

PURE
TABLE
TOP

IMPACT REPORT
2021/22



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OUR STORY



A Word From Our Sustainability Officer

2021 was a turbulent year, full of new disruptions and challenges. However, it has delivered a long-awaited change in the mindsets of business leaders and SMEs looking to balance purpose with profit.

Over the past year at Pure Table Top we have turned our full attention to our sustainable transformation. The first part of this transformation began by realising the true impact of our supply and value chains on people and places. To do this, we felt it absolutely necessary to put together Pure Table Top's very first impact report.

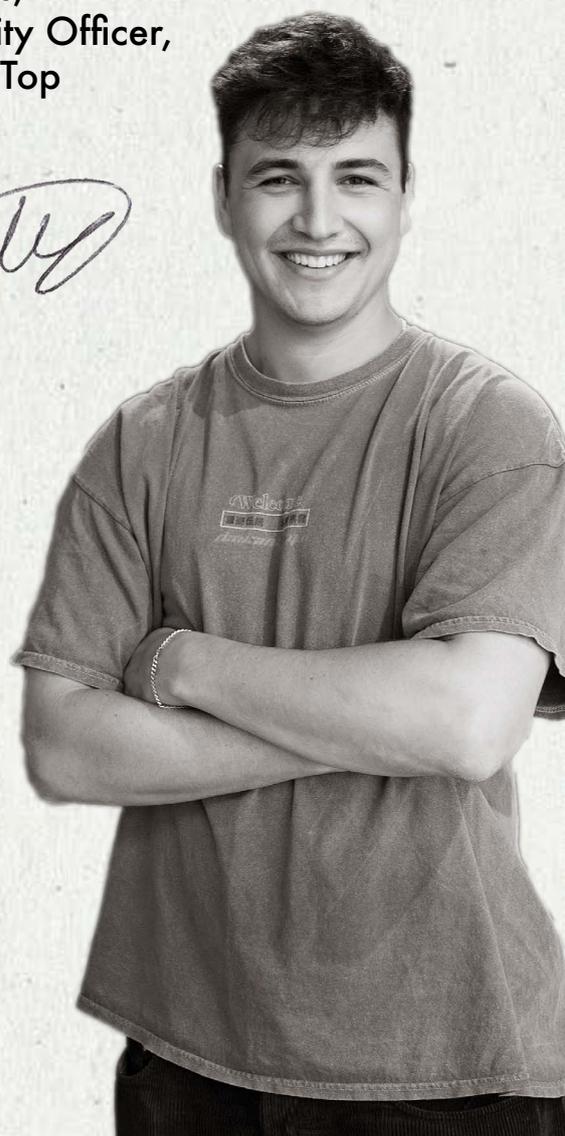
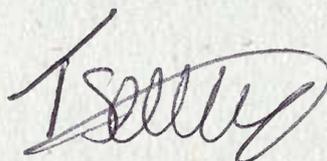
We have carefully curated this 2021 /22 Impact Report to document our progress, hold ourselves accountable, and communicate the positive steps that individuals and organisations can take to address the climate crisis. Since this is our first impact report, it will serve as a baseline in the years to come.

For us, the future of our company and the planet comes down to collaborating with others to design, manufacture, and promote homeware products that are elegant, innovative and responsibly sourced.

We have thoroughly enjoyed meeting and talking with every person, team and organisation that have contributed to us realising this vital outlook.

Engaging with sustainability issues is a shared, global responsibility, so we hope that everyone reading this can take away something positive.

**Tom Sellicks,
Sustainability Officer,
Pure Table Top**





Hello, We're Pure Table Top

Pure Table Top was founded in Tanith's kitchen in 2014, but our output now spans the United Kingdom and beyond. Our team has been developing and innovating beautiful, high-quality homeware products from our showroom (The Cherry Shed) for almost a decade.

During this time, we have introduced our own warehouse operation, launched our first licensed range with Joules, and expanded our manufacturer base to nine territories – with 50% based in Europe. The team has quickly grown to a family of 32 brilliant individuals and, equipped with industry knowledge and expertise, we now provide an agile and specialist service.

Global partnerships are often coupled with increasingly complex and opaque value chains. But, despite these expanding international customer and supply networks, our mission remains the same: to supply the highest quality products for retail and online while maintaining the values of teamwork, transparency, and innovation at the heart of our business.



WHAT WE VALUE

Pure Table Top is founded on innovative and positive values, with energetic people at its heart. Here is what we value most:

OUR INDUSTRY EXPERIENCE

Our team has decades of industry experience under its belt, ranging from retail and design to merchandising and sourcing. We know our customers value this expertise as much as we do: it helps everything run smoothly so that our beautiful products can be in homes across the country.

