



2023 Impact Report



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Made For Whatever Unfolds.™

A Letter from the CEO

In 2023, we completed Rumpl's largest brand and consumer research study to date, the outputs of which became our new brand platform, mission, and vision, all built on this idea of being "Made For Whatever Unfolds." The intent of that work was to expand the aperture of opportunity at Rumpl – new products, new categories, and a new mentality – all addressing the anticipation and excitement that comes from embracing the unknown when venturing into the outdoors.

Looking back on 2023, being "Made For Whatever Unfolds" went from tagline to mantra as we weathered challenges to our business and industry. Like many other companies, Rumpl had an excess of inventory we expected to sell to channels that couldn't metabolize everything we had to offer. The post-pandemic new normal had arrived and for the first time in a long time, Rumpl didn't grow as we'd planned.

So what happens when you don't see the growth you expect? Lemons, meet lemonade.

The irony of an off-year is that progress can make its presence felt in other ways, like this Impact Report. While 2023 wasn't one for the record books from a financial standpoint, there is still much we accomplished: we reduced our overall carbon footprint, increased our B Corp score, and made great strides developing our supply chain, sourcing, and company practices to strengthen our relationships and reduce our impact in years to come. Despite the challenges, we've effectively built a company that's "Made For Whatever Unfolds" – nimble, responsive, and responsible.

Thanks for joining us on the journey. The work continues. Rumpl. Set. Go.

Wylin



Rumpl



Our Company

About Rumpl

Born of van life and enjoyed by adventure seekers everywhere, Rumpl exists to enrich the outdoor experience through versatile, high-performance comforts.

We're the inventors of The Original Puffy Blanket and originators of the technical blanket category. Our products enhance places and pursuits from mountains to beaches and every adventure in-between. Our vision is more people outdoors, comfortable and prepared for whatever unfolds.

Made For Whatever Unfolds.™



Based In the PNW

Rumpl is headquartered in Portland, Oregon and as of December 31, 2023 is sold or distributed in 12 countries including the United States, Canada, the United Kingdom, Switzerland, Denmark, Finland, Iceland, Norway, Sweden, Australia, New Zealand, and Japan.



Out there it's uncomfortable & unpredictable.

And we humans evolved accordingly, developing shelter, tools, civilization, and creature comforts that introduced safety and order.

Our Mission

To enrich the outdoor experience through versatile, high-performance comforts.

We empower people to pursue and endure that which makes them uncomfortable by introducing them to versatile performance comforts.

Our Vision

More people outdoors, comfortable and prepared for whatever unfolds.

Rumpl products and solutions seen as essential for every adventure and outdoor experience, enjoyed and deployed by the domestic and the undomesticated around the world.

Our Brand Values

1

Embrace the Adventure

We're a young company defining a new category. There's no blueprint for us to follow, so we embrace the challenges and opportunities that come with blazing new trails.

2

Create Excitement & Fun

We take pride in pioneering creative, dynamic and bold approaches to product, brand, and design. We're freewheeling and we enjoy the ride.

3

Make Things Simple

We believe the simplest solutions are often the best and we apply this approach to our products, processes, and business.

4

Look to the Future Responsibly

Whether it's how we scale our business, where we manufacture, or choosing recycled materials to build our products, we aim to embody practices that are sustainable, do right by the planet and support social good.

5

Be Approachable

Whether you're an expert or novice, outdoor athlete or sidelines spectator, our brand and products are meant to be approachable, fun, and enjoyed by all.

6

Show Up All-In

No half measures. Never half-hearted. When our team shows up, we show up all-in.





