

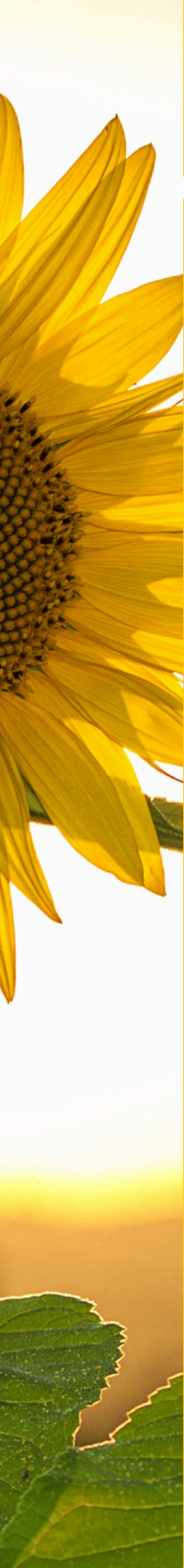


**PUREJOY**  
PROMOTIONAL GIFTS

# **Sustainability Policy**

**Sustainability  
calls us to be  
stewards of  
tomorrow,  
making  
mindful  
choices today  
that protect  
and nurture  
our planet and  
its people for  
the future**





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# INTRODUCTION

In a world where each decision plays a vital role in shaping our collective future, Purejoy is dedicated to nurturing a healthier and more sustainable planet for the generations that follow. We believe that sustainability is not a single goal but an ongoing commitment—an evolving journey marked by continuous growth, progress, and impactful actions.

At Purejoy, we recognize that the choices we make today will echo into the future, affecting not only the planet but also the people and communities we serve. Our sustainability efforts extend beyond simply offering eco-friendly products; they represent our dedication to responsible sourcing, reducing environmental impact, and fostering a culture of positive change within the corporate gifting industry.

This policy serves as a cornerstone of our mission to be leaders in sustainable practices, encouraging others to make thoughtful, informed decisions that contribute to a better world. We are passionate about driving meaningful change, empowering businesses to join us in creating a lasting impact, and promoting a future where sustainability is at the heart of every action.

# OUR VISION

At Purejoy, our vision is to redefine corporate gifting by embedding sustainability into every choice we offer. We believe that each gift has the power to contribute positively to the planet and people.

By using eco-friendly materials, we aim to inspire businesses to embrace responsibility in their purchasing decisions, ensuring that every gift not only delights but also leaves a lasting positive impact.

We are driven by a passion for environmental stewardship, striving to set a new standard in the industry where sustainable gifts are the norm, not the exception. Our goal is to encourage businesses across Europe to see the value in thoughtful, sustainable gifting, making it a core part of their ethos.

Through our actions, we want to lead a shift in how corporate gifts are viewed—turning them into symbols of care for the planet and its future. Our vision is to champion a future where every choice reflects a commitment to sustainability, encouraging a ripple effect of responsible practices throughout industries and communities.

In short, Purejoy envisions a world where corporate gifts serve as meaningful expressions of environmental responsibility, driving positive change for our planet and its inhabitants.

## **ENVIRONMENTAL STEWARDSHIP AND CIRCULAR ECONOMY**

At Purejoy, environmental responsibility is at the heart of everything we do, from sourcing eco-friendly materials to considering the full life cycle of our products. Our goal is not just to reduce our footprint but to actively contribute to a circular economy. We believe that sustainable practices are essential for ensuring a thriving planet for future generations.

### **Prioritizing Sustainable Materials:**

- Our approach starts with selecting materials that align with circularity. We focus on sourcing durable, recyclable, and reusable materials that can be repurposed or regenerated. By prioritizing these sustainable choices, we work to extend the life of our products and reduce overall waste.
- We are always seeking out new materials that help push sustainability further, ensuring that our products are as eco-friendly at the end of their life as they are in their creation.

### **Building a Circular Economy with Our Partners:**

- We collaborate closely with our suppliers to integrate circular economy principles into every stage of production. This means encouraging the use of recycled materials, minimizing waste during manufacturing, and optimizing our processes to lower carbon emissions throughout the supply chain.
- By fostering strong partnerships, we aim to inspire greater change across industries, promoting more sustainable business models that benefit both the planet and society.

## **ETHICAL SOURCING AND PARTNERSHIPS**

### **Ethical Sourcing and Production:**

- At Purejoy, we hold ourselves to the highest standards when it comes to ethical sourcing and responsible production. We work only with partners and suppliers who align with our strict environmental and social values, ensuring fair labor practices and a firm stance against modern slavery. Our focus is on using materials that are highly recyclable and sustainable, and we are continually increasing the proportion of eco-friendly options across our product range.

### **Partnerships and Collaborations for Change:**

- Purejoy is proud to support organizations like Plastic Oceans Europe and The Tree App, reinforcing our commitment to environmental progress. By backing these initiatives, we contribute to the protection of our oceans and the planting of trees that help restore ecosystems. Collaboration is at the core of our mission, and we actively seek out partnerships that drive impactful change, not only within our industry but across the globe. We believe that working together is key to building a more sustainable future for everyone.

