

Pineapple

SUSTAINABILITY REPORT

2022

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INTRODUCTION

February 2022 marked the launch of our first dedicated Sustainability department at Pineapple, recruiting a Head of Department, supporting team and appointing business-wide Sustainability Champions.

The first step towards carbon reduction is to accurately measure our existing carbon footprint. As well as providing an initial baseline from which to set reduction targets and track progress, it also brings current emissions into sharper focus and encourages everyone in the organisation to consider what effect future decisions may have on our carbon footprint.

The Greenhouse Gas Protocol divides emissions into 3 main scopes:

1. Direct emissions from business operations
2. The emissions associated with the generation of energy used by the organisation
3. Indirect emissions from both supply chain and consumer waste streams

For us, that meant investigating the impact of company vehicles (Scope 1), electricity usage (Scope 2) and waste, water, air travel,

transportation and distribution, employee commute and products (Scope 3).

After recording the data for each element (e.g. miles travelled in a company vehicle), conversion factors published by the Government were used to calculate the CO₂e generated by each activity.

Having established an emissions baseline, we are planning and executing carbon reduction initiatives including:

- Focusing on opportunities within our existing product range
- Launching eco-friendly new products
- Reducing emissions from business operations
- Finding opportunities within our supply chain

We are committed to reporting annually on our progress and how we are learning and changing as a company.

All the data and statements in this report relate to our reporting year for January 2022 and December 2022 unless otherwise stated.

GOALS

Our goals are aligned with the relevant Sustainable Development Goals published by the United Nations.



Our Goal	2021	2022	Goal 2026	UN Goal
Reduce CO ₂ Emissions as a business by 25%				 
Reduce transport emissions by 15% (all goods in all goods out and businness travel)				 
Reduce Product emissions by 15 %				 
Reduce emissions attributed to Pineapple sites by 15 %				 
Reduce Fossil fuel energy consumption attributed business by 25 %				
Increase use of renewable energy for electivity at Pineapple sites by 10 %				
Increase product reclaim and recycling by 15%				
Increase use of recycled materials in products by 25 %				
All new products launched have been given an afterlife plan.				
% increase use of recycle materials in packaging				

OUR PHILOSOPHY

We are committed to lead the change in the contract healthcare furniture market

This mindset influences everything we do. We aim to lead by example, using our influence to create positive impact.

Being a first mover is challenging and trying something new means a greater risk of failure, but we believe in investing in a business that meets growing customer interest in

more sustainable products. Improving the sustainability performance of our value chain also improves the resilience of our business operations. Our focus is on three areas: Energy, Emissions, Waste, Water and Materials.



LIZZIE LEGGATT

Head of Sustainability

I am very proud to lead the Sustainability Team, helping to lead the way into a new era of innovation and development in this area.

It has been a great year of growth for us in this area, outlining and measuring our data, goals and strategy. Building engagement across all business departments.

I am glad to be able to share my passion

for change with the entire business, making some major changes to achieve big business carbon reductions.

Looking to the future, now we have set in place both process and resource we can only go from strength to strength in this area.

We understand our responsibility to both planet and our customers to make

LUCY BOAKES

Lead Sustainability Analyst



This has been an exciting year, making great improvements with sustainability at Pineapple, starting with data collection, raising awareness and setting goals for the future. We are ambitious to achieve even more in 2023.

Awareness for the environment and protecting it against climate change / global warming is as important than ever

and we want to do our bit to keep to a warming of 1.5C (even though the world isn't on track for this).

We want to do more than what current legislation demands of us. We have until 2030 to reduce the impact of global warming.

This report sets out what we have achieved so far in 2022.

