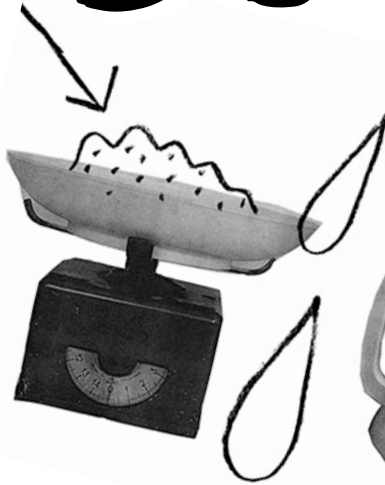


**SINGLE  
USE  
IS  
OVER!**

**fall**®

Certified  
**(B)**  
Corporation

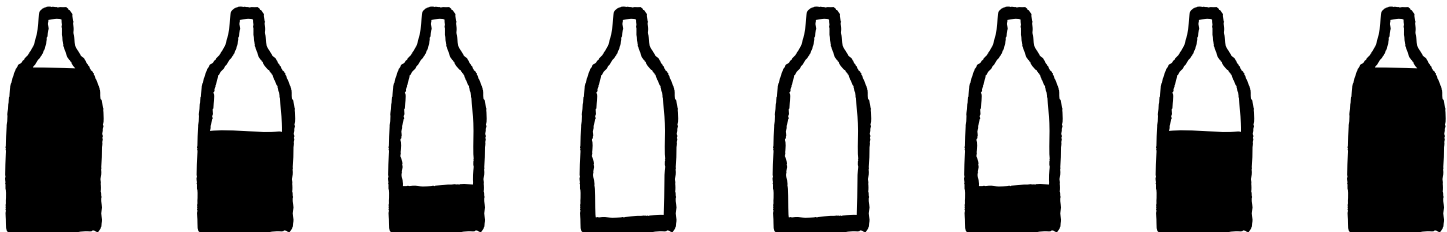


**IMPACT REPORT  
2022-2023**



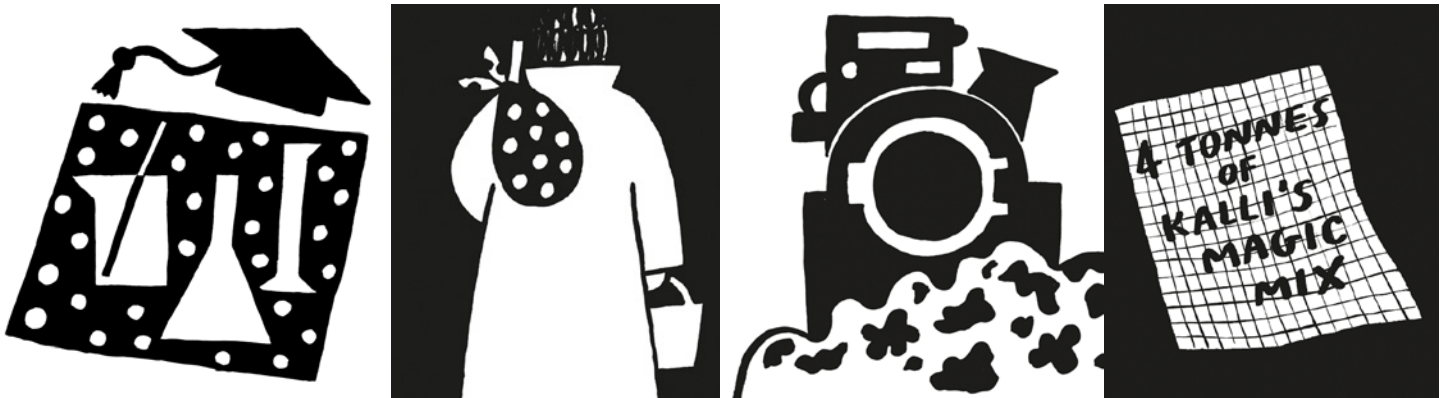


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# FINEDON CALLING

HELLO. THIS IS OUR FIRST EVER IMPACT REPORT. WE'RE RIGHT AT THE VERY START BUT IT'S BEEN A LONG TIME TO GET HERE. I JOKE SOMETIMES THAT FILL REFILL MIGHT BE THE SLOWEST-GROWING REFILL BRAND IN THE UK. I THINK THERE'S SOMETHING GOOD TO BE SAID FOR THAT. WE NEVER SET OUT TO BE AN OVERNIGHT SENSATION. REFILL & RE-USE IS NOT A PASSING FAD AFTER ALL.



OUR STORY BEGINS IN THE 70S, WHEN MY DAD, DR MIKE KALLI WAS A CHEMIST, FRESH FROM HIS PHD. HE LOVED SOLVING PROBLEMS AND WOULDN'T BE CONFINED TO A LAB. ONE DAY HE WAS SET A CHALLENGE BY A BIG LAUNDRY IN HERTFORDSHIRE. HE PUT TOGETHER A FORMULA AND WENT ON HIS WAY. HE WAS SHOWN A MACHINE STRUGGLING WITH HEAVILY SOILED CLOTHING. THE OPERATOR LAUGHED "WHAT ARE YOU GONNA DO?" "LET'S JUST WASH AND RINSE" SAID MIKE. SO, THEY LOADED THE MACHINE, ADDED THE POWDER, BEGAN THE CYCLE AND WAITED... THE OPERATOR OPENED THE MACHINE DOOR. HIS JAW DROPPED. "IT'S CLEAN! HOW DID YOU DO THAT?" HE RAN TO GET HIS MANAGER. IN THE MANAGER'S OFFICE, MIKE WAS ASKED "WHAT DO YOU CALL IT?" HE SHRUGGED. THE MANAGER WROTE OUT AN ORDER... 4 TONNES OF KALLI'S MAGIC MIX. THAT WAS IT, THE BEGINNING OF A LIFETIME MAKING SOLUTIONS AND SOLVING PROBLEMS.

I GREW UP SEEING MY DAD TESTING HIS NEW FORMULATIONS ON THE LOCAL NEIGHBOURHOOD - CLEANING GRAFFITI OFF BUS STOPS AND WASHING FOOTBALL KITS AT HOME. FILL REFILL HAS INHERITED THAT SAME MAVERICK SPIRIT. NOWADAYS WE ARE TRYING TO SOLVE DIFFERENT PROBLEMS WITH RESPONSIBLE, CLOSED LOOP REFILLS THAT WORK GREAT, LOOK COOL & CUT WASTE.

STILL FIERCELY INDEPENDENT AND FAMILY RUN, WE MAKE EVERYTHING AT OUR FACTORY IN FINEDON, NORTHAMPTONSHIRE, COMBINING BIODEGRADABLE INGREDIENTS TO CREATE SIMPLE, MODERN & EFFECTIVE ECO RESPONSIBLE PRODUCTS. NO DYES. NO HARSH CHEMICALS. NO UNNECESSARY WASTE. AVAILABLE IN RETURNABLE BULK CONTAINERS & REFILLABLE GLASS BOTTLES, TOO COOL TO THROW AWAY. ALL FILL REFILL PRODUCTS ARE REGISTERED WITH THE VEGAN TRADEMARK & CRUELTY FREE APPROVED BY LEAPING BUNNY. WE'RE A REGISTERED LIVING WAGE EMPLOYER AND MEMBERS OF 1% FOR THE PLANET, DONATING 1% OF TURNOVER TO ENVIRONMENTAL CAUSES. WE'RE ALSO A CERTIFIED B CORP!





# SINGLE USE IS OVER!



I LIKE B-SIDES. TRACKS THAT GET LESS ATTENTION THAN A HEAVILY PROMO'D FLIP SIDE. OFTEN, THEY'RE LESS POLISHED, MORE INTERESTING, COOLER OR MORE EXPERIMENTAL THAN AN A-SIDE. FILL REFILL STARTED OUT AS A KIND OF B-SIDE IDEA. NOW WE'RE A BONA-FIDE B CORP WE'RE READY TO BEGIN AGAIN.

AS FAR BACK AS 2011 I WAS THINKING ABOUT CREATING A RANGE OF REFILLABLE, RETURNABLE AND RESPONSIBLE HOUSEHOLD, HAIR & BODY CARE GOODS THAT WORKED BRILLIANTLY, LOOKED COOLER THAN ANYTHING I COULD FIND ON THE SHELF AND WOULD BE SUPPLIED FREE FROM SINGLE USE PLASTIC WITHOUT COMPROMISE.

THE DEMAND FOR REFILLS WASN'T THERE WHEN WE PRINTED THE FIRST 100 GLASS BOTTLES. WE COULDN'T GIVE THEM AWAY. SLOWLY, WORD SPREAD.

## WE ARE GATHERED HERE TODAY TO GET THROUGH THIS THING CALLED FILL

*"THIS IS OUR FIRST IMPACT REPORT. WE MADE IT OURSELVES. IT'LL LET YOU KNOW HOW WE'RE DOING. IT SHOULD HELP EXPLAIN WHY WE DO THE THINGS WE DO THE WAY WE DO THEM. PUTTING IT TOGETHER HAS HELPED US REALISE THAT THERE'S A HELLUVA LOT WE CAN STILL DO A HELLUVA LOT BETTER. THAT'S THE POINT. THAT'S WHAT WE'LL BE BUSY DOING!"*

AFTER BLUE PLANET AIRED IN 2018, WE SAW MORE & MORE ZERO WASTE & REFILL STORES OPENING THEIR DOORS. IN 2020 WE LAUNCHED FILL REFILL RINSE & RETURNS WITH MILK & MORE, THE FIRST NATIONWIDE ON-DEMAND CLOSED LOOP PLASTIC FREE HOUSEHOLD GOODS IN THE UK!

SINCE THEN, THANKS TO OUR WONDERFUL STOCKISTS, HOME FILL SEEKERS, THE BRILLIANT FILL REFILL TEAM AND A MYRIAD OF COOL CONSCIOUS COLLABORATORS WE'VE BEEN FINDING WAYS TO STEADILY BREAK DOWN BARRIERS TO REFILL; HELPING FOLKS TO REFILL HOUSEHOLD ESSENTIALS OVER AND OVER. WE HOPE THIS REPORT CAPTURES THE ENERGY, THE URGENCY AND THE SENSE OF COMMUNITY WE FEEL...

PHILLIP KALLI, FILL REFILL CO.



# PREVIOUSLY, IN FILLVILLE...

ANOTHER LOOP AROUND THE SUN. 2022 SURE WAS A TOPSY TURVY YEAR FOR FILL REFILL AND FOR INDEPENDENT REFILL STORES. WE WERE SAD TO SEE SOME GOOD STORES CLOSE DOWN, RUN BY FOLKS WE REALLY DO ADMIRE. WE ALSO WELCOMED A WHOLE NEW BUNCH OF SERIAL FILLERS TO THE WORLD!

IT MEANS A LOT WHEN FOLKS CHOOSE FILL REFILL. NOT ONLY BECAUSE OF THE THINGS WE DO, BUT ALSO THE THINGS WE CHOOSE NOT TO DO. HERE'S A SUMMARY OF WHAT WE DID IN 2022.

IN JAN WE RAN  
517.64 MILES,  
RAISING £1784 FOR  
PROSTATE CANCER UK.



WE CERTIFIED ALL FILL  
REFILL HAIR, HAND &  
BODY CARE AS 'ZERO  
PLASTIC INSIDE'  
WITH PLASTIC SOUP  
FOUNDATION.



SOON AFTER, WE  
DROPPED A NEW  
'FILLICONE' BOTTLE  
BOOT, MADE FROM  
100% WASTE SILICONE  
DIVERTED FROM  
LANDFILL IN WORTHING.



NEXT CAME A NEW  
LOW TEMPERATURE  
ACTIVATED DESTAINER  
POWDER



WE INTRODUCED EVERYTHING CLEAN;  
A NEW CONCENTRATED, SAFE &  
RESPONSIBLE SURFACE CLEANER TO  
REPLACE FLOOR CLEAN, KITCHEN CLEAN  
AND ALL PURPOSE CLEANER.

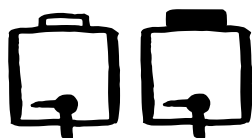


WE PARTNERED WITH  
GREEN SHOOTS TO DELIVER  
TO LOCAL REFILL STORES  
USING ELECTRIC VEHICLES.

FOLLOWED BY THE FIRST  
REFILLABLE ORGANIC ROSE  
WATER HYDROLAT.

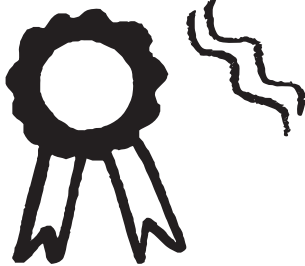


BY APRIL WE WERE READY TO TAKE THE SHOW ON THE  
ROAD, EXHIBITING AT NATURAL & ORGANIC PRODUCTS  
EUROPE & THE FARM SHOP & DELI SHOW (WITH THE  
SAME SET UP). WE LOVED GETTING TO MEET FOLKS  
THERE, SHOWCASING A NEW 'PUSH TO FILL' PROTOTYPE  
AUTO PUMP, MADE BY OUR FRIENDS AT GREEN GREEN  
TECHNOLOGY. THOSE PUMPS WENT OUT ON TRIAL IN  
ZERO WASTE STORES IN MAY AND THE DESIGNS ARE NOW  
AVAILABLE OPEN SOURCE VIA GREEN GREEN DIRECT.



IN MARCH 2022 WE RAFFLED REFILLS TO RAISE  
£535 FOR SAVE THE CHILDREN, UKRAINE.





WE WERE NAMED BEST ZERO WASTE BRAND, AND PICKED UP A LOAD OF PRODUCT TITLES AT THE BEAUTY SHORTLIST AWARDS IN JUNE.



IN JULY WE INTRODUCED A COOL PLASTIC FREE CAMPING KIT, WITH A WASH BAG MADE FROM ABANDONED FESTIVAL TENTS WITH THE BRILLIANT DESIGNER BETH COSMOS.



IN AUGUST WE MADE A SHORT FILM ABOUT REFILL, PASSED A BUNCH OF SITE AUDITS & BEGAN THE PROCESS OF CERTIFYING ALL FILL PRODUCTS AS ECOCERT NATURAL.



WE INTRODUCED BATH SOAK (FOREST) PLUS NEW ORANGE PEEL HAIR CARE & BODY WASH (HO WOOD) READY FOR AUTUMN.



FOR THE PLANET  
— MEMBER —

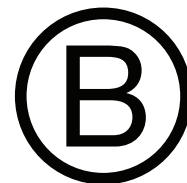
IN SEPTEMBER, WE DONATED £13,552.81 TO THE WILDLIFE TRUST & ATTENDED THE 1% FOR THE PLANET LONDON SESSIONS.

BY OCTOBER, ALL FILL REFILL PRODUCTS WERE LEAPING BUNNY APPROVED BY CRUELTY FREE INTERNATIONAL AND WE MADE A STAND AGAINST SINGLE USE AT THE CLEAN & TIDY SHOW IN LONDON.



IN NOVEMBER WE BECAME B CORP CERTIFIED AND WE HAD A PARTY TO CELEBRATE ON THE FACTORY MEZZANINE!

Certified

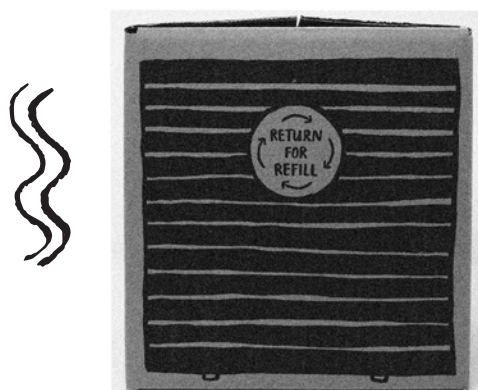


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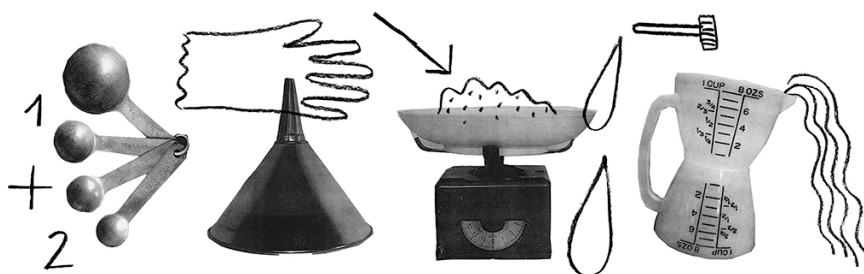
WE IGNORED BLACK FRIDAY IN FAVOUR OF 'BACK FRIDAY' CHOOSING TO SEND 1625 LITRES TO THE HYGIENE BANK INSTEAD. WE MATCHED THE NUMBER OF LITRES OF FILL REFILL ORDERED DIRECT FROM US WITH A PRODUCT DONATION THE SAME SIZE!



IN DECEMBER THE FOLKS AT MADE IN BRITAIN CHOSE US FOR SUSTAINABILITY TEAM OF THE YEAR AT THEIR INAUGURAL IMPACT AWARDS.



BACK FRIDAY



ALL THE WHILE, WE'VE CONTINUED TO BRING THE CLOSED LOOP REFILLS THAT PEOPLE NEED. IN-HOUSE WE WORKED ON FRESH FORMULAS, WE RESEARCHED NEW MATERIALS, DEVELOPED SOME EXPERIMENTAL NEW PRODUCTS. WE DESIGNED BETTER LABELLING, CLEARER MORE TRANSPARENT INFO AND INSPIRING POINT OF SALE. WE MADE A RESOLUTION TO GET BETTER AT REPORTING TOO.

WE GET MOST EXCITED BY ALL THE RIGHT-ON COLLABORATIONS THAT WE GET TO WORK ON; DEVELOPING PLASTIC FREE SACHETS WITH NOTPLA, WORKING OUT DIGITAL DRUM TRACKING WITH REATH, WORKING OUT CLOSED LOOP LOGISTICS IN LONDON WITH PLANET MINIMAL. NERDING OUT ON BOTTLE AND DRUM WASHING TECHNIQUES OR JUST SHARING INFO WITH AND ABOUT OTHER BUSINESSES DOING COOL THINGS!

THERE'S A WHOLE LOT MORE TO COME IN 2024.

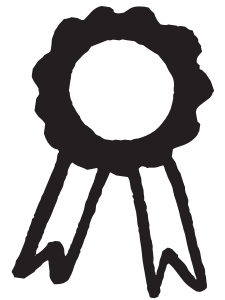


# FILL NUMBERS

12 YEARS OF REFILL ACTION



24 TEAM MEMBERS



104.6 B CORP POINTS

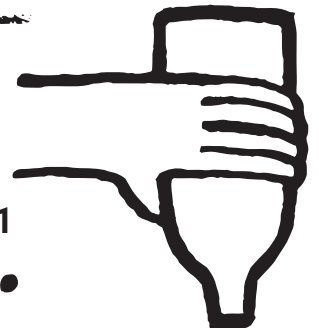
12 ACCREDITATIONS



374 (AND COUNTING) UK REFILL STORES  
STOCKING THE THINGS WE MAKE

26 HOME-GROWN FORMULATIONS

107,618 KG SINGLE USE  
PLASTIC AVOIDED<sup>1</sup>

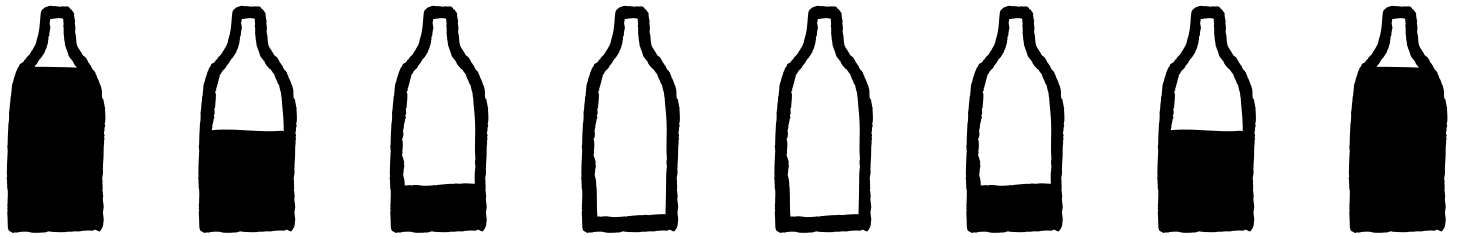


3,667,402 BOTTLES REFILLED SO FAR<sup>2</sup>

[1] Net single use plastic avoided Jan 2020 - Aug 2023.

[2] Equivalent no. of bottles sold in bulk between Jan 2020 - Aug 2023.

# FILL CLEAN REPEAT



THE FILL REFILL MISSION REVOLVES AROUND THE IDEA OF REFILL; ZERO SINGLE USE PLASTIC NOT ONLY FOR THE END CONSUMER, BUT ACROSS THE WHOLE SUPPLY CHAIN. WE VALUE WORKING WITH NATURAL INGREDIENTS, USING BENIGN MATERIALS WITH NOTHING TESTED ON ANIMALS, AND ALWAYS WORKING AS WELL AS ANY MAINSTREAM<sup>3</sup> BIG BRAND PRODUCT FOUND ON SUPERMARKET SHELVES. OUR VISION IS TO ALLOW AS MANY FOLKS TO REFILL THEIR OWN BOTTLES (OR OUR COOL-LOOKING GLASS BOTTLES) AS MANY TIMES OVER AS POSSIBLE, CONTRIBUTING TO THE WIDESPREAD ADOPTION OF REFILL AND A CLOSED-LOOP SYSTEM.

**ECO RESPONSIBLE**

**NO HARSH CHEMICALS**

**BIODEGRADABLE VEGAN**

**EFFECTIVE** NATURAL SCENTS  
OR UNSCENTED

**REFILLABLE** DYE FREE

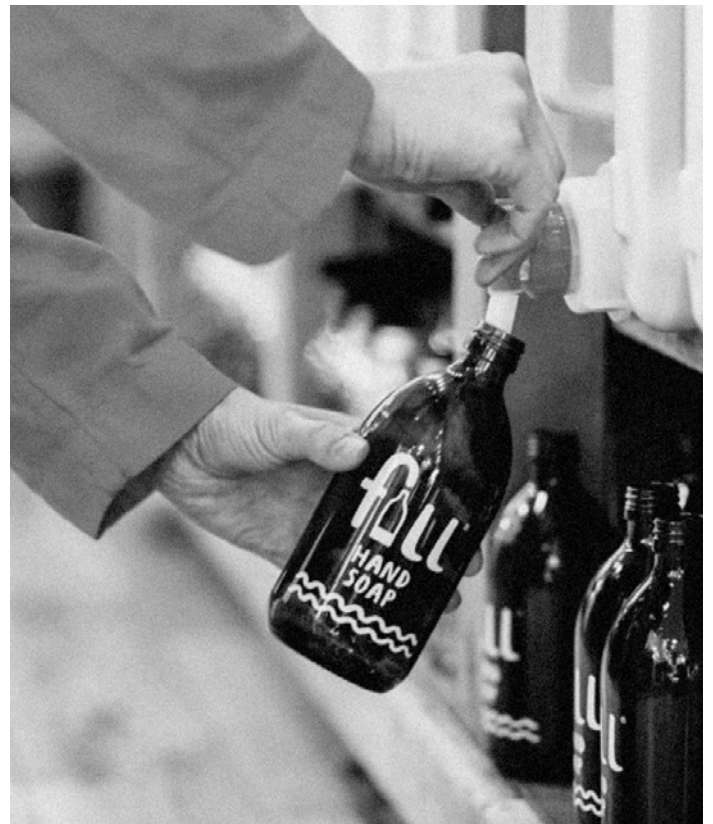
**SCREEN-PRINTED CRUELTY  
GLASS BOTTLES** FREE

**FAMILY RUN** CLOSED LOOP  
PH NEUTRAL

**STRAIGHT FROM  
THE FACTORY**

**BULK REFILL**

**MADE IN NORTHAMPTONSHIRE**



[3] See the appendix for more info on what we mean when we say "mainstream".





**"IT'S TAKEN A WHILE TO HELP FOLKS MOVE TOWARDS REFILLABLES, SLOWLY CREATING A NATIONAL REFILL NETWORK OF INSPIRATIONAL PEOPLE WHO EACH HELP US MAKE A BIGGER IMPACT THAN WE COULD DREAM OF.**

**IT'S IMPORTANT THAT PEOPLE KNOW WE'RE STILL A VERY SMALL TEAM & WE DO IT ALL OURSELVES. HOPEFULLY THE PASSION AND THE ATTENTION TO DETAIL COMES THROUGH IN ALL WE DO"**

**PHILLIP KALLI**





## LEADERS OF THE REFILL PACK

WE SET OUR SIGHTS ON BEING THE MOST RESPONSIBLE CLOSED LOOP REFILL BRAND WE CAN BE. REFILL OPPORTUNITIES CAN POP UP WITHOUT BEING A BRAND PER SE: BULK BUYING AND SELLING ON AS REFILLS ISN'T A NEW CONCEPT FOR FOOD AND CERTAIN OTHER PRODUCTS, BUT IT'S STILL NASCENT IN ITS REVIVAL WHEN IT COMES TO CLEANING AND PERSONAL CARE IN THE UK.

**LIVES  
DON'T NEED  
MORE THINGS  
THINGS  
NEED MORE  
LIVES**

**fill**

TO BE A BRAND WITHIN A PARTICULAR SECTOR MEANS DIFFERENTIATING YOURSELF FROM OTHERS. FAILING TO DIFFERENTIATE WOULD MEAN REINFORCING THE BACKGROUND HUBBUB WITHOUT GAINING ANY ABILITY TO SHOW PEOPLE WHAT REFILL CAN LOOK LIKE. THIS WOULD MERELY GIVE ANYONE LOOKING TO HIJACK THE SCENE FOR MONEY A FERTILE STAGE FOR THEIR OWN PROFIT. SO FILL HAS ALWAYS NEEDED TO BE SOMETHING MORE THAN AN OUTSPOKEN BUNCH OF PEOPLE WITH AN IDEA, IN AN ALREADY DEVELOPING AREA, WHICH IS A TOUGH GOAL TO HAVE.



## WHAT MAKES US DIFFERENT?

WE HOLD A PASSIONATE, FOUNDATIONAL BELIEF IN SUSTAINABILITY AND ALTERNATIVE OPTIONS TO THE STANDARD MARKET PRACTICES OF BUY-USE-WASTE. WE DON'T COMPROMISE ON CLOSED LOOP, NO MATTER WHAT, BECAUSE WE'RE DRIVEN BY IMPACT OVER PROFIT. WE HOPE THAT INTEGRITY SHINES BRIGHT IN WHAT WE DO AND THE WAY WE ROLL. OUR GROWTH IS SLOW AND DELIBERATE, BASED ON STRUCTURAL AND CULTURAL CHANGES THAT WE WANT TO SEE IN THE WORLD, PROVING TO OURSELVES AND OTHERS WHAT'S POSSIBLE WITH HARD WORK, CONVICTION AND KNOW-HOW.

WE'RE DOING THIS REPORT BECAUSE IT'S A HABIT OF IMPACT-DRIVEN BUSINESSES TO JUST GET ON WITH IT WHAT NEEDS DOING TO MAKE A WAVE. IT'S A BAD HABIT, HONESTLY! THERE'S A LOT YOU CAN DO BY OPENING UP AND GETTING THE WORD OUT. WE KNOW WE NEED TO MEASURE WHAT WE DO BETTER AND SHOW WHAT AN IDEALISTIC REFILL BRAND LOOKS LIKE ON THE INSIDE. SO MUCH OF WHAT WE DO IS INTERNAL, WITH QUIET STEPS, BUT AS WE LIKE TO SAY, "NOTHING CHANGES IF NOTHING CHANGES".



## WE'RE AIMING TO BE THE MOST SUSTAINABLE OF OUR TYPE

THE OVERALL VIEW ON SUSTAINABILITY AS AN EVOLVING TOPIC MEANS THAT "MOST SUSTAINABLE" WILL CHANGE IN ITS DEFINITION OVER TIME. TO US IN THE BEGINNING, THIS FOCUSED MAINLY ON THE MODE OF DELIVERY AND THE INGREDIENTS ALONE, BUT IT QUICKLY BECAME CLEAR THAT SUSTAINABILITY HAS MANY MORE ASPECTS THAT NEED TO BE ADDRESSED!



FINDING YOUR WAY TO THE MOST SUSTAINABLE POSSIBLE POINT FOR A GIVEN SERVICE OR PRODUCT MEANS EVALUATING EVERY ASPECT OF WHAT YOU DO AT EVERY STEP AND ALWAYS ADAPTING TO THE NEXT LAYER OF THE SUSTAINABILITY ONION. YOU START OUT AS WELL AS YOU CAN AND FACTOR IN MORE AND MORE SUSTAINABLE MODES OF OPERATION. TRYING TO BE THE MOST SUSTAINABLE BRAND OF ITS TYPE MEANS THAT FILL HAS CHOSEN A NEVER-ENDING ROAD, WHERE THE NEXT DESTINATION IS ALWAYS ON THE HORIZON.



