



aluproff

SINCE 1949



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# FOREWORD

THE WORLD IS CHANGING, AND SO MUST WE.

In our internal code of ethics, which we launched in 2021, we therefore initially ask ourselves the question; *“What is the most important thing we can do in the world, and for the world, with the abilities and resources we have available right now?”*

FOR US THAT IS:

- To develop and market innovative and timeless quality solutions
- To create an attractive, healthy and diverse workplace
- To be a frontrunner in circular economy and resources
- To collaborate on sustainable development in the value chain

With a focus on the triple bottom line, framed by the UN Global Goals for sustainable development, we strive to balance our social, environmental and economic efforts in everything we do.

So far, this has resulted in several concrete both environmental and social activities and initiatives, which have been implemented successfully and anchored in the organization, and which we are therefore proud to report and share with our key stakeholders. However, these cannot stand alone.

To at least as great an extent, we have experienced frustrations and disappointments over the things we failed to accomplish, our mistakes, as well as the areas in which we should rightly improve. For us, these are at least as important to highlight.

As a natural part of our work with responsibility, in 2021 we have joined the UN GLOBAL COMPACT, and commenced documentation of our sustainability efforts in order to achieve a B Corp certification.

As a certified B Corp, the company is committed to higher standards both socially, environmentally and in terms of transparency. And to prove and document that there is action behind the words. This means that B Corps are not only competing to be the best companies in the world – but helping each other becoming the best for the world. We expect to have completed the certification by early 2023.

We believe that open and transparent communication is an essential key to sustainable development and to conduct responsible business.

## FOREWORD

We will use the B Corp framework to identify the areas where we can and should improve, and we will use our CoP report as an important tool in our communication to our stakeholders.

We are both proud and humbled by the things we have already positively impacted, thanks to the amazing efforts of our dedicated colleagues across the organization, who work every day to create positive change for the people we surround ourselves with and the community we are a part of. And we are just as aware that we still have a long way to go.

Yours sincerely,



Thomas Trads Hansen  
Owner & CEO at Aluproff



Rasmus Stilling-Schütz  
Owner & CCO at Aluproff





# THE 10 PRINCIPLES OF UN GLOBAL COMPACT

We believe that working with social responsibility requires a principle-based approach to conducting business.

In 2021, Aluproff signed up to the UN GLOBAL COMPACT initiative - committing to help pursue the UN agenda by implementing a set of universal sustainability principles in the areas of human rights, labour, environment and anti-corruption. The principles provide a common ethical and practical framework for corporate responsibility and are based on international conventions and agreements.

The ten principles form the sole foundation of OUR WAY OF WORKING brought to life through four carefully selected UN Sustainable Development Goals, a triple bottom line focus and an unwavering ambition of purposeful growth.

In the following sections, we go through the most important actions, initiatives and focus points of Aluproff, in working with the ten principles and achieving the UN Sustainable Development Goals.

PRINCIPLE 1 / BUSINESSES SHOULD SUPPORT AND RESPECT THE PROTECTION OF INTERNATIONALLY PROCLAIMED HUMAN RIGHTS.

PRINCIPLE 2 / MAKE SURE THAT THEY ARE NOT COMPLICIT IN HUMAN RIGHTS ABUSES.

PRINCIPLE 3 / BUSINESSES SHOULD UPHOLD THE FREEDOM OF ASSOCIATION AND THE EFFECTIVE RECOGNITION OF THE RIGHT TO COLLECTIVE BARGAINING.

PRINCIPLE 4 / THE ELIMINATION OF ALL FORMS OF FORCED AND COMPULSORY LABOUR.

PRINCIPLE 5 / THE EFFECTIVE ABOLITION OF CHILD LABOUR.

PRINCIPLE 6 / THE ELIMINATION OF DISCRIMINATION IN RESPECT OF EMPLOYMENT AND OCCUPATION.

PRINCIPLE 7 / BUSINESSES SHOULD SUPPORT A PRECAUTIONARY APPROACH TO ENVIRONMENTAL CHALLENGES.

PRINCIPLE 8 / UNDERTAKE INITIATIVES TO PROMOTE GREATER ENVIRONMENTAL RESPONSIBILITY.

PRINCIPLE 9 / ENCOURAGE THE DEVELOPMENT AND DIFFUSION OF ENVIRONMENTALLY-FRIENDLY TECHNOLOGIES.

PRINCIPLE 10 / BUSINESSES SHOULD WORK AGAINST CORRUPTION IN ALL ITS FORMS, INCLUDING EXTORTION AND BRIBERY.



