional wipe canisters. Our refill rolls range from 400 wipes per roll to 1200 wipes per roll.

## LESS PACKAGING

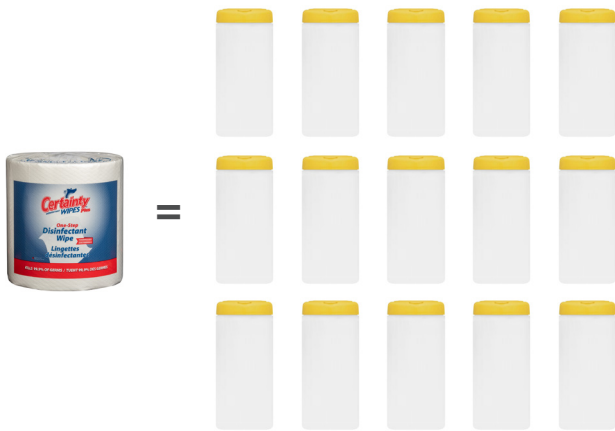


Refill rolls use an average of

**96% less plastic packaging**

than other single-use canisters in the market.

A single refill roll can eliminate up to **15 plastic canisters** from potentially ending up in landfills.



## LESS WASTE

Wipes dispensers ensure one wipe per pull, **limiting excessive use and waste.**



## REDUCED EMISSIONS

### Raw Materials:

A truck can hold **18 times** more refill bags compared to canisters.

### Finished Goods:

**268%** more wipes can fit per truck using large refill rolls compared to canisters.

**1** truck of refill rolls = **3.7** trucks of canisters



**Fewer trucks on the road mean less carbon emissions.**



**Made domestically in Canada** resulting in shorter travel distances and less fuel consumption.