## **CREATING ENGAGEMENT AND INSPIRATION**

At Purejoy, we believe that innovation and collaboration are the keys to advancing sustainability. We prioritize building strong partnerships that foster creativity and drive progress in eco-friendly practices. By connecting with diverse thinkers and leaders, we create a dynamic environment where fresh ideas can thrive, helping us move sustainability forward in new and exciting ways.

### **Creating Strategic Alliances:**

- We work closely with suppliers, designers, and manufacturers who are pioneers in sustainability. By forming strong alliances with those who share our vision, we cultivate an innovative space where new approaches to product design, material selection, and supply chain management come to life. These relationships go beyond simple transactions; they are collaborative efforts focused on pushing the boundaries of sustainable sourcing and product development.

### **Tapping into Expert Knowledge:**

- Our network includes leading voices in sustainability across various fields. This enables us to stay on top of the latest trends and integrate forward-thinking practices into our business. By collaborating with experts, we ensure that our products not only meet but exceed ethical and environmental standards, keeping us at the cutting edge of sustainable innovation.



## COMPLIANCE

At Purejoy, we take our responsibility in the supply chain seriously, ensuring that every aspect of product responsibility and compliance is upheld with the highest standards. While we do not manufacture our products, we are dedicated to setting rigorous benchmarks for safety, ethical practices, and environmental responsibility, making them central to our partnerships.

### **Strict Compliance Framework:**

- We partner with suppliers who are fully committed to meeting and exceeding international safety and environmental regulations. This includes compliance with global standards such as CE directives, REACH regulations, and more. We conduct regular reviews and assessments to ensure our partners maintain these high standards, fostering a collaborative environment focused on exceeding compliance and achieving excellence in sustainability.

### **Sustainable Product Sourcing:**

- Our sourcing philosophy prioritizes products crafted from sustainable, recycled, and repurposed materials, aiming to minimize environmental impact and support a circular economy. We are constantly on the lookout for innovations in eco-friendly materials and sustainable production processes, integrating these advancements into our product offerings to lead the way in responsible gifting.

**Sustainable Packaging and Thoughtful Design:**

- At Purejoy, our dedication to sustainability extends to every detail, including the packaging and design of the products we offer. We are committed to using packaging solutions that are eco-friendly, favoring materials that can be recycled, biodegrade naturally, or are compostable. In partnership with our suppliers, we work to minimize packaging wherever possible, opting for alternatives that lessen environmental impact. This approach aligns with our mission to reduce waste and promote responsible disposal and recycling practices at every stage of a product's life.

**Inspiring and Educating Partners:**

- Purejoy takes an active role in educating our stakeholders—suppliers, clients, and end-users—about the importance of sustainability and regulatory compliance. By sharing insights, resources, and best practices, we empower them to make choices that support our collective environmental goals. Our commitment to open communication helps raise awareness about the broader impact of product life cycles on both society and the planet, fostering more responsible and informed decision-making.

At Purejoy, product responsibility is not just about meeting standards; it's about leading by example. Through stringent compliance, sustainable sourcing, innovative design, and continuous education, we strive to be a positive force in the global marketplace, dedicated to building a future where sustainability is at the forefront of every choice.

## **TRANSPARENCY AND CONTINUOUS IMPROVEMENT**

At Purejoy, transparency is at the heart of our sustainability efforts. We believe that being open and honest with our stakeholders is essential for building trust and driving meaningful progress.

### **Clear Communication:**

- We are dedicated to openly sharing our sustainability achievements and areas for growth. By regularly reporting on our environmental and social impact, we hold ourselves accountable and aim to inspire others in their sustainability journeys

### **Engaging Stakeholders:**

- We value the input of our stakeholders—customers, partners, and the community. Their feedback helps guide our actions and improve our practices

### **Commitment to Growth:**

- Purejoy is committed to continuous improvement, regularly reviewing our sustainability goals and investing in the education of our team to stay ahead of emerging environmental solutions.

# CONCLUSION

Purejoy's Sustainability Policy reflects our steadfast dedication to creating a more responsible and sustainable world. Grounded in environmental stewardship, ethical sourcing, and innovation, this policy guides our efforts to merge business with sustainability.

By embracing circular economy principles, we are transforming the way products are sourced, used, and repurposed, reducing our environmental impact. Our partnerships are more than transactions—they are collaborations aimed at driving sustainable change across industries.

Though we don't manufacture products ourselves, we hold our partners to the highest standards of ethics and sustainability, contributing to a more conscious global marketplace.

At Purejoy, transparency and continuous improvement are central to our approach. We evolve with the changing sustainability landscape, pushing boundaries and striving to lead by example. This policy is a reflection of our core values, driving us to create a future where every choice we make fosters a more sustainable and balanced world.



When we connect with nature, we gain more than we could ever imagine. The Earth isn't ours to own; it's our shared home. Sustainability isn't optional—it's essential for protecting the planet and securing a brighter future for the generations to come.