# OUR WAY OF WORKING

## FOUNDATION FOR GROWTH



- SDG 8     NURTURING BUSINESS
- SDG 8     HUMANITY AT WORK
- SDG 12/13   GROUNDED PRODUCTION
- SDG 17     BINDING CHAIN REACTIONS



# OUR WAY OF WORKING

CROSSING THE NEUTRAL LINE, DOING MORE GOOD THAN HARM.  
THIS IS OUR NORTHERN STAR.

## PURPOSEFUL GROWTH

Purposeful growth is our path, which we seek to follow by balancing the triple bottom line, framed by the UN Sustainable Development Goals.

To take responsibility for the world in which we do business is a natural matter of course for us. We use our business operations as a lever to create positive change for the environment and for the people we surround ourselves with - both in our own workplace, but also throughout our chain of partners - our ecosystem.

In everything we do we strive to minimize our negative footprint and maximize our positive impact.

To us, Purposeful Growth is about not just measuring our success based on profit and financial ratios, but just as much based on the impact we, as a company, have on people and the planet.

Therefore, we work systematically and structured with several bottom lines, based on an ambition to balance our social, environmental and economic efforts in everything we do - from the boardroom, to the management levels and all the way through the organization, so

it becomes a firmly rooted and natural part of our everyday working lives.

As a company, we have three overall mandatory objectives, which, at any time, define the direction of our strategy:

1. **Solid economy**
2. **Attractive workplace**
3. **Sustainable Development**

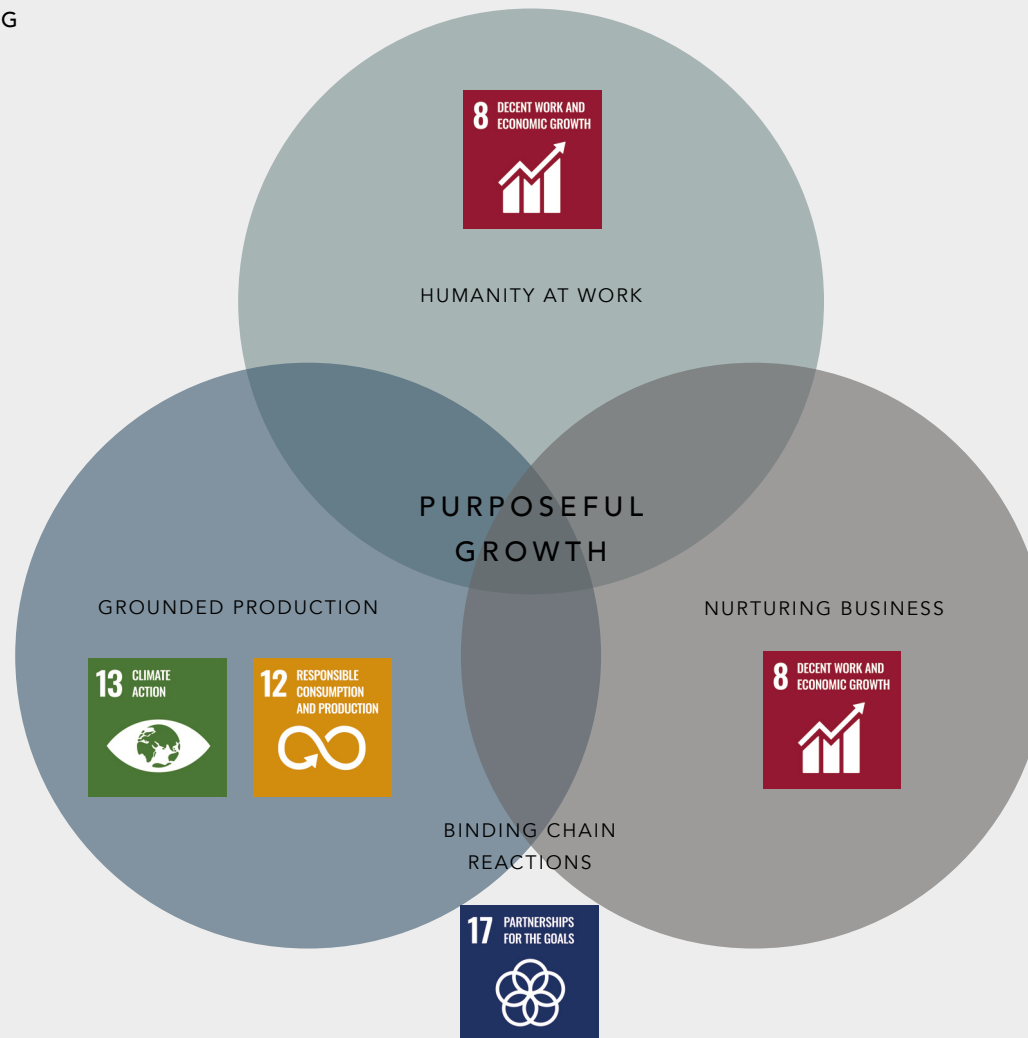
To bring the strategy to life, and in order to elevate our societal ambition striving for purposeful growth, we have chosen to build our business strategy around four key strategic lines of action and promises, in which we commit ourselves to take responsibility for our actions today, so that future generations have the opportunity to live good and dignified lives.

