



# SUSTAINABILITY: WAYS TO ENSURE IT IS NOT JUST GREENWASH



*a new kind of*  
^

**Get ready for work.**

# **CONTENTS**

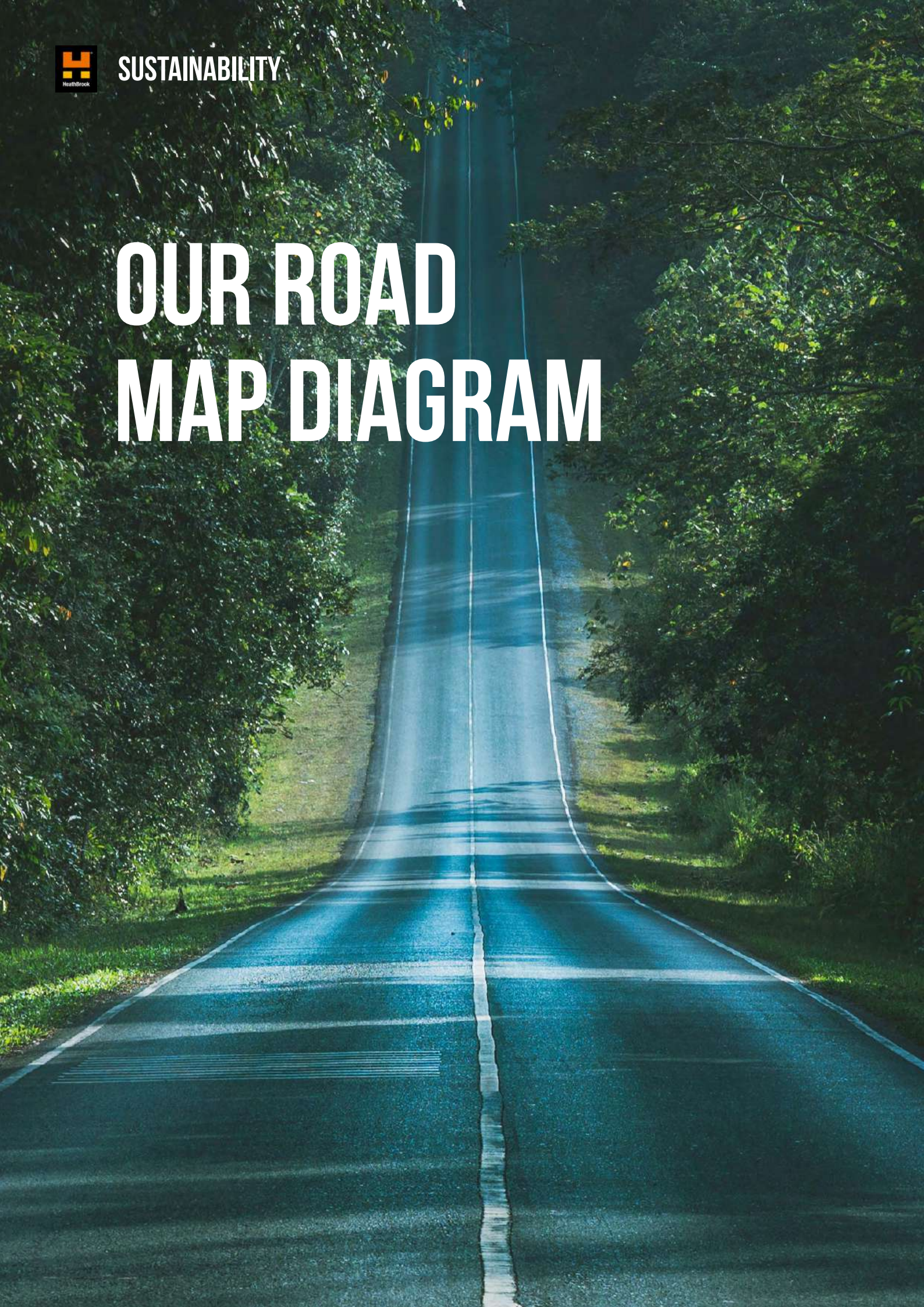
<b>OUR ROAD MAP DIAGRAM</b>	<b>4-5</b>
<b>IT STARTS WITH INTERNAL COMMITMENT</b>	<b>6-7</b>
<b>CHOOSING SUPPLIERS WHO CARE</b>	<b>8-11</b>
<b>THE SUM OF ALL THE PARTS</b>	<b>12-13</b>
<b>THE IMPORTANCE OF HAPPY EMPLOYEES</b>	<b>14-15</b>
<b>IT DOESN'T HAVE TO BE THE END</b>	<b>16-17</b>
<b>THE BIGGER PICTURE</b>	<b>18-19</b>