THE PEOPLE OF PURE

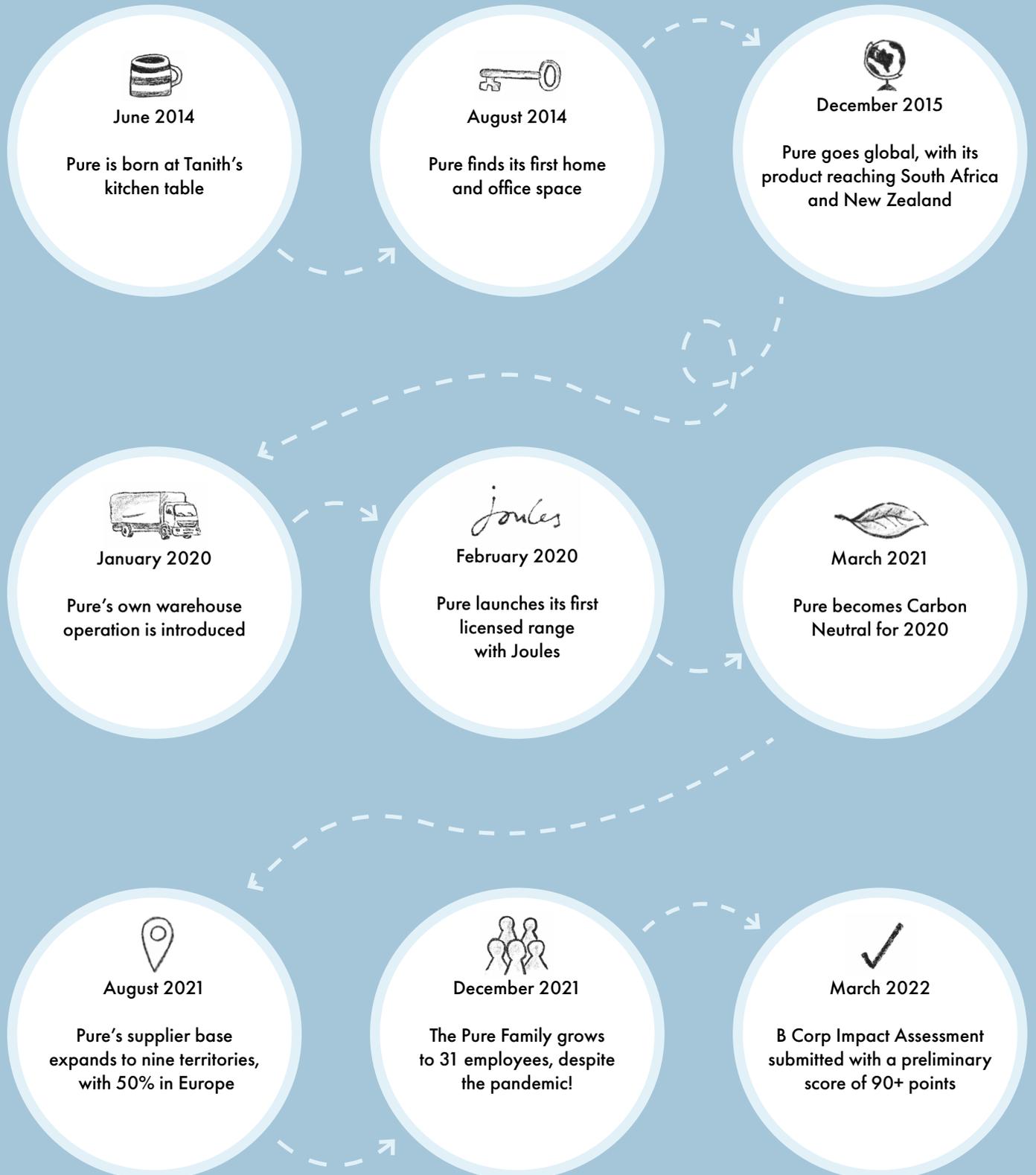
As a team, we design, develop, and innovate. Pure's people are central to everything we do. When they flourish, Pure flourishes. We give our employees an inclusive working environment where their voices are heard and valued daily.

SUSTAINABLE PRACTICES

Customers and consumers want peace of mind of our products' sustainable and ethical credentials. We ensure our materials are responsibly sourced - that's why we are working closely with our key partners to improve our environmental stewardship.



Our Journey



2021 Champagne Moments

Despite some challenges, here are 10 reasons to celebrate!



TWO FULL-TIME SUSTAINABILITY ROLES

We needed passionate individuals to lead our sustainability journey, so we hired for two new roles! Few businesses of our size have committed the same resources to this area.

FSC PROMOTIONAL LICENCE

We obtained our promotional licence for the Forest Stewardship Council, which leads the way in guaranteeing responsible sourcing of wood-based products.



FIRST PRODUCT CARBON FOOTPRINTING COMPLETE

Using new tech and working closely with our suppliers, we calculated the environmental impact of individual branded products.

16 GOING ON 30

Despite pandemics and price rises, we welcomed more people to the Pure Family!



UK SME CLIMATE COMMITMENT

We joined a selection of other dedicated UK businesses in signing up to the UK SME Climate Commitment to halve our emissions by 2030 and eliminate them completely by 2050.



ON OUR WAY TO B CORP

We completed our B Corp Impact Assessment, with a provisional score of 90+ points. This marks the start of our journey to B Corp Certification!

QUARTERLY EMISSIONS RECORDING

We monitored our waste, water and carbon emissions this year, and will continue to do so quarterly to help us map trends and hit reduction targets.



MEMBER OF THE BETTER COTTON INITIATIVE

We committed to the Better Cotton Initiative, a gold standard certification that contributes to fair pay for farmers, reduced water consumption, sustainable farming and improved working conditions.

DHL GO GREEN INITIATIVE

We invested in a carbon-monitoring and offsetting tool to manage air freight emissions, one of our most energy-intensive processes.