2022 HIGHLIGHTS



Of our electricity usage came from solar power in July 2022 in the UK



Reduction in CO2 emissions attributed to transport



New eco products launched in 2022



World Earth Day



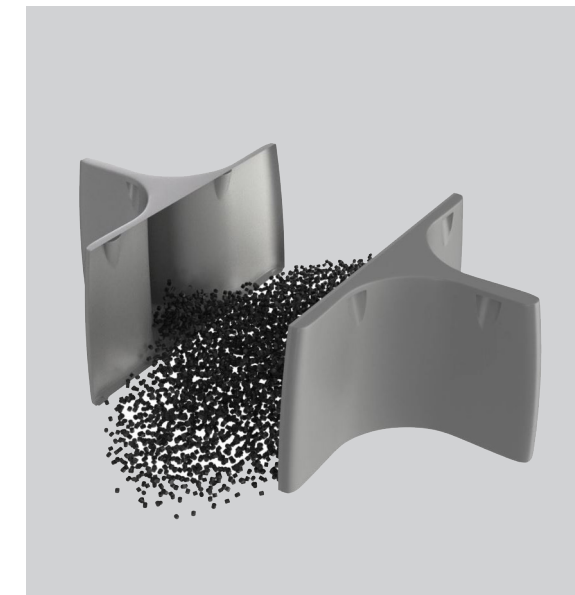
Of our waste was recycled or downcycled



Volunteer day at National Trust property Ightham Mote



Re-certified our Furniture Industry Sustainability Programme membership



Our Ryno® table bases are now made from 100% recycled content

ELECTRICITY

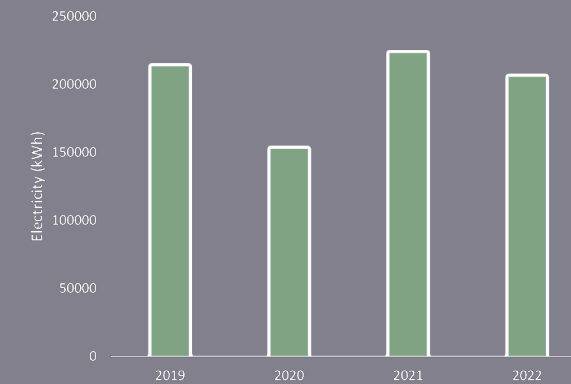
Our electricity is sourced from a mixture of energy supplies including fossil fuels, nuclear energy and our own solar array.

We are committed to increasing our use of renewable energy sources and reduce our dependence on fossil fuels, as part of our efforts to reduce our carbon footprint.

- Electricity usage is monitored by precise readings from our energy supplier
- We obtain real-time data on our solar energy production through our third party software Solis Cloud, which allow us to track and analyse the performance of our solar panels and make informed decisions to optimize our renewable energy output.
- A baseline for electricity was calculated using previous meter readings from 2019, 2020 and 2021. An average was taken for these three years
- The electricity usage for 2022 is compared to this baseline

Electricity usage for 2022

Since implementing solar panels in July at our Head Quarters, we have already experienced an 8% decrease in electricity consumption for the year, helping to reduce our dependence on fossil fuels.



8% DECREASE IN ELECTRICITY USAGE




IN JULY, RENEWABLE ENERGY ACCOUNTED FOR 30% OF TOTAL





Renewable energy

We installed a solar panel array on the roof of our production building in July 2022 to help reduce our reliance on fossil fuel energy. It has an installed capacity of 58.32 kWp.

 Energy usage is monitored with Solis Cloud

2026 Targets

Reduction of fossil fuel use for office electricity consumption  On track

Increase the use of renewable energy for office electricity consumption  On track

TRANSPORT

Transport is a significant contributor to global environmental issues and pollution, which makes it important for businesses to track and monitor their mileage as well as emissions.

Transportation systems are associated with a huge range of environmental issues such as air pollution (leading to health concerns for people), noise pollution, congestion and overall contributing to global warming.

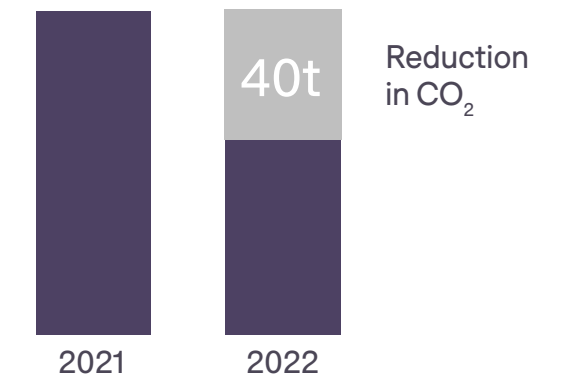
All these reasons are why we want to improve our transportation system and logistics to become more efficient and reduce our impact on the environment.

We estimated that in 2022, around 35% of our total GHG emissions are associated with the transportation of supplies coming in and products going out from Pineapple. We have set ambitious goals to reduce our transportation emissions.

This year we have spent time collecting data to understand our transport impact on the environment in terms of our distance and CO₂ footprint. We will then make strategy plans to reduce our CO₂ impact.