Our Products

Blankets For Everywhere!™

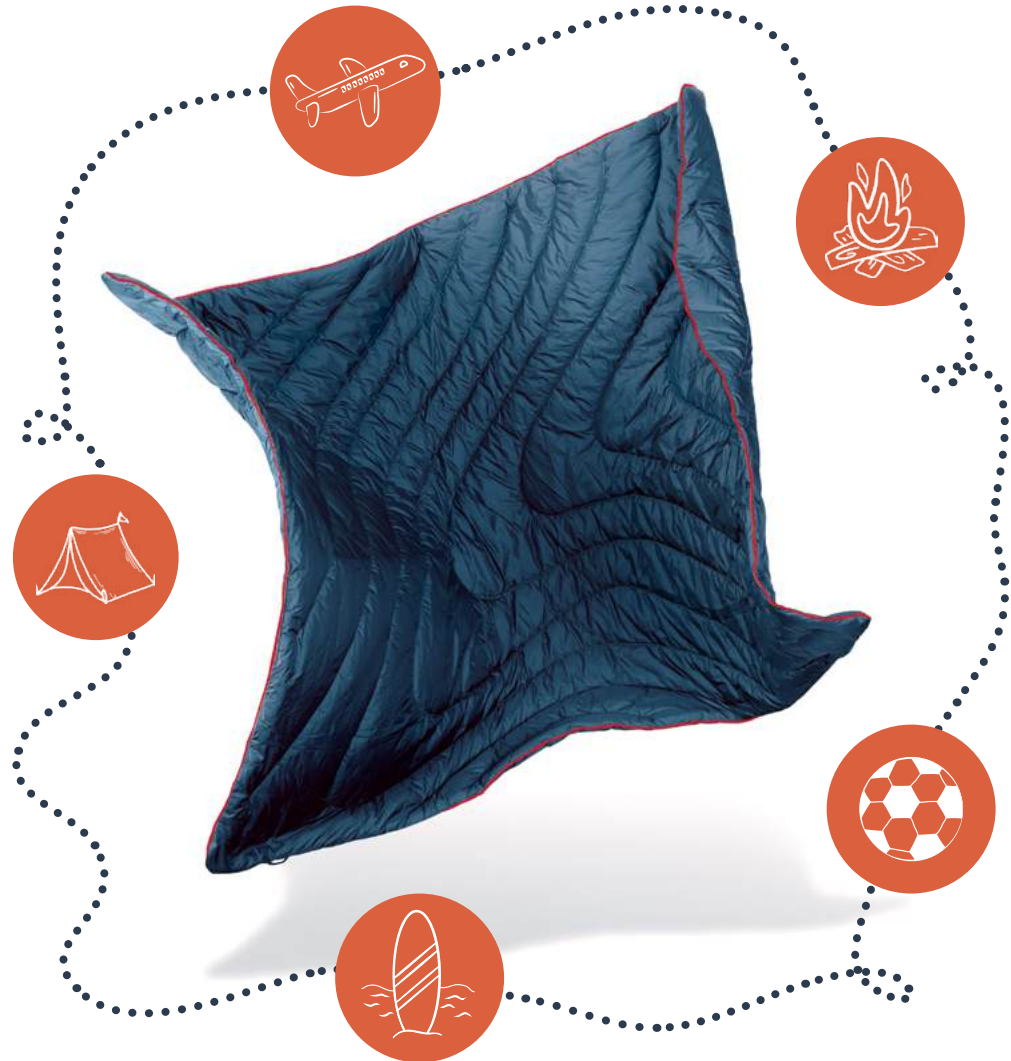
Our Technical Blanket Solutions

Rumpl started with a founding mission to “introduce the world to better blankets.” Inspired by the performance fabrics and insulation found in the best outdoor gear, these are the products that launched a category and built our brand.

Blankets, as a form factor, are one of the most versatile objects known to humanity – shelter, warmth, comfort, and confidence – and while the world may believe blankets belong indoors, Rumpl believes otherwise.

Born from need and engineered for adventure, we designed The Original Puffy to be durable, packable, and warm beyond any expectation.

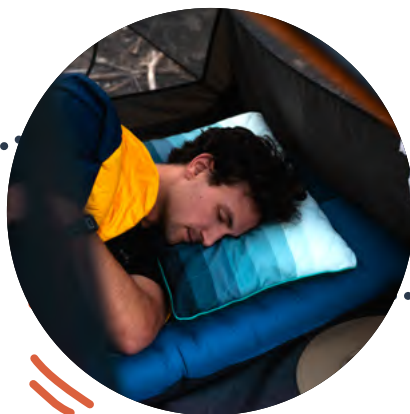
Rumpl. Set. Go.™



Our Product Categories



Blankets



Pillows



Towels



Mats



Our Commitments



	2022	2023
Environment	31.5	30.7
Workers	20.3	23.7
Governance	15.6	16.8
Community ...	9.0	11.6
Customers ..	4.0	4.2
Overall Score	80.5	87.3

[See our full score breakdown here](#)



A Better Process For A Better Planet

Rumpl is proud to be a Certified B Corporation, meaning we meet the highest standards of verified social and environmental performance, public transparency, and legal accountability to balance profit and purpose. We consider the impact of our every decision on our workers, customers, suppliers, community, and the environment.

We are committed to sourcing environmentally responsible materials, offsetting 100% of our carbon emissions, and donating 1% of our sales to support environmental causes.

In Pursuit of Progress

In March 2021, Rumpl completed the rigorous test required to become a certified B Corporation. To certify, a company must achieve an overall score of 80 points or higher on the B Impact Assessment, which evaluates the day-to-day operations of a company and grades those activities for positive impact.