# SUSTAINABLE DEVELOPMENT GOALS

THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS (SDGS) DEFINE GLOBAL SUSTAINABLE DEVELOPMENT PRIORITIES AND ASPIRATIONS FOR 2030 AND SEEK TO MOBILISE GLOBAL EFFORTS AROUND A COMMON SET OF GOALS AND TARGETS. THE SDGS CALL FOR WORLDWIDE ACTION AMONG GOVERNMENTS, BUSINESS AND CIVIL SOCIETY TO CREATE A LIFE OF DIGNITY AND OPPORTUNITY FOR ALL, WITHIN PLANETARY BOUNDARIES. IN THIS REPORT, WE'LL BE SHOWCASING THE WHERE AND HOW OF OUR ALIGNMENT WITH THE SDGS.

AS A MANUFACTURING COMPANY WE ARE TOTALLY ON BOARD TO MINIMISE OUR ENVIRONMENTAL IMPACT ON THIS FRONT, USING THE UN SDGS AS A FRAMEWORK TO REDUCE OUR FOOTPRINT.

WE STRIVE TO FORMULATE USING ONLY BENIGN CHEMICALS IN TERMS OF BOTH UPSTREAM AND DOWNSTREAM IMPACT, AVOIDING OILS (OTHER THAN ESSENTIAL OILS), CHLORINE BLEACHES, STRONG MINERAL ACIDS, SUSPECTED ENDOCRINE DISRUPTORS AND CHEMICALS THAT MAY CAUSE EUTROPHICATION, EVEN WHERE THIS IS NOT MANDATED BY LAW.

WHEN WE ASSESSED THE MATERIAL TOPICS IMPACTING FILL (AND ALSO HOW OUR ACTIVITIES IMPACT THE ENVIRONMENT AND SOCIETY), WE IDENTIFIED FOUR OF THE MOST RELEVANT TARGETS WITHIN THE SDGS:

## 6 CLEAN WATER AND SANITATION



### SDG 6 - TARGET 6.3

IMPROVE WATER QUALITY BY REDUCING POLLUTION, ELIMINATING DUMPING AND MINIMISING RELEASE OF HAZARDOUS CHEMICALS AND MATERIALS, HALVING THE PROPORTION OF UNTREATED WASTEWATER AND SUBSTANTIALLY INCREASING RECYCLING AND SAFE REUSE.

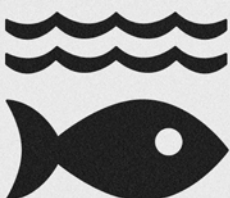
## 12 RESPONSIBLE CONSUMPTION AND PRODUCTION



### SDG 12 - TARGET 12.5

SUBSTANTIALLY REDUCE WASTE GENERATION THROUGH PREVENTION, REDUCTION, RECYCLING AND REUSE.

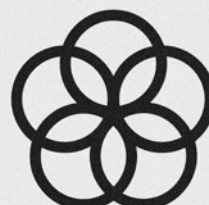
## 14 LIFE BELOW WATER



### SDG 14 - TARGET 14.1

PREVENT AND SIGNIFICANTLY REDUCE MARINE POLLUTION OF ALL KINDS, IN PARTICULAR FROM LAND-BASED ACTIVITIES, INCLUDING MARINE DEBRIS AND NUTRIENT POLLUTION.

## 17 PARTNERSHIPS FOR THE GOALS

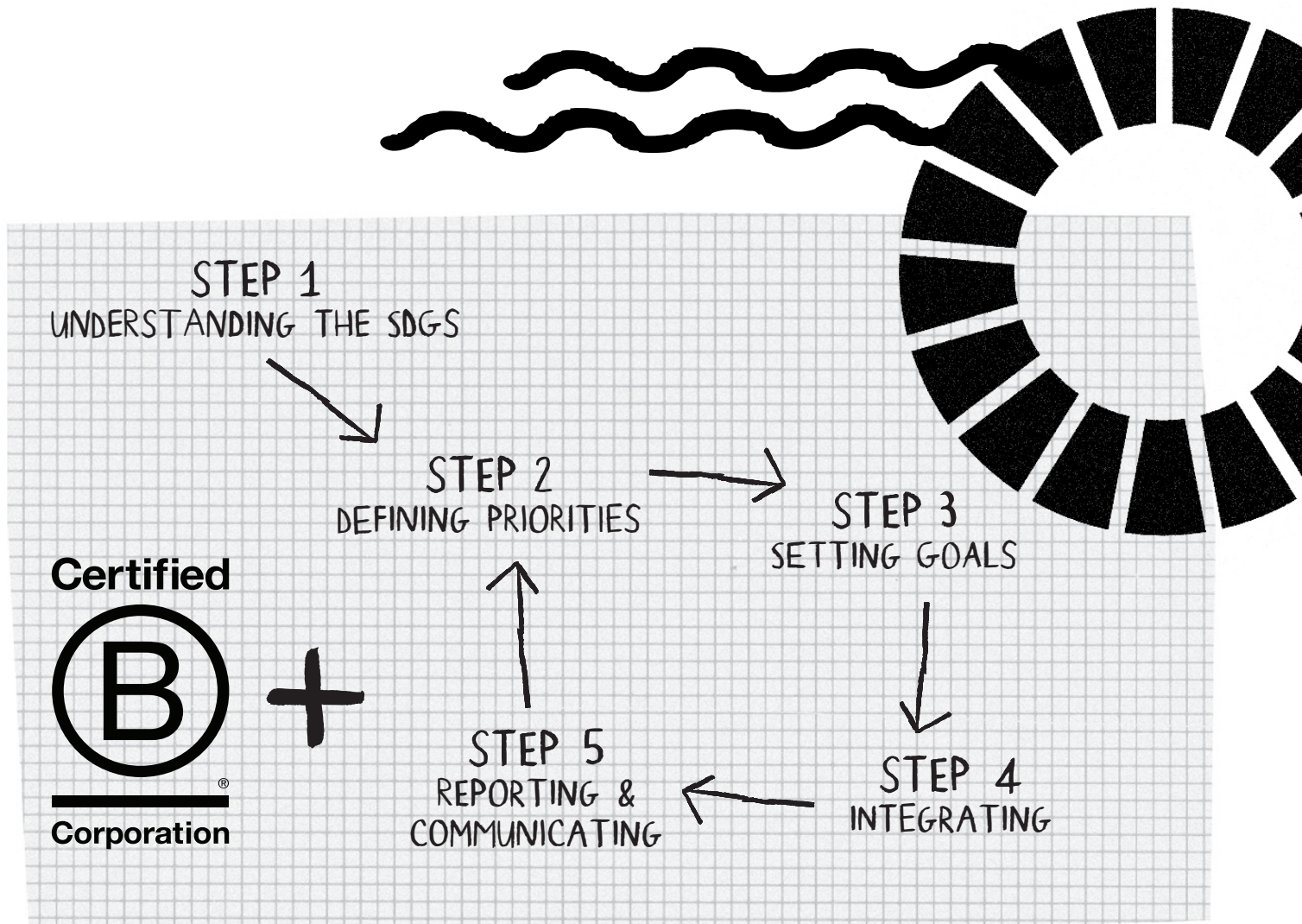


### SDG 17 - TARGET 17.7

ENCOURAGE AND PROMOTE EFFECTIVE PUBLIC, PUBLIC-PRIVATE AND CIVIL SOCIETY PARTNERSHIPS, BUILDING ON THE EXPERIENCE AND RESOURCING STRATEGIES OF PARTNERSHIPS.



# THE SDG COMPASS & BIA



THE SDG COMPASS IS A GUIDE DEVELOPED BY THE GLOBAL REPORTING INITIATIVE, THE UNITED NATIONS GLOBAL COMPACT, AND THE WORLD BUSINESS COUNCIL FOR SUSTAINABLE DEVELOPMENT. IT PROVIDES A FRAMEWORK FOR BUSINESSES TO ALIGN THEIR STRATEGIES WITH THE 17 SDGS.

WE CHOSE THIS INTERNATIONAL FRAMEWORK TO, FIRST OF ALL, BE ABLE TO BENCHMARK OUR ACTIVITIES WITH OTHERS IN THE MANUFACTURING INDUSTRY, BUT ALSO TO HELP US UNDERSTAND AND INCORPORATE THE SDGS INTO OUR BUSINESS OPERATIONS.

BY ASSESSING OUR IMPACT WITH THE SDG COMPASS, WE CAN SET GOALS ALIGNED WITH GLOBAL GOALS AND INTEGRATE SUSTAINABILITY INTO OUR OVERALL STRATEGY MORE EXPLICITLY. OUR ULTIMATE GOAL IS TO CONTRIBUTE POSITIVELY TO THE SDGS WHILE STRUCTURING OUR OWN SUSTAINABILITY PRACTICES.

WE'VE ALSO INCLUDED THE SCORES FROM OUR B IMPACT ASSESSMENT TO MEASURE HOW WE'RE DOING, AND HOW WE NEED TO IMPROVE.

THE BIA IS A COMPREHENSIVE TOOL DESIGNED TO MEASURE A COMPANY'S IMPACT ON VARIOUS STAKEHOLDER GROUPS, WITH FIVE FOCUSED IMPACT AREAS - GOVERNANCE, WORKERS, COMMUNITY, ENVIRONMENT & CUSTOMERS. EACH OF THESE AREAS IS SCORED TO IDENTIFY AND TRACK OPPORTUNITIES FOR IMPROVEMENT OVER TIME.



## SCORING IN THE B IMPACT ASSESSMENT HAS FIVE KEY QUALITIES:

### 1. OBJECTIVE

DETERMINED BY B LAB'S  
INDEPENDENT STANDARDS  
ADVISORY COUNCIL

### 2. NORMALISED

ALL COMPANIES CAN EARN THE  
SAME TOTAL POINTS IN THE  
ASSESSMENT

### 3. MATERIALITY BASED

DETERMINED BY RELEVANCE OF A  
PARTICULAR TOPIC TO A COMPANY'S  
SECTOR

### 4. OUTPUT/OUTCOME ORIENTED

MORE HEAVILY WEIGHTED TOWARDS DIRECT  
INDICATORS OF IMPACT

### 5. BALANCED

COMPARABLE SCORING FOR  
DIFFERENT BUSINESS MODELS

COMPANIES HAVE A TOTAL OF 140 OPERATIONAL POINTS AVAILABLE IN THE ASSESSMENT, DISTRIBUTED ACROSS THE FIVE IMPACT AREAS<sup>4</sup>, WITH ADDITIONAL POINTS AVAILABLE FOR "IMPACT BUSINESS MODELS".

## IN SUMMARY, OUR METHODOLOGY INCLUDES THE FOLLOWING STEPS:

IDENTIFYING RELEVANT SDGS FOR THE BUSINESS, SELECTING THOSE WHICH ALIGN WITH OUR BUSINESS ACTIVITIES AND HAVE THE MOST SIGNIFICANT IMPACT. WE HAVE REPORTED ON FOUR KEY SDGS THAT ARE MOST RELEVANT TO OUR BUSINESS, WHERE WE CAN MAKE A MEANINGFUL CONTRIBUTION.

ALIGNING WITH THE BIA FRAMEWORK BY REVIEWING OUR B IMPACT ASSESSMENT, USING THE CRITERIA AND QUESTIONS IN THE BIA THAT RELATE TO THE ENVIRONMENT AND SOCIAL IMPACT. WE HAVE IDENTIFIED OVERLAPS AND AREAS WHERE THE B IMPACT ASSESSMENT CRITERIA ALIGN WITH THE SELECTED SDGS.

SETTING GOALS AND TARGETS BASED ON OUR SELECTED SDGS AND THE B IMPACT ASSESSMENT CRITERIA. THESE ARE SPECIFIC, MEASURABLE AND TIME-BOUND. WE USE THE B IMPACT ASSESSMENT AS A BENCHMARK TO TRACK OUR PROGRESS.

TRANSPARENTLY REPORTING IMPACT USING THE B IMPACT ASSESSMENT METRICS TO STRUCTURE AND REPORT ON THE KEY FIVE AREAS OF GOVERNANCE, WORKERS, COMMUNITY, ENVIRONMENT & CUSTOMERS. WE CLEARLY COMMUNICATE OUR ACHIEVEMENTS, CHALLENGES AND FUTURE COMMITMENTS RELATED TO THE SDGS.

THE FOUR SDGS WE IDENTIFIED AS BEING MOST RELEVANT TO US WERE NUMBERS 6, 12, 14 AND 17: CLEAN WATER AND SANITATION; RESPONSIBLE CONSUMPTION AND PRODUCTION; LIFE BELOW WATER AND PARTNERSHIPS FOR THE GOALS. YOU'LL SEE US REPORTING ON THOSE LATER.

[4] Full score breakdown for the BIA can be found in the Appendix.

# CERTIFICATIONS & TRUST MARKS



CERTIFICATIONS AND TRUST MARKS ARE ABOUT BEING HELD ACCOUNTABLE FOR THE CLAIMS WE MAKE. THEY'RE STANDARDS THAT LOOK PAST THE BARE MINIMUM, TO KEEP US REACHING FOR A HIGHER STANDARD. ANYONE CAN MAKE GREEN CLAIMS ON THEIR PRODUCTS. IN FACT, THE WAY THINGS ARE GOING, PEOPLE ON THE WHOLE SEEM TO BE BECOMING WISE TO HOW MISLEADING MANY PRODUCTS' CLAIMS CAN BE, EVEN WHEN THEY'RE TECHNICALLY TRUE. SO, TO MAKE SURE OUR CLAIMS ARE VERIFIED BY TRUSTED VERIFICATION BODIES, FILL HAS BEEN SNAPPING UP CERTIFICATIONS & TRUST MARKS, TAKING OWNERSHIP OF OUR IMPACT AND LETTING PEOPLE KNOW PRECISELY WHAT IS TRUE ABOUT WHAT WE DO.



## VEGAN: THE VEGAN TRADEMARK

THE VEGAN TRADEMARK CERTIFICATION IS AN INTERNATIONALLY RECOGNISED VEGAN PRODUCT CERTIFICATION, ESTABLISHED IN 1990 BY THE VEGAN SOCIETY. THEIR DEDICATED AND EXPERIENCED VEGAN TEAM CHECKS EACH PRODUCT APPLICATION AGAINST THEIR CRITERIA, WORKING WITH MANUFACTURERS AND SUPPLIERS ACROSS A RANGE OF FIELDS TO ENSURE THAT EACH PRODUCT MEETS THE HIGHEST VEGAN STANDARDS. THE VEGAN TRADEMARK IS RENEWED ON A YEARLY BASIS TO ENSURE THE MOST UP TO DATE INFORMATION ON ALL THE PRODUCTS CERTIFIED. YOU CAN VERIFY OUR STATUS ON THE VEGAN SOCIETY WEBPAGE<sup>5</sup>.

IN SHORT, WE DON'T USE ANY ANIMAL-DERIVED RAW MATERIALS FOR OUR PRODUCTS. NO ANIMALS ARE HARMED IN OUR FORMULATION, TESTING AND MANUFACTURING, NOR IN ANY OF OUR RAW MATERIAL SUPPLIERS' PROCESSES.



## CRUELTY FREE: LEAPING BUNNY

WE ALSO BELIEVE THAT BEAUTY AND HOUSEHOLD PRODUCTS SHOULD BE CRUELTY FREE. WE ARE PROUD TO BE LEAPING BUNNY APPROVED. A GLOBAL PROGRAMME, LEAPING BUNNY CERTIFICATION REQUIRES CRUELTY FREE STANDARDS OVER AND ABOVE LEGAL REQUIREMENTS. ALL OF OUR OWN BRAND OF COSMETIC AND PERSONAL CARE PRODUCTS AND HOUSEHOLD & CLEANING PRODUCTS ARE APPROVED UNDER THE CRUELTY FREE INTERNATIONAL LEAPING BUNNY PROGRAMME, THE INTERNATIONALLY RECOGNISABLE GOLD STANDARD FOR CRUELTY FREE PRODUCTS. WE ADHERE TO A FIXED CUT-OFF DATE POLICY AND PROACTIVELY MONITOR OUR SUPPLIERS TO ENSURE THAT OUR PRODUCTS CONTINUE TO BE COMPLIANT WITH THE LEAPING BUNNY CRITERIA. OUR SUPPLIER MONITORING SYSTEM IS ALSO INDEPENDENTLY AUDITED.



## NATURAL DETERGENT: ECOCERT

ECOCERT THEMSELVES OFFER CONSULTATION AND TRAINING SERVICES TO MULTIPLE SECTORS, HAVING STARTED IN ORGANIC FARMING OVER 30 YEARS AGO. THEY ALSO PROVIDE THIRD-PARTY CERTIFICATION AND AUDIT FOR A WIDE VARIETY OF SUSTAINABILITY OBJECTIVES. OUR ECOCERT CERTIFICATION FOR "NATURAL DETERGENT" IS AN INDEPENDENT AND INTERNATIONALLY RECOGNISED CERTIFICATION FOR CLEANING PRODUCTS. IT GUARANTEES RESPECT FOR THE ENVIRONMENT THROUGHOUT THE PRODUCTION PROCESS, THE USE OF INGREDIENTS OF NATURAL OR ORGANIC ORIGIN, AND THE PROHIBITION OF MOST PETROCHEMICAL INGREDIENTS FROM AMONG A RESTRICTIVE LIST. NO MORE THAN 5% OF THE PRODUCT CAN BE FROM THAT RESTRICTIVE LIST AND NOTHING THAT DIDN'T MAKE THE CUT FOR THAT LIST CAN BE IN THERE.

TO KEEP THIS CERTIFICATION, WE CANNOT MAKE SPURIOUS GREENWASHING CLAIMS ABOUT OUR PRODUCTS, AND WE'RE GOOD WITH THAT.

[5] <https://www.vegansociety.com/search/products/f>





## CERTIFIED B CORPORATION

OUR TOTAL OVERALL B CORP SCORE IS **104.6**

THE B CORPORATION CERTIFICATION IS ISSUED BY B LAB UK, A NON-PROFIT ORGANISATION PART OF THE B GLOBAL NETWORK, WHICH AIMS TO TRANSFORM THE GLOBAL ECONOMY TO BENEFIT ALL PEOPLE, COMMUNITIES AND THE PLANET. WE ARE PART OF A COMMUNITY OF OVER 1,500 BUSINESSES IN THE UK, COMMITTED TO USE BUSINESS AS A FORCE FOR GOOD.

BEING A CERTIFIED B CORP MEANS THAT OUR ENTIRE OPERATIONS AND PRODUCT LINES ARE VERIFIED TO MEET HIGH STANDARDS OF SOCIAL AND ENVIRONMENTAL PERFORMANCE, TRANSPARENCY AND ACCOUNTABILITY. WE ARE REQUIRED TO RECERTIFY EVERY THREE YEARS.

TO BECOME A CERTIFIED B CORP BUSINESS, COMPANIES USE THE B IMPACT ASSESSMENT (BIA), WHICH COVERS VARIOUS ASPECTS OF A COMPANY'S OPERATIONS, INCLUDING GOVERNANCE, WORKERS' COMPENSATION AND BENEFITS, COMMUNITY ENGAGEMENT, ENVIRONMENTAL PRACTICES AND CUSTOMER IMPACT. IT IS DESIGNED TO PROVIDE A HOLISTIC VIEW OF A COMPANY'S IMPACT AND TO HELP BUSINESSES MEASURE AND MANAGE THEIR SOCIAL AND ENVIRONMENTAL PERFORMANCE. COMPANIES SEEKING B CORP CERTIFICATION MUST COMPLETE THE B IMPACT ASSESSMENT AND ACHIEVE A MINIMUM VERIFIED SCORE OF 80 POINTS TO QUALIFY. IT IS ALSO MANDATORY THAT B CORPS IN THE UK INCORPORATE MISSION-ALIGNED LEGAL LANGUAGE IN THEIR ARTICLES OF ASSOCIATION, WHICH MUST INCLUDE THE INTERESTS OF ALL STAKEHOLDERS (NOT ONLY SHAREHOLDERS) INCLUDING THE ENVIRONMENT.

FOR REFERENCE, A COMPANY MUST ACHIEVE A B IMPACT SCORE OF 80 OR MORE TO ACHIEVE A B CORP CERTIFICATION. THE MEDIAN SCORE FOR ORDINARY BUSINESSES WHO COMPLETE THE ASSESSMENT IS CURRENTLY 50.9. SCORING 104.6 MEANS THAT WE GO ABOVE AND BEYOND IN OUR COMMITMENT TO PEOPLE & PLANET.



## MEMBER: 1% FOR THE PLANET

AS A MEMBER OF 1% FOR THE PLANET, WE DONATE 1% OF OUR REVENUE TO ENVIRONMENTAL CAUSES ADDRESSING CLIMATE CHANGE.

1% FOR THE PLANET WAS FOUNDED TO PREVENT GREENWASHING, CERTIFY REPUTABLE GIVING & PROVIDE ACCOUNTABILITY. CERTIFICATION IS GIVEN TO FOLKS THAT MEET THE HIGH-BAR COMMITMENT – DONATING 1% OF ANNUAL REVENUE TO ENVIRONMENTAL CAUSES. IT'S SIMPLE. WE GIVE BACK 1% OF ANNUAL SALES OF FILL REFILL PRODUCTS TO LOCAL ENVIRONMENTAL NON-PROFIT GROUPS, WHETHER WE ARE PROFITABLE OR NOT! EVERY SINGLE YEAR! TO DO THAT WE LOG ANNUAL TURNOVER AND PROVIDE DONATION RECEIPTS. 1% FOR THE PLANET THEN CHECK, VERIFY AND CERTIFY. IT'S THE RIGHT THING TO DO!

*"LIKE RENT, TAXES, AND SUPPLIERS, WE SHOULD PAY THE PLANET AS AN OPERATING COST – NOT AS AN END-OF-YEAR EXTRA."* 1% FOR THE PLANET CEO, KATE WILLIAMS

RIGHT NOW WE SUPPORT THE WILDLIFE TRUST, BEDFORDSHIRE, CAMBRIDGESHIRE & NORTHAMPTONSHIRE AND CITY TO SEA. WE ARE LOOKING FORWARD TO CHOOSING MORE LOCAL ENVIRONMENTAL CAUSES TO KEEP MAKING REFILL WITH FILL REFILL 1% BETTER!



## LIVING WAGE CHAMPION: LIVING WAGE FOUNDATION

THE LIVING WAGE FOUNDATION ACCREDITED FILL AS A LIVING WAGE EMPLOYER BECAUSE WE PAY THE REAL LIVING WAGE TO OUR EMPLOYEES RATHER THAN THE NATIONAL LIVING WAGE AND WE PAY ANY CONTRACTORS THE LIVING WAGE AS WELL. IT IS INDEPENDENTLY CALCULATED AND BASED ON THE ACTUAL COST OF LIVING. NOT ONLY THIS, WE RECEIVED A RETAIL AND HOSPITALITY LIVING WAGE CHAMPION AWARD IN 2023<sup>6</sup>.

[6] <https://www.livingwage.org.uk/news/living-wage-champion-awards-2023-winners-announced-awards-ceremony-manchester> (Accessed 15/11/2023)



## PLASTIC FREE: A PLASTIC PLANET

A PLASTIC PLANET INDEPENDENTLY EVALUATE THE PACKAGING OF PRODUCTS TO ENSURE THAT THEY FIT THEIR LIST OF ACCREDITED MATERIALS, ALLOWING FOR UP TO 1% PLASTIC, BUT ONLY AS FOUND IN GLUES, LABELLING AND COLOURS. PRODUCTS THAT MEET THIS SPECIFICATION ARE ALLOWED TO USE THE PLASTIC FREE TRUST MARK.



## ZERO PLASTIC INSIDE: PLASTIC SOUP FOUNDATION

PLASTIC SOUP FOUNDATION INDEPENDENTLY VERIFIES PRODUCTS THAT HAVE ZERO MICRO-PLASTIC CONTENT. YOU CAN CHECK YOUR PRODUCTS FOR MICROPLASTICS WITH THEIR BEAT THE MICROBEAD APP. ALL FILL REFILL HAND, HAIR AND BODY CARE PRODUCTS HAVE BEEN CERTIFIED BY PLASTIC SOUP FOUNDATION AS PLASTIC FREE INSIDE.



## ISO 14001: ISOQAR & UKAS

THE ISO 14001 STANDARD LAYS OUT A FRAMEWORK FOR ENVIRONMENTAL MANAGEMENT, INCLUDING THE MEASUREMENT AND IMPROVEMENT OF ENVIRONMENTAL IMPACT. WHILE OTHER STANDARDS IN THE ISO 14000 ENVIRONMENTAL FAMILY LAY OUT APPROACHES TO SUBJECTS LIKE LIFE CYCLE ANALYSIS, CLIMATE CHANGE APPROACHES, COMMUNICATING, LABELLING AND AUDITS, THESE LARGELY DON'T REQUIRE ANY KIND OF CERTIFICATION IN OF THEMSELVES. ISO 14001 CERTIFICATION EXISTS TO GIVE CUSTOMERS, THE PUBLIC AND US SOME REASSURANCE THAT WE ARE TAKING A SOLID APPROACH TO TACKLING IMPACT.



## BEST BUY: ETHICAL CONSUMER

ETHICAL CONSUMER IS A PUBLISHING AND REPORTING ORGANISATION WHOSE MISSION IS TO RATE BRANDS AND PRODUCTS IN TERMS OF THEIR ETHICAL OWNERSHIP, RESPONSIBILITY AND APPROACH TO ETHICS IN A WAY THAT CONSUMERS CAN EASILY DIGEST.



## MEMBER: MADE IN BRITAIN

MADE IN BRITAIN IS A TRADEMARK THAT IS LICENSED TO MANUFACTURERS TO PLACE ON THEIR PRODUCTS. IT LETS CONSUMERS KNOW THAT FILL PRODUCTS ARE GUARANTEED TO BE MADE IN BRITAIN, SO THERE ARE NO EXTENDED SHIPPING ROUTES INVOLVED IN DISTRIBUTING ON THE MAINLAND.

THE MEMBERSHIP ALSO ALLOWS US TO PARTICIPATE IN THE ORGANISATION'S GREEN GROWTH PROGRAMME, WHEREBY THE PROGRAMME'S ASSESSMENT HELPS US TO IDENTIFY WAYS TO BECOME A MORE SUSTAINABLE BUSINESS AND TRACK TOWARD NET ZERO.



# ENVIRONMENTAL PERFORMANCE

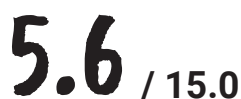
## OVERALL B CORP SCORE ON ENVIRONMENT



## ENVIRONMENTAL MANAGEMENT



## AIR & CLIMATE



## WATER



## LAND & LIFE



## ENVIRONMENTALLY INNOVATIVE WHOLESALE PROCESS



THE BIA EVALUATES THE OVERALL MANAGEMENT PRACTICES AS WELL AS OUR IMPACT ON THE AIR, CLIMATE, WATER, LAND AND BIODIVERSITY. THIS INCLUDES THE DIRECT IMPACT OF OUR OPERATIONS AND, WHEN APPLICABLE, OUR SUPPLY CHAIN AND DISTRIBUTION CHANNELS, RECOGNISING OUR ENVIRONMENTALLY INNOVATIVE PRODUCTION PROCESSES AND THE WAY WE SELL PRODUCTS OR SERVICES THAT HAVE A POSITIVE ENVIRONMENTAL IMPACT. SOME EXAMPLES MIGHT INCLUDE PRODUCTS AND SERVICES THAT REDUCE CONSUMPTION OR WASTE, CONSERVE LAND OR WILDLIFE, PROVIDE ALTERNATIVES TO THE MARKET WHICH HAVE LESS POTENTIAL FOR HARM OR EDUCATE PEOPLE ABOUT ENVIRONMENTAL PROBLEMS.

OUR SCORE FOR WATER STANDS OUT AS A LOW POINT. CURRENTLY, AS MANY OF OUR PRODUCTS CONTAIN WATER AS THE CARRIER FOR THE ACTIVES (AND OUR MIXERS HAVE TO BE CLEANED WITH WATER), OUR WATER USAGE IS RELATIVELY HIGH. AS A RESULT, OUR SCORE ON WATER IS LOW. THAT MEANS IT'S HIGH ON OUR LIST OF PRIORITIES TO TACKLE, BUT WE'RE STILL AHEAD OF OUR COUNTRY, SECTOR AND SIZE CATEGORIES ON ALL OUR LOW SCORES, SO WE'VE MADE AN OKAY START.