Carbon reduction

We have increased collaboration in sharing freight space which has reduced the amount of empty vehicles travelling. We have also been grouping products and supplies together to reduce the amount of vehicles needed. This has been reflected in our goods in emissions which has been reduced by 40 tonnes of carbon when compared to 2021.



Global transport CO₂



Our main operational hub in the UK was responsible for 46% of our total transport CO₂ footprint.

Our US operations were responsible for 24%, followed by Germany and France with 18% and 12% respectively.



Monitoring emissions

By owning a fleet of vehicles to service our UK customers, we have stricter control over the emissions associated with our vehicles.

To start with achieving our targets, we have fitted our vehicles with tracking systems. This has provided us with accurate data including distance travelled, carbon output and idle times.

2026 Targets

Transport contributes a large percentage globally to climate change, due to the use of fossil fuels in vehicles. As transport is a large percentage of our total GHG emissions, we are working towards goals for 2026 and 2030.



GREENHOUSE GAS EMISSIONS

We want to be transparent about our impact on the environment and how we are improving our emissions. In turn, reporting our emissions will help us understand our exposure to climate change risks and how we can mitigate against them.

As of 2022, Pineapple will now voluntarily disclose Greenhouse Gas emissions. As businesses contribute significantly to GHG emissions, we should be held accountable and do more to improve. We want to drive the change in the behavioural health furniture industry. GHG emissions included in our report covers our international transport, emissions associated with manufacturing products, and emissions associated with our head quarters office.

We are committed to transparently reporting the emissions we produce as a business and have developed a comprehensive reporting framework to track all of our scopes 1, 2 and 3 emissions.

As this is our first year for data collection on our GHG emissions, we have taken our first steps to create a baseline which will serve as a starting point to comparing future progress on carbon emissions and setting targets for emission reductions.

Type of Emission		Total tonnes of CO ₂
Scope 1	Company vehicles	155
Scope 2	Electricity Usage	36
Scope 3	Waste	6
Scope 3	Electricity transmission	5
Scope 3	Water usage	0.28
Scope 3	Business travel	141
Scope 3	Freighting goods	1248
Scope 3	Employee commute	53
Scope 3	Products	4398



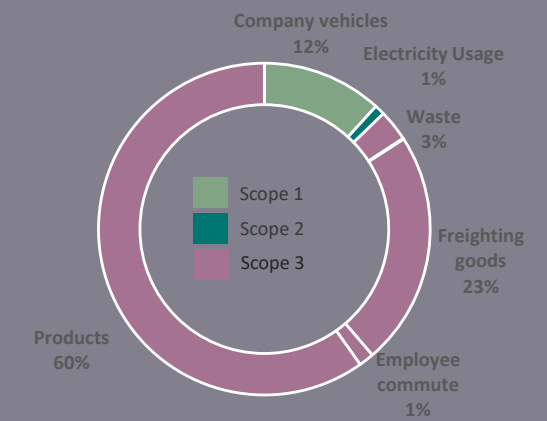
Emissions by scope

We have been reporting on our direct scope 1 emissions, which we have classified as emissions that come from our UK transport fleet. We do not own any stationary combustion machines, or produce any fugitive emissions which would be included in scope 1.

For our scope 2 indirect emissions that are produced onsite, we have identified as emissions that are produced from our electricity usage.

Finally, we recognize the importance of reporting on scope 3, which represents the majority of our GHG emissions and therefore scope 3 data has been collected to provide accountability for our value chain emissions and identify opportunities for reducing our overall GHG footprint.

IN 2022 WE BEGAN REPORTING ON SCOPE 1, 2 & 3 GHG EMISSIONS



GHG Methodology

We followed UK Government guidance on calculating and reporting greenhouse gas emissions associated with company activities. It aims to help organisations to start the transition into a low carbon economy and how to minimise GHG emissions. Conversion factors are supplied by the UK Government to turn 'activity data' such as total transport distance and waste disposal into GHG emissions.

- Transport data was collected in km
- Electricity was collected in kWh
- Waste was collected in kg
- Product carbon was reported in kg CO₂e

We calculated our emissions by multiplying each activity by the conversion factors provided by the UK Government. Our GHG emissions are all reported in tonnes CO₂e.

To keep the most accurate data possible, most of our data is primary data with a few exceptions where data was collected as secondary data.

As this is our first reporting year, we encountered some missing data was missing. To ensure a comprehensive baseline to report on for future years, we made averages for the scopes where data was missing. This was essential to report and analyse datasets on, and have set data collection processes in place to ensure full datasets will be collected for future years.