The four strategic lines arise from the Ten Principles of The UN Global Compact and are linked to four carefully selected SDGs, under which we have set clear goals and indicators that define and permeate our daily activities and behaviour.

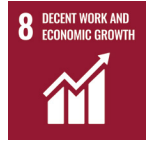


# OUR WAY OF WORKING

PURPOSEFUL GROWTH THROUGH SDG  
AND THE TRIPLE BOTTOM LINE



- PLANET
- PEOPLE
- PROFIT



## NURTURING BUSINESS

Running a purposeful business that strives for change, is highly dependent on our ability to run a healthy and profitable business too. Besides the positive impacts provided to the world by our core products, we are depending on the profits earned by our company as leverage for creating change. Not just for our planet, but for our employees and local community alike.

WE COMMIT OURSELVES TO BEING TRANSPARENT IN EVERYTHING WE DO AND CREATING SIGNIFICANT, MEASURABLE VALUE FOR ALL OUR STAKEHOLDERS.



#### TRANSPARENT AT HEART

At Aluproff we are always honest and transparent with what we do, and we know that nothing is hidden behind the curtains. We can say this with exalted calm, as we are ready to stand up for all the choices we make. Transparency constantly forces us to make a commitment and support the balance between human value added, the climate footprint and the economic indicators, so that we ensure the right prioritizing between us and future generations.

What we do at the core of our business, we do to create value for the world. The better we are, the greater the impact. Therefore, we work purposefully and continuously to create best in class products and innovative and ground breaking solutions, solidly founded in our proud craft traditions and design heritage.

Our impact spans the entire value chain including externalities: from the everyday operations of our business and the sourcing of the raw materials to the manufacturing of our products and their life cycle.

This means we must take responsibility for all our decisions: from the materials we choose, the way we commute, all the way through to the coffee we have in our office.





### A NEVERENDING TRACK

We still have a long way to go. Future-proof governance requires new conversations about value creation, extended duty of care and a focus on raising the capacity to lead through competencies and education.

To set goals, we must measure – across several bottom lines. Aluproff has clear policies of financial controls, financial audits and financial transparency. To strike a balance between our financial, social and environmental performance, we are currently working hard to quantify our social and environmental impact, which will help us communicate transparently, hold ourselves accountable to our targets, and make better decisions.

To help us quantify the impact of our business, we have completed a B Impact Assessment aiming to becoming a certified B Corp. The B Impact Assessment will serve as a framework tool for measuring our impact and help create a baseline around the most important impact areas in our value chain and our work to improve on them.







## HUMANITY AT WORK

Whether you are an employee of Aluproff or with one of our associates, we believe that we share responsibility for your well-being; not just at work, but in your local community and on this planet.

WE ARE COMMITTED TO CREATING A HUMANE  
WORKPLACE WHERE EVERYONE CAN BELONG  
IF THEY WANT TO.

### PROFIT-SHARING PROGRAM

For Christmas 2020, we decided to celebrate another year of financial success directly with our employees, giving all full-time employees a bonus of DKK 12.500 - 25.000, depending on how much of the year they had been employed.

The success of this action has resulted in us developing the one-time event into a new profit-sharing program, in which we pledge to follow a scale model for financial bonuses to all employees, depending on the financial success of 2022. This time, the bonuses cover all full-time employees associated with Aluproff regardless of time of employment. Additionally, the model is without limit, and follows the revenue of the company. The base bonus is DKK 15.000 pr. employee when the budgeted revenue is reached, rising by DKK 5.000 for every 5% the revenue exceeds the budget.

Besides the direct profit-sharing for employees, the scale model additionally triggers two charitable donations; one is picked by us, the owners of Aluproff, and one picked by the employees in consensus. The base donations are 2x DKK 50.000 when the budgeted revenue is reached, rising by 5% for every 5% the revenue exceeds the budget.





## DIVERSITY & INCLUSIVE PRODUCTION

With the ambition to utilize our company as a lifting rod for positive changes, we have in 2021/2022 established a close collaboration with our municipality, Brøndby Kommune, and founded Inclusive Production, a small-scale commercial manufacturing facility that employs people “from the edge” with disabilities and people from disadvantaged backgrounds, supervised by an affiliated mentor, aiming to make them work-ready and provide them with a good foundation bringing them further towards a permanent employment in the long run.

The initiative is set to officially launch in August 2022 and intends to be a firmly entrenched part of Aluproffs production going forward, striving to inspire more local companies to take action and participate in similar programs.