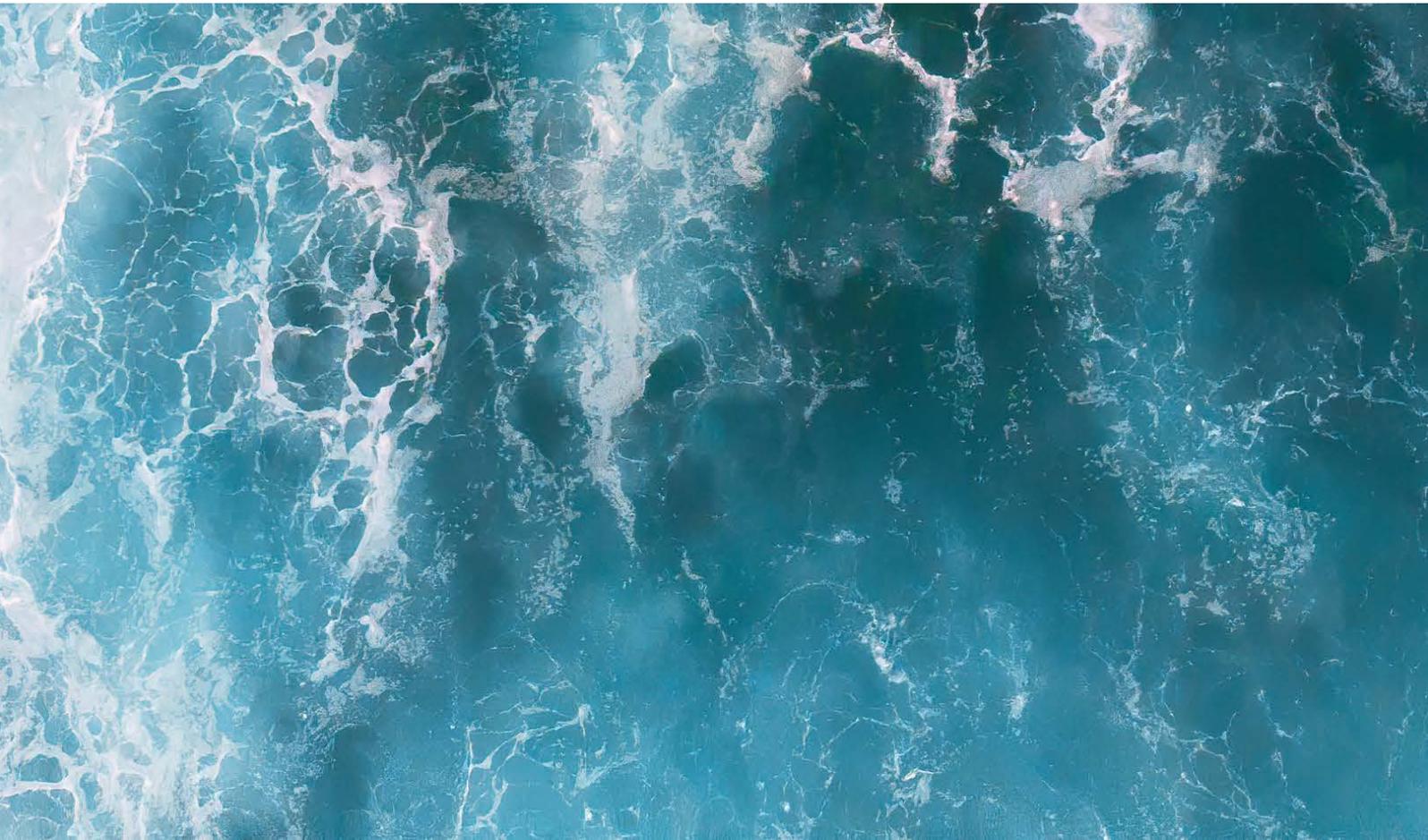


CARBON NEUTRAL IN 2020

We went back and offset all the emissions we measured in 2020 by investing in accredited gold standard VCS projects.



OUR IMPACT:
PLANET



Declaring a Climate

EMERGENCY

THE SCIENCE IS WELL-ESTABLISHED.
CLIMATE CHANGE IS REAL AND HUMAN
ACTIVITY IS ITS PRIMARY CAUSE.

The concentration of greenhouse gases (GHGs) in the earth's atmosphere is directly linked to the average global temperature on Earth. Since the Industrial Revolution, both measurements have been steadily rising.

The most abundant of these GHGs is carbon dioxide, which is primarily the product of burning fossil fuels, especially through energy-intensive industrial processes.

Should global temperatures increase by another 1.5°C, the effects of climate change will become increasingly severe.

At 2°C, we could witness:

Over 10 million people
affected by sea level
rises by 2100

Iceless summers in the
Arctic Ocean every decade

Global sea levels rising
by at least one metre

The death of 70-99% of
the world's coral reefs

Measuring Our Impact

From humble beginnings, Pure Table Top is now a flourishing business. With broader business activity comes a greater risk to the environment through intensified greenhouse gas (GHG) emissions, water usage, or waste production.

Since this is our first impact report, we wanted to create a baseline for key environmental measurements, from our waste production and office energy consumption to the carbon cost of product deliveries and warehouse storage. That's why our sustainability team have been collecting more and more environmental data from suppliers and partners.

**You can't reduce
what you don't measure**



The UN Sustainable Development Goals

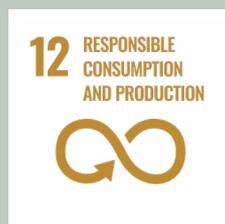
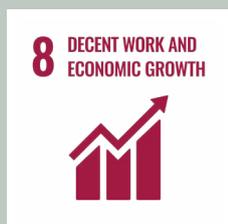
As an aspiring B Corp, we want our business to bring about a better world, in line with the UN's Sustainable Development Goals (SDGs).