We have focused this reporting year on collecting data generated from our Head Quarters for the majority of our scopes. We recognise that to gain a full understanding of our GHG footprint, we must collect and report on emissions data from all our global operations. We are striving to continuously improve our data collection to get the most accurate picture of our GHG footprint.

PRODUCT

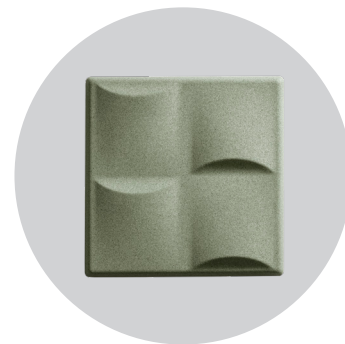
We are committed to responsible production. Calculating the carbon product allows us to make better sustainable choices in selecting materials to see how we can best reduce the product carbon footprint.

Bold chair



30kg CO₂

Hush tile



0.43kg CO₂

Boden beanbag



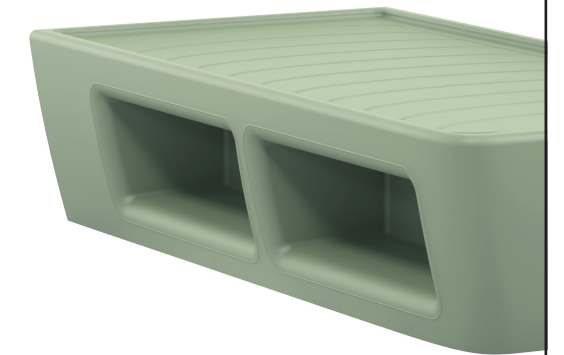
16kg CO₂

Ryno bed improvements

Plastic offers practical benefits in healthcare environments due to its inherent water-resistance and infection control properties.

On the other hand it carries a high environmental burden. By reducing the amount of plastic used in our Ryno beds, we have reduced the carbon footprint by 118 kg CO₂

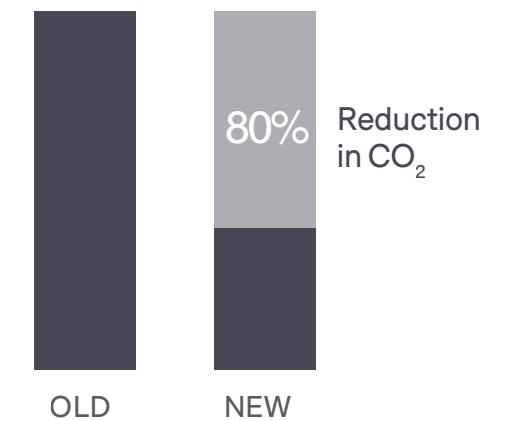
118KG REDUCTION IN CO₂



Boden beanbag improvements

We replaced polystyrene balls within the boden beanbag range for 100% recycled chipped foam.

The foam itself is waste material from the production of our seating ranges, which helps to reduce the beanbag chair's carbon footprint by 80%.



Eco materials

We are developing more products with eco materials as part of our journey to using more sustainable materials.

Our first project with this design element was the Hush tile which uses natural cork granules and has a low carbon footprint.









Product carbon has been calculated using Granta, software with a large database of materials and environmental data related to each material which is used to conduct sustainability assessments.

To find the kg of CO₂e produced from each product, the weight of each material is required. The overall outcome is the kg CO₂ and energy required per product.

WASTE

We are committed to ensuring best practices for waste management and disposal, in line with all relevant legislative and regulatory requirements. This year, we have made great progress with increasing recycling on site and has a strict zero waste to landfill policy.

Type of waste		Where the waste goes
CARDBOARD		Cardboard at the end of life is baled and recycled
CLEAR MIXED PLASTIC		Clear plastic at the end of life is baled and recycled
MIXED WOOD MATERIALS		Chipped down to be downcycled
FOOD WASTE		Is collected separately need to know what happens to the waste
GENERAL WASTE		Sent to local waste to energy facility
OLD RYNO FURNITURE		Chipped down and turned into new products