OUR HISTORY AS MAKERS, CREATORS & RESPONSIBLE FORMULATORS GOES REAL DEEP AND WE'LL KEEP WORKING ON WAYS TO IMPROVE HERE.

FOR EXAMPLE, IN 2022 WE INTRODUCED A CONCENTRATE THAT YOU CAN DILUTE TO MAKE REFILLABLE ALL PURPOSE, FLOOR CLEAN & KITCHEN CLEAN. WE INTRODUCED SCRUB POWDER AS A CONCENTRATED AND VERSATILE POWDER ALTERNATIVE TO CREAM CLEANER. WE INTRODUCED RAW POWDER PRODUCTS SO THAT FOLKS COULD BUILD THEIR OWN PRODUCTS AT HOME. RIGHT NOW THE RESEARCH AND DEVELOPMENT TEAM ALSO HAVE THEIR HOPES ON SOME NEW BAR SOAPS!

ALTHOUGH WE ARE ONLY IN THE EARLY STAGES OF FORMAL ENVIRONMENTAL REPORTING, WITH OUR FORTHCOMING CARBON REPORT AND LIFE CYCLE ANALYSES, WE ARE COMMITTED TO FOLLOWING THE GREENHOUSE GAS PROTOCOL. THIS SUSTAINABILITY REPORT IS THE FIRST OF MANY SIGNIFICANT STEPS TOWARD THE LEVEL OF TRANSPARENCY WE WANT.

[7] Normally out of 45 for a business of our type. Percentages based on full score, including bonuses from our Impact Business Models.

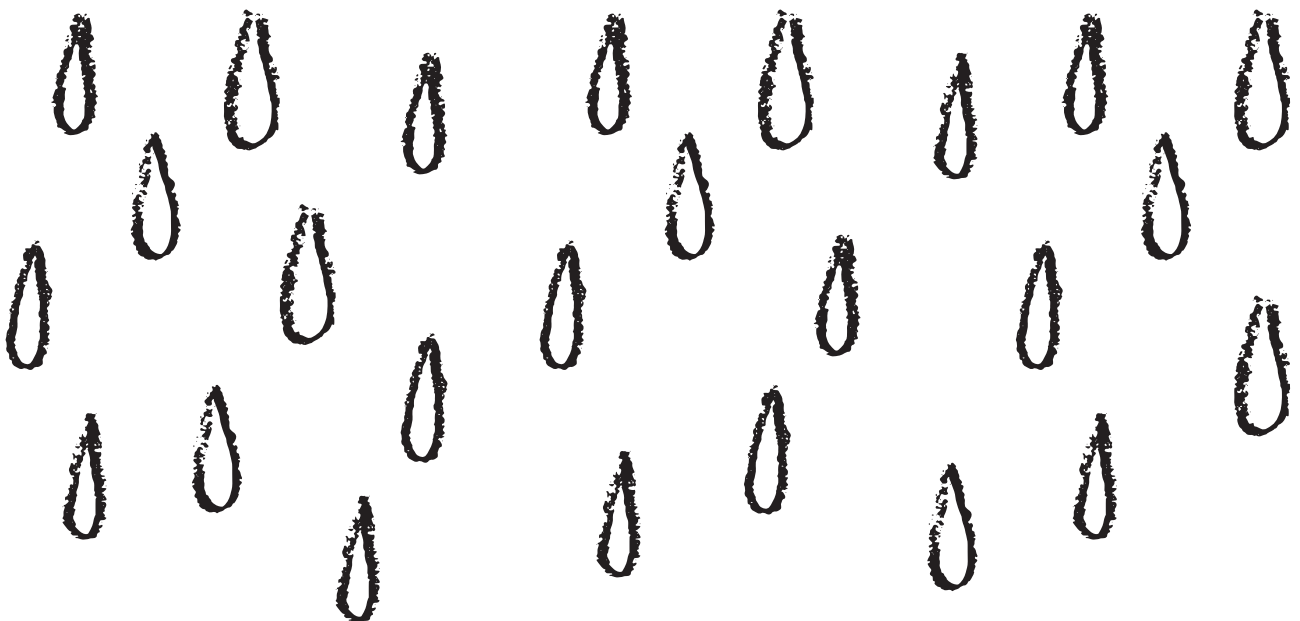
# SDG 6: CLEAN WATER & SANITATION

THE UN SUSTAINABLE DEVELOPMENT GOAL 6 REFERS SPECIFICALLY TO IMPROVING WATER QUALITY BY MINIMISING AND ELIMINATING THE RELEASE OF HAZARDOUS MATERIALS TO THE ENVIRONMENT.

AS IT IS INEVITABLE THAT CLEANING PRODUCTS WILL BE RELEASED TO THE ENVIRONMENT AT SOME POINT, IT IS VITALLY IMPORTANT TO ENSURE OUR PRODUCTS ARE ENVIRONMENTALLY BENIGN. WE THEREFORE USE EU ECOLABEL CRITERIA AS A GUIDE FOR FORMULATION; IT DOESN'T HAVE MUCH RECOGNITION IN THE UK, BUT IT COULD BE A FUTURE CERTIFICATION FOR US.



THE EU ECOLABEL IMPOSES REQUIREMENTS ON THE SUSTAINABLE USE OF WATER AND SETS OUT MEASURES TO PREVENT POLLUTION OF THE AQUATIC ENVIRONMENT. IT ALSO IMPOSES STRICT REQUIREMENTS ON THE USE OF CHEMICALS, THUS REDUCING THE DISCHARGE OF MANY SUBSTANCES INTO BODIES OF WATER, SUCH AS THE OCEANS, IN ANY CASE. IN ADDITION, PERSONAL CARE PRODUCTS AND LAUNDRY DETERGENTS AND CLEANERS MUST NOT CONTAIN MICRO-PLASTICS.





## TAKING INSPIRATION FROM THE PRINCIPLES OF GREEN CHEMISTRY, OUR 12 GUIDING PRINCIPLES FOR RESPONSIBLE FORMULATION CHEMISTRY ARE:



### 1. PREVENT WASTE

LIMITING THE RANGE OF RAW MATERIALS WE PURCHASE, BUYING IN RETURNABLE BULK. WHEN CONSIDERING A NEW FORMULATION WE START WITH THE MATERIALS WE KNOW TO HAVE IN STOCK ALREADY.



### 2. FUNCTIONAL ECONOMY

OUR PRIMARY CONSIDERATION IS PRODUCT PERFORMANCE OVER MARKETING. THIS ALSO APPLIES RETROACTIVELY. OVER THE LAST YEARS WE HAVE REMOVED MATERIALS FROM SEVERAL PRODUCTS. IN ALL CASES, THESE ADDITIONS WERE PROVIDING STYLE OVER SUBSTANCE & THEIR REMOVAL MAKES ROOM FOR MATERIALS FOCUSED PURELY ON BENEFITING PERFORMANCE.



### 3. SAFER MANUFACTURING

WE MANUFACTURE ALL OUR PRODUCTS IN OUR OWN FACTORY IN FINEDON, NORTHAMPTONSHIRE. ALL NEW & EXISTING FORMULATIONS MUST CONSIDER THE HEALTH & SAFETY OF OUR FACTORY WORKERS. WE REGULARLY CHECK UPDATED SUMMARIES OF CLASSIFICATIONS AND LABELLING FROM ECHA (EUROPEAN CHEMICALS AGENCY). IT OFTEN REQUIRES INVENTION TO WORK AROUND RAW MATERIALS WHILST MAINTAINING PERFORMANCE, BUT IT IS ALWAYS WORTH THE EFFORT.



### 4. DESIGN BENIGN PRODUCTS

SAFER MANUFACTURING AND RAW MATERIALS LEAD TO SAFER PRODUCTS, FROM SOURCE TO SINK<sup>8</sup>.



### 5. SAFER SUSTAINABLE BUILDERS

WE HAVE LONG SINCE MOVED AWAY FROM BUILDERS BASED ON PHOSPHATES AND PHOSPHONATES, WHICH CAN CAUSE EUTROPHICATION OF BODIES OF WATER. WE ALWAYS TAKE A CAUTIOUS APPROACH WHEN INTRODUCED TO NEW BUILDERS & WILL ONLY INCLUDE THEM IF THEY PROVIDE A NOTABLE BENEFIT TO PERFORMANCE AND DO NOT INTRODUCE ANY NEGATIVE ENVIRONMENTAL CONSEQUENCES.



### 6. ENERGY EFFICIENCY

WE TAKE INTO CONSIDERATION OUR STORAGE OF RAW MATERIALS, THE MANUFACTURING PROCESS AND THE ENERGY CONSUMPTION OF RAW MATERIAL SYNTHESIS AS WELL AS CARRIAGE. WE ALWAYS BUY FROM THE UK OR EUROPE BEFORE LOOKING FURTHER AFIELD WHEREVER WE CAN.



### 7. RENEWABLE FEEDSTOCKS

WE FORMULATE USING RENEWABLY SOURCED RAW MATERIALS AND HIGHER GRADE RSPO (ROUNDTABLE ON SUSTAINABLE PALM OIL) OR OTHERWISE CERTIFIED STOCK. WE CONTINUE TO TRIAL NOVEL ALTERNATIVE SURFACTANTS THAT MAY HELP TO EASE FUTURE DEMAND ON PALM AND COCONUT WHILST STILL AVOIDING PETROLEUM SOURCES<sup>9</sup>.



### 8. REDUCE DERIVATIVES

WE HAVE A REDUCED PRODUCT RANGE, ONLY BEGINNING NEW FORMULATIONS WHERE THERE ARE DISTINCT REQUIREMENTS WHICH CANNOT BE FULFILLED BY AN EXISTING PRODUCT. WE HAVE ALSO DRIVEN TO REDUCE RAW MATERIAL DERIVATIVES. BY REDUCING OUR RANGE OF PURCHASED MATERIALS, WE CAN BUY MORE EFFICIENTLY AND IN GREATER BULK.



### 9. PREFER MULTIFUNCTIONAL MATERIALS

IF WE CAN USE FEWER RAW MATERIALS PER PRODUCT WITHOUT IMPACTING PERFORMANCE, WE WILL ALWAYS LOOK TO DO SO.



### 10. ECOLABEL BIODEGRADABILITY CRITERIA

WE ONLY WANT TO USE COMPONENTS THAT ARE BIODEGRADABLE OR READILY BIODEGRADABLE, OR WHICH DON'T REQUIRE BIODEGRADABILITY CRITERIA, LIKE SALT. WE DO THIS REGARDLESS OF WHETHER THE LAW SAYS WE NEED TO! FOR EXAMPLE, ACRYLIC POLYMERS ARE STILL COMMONPLACE IN POWDER DISHWASH FORMULATIONS TO REDUCE STREAKING AND WATER MARKS, BUT WE DON'T USE THEM.



### 11. PRODUCT STEWARDSHIP

TAKING A HOLISTIC VIEW OF EACH PRODUCT: CONSIDERING ALL ASPECTS FROM PRODUCTION, PACKAGING, HEALTH AND SAFETY AND MORE. IT'S A BENEFIT OF BEING A SMALL BUSINESS THAT WE ALL KNOW AND TAKE INTO CONSIDERATION EACH OTHER'S CHALLENGES.



### 12. RIGHT FIRST TIME MANUFACTURE

WE TRY OUR BEST TO FORMULATE RELIABLE, REPEATABLE PRODUCTS. BEFORE ANY NEW FORMULATION REACHES BULK PRODUCTION, IT WILL BE MADE AT LEAST THREE OR FOUR TIMES IN THE LAB AND HAVE UNDERGONE STABILITY TESTING.

[8] See the appendix for more information on the concept of source to sink.

[9] See the appendix for more information on petroleum sources.

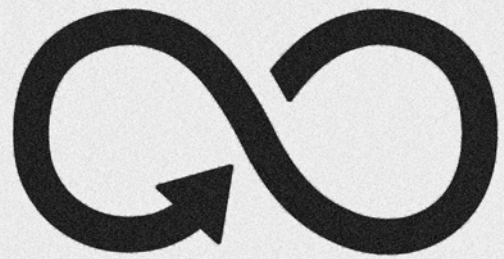
# SDG 12: RESPONSIBLE CONSUMPTION & PRODUCTION

THE PLANET IS DROWNING IN SINGLE USE PLASTIC. THE STUFF IS EVERYWHERE, ESPECIALLY IN CLEANING & HYGIENE PRODUCTS: THE UK ALONE THROWS AWAY 100 BILLION PIECES OF PLASTIC EACH YEAR<sup>10</sup>, MOST OF IT ENDING UP IN GENERAL WASTE BINS WHICH, DEPENDING ON EACH LOCAL AUTHORITY'S RECYCLING RATES, CAN GO INTO INCINERATION OR LANDFILLING, RATHER THAN RECYCLING.

OUR MOTTO AT FILL REFILL IS "SINGLE USE IS OVER", AND WE TAKE IT AT HEART IN OUR OWN OPERATIONS:

WE'VE CREATED A CIRCULAR SYSTEM WHERE OUR RECYCLED AND REUSABLE PLASTIC CONTAINERS ARE REUSED MANY TIMES OVER IN OUR SUPPLY CHAIN TO TRANSPORT OUR PRODUCTS, BUT FOR THE FINAL CONSUMER THERE'S ZERO SINGLE USE PLASTIC. OUR WHOLE BUSINESS MODEL IS BASED ON THE CIRCULARITY APPROACH: WE MINIMISE WASTE AND MAXIMISE USE OF RESOURCES THROUGH REFILLS. THAT MEANS THAT THE ENTIRE LIFECYCLE OF OUR PRODUCTS IS CLOSED LOOP AND MORE SUSTAINABLE COMPARED TO BUY-USE-WASTE MARKET ALTERNATIVES. SINCE THE BEGINNING, YEARS BEFORE THE PLASTIC TAX WAS INTRODUCED IN 2023, WE ENSURED THAT AS MUCH OF OUR CLOSED-LOOP PLASTIC AS POSSIBLE WAS POST-CONSUMER RECYCLED (PCR) PLASTIC AND, BY CHOOSING WHERE WE SEND OUR UNUSABLE PLASTIC, WE HAVE THE MEANS TO ENSURE THAT RECYCLING MEANS RECYCLING.

## 12 RESPONSIBLE CONSUMPTION AND PRODUCTION

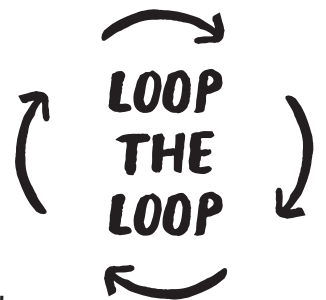


**SINGLE  
USE  
IS  
OVER!**

fill

### LOOP THE LOOP DIGITAL DRUM PASSPORTS

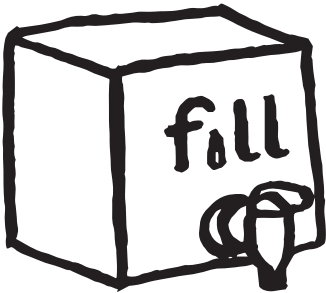
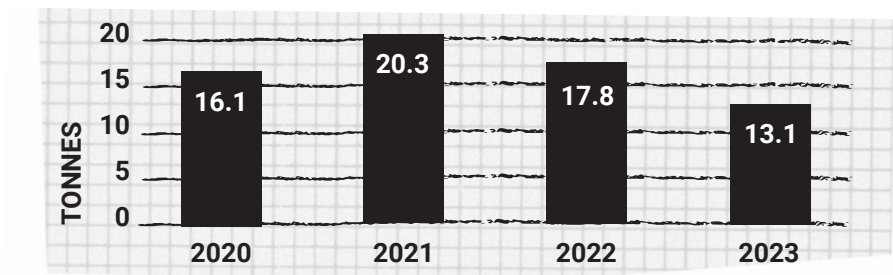
STARTING BACK IN 2022 WE'VE SINCE INTRODUCED DIGITAL TRACKING PASSPORTS FOR FILL REFILL 200 L RETURNABLES IN COLLABORATION WITH REATH, TO CAPTURE PLASTIC SAVING STATS MORE ACCURATELY. FOLKS SCAN A QR CODE FIXED TO EACH RETURNABLE, TAKING THEM TO ONLINE CHECK-IN WHERE THEY CAN FIND LIVE INFO EXPLAINING THE RE-USE HISTORY OF EACH RETURNABLE INCLUDING THE NUMBER OF TIMES IT'S BEEN ROUND IN A LOOP AND THE CORRESPONDING DATES. IF (AND WHEN) SUCCESSFUL, WE'LL BE ROLLING IT ONTO ALL RETURNABLE FILL REFILL BULK PACKAGING. WE AIM TO CHECK-OUT ON DESPATCH & CHECK-IN ALL OUR 200L DRUMS WHEN THEY RETURN SO WE KNOW HOW MANY TIMES EACH ONE HAS BEEN USED & REUSED<sup>11</sup>.



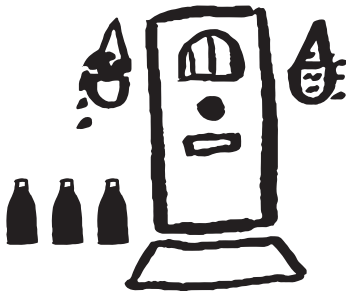
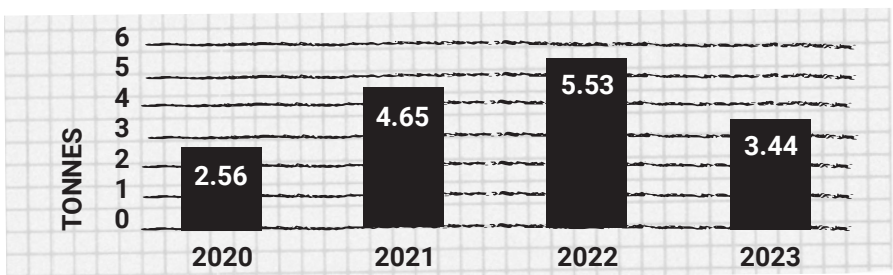
[10] Data from The Big Plastic Count, a survey conducted in May 2022 consulting 250,000 people in the UK, commissioned by Greenpeace and Everyday Plastic.

[11] <https://looptheloop.fillrefill.co/reathid=d1f9a03f-f0f3-4ae6-81c7-9ce6626fac9a>

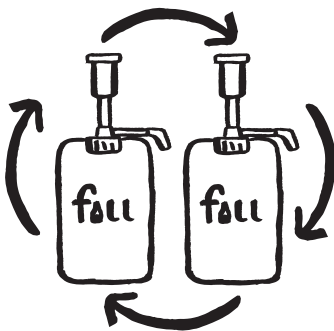
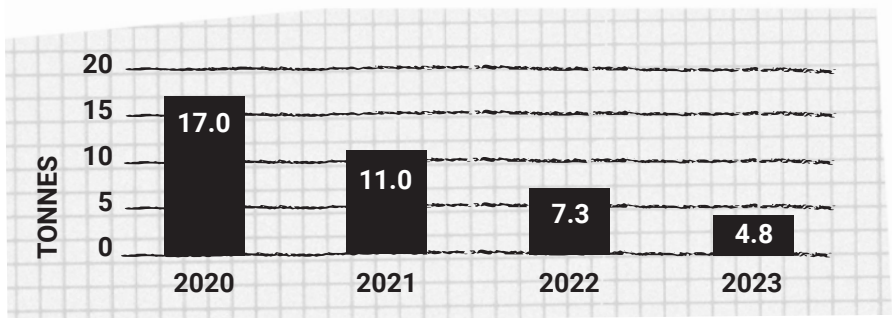
SINGLE USE PLASTIC AVOIDED THROUGH BULK REFILLS OF OUR HOUSEHOLD AND BODY & HAIR RANGE<sup>12</sup>



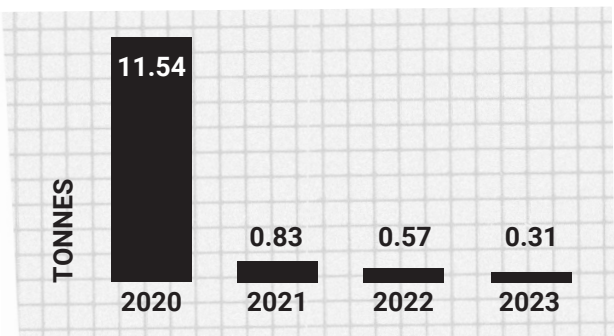
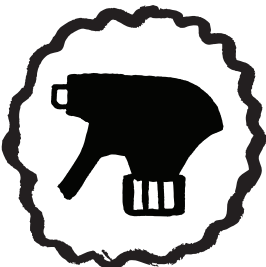
SINGLE USE PLASTIC AVOIDED THROUGH OUR PARTNERSHIP WITH MILK & MORE<sup>13</sup>



REUSABLE RECYCLED PLASTICS ADDED TO OUR SUPPLY CHAIN<sup>14</sup>



REUSABLE BOTTLE ATTACHMENTS SOLD



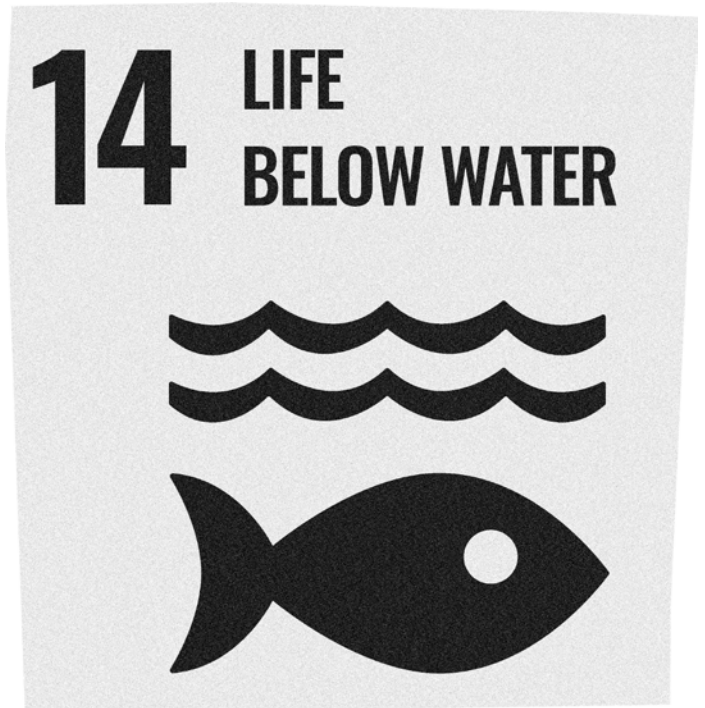
TOTAL PLASTIC SAVED  
**188 TONNES**  
TOTAL PLASTIC PENALTY  
OF 71 TONNES<sup>15</sup>  
NET SAVING OF  
**117 TONNES**  
SINCE 2020.

[12] Based on the sales of 500 ml bottles equivalent of fill liquid products through bulk containers of 5 L, 10 L, 20 L, 200 L and 1,000 L, taking into consideration a median 500 ml plastic bottle weighing 41 g.  
[13] Based on sales of 500 ml glass bottles of our household range that get distributed across Milk & More customers' network which get collected, washed and reused.  
[14] Based on the number of reusable, 30% recycled PCR plastic containers purchased to transport bulk products from factory to customers.  
[15] Any reusable plastic shipped from our factory contributes a portion of its plastic to Fill's penalty on the basis of a pessimistic estimate of the number of cycles it completes. An alternative estimate is 52 tonnes, based on a more accurate, data-driven estimation of minimum reuse rate. Fill's plastic penalty should be much, much lower than 71 tonnes, but we don't like to overstate.



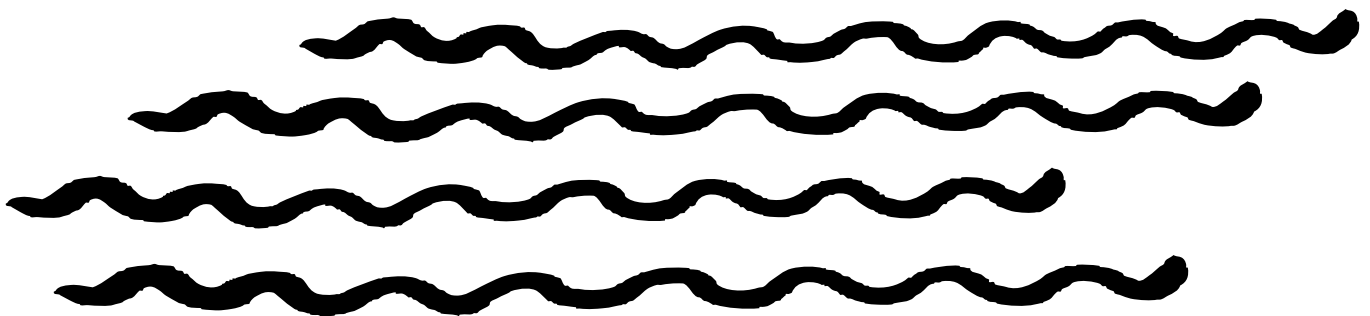
# SDG 14: LIFE BELOW WATER

CHEMICALLY SPEAKING, OUR PRODUCTS IN COMPARISON WITH MAINSTREAM OPTIONS ARE MUCH BETTER FOR THE PLANET. THEY ARE FORMED ENTIRELY FROM BIODEGRADABLE MATERIALS AND FORMULATED IN THE SPIRIT OF THE EU ECOLABEL CRITERIA. LAUNCHED IN 1992, THE EU ECOLABEL LOGO TACKLES THE GREENWASHING SOME BRANDS DO WHEN ADVERTISING THEIR PRODUCTS AS 'ECO-FRIENDLY', WITH AN EXTENSIVE SET OF CRITERIA. ALTHOUGH WE DON'T HOLD THE CERTIFICATION, WE USE THE EU ECOLABEL CRITERIA AS A BLUEPRINT FOR ALL OUR FORMULATIONS.



IN ADDITION, AS WE'VE ALREADY SAID, WE STRIVE TO FORMULATE USING ONLY BENIGN CHEMICALS IN TERMS OF BOTH UPSTREAM AND DOWNSTREAM IMPACT, AVOIDING OILS (OTHER THAN ESSENTIAL OILS), CHLORINE BLEACHES, STRONG MINERAL ACIDS, SUSPECTED ENDOCRINE DISRUPTORS AND CHEMICALS THAT MAY CAUSE EUTROPHICATION, EVEN WHERE THIS IS NOT MANDATED BY LAW.

CERTAIN TRADITIONAL DETERGENT INGREDIENTS (AND FORMULATIONS) CAN BE HARMFUL TO THE ENVIRONMENT DUE TO HAVING CERTAIN KINDS OF PHOSPHORUS, NITROGEN OR CHLORINE CONTENT, OILY CONTENT, OR AN OXIDISING NATURE<sup>16</sup>. WE DON'T USE THOSE INGREDIENTS, BUT DETERGENTS GENERALLY CAN ALSO GENERATE CARBON EMISSIONS, IN TERMS OF THE ULTIMATE SOURCE OF THE ORIGINAL MATERIALS (FARMING AND LAND TRANSFORMATION), THE ENERGY REQUIRED TO TRANSFORM THEM INTO DETERGENTS AND THEIR ULTIMATE BIODEGRADATION<sup>17</sup>.