Like many other purpose-driven UK businesses, we want to help in our own small way, whether by taking climate action, ensuring decent work, or promoting responsible consumption.

We use the SDGs to inform everything we do, every day. Take a look!



Our 5 Main Focus Areas:



Our Year of Information

Little progress can be made without accurate and timely data on our global suppliers, systems and facilities. Data enables us to identify the risks associated with increased emissions, set reduction targets, and guarantee transparent and accountable public reporting.

2022 is the 'Year of Information' for Pure Table Top and we are collecting information from suppliers and stakeholders across the world to improve our systems. One of the primary goals of our sustainability team is to standardise methodologies, so that emissions data is consistent and comparable in the years to come.

Here are some of the emissions sources we've started to measure and analyse this year:



Our Carbon Footprint

Our sustainability team worked hard over the last year to work out our total carbon footprint for 2021. Together with our consultants at Future Shift, we have analysed almost every element of our operations in line with the Government's Environmental Reporting Guidelines.

We calculated that Pure Table Top releases **965.2 tonnes** of greenhouse gas (GHG) emissions every year.

Our carbon intensity (total carbon emissions/\$1m revenue) was 53.42.



Our emissions are categorised into three 'scopes':

SCOPE 1

Direct emissions from sources we own or control...

Such as fleet or company-owned vehicles, refrigerants, or boilers

SCOPE 2

Indirect emissions from the production of purchased and used energy

This includes energy of all forms - like heating, cooling, electricity and steam

SCOPE 3

Indirect emissions from assets we do not own or control

Scope 3s are also called *value chain emissions*. They can include emissions from extracting virgin materials, shipping, investments, leased assets, storage and commuting emissions.

These usually account for 90%+ of a company's emissions

Why are Scope 3s so difficult to calculate?

Calculating Scope 3 emissions is notoriously difficult - something we found out the hard way!

There's an infinite number of indirect emissions pathways that can contribute to a business' overall footprint. The more complex the supply, the greater the uncertainty over the accuracy of emissions metrics.

How are we tackling this?

The complexity of our global supply chain means it's vital we establish consistency in our reporting. Without it, we won't be able to bring about targeted and meaningful emissions reduction.

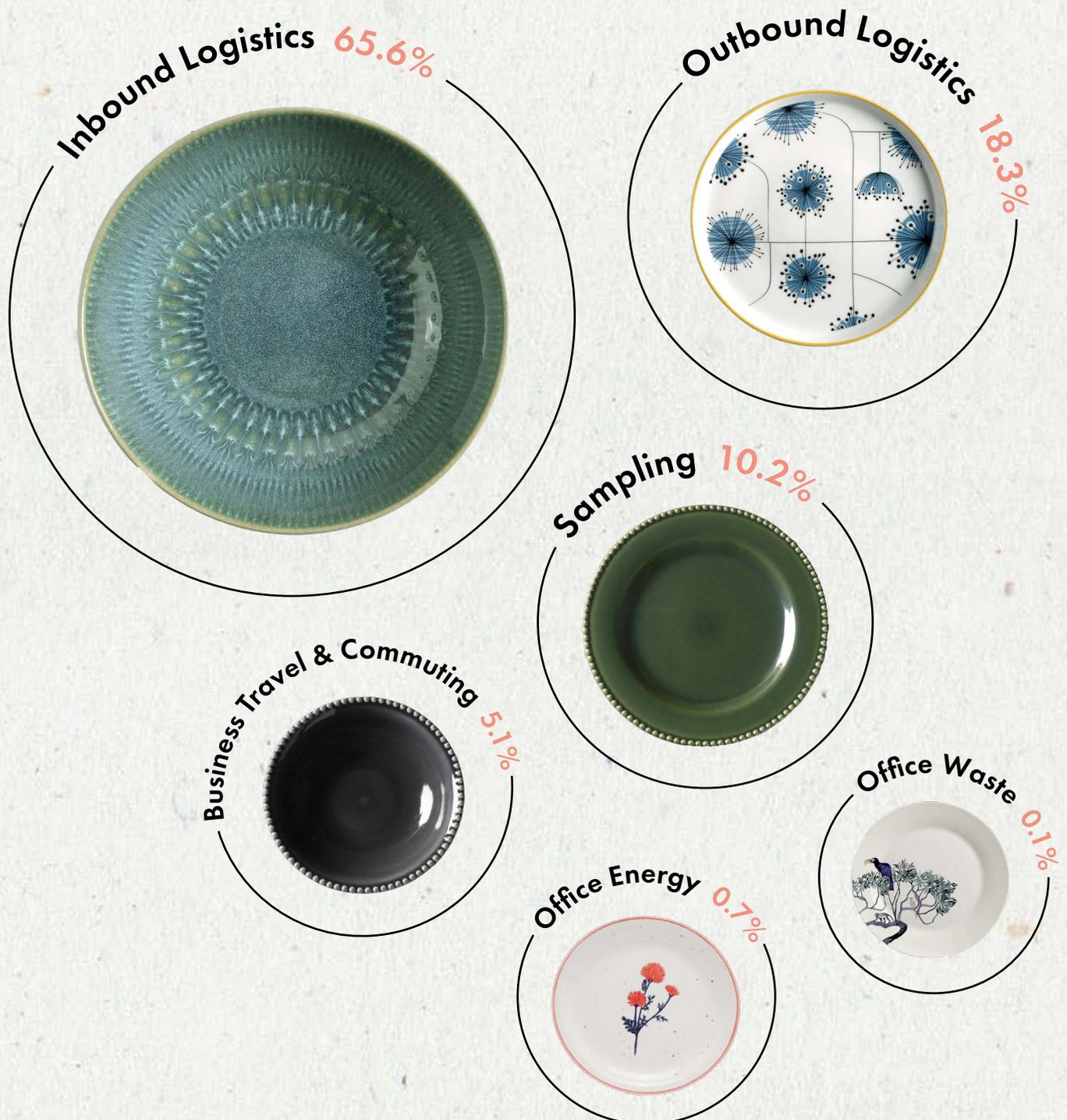
That's why we've standardised our Scope 3 methodology for future years. Every emissions calculation uses Government-approved conversion factors, which convert the data we collect into CO₂ estimations.