Cardboard recycling
↑ 11%



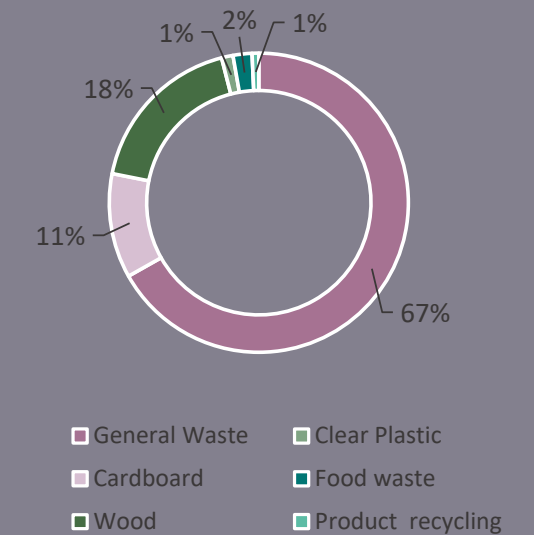
General Waste
↓ 33%



Wood Downcycling
↑ 18%

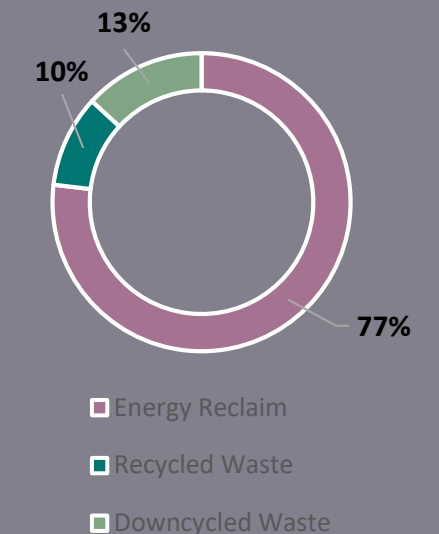
Waste Data

- Total waste was 271 tonnes
- General waste made up 69% of total waste
- 100% of waste avoided from landfill
- Introduction of wood recycling in August 2022 has reduced general waste by 70%
- 22% of all waste was recycled or downcycled



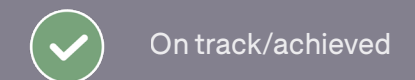
Recycling

During the reporting period, 22% of all site waste was either recycled or downcycled. This included cardboard and clear plastic and wood waste. 100% of the remaining waste was sent for energy reclaim.



2026 Targets

Our goal medium-term goal for 2026 is for 0% of our site waste sent to landfill



Pineapple monitors the waste generated at Head Quarters. Data for waste is collected weekly through reports and measured in tonnes.

MATERIALS

Our dedicated materials team are driven to find new materials which combine durability, strength and hygiene with low carbon emissions and superior recycling opportunities.



Wood and composite boards

Wood is a great environmental material as each cubic metre of wood grown holds just under a tonne of carbon dioxide 'sequestered' from the atmosphere. When that tree is used in wood furniture, carbon is stored in the product.

Our commitment to sustainability is demonstrated by our FSC® Chain of Custody certificate INT-COC-001353 and licence code FSC-C015370. In addition, we are certified under PEFC Chain of Custody licence code PEFC/16-37-982.

Composite boards such as melamine faced boards, and HPLs are important for healthcare environments as they provide durable hygienic surfaces which provide a long product life. Pineapple recycling and product reclaim allows these boards to be recycled locally.



Polymer

The benefits of polymer-based furniture include extreme durability, water-resistance and hygiene. While regular cleaning with disinfectant can shorten the life cycle of wood-based products, the water-resistance and chemical resistance of polymers allow a long life in extreme environments.

Although a carbon-heavy process, the added lifespan the polymer gives to furniture significantly reduces this impact. We expect our Ryno range to last 25 years or more in a healthcare environment.

Additionally, the recyclable nature of polymer products means the emissions associated with the extraction of the material are spread across more than one product life cycle. With our reclaim scheme, Ryno products are collected, recycled and put it back into the supply chain.



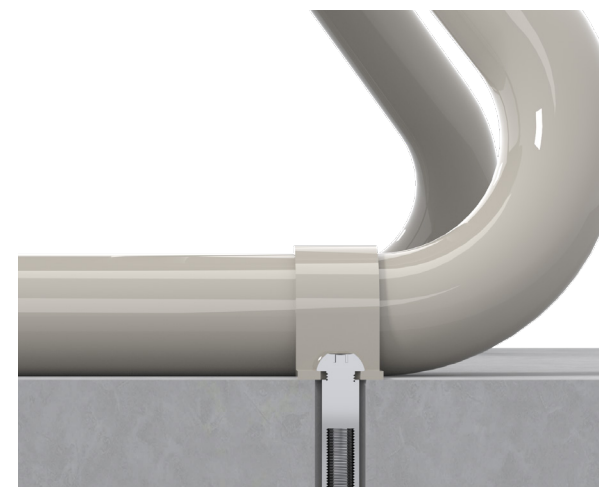
Foams

Our upholstered product and mattresses contain foams. We use a variety of different densities to suit the product and its use.

