

Environmental Policy Statement

4imprint aims to conduct its business in an environmentally responsible manner. We are committed to a culture of continuous improvement in environmental stewardship. The management teams at each of our operating units are responsible for the day to day implementation of this Policy.

We view environmental considerations through two primary lenses:

Our operations

Our physical operations cover office, warehouse and postal activities. Office activities include customer service, marketing, merchandising and other support functions. Warehouse activities include assembly of marketing collateral, sample fulfilment and embroidery production. Postal operations revolve principally around the circulation of printed catalogues and fulfilment of marketing packages.

Our guiding principles in controlling the environmental impact of our operations include:

- Minimising energy consumption through efficient operational techniques and equipment.
- Adopting appropriate waste management initiatives and promoting reuse and recycling as alternatives to landfill.
- Using responsible mailing techniques, including recycled materials where practicable for postal packages and paper sourced from sustainable forests for catalogue production.
- Actively engaging and educating our team members to consider environmental matters and become involved in initiatives.
- Partnering with other organisations and engaging in community-based sustainability projects.

Our products

Our product range is comprised of around 70% hard goods, for example drinkware, writing instruments, stationery, office products and tech accessories, and 30% soft goods, including apparel, bags, towels and blankets. Our range is very diverse, covering many different materials, substrates, manufacturing processes and imprinting techniques. Orders are mostly drop-shipped via common carrier from our suppliers direct to our customers.

Consistent with our corporate purpose, the products that we sell are designed to promote our customers' messages time after time through repeated usage and impressions. Products should be lasting, rather than throw-away. That said, we are aware that there are many opportunities to make sustainability improvements across all product categories. Our priority is to identify and deliver a number of specific sustainability projects that are realistic, measurable and will make a difference. These initiatives will be driven in accordance with one or both of the following themes:

- **Curate and educate:** We aim to provide our customers with a curated, easy to access range of products with sustainable characteristics, allowing them to make informed decisions over the items that they purchase. This will include:
 - Partnering with our suppliers on 'Green' initiatives in the supply chain.
 - Publicising products or brands with strong sustainability credentials.

- Working with our suppliers to increase the availability of 'Eco-Friendly' options and highlighting those products to our customers.
 - Being vigilant in excluding products with false 'Eco' claims.
 - Educating our customers through emphasising items that will be used many times over a long product lifetime.
- **The 3 R's:** We will be guided by these environmentally-friendly practices as we assess and evolve our product range:
 - **Reduce:** Less raw material, packaging, waste, scrap, and pollution
 - **Reuse:** Ways for products not utilised or at the end of their useful life to be repurposed or returned into the product stream to avoid the landfill.
 - **Recycle:** Inclusion, where possible, of recyclable products and products manufactured from recycled content, along with information on what and how to recycle.

This Policy Statement will be reviewed annually or in line with changes in the business.