The Government updates these annually, meaning our calculations become more accurate over time!

What makes up our 965.2 tonne carbon footprint?

We currently measure all of our Scope 1 and 2 emissions, and most of our Scope 3s.

Our aim is to expand our monitoring and analysis to include manufacturing, use-phase, and end-of-life-phase emissions in time for our 2022/23 Impact Report. In the meantime, we've made a good start. Our current footprint breaks down like this...



2021 Carbon Actions



Here's what we have been doing to reduce our emissions in 2021:



SME Climate Commitment

We set reduction targets by pledging to the SME Climate Commitment. This means we committed to halving our GHG emissions by 2030 and achieving Net Zero by 2050.



Offsetting

We offset 6.06 tonnes of CO2 through Gold Standard Offsetting Project and DHL's Go Green Initiative. Our goal is to increase this significantly this year.



100% Renewable

We purchased our power from 100% renewable sources. Our provider matched our purchased energy with a Renewable Energy Guarantee of Origin (REGO) or Green Gas Certificate (GGC).



Streamlining Products

We are assessing every product we develop to see how we can streamline production, material usage, and logistics to cut carbon. This is an ongoing process of improvement at the product and factory level.



Recycling

We recycled almost 6 tonnes of cardboard and paper waste, and started an office composting scheme.

What a Waste

Reducing waste is a priority for us. We are constantly finding new ways of reselling, repurposing or reusing samples that are delivered, inspected and then stored at our Leicestershire HQ. For example, we use a third-party waste company to track our waste disposal. We also use refillable, plastic-free soaps and recycled toilet paper.

Our target is to be a zero waste business by 2030. Find out more below on how we're getting there!

Pure Table Top produced **8.92 tonnes** of onsite waste in 2021. Here's the breakdown...



Sampling: A Sector-Wide Problem

What is the problem?

Development samples are ordered in very small quantities from factories across the world, before production begins. With these small-order quantities and tight deadlines to meet, samples are then delivered by air freight.

While time efficient and commercially practical, these air-freighted deliveries are very energy and carbon-intensive. As a result, 94% of our logistics emissions was from air-freighting samples in 2021. Sampling also produces a large amount of waste.

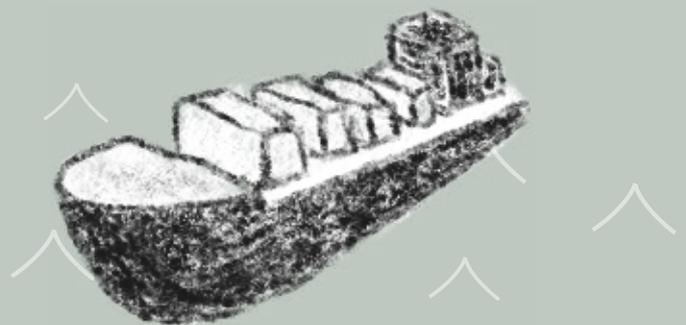
Why are samples needed?

We need samples to get hands-on with actual product during the development phase. This helps our designers, technologists and sourcing specialists to ensure that our products meet customer specifications and the strict quality guidelines we have in place.



BY AIR

From Europe: 2-3 days
From Asia: 5-7 days



BY SEA

From Europe: 1-2 weeks
From Asia: 8 weeks

How are we addressing wastage from sampling?

Used samples are either sold in one of our regular charity sales, given to team members, or processed by our landlord, Brian, for use as agricultural hardcore on local Leicestershire farms.

This hardcore is used for water diversion projects that can irrigate nearby grasslands and, since ceramic material is innate, no damage is done to the surrounding soil layer.

It is crushed on site and used as a drainage layer for new paths and roads – a great opportunity for Tom and Felix, from our sustainability team, to get their hands dirty!