We utilise chipped foam which is made of reclaimed foam offcuts where ever possible. All foams we use are CMHR (combustion modified high resilience) in order to meet fire regulations for healthcare environments.

In some products we uses specialist "cold cure" or integral skinned foams. Cold curing allows us to mould a unique shape with superior ergonomics and carefully considered shore hardness.

Integral skinned foams are cast to a unique shape and form a durable, water-reistant outer layer for enhanced performance in healthcare environments.



Metals

Metal product provides superior strength, fire resistance, longevity, and cleanability compared with other materials. We use powder-coated steel in a variety of products to ensure their suitability for their environments.

Mild steel, known for its strength and durability, forms the backbone of many of our designs. Mild steel's robustness ensures that our furniture can withstand the rigors of daily use and challenging situations that may arise.

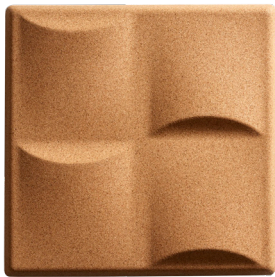





The application of powder coated steel in our furniture not only adds an attractive finish but also provides significant advantages in terms of cleanliness and hygiene, where maintaining a clean and sterile is critical in healthcare environments. Powder coated steel also makes it easier to sanitize furniture surfaces, helping to prevent the spread of infections and illnesses.

Mild steel is widely available to be recycled and that is why most of our products contain 70% or higher recycled content. Powder coating process also minimizes waste and emissions compared to other finishing techniques. By choosing this material we reduce our environmental footprint and contribute to a more sustainable future.

LOW CARBON PRODUCTS

We are constantly striving to reduce the environmental impact of our products through various initiatives such as increasing the recycled content, experimenting with sustainable materials and lowering the carbon footprint of our manufacturing processes.

We have introduced 6 new eco products in 2022.

<p>Hush tile</p> <p>Material from a natural source of cork with the lowest CO₂ footprint of all of our products</p> <p>→ Very low CO₂ footprint of 3.4 kg CO₂</p> <p>→ 88% recycled content</p>			<p>Boden beanbag</p> <p>New recycled foam was added to replace polystyrene balls</p> <p>→ 75% decrease in carbon footprint</p> <p>→ 79% recycled content</p>	
<p>Ryno dining table</p> <p>Base is now 100% from recycled content</p> <p>→ 5 tonnes of virgin material saved per year</p> <p>→ 71% recycled content overall</p>			<p>Boden beanbag chair</p> <p>New recycled foam was added to replace polystyrene balls</p> <p>→ 80% decrease in carbon footprint</p> <p>→ 77% recycled content</p>	
			<p>Boden XL beanbag</p> <p>New recycled foam was added to replace polystyrene balls</p> <p>→ 63% decrease in carbon footprint</p> <p>→ 79% recycled content</p>	
			<p>Boden donut beanbag</p> <p>Recycled chip foam was used instead of polystyrene balls in the donut beanbag</p> <p>→ 85% recycled content</p>	

AFTER LIFE

We design our products to last - even in challenging environments where daily use can be extreme test of durability.

Through careful and responsible design, we're doing our best to minimise our impact on the environment.



Repairs

We understand that in challenging environments, damage can occur. We also know the importance of maintaining continuity of service.

That's why we have a dedicated aftercare team, on hand to help with urgent repairs. This helps reduce environmental impact by extending the life of our products.

Where possible, we design our products to be repairable in sections, reducing the need for an entire replacement.

Afterlife plans

In the event of disposal at a customer's site, we have created afterlife plans detailing the best way to dispose of each component within a product (e.g. recycle, downcycle or energy reclaim) ways in which the product could be repaired if broken to prevent buying a new product.

We have also created material declarations detailing the types of material used in each product.



Waste Management

For products returned to Pineapple, we disassemble them and place wooden furniture (e.g. sofas and chairs) in our wood disposal to then be downcycled into wooden chips.


RECYCLING

Circularity is key to a responsible supply chain. We're reducing our emissions by using recycled content in our products and packaging, and recycling them when they reach the end of their useful life.