We're still early in our B Corp journey, but every season and every year presents an opportunity to make meaningful progress towards better (with a capital B).





Conservation & Community

1% for the Planet was founded on the idea that a company has a responsibility to give back for use of our planet's resources. Member companies commit to donating at least 1% of annual sales directly to environmental organizations, with annual contributions reviewed and certified through the partnership.

Certified Giving

Through Rumpel's partnership with 1% for the Planet in 2023, our brand **donated over a quarter million dollars** in combined monetary donations, volunteer hours, and in-kind product to six organizations focused on supporting conservation, environmental stewardship, and wilderness advocacy.





Partner Spotlight

Rumpl is proud to support **First Descents** and their mission to provide life-changing, outdoor adventures for young adults impacted by cancer and other serious health conditions.

First Descents is a recognized leader in outdoor experiential programming. Through outdoor adventures, skills development, and community, First Descents improves the long-term survivorship of young adults impacted by cancer and other serious health conditions. Participants experience free outdoor adventure programs that empower them to climb, paddle, and surf beyond their diagnosis, reclaim their lives, and connect with others doing the same.

Blanket Solutions

As part of Rumpl's Giving Tuesday efforts during the 2023 Holiday Season, our brand donated over \$106,000 in customized product to support First Descents, while educating our audience about their mission.



Accounting For Our Carbon

Since 2019, Rumppl has been certified Climate Neutral and offsets all of our scopes 1, 2, and 3 emissions – the full carbon footprint from Rumppl’s business operations and activity. This is achieved through the purchase of verified offsets through partner organizations and projects that reduce carbon.

Rumppl is committed to measuring our carbon footprint annually, reducing business activities that create carbon where possible, and offsetting the remainder.

2019 | 3,871 tCO₂

2020 | 4,142 tCO₂

2021 | 5,335 tCO₂

2022 | 9,526 tCO₂

2023 | 2,160 tCO₂

TOTAL | 25,034 tCO₂



25K tons
of CO₂ is like taking
5,400+ cars
off the road for an
entire year.



2019

2020

2021

2022

2023



2023 Carbon Offset

Every year Ruml purchases verified carbon offset credits to support projects that reduce carbon emissions. For 2023, we are proud to have partnered together with EcoCart® to purchase credits that support North American forestry projects, as well as BioLite® and Cool Effect® to purchase credits that support the distribution of clean-burning cook stoves in Kenya. Our support offsets a cumulative 2,160mt (metric tonnes) of carbon.



BioLite creates affordable, durable products that harness surrounding energy to cook, charge, and light daily life for off-grid households. A fellow Climate Neutral partner, their mission is to empower people and protect the planet through access to renewable energy. **Learn more at bioliteenergy.com**



Cool Effect is a registered 501(c)3 non-profit and 1% For The Planet partner. Their mission is to reduce carbon emissions with a vision to give people the power and confidence to band together and reduce the carbon pollution that causes climate change. **Learn more at cooleffect.org**



EcoCart's mission is to make commerce less harmful to the environment. Through their integration with Ruml's shopping experience, EcoCart generates a carbon impact report for Ruml customers, provides verification for projects that reduce carbon pollution, and tracks emissions reduction from each project. **Learn more at ecocart.io**



2023 Offset Projects

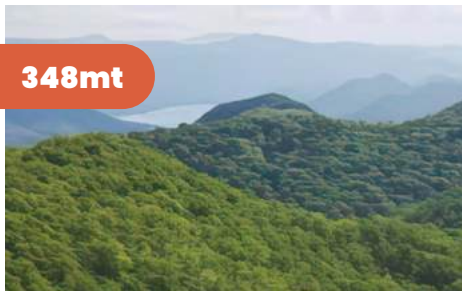
1,326mt



Clean Cookstoves in Kenya

Through our partnership with BioLite and Cool Factor, Rumpl purchased verified carbon credits whose funds are reinvested into the BioLite Clean Cookstove program in Sub-Saharan Africa. BioLite cookstoves are safer, more efficient, and produce less smoke and carbon. This also leads to savings on fuel costs, which can be reinvested in education, entrepreneurship, and home improvements for the family.