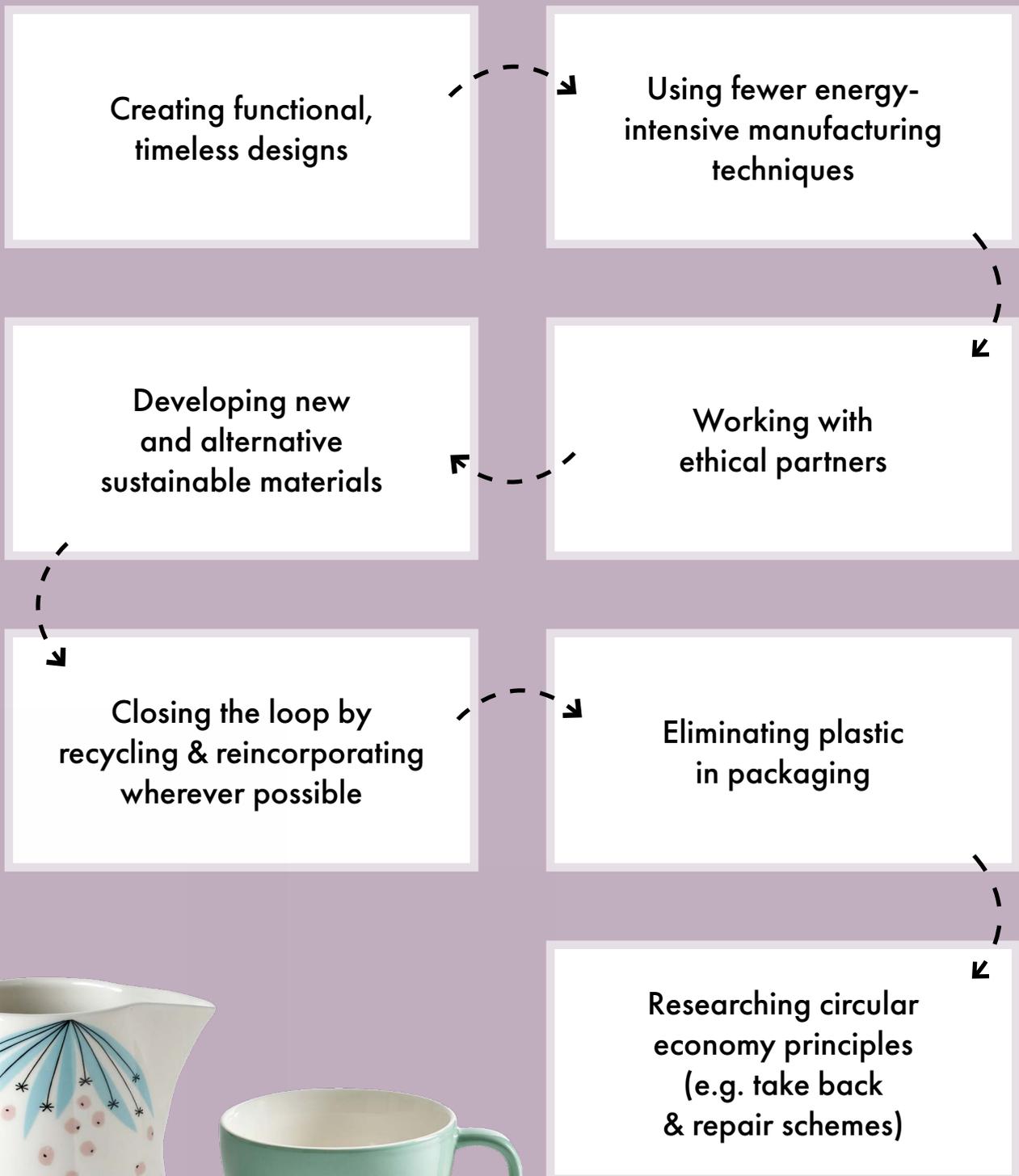


OUR IMPACT: PRODUCT



Our Product Mission

Our product mission is to evaluate and reduce the impact of every single product that we design, source and deliver. We do this by...



Product Impact Scoring

Assessing the sustainable credentials of each plate, mug and coaster is one of our biggest goals for 2022.

That's why we have partnered with [Dayrize](#), a company whose technology accurately measures the environmental impact of individual products.

How it Works

We send Dayrize data from our designers, suppliers and logistics providers on the materials, packaging and processes used to create and deliver our products.

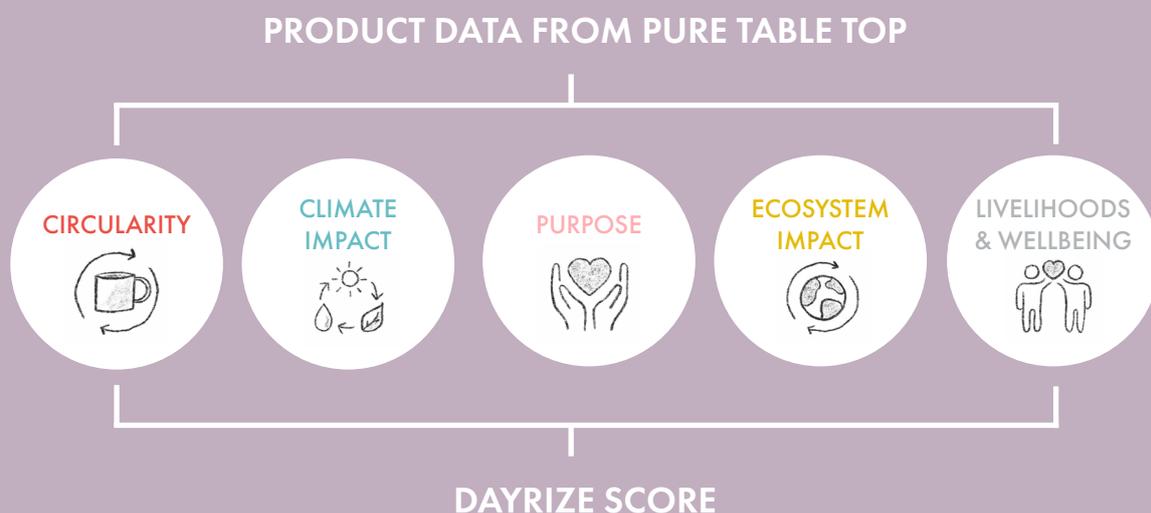
Their technology compares this data to market and industry standards and gives a holistic total score of 1 to 100, as well as scores for five sustainability

subcategories. The higher the score, the more sustainable the product is deemed to be by environmental experts.