Packaging

We have made a steadfast commitment to environmental responsibility, and a vital aspect of this involves monitoring and analysing our packaging practices while staying ahead of relevant legislation.

We are committed to providing sustainable packaging where we source recycled content packaging as well as introducing reusable covers on some of our products. We have also introduced two new balers onsite, to ensure all of our packaging is returned and recycled, reducing our carbon footprint.

30 tonnes

Cardboard recycled

3.2 tonnes

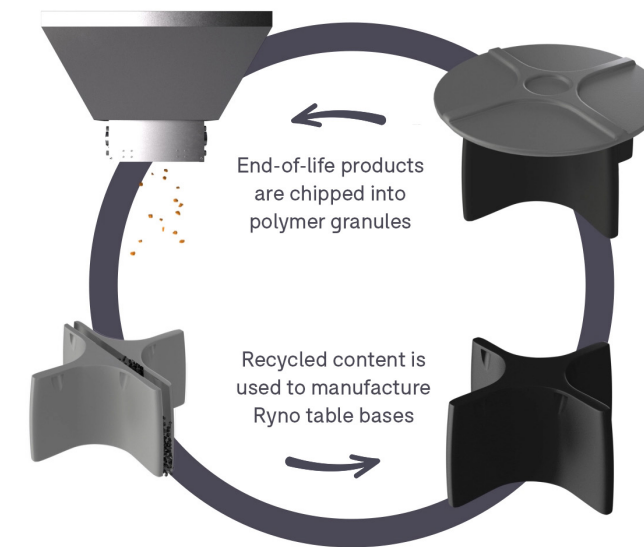
Plastic recycled

Product

Sustainability is more than just reducing our carbon emissions. Another important issue we face is the increase of waste produced year-on-year.

Pineapple offers a collection service for eligible products when they have reached the end of their life to ensure proper disposal occurs.

All Ryno products that are collected are ground into granules to then re-manufactured into new products. This process helps to ensure that products do not end up in landfill and can be turned into new products as part of our circular design ethos.



2 tonnes

of Ryno products recycled and chipped down to be turned into new products

47 tonnes

wood from old products have been chipped down and downcycled

We also disassemble our collected products and place wooden furniture (e.g. sofas and chairs) in our wood disposal to then be downcycled into wooden chips.

<h1>RESPONSIBILITY</h1>		<h2>Slavery and Human Trafficking</h2>	
		<p>We work closely with our suppliers and make regular contact or visits to ensure as far as able, our supply chain is free from exploitation. Our supply chain has view tiers and our biggest range that makes up the largest proportion of cell furniture is manufactured and assembled in the UK.</p> <p>Components are purchased from well-known and reputable companies and assembly is carried out in our own workshops. We pay close attention to working conditions and if any activity is detected or suspected we will not hesitate to refer the issue to the National Referral Mechanism for further investigation if immediate enquiries are ignored.</p>	<h2>Equality</h2> <p>Equality is ensuring individuals or groups of individuals are treated fairly and equally, and everyone is given the opportunity to fulfil their potential no less favourably, specific to their needs, including areas of race, gender, disability, religion or belief, sexual orientation and age. Promoting equality should remove discrimination and occupational segregation in all of the aforementioned areas.</p> <p>We have included the means within our business that enables us to better accommodate the disabled. For example, by installing level walkways and a lift so all floors can be accessed. We have provided better facilities, opportunities and recourses that work against Inclusion and Marginalization.</p>
<h2>Human Rights</h2>			
<p>Our commitment to the realization of human rights is embedded in the Group's human rights and social policies. Key human rights issues are embedded in internal risk assessment processes and guidelines, as well as being addressed explicitly in documents such as the Supplier Code of Conduct.</p> <p>Pineapple Contracts seeks to improve its human rights performance by referencing key documents such as the United Nations Guiding Principles on Business and Human Rights, and relevant conventions and standards of the International Labour Organization, as well as other international standards, national and international laws.</p>			

BIODIVERSITY

Our impact on the biodiversity isn't direct, however protecting the environment is very important to us.

We have introduced various ways that we can improve the environment, including:

Earth day

To recognize Earth Day in April, we gathered together for a sustainability quiz. It was an excellent opportunity to show how everyone's individual efforts can impact the broader business, from using the correct recycling bin to finding more eco-friendly alternatives for design.