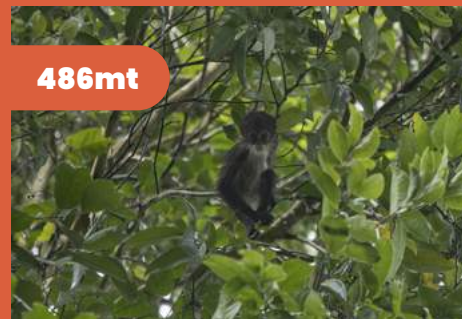
348mt



Doe Mountain Forest Management

Through our partnership with EcoCart, Rumpl's carbon offsets support the improved forest management project in Doe Mountain Recreation Area in the Appalachian Mountains of Tennessee. Funds from our carbon credits support educational and recreational facilities for visitors to enjoy, protects trees and plants to absorb carbon from the air, and protects crucial plant and wildlife environments.

486mt



El Ejido Forest Management

Through our partnership with EcoCart, Rumpl's carbon offsets support forest management in the El Ejido Forest in Southern Mexico. Funds from our carbon credits are used to mitigate environmental impacts caused by forest exploitation; restore areas affected by erosion, fire, and pests; and protect the forest from grazing and illegal use. In partnership with the local community, the El Ejido Forest project provides protection for over 300 species of wildlife and plants threatened by deforestation while moderling urgently needed forest conservation for Mexico and South America.



Strategic Initiatives

Carbon Reduction

Since 2022, Rumpl has focused on three strategic initiatives designed to reduce our overall carbon generation

Ocean Container Optimization

- Carton sizes and dimensions are optimized to maximize total volume of ocean containers. No space wasted.

Reducing Travel Emissions

- Evaluating business travel vs. remote meetings and communication.
- Incentivize employees to use low emission transportation where possible for non-remote workers.

Preferred Materials

- Using post-consumer recycled materials and material innovations to remove virgin plastics and non-organic materials from our products and supply chain..