AVERAGE SHARE OF EMPLOYEES ON SPECIAL TERMS 2021

8%

2020: 5%

*In addition, in Aluproff we have a goal of having at least 10% of our permanent staff to consist of citizens “from the edge” of the labour market with special needs, employed on special terms.*





## GROUNDED PRODUCTION

The bearing roots of our impact is; reducing the climate impact from production and distribution, continuously working towards a more circular business model and in the future being able to work actively with our externalities and implement regenerative solutions throughout our ecosystem.

WE ARE COMMITTED TO STRIVING FOR A REGENERATIVE BUSINESS MODEL THAT ALSO LEAVES POSITIVE TRACES FOR POSTERITY.

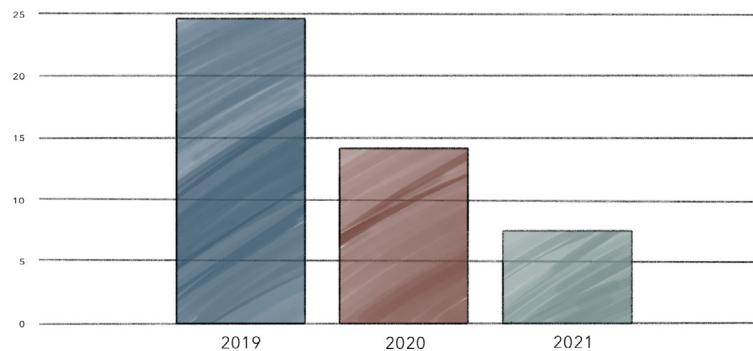


## REFUSE, REDUCE, RETHINK

We do not consider sustainability and circularity a limitation, but rather an opportunity to unleash new potential in our products and solutions. Thus, in 2021, we have implemented and anchored our new design philosophy ReFuse, ReDuce & ReThink, committing ourselves to bringing circularity into the design and development phase of our products accommodating start of life, product life and end of life.

We have set goals and implemented new procedures for our waste management, aiming to minimize our waste and maximize the recycling of the materials from our daily consumption and production. To turn waste into resources.

TRASH SORTED AS COMBUSTIBLE WASTE 2019 - 2021



*From 2019 to 2021, we have reduced our amount of combustible waste from 24.7 tonnes to 7.7 tonnes - a reduction of almost 70%.*





#### ALUPROFF SUSTAIN

Our design philosophy supports our ambition to be a pioneer within circular design solutions, including the continued work with our collection of more sustainable products.

To distinguish these products from our conventional assortment, we created SUSTAIN as a separately branded collection with its own logo for easier recognition.

All products labelled with our SUSTAIN logo are made from sustainable materials, ethically manufactured, produced with low CO<sub>2</sub> emissions and are fully recyclable.



**SUSTAIN**

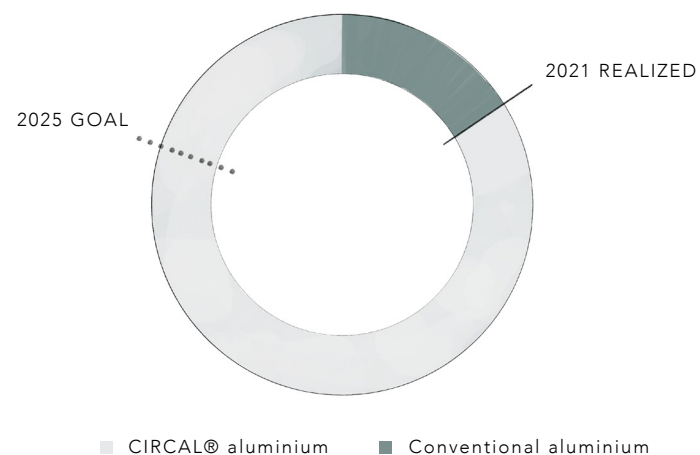
The collection currently **consists of 40 articles**, with an ambition to increase this number continuously year after year.



### CIRCAL® TRACKS

As an essential part of our SUSTAIN collection, we have accelerated the gradual roll-out of our CIRCAL® curtain rails. High-end curtain tracks produced from a high grade aluminium, which consists of minimum of 75% recycled post-consumer contents. The extrusion takes place in factories in Scandinavia, which are powered by only renewable energy, resulting in a low carbon footprint of only 2.3 kg. CO<sub>2</sub> per kg. extruded aluminium - which by comparison is 73% less than that of the average primary aluminium consumed in Europe.

CIRCAL® ALUMINIUM CONSUMPTION IN 2021



In 2021, CIRCAL® tracks represented 15% of our entire consumption of curtain tracks, with an ambition to reach a minimum of 80% by 2025.