**SUSTAINABILITY**

# **OUR ROAD MAP DIAGRAM**



## WE'RE ON A JOURNEY TO A MORE SUSTAINABLE FUTURE...

HeathBrook is committed to carry out its business in a sustainable and responsible way. We have set ourselves targets to drive change and improvement.

These are pulled together at a strategic level in our Sustainability Roadmap (depicted below). This looks at the processes involved in the supply chain from beginning to end, identifying ways to genuinely deliver results.





SUSTAINABILITY

# STARTS WITH INTERNAL COMMITMENT

“

OUR ISO 14001  
ACCREDITATION IS ANOTHER  
WAY WE SHOW HOW MUCH WE  
CARE - COVERING ASPECTS SUCH AS  
ENVIRONMENTAL PROTECTION,  
ENVIRONMENTAL PERFORMANCE,  
LIFECYCLE, AND DIGITAL  
DOCUMENTATION

”




As a company we are passionate about zero landfill targets, and continue to ensure that we do not send any products to landfill. We continually look at options, including partnering with recycling experts (Avena, SecureBrand and United Shoe), as well as working with companies such as Wilcox and 3Rs to reuse old or redundant products.

Sustainability is a company-wide ethos, the whole team are involved in our quarterly sustainability initiative. Each quarter employees recommend an area for improvement, which is then adopted by the whole business.

## HEATHBROOK CURRENT GOALS & INITIATIVES TO ACHIEVE BY 2022



**REDUCE PAPER  
USAGE BY 75%**



**INTRODUCE UNIFORM  
RECYCLING TO 10 OF  
OUR TOP CUSTOMERS**



**WORK WITH SUPPLIERS  
TO MULTI-PACK PRODUCTS,  
REDUCING PACKAGING**



**REDUCE PLASTIC  
BAGS IN PACKAGING  
BY 25%**



**80% WASTE TO  
BE RECYCLED**



**REVIEW GAS HEATING  
SYSTEM, LOOK FOR  
ECO-FRIENDLY  
ALTERNATIVE**



## WHAT WE'VE ALREADY ACHIEVED



**REDUCED NEW  
CARDBOARD BOX  
USE BY 40%**



**ALL PLASTIC  
PACKAGING MADE  
FROM 100% RECYCLED  
MATERIAL**



**ALL COMPANY  
VEHICLES NOW  
ELECTRIC**

We pro-actively involve our staff in idea generation to achieve the Sustainability Targets of the organisation. We know Sustainability Targets are only achieved in collaboration with our suppliers, our customers and our staff - and it's thanks to all we've achieved this much, and are on track to hit our 2022 goals!



SUSTAINABILITY

# CHOOSING SUPPLIERS WHO CARE

“

WE WORK CLOSELY  
WITH SUPPLIERS, REGULARLY  
AUDITING TO ENSURE THEIR  
COMMITMENT TO WORKING  
CONDITIONS & SUSTAINABILITY  
ECHO OUR OWN.

”



Our supply partners form a key part of our business and we hold their commitment to sustainability and CSR as imperative.

All new suppliers are subjected to a thorough evaluation process prior to becoming a partner. We ensure that they demonstrate and maintain standards which either match or exceed our expectations. An element of this evaluation process includes a factory visit, or audit. Ongoing relationships are monitored with regular supplier audits, to ensure standards are maintained throughout the business relationship.