Scores can be made even when data is missing or fractured. This overcomes a problem we sometimes face when trying to retrieve information from suppliers - a process that is often time consuming due to the size of our supplier base and the language barriers within it.

Our Reason for Partnering

We value Dayrize's mission to drive transparency across the consumer goods sector and to unlock what is too often an area of business fraught with confusion. These scores will help us to make more informed design, sourcing and manufacturing decisions.



Our First Product Score!



Kew Gardens Recycled Mug

dayrize



- Best in class (80-100)
- Excellent (60-79)
- Very Good (40-59)
- Good (20-39)
- Poor (0-19)

Peer reviewed and validated by the Dutch Government, EY and Amsterdam University

Dayrize uses a database of over 500,000 research documents on product materials, manufacturing processes and environmental science to support their scoring.



Government of the Netherlands



Pure Table Top's Supply Chain





OUR IMPACT: PARTNERS



Pure's Pillars of Responsible Sourcing

RESPECT THE ENVIRONMENT



We use materials and processes that have the smallest negative impact on local environment and provide practical guidance to suppliers on how to sustainably reduce GHG emissions, wastage and hazardous chemical usage.

PROMOTE HONEST SUPPLY CHAINS



We provide visibility across all tiers of our value chain and foster open relationships with our partners. We select suppliers who can provide accurate and timely information to our stakeholders on their social and environmental impacts.

SHOW AMBITION FOR INNOVATION



We work with partners whose values and aspirations align with our own. We select companies that consistently demonstrate a willingness to improve their environmental and social record, backed by ambitious but realistic targets.

VALUE PARTNERSHIP



We ensure the companies we work with place long-term value on partnerships, whether with us or their own suppliers. By nurturing strong, lasting relationships, founded on trust and mutual benefit, we can better serve the clients and customers that matter to us.

SUPPORT THEIR COMMUNITIES



We support partners who support their employees and local communities. They are champions of the highest ethical standards and make positive change by providing safe working conditions and decent wages. We encourage them to go beyond mere compliance.

An Introduction to Higg

What does it evaluate?

The Higg Facility Environmental Module (Higg FEM) is just one of the sustainability assessment tools we use to assess and hold our suppliers to account. Among other variables, it evaluates a facility's environmental management systems, waste production, and GHG emissions, as well as its energy, water and chemical usage.

The Higg FEM standardises how facilities measure and evaluate their year-on-year environmental performance. With alternative methods available, not all suppliers choose to complete this assessment, but we are working to implement its use across our supply chain, encouraging and assisting our partners to do so wherever possible.

Why do we use it?

The Higg FEM helps companies like ours because it provides verifiable insight, while relieving 'audit-fatigue' for our suppliers. It asks questions on a single facility basis. This results in more actionable data, allowing us to identify opportunities for improvement of environmental performance.

Why is it important?

The Higg FEM informs brands, retailers and manufacturers about the environmental sustainability performance of their individual facilities, so they can make improvements that reduce negative sustainability impacts.

**Higg
Index** 

[Click here to find out more ^](#)

Supplier Map

Using Pure's Pillars of Responsible Sourcing, we inevitably pick the best manufacturers on the market from across the world, and we want to shout about what they do for us and for the planet.

Here are some of the suppliers we are most proud to have worked with in 2021:



A Special Local Partnership: DMU

De Montfort University

De Montfort University offers great programmes to help businesses develop. Our consultations with several academics led us to a supplier sustainability scoring project.

We are working with De Montfort University to create and implement an internal supplier selection tool. The tool will analyse factory data to help Pure Table Top rank and select the best suppliers on the market based upon strong, quantifiable sustainability performance data.

We have increasing access to the data of our partner companies – including information on raw material usage, energy and water consumption, transportation, and so on. What we lack is a facility to input this data into and provide analysis that will generate a

factory-based score at reduced cost and with specialised scope.

The scoring system will allow Pure Table Top to rank our supplier companies in terms of standards and compliance against a set of pre-determined variables. It will help us in ensuring our supply chain is (1) of high compliance and (2) in line with our business ethics.

It will also ensure that suppliers commit to Pure Table Top's visions and aspirations of being a sustainable and ethical supplier of tableware and glassware.



" The passion of Pure Table Top not only to embed sustainability across its own operations, but also to make it an intrinsic part of its supply chain, is formidable. "

- Darsheet Chauhan
Knowledge Exchange Officer, DMU

Help at Home

Future Shift

We have worked closely with Future Shift, a Bristol-based sustainability consultancy, to help us prioritise our sustainability initiatives and bring our projects to life.

“The homeware industry has some significant challenges when it comes to addressing the climate emergency. Pure Table Top have acted as first movers, addressing sector-wide challenges such as measuring carbon emissions for complex global supply chains, linear business models, and throw-away

sampling. By submitting their application to become B Corp Certified, they are aligning themselves with the UK's most sustainable businesses and committing to the highest standards of social and environmental impact.”