## WARRANTY

Quality is an essential focal point for Aluproff. With an uncompromising approach to material selection, we always strive to deliver best in class products and solutions that last both functionally and aesthetically for many years. To support our focus on quality, we have in 2021 extended the warranty period for our core products from 2 to 7 years. Our philosophy is that an extended warranty will help reduce "throw-away" consumer habits, and instead support the aftersales service to elongate product lifecycles.

We strongly desire to introduce a life-time warranty on all Aluproff CIRCAL® tracks to create even more consumer incentives. The details of which are currently being investigated.



## PACKAGING

Packaging plays a vital role in our organization. This ensures that our products can be delivered to customers all over the world in perfect condition. Our packaging solutions are continuously updated and optimized to ensure they meet our evolving standards and to find the most suitable solution for both bespoke curtain rails, spare parts and bulk units.

Our approach to packaging-improvement includes recycled and recyclable materials and reduction of material consumption. We strive to reduce the number of resources used in our packaging while increasing the quality of the materials.

Our packaging materials can be divided into three primary material groups: cardboard, wood & plastic.

*In 2020 we set a goal of 100% of our packaging being eco-labelled by the end of 2021. We succeeded in converting both cardboard and wooden packaging, but unfortunately, not the entire portfolio of our plastic packaging. We do, however, continue the process.*





(Continued)

### Cardboard

100% is eco-labelled and produced from recycled fibres. In 2021, we introduced a system for recycling supplier packaging, minimizing our overall consumption of new cardboard packaging.

### Wood

100% is PEFC-certified. All our export orders are shipped on bespoke pallets built from PEFC-certified wood and wrapped with recyclable plastic corrugated sheets. By building unique pallets for each shipment, we avoid unnecessary waste, and the wrapping materials ensures that the goods reach the recipient in perfect condition.

### Plastics

Our plastic packaging can be divided into 5 groups:

Plastic corrugated sheets: *100% regenerated material.*

Bubble film: *Approx. 30-50% recycled material.*

Stretch film: *Min. 51% PCR (post-consumer recycled).*

Box packaging for DIY kits: *Non-recycled material, but recyclable.*

PE bags for accessories and components: *Non-recycled material, but recyclable.*





#### TRANSPORTATION WITH CARE

With worldwide distribution, we have a responsibility to ensure that our goods are handled with the greatest care to both our products and the environment. An area that we have yet to further explore and create actionable plans to cover.

Due to transportation issues with our previous carrier, we have as of January 2021 in-sourced our local transportation in the greater capital area, with our own direct carrier. At the same time, we have utilized this practical opportunity to switch to emissions-free delivery, running an electric van for this area, though delivery times are a little longer than running the area with an ICE vehicle.

For our global deliveries, we realize that we are still preying on the environment to carry the loads of our transportation, as we – along with most others - are deeply reliant on transportation by cargo ship. A challenge we have yet to find good solutions for, and for which we acknowledge that the best current solution may be in compensation.

We do, however, try to limit our use of transportation by air, which is by far less effective in terms of CO<sub>2</sub> emissions, though faster and more agile in terms of delivery. Our largest challenge in this regard comes down to the destabilized supply and demand caused by Covid-19 and the Russian invasion of Ukraine.



## NET ZERO TRAVEL

As a company with an international scope, the proximity to our partners, the close relationships with both suppliers and customers, is essential for us. Being present locally in a global world requires a lot of travelling activity for us.