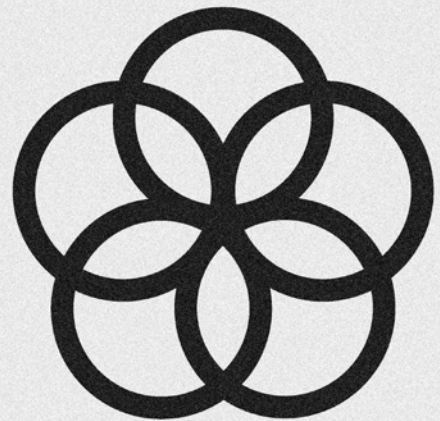
[16] Villota-Paz, J.M., Osorio-Tejada, J.L. & Morales-Pinzón, T. Comparative life cycle assessment for the manufacture of bio-detergents. *Environ Sci Pollut Res* 30, 34243–34254 (2023). <https://doi.org/10.1007/s11356-022-24439-x>

[17] Golsteijn L., Menkveld R., King H., Schneider C., Schowanek D., Nissen S.A. Compilation of life cycle studies for six household detergent product categories in Europe: the basis for product-specific A.I.S.E. Charter Advanced Sustainability Profiles. *Environ Sci Eur* 27(1):23 (2015). <https://doi.org/10.1186/s12302-015-0055-4>

# SDG 17: PARTNERSHIPS FOR THE GOALS

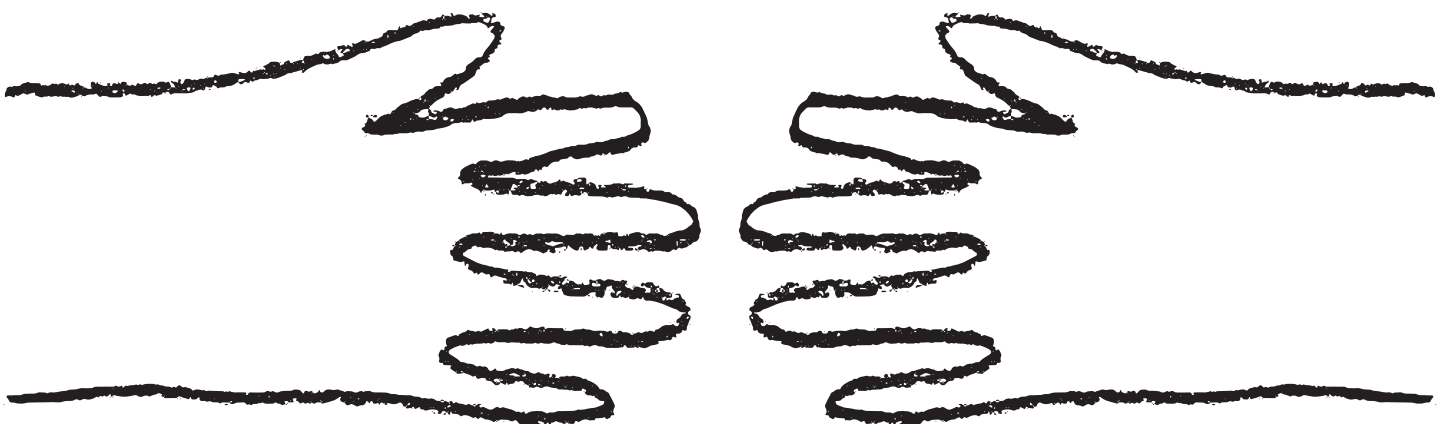
SDG 17 EXISTS TO STRENGTHEN THE MEANS OF IMPLEMENTATION OF THE GOALS, BY WORKING TOGETHER. WE LOVE TO PARTNER WITH LIKE-MINDED COMPANIES TO ENSURE THAT WE CAN DEVELOP AT OUR BEST, HOPEFULLY WHILE GIVING THEM SOMETHING THEY NEED, TOO! WHETHER THEY NEED A POTENTIAL CUSTOMER, SOME INSIGHTS OR JUST SOMEONE TO TEST THAT THING THEY'RE MAKING, OUR SUSTAINABILITY IS STRONGER WHEN WE'RE ALL IN THIS TOGETHER.

## 17 PARTNERSHIPS FOR THE GOALS



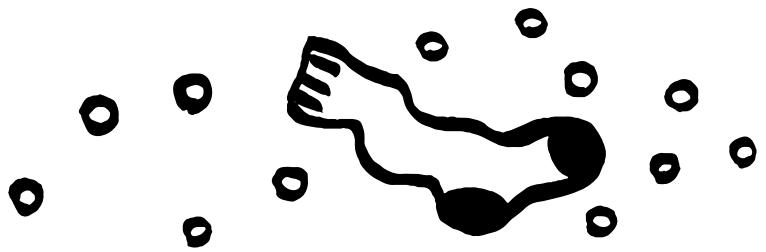
WE BELIEVE IN CHAMPIONING OTHER FOLKS WHO ARE DOING COOL STUFF FOR THE BENEFIT OF PEOPLE AND PLANET. HONESTLY, IT'S ONE OF THE MOST REWARDING THINGS WE GET TO DO. IT'S FUN GETTING TO WORK WITH OTHER CREATORS AND MAKERS ON PROJECTS WHERE WE GET TO SHOW HOW YOU CAN BE CREATIVE WITH WASTE AND IT ALWAYS FEELS GOOD TO BE PART OF A BIGGER COMMUNITY!

HERE ARE A FEW OF THE PEOPLE, BRANDS & IDEAS WE'VE CHOSEN TO WORKING WITH, IN NO PARTICULAR ORDER.





# NOTPLA



NOTPLA IS ANOTHER B CORP CERTIFIED COMPANY WHICH WE ARE REAL PROUD TO COLLABORATE WITH. A LONDON-BASED START-UP MATERIAL SCIENCE COMPANY SPECIALISING IN REPLACING PLASTIC PACKAGING WITH NATURAL, VEGAN AND HOME COMPOSTABLE SEAWEED-BASED ALTERNATIVES SUCH AS PAPER AND FILMS THAT LOOK SIMILAR TO TRADITIONAL POLYMERS FOR PRODUCT ENCAPSULATION, SUCH AS POLYVINYL ALCOHOL AND POLYVINYL ACETATE (PVA). NOTPLA'S SOLUTIONS, IN BEING MADE ENTIRELY FROM SEAWEED, ARE BIODEGRADABLE AND COMPOSTABLE TO A DEGREE THAT IS ESSENTIALLY INDISTINGUISHABLE FROM THE PLANT MATERIALS IN NATURE, LIKE FRUIT PEELS DEGRADING IN THE SOIL. THE COMPOSTABILITY OF NOTPLA'S PRODUCTS IS TESTED IN ENVIRONMENTS LIKE THEIR OWN WORMERIES, SOIL AND FRESHWATER. THESE EFFORTS SHOW THAT NOTPLA'S PRODUCTS GO BEYOND POPULAR MATERIAL TESTS FOR HOME COMPOSTABILITY, SUCH AS EN13432, CERTIFIED BY TUV AUSTRIA<sup>18</sup>.

IN THEIR LCA ASSESSMENTS FOR THE COATINGS AND THE SACHETS, THEY CONDUCTED A CRADLE-TO-GATE ASSESSMENT, SHOWING THAT THE MATERIAL HAS A SIGNIFICANTLY LOWER IMPACT THAN CONVENTIONAL PACKAGING ACROSS VARIOUS ENVIRONMENTAL IMPACT METRICS, INCLUDING CARBON EMISSIONS, LAND USE, FOSSIL FUEL DEPLETION AND ECO/HUMAN TOXICITY<sup>19</sup>.

WE HAVE BEEN ENGAGING WITH NOTPLA FOR SEVERAL YEARS, SENDING THEM NUMEROUS FORMULATIONS FOR TESTING IN THE COLD WATER SOLUBLE VERSION OF THEIR PACKAGING TO FURTHER PROGRESS ON BOTH FRONTS. WE HOPE TO SOON HAVE OUR OWN LAUNDRY PRODUCT AVAILABLE, PLACING OUR ECOCERT POWDERS INTO THESE MARVELLOUS PACKETS.



*"BACK IN 2020 NOTPLA HAD BEEN ON MY RADAR FOR A WHILE. I'D BEEN KEEPING AN EYE ON SOME OF THE COOL CONCEPTS COMING FROM THEIR LAB. IT TURNED OUT THAT THE FOLKS AT NOTPLA (INCLUDING ONE OF THE FOUNDERS, RODRIGO GARCIA GONZALEZ) HAD BEEN LOOKING OUT FOR US TOO! THEY'D FOUND OUR PRODUCTS AT SILO (THE WORLD'S FIRST ZERO WASTE RESTAURANT) IN HACKNEY WICK, AND WERE USING FILL REFILL AT HOME. NOTPLA WERE LOOKING FOR LIKE-MINDED MAKERS & FORMULATORS KEEN TO TACKLE THE PLASTIC CRISIS BY EXPLORING NEW PACKAGING SOLUTIONS. IT WAS MEANT TO BE... WHEN THEY CAME CALLING, I KNEW IT WAS A WONDERFUL OPPORTUNITY. IT FELT LIKE A NATURAL FIT."*

[18] Whilst these tests are a significant step in the right direction for regulating packaging and its disposal, TUV, for example, allows 10% of the material to contain problematic substances as only 90% compostability is required to pass the EN13432 standard.

[19] The LCA framework has limitations and relies heavily on having reliable data for different emission factors. Evidence is growing that plastics harm most marine ecosystems like plankton. Still, these long-term effects are unaccounted for in LCAs, which means the true carbon footprint of plastic is most likely significantly higher than LCAs are showing today.



# CITY TO SEA

CITY TO SEA AND LESSPLASTIC.CO.UK ARE ORGANISATIONS DEDICATED TO THE ELIMINATION OF PLASTIC POLLUTION, WITH A PARTICULAR FOCUS ON THE OCEANS. WE COLLABORATED WITH LESSPLASTIC.CO.UK (WHICH IS RUN BY CITY TO SEA) TO PRODUCE A LAUNDRY-ORIENTED MICRO-PLASTICS INFOGRAPHIC AIMED AT PROVIDING EDUCATION, GIVING CONSUMERS THE ADVICE THEY NEED TO REDUCE THEIR IMPACT ON OCEANS AND WATERWAYS.

## 9 WAYS TO REDUCE MICROPLASTICS IN LAUNDRY

- 1- WASH LESS & LESS OFTEN, TO SAVE ENERGY TOO
- 2- SPOT CLEAN CLOTHES INSTEAD OF A FULL WASH CYCLE
- 3- WASH AT 30 C OR LOWER
- 4- LIMIT THE AMOUNT OF DETERGENT YOU USE
- 5- USE SHORTER CYCLES & LESS INTENSIVE SPINS
- 6- AVOID BLEACH, WHICH DAMAGES YOUR CLOTHES TOO
- 7- USE A WASHING MACHINE FILTER OR A MICROFILTER BAG
- 8- HANG DRY LAUNDRY RATHER THAN IN A TUMBLE DRYER
- 9- HAND SOAK SPORTSWEAR, CAUSING LITTLE AGITATION



CITY TO SEA ARE THE GOOD FOLKS BEHIND WORLD REFILL DAY & A WHOLE BUNCH OF OTHER INCREDIBLE CAMPAIGNS, WITH OVER 400 COMMUNITY SCHEMES AND MORE THAN 300,000 PLACES MAPPED ON THEIR FREE REFILL APP. OUR STOCKISTS ARE SET TO GET MAPPED ON THE APP REAL SOON.

# GUPPY BAGS

WE RECOMMEND GUPPY BAGS IN THE USE AND PROMOTION OF MICROFIBRE-CATCHING BAGS FOR LAUNDRY. WE'VE BEEN TALKING ABOUT THEM TO ANYONE WHO'LL LISTEN, EVER SINCE WE FIRST DISCOVERED THEM IN 2018. YOU'LL FIND THEM ON OUR WEBSITE UNDER LAUNDRY! THESE BAGS CATCH LOOSE MICRO-FIBRES IN THE WASH WHEN ITEMS ARE LAUNDERED WHILE INSIDE THEM, PREVENTING THEM FROM BEING RELEASED INTO THE WATERWAYS.





# FILLICONE BOOTS

WE HELPED TO DEVELOP A WASTE SILICONE PROTECTOR FOR THE BASE OF OUR REUSABLE GLASS BOTTLES, WHICH WE CALL THE FILLICONE BOOT. THANKS TO OUR COLLABORATION, WE'VE BEEN ABLE TO MAKE THEM OUT OF RECYCLED OR RECLAIMED SILICONE FROM DAY ONE, PREVENTING THIS MATERIAL FROM GOING TO LANDFILL. 100% OF EACH BOOT IS RECYCLED OR RECLAIMED, AND WE THINK THEY LOOK GREAT, TOO.

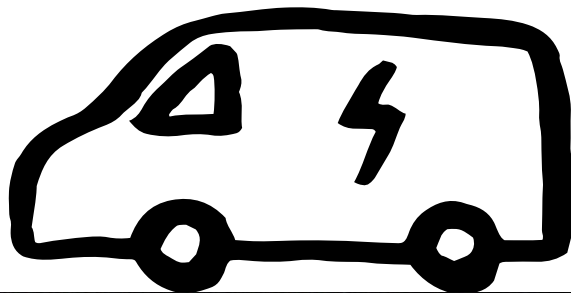


"BACK IN FEBRUARY 2021 WE SPOKE TO SOME COOL GUYS IN WEST SUSSEX ABOUT WASTE SILICONE. I'D BEEN LOOKING TO FIND SOMEONE CLOSE TO HOME WHO COULD MAKE US A SNUG FITTING BOTTLE PROTECTOR FOR SAFE SINKS AND SHOWERS. IT SEEMED LIKE A LONG SHOT UNTIL WE MET JOE FIELD, WHO WAS UP FOR THE CHALLENGE. A YEAR OF MAKING, TESTING & TRIALING PROTOTYPES UNTIL WE ENDED UP WITH THE FILLICONE BOOT.

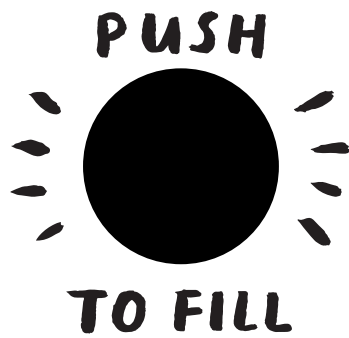
DAVID (THE MILL MAN) MIXES PIGMENT & 100% SCRAP COMPOUNDS (FROM MOULDING OR EXTRUSION) INTO SHEETS. THE BOOT CUP IS THEN MOULDED USING A 40 YEAR OLD FILM DEVELOPING TYRE MOULD THAT WAS LONG OUT OF USE & DESTINED FOR SCRAP. WE KEPT THE EMBOSSED 'T' ON THE OUTSIDE OF THE BOOT (BELIEVED TO BE TECHNICOLOUR) BECAUSE WE LIKE IT. MARIA CUTS OUT THE PARTS ON BRITISH MADE MOULD PRESSES FROM THE 1940S. RUTH TRIMS. NICOLA CHECKS & ARIEL PACKS THEM READY TO BE SCREEN-PRINTED."

# GREEN SHOOTS

WE PARTNERED WITH GREEN SHOOTS, A LOCAL ZERO TAIL-PIPE EMISSION COURIER SERVICE TO DELIVER TO NEARBY STORES (WITHIN A 60 MILE RADIUS) USING ELECTRIC VEHICLES.



# GREEN GREEN TECHNOLOGY



BETWEEN 2020 – 2023, IN PARTNERSHIP WITH OUR FRIENDS FROM GREEN GREEN TECHNOLOGY, WE TRIALLED, TESTED AND SHOWCASED A 'PUSH TO FILL' PROTOTYPE AUTO PUMP AT THE NATURAL & ORGANIC PRODUCTS EUROPE FAIR, AND ALSO AT THE FARM SHOP & DELI SHOW. THOSE PUMPS WENT OUT ON TRIAL IN UK BASED ZERO WASTE STORES. THE INFO FOR A BASIC REFILL STATION WAS MADE AVAILABLE ONLINE OPEN SOURCE.



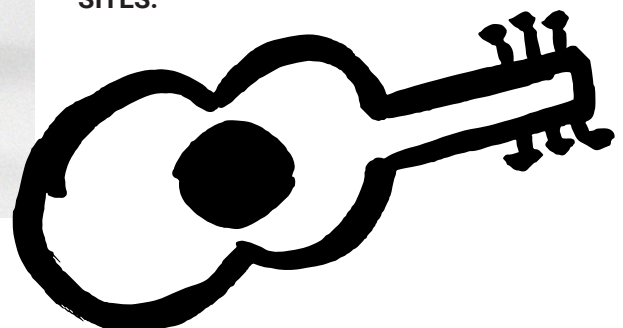
## PLASTIC FREE CAMPING KIT

IN JULY 2023 WE INTRODUCED A COOL PLASTIC FREE CAMPING KIT, WITH A WASH BAG MADE FROM ABANDONED FESTIVAL TENTS, IN PARTNERSHIP WITH THE BRILLIANT BETH COSMOS.



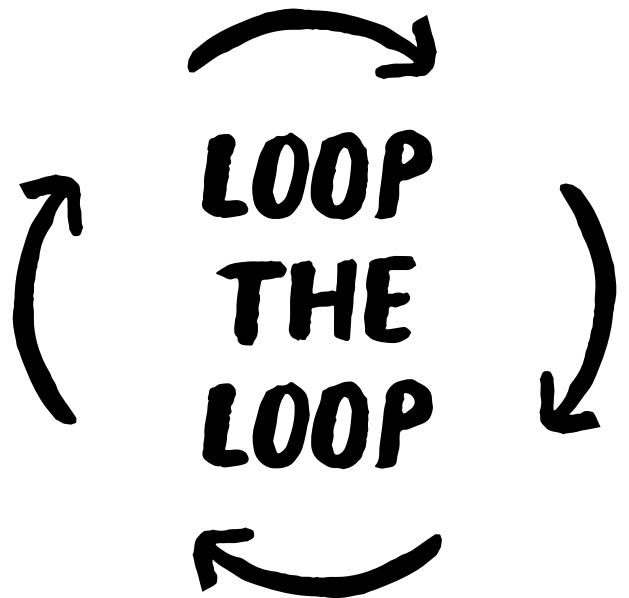
THEY SAY AROUND 250,000 TENTS CAN BE ABANDONED AT FESTIVALS EACH SUMMER. BACK IN 2017 BETH STARTED REHABILITATING THOSE WASTED TENTS INTO COOL KIDS RAINCOATS! SINCE THEN, SHE'S SAVED THOUSANDS OF METRES OF NYLON TENTS FROM LANDFILL & MADE SOME SWEET LOOKING GOODS & NATTY GEAR THAT GETS TO CARRY ON CAMPING A SECOND TIME AROUND!

BETH IS COOL & WE DIG THE THINGS SHE MAKES, SO WE WERE VERY PLEASED TO BRING OUT A SPECIAL COLLABORATION AS PART OF A PLASTIC FREE CAMPING KIT – CREATED TO ENCOURAGE REFILL, REUSE & RESPONSIBLE CAMPING. WE EVEN INCLUDED A QR CODE WITH A LINK TO RECOMMENDED RESPONSIBLE CAMP SITES.





# REATH



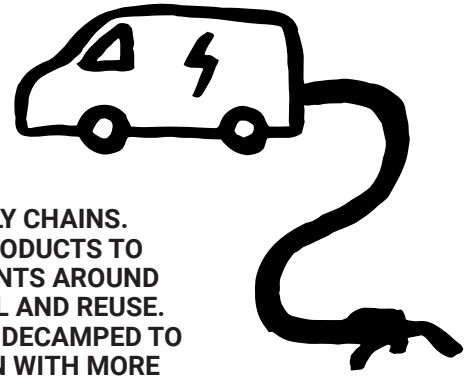
WE'VE BEEN WORKING WITH REATH, WHO PROVIDE A TRACKING SYSTEM AIMED AT HELPING CLOSED LOOP SYSTEMS TO GET REAL-TIME USE STATISTICS.

REATH PROVIDE THE ABILITY TO USE QR CODES AND A DATABASE LOGGING SYSTEM TO MARK THE JOURNEY OF REUSABLE MATERIALS THROUGH STAGES OF A CLOSED LOOP. WE'VE BEEN WORKING ON OUR END TO USE THEIR SYSTEMS FOR OUR OWN INSIGHTS TO TRACK WHAT WE ARE DOING WELL AND WHERE OUR DRUMS END UP, BUT WE'VE ALSO JUST ROLLED OUT A PUBLIC-FACING IMPLEMENTATION OF THE SYSTEM FOR OUR 200L DRUMS.

WE'RE CURRENTLY STILL TESTING AND IMPROVING THE LOGISTICS OF THIS ON OUR PREMISES AND WILL LIKELY BE MAKING SMALL CHANGES BEHIND THE SCENES OVER THE NEXT 12 MONTHS. THAT SAID, CUSTOMERS CAN NOW SCAN THE QR CODES THEY FIND ON OUR PRODUCTS TO GO TO OUR "LOOP THE LOOP" PAGE ON THE FILL WEBSITE AND BE SHOWN THE STATISTICS FOR THE CONTAINER THEY SCANNED.



# PLANET MINIMAL



PLANET MINIMAL IS ON A MISSION TO DRIVE SINGLE-USE PLASTIC OUT OF SUPPLY CHAINS. THEY USE ELECTRIC VANS TO CARRY OUT LAST-MILE DELIVERY OF FILL REFILL PRODUCTS TO REFILL STORES, INDEPENDENT SUPERMARKETS, OFFICES, CAFES AND RESTAURANTS AROUND LONDON. ALL BULK CONTAINERS USED FOR DELIVERY ARE COLLECTED FOR REFILL AND REUSE. WE'VE BEEN WORKING WITH PLANET MINIMAL SINCE THEY BEGAN IN 2018. THEY DECAMPED TO EAST LONDON IN 2021, SETTLING INTO A MODERN WAREHOUSE SPACE IN LEYTON WITH MORE ROOM TO STORE BULK & TO FILL, REFILL & PLUG IN VANS.

PLANET MINIMAL HELP US GET FILL REFILL PRODUCTS AROUND LONDON IN THE BEST WAY POSSIBLE, WITH ZERO TAILPIPE EMISSIONS. HERE'S HOW IT WORKS:

WE SEND BIG RETURNABLE RECONDITIONED 1000L IBCS (INTERMEDIATE BULK CONTAINERS) STRAIGHT TO THE PLANET MINIMAL WAREHOUSE IN LEYTON, FROM OUR FACTORY. TRUCK YEAH!

WE TAKE THE EMPTY 1000L IBC TANKS BACK TO WASH, INSPECT & FILL AGAIN, ALWAYS KEEPING THE CYCLE GOING. EMPTY IBCS ARE COLLECTED THE SAME TIME NEW FULL IBCS ARE DELIVERED, OPTIMISING DELIVERIES THAT CAN'T BE ZERO EMISSIONS (FOR NOW).

PLANET MINIMAL DELIVER ACROSS THE WHOLE OF LONDON WITH ELECTRIC VEHICLES, TAKING BACK ALL 20L EMPTIES AT THE SAME TIME, AS THEY GO. LIKE US, THEIR AIM IS TO REUSE EVERY DRUM OVER AGAIN UNTIL DESTRUCTION & THEN TO ENSURE EACH ONE CAN BE RECYCLED INTO SOMETHING ELSE THAT CAN BE USED AGAIN. SOME DRUMS HAVE BEEN IN CIRCULATION SINCE THE VERY BEGINNING.



"WE'VE BEEN WORKING TOGETHER WITH PLANET MINIMAL SINCE 2018. A LOT OF TRYING THINGS OUT, WORKING THINGS OUT, FINDING THINGS OUT. A WHOLE BUNCH OF NERDING OUT ON VANS, TANKS, TUBES, PUMPS, TAPS, CAPS, APPS, WASHING, RE-WASHING, DIGITAL PASSPORTS, GHOSTBUSTER STYLE REFILL BACK-PACKS... GENERALLY MAKING THINGS HAPPEN AND NOT VERY MUCH WASTE AT ALL!

IN THAT TIME PLANET MINIMAL HAVE BUILT SOMETHING REALLY SPECIAL. THEY'VE BECOME A VITAL LINK FOR A COMMUNITY OF HEROIC LONDON REFILL STORES AND THEY DESERVE MASSIVE PROPS FOR PIONEERING NEW CLOSED LOOP LOGISTICS IN LONDON. IF MORE FOLKS TOOK A (NISSAN) LEAF OUT OF THEIR BOOK, THE SUPPLY OF HOUSEHOLD PRODUCTS COULD BE A WHOLE LOT CLEANER!"



# RINSE & RETURN



THE FILLED 500ML BOTTLES GO FROM OUR FACTORY TO DOORSTEPS AROUND THE COUNTRY VIA THE INCREDIBLE MILK & MORE NETWORK OF ELECTRIC FLOATS. WHEN THE BOTTLES ARE EMPTY, JUST LEAVE THEM OUT ON THE STEP FOR THE DRIVER TO COLLECT. WE WASH & REFILL THEM ONCE THEY GET BACK HERE, READY TO GO ROUND AGAIN. WE EVEN USE FILL REFILL RINSE AID WHEN WASHING THE BOTTLES!

WE DELIVER PALLETISED GOODS TO MILK & MORE SINGLE-USE PLASTIC FREE IN 500 ML SCREEN-PRINTED GLASS BOTTLES, WITH ALUMINIUM CAPS, LOADED ONTO RECLAIMED WOODEN PALLETS, IN RECYCLED, REUSABLE & RETURNABLE MILK CRATES, STRAPPED IN WITH PAPER BANDING. NO WRAP. NO SINGLE USE PLASTIC. IN CASE YOU'RE WONDERING, THE BOTTLE CRATES ARE MADE FROM 100% RECYCLED POLYPROPYLENE FROM THE WASTE PLASTIC OF DRINK VENDING MACHINES THAT HAVE BEEN TAKEN OUT OF SERVICE. WE MAKE SURE THEY GET USED OVER AGAIN TO CARRY BOTTLES IN A CLOSED LOOP.



WE WERE THE FIRST MAKER TO SEND OUT RETURNABLE GLASS REFILLS OF CLEANING, LAUNDRY, HAND & HAIR CARE PRODUCTS TO HOMES NATIONWIDE IN A CLOSED LOOP. WE FIGURED MILK & MORE KNOW A THING OR TWO ABOUT RINSE & RETURN SO IT MADE PERFECT SENSE TO WORK WITH THE EXPERTS. WE WANTED TO SHOW THAT A SMALL COMPANY COULD FIND A WAY TO DO SOMETHING THEY BELIEVED IN WITH SHEER BLOODY-MINDEDNESS. THERE'S STILL MUCH WORK TO DO, BUT IF A SMALL INDEPENDENT MAKER LIKE US CAN FIND A WAY TO OPERATE CLOSED LOOP NATIONAL RINSE AND RETURN, JUST IMAGINE WHAT ELSE COULD BE DONE.



"IT'S BEEN 3.5 YEARS SINCE THE FIRST FILL REFILL SCREEN-PRINTED GLASS BOTTLES GOT SENT FROM FILLVILLE TO MILK & MORE FOR DELIVERY TO DOORSTEPS VIA THEIR INCREDIBLE NETWORK OF ELECTRIC FLOATS! A NEW (OLD FASHIONED) WAY TO SUPPLY HOUSEHOLD ESSENTIALS. IT TOOK A LOT OF BOTTLE TO GET RINSE & RETURN ROLLING BUT I'M VERY PROUD OF OUR SUPERHUMAN CREW FOR MAKING IT HAPPEN. THANKS TO ALL THOSE WHO BELIEVE IN WHAT WE DO & FOR MAKING DOORSTEP REFILLS A REALITY. FILL CLEAN REPEAT. AN IDEA BEING REIFIED! FROM THIS LITTLE FACTORY IN NORTHAMPTONSHIRE WE'LL KEEP MAKING CHANGES, TO KEEP DOING SOMETHING WE BELIEVE IN. SEE YOU IN THE MORNING!"





# REUSABLE NAPPIES



WE DIG CLOSED-LOOPS, GETTING STUFF CLEAN, RE-USE, GOOD DESIGN, NICE PEOPLE & COLLABORATING WITH OTHER INDEPENDENTS ON COOL PROJECTS SO WE GOT TALKING TO ALESS AT PIM PAM.

OUR TAG "FILL CLEAN REPEAT" NEVER FELT SO APPROPRIATE & WITH A BUNCH OF FOLKS ALREADY USING OUR LAUNDRY POWDER TO CLEAN CLOTH NAPPIES OUT IN THE WORLD, WE FIGURED IT WOULD BE FUN TO DESIGN A FILL X PIM PAM REUSABLE CLOTH NAPPY, COVERED WITH A BUNCH OF COOL TURDS IN SHADES, ILLUSTRATED BY THE AMAZING ELEONORA MARTON.



# WAX/WINE



WAX/WINE CREATE UP-CYCLED HOMEWARES AND BEAUTIFUL HAND POURED NATURAL CANDLES, IN SMALL BATCHES, FROM RECLAIMED WINE BOTTLES COLLECTED FROM BARS & RESTAURANTS AROUND HACKNEY AND BEYOND!

WE FIRST NOTICED WAX/WINE AT THE WHITE BUILDING MARKET, RIGHT NEXT TO THE AMAZING SILO RESTAURANT. WE GOT IN TOUCH TO SEE IF MAGALI WOULD BE OPEN TO THE IDEA OF RE-PURPOSING A SMALL BUNCH OF MIS-PRINTED & OUT-OF-DATE GLASS FILL BOTTLES THAT WE'D BEEN SAVING UP IN THE CRATES. SHE SAID YES. WE LOVED HOW THEY TURNED OUT AND GAVE THEM OUT AS GIFTS FOR THE WHOLE FILL TEAM AT CHRISTMAS.

THEY CAN ONLY BE MADE FROM BOTTLES THAT WE WOULDN'T ORDINARILY BE ABLE TO USE, SO NUMBERS ARE LIMITED. WE SEND DOWN A BUNCH OF OUT-DATED OR MIS-PRINTED BOTTLES EVERY NOW AND THEN FOR MAGALI TO DO HER MAGIC.

THE CANDLES THEMSELVES ARE MADE FROM A BLEND OF RAPESEED & COCONUT WAX. MAGALI MAKES SURE TO USE A WOOD WICK TOO. REFILL KITS ARE AVAILABLE TOO.





