



Secret Linen

Our
Impact Report

2024

Certified



Corporation



Index

Leadership Letter	2
About Us	3
Our Values	4
A word from our ESG & Sustainability Manager	5
2024 Impact Highlights	6
B-Corp Impact Assessment	7
Impact Areas	8
Governance	9
Case Study: Modern Slavery Report	12
Workers	15
Community	18
Case Study: Goods for Good	21
Environment	23
Case Study: End of Life Strategy	26
Case Study: Global Organic Textile Standard	28
Customers	29
Case Study: Customer Feedback	32
Sustainability Development Goals	33
Summary	39

A Letter From Us

When we started our Secret Linen Store, we weren't thinking about certifications or frameworks, we were simply trying to build something better. A better bedtime. A better way of making and selling beautiful things. A better business that put kindness at its core.

From the very beginning, we believed in doing things properly. That meant asking questions, caring about the details, and thinking about people, not just products. We wanted to create a company we were proud of, one that had integrity stitched through everything we did.

Becoming a B Corp in 2022 felt like a natural next step, a way to show the world what mattered to us. But it also came with responsibility — to keep improving, to stay honest, and to raise the bar year after year.

This second Impact Report does just that. It shows the progress we've made, the lessons we've learned, and how we're building on the things we have achieved. It's full of thoughtful work from our brilliant team, and we are both so proud.

None of this would be possible without the people behind the scenes, from our warehouse team to our suppliers in Portugal and Scotland, and to Alice, our dedicated ESG & Sustainability Manager, who's made this report happen, and keeps us firmly focused on what still needs to happen.

There's still plenty to do. But if this report shows anything, it's that we're moving in the right direction. And we're doing it in a way that's true to who we are.

Thank you for coming on this journey with us.

Molly & Hatty





Our Bedtime Story

Secret Linen Store was born from a deep-rooted love of home, comfort and textiles, woven together by two sisters, Molly and Harriet. Growing up in a lively house filled with four sisters, pets and plenty of noise, they understood from an early age the importance of having a cosy, comforting space to retreat to. This shared appreciation for beautiful, restful interiors stayed with them into adulthood.

With backgrounds in textile design and marketing, and over 30 years of combined experience in the bedding and interiors industry, Molly and Harriet saw an opportunity to do things differently. In 2013, they brought their complementary skills together to launch Secret Linen Store, a brand built on honest values, thoughtful design and a commitment to doing right by people and the planet.

From the start, their mission was simple: to create exceptionally comfortable, long lasting bed linen and homewares without inflated prices or unnecessary fuss. Every product is lovingly designed by Molly and the in-house team, crafted using natural fabrics like linen and cotton, and produced in trusted factories in Portugal and the UK. The result is a collection of sleep and home essentials that are as ethically made as they are irresistibly soft.

Secret Linen Store proudly became a Certified B Corp back in 2023, joining a global community of businesses that balance purpose and profit. With a strong score of 110.2, this achievement reflects the ongoing commitment to responsible sourcing, transparency and championing better ways of doing business.

2024 was a milestone year for the business, celebrating 11 years and proudly publishing our first impact report, reflecting on progress made in 2023. You're now reading the second instalment, which highlights how far we've come since then, how we've raised the bar, and how we're continuing to push ourselves by setting ambitious goals for 2025.

From two sisters to a team of 35 bedmakers, including Harriet's husband, their brother-in-law and a mother & daughter duo, we have created quite the Secret Linen Store team.

Our Values

WE ARE ACCOUNTABLE

We know our roles and our numbers and take responsibility for our own actions. We set a good example and treat others as we wish to be treated ourselves. We take ownership and make decisions that are best for the business.

WE ARE ALWAYS SEEKING TO DO THINGS BETTER

We don't rest on our laurels, and we challenge ways to do things better.

WE ARE KIND

We act with compassion, and respect to all others. Kindness builds trust and in turn develops meaningful relationships, not only with our people, but our customers, our suppliers, and our wider community.

WE ARE POSITIVE

We focus on the solution and not the problem.

We acknowledge that problems can and do arise, we look to resolve them and try not to dwell on negativity.

WE ARE TRUSTWORTHY

Every decision is made with the best intentions. Our people trust in us to look after them and treat them fairly, with dignity and respect.

The same applies to our customers, they look to us to ensure the products they buy are high quality and value for money, that they are grown and produced in a sustainable way and that there is no greenwashing going on.





Raising the Bar

When I wrote our first impact report, I had just joined Secret Linen Store as their Sustainability Manager, a role completely new for the business. What drew me to the company was that they had already achieved B Corp Certification without anyone formally leading on environmental, social and governance areas. That told me sustainability was not just a box to tick, it was already embedded across the business, seen as a shared responsibility and championed by senior leadership from day one.

Writing that first report was a great way to understand the work already being done, and it sparked excitement as we began setting our "What's Next" challenges. Now, writing our second report, I can clearly see how much we have achieved in just 12 months. We have raised the bar, pushed ourselves further, and I am incredibly proud to share this progress with our stakeholders.

Of course, the work never stops. We are now approaching our first B Corp recertification, this time under the updated 2025 standards. These new standards are clearer, more comprehensive, and more aligned with what the world needs right now. They also better reflect the Sustainable Development Goals (SDGs), offering a more holistic and globally relevant framework.

The B Corp movement has always complemented these development goals. While the SDGs provide a global framework for sustainable development, B Corp Certification shows that we are taking action, measuring our impact, and holding ourselves accountable. For us, they help shape our purpose and strategy, and B Corp Certification ensures we are walking the talk.

That is why, in this report, alongside our progress against the B Corp Impact Areas, we have also included how we align with the Sustainable Development Goals. Reporting on both reflects our commitment to transparency, accountability, and our role in building a more sustainable and equitable future.

Thank you for reading our impact report. We're proud of how far we've come and excited about what's ahead.