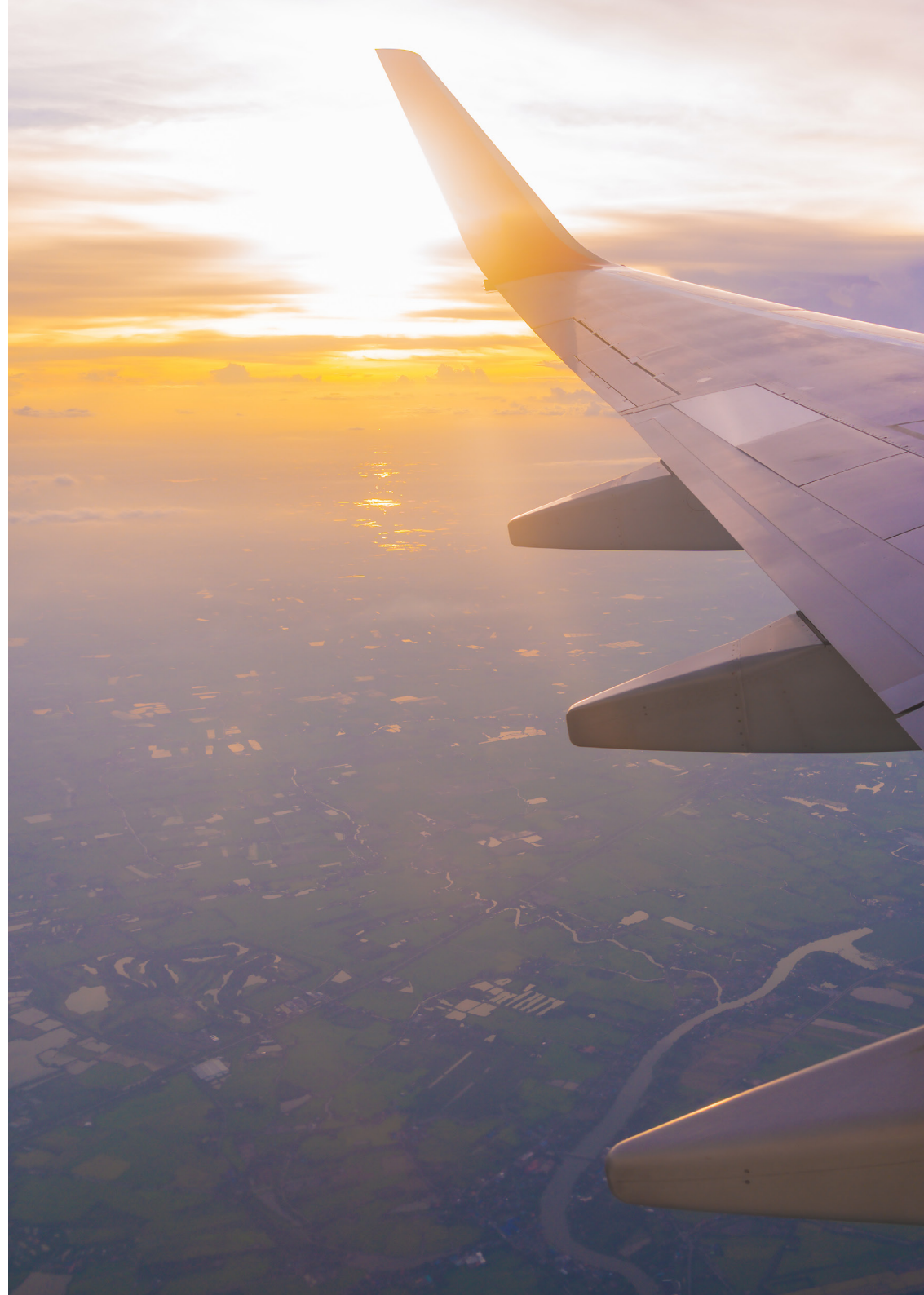
In collaboration with Goodwings, we have committed to 'net zero travel' through CO<sub>2</sub> removal for all our business trips and hotel stays.

1.676 kg  
CO<sub>2</sub> removed from business travel in 2021

Covid-19 has greatly affected our travel behaviour, but has also challenged our perception in terms of what constitutes "necessary travels". Our aim is not to increase our net zero travel, as we do not support the need to travel under all circumstances, but rather to maintain that all our air travel and hotel stays are compensated for.

Through Goodwings, we compensate for transportation, transfers, meals, and hotel stays.\*

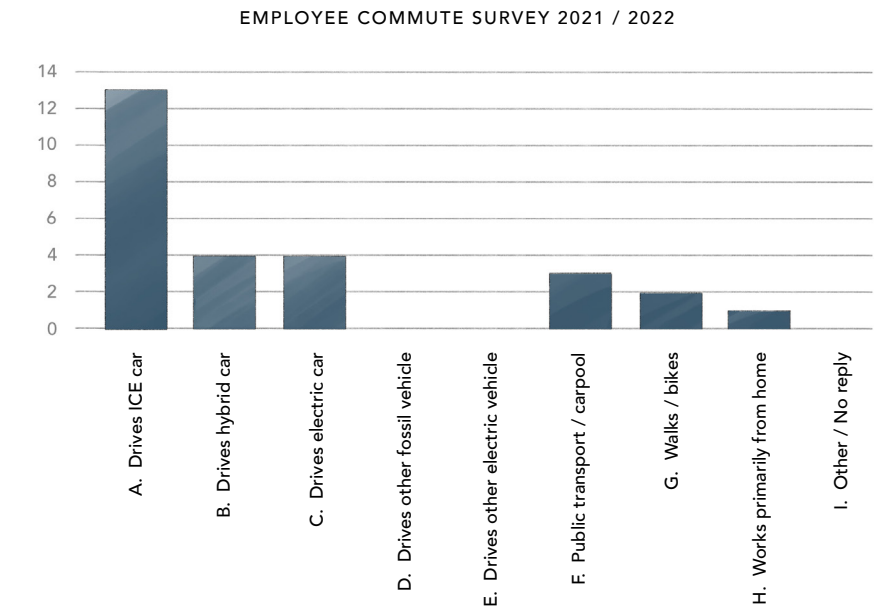
23 \*Calculated on principles produced by the GHG Protocol and datasets from DEFRA's greenhouse gas reporting conversion factors.