# FARRINGTON'S MELLOW YELLOW

IN 2021 WE MADE SOAP FROM FARRINGTON'S MELLOW YELLOW SUSTAINABLY PRODUCED COLD PRESSED RAPESEED OIL, GROWN JUST DOWN THE ROAD FROM OUR FACTORY. SUPPLIED IN A CLOSED LOOP. WE TURN IT INTO BULK, PLASTIC FREE NORTHAMPTONSHIRE LIQUID CLEANING SOAP.

WE WANTED TO MAKE SOMETHING FROM THE MOST LOCAL INGREDIENT WE COULD FIND. OUR FACTORY IN NORTHAMPTONSHIRE IS SURROUNDED BY GOLDEN RAPESEED FIELDS. WE THOUGHT IT WOULD BE COOL TO SEE IF WE COULD MAKE A SOAP FROM IT. WE'D WANTED TO HAVE A GO AT MAKING CASTILE SOAP FOR A WHILE, KNOWING THAT WE USED IT AT HOME AND MY WIFE WOULDN'T USE ANYTHING ELSE TO CLEAN HER MAKE UP BRUSHES.

WE SOON GOT TO REALISE THAT IT WAS MAKING A REALLY GOOD ALKALINE CLEANING SOAP, PLUS IT HAD A LOVELY GOLDEN COLOUR. WHEN WE FIRST WENT TO VISIT FARRINGTON'S WE COULD SEE THEY WERE JUST AS PASSIONATE AS US ABOUT REDUCING PLASTIC WASTE AND WE WERE SO IMPRESSED WITH THEIR SITE.

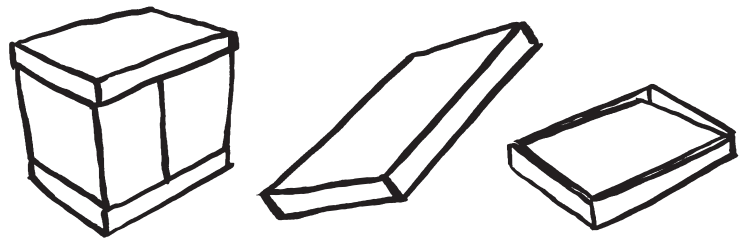


## REUSABOX

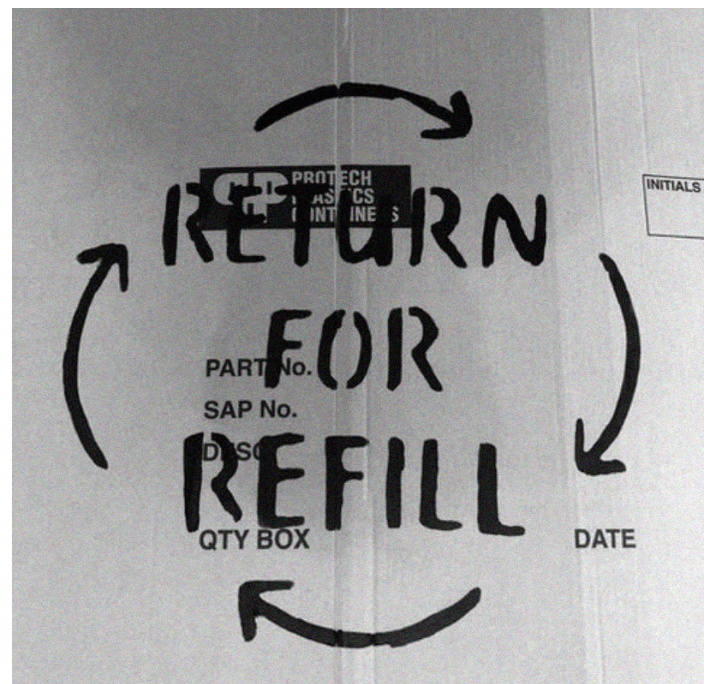
ALL THE THINGS WE MAKE AND SUPPLY ARE REUSABLE, RETURNABLE AND REFILLABLE. NO WRAP. NO TAGS. NO BAGS. NO UNNECESSARY LABELS. WE CHOOSE TO REUSE USED BOXES AND WE TRY HARD TO GO A WHOLE-LOT FURTHER THAN MOST, OFTEN JUST TO PROVE THAT IT CAN BE DONE! WE WASH & REFILL RETURNABLE PACKAGING, WE CHOOSE RECLAIMED SECOND-HAND PALLETS, SECOND HAND RECONDITIONED 200L & 1000L IBC CONTAINERS AND SECOND HAND CARDBOARD BOXES. WE WASH AND REUSE BOTTLE LIDS & DRUM CAPS AND WE ASK FILL SEEKERS TO SEND/BRING BACK ANY CARDBOARD PACKAGING FOR US TO USE AGAIN. WHEN WE CAN'T REUSE IT, WE'LL SHRED BROKEN DOWN BOARDS AND USE AS INFILL.

ONE OF OUR SUPPLIERS IS REUSABOX – THE SECOND HAND RE-BOXING CHAMPIONS WHO ARE GIVING SINGLE USE THE OLE ONE-TWO! WE STARTED WORKING WITH REUSEABOX A COUPLE OF YEARS AGO, AS SOON AS WE FOUND OUT THAT THEY WERE RESCUING CARDBOARD BOXES DESTINED FOR THE WASTE STREAM AND PUTTING THEM BACK INTO THE SUPPLY CHAIN FOR A SECOND TIME AROUND.

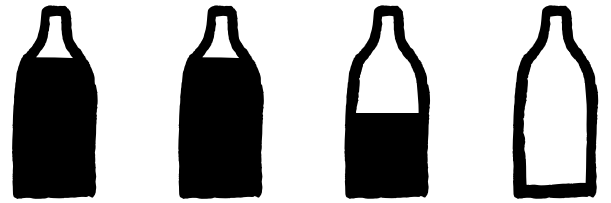
REUSABOX HELPS THOUSANDS OF COMPANIES REDUCE THEIR IMPACT ON THE ENVIRONMENT, SIMPLY BY REUSING CARDBOARD BOXES. THEY ARE CREATING A FUTURE WHERE CARDBOARD IS REUSED BEFORE



IT'S RECYCLED. WHERE OUR TREES ARE PROTECTED BEFORE WE PLANT NEW ONES AND BUSINESSES WORK TOGETHER TO TACKLE THE GLOBAL WASTE CRISIS, ONE BOX AT A TIME.



# THE FILL TEAM



OVERALL B CORP SCORE ON WORKERS

26.2 / 40.0

66%

FINANCIAL SECURITY

9.2 / 17.0



HEALTH, WELLNESS & SAFETY

6.8 / 10.0



CAREER DEVELOPMENT

3.2 / 5.0



ENGAGEMENT & SATISFACTION

4.7 / 8.0



WE ARE STILL A SMALL FAMILY-OWNED BUSINESS. WE EMPLOY AMAZING PEOPLE WHO SHOW UP BRILLIANTLY TO DELIVER THE ZERO WASTE CLOSED LOOP GIG WE DO. WE ARE A LIVING WAGE EMPLOYER, CERTIFIED BY THE LIVING WAGE FOUNDATION, WHO HAVE NAMED US A LIVING WAGE CHAMPION. THAT MEANS THAT EVERY MEMBER OF THE FILL REFILL TEAM IS PAID ACCORDING TO THE COST OF LIVING, ABOVE THE MINIMUM WAGE REQUIRED BY LAW.

OVER THE LAST FEW YEARS WE'VE PUT A LOT OF WORK INTO CREATING A COOL-LOOKING, INFORMATIVE AND COMPREHENSIVE TEAM HANDBOOK.

WE ARE AHEAD OF OUR COUNTRY, SECTOR AND SIZE CATEGORIES REGARDING WORKERS OVERALL, BUT THAT DOESN'T MEAN WE'RE NOT GOING TO SEE IF WE CAN IMPROVE. WE'VE SOUGHT PROFESSIONAL SUPPORT TO MAKE SURE WE'RE BENCHMARKING AGAINST THE MOST RESPONSIBLE MODERN PRACTICE IN HR, WHILST MAPPING THE NEEDS FOR TRAINING AND SUPPORT.





# FINANCIAL SECURITY & CAREER DEVELOPMENT

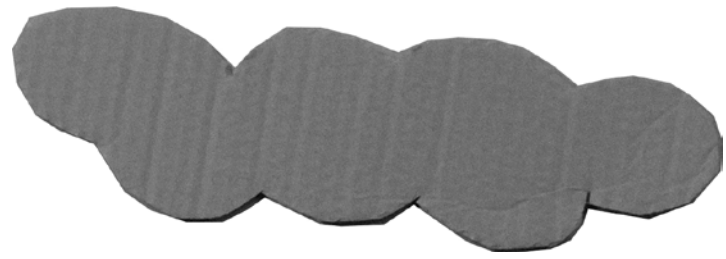
AS A FAMILY-RUN COMPANY, THERE'S NOT ALWAYS ANYWHERE TO PROMOTE PEOPLE TO! WHEN WE CAN, WE TRY TO INCREMENT PAY AS PART OF OUR PERFORMANCE REVIEW PROCESS, BUT WE HAVE TO BE REALISTIC ABOUT OUR ABILITY TO CREATE NEW ROLES AND TITLES FOR PEOPLE TO PROGRESS INTO, BECAUSE OUR NEEDS AS A MANUFACTURER ARE SET. WE DO BELIEVE THAT ANY SUCCESSES THAT THE COMPANY ENJOYS WILL BE BOUND UP WITH NEW OPPORTUNITIES & DEVELOPMENT FOR TEAM MEMBERS!

STILL, WE'VE HAD SOME SOLID PROMOTIONS THESE LAST FEW YEARS: FROM A DEVELOPMENT CHEMIST TO CHIEF CHEMIST; HIRING ON THE KNOWLEDGE TRANSFER PARTNERSHIP ASSOCIATE AS A RESEARCH & INNOVATION CHEMIST; ANOTHER DEVELOPMENT CHEMIST BECAME TECHNICAL DIRECTOR; A CUSTOMER SERVICE REPRESENTATIVE BECAME THE NEW PRODUCT DEVELOPMENT MANAGER; WE GAINED A WAREHOUSE MANAGER FROM A LONG-TIME MEMBER OF THE PRODUCTION TEAM; THE EXPORT CO-ORDINATOR BECAME OUR MARKETING & COLLABORATION MANAGER; A FREELANCE ILLUSTRATOR WE HAD A LONG-STANDING AGREEMENT WITH HAS JOINED US AS HEAD OF CREATIVE; AND SEVERAL OTHERS HAVE SEEN THEIR ROLES GROW AS THE COMPANY HAS GROWN, ONLY WITHOUT STRICTLY CHANGING TITLES.

DURING THE PANDEMIC WE SAFEGUARDED WORKERS' POSITIONS BY RE-TRAINING THEM TO WORK WHERE THEY COULD, AND WE CONTINUE TO TRY TO KEEP UP RECOGNITION AND FULFILMENT BY LOOKING TOWARDS THE POTENTIAL THAT PEOPLE HOLD. SPEAKING OF WHICH, TRAINING IN PROJECT MANAGEMENT, ETHICAL MARKETING AND OTHER ROLE-RELATED COURSES AND CONFERENCES ARE KEY INVESTMENTS TO HELP WORKERS REALISE THEIR WORTH AND POTENTIAL AS PEOPLE.



# WILD WORK DAY



CUTTING DOWN TREES IS NOT WHAT WE GO IN FOR. BUT, ON THE 8TH OF FEBRUARY 2023, DOWN AT NENE WETLANDS, WE ASSEMBLED A FILL SCRUB CLEARING SQUAD FOR A WILD WORK VOLUNTEER DAY WITH OUR PALS AT THE WILDLIFE TRUST FOR BEDFORDSHIRE, CAMBRIDGESHIRE, NORTHAMPTONSHIRE.

WAY BACK WHEN, GRASSLANDS WOULD'VE BEEN KEPT IN CHECK BY BIG-TIME GRAZERS LIKE WILD CATTLE OR RED DEER.

THOSE GUYS ARE LONG GONE, SO THE WILD LIFE TRUST HAS TO REPLICATE CONDITIONS BY CUTTING BACK SCRUB USING LESS IMPRESSIVE FOLKS... LIKE US! IF THEY DON'T, THEN THE SCRUB RAPIDLY COLONISES THE GRASSLAND... MEANING WILD FLOWERS, INSECTS, BIRDS & OTHER ANIMALS SOON DISAPPEAR. THAT'S NOT COOL!

JAMES, OUR BRILLIANT GUIDE, TOOK US ON A CRISP EARLY MORNING TOUR OF THE WETLANDS, SHOWING US SOME OF THE OTHER CONSERVATION WORK THEY'RE DOING AS WE RAMBLED BETWEEN THE FROSTED LAKES UNTIL WE CAME TO AN AREA OVERRUN BY DENSE SCRUB. WE SET UP BASECAMP IN A CLEARING, LEANED IN FOR A BRIEFING & HE ISSUED US WITH LOPPERS, BOW-SAWS, GLOVES & GOGGLES. JACKETS OFF & TOOLED UP LIKE A BUNCH OF SERIAL FILLERS, WE CLINKED STEAMING COFFEE MUGS & HEADED INTO THE SCRUB... TO TAKE DOWN SOME UNWANTED HAWTHORNS. AFTER LUNCH WE CLEARED MORE SCRUB & WENT BACK TO FILLVILLE FEELING GOOD.

NENE WETLANDS PROVIDES VALUABLE NESTING, RESTING & FEEDING CONDITIONS FOR BIG NUMBERS OF IMPORTANT BREEDING & WINTERING BIRDS. IT'S A SPECIAL PLACE & WE'RE REAL HAPPY TO BE SUPPORTING THE WILDLIFE TRUST FOR BEDFORDSHIRE, CAMBRIDGESHIRE, NORTHAMPTONSHIRE THROUGH OUR MEMBERSHIP OF 1% FOR THE PLANET TO HELP THEM KEEP IT THAT WAY!





# GOVERNANCE & ETHICS

## OVERALL B CORP SCORE ON GOVERNANCE

## MISSION & ENGAGEMENT

## ETHICS & TRANSPARENCY

## MISSION LOCKED

THIS SECTION IS NORMALLY OUT OF 10.

WE ARE A COMPANY WITH AN IMPACT BUSINESS MODEL WHICH IS INTENTIONALLY DESIGNED TO CREATE A SPECIFIC POSITIVE OUTCOME FOR OUR WORKERS, COMMUNITY, ENVIRONMENT AND CUSTOMERS, WHICH MAKES US MISSION LOCKED AND GRANTS US EXTRA WEIGHTING FOR THIS SECTION. IN THIS AREA OF THE BIA, OUR OVERALL MISSION, ENGAGEMENT AROUND OUR SOCIAL AND ENVIRONMENTAL IMPACT, ETHICS AND TRANSPARENCY RECEIVED A HIGH SCORE IN COMPARISON WITH SIMILAR ORDINARY BUSINESSES EVEN BEFORE THE BONUS POINTS.

### FROM THE TOP

THE GREEN TEAM PROVIDES DATA-DRIVEN POLICY RECOMMENDATIONS TO THE BOARD OF DIRECTORS, WHO PROVIDE ULTIMATE OVERSIGHT AT THE TOP OF OUR GOVERNANCE FRAMEWORK. THIS WAY, INTEGRITY AND ECOLOGICAL RESPONSIBILITY ARE PART OF THE ACTUAL STRUCTURE OF OUR DECISION-MAKING, RATHER THAN JUST A FACET OF IT.

OUR MISSION IS ANCHORED IN ELIMINATING SINGLE-USE PLASTIC WASTE AND FOSTERING SUSTAINABLE PRODUCTION. OUR POLICIES AND OPERATIONS ARE DEFINED BY AN UNWAVERING COMMITMENT TO DOING WHAT IS RIGHT OVER WHAT IS FAST AND PROFITABLE, EVEN WHEN FACED WITH CHALLENGES THAT WOULD MAKE ANY SHORTCUT LOOK LESS DAUNTING. BEING A B CORP ALSO MEANS THAT THE ENVIRONMENT HAS ITS INTERESTS REPRESENTED IN THE COMPANY'S ARTICLES OF ASSOCIATION, AND THE FORTHCOMING SUPPLIER CODE OF CONDUCT WILL ENSURE OUR VALUES ARE ECHOED THROUGHOUT OUR SUPPLY CHAIN, AND



18.3 / 20.0

91.5%

3.8 / 4.0



4.5 / 6.0



+10.0 / 10.0



OUR SUPPLIER CODE OF CONDUCT WILL ENSURE OUR VALUES ARE ECHOED THROUGHOUT OUR SUPPLY CHAIN FOR YEARS TO COME.

### OVER TIME

THE AUDIT PROCESS AT FILL UNDERSCORES OUR PLEDGE TO EXCEED REGULATORY EXPECTATIONS, FROM CONTINUOUS INTERNAL REVIEWS IN OUR QUALITY MANAGEMENT SYSTEM, TO THE ISO 14001 STANDARD.

WE ACTIVELY ENGAGE WITH SUPPLIERS TO UNCOVER INNOVATIVE MATERIALS AND WE ARE CONSTANTLY IN CONTACT WITH CUSTOMERS TO PROMOTE OUR CLOSED-LOOP ECONOMY. FEEDBACK LOOPS ARE INTEGRAL TO OUR OPERATIONS, SO THAT CUSTOMER INSIGHTS LEAD TO REAL-TERMS IMPROVEMENTS; WE WANT PARTICIPATING IN THE CLOSED-LOOP ECONOMY TO BE AS EFFORTLESS AS POSSIBLE FOR THEM.

### CULTURE

GREEN TEAM AND ISO STANDARDS EXIST FOR PROACTIVE AND ETHICAL ENVIRONMENTAL RISK MANAGEMENT, BUT OUR INVOLVEMENT WITH LOCAL WILDLIFE CONSERVATION EFFORTS AND THE WILDLIFE TRUST IS HELPING TO GIVE REAL PERSPECTIVE ON ENVIRONMENTAL RESPONSIBILITY THROUGHOUT THE ORGANISATION.

I STRONGLY BELIEVE IN THE IDEA THAT "THE WAY YOU DO ANYTHING IS THE WAY YOU DO EVERYTHING". WE TRY TO EMBED THIS INTO OUR COMPANY CULTURE IN ALL KINDS OF WAYS, BY GOING BIG ON SMALL DETAILS. WE HOPE THAT MESSAGE COMES THROUGH IN ALL WE DO.





**"WE HAND BUILD, HAND PAINT AND REUSE THE EXHIBITION BOOTHS WE USE FOR TRADE SHOWS USING MATERIALS WE ALREADY HAVE AT THE FACTORY. WE REFUSE THE DISPOSABLE CARPETS AT SHOWS AND AIM TO LEAVE NO TRACE ON OUR STAND. AT THE CLEAN & TIDY SHOW WE WANTED TO MAKE SOMETHING SIMPLE, SOULFUL & EYE-CATCHING TO SHOW OFF HOW COOL REFILLS CAN BE. LIKE ALWAYS, WE WANTED TO DO IT OURSELVES. FORTUNATELY, WE HAVE A SUPERHUMAN CREW WHEN IT COMES TO AVANT-GARDE DIY PROJECTS AROUND HERE. CHRIS (PRODUCTION MANAGER) STARTED CONSTRUCTION FROM SOME MAVERICK SKETCHES. HE WAS JOINED BY LEE (PRODUCTION) & THINGS SOON TOOK SHAPE. MEANWHILE, OUR INCREDIBLE HEAD OF CREATIVE, ELEONORA MARTON WORKED ON SOME COOL ORIGINAL HOME REFILL ILLUSTRATIONS... ONCE IT WAS BUILT, ELEONORA CAME UP TO FILLVILLE TO PAINT THE WALLS IN A DAY. CHRIS & LEE WORKED OUT HOW TO GET IT ALL TOGETHER AND HOW TO MOVE IT TO LONDON AND BACK. I LOVE IT WHEN A PLAN COMES TOGETHER."**



# THE FILL COMMUNITY

## OVERALL B CORP SCORE ON COMMUNITY

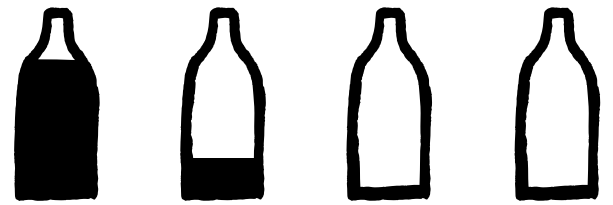
### DIVERSITY, EQUITY & INCLUSION

### ECONOMIC IMPACT

### CIVIC ENGAGEMENT & GIVING

### SUPPLY CHAIN MANAGEMENT

OVERALL WE'RE ON PAR WITH OUR COUNTRY, SECTOR AND SIZE CATEGORIES IN THIS IMPACT AREA. WHILE THERE'S APPARENTLY A LOT OF ROOM FOR IMPROVEMENT, WE'RE QUITE LIMITED IN THE CHANGES WE CAN MAKE TO IMPROVE THIS AREA OF THE BIA FOR NEXT YEAR.



12.3 / 40.0

30%

2.7 / 10.0



0.9 / 10.0



3.4 / 8.0



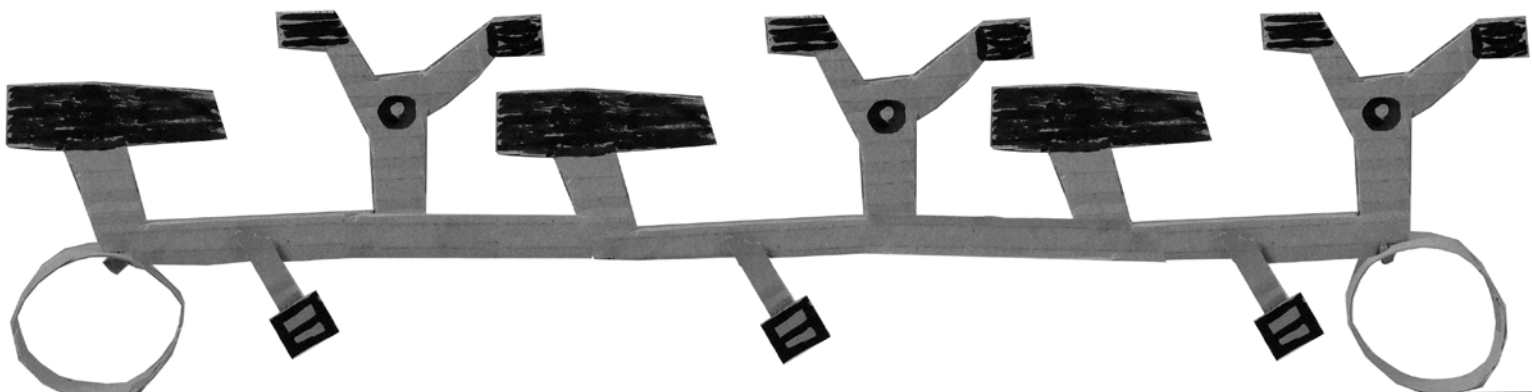
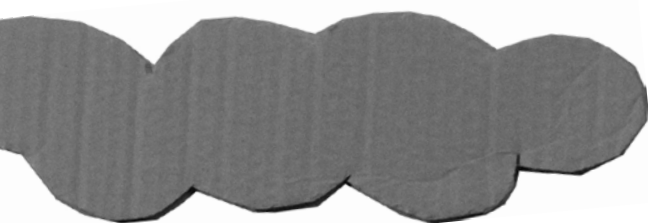
5.1 / 12.0



WE TOOK THE LOW SCORES HERE VERY SERIOUSLY AND DELVED THE QUESTIONS ON THE BIA TO FIGURE OUT WHAT MADE US SCORE SO LOW, ESPECIALLY IN DIVERSITY, EQUITY & INCLUSION, AND ECONOMIC IMPACT.

IN THE END, WE DON'T DISAGREE. AS FAR AS WE CAN GRASP, IT'S BECAUSE WE ARE A FAMILY RUN BUSINESS WITH A SMALL AND STEADY GROWTH MINDSET, AND WE DON'T CURRENTLY TRACK DIVERSITY IN OUR SUPPLIERS. WE ALSO AREN'T A CO-OP, NOR DO WE BANK WITH ONE CURRENTLY (THOUGH WE HAVE TRIED TO SWITCH), AND OUR BUSINESS OFTEN BRINGS IN MATERIALS FROM OUTSIDE THE LOCAL AREA, RATHER THAN WITHIN IT.

UNFORTUNATELY THAT ALSO MEANS THAT WITHOUT CHANGING THE NATURE OF THE BUSINESS, THESE SCORES ARE LIKELY TO REMAIN LOW POINTS IN THE FUTURE.





# COMMUNITY IMPACT

OUR COMMUNITY CONTRIBUTIONS, LIKE THE SIGNIFICANT DETERGENT DONATION TO INKIND DIRECT, DEMONSTRATE OUR PLEDGE TO LEAD BY EXAMPLE. WITH INITIATIVES SUCH AS THE NO PLASTIC INSIDE ACCREDITATION, WE MAKE IT CLEAR THAT OUR COMPANY STANDS FOR PRINCIPLED ACTION AND ENVIRONMENTAL INTEGRITY, EVEN IN THE FACE OF POTENTIALLY LUCRATIVE BUT ENVIRONMENTALLY UNFRIENDLY OPPORTUNITIES.

£24.932,4

VALUE  
RECEIVED

81

ORGANISATIONS  
REACHED

2760

LAUNDRY  
PRODUCTS

## TOP BENEFITING CAUSES

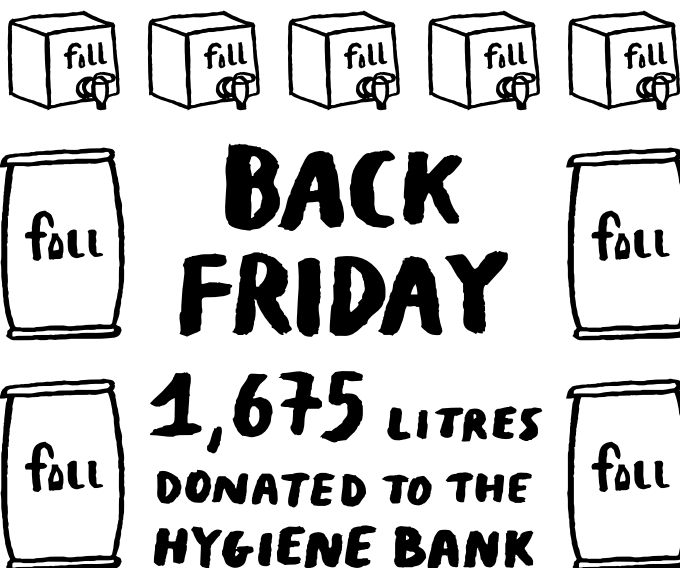
- COMMUNITY GROUP OR PROJECT
- FAMILY WELFARE
- DISABILITY
- HOMELESSNESS
- CHILD / YOUTH CARE
- COUNSELLING / ADVISE



## THE HYGIENE BANK

BACK IN NOVEMBER 2022, INSTEAD OF RUNNING ANY KIND OF BLACK FRIDAY PROMOTION (SOMETHING WE DON'T GO IN FOR AROUND HERE) WE DECIDED TO GIVE BACK TO THE HYGIENE BANK, A UK CHARITY WITH A MISSION TO HELP PEOPLE LIVING IN POVERTY TO ACCESS BASIC HYGIENE AND PERSONAL CARE PRODUCTS. MORE THAN 3 MILLION PEOPLE IN THE UK ARE AFFECTED BY HYGIENE POVERTY. EVERYONE SHOULD HAVE ACCESS TO HYGIENE BASICS. THE HYGIENE BANK WORKS WITH LOCAL COMMUNITIES TO TACKLE THIS ISSUE.

WE WERE HAPPY TO CHIP IN AND ALSO CONTRIBUTE! WE SAID WE'D MATCH THE VOLUME OF LITRES ORDERED DIRECTLY ON "BACK FRIDAY" WITH A DONATION OF THE SAME SIZE! SO, THANKS TO A BUNCH OF AMAZING CUSTOMERS WE'VE SINCE DEPOSITED 1,675 LITRES INTO THE HYGIENE BANK - JUST LIKE WE SAID WE WOULD!