Alice Dee

ESG & Sustainability Manager

Impact Highlights

ACHIEVED GLOBAL ORGANIC TEXTILE
STANDARD CERTIFICATION

ALL PRODUCTS MANUFACTURED IN PORTUGAL & THE UK

83% FEMALE SENIOR LEADERSHIP TEAM

OVER 25 YEARS PARTNERING WITH OUR
PORTUGUESE FACTORIES

IMPROVED AUDIT GRADING WITHIN SUPPLY CHAIN

OUR FAULTY PRODUCTS WERE RECYCLED INTO
DOG BEDS

IMPROVED AUDIT GRADING WITHIN OUR SUPPLY CHAIN

REPURPOSED 6,327 METRES OF TEXTILE WASTE

PARTNERED WITH THE SEAM FOR A HOMEWARE CARE &
REPAIR SERVICE

DONATED OVER £12,000 TO CHARITY PARTNERS

46 DAYS WERE VOLUNTEERED TO GOOD CAUSES

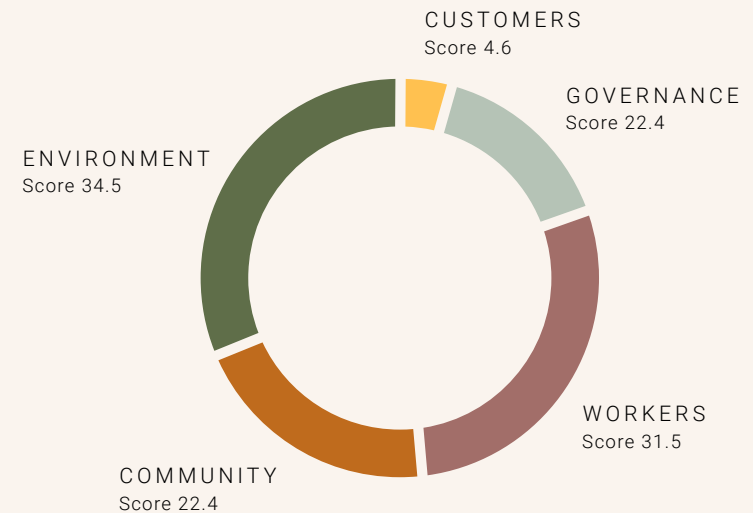




B Corp Impact Assessment

As a B Corp, we're part of a global community of businesses that meet high standards of social and environmental impact.

Our annual impact reports play a key role in driving continuous improvement between our B Corp recertification process. They allow us to reflect on our commitments, evaluate progress, and define priorities for the future. This helps ensure our objectives remain aligned with our mission and values. The process also promotes accountability and highlights areas for improvement across all impact areas, supporting lasting positive change.



110.2 SECRET LINEN STORE OVERALL B IMPACT SCORE

- 80 Qualifying score for B Corp Certification
- Minimum score of 80 out of 200 on the BIA
- 50.9 Median Score for Ordinary Businesses



OVERALL IMPACT SCORE 110.2

IMPACT AREAS

Every B Corp™ is scored using the five impact areas in the B Impact Assessment. The five impact areas are:

GOVERNANCE – SCORE 16.8

Assesses the company's overall governance structure, and if the company's governance considers all stakeholders. Understanding a company's mission, ethics, transparency and accountability.

WORKERS – SCORE 31.5

Understanding how a company is taking care of its workers, improving their lives and wellbeing. Drilling down into areas like employees' financial security, health & safety, wellness, career development, engagement, and satisfaction. Recognising business models designed to benefit workers

COMMUNITY – SCORE 22.4

Evaluates the company's impact on the communities in which it operates, is the company giving back and contributing positively to its community. Issues include diversity, equity & inclusion, economic impact, civic engagement, charitable giving, and supply chain management.

ENVIRONMENT – SCORE 34.5

Assesses a company's overall environmental management practices as well as its impact on the air, climate, water, land, and biodiversity. Is the company prioritising and taking care of the planet?

CUSTOMERS – SCORE 4.6

Focuses on a company's stewardship of its customers through the quality of its products and services, ethical marketing, data privacy and security, and feedback channels. Is the company having a positive impact in your customers lives?

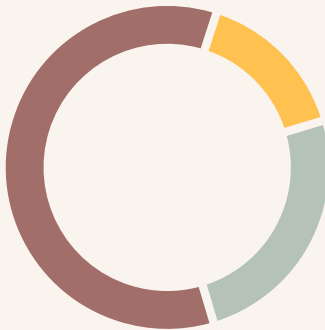
Governance

This area evaluates the company's overall mission, ethics, accountability and transparency. It explores how a business incorporates social and environmental values into its decision-making processes and long-term strategy.

MISSION LOCKED Score 10.0

What is this?

A company with an impact Business model intentionally designed to create a specific positive outcome for one of its stakeholders – such as workers, community, environment or customers.



MISSION &
ENGAGEMENT
Score 2.6

ETHICS &
TRANSPARENCY
Score 4.2

WHAT WE SAID

EMBEDDING SUSTAINABILITY METRICS IN LEADERSHIP EVALUATION

All manager's performance evaluation will include social or environmental goals.

OUR ENVIRONMENTAL & SOCIAL COMMITMENT

Develop a public commitment outlining our environmental and social impact goals, supported by a transparent roadmap to showcase our continuous progress to customers.

ASSESSING COUNTRY-LEVEL RISKS ACROSS OUR SUPPLY CHAIN

Complete risk assessment at Country level, mapping out salient risks, and circulate to all shareholders.

MODERN SLAVERY REPORT

Using the Risk assessment and our continuous supply chain management; develop and publish our first Modern Slavery Report.



GOVERNANCE SCORE 16.8



WHAT WE ACHIEVED

IMPROVING HOW WE SHARE OUR ENVIRONMENTAL & SOCIAL IMPACT

To support our commitment to clearly outline our environmental and social impact goals, we focused on improving how we communicate these efforts on our website. We reviewed and updated our sustainability pages to make them more informative, transparent, and easier to understand. We also created a dedicated page to openly share details of our supply chain with our stakeholders and highlighted our progress through our Modern Slavery report. In 2024, we also proudly published our very first impact report.

PURPOSE DRIVEN GOALS ACROSS THE BUSINESS

Each department has clear, purpose-driven objectives that include social or environmental goals. As a business, we have set key environmental and social targets, and we report on our progress every quarter by reviewing achievements and holding ourselves accountable to these goals.

MAPPING OUR COUNTRY LEVEL RISKS

We carried out a country-level risk assessment as part of our sourcing strategy, covering Tier 1–4 sites. The review identified key country-specific risks affecting our supply chain, mapped to the ETI Base Code and rated using a RAG system. Recommended actions were provided to support mitigation efforts.

EXPANDING OUR SUPPLY CHAIN MAPPING

To further improve visibility and transparency, we mapped our Goods Not for Resale supply chain, which included stationery, labelling and service providers. Each business was reviewed and given a RAG rating based on their ESG policies to ensure alignment with our values. 31% of other suppliers received a Green rating, reflecting strong ESG commitments and transparent sustainability reporting. All businesses required to publish a Modern Slavery statement had complied, and 18% were certified B Corps. We also introduced enhanced onboarding due diligence to support future supplier assessments.

MODERN SLAVERY & RESPONSIBLE SOURCING REPORT

Using the country-level risk assessment, salient risk analysis, GNFR and supply chain management grading, we developed a Modern Slavery Report. As a responsible business, we outline actions taken to combat modern slavery, including strengthened policies, greater transparency, enhanced supplier engagement and due diligence to uphold ethical labour standards.



GOVERNANCE SCORE 16.8



WHAT'S NEXT

PURPOSE-DRIVEN

Continue to empower employees to contribute positively and meaningfully to the company's performance and strategic direction. Embedding the understanding that social & environmental issues are a shared responsibility.

INCREASING TRACEABILITY

Higher risks were identified in lower supply chain tiers, but impact is low due to sourcing from certified, audited suppliers. We aim to increase certified raw materials to boost traceability.