For Earth Day 2022, we raised funds for the National Trust to plant

250 TREES



Volunteering

In September, volunteers from Pineapple assisted with coppicing the trees surrounding a large wildlife pond on a National Trust estate in England.

Opening up the area brings in some much-needed light and helps create new habitats for wildlife, as well as building stronger team relationships.



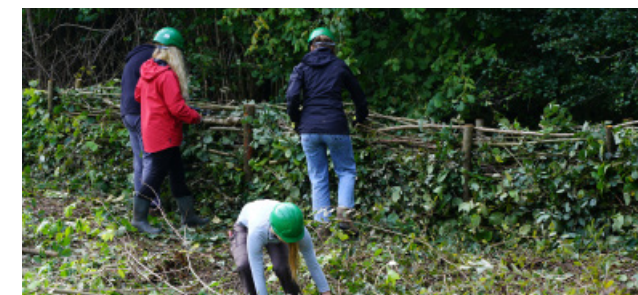
“Really fun and rewarding great to get out the office and give back”

“Lovely day, really enjoyed working with people from different teams”

“Excellent culture enhancing thing to do as well as being for a good cause”



“Really enjoyed the day, the information given was good and purpose of the day rewarding”



“Truly enjoyed seeing what difference we all made at the end of the day”

WELLBEING

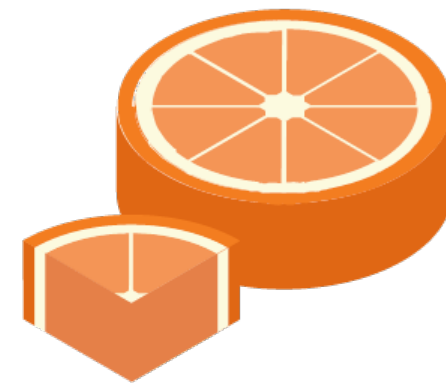
Our staff are our greatest asset. That's why we strive to create a healthy environment in which they can be their best selves, and provide support outside of their daily work.

AT WORK



Benefits include:

- Free health plan which enables employees to claim money back for dental, optical and physiotherapy costs as well as access to mental health support and remote GP appointments
- Free refreshments including hot and cold drinks, fruit and other snacks
- Organized volunteering days
- Savings on nursery fees via salary sacrifice
- Quarterly recognition in Staff Awards, with prizes awarded
- Access to sit/stand desks



QUALITY CONTROL STANDARDS

Quality is important to all of us at Pineapple because we strive to provide our customers with products and services which meet and exceed their expectations.

We have the following processes and controls in place to ensure our customers' expectations are met:

Benefits include:

- A full inspection of goods prior to despatch
- Regular product training for all staff from sales to Installation teams.
- Regular audit of our internal processes
- Feedback is monitored using the Net Promoter Score which is the world's leading metric for measuring customer satisfaction and loyalty.

At Pineapple we are committed to continuous improvement and have a UKAS certified ISO 9001 Quality Management System.



REPORTING STANDARDS

We are committed to set near-term company-wide emissions reductions targets in line with climate science with the Science Based Targets initiative (SBTi)¹.

This commitment aligns with our carbon emissions targets but adds an additional level of scrutiny to ensure our approach is in line with the latest criteria and recommendations of the SBTi.

Our data collection conforms to the recognised government issues data collection templates. With reference to ISO 14064 for additional guidance.

Product carbon uses the recognised Ecovent data though a full life cycle assessment (LCA) With additional data collection and report guidance taken from ISO 14067.

In line with the UK Modern Slavery Act, we publish a Modern Slavery Statement annually. This sets out the measures we have taken during the past year to mitigate against the risks of modern-day slavery and human trafficking in our supply chain or within our operations. Our website provides details of our strategy in this area and is regularly updated to highlight any new initiatives. We regularly report through partner and third-party benchmarks.

GIVING BACK

We believe in giving back to communities and so in 2022 we donated discontinued stock to charities including Barnardo's and TCL ReUse.



 311 PRODUCTS DONATED TO CHARITY



We're supporting  mind for better mental health

We are excited to be supporting Mind as our chosen charity. Mind support people with mental health problems, to lead independent and fulfilling lives in the community.

They also work hard to encourage people to talk about mental health to remove the stigma that currently surrounds the subject.

Throughout 2022, the Pineapple team raised money for Mind through dress down days and fundraising events. In addition to our support for Mind, we also regularly donate to NSPCC, National Autistic Society, Little Hearts Matter and Shelter.

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