"THANK YOU TO THE BRILLIANT FILL REFILL CO FOR DONATING AN INCREDIBLE ARRAY OF THEIR REFILLABLE BASICS! THEIR DONATION INCLUDED SOME FANTASTIC 20 LITRE REFILLS, MEANING WE CAN SHARE THEIR GENEROSITY WITH MANY HOUSEHOLDS AND FAMILIES! FOR OUR COMMUNITY PARTNERS, THESE REFILLS ARE LIKE HAVING SHOWER, BATH AND HOUSEHOLD CLEANING PRODUCT ON TAP - THEY SIMPLY FILL A CONTAINER AND PASS ON TO THOSE IN NEED" THE HYGIENE BANK



# FILL SEEKER

## OUR B CORP SCORE FOR CUSTOMERS IS 5 OUT OF 5!

WE'VE SCORED 100% ON CUSTOMER STEWARDSHIP BECAUSE WE TRY TO GO ABOVE AND BEYOND ON THE QUALITY OF OUR PRODUCTS AND INTEGRITY OF OUR MISSION. WE ALSO HAVE ETHICAL MARKETING PRACTICES (WE DON'T SAY WE DO STUFF THAT WE DON'T). IN ADDITION, OUR PRODUCTS ARE DESIGNED TO ADDRESS MULTIPLE ENVIRONMENTAL AND SOCIAL PROBLEMS FOR OR THROUGH OUR CUSTOMERS, AND WE ALSO AIM TO IMPROVE THE SOCIAL & ENVIRONMENTAL IMPACT OF OTHER BUSINESSES WE COLLABORATE WITH.

OUR GROWING COMMUNITY OF CUSTOMERS—OR FILL SEEKERS AS WE CALL THEM—COMPRISES SMALL INDEPENDENT ZERO WASTE SHOPS ACROSS THE COUNTRY THAT STOCK OUR BULK PRODUCTS, OFFERING REFILL OPTIONS TO END USERS UNDER THE BRING YOUR OWN CONTAINER IDEA, AND ALSO TO CUSTOMERS THAT ORDER OUR PRODUCTS ONLINE OR VIA OUR PARTNER MILK & MORE.



# THE ZERO WASTE COMMUNITY



**WE ENCOURAGE REFILL VIA OUR GROWING NETWORK OF REFILL STORES, NATIONWIDE.**

**WE DELIVER BULK RETURNABLE DRUMS TO STORES. WHEN THEY'RE EMPTY WE TAKE THEM BACK FOR WASHING & REFILL. EVERY 20L REMOVES 40 X 500ML SINGLE USE PLASTIC BOTTLES FROM CIRCULATION. EVERY 200L REMOVES 400 X 500ML BOTTLES FROM CIRCULATION.**

**WE ALWAYS DELIVER GOODS TO STORES PLASTIC FREE. WE USE RECLAIMED PALLETS, REPURPOSED & REUSABLE CARDBOARD PALLET BOXES, REUSABLE NETS, PALLET STRAPS OR PAPER BANDING. WE TAKE BACK CARDBOARD BOXES & BOARDS FOR REUSE. IF THEY CAN'T BE REUSED, WE SHRED CARDBOARD ON SITE AND USE AS INFILL PACKING. WE ENCOURAGE STORES TO KEEP AND REUSE ANY PACKAGING THEY RECEIVE FROM US AGAIN AND AGAIN.**



**"REFILL STORES ARE GOOD. SMALL, SOULFUL, COMMUNITY-FOCUSED PLACES. PLACES RUN BY COOL FOLKS WHO BELIEVE THERE'S A BETTER WAY TO BUY & SUPPLY GOODS. FOLKS WHO CHOOSE TO BRING ABOUT THE CHANGES THEY WANT. RETAIL REBELS. SERIAL FILLERS IN A WAR AGAINST WASTE IN NEIGHBOURHOODS THROUGHOUT THE UK. ALL LEARNING AS THEY GO. THEY'RE NOT SO INTERESTED IN ULTRA-CONVENIENT SINGLE USE, IMPERSONAL TRANSACTIONS OR GROWTH AT ALL COSTS. THE OPPOSITE. GOODS ARE RESEARCHED & CAREFULLY SOURCED. THEY COLLABORATE WITH SUPPLIERS TO BRING YOU THE MOST RESPONSIBLE PRODUCTS THEY CAN FIND, IN A CLOSED LOOP WHEREVER IT EXISTS. PRODUCTS THEY CHOOSE TO USE THEMSELVES. IT'S NOT EASY. OFTEN, THEY'RE MUCH MORE THAN A STORE... THEY BRING COLOUR, CREATIVITY & COMMUNITY BACK TO HIGH STREETS & SIDE STREETS."**

**PHILLIP KALLI**



ZERO STORE, LEAMINGTON SPA

*"LIFE HAS NO REMOTE, GET UP AND CHANGE IT YOURSELF"* CHARLIE BROWN

HERE'S OUR OTHER FAVOURITE CHARLIE... CHARLIE DEMETRIOU WHO HAS BEEN BRINGING PLASTIC FREE GOODS TO THE PEOPLE OF LEAMINGTON, STRATFORD & BEYOND SINCE 2018, HELPING FOLKS CHOOSE TO REUSE. IN 2023 SHE WAS OUR TOP INDEPENDENT REFILL STORE.

CHARLIE IS NOT A QUITTER! SHE IS ONE OF THE ORIGINAL 200L RETURNABLE STOCKISTS AND ZERO IS ONE OF THE BEST EXAMPLES OF A COOL, INDEPENDENT ZERO WASTE STORE PUT TOGETHER WITH A GIANT HEART, A GOOD EYE, A GREAT TEAM & LOADS OF HARD WORK.

ALWAYS BLAZING TRAILS, KEEPING THINGS FRESH & HELPING OTHER STORE OWNERS, CHARLIE OFTEN SPEAKS ABOUT WHY REFILL IS IMPORTANT IN HER COMMUNITY HELPING TO RAISE AWARENESS AND ACCELERATE THE TRANSITION AWAY FROM SINGLE USE PLASTIC TOWARDS REUSE SYSTEMS.



| PRODUCTS                | LITRES <sup>20</sup> |
|-------------------------|----------------------|
| LAUNDRY LIQUID          | 4410                 |
| HAND SOAP               | 3630                 |
| WASH UP                 | 4120                 |
| FABRIC CONDITIONER      | 3220                 |
| OTHER PRODUCTS COMBINED | 6225                 |



*"MEETING IN THE PARK WITH FRIENDS IN 2018, I TALKED ABOUT DREAMS FOR A PLACE WHERE I COULD SHOP WITHOUT ALL THE EXCESSIVE PACKAGING; IN FACT, WITHOUT ANY PACKAGING AT ALL. IF ONLY SOCIETY'S WAY OF LIVING COULD BECOME MORE ZERO WASTE... AND SO THE IDEA OF ZERO WAS BORN. A SHOP DISPENSING LOCALLY SOURCED, GREAT VALUE, EVERYDAY PRODUCTS TO PEOPLE IN WHATEVER CONTAINERS YOU HAPPEN TO HAVE. ZERO PLASTIC, ZERO WASTE. ZERO."* CHARLIE DEMETRIOU

[20] From Nov. 2021 till Dec. 2023



# CHEERS

WE LOVE REFILL STORES. THE FRONT LINE IN THE WAR AGAINST WASTE. WHERE IT ALL BEGAN. THOSE SHOP OWNERS ARE THE CHANGE-MAKERS. THE MAVERICKS WHO INFLUENCE, INSPIRE, CHALLENGE & ENCOURAGE BRANDS, RETAILERS & SHOPPING HABITS. THEY'VE MADE GOOD THINGS HAPPEN. THEY'VE SHOWN THAT THINGS CAN BE DONE DIFFERENTLY. BETTER. WE THINK IT'S IMPORTANT THAT WE FIND THOUGHTFUL AND CREATIVE WAYS TO SHOW OUR APPRECIATION TO THE COMMUNITY OF STORES WE WORK ALONGSIDE.



IN DECEMBER 2022 WE WANTED TO FIND AN INTERESTING WAY TO SAY CHEERS TO OUR MOST REGULAR FILL REFILLERS THROUGH 2022. ALL THE STORES WE'VE SUPPLIED THE MOST. SO, WE ASKED SEA CHANGE WINE IF THEY'D BE COOL WITH US SENDING OUT A BUNCH OF THEIR AWARD-WINNING PROSECCO WITH OUR OWN LABEL. CRISP, DELICATE & MADE FROM GLARE GRAPES FROM VENETO. EVERY BOTTLE SOLD SUPPORTS MARINE CHARITIES AROUND THE WORLD. VA BENE! NATURALLY WE ASKED ELEONORA TO ILLUSTRATE THE LABEL & SHE NEVER EVER DISAPPOINTS. WHEN THE BOTTLE'S EMPTY, WE ARRANGED THAT IT CAN BE SENT TO THE BRILLIANT WAX/WINE TO BE TURNED INTO A HAND POURED WINE BOTTLE CANDLE USING COCONUT & RAPESEED WAX, 100% ESSENTIAL OILS & WOODEN WICKS! WE KNOW ALL THIS IS A VERY SMALL THING, I GUESS WE FELT IT REPRESENTED PRETTY WELL THE IDEA THAT WE NEED TO COLLABORATE TO FIND MORE CREATIVE SOLUTIONS TO ELIMINATE WASTE. THAT'S THE STUFF WE LIKE THE MOST. WE'RE GRATEFUL FOR THE PATIENCE, SUPPORT, GOOD VIBES, SUGGESTIONS & INSPIRATION.

IN DECEMBER 2021 WE COMMISSIONED SOME HAND DRAWN SHOP-FRONT ILLUSTRATIONS FOR ALL THE STORES THAT WE'VE SUPPLIED THE MOST IN 2021, AS A WAY OF THANKING THEM AND DELIVERED MOST OF THEM IN PERSON... WE FIGURED MAKING THESE DRAWINGS WAS THE LEAST WE COULD DO RIGHT NOW BECAUSE WE UNDERSTAND JUST HOW MUCH EVERY SHOP, STALL, SPACE, VAN OR SHIPPING CONTAINER MEANS TO THEIR OWNERS - JUST AS OUR TIME-WORN MID-CENTURY FACTORY (WITH ALL IT'S CRACKS, IMPERFECTIONS & IDIOSYNCRASIES) MEANS A WHOLE LOT TO US. IT'S A SMALL THING BUT WE'VE BEEN PRETTY MOVED BY THE MESSAGES FROM STORE OWNERS WHO'VE ALREADY RECEIVED A DRAWING. IT'S ONE OF THE COOLEST THINGS WE'VE HAD A CHANCE TO DO SO FAR.

WE'RE NOTHING WITHOUT THE AMAZING STORE OWNERS WHO HAVE HELPED MAKE REFILL SOMETHING THAT DOESN'T FEEL LIKE A COMPROMISE. WE'RE GRATEFUL FOR THE PATIENCE, UNDERSTANDING, SUPPORT, GOOD VIBES, SUGGESTIONS & INSPIRATION. THERE'S NO BLUEPRINT FOR ANY OF THIS. WE'RE ALL LEARNING, FAILING SOMETIMES & DOING OUR BEST TO KEEP FINDING NEW WAYS TO BE BETTER.



# WORLD REFILL DAY, JUNE 16 '23



WE DECIDED THAT THE COOLEST THING WE COULD DO WOULD BE TO SPREAD THE MESSAGE OF HOW FOLKS COULD REFILL BETTER AT THEIR LOCAL REFILL STORE, AND SPOTLIGHTING A BUNCH OF REFILL STORES AROUND THE UK, HOW THEY MAKE REFILL INTO A REALITY AND ALL THE PEOPLE THAT CHOOSE TO USE AND REUSE THEM. WE FIGURED IT WOULD BE A NICE WAY TO SUPPORT THE AMAZING FOLKS WHO HAVE SUPPORTED US THROUGH THE LAST FEW YEARS – WHILST HELPING TO GET MORE PEOPLE INTO REFILL!

WE FEATURED A BUNCH OF FILL STOCKISTS AND FILL SEEKERS AS PART OF THE WORLD REFILL DAY CAMPAIGN VIA OUR SOCIALS AND VIA CITY TO SEA AND LESS PLASTIC UK. HELPING TO SPREAD THE MESSAGE OF REFILL.





# LOOKING UP

**LEARN FROM YESTERDAY, LIVE FOR TODAY, LOOK TO TOMORROW, REFILL THIS AFTERNOON!**

**"LOOK INTO YOUR BOTTLE. I CAN SEE YOU'RE GONNA BE NEEDING A SINGLE USE PLASTIC FREE REFILL SOON!"**

**I DON'T KNOW EXACTLY WHAT THE FUTURE IS GOING TO LOOK LIKE. WE DO KNOW IT NEEDS TO BE MORE POSITIVE. WORKING TOGETHER TO CREATE A MORE SUSTAINABLE & HOPEFUL FUTURE HAS NEVER BEEN SO IMPORTANT. FOR US, THAT MEANS CONTINUING TO INNOVATE, COLLABORATE AND LEARN! WE'RE COMMITTING TO POSITIVE ACTION OVER COMPROMISE. THAT COULD MEAN SLOWING DOWN, DISCONTINUING OR DOWNSIZING. THAT'S OKAY.**

**POSITIVE ACTION MEANS ADDING TO SOMETHING OTHER THAN THE PROBLEM. IT MEANS MAKING A REAL SOLUTION THAT WORKS AND STICKING TO IT, SO THAT OTHER PEOPLE GET THE OPTION TO STICK WITH IT, TOO.**

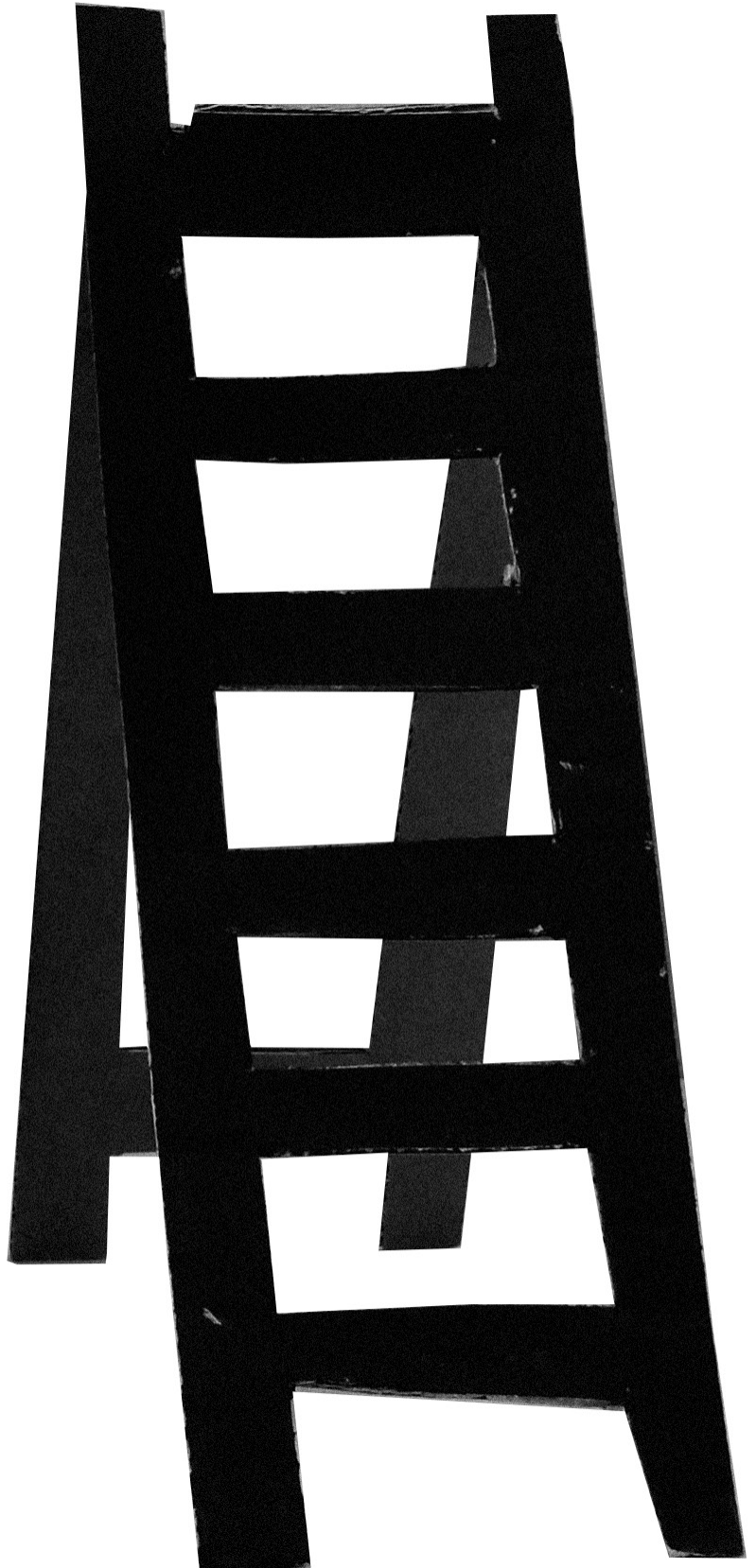
**WE'VE BEEN OPERATING A CLOSED LOOP FOR YEARS. IT'S HARD AND THERE'S A LOT TO WORK OUT. WE KNOW IT'S STILL NOT PERFECT. MAYBE WE'LL ALWAYS HAVE TO TRY. BUT IT'S WORKING, IT'S DOABLE AND IT'S DEFINITELY WORTH IT.**

**ONE THING'S FOR SURE, WE'RE STICKING WITH IT. WE'RE NOT PLOTTING A CHANGE OF DIRECTION OR MAKING MASSIVE EXPANSION PLANS. WE WILL CONTINUE TO MAKE THE BEST PRODUCTS WE POSSIBLY CAN WITH NO SINGLE USE PLASTIC PACKAGING.**

**WE WANT FILL STOCKISTS AND FILL SEEKERS TO BE PROUD TO TAKE OUR GOODS. WE'LL KEEP FINDING NEW WAYS TO DO THINGS BETTER WITHOUT COMPROMISING ON WHAT WE THINK IS RIGHT.**

**MORE GRASS ROOTS RESEARCH AND DEVELOPMENT; FORMULATION TWEAKS, TESTING AND IMPROVEMENTS WHEREVER WE CAN MAKE THEM. WE'LL BE LAUNCHING PLASTIC FREE SACHETS WITH NOTPLA IN 2024. WE'LL BE ROLLING OUT DIGITAL DRUM TRACKING ON MORE RETURNABLE PACKS. EXPECT MORE SMALL-SCALE COLLABORATIONS TO CHALLENGE WASTE, MORE REFILL CAMPAIGNING AND REFILL COMMUNITY PROJECTS. PLUS, WE'LL CONTINUE WORKING BEHIND THE SCENES TO MAKE THE COMPANY A BETTER PLACE TO WORK AND A BETTER PLACE TO BE.**

**HERE'S SOME OF THE OTHER THINGS YOU CAN EXPECT TO SEE COMING OUT OF FILLVILLE BEFORE THE NEXT REPORT.**



## TRANSPARENCY. MAKING IN PLAIN SIGHT.

WE PLAN TO LET FOLKS BEHIND THE SCENES - TO SHOW OUR CUSTOMERS WHAT WE MAKE, WHAT WE DO AND HOW WE DO IT, EACH STEP OF THE WAY. LONGER TERM WE HOPE TO OFFER SOME KIND OF LOW-KEY WILLY WONKA FACTORY VISITS FOR PEOPLE WHO MIGHT BE INTERESTED.

AS THIS REPORT SHOWS, THIRD PARTY VERIFICATION AND ACCREDITATIONS ARE IMPORTANT TO US. WE HAVE PARTNERED WITH PROVENANCE AS ANOTHER WAY TO FURTHER VALIDATE ALL THE SUSTAINABILITY CLAIMS WE MAKE. EXPECT TO SEE THIS ON OUR SITE IN SPRING 2024.

## ELECTRIC DREAMS

WE ARE COMMITTED TO ZERO TAIL-PIPE EMISSIONS FOR ALL OUR OWN TRANSPORT, BY MAKING THE SWITCH TO ELECTRIC VEHICLES FOR NATIONAL FILL REFILL VAN DELIVERIES AS SOON AS WE POSSIBLY CAN, ONCE WE'RE HAPPY THAT VAN RANGE & PAYLOAD CAN COPE WITH OUR HEAVIEST LOADS. LAST YEAR WE ROAD TESTED A FEW VEHICLES, BUT WE STRUGGLED WITH MOVING HEAVY VAN LOADS THE LENGTH AND BREADTH OF THE UK. THIS WAS A REAL FRUSTRATION BUT WE ARE CONSIDERING OTHER DELIVERY MODELS ALONG THE LINES OF OUR STRATEGIC PARTNERSHIP WITH PLANET MINIMAL IN LONDON.

IN 2023, WE SWITCHED THE REMAINING DIESEL FORKLIFTS IN OUR FACTORY TO ELECTRIC. THAT MEANS ALL FILL REFILL UTILITY VEHICLES (FORKLIFTS, LIFTING TRUCKS & PALLET LIFTERS) ARE NOW ZERO TAIL-PIPE EMISSIONS ON-SITE.

## COLLABORATIONS

THAT'S WHAT GETS US MOST EXCITED. WE HAVE A LOAD OF PEOPLE, BRANDS AND PARTNERS LINED UP TO WORK WITH. FROM TINY PROJECTS TO MASSIVE NATIONAL REFILL COALITIONS. WE'D LOVE TO WORK WITH THEM ALL. THE HARDEST PART IS CHOOSING WHERE TO START, BUT YOU CAN BE SURE IT'LL BE LED BY WHAT INSPIRES US MOST.

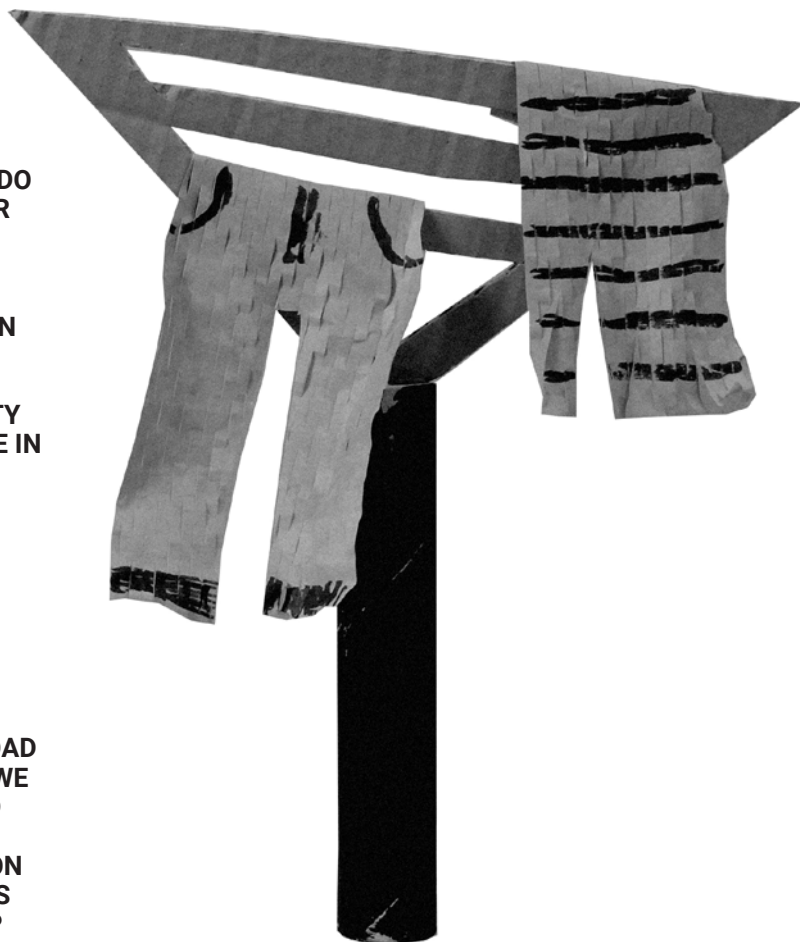
## PURPOSE ON

WE'VE LEARNED THAT SUSTAINABILITY SHOULDN'T BE A TITLE, A TEAM OR A DEPARTMENT WITHIN A BUSINESS. I'M KEEN TO ENSURE WE DELIVER CARBON LITERACY TRAINING ACROSS THE TEAM AND CONTINUE TO EMBED SUSTAINABILITY WITH EVERY SINGLE DECISION MADE AT FILL REFILL, ALWAYS UNDERPINNED AND UPHELD BY A BOARD THAT IS 100% ON BOARD!

TO START WITH, WE'LL BE LAUNCHING A NEW ETHICS PAGE IN MAY 2024 THAT WILL OUTLINE OUR COMMITMENT TO BEING A PURPOSE LED BUSINESS WITH SUSTAINABILITY AT THE CORE<sup>21</sup>.

## FILL CLEAN REPORT

WE'RE CURRENTLY RESEARCHING HOW WE CAN DELIVER MEANINGFUL ON-PACK LCAS FOR THE PRODUCTS WE MAKE TO MEASURE AND REPORT ON THEIR ENVIRONMENTAL IMPACT. THERE'S A LOT TO WORK OUT, BUT IT REMAINS A STEADFAST GOAL, TO BE DELIVERED IN NOVEMBER 2024.



[21] <https://www.fillrefill.co/about-us/ethics/>



## HEY USE LESS

WE'LL CONTINUE TO ACT LIKE A GOOD CITIZEN, DOING WHAT WE SAY WE DO AND TREATING CUSTOMERS AND SUPPLIERS WELL. WE ARE LOOKING AT INTRODUCING 2 NEW 1% FOR THE PLANET ENVIRONMENTAL PARTNERS IN APRIL 2024 TO AMPLIFY OUR POSITIVE ENVIRONMENTAL IMPACT.

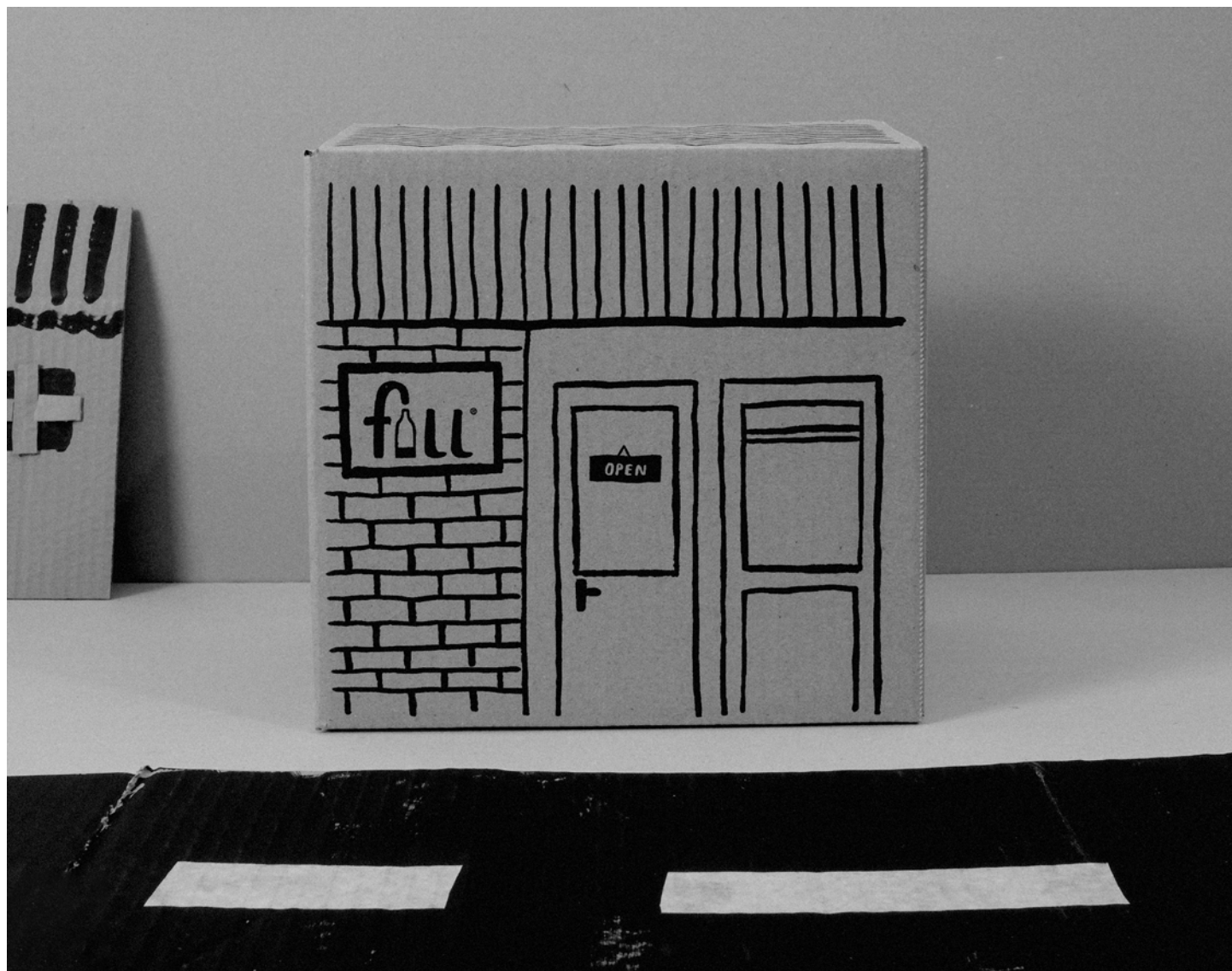
## SOUL-FILL

WE'LL KEEP MAKING CONSIDERED DECISIONS BASED ON WHAT'S RIGHT FOR US. WHILST THE TREND MIGHT BE TO LEAN INTO BOMBARDING FOLKS WITH ADS, AI OR CHAT BOTS WHICH (WE THINK) REMOVE YOU FROM CUSTOMERS, WE WANT TO GET CLOSER TO OUR CUSTOMERS TO UNDERSTAND HOW WE MIGHT SERVE THEM BETTER. WE WILL CONTINUE TO DESIGN AND WRITE EVERYTHING IN-HOUSE, IN OUR OWN IDIOSYNCRATIC (SLIGHTLY ODD) WAY.