DEVELOP & IMPROVE

Having our first Risk Assessment & Modern Slavery report developed was a learning experience. It led to implementing different processes across supply chain management. We will continue to develop these better ways of working and strengthening our transparency and ethical practices.



GOVERNANCE SCORE 16.8



SPOTLIGHT CASE STUDY: MODERN SLAVERY REPORT & COUNTRY LEVEL RISK ASSESSMENT

At Secret Linen Store, we are committed to preventing modern slavery in our operations and supply chain. In our first Modern Slavery Report, we outlined steps taken to strengthen policies, increase transparency, and work closely with suppliers to uphold ethical labour standards. This included enhanced due diligence, supplier engagement and audits. We continue to monitor and improve our practices to ensure our supply chain respects human rights and reflects our values of integrity, responsibility and transparency.

RISK ASSESSMENT

We conducted a country level risk assessment covering mapped Tiers 1-4 country sites. This review focused on country level issues, highlighting whether they have a direct or indirect impact on our supply chain. Each identified issue is mapped to the ETI Base Code and assessed using a RAG (Red, Amber, Green) rating to indicate the level of risk within our supply chain. Recommended actions are also provided as guidance.

We referenced the annual US Department of State Country Report on Human Rights Practises, The Global Slavery Index & OECD guidelines. The risk assessment identified Tiers 3 and 4 as the most vulnerable to modern slavery.

TIERS 1 & 2

Product manufactures, Fabric mill, Yarn suppliers, Dye facilities, Wash facilities & Printers.

PORTUGAL	Country Risk Level	Green
	Vulnerability*	6/100
UK	Country Risk Level	Green
	Vulnerability*	14/100



TIERS 3 & 4

Raw Materials (farms & recyclers), Spinners.

TÜRKİYE	Country Risk Level	Amber
	Vulnerability*	51/100
CHINA	Country Risk Level	Amber
	Vulnerability*	46/100
SWITZERLAND	Country Risk Level	Green
	Vulnerability*	14/100
GUATEMALA	Country Risk Level	Amber
	Vulnerability*	57/100
NICARAGUA	Country Risk Level	Amber
	Vulnerability*	54/100
FRANCE	Country Risk Level	Green
	Vulnerability*	13/100
NETHERLANDS	Country Risk Level	Green
	Vulnerability*	6/100
BELGIUM	Country Risk Level	Green
	Vulnerability*	11/100

*Vulnerability to modern slavery, out of 100. A higher score reflects greater vulnerability. Based on the Global Slavery Index Gradings.

To address this, we remain committed to mapping these tiers using standards that enhance visibility across our supply chains. Additionally, we will continue expanding our use of raw materials sourced through traceable supply chains.



GOVERNANCE SCORE 16.8



SUPPLY CHAIN & FACTORY ANALYSIS

We use a grading system to evaluate the ethical performance of our supply chains. These RAG ratings are based on the severity of non-compliance issues identified during third-party ethical audits or on site visits by the Secret Linen Store team. These issues represent violations of the ETI Base Code.

- Red – Critical non-compliances
- Amber – Major non-compliances
- Green – Minor or no non-compliances

Our suppliers make dedicated efforts to address any non-compliance issues identified during audits. Our strong, long-term partnership fosters open and constructive dialogue, ensuring compliance and facilitating the exchange of best practices.

Over the past year, non-compliance issues among our Tier 1 suppliers have decreased by 54%. Notable improvements include a 67% reduction in excessive overtime cases and a 56% decrease in workplace safety concerns, particularly in fire health and safety standards.

Tier 1 supply chain improvements have been made over the last 3 years. With 67% of our Tier 1 supply chain being graded as GREEN.

TIER 1 SUPPLY CHAIN RAG GRADINGS

Tier 1 supply chain improvements have been made over the last 3 years.

	2023	2024	2025
RED	0%	14%	0%
AMBER	50%	29%	33%
GREEN	50%	57%	67%

SUMMARY

With over 25 years of partnership, our suppliers are key to our business. We've strengthened transparency, expanded supply chain mapping, and source low-tier raw materials from certified suppliers. Risk is low, but we aim to increase certification for better traceability. We remain committed to ethical sourcing and fair working conditions across all tiers.



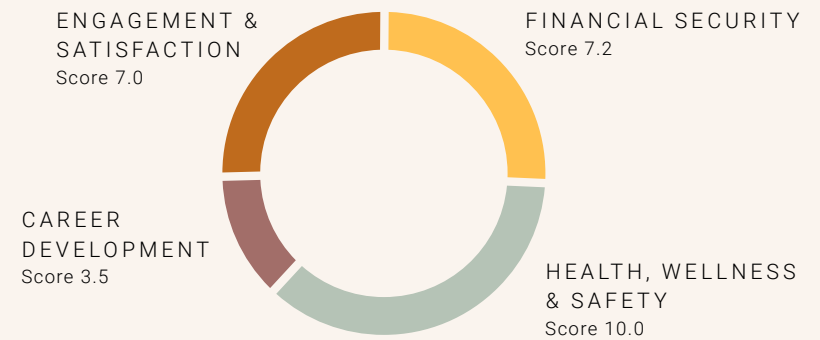
GOVERNANCE SCORE 16.8





Workers

The Workers section looks at how a company supports and values its employees. It includes areas such as compensation, benefits, training, worker satisfaction, health and safety, and opportunities for growth and development.



WHAT WE SAID

IMPROVING INSIGHT

Increase the Employment Engagement Survey to every 6 months, to ensure we are capturing a true reflection rather than a snapshot at the time.

FOSTERING A CULTURE OF WELLBEING

Implement comprehensive mental health and wellbeing training for all employees to build awareness, reduce stigma, and equip staff with the tools to support both their own mental health and that of their colleagues.

SUPPORTING WOMEN AT WORK

Delivering meaningful support to our female employees through progressive policies that empower women in the workplace.



WHAT WE ACHIEVED

EMPOWERING WOMEN, SUPPORTING EVERYONE

With 77% of our workforce identifying as female, it was important for us to review our existing policies that specifically support women, explore opportunities for improvement, and introduce new ways to empower our team. In 2024, we launched six new policies for all team members, focusing on challenges that disproportionately affect women. These aim to provide support during difficult times and ensure our approach is inclusive and compassionate:

- Fertility Policy
- Menopause Policy
- Equal Opportunities Policy
- Parental Bereavement Leave
- Abortion, Miscarriage, Stillbirth and Neonatal Death Policy
- Neonatal Care Leave & Pay Policy

PERSONALISED WELLBEING SUPPORT

We introduced a wellbeing allowance with Juno, giving team members the flexibility to spend company-funded support on what wellbeing means to them, rather than relying on standardised benefits that may not suit individual needs.