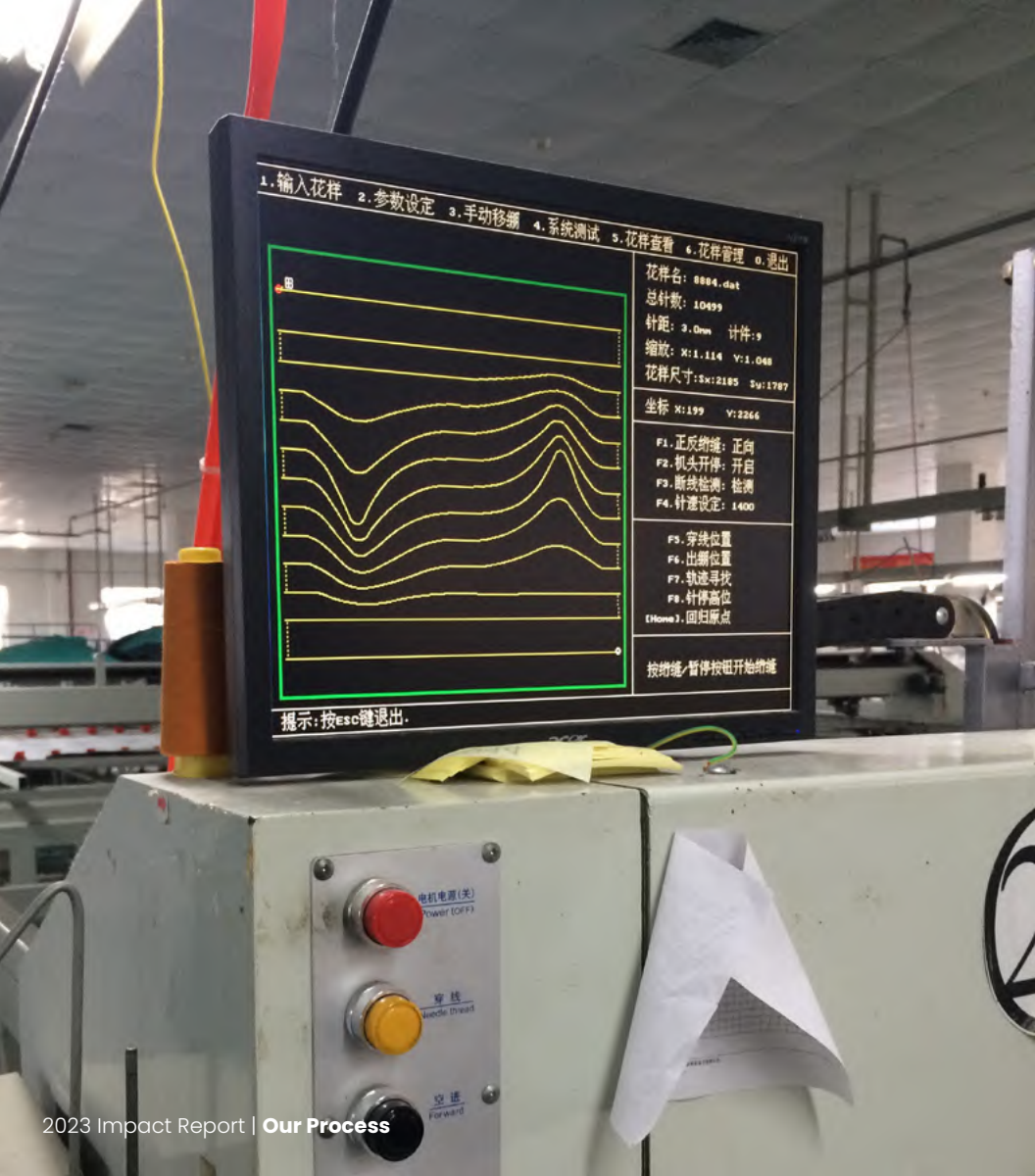




Our Process

Factories & Supply Chain

Rumpl strives for continuous improvement in product quality, environmental impact, and seamless delivery to our global customers. In 2023, we prioritized diversification, transparency, and capability improvement throughout our supply chain.



Factories & Supply Chain:

Diversification & Transparency

In 2023, we expanded our supply chain network to new partners, allowing us to develop new product capabilities, balance our production needs between partners, and reduce our carbon footprint through nearshoring efforts.

Each factory partner that we engage with must pass a rigorous screening process that includes the following key points:

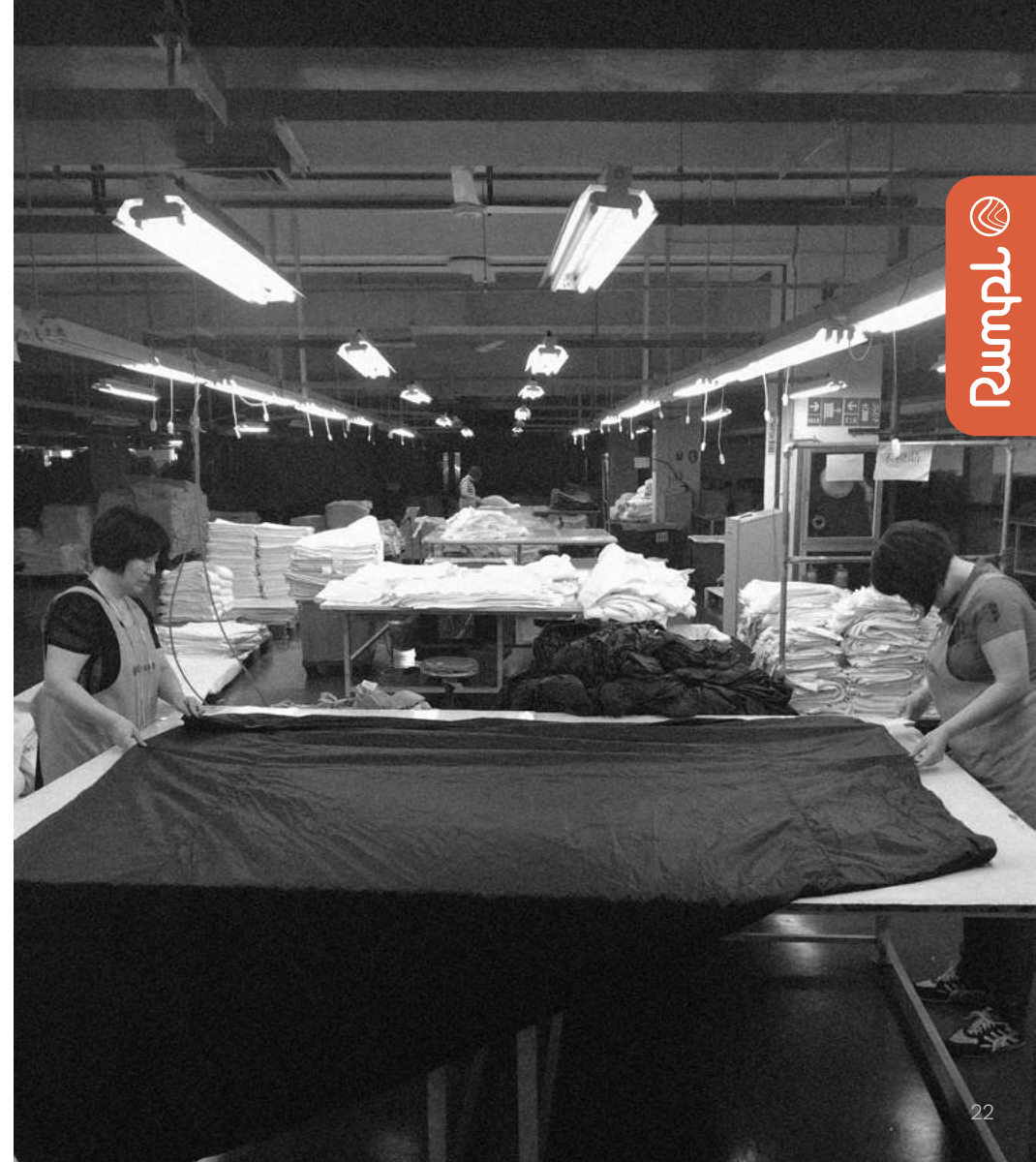
- **Code of Conduct:** As an organization, we drive to a high standard of ethical behavior and expect that our suppliers do the same. Our partners must employ individuals freely, provide a livable wage, and ensure a healthy work environment.
- **Certifications:** We require materials used in our products to meet global standards and certifications. Most notably, we require factory partners to hold the GRS (Global Recycled Standard) certification, which ensures a high standard for materials moving through our supply chain.
- **CSR Audits:** Annual factory audits are conducted to ensure compliance with the standards of ourselves and retailers.