## THANK YOU

THANKS FOR STICKING WITH US AND FOR READING THIS FAR. THANKS ALSO FOR THE GOOD VIBES, KIND WORDS OF ENCOURAGEMENT, SUGGESTIONS, GENTLE CRITICISM AND OVERWHELMING SUPPORT. WE'D HAVE LITTLE IMPACT IF IT WASN'T FOR OUR WONDERFUL FRIENDS, STOCKISTS & FILL SEEKERS.

IT WON'T BE EASY TO DO ALL THIS STUFF, BUT KNOWING THAT IT IS WORTHWHILE MAKES IT A LOT MORE MANAGEABLE. WE'RE PROUD TO HAVE DONE A LOT OF WORK TO ALIGN OUR ACTIONS WITH OUR ETHICS AND LONG-TERM SUSTAINABILITY GOALS. NOW WE NEED TO GET ON WITH IT. WE'LL REPORT BACK SOON.







# SDG-ALIGNED GOALS FOR 2024 & BEYOND

6

CLEAN WATER AND SANITATION

## SDG 6: CLEAN WATER & SANITATION

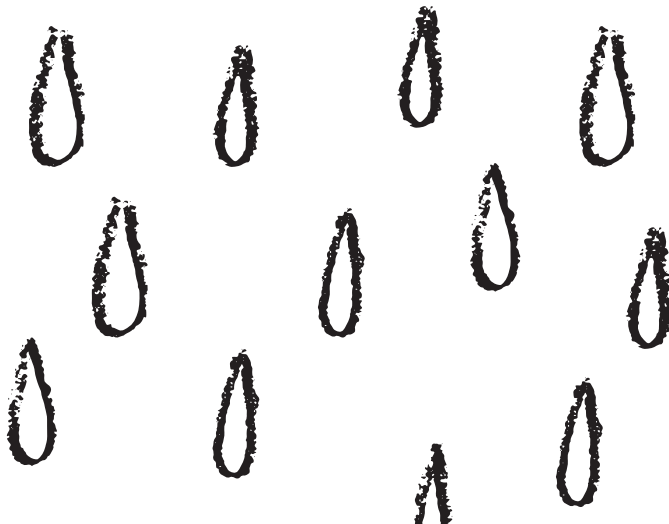
WHEN WE WASH AND RINSE OUR PRODUCT CONTAINERS AS PART OF OUR CLOSED LOOP (IN OUR WASHERTAINER, A FULLY CONVERTED WASTE SHIPPING CONTAINER), THE LAST LITTLE BIT OF PRODUCT ON THE INSIDE GETS MIXED WITH WATER AND GOES DOWN THE DRAIN. THIS ISN'T REALLY AN ISSUE IN THE SENSE THAT IF OUR PRODUCTS ARE SAFE TO GO TO DRAIN AT A CUSTOMER'S HOUSE, THEY'RE FINE TO GO DOWN OURS FOR EXACTLY THE SAME REASONS. BUT WE HAVE TWO REASONS TO CUT BACK REGARDLESS, BECAUSE WE'RE A COMMON POINT IN THE CLOSED LOOP (AND WE REALLY DO WASH EVERYTHING THAT COMES BACK TO US). THERE'S AN EXTERNAL REASON AND AN INTERNAL ONE.

THE EXTERNAL REASON TO CUT BACK IS THAT THE WATER COMPANY MONITORS HOW MUCH WE SEND TO DRAIN. WE CAN PAY MORE MONEY TO SEND MORE DOWN THE DRAIN, WHICH ISN'T AN ISSUE ITSELF. THAT LEAVES THE INTERNAL REASON: THE PRODUCT WE WASH OUT ADDS UP, AND SENDING A LOT OF SURFACTANT (YES, EVEN SOAP) DOWN THE DRAIN AT ONCE IS TAXING ON THE WATER TREATMENT PLANT AND POTENTIALLY CAUSES PROBLEMS FOR THEM. THE WASTE WATER FROM MANY TYPES OF OTHERWISE HARMLESS INDUSTRIAL ACTIVITIES CAN STILL RISK OVERWHELMING THE SYSTEM IF IT CONTAINS TOO MUCH STUFF, CAUSING THE WATER NOT TO BE TREATED FULLY ON THE FIRST PASS OR JUST STRESSING OUT THE SCIENTISTS AT THE WATER COMPANY. TO THAT END, WE'LL BE PILOTING A NEW, ON-SITE WASTEWATER TREATMENT SYSTEM BY SUMMER 2024 THAT SHOULD REDUCE OR ELIMINATE THE AMOUNT OF PRODUCT WE SEND TO THE DRAIN, CONVERTING IT TO SMALLER AND MORE QUICKLY BIODEGRADED MOLECULES, OR EVEN TO CARBON DIOXIDE. AT LEAST THAT'S HOW IT WORKED WHEN WE TRIED IT IN THE LAB THIS YEAR.



IN THE END, WHILE WE LIKE TO MAKE WAVES IN ONE SENSE, THE WATER TREATMENT PLANT IS SOMEWHERE YOU REALLY DON'T WANT TO DO THAT, EVEN IF THE WATER COMPANY SAYS IT'S ALL FINE. AT THE VERY LEAST, TAKING RESPONSIBILITY FOR YOUR WASTE WATER IS JUST POLITE.

SPEAKING OF THE WASHERTAINER, BY THE END OF 2024 WE'LL BE LOOKING TO GET AS MANY OF OUR CERTIFICATIONS AS POSSIBLE APPLIED TO OUR CLOSED LOOP WASHING PROCESS! EVEN IF MOST PEOPLE DON'T HAVE TO THINK ABOUT THE WASHING PROCESS ITSELF, WE STILL WANT TO ENSURE THAT IT CAN PASS ALL THE OTHER HURDLES THAT WE PUT OUR PRODUCTS THROUGH.

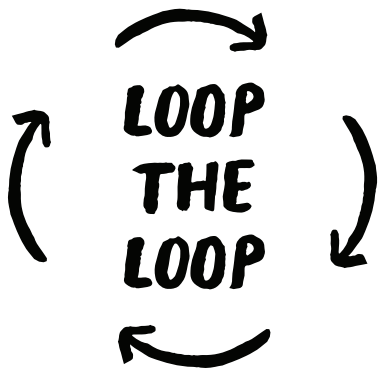


SDG 12: CLOSED LOOP

IN 2024 WE'RE LOOKING TO IMPROVE UPON WHAT WE'VE DONE THIS YEAR IN CLOSED LOOP.

WE EXPECT THAT BY SUMMER, WE'LL HAVE HAD A CHANCE TO IMPROVE THE METRICS WE USE FOR OUR CIRCULARITY, BASED ON THE ELLEN MACARTHUR FOUNDATION'S MATERIAL CIRCULARITY INDICATOR (MCI) TOOLS AND DOCUMENTS, AS WELL AS ANYTHING INTERESTING WE UNCOVER DURING OUR EXPLORATIONS OF LIFE CYCLE ANALYSIS<sup>22</sup>. IN THAT TIME, WE'LL ALSO BE USING MORE OF THE POWERFUL BACKEND TOOLS OF REATH'S API AND OUR OWN PROGRAMMING EXPERTISE TO MAKE OUR OWN DETAILED REPORTS ON OUR CLOSED LOOP STATISTICS. INSTEAD OF THE LONG, COMPLEX, BESPOKE AND INFERENCE-HEAVY ANALYSES OF OUR SALES AND PURCHASING THAT WE HAVE BEEN DOING, WE'LL BE ABLE TO BRING UP A FULL ANALYSIS ON OUR PLASTIC USE AND EFFICIENCY OVER TIME WHENEVER WE WANT, WITH JUST A FEW CLICKS. THIS WILL LET US BE MORE TRANSPARENT AND CONCRETE WHEN WE TALK ABOUT HOW EFFECTIVE CLOSED LOOPS ARE IN FUTURE, AND MIGHT EVEN HELP US TO PLUG LEAKS IN THE LOOP. ALSO IN REATH GOALS, WE'RE LOOKING INTO HOW WE CAN IMPLEMENT IT FOR OUR 20 L PCR DRUMS AS WELL, THOUGH THIS IS LIKELY A GOAL FOR 2025 WHILE WE REALLY GET THE LOGISTICS ASPECT PERFECTED FOR THE 200 L DRUMS; WE WILL BE USING OUR EXPERIENCE IN THE NEXT 12 MONTHS TO COME TO AN UNDERSTANDING OF HOW TO MAKE IT POSSIBLE FOR SMALLER CONTAINERS, OF WHICH WE SELL MANY MORE.

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



full

STOCK 72

✓ = READY TO FILL

Ⓡ = RECYCLED BtB

BtB

RE-CYCLED 20LT PCR

BtB

WASH  
UP

GINGER

473

LAUNDRY

LIQUID NEROLI

725

WASH  
UP

474

ALL  
PURPOSE

726

KITCHEN

GRAPE  
FRUIT

564

BATHROOM

727

HAND  
SOAP

FIG  
LEAF

566

FABRIC  
COND

728

LAUNDRY  
LIQUID

676

FLOOR

729

ALL  
PURPOSE

HONEY  
SUCKLE

720

✓ 12

GLASS

730

BATHROOM

DANDELION

721

HAND  
SOAP

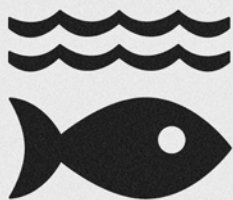
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SOMETHING THIS REPORT SORELY LACKED WAS LCA ASSESSMENTS ON OUR PRODUCTS AND OPERATIONS TO CALCULATE ITS ENVIRONMENTAL IMPACTS ACROSS THE ENTIRE PRODUCT LIFECYCLE, FROM CRADLE TO CRADLE, AND OUR SCOPE 1, 2 AND 3 EMISSIONS VIA GHG/CARBON ACCOUNTING. THESE ARE THE GOLD STANDARDS FOR SUSTAINABILITY REPORTING AND IT ALMOST PHYSICALLY HURTS NOT TO HAVE THEM. WE SHOULD HAVE THIS INFRASTRUCTURE ALL SET UP BY THE TIME OF OUR 2024 SUSTAINABILITY REPORT AT THE LATEST, ALLOWING US TO ACTUALLY REPORT ON THEM.

[22] <https://www.ellenmacarthurfoundation.org/material-circularity-indicator>



## 14 LIFE BELOW WATER



## SDG 14: LIFE BELOW WATER

ONE TYPE OF CHEMICAL WE HAVE BANNED FROM ALL OUR PRODUCTS (EVEN AT THE PARENT COMPANY IDEAL MANUFACTURING, WHERE IT IS STILL CRITICAL TO THE SECTOR IT SUPPLIES) IS CHLORINE BLEACH. WE DISAGREE FUNDAMENTALLY ENOUGH WITH THE HAZARDS AND DOWNSIDES OF CHLORINE BLEACHES TO MAKE OTHER BRANDS STOP USING IT, JUST BY THE FACT OF BEING UNDER THE SAME ROOF. WE'VE HAD OTHER POSITIVE IMPACTS ON THE REST OF THE COMPANY TOO, BUT WE'LL HAVE MORE TO SAY ON THAT THROUGH OTHER CHANNELS THROUGHOUT 2024.



CHLORINE BLEACHES CAN IMPACT MARINE LIFE, ARE PARTICULARLY HAZARDOUS TO HANDLE AND RELEASE ELEMENTAL CHLORINE INTO THE ENVIRONMENT, WHERE IT IS BAD FOR BOTH PEOPLE AND THE ATMOSPHERE. WE'VE BEEN DESIGNING NEW BLEACH PRODUCTS THAT AREN'T BASED ON CHLORINE AND, AS FAR AS WE KNOW, DON'T EXIST OUTSIDE OF SPECIALISED APPLICATIONS. WE'VE BEEN TESTING THIS FORMULATION IN HOUSE, BUT WE STILL HAVE SOME WAYS TO GO BEFORE WE CAN FIGURE OUT HOW TO MAKE IT INTO A PROPER HOUSEHOLD OR LAUNDRY PRODUCT. WE HOPE TO HAVE IT IN A FIT STATE TO RELEASE BY THE END OF 2024 OR EARLY 2025. WHILE IN BEING A BLEACH IT WOULD HAVE MORE HAZARD WARNINGS THAN ANY OTHER FILL PRODUCT, ONCE IT'S DONE ITS JOB IT'S LESS HAZARDOUS THAN LAUNDRY DETERGENT. EVEN IF WE DON'T RELEASE IT AS A FILL PRODUCT, WE'LL PASS IT TO IDEAL MANUFACTURING TO HELP MAKE UP FOR ALL THE CHLORINE-MONEY WE STOPPED THEM FROM MAKING.



FINALLY, WE WANT TO SEE THE CULMINATION OF OUR COLLABORATIONS WITH NOTPLA IN THE FORM OF SEAWEED SACHETS OF LAUNDRY AND DISHWASHER DETERGENT, OR AS A WRAPPING FOR TABLETS. WE CANNOT STRESS ENOUGH HOW PROUD WE ARE TO BE WORKING WITH NOTPLA, AND WE ARE VERY EXCITED TO BRING THIS PROJECT TO A CLOSE, AND OPEN A NEW DOOR BY SUMMER 2024.

## OUR GOALS FOR THE NEXT REPORT

| GOAL | GOAL DESCRIPTION   | SDG | IMPACT AREA | ACTION BY END OF... | PAGE |
|------|--|-----|-------------|---------------------|------|
| 1    | INITIALISING “PROVENANCE” TO VALIDATE OUR CERTIFICATION CLAIMS.    | 12  | GOVERNANCE  | QUARTER 1, 2024     | 47   |
| 2    | NEW ETHICS PAGE ON OUR WEBSITE.                                    | –   | GOVERNANCE  | QUARTER 2, 2024     | 47   |
| 3    | TWO ADDITIONAL 1% FOR THE PLANET ENVIRONMENTAL PARTNERS.           | 17  | GOVERNANCE  | QUARTER 2, 2024     | 48   |
| 4    | NEW ON-SITE WASTE WATER TREATMENT SYSTEM.                          | 6   | ENVIRONMENT | QUARTER 2, 2024     | 50   |
| 5    | IMPROVE METRICS WITH MCI TOOLS.                                    | 12  | GOVERNANCE  | QUARTER 2, 2024     | 51   |
| 6    | REATH OPERATIONAL FOR 200 L DRUMS.                                 | 12  | ENVIRONMENT | QUARTER 2, 2024     | 51   |
| 7    | REATH BACK-END PROGRAMMING FOR OUR OWN ANALYSES.                   | 12  | ENVIRONMENT | QUARTER 3, 2024     | 51   |
| 8    | ON-PACK LCAS AND SIMILAR INFORMATION ON PACKS OR THE WEBSITE.      | 12  | COMMUNITY   | QUARTER 4, 2024     | 47   |
| 9    | ALL PRODUCTS CERTIFIED ECOCERT.                                    | 14  | ENVIRONMENT | QUARTER 4, 2024     | 6    |
| 10   | PLASTIC-FREE SACHETS WITH NOTPLA.                                  | 17  | ENVIRONMENT | QUARTER 4, 2024     | 46   |
| 11   | FACTORY VISITATION DAYS.   | –   | GOVERNANCE  | QUARTER 4, 2024     | 47   |
| 12   | CERTIFICATION OF CLOSED LOOP WASHING PROCESS.                      | 6   | ENVIRONMENT | QUARTER 4, 2024     | 50   |
| 13   | CARBON LITERACY TRAINING.  | 4   | WORKERS     | QUARTER 1, 2025     | 47   |
| 14   | LIFE CYCLE ANALYSIS FOR OUR PRODUCTS & THEIR ENVIRONMENTAL IMPACT. | 12  | ENVIRONMENT | QUARTER 2, 2025     | 51   |
| 15   | REATH OPERATIONAL FOR 20 L DRUMS.                                  | 12  | ENVIRONMENT | QUARTER 2, 2025     | 51   |
| 16   | ZERO TAIL PIPE EMISSIONS FOR ALL OUR OWN TRANSPORT.                | 7   | ENVIRONMENT | QUARTER 4, 2025     | 47   |
| 17   | COLLABORATIONS TO PROMOTE REFILLS.                                 | 12  | GOVERNANCE  | (ONGOING)           | 47   |



# CHALLENGES

THE GOAL HAS ALWAYS BEEN THE MOST IMPOSING CHALLENGE OF THE JOURNEY. TO BE WHAT IT NEEDS TO BE, IT'S HAD TO SET ITSELF A VERY HIGH BAR PHILOSOPHICALLY, ETHICALLY AND PRACTICALLY.



## VERACITY, TRUST & CERTIFICATIONS

WE USE THIRD PARTY CERTIFICATIONS AS EXTERNAL VERIFICATION BODIES, SO THAT OUR SUSTAINABILITY CLAIMS ABOUT OUR PRODUCTS CAN BE EXTERNALLY VERIFIED AND THEIR MEANING CHECKED BY ANYONE, ANY TIME. EACH CERTIFICATION IS UNIQUE AS A PROCESS AND REQUIRES EXTRA EFFORTS TO BE MAINTAINED; OFTEN THESE REQUIRE EXTENSIVE WORK COMMUNICATING WITH SUPPLIERS AND REVIEWING CERTIFICATES OF ANALYSIS (COA) AND THE EUROPEAN CHEMICALS AGENCY (ECHA) DATABASE TO ENSURE THAT THE RAW MATERIALS SOURCED ARE WITHIN THE REQUIRED SPECIFICATIONS. IF RAW MATERIALS CANNOT BE SOURCED WITHIN SPECIFICATION, WE NEED TO REFORMULATE OR REFACTOR TO ACHIEVE THE STANDARD. REGARDLESS, CERTIFICATIONS ARE EXPENSIVE TO OBTAIN AND MAINTAIN, AND NEW CERTIFICATIONS REQUIRE A REVIEW OF EVERYTHING WE MAKE.

## REFILL SYSTEMS AND THE LAW

THE CLASSIFICATION AND LABELLING OF CHEMICALS (CLP) REGULATIONS REQUIRE GLOBALLY HARMONISED SYSTEM (GHS) PICTOGRAMS TO BE PRESENT ON CONSUMER PACKAGING AT A CERTAIN SIZE AND IN COLOUR. THE LABELLING HAS TO BE ACCURATE AND FALL WITHIN SPECIFICATIONS: IT IS THE RESPONSIBILITY OF THE REFILL SHOP (OR US, IN THE CASE OF DIRECT SALES) TO ENSURE COMPLIANCE, FROM A LEGAL STANDPOINT. WE WANT TO HELP STOCKISTS DISPENSE OUR PRODUCTS SAFELY AND LEGALLY, AND HAVE TO IF WE WANT TO BE A SUCCESS.

IN THE END, WE CHOSE GLASS BOTTLES OVER PLASTIC BOTTLES FOR REFILL BECAUSE THEY<sup>23</sup>:

- MINIMISE PLASTIC
- ARE TRULY AND FULLY RECYCLABLE
- CAN BE REUSED INDEFINITELY
- HAVE A GREAT HAND FEEL
- ARE AESTHETICALLY PLEASING

IT ALSO HELPS THAT THEY CAN BE SCREEN PRINTED WITH CORRECT LABELLING INFORMATION THAT CAN'T BE DESTROYED BY DRIPS, SPLASHES OR BEING PUT IN A BAG TO TAKE TO THE REFILL SHOP.



[23] See the appendix for more about our decision to use glass.

## CHANGES TO FORMULATIONS

CHANGES PROMPT NEW BOTTLES: OLD BOTTLES NO LONGER REFLECT INGREDIENTS LISTS AND MAY REQUIRE CHANGES TO GHS LABELLING. THIS TECHNICALLY GENERATES WASTE AS THE BOTTLES WE DISTRIBUTE HAVE TO BE REMOVED FROM THE CLOSED LOOP ONCE THEY ARE OUT OF DATE, HOWEVER WE HAVEN'T CHANGED OUR FORMULATIONS SINCE VERY EARLY IN THE PROCESS AS WE'RE HAPPY WITH THE FORMULATIONS WE HAVE. WE HAVE WORKED HARD TO ENSURE STABLE PRODUCTS THAT COMPLY WITH OUR STATED ETHICAL AND PHILOSOPHICAL STANDARDS OF SUSTAINABILITY, SO THAT WE CAN RETAIN FORMULATIONS AS THEY ARE.

## SUSTAINABLE INGREDIENTS

SOURCING SUSTAINABLE INGREDIENTS ISN'T ALWAYS STRAIGHTFORWARD, AS THERE ARE NUMEROUS METRICS WE USE TO DETERMINE WHAT WE CAN BUY. WE ALWAYS SOURCE CLOSE TO HOME WHEN POSSIBLE, AND WE DON'T ACCEPT ANY SHIPPING WE CAN AVOID. WE USE RSPO SOURCES WHERE PALM OIL IS CONCERNED, AND BOTH VEGAN CERTIFICATION AND CRUELTY FREE ARE REQUIREMENTS. THAT'S THE BASELINE FROM WHICH EVERYTHING ELSE HAS GROWN.

BIODEGRADABILITY IS A MUST (BELIEVE IT OR NOT, LEGALLY THIS IS TRUE ANYWAY FOR DETERGENTS). EVEN IF IT WEREN'T, WE'D STILL DEMAND BENIGN BREAKDOWN PRODUCTS IN THE ENVIRONMENT THROUGH OTHER PROCESSES. IN SHORT: IT MUST BE BENIGN IN THE BOTTLE, IN THE HOME, IN THE DRAIN, AND ALL THE WAY TO BACTERIAL DIGESTION AT THE WASTEWATER TREATMENT PLANT (WHERE IT MUST BECOME GOOD BACTERIA FOOD). THIS CAN REQUIRE EXTENSIVE RESEARCH, RELATIVELY SPEAKING, BUT IT'S WORTH IT. IT'S PART OF THE REASON WE STILL USE SOME PRESERVATIVES, ACTUALLY: IF IT'S GOOD BACTERIA FOOD, IT HAS TO NOT BE BACTERIA FOOD WHILE IT'S IN THE CUPBOARD UNDER THE SINK, OR SITTING IN A WARM UTILITY ROOM<sup>24</sup>.



THE ULTIMATE SOURCE OF INGREDIENTS CANNOT BE FROM KNOWN WASTEFUL OR INEFFICIENT PROCESSES, UNLESS THIS ABSOLUTELY CANNOT BE AVOIDED FROM A TECHNICAL STANDPOINT (I.E. WE CAN'T MAKE IT BETTER AND NEITHER CAN ANYONE ELSE). THE CHEMICAL SYNTHESIS OF THE INGREDIENT MUST NOT BE POLLUTING TO THE ENVIRONMENT OR ACTIVELY CAUSING HARM TO PEOPLE, ANIMALS OR THE ENVIRONMENT. WHILE THIS IS ALREADY POLICED BY GOVERNMENTAL REGULATIONS SO WE CAN BE SURE THAT WHATEVER WE CHOOSE IS TO SOME DEGREE REASONABLE, WITHIN THAT GAMUT OF AVAILABILITY WE HAVE A RIGHT TO CHOOSE THE BEST OPTIONS WE CAN FIND.

AN ASPECT OF SUSTAINABILITY THAT GETS FORGOTTEN, IS THAT THE SOURCE MUST BE LIKELY TO CONTINUE INDEFINITELY AND CANNOT BE FINITE. WHILE WE DO INVEST IN OTHER SUSTAINABLE/ECO COMPANIES' PRODUCTS BY FORMULATING WITH THEM OR ATTEMPTING TO REFACTOR THEM INTO NEW PRODUCTS (IN PARTICULAR SMALLER COMPANIES WITH GOOD IDEAS), IN THE LONG TERM WE ONLY SOURCE INGREDIENTS WE KNOW WE CAN CONTINUE TO USE AT SCALE. THIS IS IN PART DUE TO MONEY COST, OF COURSE, BUT MORE BROADLY THERE IS A CARBON COST ASSOCIATED WITH MAKING A PRODUCT THAT YOU KNOW WILL FAIL EVENTUALLY, ESPECIALLY IF THAT WILL MAKE A "REUSABLE" GLASS BOTTLE UNFIT FOR PURPOSE<sup>25</sup>.

NON-TOXIC GOES WITHOUT SAYING: DOMESTIC CLEANING AND COSMETIC PRODUCTS CANNOT BE TOXIC WITHIN THE CONTEXT OF THEIR USE, ANYWAY. THAT'S JUST THE LAW. THAT'S WHY WE WON'T FLAUNT IT!

ANY ISSUES ARISING WITH INGREDIENTS THAT COME TO OUR ATTENTION GET REVIEWED SO THAT WE HAVE A MEASURED AND RESPONSIBLE REACTION TO THE PRESENCE OF THESE ITEMS IN OUR PRODUCTS. FOR EXAMPLE, THE JURY IS OUT ON ETHOXYLATES AND THERE'S NOT ENOUGH INFORMATION TO MAKE ANY KIND OF DECISION ABOUT THESE: WE HAVE MORE OR LESS ALL THE INFORMATION WE CAN REASONABLY GET ON THE ISSUES WITH THEM, SO WE'RE LOOKING TO ECHA TO UPDATE THEIR ADVICE BEFORE WE PROCEED WITH ANY FORMULATION CHANGES. WE KNOW THAT THAT WILL MAKE SOME PEOPLE UNHAPPY, BUT IT'S NOT ABOUT PLEASING EVERYONE, IT'S ABOUT BEING RESPONSIBLE EXPERTS.

[24] If you're interested, the difference between these is actually dilution. We use just enough preservative so that when the product gets down the plughole, the preservative is too dilute to do its job any more. We don't sing and dance about this because we're pretty sure everyone does it.

[25] Down with planned obsolescence!



## KNOWING WHAT WORKS VS WHAT'S RIGHT

IN THE LAB, WE START OUT WITH WHAT WORKS BEST FOR A GIVEN PROBLEM FROM A PURELY FUNCTIONAL PERSPECTIVE, THEN MAKE SUBSTITUTIONS AND RECALCULATE OUR POSITION TO GET THE FORMULATION WHERE IT NEEDS TO BE FROM AN ETHICAL PERSPECTIVE. IF IT CAN'T BE FILLIFIED, IT'S A NO-GO!

TO THIS END, WE DO HAVE MAINSTREAM INGREDIENTS IN THE LABORATORY THAT WE WOULD NEVER USE FOR FILL PRODUCTS, LIKE EDTA. BUT THESE ARE TO COMPARE PERFORMANCE SO WE KNOW OUR PRODUCTS WORK WITH THE NEW SUBSTITUTIONS, LIKE SODIUM POLYASPARTATE, MGDA AND GLDA. THAT PART IS JUST GOOD SCIENCE. WE USE TINY AMOUNTS TO MAKE SURE THAT HUNDREDS OF THOUSANDS OF BOTTLES DON'T NEED THEM TO WORK. SUBSTITUTIONS OFTEN REQUIRE A COMPROMISE IN FUNCTIONALITY WHICH HAS TO BE COMPENSATED. FOR EXAMPLE, SLS CAN BE SUBSTITUTED OUT FOR OTHER SURFACTANTS WITH LESS IRRITANCY THAT HAVE TO BE COMBINED TO DO THE SAME AMOUNT OF CLEANING. SLS IS GOOD AT WHAT IT DOES IN PERSONAL CARE BECAUSE IT IS GOOD AT REMOVING E.G. DEAD SKIN AND SKIN GREASE, WHICH ARE SIMILAR ON A CHEMICAL LEVEL TO LIVING SKIN AND THE GREASES WE WOULD PREFER TO KEEP ON THAT SKIN. IRONICALLY, TO FACTOR THIS OUT AND GET THE DESIRED EFFECT LEVEL, WE HAVE TO USE SURFACTANTS THAT ARE LESS RUTHLESSLY EFFICIENT.