ASK ALICE

We launched a Sustainability School with lunchtime sessions led by our ESG Manager, Alice, covering key sustainability topics. Team members suggested ideas for future discussions. Topics included greenwashing, recycling, flax and linen production, and all things cotton. The sessions encouraged conversation, shared learning, and supported our drive for continuous improvement.

ENGAGEMENT SURVEY

We ran two employee engagement surveys: one in July and one in December. This gave a more rounded picture of how the team felt across the year, including our peak season. The overall engagement score was 83%, down 6% from the previous year. However, we achieved a 100% completion rate in the second survey, which was an improvement we're proud of. While the score was below target, the results reflect team sentiment and help guide future improvements.

BRINGING THE TEAM TOGETHER BEYOND WORK

Once a quarter, we pause daily work to reconnect as a team. Each department organises a social event, from team games to murder mysteries, with pizza always on the menu. These gatherings build camaraderie beyond the nine to five.



WHAT'S NEXT

RESOURCES & KNOWLEDGE

The survey highlighted two key areas for improvement: knowledge and resources, both of which received a satisfaction score of 78%. While scores above 70% are considered very good, these were our lowest performing areas, and we have high ambitions to reach over 90% across all categories. We are committed to ensuring that every team feels fully supported and equipped with the resources they need to do their best work.

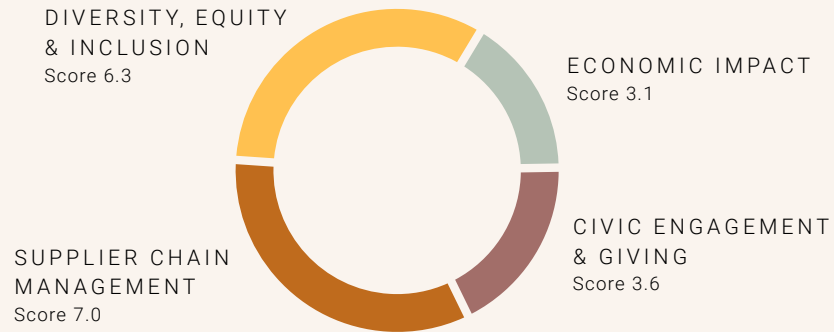
EMPLOYER ENGAGEMENT

Now that we conduct employee engagement surveys twice a year, we have a clearer picture of how our team is feeling. Our goal is to improve our engagement score to 90%, and more frequent feedback will help guide meaningful changes and maintain consistent communication between the business and the wider team.



Community

This area measures the company's impact on the communities it engages with, both locally and globally. It considers diversity and inclusion, economic impact, charitable giving and partnerships with local and under represented communities.



WHAT WE SAID

SUPPORTING COMMUNITIES THROUGH VOLUNTEER INITIATIVES

Support volunteering initiatives that benefit local communities, encouraging employees to get involved in meaningful projects. Regularly communicate updates on available opportunities to ensure everyone can take part and make a positive impact where it's needed most.

CHARITABLE DONATIONS

Increase our support & awareness of our chosen charities.

ADVANCING DIVERSITY, EQUALITY & INCLUSION

Continue evaluating and enhancing team diversity by implementing inclusive recruitment strategies and providing equality and diversity training for all employees.

SUPPLIER ENGAGEMENT

Continue to support our suppliers to achieve our environmental & social requirements.



COMMUNITY SCORE 22.4



WHAT WE ACHIEVED

VOLUNTEERING

All workers have two days allowance to volunteering. In total 46 days were donated to volunteering opportunities. In December, the Secret Linen team spent the day volunteering at the Choose Love pop-up store in London, which raised an incredible £654,507, funds that have already supported 53 grassroots organisations across 16 countries.

GIVING BACK TOGETHER

In 2024, we donated over £12,000 to our charity partners. We continued our support for Choose Love and launched a new tableware range, contributing 50p per item sold to the Trussell. Locally, 1% of sales from our Selsey Bedding range supported the Sussex Kelp Recovery Project, which helps restore vital marine habitats through collaborative conservation.

To make giving easier and more effective, we partnered with Virtue, a platform that enabled us to add donation tools to charity-linked products and offer customers the option to donate at checkout. This led to a 50% increase in charitable contributions over the year.

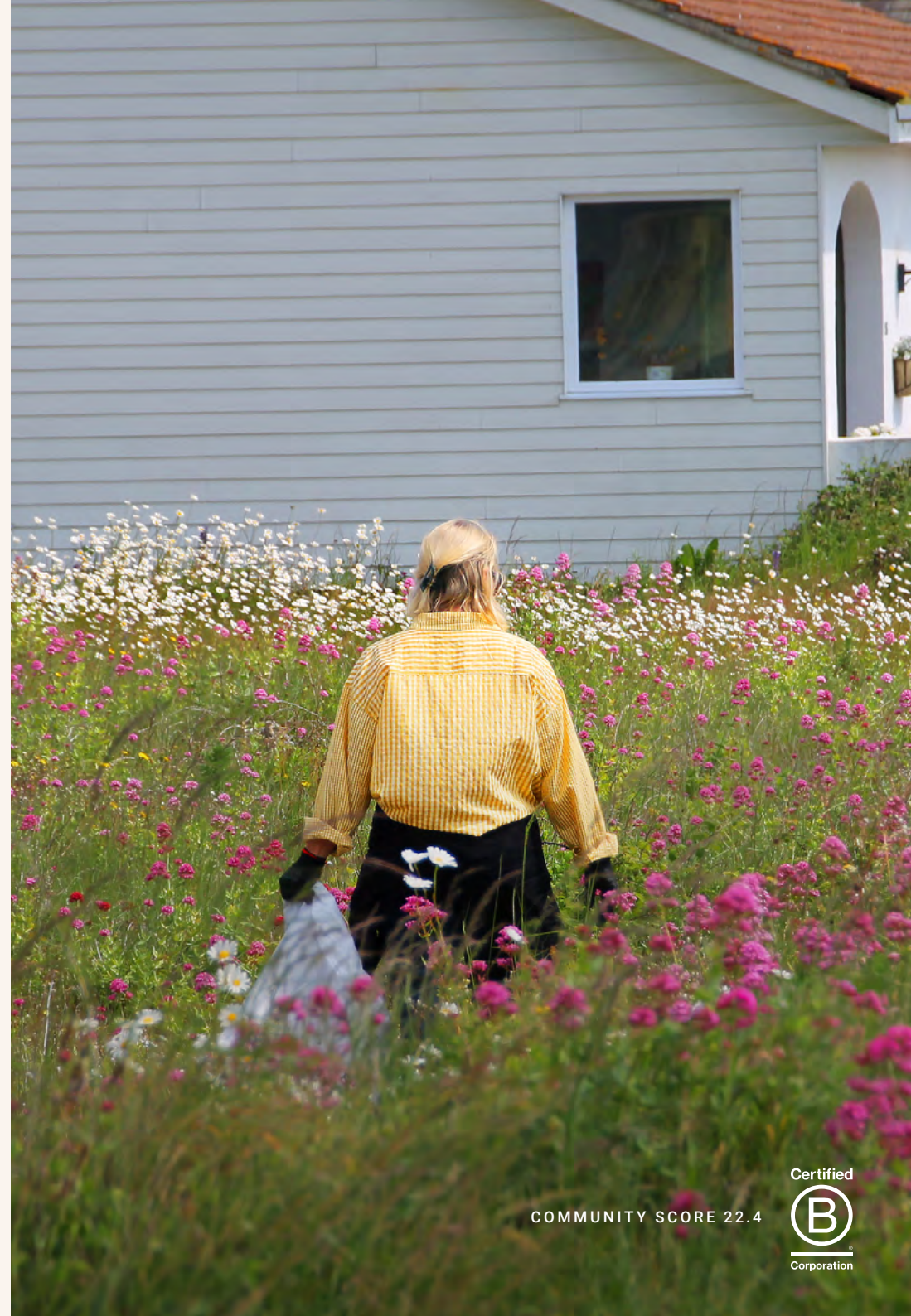
In addition, we donated bedding through Goods for Good to help vulnerable individuals and families in the UK and abroad. Our community also got involved, with generous customers making clothes for Dress a Girl Around the World.