Factories & Supply Chain:

Nearshore Capability

In 2023, Rumpl onboarded a North American manufacturing partner and is working closely to develop sustainable processes and capabilities for a long-term partnership.

The benefits of nearshore manufacturing include reduced lead times and transit distance, which directly correlate to a smaller carbon footprint. Producing our products closer to our customers also leads to lower overall inventory levels that help ensure Rumpl is not over-producing our products. We will begin transitioning a portion of our production to North America by end of 2024.





Factories & Supply Chain:

Warehousing & Distribution

In 2023, we worked with our warehousing partners to move into a new facility in closer proximity to our customers, allowing for faster processing times and greater capacity for growth. As with our other supply chain initiatives, this move also helps to reduce our carbon footprint and improve our environmental responsibility.

Preferred Materials

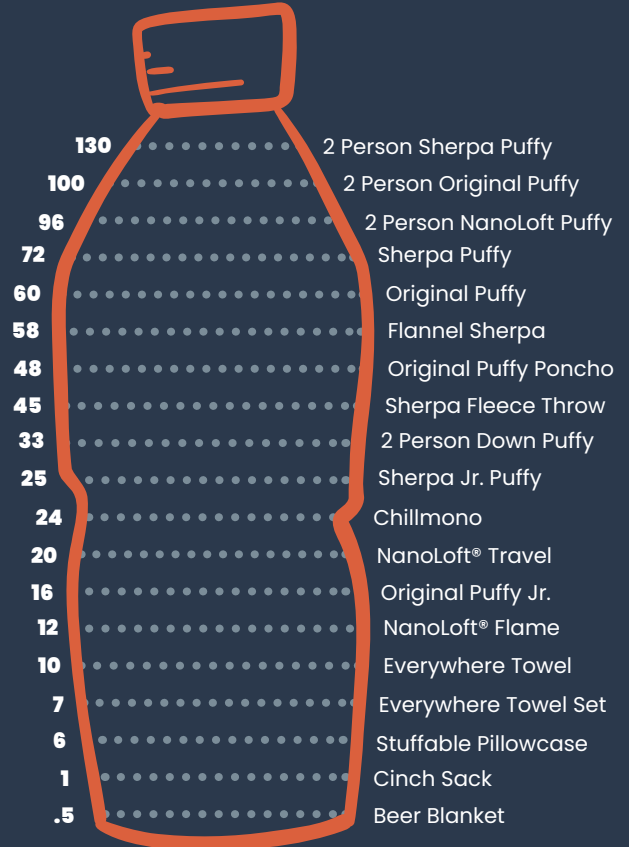
In 2019, Rumpl transitioned our core blanket franchises to 100% post-consumer recycled materials made from plastic bottles, which we use for our shells, liners, and insulation. Since then, we've continued to expand our approach using recycled materials in our packaging and growing product categories.

80% of product categories contain at least one recycled or repurposed feature.

78% of total products contain at least one recycled or repurposed feature.