FILL HAS A GENERAL CHALLENGE IN THIS RESPECT BECAUSE THE SELF-IMPOSED CONSTRAINTS AT THE HEART OF THE BRAND MEAN THAT WE DO A LOT OF SUBSTITUTION TO GET A COMBINATION OF INGREDIENTS THAT WORK. WE ARE ALSO ALWAYS LOOKING FOR NEW "WORKHORSE" INGREDIENTS; WHILE IT MAY BE THE CASE THAT SURFACTANTS LIKE SLS AREN'T TECHNICALLY AGAINST GOOD ENVIRONMENTAL ETHICS AND VALUES, THERE ARE THOSE BETTER POSITIONED TO ALIGN WITH OUR VALUES, FROM SOURCE TO SINK. THERE ARE A LOT OF SURFACTANTS OUT THERE!

## CHANGES TO THE LANDSCAPE

THE SUSTAINABLE AND RESPONSIBLE PRODUCTS LANDSCAPE HAS FILLED OUT SINCE WE STARTED. LOTS OF COMPETITION HAS ARISEN, BUT THANKFULLY OUR PRACTICES IN GENERAL LET US KNOW THAT OUR PRODUCTS WORK AND WE ARE CONFIDENT IN THE CLAIMS WE CAN MAKE ABOUT OUR PRODUCTS. WE ALSO HAVE TO CONTENT WITH A LOT OF INFORMATION ON THE INTERNET BEING VERY POLARISED. PEOPLE OUT THERE HAVE REAL CONCERN OVER CERTAIN INGREDIENTS (EVERYONE IS FREE TO CHOOSE WHAT THEY VALUE ABOUT WHAT THEY HAVE IN THEIR HOME, AND THAT'S OKAY!), BUT SOMETIMES MISLEADING OR INCORRECT INFORMATION ABOUT INDUSTRY, CHEMISTRY AND THE LAW GETS INTO THE HANDS OF A VARIETY OF FOLKS WHO ALREADY HAVE A NEGATIVE VIEW OF THOSE THINGS IN GENERAL AND WANT OTHERS TO SEE IT THEIR WAY. DEALING WITH THAT MISINFORMATION IS REALLY HARD, NOT JUST AS A BRAND BUT AS PEOPLE; HUMANS ON THE WHOLE ARE NOT EASILY SWAYED ONCE THEY'VE BEEN INTRODUCED TO A PIECE OF MEDIA DESIGNED TO INCITE FEAR, SELL ALTERNATIVES, OR BOTH. STILL, FILL CUSTOMERS SEEM A LOT MORE REASONABLE AND CONSCIENTIOUS THAN MUCH OF WHAT WE SEE ON THE INTERNET, AND WE'RE REALLY GRATEFUL FOR THAT.

THERE ARE ALSO SOME EMERGING PRACTICES THAT WE WOULD PREFER NOT TO ENGAGE WITH, LIKE THE WAY MANY INGREDIENTS ARE PRESENTED AS THE NEXT END POINT OF SUSTAINABILITY. IN PARTICULAR, THE TERM "NATURAL" IS CONFUSING AND OFTEN MISLEADING WHEN USED WITHOUT ANY EXPLANATION; IN A SENSE, THERE'S NOTHING NATURAL ABOUT CASTILE SOAP OR EVEN THE REFINED PLANT OIL IT IS MADE FROM, SO IT'S NOT REALLY STRAIGHTFORWARD TO CALL ANY FINISHED PRODUCT "NATURAL" OR "ALL-NATURAL" WITHOUT MORE SPECIFIC MEANING, LIKE WITH OUR ECOCERT ACCREDITATION. IT'S MORE COMPLEX THAN THAT BOTH CHEMICALLY AND PHILOSOPHICALLY, EVEN MORE SO THAN THE MEANING OF "PROCESSED" IN THE FOOD INDUSTRY, SO IT SHOULDN'T BE REDUCED TO SOME DIVIDING LINE OF ARBITRARILY NATURAL AND GOOD VS ARTIFICIAL AND EVIL. EVEN HOME-MADE SOAP HAS ITS SAFETY AND ECOLOGICAL ISSUES AND MANY NATURAL PRODUCTS ARE LITERALLY POISONOUS.

WE'VE SETTLED ON BUILDING OUR PRINCIPLES FROM THE GROUND UPWARDS AS CHEMISTS: USING MATERIALS FROM SUSTAINABLE PLANT AND MINERAL SOURCES INSTEAD OF PETROCHEMICAL SOURCES, AND IN PARTICULAR WE ANGLE TOWARDS "BENIGN AND READILY BIODEGRADABLE" WHERE OTHER MANUFACTURERS MIGHT HAVE SAID "NATURAL" WITHOUT REFINING A MORE PRECISE MEANING. WE BELIEVE THAT THE CONCEPT OF BENIGN IS AT THE HEART OF WHAT PEOPLE ARE LOOKING FOR WHEN THEY CHOOSE PRODUCTS LABELLED AS "NATURAL", SO WE'VE OPTED TO BE AS TRANSPARENT AS WE REASONABLY CAN TO SHOW PEOPLE THAT THAT'S WHAT OUR PRODUCTS ULTIMATELY ARE.



# APPENDIX

## ABBREVIATIONS & DEFINITIONS

**B2B:** Business to business, a transaction strictly involving the trade of goods or services between two businesses. Goods may then be sold on to end users in a B2C transaction. See *B2C*.

**B2C:** Business to consumer, a transaction strictly involving the trade of goods or services between a business and the end user (consumer) of those goods or services, if the end consumer is not a business. See *B2B*.

**BIA:** B Impact Assessment, conducted by the non-profit B Lab UK.

**Biodegradable:** A biodegradable material can be broken down by bacteria found in the environment, usually specifically those that are also found in water treatment plants. This is tested using one of a standard set of protocols, which measure what percentage of the material can be broken down in a specific time frame, usually 30 days or less. There are several classes according to how completely and how quickly a material biodegrades; the Detergents Regulations demand ready biodegradability for detergents. A readily biodegradable material has at least 70% of its mass converted into CO<sub>2</sub> within 28 days, rendering it essentially harmless if released into waterways.

**BOD:** Board of Directors

**Critical dilution volume:** The amount of diluting water required to ensure that a bottle of product has no observable effect on the environment. This is a criterion for Ecolabel, in that the critical dilution volume has to be low or zero.

**EChA:** (also written ECHA), the European Chemicals Agency, a body that holds a repository of chemical safety, biodegradability and toxicological data, including the required GHS signage. It is the trusted standard against which we must check, with regard to safety data.

**EDTA:** A chelating agent common to many cosmetic and cleaning products because it effectively stops dissolved metals, like calcium and magnesium in hard water, from interfering in the cleaning process or other action of the product. EDTA stands for ethylenediaminetetraacetic acid, which is usually added as its sodium salt. There is a lot of scare about EDTA right now, though among the many detractions we find that the most credible is its potential effect on aquatic life, especially with respect to its breakdown products.

**Ethoxylate:** A chemical produced by adding a polymer chain called poly(ethylene glycol), abbreviated as PEG, to another molecule. Ethoxylates themselves are inherently biodegradable in the PEG portion of the molecule and, with certain specific exceptions that don't go anywhere near a laundry product, are not toxic to humans or animals. The substance used to add the PEG chain to the molecule is ethylene oxide, which is toxic and carcinogenic, but it reacts readily with any water present to become ethylene glycol. The notion of there being ethylene oxide impurities in any water-based cleaning products is not very believable to our PhD chemists. However, a byproduct of the process is 1,4-dioxane, which is present in all ethoxylated surfactants in very small amounts relative to the amount of ethoxylate. Currently there is a lot of concern about dioxane, though the only credible concern in our eyes is its lack of biodegradability and potential to steadily build up in recycled water supplies, which has led to legislation in the state of New York regarding the amounts present. While there is some evidence that drinking moderately high doses of dioxane in water daily over 2+ years can cause cancer in rats, we haven't been able to find any negative indications with respect to skin exposure.

**GLDA:** A chelating agent (see EDTA), the tetrasodium salt of L-glutamic acid-N,N-diacetic acid. GLDA is an EDTA alternative derived from glutamic acid (an amino acid) that has no known harmful breakdown products.

**GHS:** Globally Harmonised System of Classification and Labelling of Chemicals. A universal system of chemical labelling that ensures the handlers, processors and consumers of chemicals and their mixtures are properly warned of the general hazards associated with a chemical in its current form.

**Mainstream:** A mainstream product uses the workhorse ingredients that the cleaning industry has come to rely upon, working to what we think of as the zeitgeist of popular '90s and '00s domestic cleaning products that still line superstore shelves. Mainstream products aren't necessarily harsh or destructive to the environment, in fact many aren't, but to our minds the mainstream chemicals are tailored more toward what will do the job within the bounds of the law than what will do so with a high, self-imposed bar of responsibility. A "mainstream" product as we speak of it is therefore defined in terms of the restrictions that aren't placed upon it: it won't be restricted to vegan, plant-based or "as found in



nature” materials, for example. In short, whether produced by a massive multinational or a company the same size as us, it’s a product that isn’t going in the same direction as the eco brands like FILL. One day, mainstream will hopefully mean FILLified products as the breadth and depth of pro-eco settles into both the public and industrial conscience and consciousness, but that isn’t today. Not yet. See *workhorse ingredient*.

**MGDA:** A chelating agent (see EDTA), the trisodium salt of methylglycine-N,N-diacetic acid. MGDA is an EDTA alternative derived from alanine (an amino acid) that has no known harmful breakdown products.

**Natural:** Having been sourced from plants, animals or minerals without further modification by chemical reactions. It stands in this document as the antonym of synthetic (see also *synthetic*), but not as an antonym of petroleum, as crude oil is as-found-in-nature. As far as we are aware, there are no detergents in the UK market which fit our strict definition of “natural”. See also *Natural sources*.

**Natural sources:** “Natural source(s)” indicates that the raw material(s) for an ingredient began as a plant, animal or mineral material in nature, other than crude oil. Some might also extend this to include crude oil. However, in either case this is complex and often used in a misleading way, as many materials that are considered harmful or otherwise are pariahs fit this definition. For example, asbestos is a mineral found in nature, silicone oil begins as sand and the bee-killing pesticide permethrin is found in marigold flowers. If you have followed the chain of references in this glossary from “petroleum sources” to “synthetic”, “natural” and “natural sources”, you will begin to understand why we use the term “benign” in our marketing: it’s the most accurate word to describe what everyone really wants.

**PCR:** Post-consumer recycled. Plastic that has been integrated into new plastic products after having been disposed of. Typically a commercial product such as a drum or bottle made from plastic cannot be made of 100% PCR material, due to degradation and material changes during the reworking process. Our reusable PCR 20 L bulk containers are made with 30% PCR polymer. Non-PCR plastic containers at the company are generally reconditioned, rather than new.

**PEG:** Poly(ethylene glycol). See *ethoxylate*.

**Petroleum sources:** “Petroleum source” indicates that at least one ultimate raw material for an ingredient began as crude oil, regardless of whether it was refined with or without later synthetic modification. We oppose the use of petroleum sources. See also *synthetic*.

**SLS:** Sodium lauryl sulfate, an anionic surfactant that is generally recognised as safe, if somewhat irritating (especially to delicate or sensitive skin types or when inadequately rinsed away). It is often combined with other ingredients to offset or reduce its ruthless detergency against skin.

**SLES:** Sodium lauryl ether sulfate, an ethoxylated analogue of SLS which, in comparison to SLS, is often touted as having reduced irritancy. See *ethoxylate*.

**Source to Sink:** The concept of source to sink is the entire life-cycle of the product, including the impact of its beginning and end. That is, from the ultimate raw materials as found in nature (such as farmed plants and the impact of that farming) to the ultimate end destination of the product (itself generally understood to be a return to nature somehow, such as traces allowed into lakes and streams), the impact of the product is considered inclusively.

**Synthetic:** Synthetic materials are those which have been made artificially as the product of at least one chemical reaction, as opposed to being as-found-in-nature and extracted into a relatively pure form (i.e. a refined but unmodified material, such as cane sugar, isn’t synthetic). Synthetic materials can be non-petroleum and often have high proportions of their mass sourced from materials that would be considered “natural”. For example, castile soap is synthetic but non-petroleum and described by many as “natural”. See also *natural*.

**Workhorse ingredient:** A material that is the major active ingredient, so-called because it does the majority of the chemical work to make the product effective. Workhorse ingredients aren’t necessarily bad! In fact, many products all over the world are built around the core functions that workhorses perform and have been so for centuries. Soap used to be the workhorse of laundry until other, more efficient and more targeted surfactants were found that required substantially less of the material to do the same work. The problems with workhorses are which ones are chosen and what effect such a large quantity will have once it becomes the standard tool of choice and goes down many drains, often. Some workhorses are so good and have been leading the market for so long that their irritancy and other undesirable effects have been ignored (wilfully or otherwise, by consumer and producer alike), simply because they are so good at what they do well.

## SUPPLEMENTARY INFORMATION

### Ecolabel Criteria

| ENVIRONMENTAL ISSUE   | EU ECOLABEL SOLUTION  |
|---|---|
| Some toxic substances present in conventional detergents have a negative impact on the environment  | EU Ecolabel household detergents must respect minimum thresholds for critical dilution volumes, must be composed of biodegradable surfactants and comply with strict restrictions on the number of hazardous substances present. For example, there is a strict ban on EDTA (and its salts), microplastics, and triclosan amongst other substances. Very few fragrances, preservatives, colouring agents and enzymes are allowed. Substances also, cannot be acutely toxic, a specific target organ toxicant, a respiratory or skin sensitiser, carcinogenic, mutagenic or toxic for reproduction. The 'Detergent Ingredient Database' list (DID list) is available on the EU Ecolabel website. |
| Many ingoing substances used in conventional detergents are derived from palm oil, which are oftentimes sourced from plantations that are responsible for deforestation.    | EU Ecolabel household detergents limit the deforestation and degradation of ecosystems by requiring certification schemes for the sustainable production of palm oil, that address environmental impacts on soil, biodiversity, organic carbon stocks and conservation of natural resources. Acceptable certificates include the Roundtable for Sustainable Palm Oil (RSPO) (by identity preserved, segregated or mass balance) or any equivalent or stricter sustainable production scheme.  |
| The use of non-recyclable material and presence of contaminating toxic substances in packaging of detergents creates unnecessary waste sent to landfills and CO2 emissions. | The EU Ecolabel limits the amount of plastic and waste destined to landfill by setting weight/utility ration (WUR) requirements to ensure that only the necessary amount of packing is used for the product. Packaging must also be composed of recyclable materials and have clear indications to the consumer on how it should be properly disposed. Spray bottles must be refillable and reusable. In order to decrease the amount of CO2 emissions, propellants in sprays are also prohibited.  |
| Poorly concentrated detergent containers and lack of dosing instructions lead to unnecessary energy and water consumption.  | The EU Ecolabel ensures less water and energy consumption by guaranteeing that its detergents have optimal cleaning performance even at low temperatures without overdosing. Companies must provide documentation demonstrating that the product's fitness for use has been tested, as specified in criteria.   |
| Unavailable dosing instructions and measuring equipment may lead to overuse and unintentional waste of detergents.  | The EU Ecolabel limits over-dosing household detergents by ensuring that products are accompanied by instructions on dosing. Furthermore, the reference dosage for each product must not exceed a specific amount of density of liquid used per wash or per kg of laundry. The environmental impact of incorrectly following these guidelines must also be clearly specified on the packaging.  |



# THE VEGAN SOCIETY CRITERIA FOR OUR PRODUCTS

From the Vegan Society website, three criteria pertain to our products:

## ANIMAL INGREDIENTS

The manufacture and/or development of the product and its ingredients must not involve or have involved the use of any animal product, by-product or derivative.

## ANIMAL TESTING

The development and/or manufacture of the product and its ingredients must not involve or have involved testing of any sort on animals conducted at the initiative of the company or on its behalf, or by parties over whom the company has effective control.

## GENETICALLY MODIFIED ORGANISMS (GMOs)

The development and/or production of GMOs must not have involved animal genes or animal-derived substances. Products put forward for trademark registration that contain or may contain any GMOs must be labelled as such.

# THE BIA FULL SCORING CHART BY SECTOR

The BIA's scoring system<sup>26</sup> uses the sector and size of an organisation, as well as its overall type of business or product to determine how the BIA's sections should be weighted. This weighting takes place in part within B Corp's equations and algorithms, but it also presents itself in the maximum score available for different sections of the assessment. The table below shows how the different sections are weighted. The FILL brand is classed as Wholesale/Retail under the BIA.

| TOPICS                        | 1-9 TO 1000+  |             |                      |   |   |
|-------------------------------|---------------|-------------|----------------------|---|---|
|                               | MANUFACTURING | AGRICULTURE | WHOLESALE/<br>RETAIL | SERVICE WITH<br>SIGNIFICANT<br>ENVIRONMENTAL<br>FOOTPRINT | SERVICE WITH<br>MINOR<br>ENVIRONMENTAL<br>FOOTPRINT |
| MISSION & ENGAGEMENT          | 4             | 4           | 4                    | 4   | 6   |
| ETHICS & TRANSPARENCY         | 6             | 6           | 6                    | 6   | 9   |
| FINANCIAL SECURITY            | 17            | 17          | 17                   | 17  | 20  |
| HEALTH, WELLNESS & SAFETY     | 10            | 10          | 10                   | 10  | 12  |
| CAREER DEVELOPMENT            | 5             | 5           | 5                    | 5   | 8   |
| ENGAGEMENT & SATISFACTION     | 8             | 8           | 8                    | 8   | 10  |
| DIVERSITY, EQUITY & INCLUSION | 10            | 10          | 10                   | 10  | 15  |
| CIVIC ENGAGEMENT & GIVING     | 8             | 8           | 8                    | 8   | 12  |
| ECONOMIC IMPACT               | 10            | 10          | 10                   | 10  | 15  |
| SUPPLY CHAIN MANAGEMENT       | 12            | 12          | 12                   | 12  | 8   |
| ENVIRONMENTAL MANAGEMENT      | 10            | 5           | 10                   | 10  | 7   |
| AIR & CLIMATE                 | 15            | 9           | 15                   | 15  | 7   |
| WATER                         | 8             | 7           | 7                    | 7   | 2   |
| LAND & LIFE                   | 12            | 24          | 13                   | 13  | 4   |
| CUSTOMER STEWARDSHIP          | 5             | 5           | 5                    | 5   | 5   |
| TOTAL                         | 140           | 140         | 140                  | 140   | 140   |
| BIA AREA SCORING              |               |             |                      |   |   |
| GOVERNANCE                    | 10            | 10          | 10                   | 10  | 15  |
| WORKERS                       | 40            | 40          | 40                   | 40  | 50  |
| COMMUNITY                     | 40            | 40          | 40                   | 40  | 50  |
| ENVIRONMENT                   | 45            | 45          | 45                   | 45  | 20  |
| CUSTOMERS                     | 5             | 5           | 5                    | 5   | 5   |

[26] <https://kb.bimpactassessment.net/support/solutions/articles/43000575263-how-the-b-impact-assessment-is-scored>

## HOW WE CALCULATE PLASTIC SAVINGS

In short, a closed loop supply of laundry products must use some plastic, unless we can obtain other containers fit for safe and legal transport. Given that the legal specifications of those materials aren't liable to change, we've opted for bulk sale refill, which reduces business-to-consumer (B2C) plastic use in of itself, plus a closed loop supply model which sees the business-to-business (B2B) plastic behind the scenes being reused instead of going to waste. We think of these as two separate contributions to plastic savings.

Our sales accounting system allows us to see four key statistics for our closed loop:

- THE WEIGHT OF PRODUCT IN EACH INDIVIDUAL UNIT IN EACH B2B SHIPMENT, WHICH TELLS US WHAT TYPE OF CONTAINERS WE USED, BASED ON WHAT PRODUCT IS IN EACH CONTAINER.
- THE NUMBER OF BULK PLASTIC CONTAINERS WE HAVE BOUGHT TO SATISFY THE DEMAND CREATED BY THOSE B2B SALES.
- HOW MANY LITRES OF PRODUCT WE SELL.
- THE NUMBER OF PLASTIC ATTACHMENTS (LOTION PUMPS AND SPRAY NOZZLES) WE HAVE BOUGHT TO SUPPLY FILL END USERS.

By counting how many of each type of container goes out the door and comparing that to how many containers we need to buy to keep up, we can add up the plastic weight to see how efficiently we are closing the loop. We can also figure out how many single-use 500 ml plastic bottles we would have to sell if we were using the mainstream supply model. Ultimately though, there is no perfect loop. There will always be a leak of plastic to recycling (which is itself another arm of the closed loop, but that's another story) because the containers don't have infinite longevity and some of our business customers prefer to do their own recycling or disposal anyway. So before we even calculate what our actual statistics look like, we can use our experience to make a good estimate of how many cycles each type of container can make in the loop. This tells us what our least-leaky loop looks like if all containers are always returned to us. Overall, based on the proportion of sales that used each type of container from 2020 to now, we think that for every kilo of bulk container plastic we send out the door, we would always need to buy 110 grams of plastic to replace it. That's a "loop leakage" of 11% minimum.

We can tell how leaky the loop is by taking the ratio of plastic purchasing to bulk plastic sent. However, as our plastic purchases aren't labelled specifically as being for the FILL brand or the parent company Ideal, we can only analyse this for the company as a whole, which uses B2B/B2C closed loop as its key model anyway. On the whole, we have a whole-company loop leakage of 44% from January 2020 to now, which is steadily declining. The opposite of loop leakage is the reuse rate, which is 56% and climbing.

Still, by comparing the absolute difference between the plastic demand of the mainstream buy-to-waste 500 ml model and the amount of plastic we actually send out, we can calculate how many tons of plastic we have saved through FILL's refill model (B2C contribution). The FILL bottle attachments then act as a kind of "penalty" to that, giving a minimum B2C NET saving. We then compare the total bulk plastic to the perfect closed loop, because we know that the plastic purchasing for FILL specifically, while not calculable directly, is somewhere between the amount sent out the door (which is a mixture of new and reused containers) and the perfect closed loop. This is the maximum possible B2B closed loop saving. We're confident that FILL has the best closed loop in the whole company, so it's probably safe to say that we have a reuse rate better than the company average of 56%! Using the company average as a minimum, we can add 56% of the B2B plastic we send out to our overall minimum savings as the approximate B2B contribution. We then hold that improving reuse rates for the whole company where we can, should be a goal for the coming years to further valorise our sales model as ecologically sound with respect to diminished plastic use. We anticipate that this could take the form of incentivisation and other marketing schemes.



## FILL'S PLASTIC USE OVERALL

We actually don't know how much plastic in total has been saved through FILL, because our purchasing doesn't quite make it clear which containers were destined for FILL and which were used for the parent company, but we can figure out the most and least that would be physically possible. FILL is somewhere between the two.

From Jan 2020-October 2023, our sales records show that we have sold the equivalent of 3,280,628 × 500 ml bottles of FILL liquid products through bulk sales in 5, 10, 20, 200 and 1,000 L containers.

At a median 500 ml plastic bottle weight of 41 g according to our review of the market, this represents 134 tonnes of single use plastic avoided. Including Milk & More and website sales for single bottles, this increases to 151 tonnes. To transport this total amount of product however, we used 68 tonnes of bulk plastic containers out the door (not correcting for reuse), which detracts from our savings. Of this, 8.7 tonnes was PCR, as it comprises 30% of the weight of our 20 L containers.

Our purchase of 3 tonnes of plastic attachments for consumers to use with our products (spray nozzles, lotion pumps etc.) also counts against our net savings of plastic, bringing the total plastic used to 71 tonnes. This is now the maximum plastic we could use, if the containers were never reused.

Factoring in the longevity of the containers and the maximum number of cycles they can do in the system before being recycled, the minimum amount of plastic we could have put into the FILL closed loop is 11 tonnes. This gives us a minimum possible net saving of 80 tonnes ( $151 - 71 = 80$ ) of plastic and a maximum net saving of 140 tonnes ( $151 - 11 = 140$ ).

## WHY GLASS?

*"Most modern traditional container, fiber and float furnaces are now equipped with electrical furnace boosting, contributing 10% to 50% of the melting power."*

Eurotherm website

We struggled with the choice because glass has a much higher impact than plastic through energy costs, but the environmental fate won out alongside the other factors. When forced to make apples-to-oranges comparisons, you have to choose what you value. While we are concerned over the amount of energy required to make glass, we're confident that energy costs and CO2 footprint will go down as the electricity mix switches more toward renewables. For example, right now (11am 31/10/2023) 44% of the electricity mix in Britain is from renewable sources and 51% of the electricity generation is from "low carbon" sources<sup>27</sup>. The carbon intensity of energy in the UK has decreased over time from 308 g CO2/kWh over all 2016 to 206 g CO2/kWh in the last 12 months. The glass industry is also undergoing somewhat of a revolution in that some manufacturers are taking the leap to electric assisted furnaces (see sidebar).

Eurotherm also goes on to indicate that yet others are transitioning to all-electric. This indicates to us that glass' sustainability is increasing overall on the production end, while we already strongly favour the end product of glass use in principle: we don't abide by products or processes that produce microplastics when we can avoid it.

[27] <https://www.mygridgb.co.uk>



***“MAKING YOUR WAY IN THE WORLD TODAY, TAKES EVERYTHING YOU’VE GOT”***

CHEERS FOR STAYING WITH US.  
CHEERS FOR READING THIS FAR.  
CHEERS TO THE AMAZING REFILL STORES WHO CHOOSE US BECAUSE OF WHAT WE DO, WHAT WE MAKE & HOW WE SUPPLY IT.  
CHEERS FOR THE GOOD VIBES, THE PATIENCE, THE WORDS OF ENCOURAGEMENT, THE CRITICISM, THE SUGGESTIONS AND THE UNWAVERING SUPPORT.  
CHEERS!

CHEERS TO OUR FRIEND INGRID CALDIRONI, FORMER OWNER OF BULK MARKET, A WONDERFUL FILL REFILL STOCKIST IN HACKNEY WICK, LONDON (2017-2022).  
AS PART OF HER MASTERS IN SUSTAINABILITY AT UNIVERSITY OF BOLOGNA, INGRID CO-ORDINATED THE FIRST DRAFT OF THIS REPORT. SHE HELPED GET EVERYTHING INTO SHAPE; BRINGING THE ORIGINAL CONCEPT, ADVISING ON THE STRUCTURE & THE METHODOLOGY. SHE MADE SURE WE WERE ON TRACK THROUGHOUT & WAS ALWAYS ON HAND WITH KILLER EDITS, COOL SUGGESTIONS AND KIND WORDS OF ENCOURAGEMENT!

CHEERS TO THE ALWAYS BRILLIANT ELEONORA MARTON FOR TAKING HOLD OF THE COPY & MAKING IT SOULFUL, READABLE & URGENT. ELE MAKES ALL THE ARTWORK, ILLUSTRATIONS & DESIGNS FOR FILL REFILL BETTER THAN I COULD EVER HOPE FOR. WE WANTED TO DROP A REPORT THAT REPRESENTED THE WHOLE COMMUNITY OF PEOPLE, PARTNERS, BRANDS AND BUSINESSES THAT WORK WITH AND AROUND FILL REFILL. WE WANTED SOMETHING THAT ANYONE MIGHT WANT TO FLICK THROUGH OR DIP INTO. SOMETHING THAT WOULD CAPTURE THE URGENCY, SIMPLICITY AND IMMEDIACY OF THE WORLD OF GRASSROOTS REFILL & THE RAW ENTHUSIASM FOLKS HAVE FOR WHAT WE DO.

CHEERS TO THE MEASURED, MEANINGFUL AND METHODICAL ARTICULACY OF DR ANDREW DUCKWORTH & DR ALEX PAPIEZ. NOT INTERESTED IN HYPERBOLE OR HEADLINE GRABBING CLAIMS, I’VE RELIED ON THEM FOR THEIR THOUGHTFUL INPUT, INTEGRITY AND DEDICATION. ANDREW PUT A WHOLE LOT OF CONCENTRATION INTO COMPILING, COMPUTING & CREATING MEANINGFUL DATA FOR THIS REPORT.

CHEERS TO EVERYONE IN THE FILL REFILL TEAM. PAST AND PRESENT. I CAN’T MENTION EVERYONE, BUT I’VE BEEN SO LUCKY TO BE SURROUNDED BY FOLKS WHO BELIEVE IN THE THINGS WE MAKE & THE WAY WE CHOOSE TO SUPPLY. I’M PROUD OF THE WORK WE’VE DONE TO ALIGN OUR ACTIONS WITH OUR ETHICS & OUR LONG-TERM SUSTAINABILITY GOALS. WE’RE ALL PROUD OF THE COMMUNITY THAT’S BEEN BUILT AROUND THAT IDEA. NOTHING WORTHWHILE COMES EASY & YOU CAN BE SURE WE’LL BE WORKING HARD ON THE NEXT STAGE OF FILL REFILL. WE’LL REPORT BACK SOON.

CHEERS.

PHILL

**SINGLE USE IS OVER!**