SUPPLY CHAIN IMPROVEMENTS

We actively support our suppliers in meeting our environmental and social standards through ongoing collaboration, regular audits and the sharing of best practices. Our strong, long-term relationships enable open communication and continuous improvement. Over the past year, non-compliance issues among our Tier 1 suppliers have fallen by 54%. Significant improvements include a 67% reduction in excessive overtime cases and a 56% decrease in workplace safety concerns, particularly in fire safety standards.

MANAGER MENTORING

We continued to invest in manager mentoring sessions to support leadership development and inclusive practices. These sessions covered topics such as neurodivergence in the workplace and equitable recruitment strategies. As a business founded by women, we are proud that 83% of our senior leadership team this year were women, reflecting our ongoing commitment to gender representation and inclusion at the highest levels.



COMMUNITY SCORE 22.4



WHAT'S NEXT

PURPOSE IN ACTION

In 2025, our goal is to increase both our charitable donations and employee volunteering days by 5% compared to the previous year. This will help us expand our impact and strengthen the financial and practical support we offer to our charity partners.

CONTINUED FOCUS DIVERSITY, EQUALITY & INCLUSION

We've made a start on improving diversity, equity, and inclusion (DEI), but we know there's still a long way to go. DEI will be a shared responsibility across the business, with ongoing training to support learning in key areas.

CONTINUOUS IMPROVEMENT IN THE SUPPLY CHAIN

We are committed to supporting our suppliers in upholding ethical labour standards. To monitor performance, we use a RAG (Red, Amber, Green) rating system based on the severity of non-compliance issues identified during third-party audits or visits by the Secret Linen Store team. Currently, 67% of our supply chain is rated GREEN (minor or no non-compliances), while 33% is rated AMBER (major non-compliances). Our target for next year is to have 75% of factories rated GREEN, working closely with suppliers to help them implement the necessary improvements.



SPOTLIGHT CASE STUDY: GOODS FOR GOOD

At Secret Linen Store, we aim to minimise waste, but some unsellable items are inevitable; due to slight flaws like sizing issues. Rather than let these go to waste, we ensure they're put to good use. That's where Goods For Good becomes part of our story, helping us get surplus stock to those who need it most.

The logo for Goods For Good, featuring the words "Goods" and "Good" in white, with "FOR" in smaller white capital letters between them, all set against a solid green rectangular background.

Since the start of our partnership, Goods for Good has been able to repurpose high-quality bedding donations to support some of the most vulnerable individuals and families, both in the UK and overseas. Together, we've helped restore dignity and comfort to those experiencing crisis, displacement, or poverty.

UK IMPACT: SUPPORTING LOCAL COMMUNITIES

With the help of our donations, Goods for Good have supported 25 local charities across the UK, many of them on multiple occasions. The provision of luxury bedding, often considered a non-essential or even unattainable item for those living below the poverty line, has had a profound impact. Our donations have supported:

- Homeless shelters and community housing organisations, providing comfort to individuals transitioning into new temporary or permanent accommodation.
- A charity supporting the elderly in sheltered accommodation, offering warmth and dignity to those in later life.
- Refugees and asylum seekers who, upon receiving residency, are often given no notice to vacate hotel accommodation they've stayed in for years, leaving them with nothing to start a new home.
- Survivors of human trafficking and modern slavery, including women and children placed in safe houses who require bedding both during their stay and when moving into independent living.

In one inspiring example, shared by Goods for Good, a charity that creates quilts for vulnerable children had used Secret Linen sheets as the backing fabric, allowing soft, luxurious cloth to be next to the child's skin rather than synthetic alternatives. In each case, the donations have brought comfort, dignity, and a sense of stability during deeply challenging times.



COMMUNITY SCORE 22.4



INTERNATIONAL AID: REACHING BEYOND BORDERS

Beyond the UK, Secret Linen donations have helped Goods for Good to respond to urgent humanitarian needs in:

- Ukraine
- Moldova (including the Transnistria region)
- Sierra Leone
- Tanzania

A recent emergency in Transnistria highlighted the importance of this support. Since January 1st, Russia halted gas supplies via Ukraine, leading to a complete loss of heating for many communities. Eight days without heat were followed by power cuts, up to eight hours per day, straining an already fragile Soviet-era grid. As residents turned to electric heaters, electricity systems buckled, leading to widespread water and power outages.

Our donated bedding has provided critical warmth and comfort to those caught in the middle of this worsening crisis.

“

Your partnership is doing more than repurposing bedding; it is transforming lives.

Whether it's a woman escaping exploitation, a child experiencing homelessness, or a family in a war-torn region, your support is offering more than warmth, it's restoring hope, dignity, and humanity.

Thank you for standing with us and those we serve.

GOODS FOR GOOD

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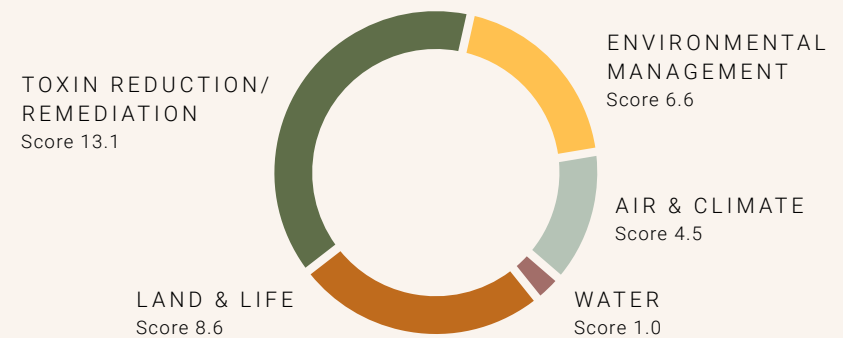
COMMUNITY SCORE 22.4





Environment

The Environment section assesses a company's environmental stewardship. It focuses on energy use, emissions, resource conservation, waste management and how the business minimises its ecological footprint across its operations and supply chain.