From Bottles to Blankets (And Beyond)



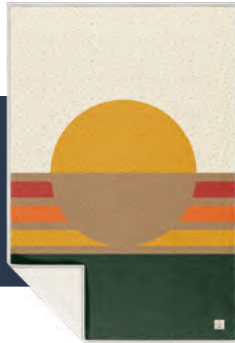
Organic Fiber Content

Merino SoftWool™ Blankets



50%
Organic Cotton

80%
Organic Cotton



CozyHemp™ Blankets





Product Improvements

In 2023, we began development on new products that include both post-consumer and post-industrial recycled material and components. We also began development on a new advanced blanket concept using Sorona® eco-efficient performance fiber, which incorporates 37% renewable plant-based ingredients and requires less energy to produce vs. traditional nylon.

Keep an eye out for new categories and product innovations in the coming seasons!



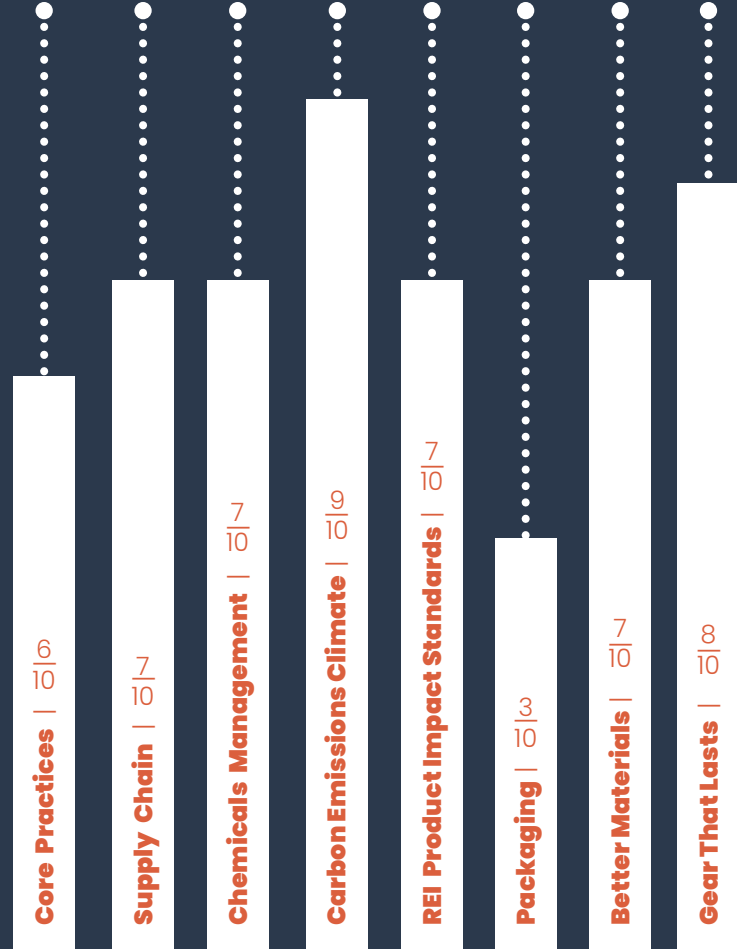
Vendor Impact Score

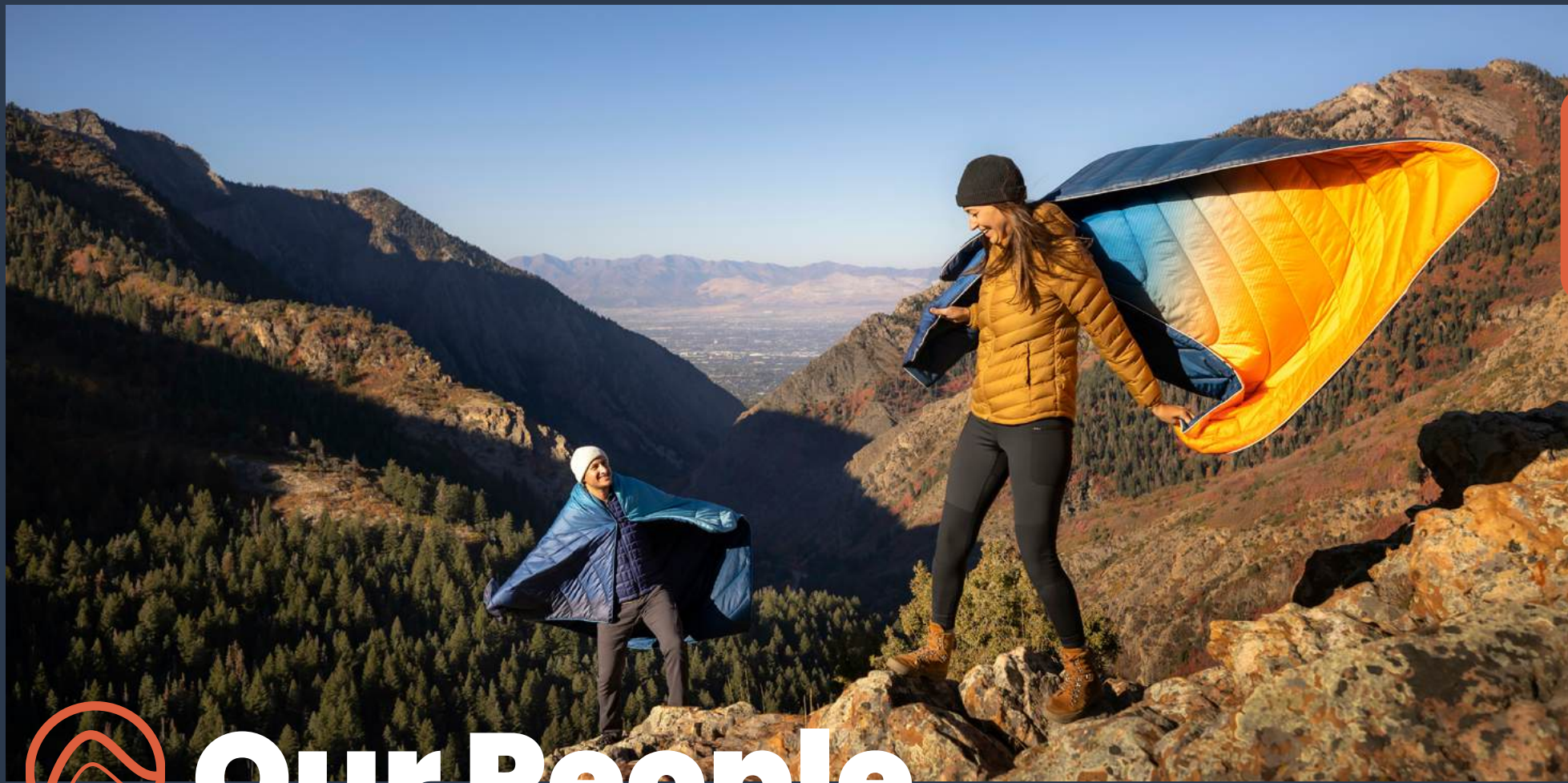
Every year, REI scores its vendors in a comprehensive Product Impact Questionnaire to measure each brand's environmental impact and sustainability practices.

In 2023, we were proud to receive a score of 67/100, which places Rumpel in the 85-90th percentile of all brands sold at REI.



Scored in the
85-90th
percentile





Our People

Employee Well-Being & Benefits

If our brand is a blanket, then our people are the stitching – strong, durable, and supportive for our mission and commitments. As an expression of our brand's commitments to our people, we strive to offer meaningful benefits that enhance the working environment and quality of life for our employees.



Competitive Pay

Annual compensation and performance reviews, including market analysis, to ensure pay equity by role.



Unlimited PTO

Company policy encourages intentional breaks from work dedicated to self-care and connections with friends, family, & nature.



401K Matching

Company match of up to 4%, fully vested on day 1.