## SUPPLIER CODE OF CONDUCT

- Monthly Supplier Meetings to monitor and review initiatives and deliver new ideas to the table
- Remedial actions agreed and monitored
- Supplier evaluation criteria
- Regular audits to monitor improvements
- Keep up to date with government updates, latest technologies, attendance at shows, supplier exhibitions, new suppliers, new products
- Encourage development of sustainable products
- Director led selection, training



## SOME SUPPLIERS WE'RE PROUD TO CALL PARTNERS IN SUSTAINABILITY





# SUSTAINABILITY

# HEAD TO TOE SUPPLIER INITIATIVES

MASCOT KNITTED HAT,  
RECYCLED POLYESTER MADE  
FROM PLASTIC WASTE

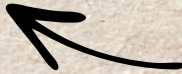


**LEO**  
WORKWEAR

ECOVIZ COMFORT RANGE, MADE FROM  
A BLEND OF RECYCLED  
POLYESTER & BAMBOO -  
MORE COMFORTABLE, BREATHABLE,  
NATURALLY ANTIMICROBIAL



MADE FROM RECYCLED POLYESTER (APPROX 24  
BOTTLES) AND BCI COTTON, THESE CRAGHOPPER  
TROUSERS ARE AS GOOD FOR THE PLANET AS THEY  
ARE FOR YOU... THEY'RE ALSO WATER-RESISTANT,  
UV PROTECTED AND ANTI-INSECT!



**Traffi**  
THE HAND PROTECTION SPECIALISTS

THESE GLOVES ARE CERTIFIED CARBON  
NEUTRAL, SO YOU CAN BE SURE ZERO  
NEGATIVE IMPACT ON THE ENVIRONMENT



**COFRA**

NINE PLASTIC BOTTLES WERE USED IN THE  
MAKING OF THESE TRAINERS!  
THE PACKAGING IS ALSO 100% RECYCLED



CRAGHOPPERS

Inside is plastic bottles packaged in sugarcane

SUPPLIERS WHO CARE



With CLUBCLASS Corporate clothing, it is good to know that style and sustainability go hand in hand. Here we highlight 3 of the many commitments Clubclass has made to a better future:

**95% POLYESTER USED IS FROM RECYCLED BOTTLES.** By wearing Clubclass Corporate Clothing you are preventing plastic bottles reaching our oceans and landfill! Just one suit uses 45 bottles, and a team of 15 wearing Clubclass tailoring will stop 675 plastic bottles from polluting our planet.

**KNOW WHO MAKES THE CLOTHING.** Clubclass have their own staff checking the factory standards, and also subscribe to SMETA ethical audit compliance. Their supply chain is industry leading in terms of compliance, sustainability and welfare.

**PACKAGING INNOVATION & MATERIALS.** Clubclass biodegradable cartons are made from at least 90% recycled fibres and 100% of the carton can be recycled again! Clothes are carefully folded and packaged in carbon negative 'sugar-cane' packaging produced in the UK - 100% renewable, recyclable and sustainable!



Did you know 57% of all garments produced worldwide end up in landfill? With the textile industry being one of the most damaging industries to the environment, ØRN are determined to make a difference.

**INTRODUCING SUSTAINABLE FABRICS.** ØRN create a lot of their garments from sustainable fabrics, and incorporate recycled polyester and cotton where possible.

**QUALITY ASSURANCE.** Customers using ØRN products can rest assured they will receive high-quality goods that adhere to stringent Quality, Health & Safety and environmental guidelines.

**ØRN HAVE ZERO TOLERANCE FOR MODERN SLAVERY** and are proud to be a living wage employer.

Get ready for work.



**SUSTAINABILITY**

# THE SUM OF ALL THE PARTS



**CLUBCLASS USES 45 RECYCLED  
PLASTIC BOTTLES IN ONE SUIT!**



**FROM SOURCING LOCAL WHERE POSSIBLE, TO SELECTING ECO-FRIENDLY PRODUCT ALTERNATIVES FOR CLIENTS - IT'S THE CONSIDERATION OF EVERY ASPECT, HOWEVER SMALL, THAT MAKES A REAL DIFFERENCE.**



## **PACKAGING**

As well as suppliers using alternative and recycled materials in their packaging (e.g. Clubclass renewable source sugar-cane bags), we also give a lot of thought to the packaging that goes through our doors at HeathBrook. 40% of the cardboard boxes we use are reused from goods in, and our plastic packaging is made from 100% recycled materials.



## **SOURCING LOCAL**

Where possible, we make an effort to use local suppliers and manufacturing, cutting down on travel emissions, and supporting local economy by 'buying British'. These relationships have especially proved beneficial since the pandemic, and offer a stronger and more sustainable supply chain.

Our in-house production and finishing facility is in Reading, and we are pleased to have a key safety supplier JSP manufacturing in Oxford. Knitwear and short-run garments are also manufactured in the UK.