WHAT WE SAID

CARBON EMISSIONS REDUCTION

Setting targets, reduce and offset our carbon emissions. Planning our carbon road map using science-based targets.

INCREASING ORGANIC COTTON

Transitioning our brushed cotton range, which is the largest in our collection, to certified organic cotton. This is an important step in our efforts to reduce environmental impact and support more responsible cotton sourcing across our product ranges.

ADVANCING CIRCULARITY IN PRODUCT LIFECYCLE MANAGEMENT

Exploring end-of-life solutions to encourage circularity and reduce waste. This includes reviewing how we handle faulty, damaged or unusable items, and using more responsible methods such as repair, reuse, recycling, or working with specialist partners. Our goal is to minimise environmental impact and extend product lifecycles in line with sustainability objectives.



ENVIRONMENT SCORE 34.5

WHAT WE ACHIEVED

GLOBAL ORGANIC TEXTILE STANDARD

We became certified to the Global Organic Textile Standard, which certifies and tracks organically grown cotton from the source to final product. We successfully moved our Brushed Cotton range to be made with GOTS Certified Cotton, resulting to 46% of our total cotton products being organic cotton.

END OF LIFE STRATEGY - CARING, REPAIRING, AND REPURPOSING

We developed an EOL strategy focusing in on three key areas to reduce textile waste, lower our environmental impact and support a circular economy:

- **Caring** starts with smart design, minimising waste and repurposing surplus fabric. In 2024, we reused 6,327 metres of excess material.
- **Repairing** is supported by our partnership with The Seam, offering a repair service to extend product life.
- **Repurposing** damaged items is done through Bright Secure Recycling, turning them into dog bed filling. Usable but unsellable products are donated via Goods for Good to support people in need in the UK and abroad.

POWERING PROGRESS: RENEWABLE ENERGY AND WASTE REDUCTION IN PRODUCTION

Working closely with our Portuguese partners helps us carefully manage our environmental footprint. Together, we focus on renewable energy, water recycling, and repurposing fabric offcuts. Our supplier code of conduct includes a dedicated section on reducing environmental impact, reinforcing our shared commitment. Many of our main production facilities are equipped with solar (photovoltaic) panels, significantly reducing reliance on non-renewable energy. In 2024, one site generated 50% of its total energy through solar self-consumption, while others reported around a 30% reduction in electricity use thanks to solar power and other efficiency measures.



ENVIRONMENT SCORE 34.5

WHAT'S NEXT

CARBON MAPPING SUPPLY CHAIN

We aim to map our carbon emissions across Scopes 1, 2 and 3 and establish clear reduction targets and actions. Our goal is to measure annual greenhouse gas emissions in line with the GHG Protocol and set near-term and long-term targets that align with the Science Based Targets initiative (SBTi), supporting our journey towards reducing emissions and reaching Net Zero.

ORGANIC COTTON

We will continue to uphold our GOTs certification and work to increasing Organic Cotton across our cotton ranges, with a target of 5% vs the year.

INCREASE CERTIFIED STANDARDS

We are working to certify our suppliers to the European Flax standard to improve traceability and transparency in our linen supply chain. This ensures sustainably grown flax and responsible processing, helping us strengthen supply chain integrity and build customer confidence.





SPOTLIGHT CASE STUDY: OUR COMMITMENT TO CIRCULARITY

A big project in 2024 was developing an End-of-Life Strategy for our products. With a focus on caring, repairing, and repurposing.

Our mission? Reduce textile waste, lower our environmental footprint, and support a more circular economy, no small feat in the world of home textiles.

CARING

Our commitment to care begins with thoughtful design. We minimise waste through efficient fabric cutting and by avoiding pattern matching, while surplus materials are repurposed into new products. In 2024 alone, we reused 6,327 metres of excess fabric. Caring also means helping our customers extend the life of their products. Our website offers a comprehensive library of care tips, including guidance on choosing the right laundry detergent. Here, we highlighted Wilton, a fellow B Corp, and UK company championing natural ingredients over harmful chemicals such as phthalates, parabens, microplastics and chlorine-based bleaches.

By sharing this knowledge, we aim to encourage more sustainable habits and help ensure many years of restful, comfortable sleep.

REPAIRING

We introduced a care and repair service through our partnership with The Seam, helping customers extend the life of their much-loved items and reduce unnecessary replacements. The Seam works with skilled Makers across the UK and, where possible, connects customers with local experts for repairs or alterations. Once completed, the item is returned ready to be enjoyed all over again.



REPURPOSING

Repurposing plays a vital role when items can no longer be repaired. For products beyond saving, we partner with Bright Secure Recycling to ensure responsible recycling. Since 2004, they have provided secure closed loop solutions that prevent textile waste from going to landfill. In 2024 alone, we recycled 1,052 kilograms of faulty products, which were shredded and transformed into dog bed filling, still delivering a great night's sleep, just for our four-legged friends.

The Seam also supports our repurposing efforts by offering creative upcycling services for items that cannot be repaired.

For returned products that are unsellable but still usable, we work with Goods for Good to donate them to people in need, supporting families in crisis across the UK and displaced communities overseas.

WHAT'S NEXT

In 2024, we made significant progress towards circularity by developing a comprehensive End-of-Life Strategy for our products. We now have clear waste streams in place, providing a strong foundation to build on and improve over time. If successful, the strategy will reduce our reliance on repurposing by increasing product durability through better care and extending lifespan further through repairs.





SPOTLIGHT CASE STUDY: GLOBAL ORGANIC TEXTILE STANDARD

In 2024 we became certified to the Global Organic Textile Standard, which certifies and tracks organically grown cotton from the source to final product.

The Global Organic Textile Standard (GOTS) is the worldwide leading textile processing standard for organic fibres, including ecological and social criteria, backed up by independent certification of the entire textile supply chain.



It means we are saying yes to:

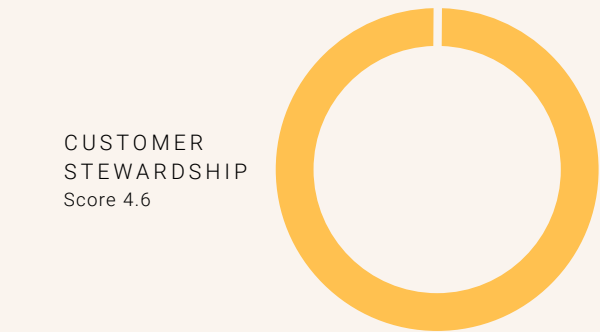
- Strict requirements for textile production
- Responsible use of resources
- Fair working condition
- All independent, self-financed, non-profit standard
- Dignity & respect for workers
- Organic
- Products free from harmful chemicals
- Integrity

The Global Organic Textile Standard (GOTS) provides a credible and independently verified certification for textiles made from organic fibres, ensuring they meet high environmental and social standards throughout the entire supply chain. From the harvesting of raw materials to environmentally and socially responsible manufacturing processes, every stage is subject to rigorous auditing. This includes restrictions on hazardous chemicals, responsible wastewater treatment and the protection of workers' rights and safety. Under the Green Claims Code, businesses must ensure that their environmental claims are truthful, clear and substantiated. GOTS certification supports this by offering transparent third-party verification. It helps businesses make accurate environmental claims and gives consumers confidence that the products they buy have been responsibly produced in line with recognised global standards.