Health Benefits

Company-paid medical, dental, and vision insurance for all full-time employees.



Quarterly Profit Sharing

Quarterly performance incentive gives back a portion of our profit beat to employees.



Paid Parental Leave

12 weeks of paid parental leave for delivering parents and 4 weeks PTO for partners of delivering parents.



Flexible Remote Working Policies

Flexible schedules, hours, and locations to encourage work-life balance, connections with nature, & adventurous living.



Employee Engagement Surveys

Quarterly anonymous employee engagement surveys. We strive for +90% employee satisfaction.



Tuition & Education Reimbursement

To support continuing education, professional development, and industry mentorship.

DEI Progress Report

Rumpl is committed to progress on three core pillars supporting Diversity, Equity, and Inclusion. While our total headcount did not meaningfully expand in 2023, we are pleased to report progressive action towards all of our goals.

Leadership Diversity

Our Goal: Board/Advisory representation aligned to national averages.

2023 Actions: Added female Board of Director representation to shift from 87/13 Male/Female to 67/23 Male/Female.

Inclusive Recruiting

Our Goal: Expand talent pool to increase diversity for new hires.

2023 Actions: Required 1 S-ID female and 1 S-ID BIPOC candidate be included in the panel phase for every FTE new hire. Hired 4 new employees, 1 S-ID F and 3 S-ID M, ending the year with a staff of 20 that was 40% S-ID F.

Inclusive Content

Our Goal: 40% of content including BIPOC representation.

2023 Actions: Achieved just under 40% BIPOC representation on social media content.



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