## **COMBINING DELIVERIES**

We encourage customers to place fewer orders less often, to reduce carbon emissions. That's also why we hold stock of many of our most popular items from suppliers, so we can receive in bulk and send out complete orders in one shipment where possible.

Some of delivery services we use are also swapping over to electric powered fleets, another exciting advance towards a greener future!



## **THE PRODUCTS THEMSELVES (ECO-FRIENDLY)**

Many of our products are selected for their innovation, and eco-friendly properties. Garments made from bamboo fibre (LEO Workwear), jackets that are made from recycled plastic bottles (Orn, LEO, Regatta, Clubclass), and 100% cotton or sustainably produced clothing. Even some of our embroidery threads are made from recycled plastic!





SUSTAINABILITY

# IMPORTANCE OF HAPPY EMPLOYEES

“

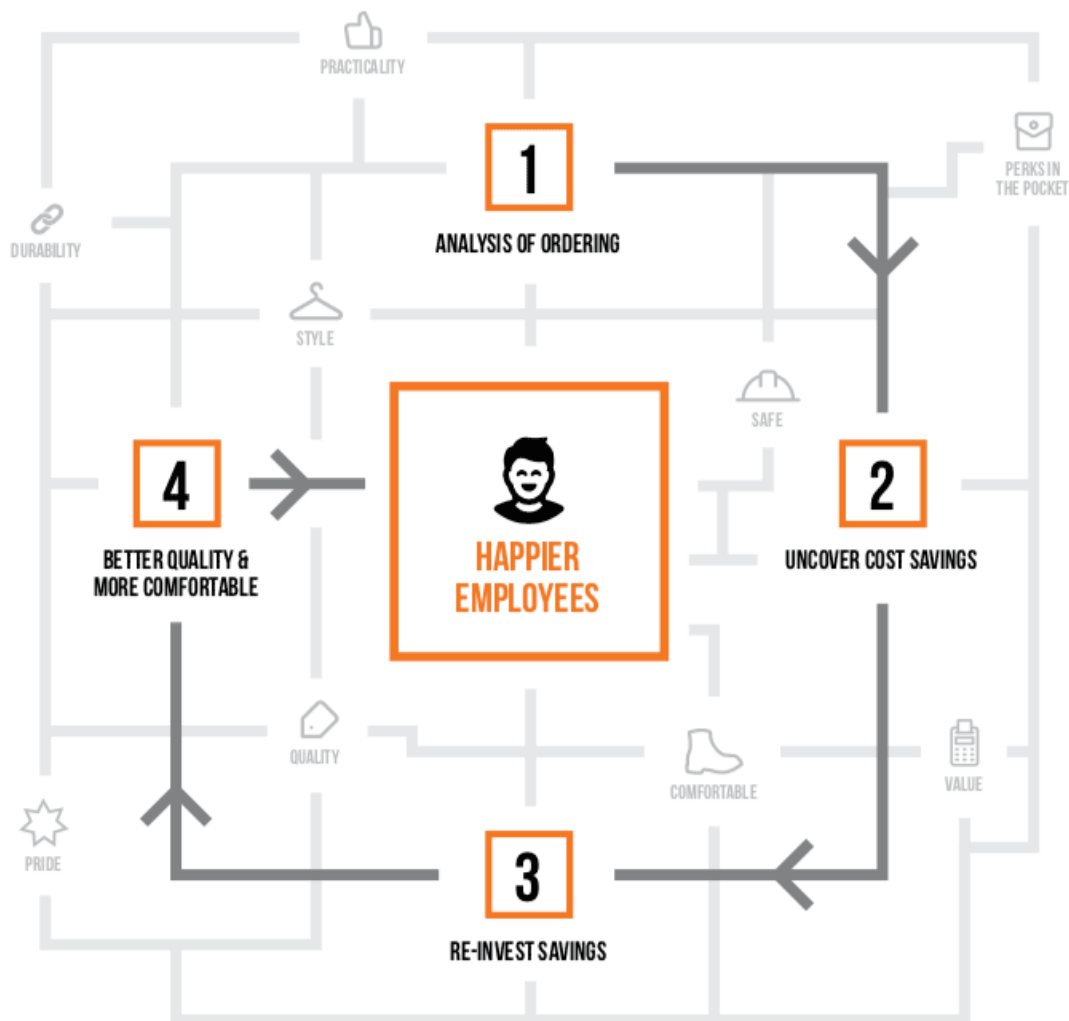
DID YOU EVER THINK  
OF THE CORRELATION  
BETWEEN QUALITY GARMENTS,  
STAFF HAPPINESS, AND THE  
PLANET?