In 2024 we successfully changed our brushed cotton range to be organic cotton, resulting to 46% of our total cotton products being organic cotton, +38% vs Yr. We have set a target to increase this mix by +5% each year.

Customers

This section evaluates how a company serves its customers and the value it delivers. It considers customer satisfaction, product quality and safety, data privacy and whether the business creates positive social or environmental outcomes through its offerings.



WHAT WE SAID

ENVIRONMENTAL CLAIMS POLICY

Develop an environmental claims marketing policy, to align the business on the way we talk about our environmental impacts to ensure we are never misleading. Removing the possibility of greenwashing.

CUSTOMER FEEDBACK

We have always taken pride with our customer reviews; we set the challenge to maintain over 90% of 5-star reviews on Trust Pilot.

COLLABORATE & INCREASE THE B NETWORK

Work with brands that align with our values, exploring collaborations with other B Corps.



CUSTOMERS SCORE 4.6



WHAT WE ACHIEVED

SUSTAINABILITY CHEAT SHEET

We created an internal sustainability guide to support teams in communicating clearly on environmental topics. It outlines what can be said about our business and products, and highlights claims that are not permitted or could be misleading. This quick-reference tool helps ensure accurate and confident communication across all teams.

PARTNERING WITH PURPOSE: HIGHLIGHTING B CORP

As part of our supply chain mapping, we reviewed our Goods Not for Resale (GNFR) suppliers and found that 18% are certified B Corps. Over the financial year, we also partnered with 10 B Corp brands for collaborations on our social media platforms, including a dedicated feature during B Corp Month to showcase their work and impact.

ENVIRONMENTAL CLAIMS: LABELLING, MARKETING & PRESENTATION POLICY

As a more formal guidance on sustainability messaging, we developed and shared our Environmental Claims: Labelling, Marketing & Presentation Policy. The policy sets clear guidelines for how we communicate environmental claims about our products, services, and standards, ensuring that all messaging is accurate, transparent, and aligned with our sustainability commitments. It outlines what can and can't be said across all media under the Secret Linen Store name. The policy is available to all team members on our HR platform and is shared to any partners involved in customer facing activities.

MEET THE SMILE MAKERS: EXPERT SUPPORT WITH A PERSONAL TOUCH

Our brilliant Customer Service team, also known as the Smile Makers, are here to help with everything from "How do your duvet covers fasten?" to "Help! My parcel has not arrived?"

With over 15 years of combined experience and first-hand knowledge of almost all our linen, they offer expert support.

Available Monday to Friday, customers can contact them by phone, email, live chat (new in 2024), and social media.

Their dedication has helped us maintain an Excellent Trustpilot rating of 4.8, with 91% of reviews being 5-star. They have also improved their first time response from 15 hours to 10 hours.



CUSTOMERS SCORE 4.6



WHAT'S NEXT

IMPROVING THE CUSTOMER EXPERIENCE

The customer service team will begin integrating AI to improve their first time response rate. In addition, we are introducing a feature that allows customers to edit their orders, helping to reduce returns caused by order errors and in turn lowering our carbon footprint.

SUPPORTING CERTIFIED B CORPS THROUGH PARTNERSHIP AND PROMOTION

Continue to collaborate with more of the B Corp network, when looking for service providers using the Bhive as a sourcing tool.



CUSTOMERS PART OF THE CONVERSATION

Sharing more incites to our customers about the importance of using environmental claims correctly. Trying to explain the difference between a greenwashing claim vs a substantiated claim. To help support better consumer purchasing practices.



CUSTOMERS SCORE 4.6



SPOTLIGHT CASE STUDY: TRUST PILOT 2024 REVIEWS

THE BEST PRODUCTS & SERVICE

The quality of this bed linen is exceptional -I will always make this company my first choice. The attention to detail, including the packaging, makes purchasing anything a delightful experience. Something that has really reinforced my good experience is the amazing customer service I received recently, which I am very grateful for.

HIGHLY RECOMMENDED STORE

Beautiful softness and quality, made in Europe. Excellent customer service and an array of lovely colours. Ticks all the boxes. Am glad I found Secret Linen Store.

WONDERFUL PRODUCTS & SERVICE

We just love products from Secret Linen. Not only is the quality superb but so is the service! We have napkins, duvet covers and pillowcases, duvets and a wool mattress cover. All are excellent and the older pieces wearing really well! It's lovely to be buying from an Independently owned business and run by Women -what's not to love!





Sustainable Development Goals SDGs

In 2015, all UN member states adopted the 2030 agenda for sustainable development, introducing 17 goals aimed at promoting peace, prosperity, and protecting the planet. These Sustainable Development Goals (SDGs) call on everyone including businesses to act and be a force for good.

In 2023, we became a certified B Corp. Joining this global movement reflects our deeper commitment to creating positive change through socially and environmentally responsible business practices.

We align our mission with both the B Corp standards and the Sustainable Development Goals (SDGs) because together they provide a powerful framework for responsible, purpose-driven business. B Corp standards help us embed social and environmental performance into our operations with measurable accountability, while the SDGs guide our broader impact and contribution to global priorities. By aligning with both, we ensure our business not only meets high internal standards but also plays an active role in tackling the world's most pressing challenges.



1. NO POVERTY

We are committed to ensuring everyone has access to basic needs, opportunities, and security to live with dignity.

We regularly review fair pay across our supply chains. Our Code of Conduct states that wages must cover basic needs, allow for some discretionary income, and must never be reduced as a form of punishment.

We're proud to partner with Choose Love a leading humanitarian organisation supporting refugees and displaced people globally. Through our partnership and donations, they've been able to strengthen their network of grassroots initiatives.

In 2024, we donated £6,500 and volunteered at their pop-up shop, helping raise awareness and provide essential aid across Europe, making a meaningful impact on displaced communities



2. ZERO HUNGER

In 2024 we partnered with Trussel, an anti-poverty charity and community of food banks, working together to ensure no one needs a food bank to survive. Until that happens, together they provide emergency food and practical support for people left without enough money to live on. We donated £3,800 to Trussel in 2024.

We work with certified standards which focus and ensure crop rotation as a mandatory practice in farming. For example, farmers engaged in cultivating organic fibres also grow organic food as part of rotation, contributing to the food security and reduction in hunger.