COMMUTING

Through initiatives such as equipping our facilities with chargers for electric vehicles and on-site bike services, we strive to make changing for an emissions-free transportation form easier. We do not currently have a goal for affecting the ways of transportations of our employees but have, beginning 2021/2022, started to measure on the transportation habits across the company.





## BINDING CHAIN REACTIONS

At Aluproff we dare to take the lead and take a risk, and we are proud of that. We are pioneers who want a new way of doing business that harmonizes to a greater extent with what the world needs. We worry enough to want to act - even before it is required.

WE COMMIT OURSELVES TO TAKE THE LEAD AND INSPIRE, GUIDE AND HELP OUR ECOSYSTEM SO THAT TOGETHER WE SPREAD RINGS IN THE WATER – WE CALL IT 'BINDING CHAIN REACTIONS'.



### RESPONSIBLE SUPPLIER CONTROL

With worldwide sourcing and component production spread out on a global scale, we try to act globally while still thinking locally. That is, we continuously seek to influence our production and sourcing positively but collaborating with our supply chain to ensure less emissions, less polluting, great workforce conditions, fair wages and responsibility towards local communities.

To ensure that Aluproffs values are understood and practiced throughout the chain, a Code of Conduct (CoC) is a vital tool. The CoC is an agreement between Aluproff and its suppliers containing a variety of requirements which they are expected to meet.

In this effort, we have since 2021 distributed our CoC to 16 of our raw material suppliers, covering more than 80% of our sourcing.

Our Code of Conduct is an active tool in securing that our definitions for responsible production are being upheld, and that we can “team-up” with our suppliers in the fight for better and greener production, helping them achieve our conditions, rather than to immediately cancel and leave behind suppliers who are unable.

This being said, we are fully prepared to terminate suppliers who are reluctant to sign our Code of Conduct, or who will not document their conditions.

Going forward, we aim to implement our Code of Conduct with all new suppliers, as well as to further develop and anchor procedures for evaluating and audit our suppliers` social and environmental performance.





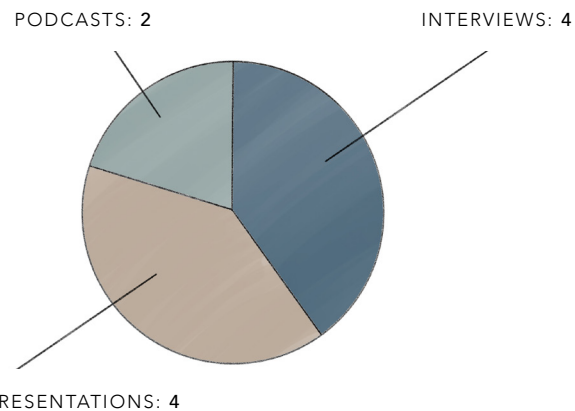
## PARTNERSHIPS FOR SUSTAINABLE DEVELOPMENT

We acknowledge that we are dependent on others and consider ourselves part of a greater ecosystem.

Our role is thus partly to ensure responsible supplier management, but just as much to be an active voice for sustainable design towards our customers and other partners, and to ensure that we continuously move the boundaries of sustainable development. Partly through participation in debates, interviews and networks, partly by entering into innovative partnerships and development collaborations.

We are currently working on a brand concept where community ambition is an integral and clear part of our communication, in order to inspire retailers and their customers to consume and buy more responsibly.

### SPEAKING ENGAGEMENTS IN 2021:



WEBINARS / PRESENTATIONS: 4





#### COLLABORATION PARTNERS

Collaboration is absolutely fundamental in the process towards a more sustainable industry. Many highly respected organizations exist to provide support and resources for companies like ours to work more responsibly. We have learned a lot with the help and support of these organizations and aim to strengthen these relations going forward.

**Grøn Cirukulær Omstilling (GCO)** or "Green Circular Transition," is a nationwide program to accelerate Small and Medium-sized Enterprises (SMEs) towards a circular economy conversion. The project is funded by the EU and consists of workshops, collaborations, and tools to identify hotspots, measure impacts, and plan a conceptual circular business model.

We took part in this initiative from September 2020 to March 2021, developing innovative approaches to circularity.

**Danish Cleantech Hub** is a program related to the internationalization of a more circular business model, with a focus on identifying relevant customer groups, including how Aluproff can co-create value with our customers through sustainable focus.

We took part in this program during March and April 2021.





#### EDUCATIONAL SUPPORT & INDUSTRY ROLE

At Aluproff we believe in the importance of specialized and continuous education as a core element in improving the specialized curtain industry. An industry which severely suffers from a lack of new-coming professionals, leaving many businesses struggling due to staff shortages.