”

When you give staff a great quality and correct uniform, they'll feel a sense of belonging, and feel more comfortable and confident. Aspects such as the garment fit, modesty, or the protection it offers all play a huge part in the enjoyment of a job - and it therefore stands to reason you'll improve staff retention and maximise their working potential.

This in turn means less changes of uniform, as staff are likely to wear the clothes for longer.

## BETTER QUALITY GARMENTS, HAPPIER EMPLOYEES



## HOW RIGHT CHOICES NOW CAN SAVE MONEY & THE PLANET

At HeathBrook, we believe an investment into a quality garment can not only pay for itself many times over with longevity and endurance (meaning less uniform waste ending up in landfill), but it can also encourage staff to care for it more than an ill-fitting or low quality garment.

The bottom line? Happier staff, savings in your pocket, and less waste in landfill.



SUSTAINABILITY

# IT DOESN'T HAVE TO BE THE END





## UNIFORM SECURITY & RECYCLING

We understand the challenges of handling old uniforms, from security through to sustainability, and have set up solutions using selected specialist partners. Our partners provide a disposal service by collecting garments and footwear from dedicated recycling bins placed in each depot. These garments are then processed and turned into insulation for construction.

### AVENA RECYCLING

One such partner is Avena, the leading recycling company, who manage the whole recycling process including shredding uniforms to prevent any fraudulent use of uniforms post-use. As a leader in secure shredding and recycling of corporate branded clothing, they have spent the last seven years creating a ZERO to landfill solution for textile waste. They provide secure destruction for organisations who are concerned to protect their brand, alongside meeting the corporate and ethical responsibilities, which we face globally for the protection of our environment.

1.

#### STEP 1

All textiles are shredded at a secure Avena site

2.

#### STEP 2

Shredded textiles are transported to a recycling partner

3.

#### STEP 3

The fibres are compressed together into bales

4.

#### STEP 4

Then reused as floor and desk partition screens, and cement truck protection

### UNITED SHOE

Similarly, United Shoe, another partner collects used footwear, collected in bins from depots to dispatch to developing countries who have high levels of poverty, both fulfilling a CSR obligation and removing the need for landfill.

### JSP HARD HATS

JSP, local supplier of PPE, have recently worked recently to combat the millions of hard hats that end up in landfill each year. They've founded and promoted the National Hard Hat Recycling Scheme which diverts safety helmets into a dedicated waste processing facility, and ensures all hard hat waste is fully recycled!






**SUSTAINABILITY**

# **THE BIGGER PICTURE**





**SO...HOW DOES  
THIS ALL DIRECTLY  
BENEFIT YOUR  
ORGANISATION?**

“  
**AT HEATHBROOK, WE'RE  
HERE TO MAKE YOUR  
SUSTAINABLE CHOICES  
EASIER. HELPING YOU REACH  
YOUR CSR GOALS**

”

## **WE'RE ALL ON THE SAME JOURNEY, TO CREATE A GREENER FUTURE...**

Every step or thoughtful decision we make, will all make a difference to our planet and Corporate Social Responsibility. By sourcing, offering, and promoting sustainable uniform options and recycling initiatives, we make it easier for any organisation to achieve their CSR goals and make a lasting environmental impact.

For example, choosing recycled polyester suits for a team of 15 could stop 675 plastic bottles from polluting the oceans or reaching landfill!

## **THE TANGIBLE DIFFERENCE: YOUR IMPACT IN NUMBERS**

We understand the importance of knowing your exact impact, whether it be in bottles recycled, emissions reduced, or trees planted!

At HeathBrook, we have specialist partners who we can work with to figure out the exact impact on your organisation if required. We can also work on areas such as waste reduction and cost saving - we analyse, reinvest intelligently...and let you enjoy your environmental impact!

# GET IN TOUCH

TALK TO THE TEAM  
ABOUT SUSTAINABLE  
UNIFORM SOLUTIONS

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FOR MORE DETAILS VISIT  
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*a new kind of*

**Get ready for work.**