3. GOOD HEALTH AND WELL-BEING

We are committed to protecting good health & well-being through safer production practices. Our products are made in OEKO-TEX® certified factories, ensuring they are free from harmful substances and reducing chemical exposure for workers throughout our supply chain.

Additionally, our increased use of organic materials supports the UN Sustainable Development Goals. Organic farming avoids hazardous pesticides and synthetic fertilisers, which lowers the risk of chemical exposure for farmers and reduces pollution of air and water. During manufacturing, we follow the GOTS standard, which requires safe and hygienic working conditions. Our Code of Conduct further reinforces this by mandating that all suppliers provide clean and safe environments for their workers.



4. QUALITY EDUCATION

We are committed to supporting children's rights and access to education. Our Code of Conduct strictly prohibits the use of child labour, helping ensure that children have the opportunity to attend school instead of being forced to work. This commitment is also reflected in the material standards we adopt, which uphold strong protections against child labour.

In addition, our largest supplier actively supports families by contributing financial assistance toward nursery/school costs, equivalent to 10% of the national minimum wage, helping to ease the burden on working parents and promote early childhood education.



5. GENDER EQUALITY

We are committed to a workplace and supply chain free from discrimination. Across our entire business, we do not tolerate discrimination of any kind, whether based on gender, marital status, sexual orientation, race, religion, disability, or any other personal characteristic.

We also clearly state in our Code of Conduct that this commitment extends throughout our supply chains, requiring all suppliers to uphold the same standards of equality and non-discrimination.



6. CLEAN WATER AND SANITATION

We are committed to supporting clean water and sanitation throughout our supply chain, for both people and animals. Our Code of Conduct requires all suppliers to provide workers with access to clean, safe toilet facilities and potable drinking water.

Our commitment extends to animal welfare as well. Our Animal Welfare Policy upholds the internationally recognised Five Freedoms, including the freedom from hunger and thirst, ensuring that animals have access to clean water and a nutritionally adequate diet.

In addition, the organic material standard we follow, GOTS, mandates that clean drinking water and hygienic toilet facilities be available not only in the workplace but also in any employer-provided accommodation.



7. AFFORDABLE AND CLEAN ENERGY

We are committed to promoting affordable and clean energy across our operations. Our Code of Conduct includes environmental guidelines stating that energy should be sourced sustainably, in line with local legislation. This commitment is reflected in our manufacturing practices. Many of our main production facilities are equipped with photovoltaic (solar) panels, helping to significantly reduce reliance on non-renewable energy.

In 2024, one of our sites reported that solar panels provided 50% of its total energy through self-consumption, while others have achieved around a 30% reduction in electricity usage thanks to solar energy.



8. DECENT WORK AND ECONOMIC GROWTH

We are a certified B Corp, meaning we are part of a community that believe business can be a force for good. The company is growing rapidly by following the right practices. Our B Corp certification assures consumers that Secret Linen Store upholds high standards of social and environmental performance, accountability, and transparency. This attracts socially conscious customers, enhancing loyalty and expanding our customer base. It also helps justify our higher price points, as consumers can trust that our products are responsibly sourced.



9. INDUSTRY, INNOVATION AND INFRASTRUCTURE

We are committed to increasing the use to traceable materials using standards such as GOTS. Using standards like GOTS prohibits harmful & hazardous processing methods, driving the industry to innovate alternate non-hazardous and sustainable techniques. GOTS certification helps market entry. It also improves the prospects for enterprises in less developed countries, leading to improved industrial performance.



10. REDUCED INEQUALITIES

We are committed to reducing inequalities across the business & our supply chains. Our business policies and supplier code of conducts states that no discrimination is practised in hiring, compensation, etc., based on race, caste, religion, gender, marital status or for any other reason.



11. SUSTAINABLE CITIES AND COMMUNITIES

Responsible Sourcing should be seen as a non-competitive side to business; it should be a shared goal where we can learn from each other. We joined the global community of Certified B Corporations, united in our mission to use business as a force for good. We are excited to watch the community grow.

In 2024 18% of our GNFR suppliers were certified B Corps and we also partnered with 10 B Corp brands for collaborations on our social media platforms, including a dedicated feature during B Corp Month to showcase their work and impact.



12. RESPONSIBLE CONSUMPTION AND PRODUCTION

We are dedicated to responsible consumption and production. In 2024, 91% of our products were made entirely from natural fibres.

All our manufacturing takes place in Europe, with our Portuguese partners producing all our bed linen. We follow a strict environmental policy, and our suppliers are deeply committed to reducing their impact. They provide annual reports on energy use, waste, and water consumption to support continuous improvement.



13. CLIMATE ACTION

We're committed to climate action. In 2024, we focused on reducing landfill through an End-of-Life Strategy built around caring, repairing, and repurposing. Thoughtful design minimised waste, with 6,327 metres of surplus fabric reused. Our partnership with The Seam enabled door-to-door repairs, extending garment life. For irreparable items, we teamed up with Bright Secure Recycling to turn damaged products into dog bed filling. Usable but unsellable items were donated through Goods for Good to support those in crisis in the UK and beyond.



14. LIFE BELOW WATER

We're committed to protecting life below water. In 2024, we increased our use of organic fibres and achieved GOTS certification, ensuring responsible sourcing and processing. GOTS prohibits harmful chemicals and requires strict wastewater treatment, helping prevent water pollution and protect aquatic ecosystems.



15. LIFE ON LAND

We're committed to protecting life on land. In 2024, 47% of our revenue came from 100% linen bed linen—made from flax, a low-impact crop that supports soil health and biodiversity. We also increased our use of organic cotton and became GOTS certified, promoting farming practices that reduce soil degradation and protect ecosystems.



16. PEACE, JUSTICE AND STRONG INSTITUTIONS

We're committed to ethical business practices. Our Supplier Code of Conduct is based on ETI and ILO standards, promoting fair working conditions. Suppliers undergo SMETA third-party audits, and we conduct regular site visits, including Tier 2 facilities.



17. PARTNERSHIPS FOR THE GOALS

We recognise that no organisation can achieve the Sustainable Development Goals alone. Responsible sourcing should not be competitive, it should be a shared commitment, where collaboration and knowledge-sharing drive progress. As a certified B Corp, we're part of a global community dedicated to high social and environmental standards. We work closely with stakeholder organisations and take our role seriously in promoting ethical and sustainable practices.

Together, we believe sustainability shouldn't just be a promise, it must be an ongoing part of how we do business.



Progress With Purpose

We have always believed that running a business should feel good for our people, our planet and everyone we connect with along the way.

This year's impact report is our way of sharing what we have been up to, the progress we have made and the things we are still working on. From small everyday choices to the bigger picture goals, we are proud of how far we have come and excited for what is ahead. As always, there is more to do, but we are in it for the long run, and we are glad you are with us.



Secret Linen

Thank you
for reading