To combat these tendencies, we are actively engaged in developing our industry in collaboration with our customers, educational institutions and competitors alike. Aluproff is a founding member of "Gardinets Dag", or "Day of the Curtain", an annual industry event for curtain industry professionals with expert talks and outside council aimed at creating general improvements to the industry.

In 2021/2022, we donated hardware and equipment for use in education of new industry professionals within our field at a total value of DKK 55.970 DKK (~EUR 7.462).





## METHODOLOGY

### HONEST REPORTING

Our biggest task in regards to this report is to highlight not only the areas where we have taken action and succeeded, but also the places where we've taken action and come up short. Not because failing is an ambition of ours, but because communicating the targets that we didn't meet, commits us to learning from each experience - successful *and* unsuccessful.

### COLLECTING AND STRUCTURING DATA

In working with our first ever CoP report, we have been challenged with large amounts of data collection, structuring and illustration. A practise which in all cases benefits us greatly, as it is solely in our interest to further document the many activities we consider 'good' and 'purposeful' in the moment, though having never collected and compared them in a manner such as this.

This also means that we are still on a learning curve in regards to deciding which activities it makes sense communicating, and which activities to consider "hygiene factors" of conducting business with headquarters in Denmark, such as external financial reporting, high standards for working conditions under the supervision of "Arbejdstilsynet", as well as fractioned waste management.

In these respects, we've decided to include as many relevant initiatives as possible, without assurance of which initiatives we would like to follow for historic reporting in future reports. While we expect most measures to stay relevant, some may be combined, others may hit a technical barrier or become irrelevant to our area of business. All of which will be communicated clearly in the corresponding report.

### THE LAYOUT

The general layout of this report is meant to serve as template for CoP reporting in the coming years, meaning that comparison between reports year-to-year will be easier. However, we are also aware that through this first effort, we probably will find ways to improve on the structure and layout in the future.

For this first report, we have chosen to follow a structure, which is linked to both our "samfundsambition" or "community ambition", coined in four overall promises within four strategic areas: "Nurturing business", "Humanity at work", "Grounded production" and "Binding chain reactions". Deeply rooted in our core strategy, "Purposeful Growth" (see p. 7), these are closely linked to both the B Corp framework, as well as the 10 principles of the UN Global Compact mission, that are represented in each of our four strategic areas,





## GOALS AND PROMISES

Each of our strategic areas have been enriched with an overall promise. Framed as a commitment, they are the reason why we do business the way we do, and the core benefit that we can provide to the world with what we have available to us at any given moment. Our promises are static and will in principle seldom change.

Our goals on the other hand, are linked to the measures included under each of the strategic areas. These are more flexible and may grow and change as we become increasingly knowledgeable about each measure.

Due to the fact that this is the first time many of our initiatives are being actively tracked, we do not yet have connected goals to report in all cases. Some are connected with goals that predate our participation in UN Global Compact, but most measures are still without goals. Instead, we've decided to use the opportunity to report on the current state of each initiative, containing historic data where available.



## HUNGRY FOR MORE?

If you are in any way interested in learning more about our presentations in this report, or want to dig even deeper through our numbers, we are happy to share many and most things relating to our strive towards crossing the neutral line.

Please write to us at [transparency@aluproff.dk](mailto:transparency@aluproff.dk) for further inquiries, and we will get back to you as soon as possible.

## METHODOLOGY

### COLLECTIVE AMBITIONS

Throughout the report, we have gathered our insights into each of our measures connected with every strategic area. Use the following registry of our collective ambitions for the coming year.



#### CIRCAL® TRACKS (GROUNDED PRODUCTION)

By 2025, we aim for 80% of our entire consumption of curtain tracks to be CIRCAL® tracks. By 2022, we would like to reach the 25% milestone.



#### MATERIALITY ASSESMENT (GROUNDED PRODUCTION)

To further develop and quantify our efforts, in 2023 we will conduct a materiality assesment in order to identify and redefine our most significant areas of impact.

#### CLIMATE IMPACT FROM TRANSPORTATION (GROUNDED PRODUCTION)

We will map and set targets for reducing the climate impact of our transport.

#### LIFETIME WARRANTY (GROUNDED PRODUCTION)

We wish to be able to offer a lifetime warranty on our CIRCAL® tracks.

#### B CORP CERTIFICATION (BINDING CHAIN REACTIONS)

We aim to obtain a B Corp certification.

#### ECO-LABELLED PACKAGING (GROUNDED PRODUCTION)

We aim to reach 100% eco-labelled packaging by first assessing our current state (by weight).

#### INCLUSIVE PRODUCTION (HUMANITY AT WORK)

We aim to reach a minimum of 10% of our permanent staff to consist of citizens "from the edge of the labour market".

aluproff

SINCE 1949

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