- Oscar Gue, Technical Director

[Find out more](#)





OUR IMPACT: PEOPLE



People Make Pure: How We Are Giving Back

Accredited Real Living
Wage Employer

Charity days
throughout the year

Trained 2 qualified
mental health champions

Training and
sponsored courses

Increased maternity
and paternity leave

Financial
wellbeing access

Recruitment Referral
Schemes

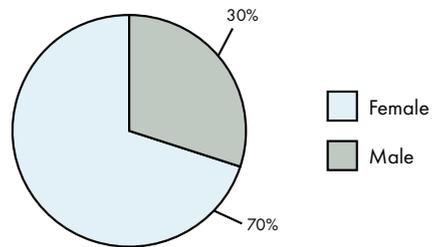
Generous and
flexible pensions

Paid volunteering
days per year

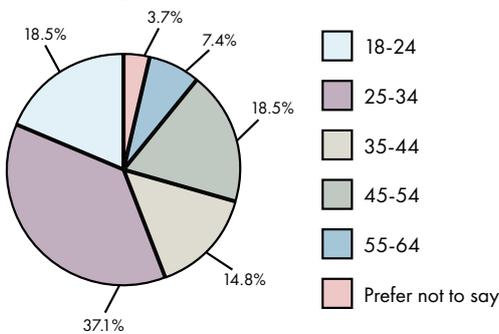
Demographic Breakdown

Our people are far more than just statistics, but here's a few to help you learn more about the demographics of the team at Pure.

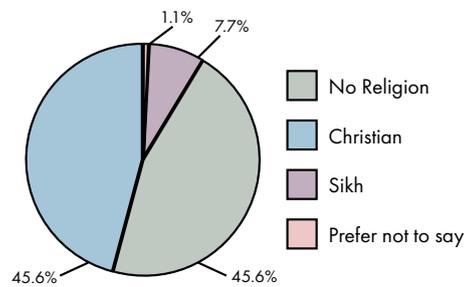
Gender



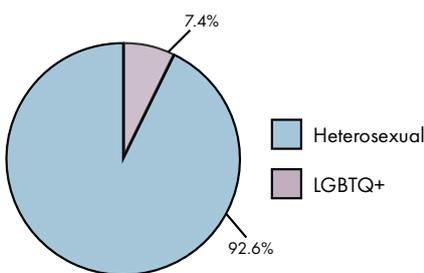
Age



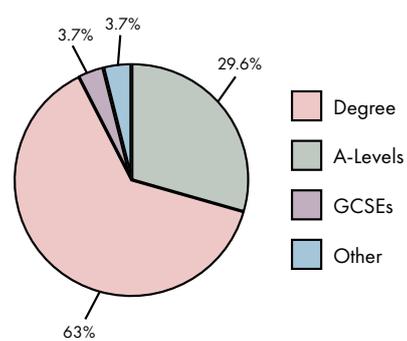
Religious Affiliation



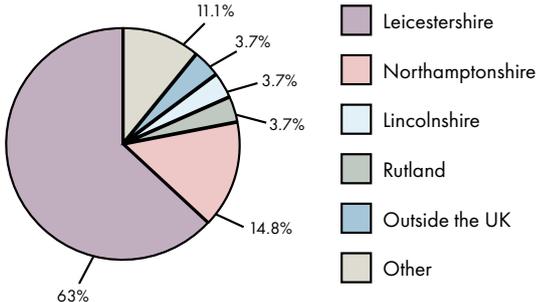
Sexual Orientation



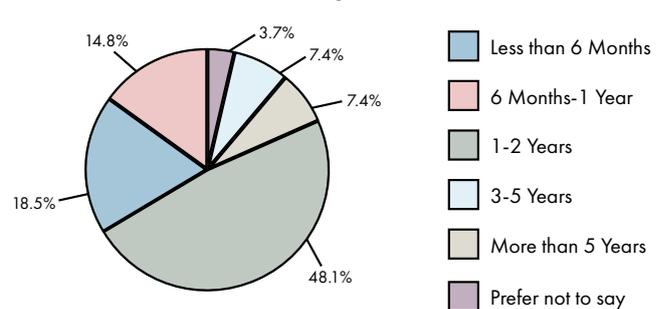
Highest Level of Education



Location



Time at Pure Table Top



The 2021/22 Pure Joy & Engagement Survey

Happiness at work

How satisfied are you with the training on offer? **7.56**



How satisfied are you with the physical environment you work in? **9.00**



How positive are your relationships at work? **8.85**



How much do you trust your organisation? **8.93**



How satisfied are you with the balance of your home/work life? **7.59**



How able are you to manage your workload? **7.81**



How much do you feel valued as an individual? **8.59**



How much do you enjoy your job? **8.48**



How satisfied are you with your compensation/remuneration package? **7.7**



Overall, how happy are you at work? **8.52**



Average: **8.3**

Engagement at Work

How satisfied are you with the level of freedom you have in your role? **9**



How clear are the requirements of your job? **8.3**



How likely are you to be thanked for doing a good job? **8.63**



How satisfied are you with the opportunity to progress in your career? **8.19**



How well do you get on with people at work? **8.96**



How satisfied are you with the challenge in your role? **8.81**



How inspired are you by your organisation? **8.67**



How well does your organisation keep you informed? **8.33**



How clear is the link between your role and the success of the organisation? **8.44**



How committed are you in helping the organisation succeed? **9.56**



Average: 8.7

Diversity and Inclusion

How inclusive does your work environment feel? **8.96**



How satisfied are you with the diversity of your workplace? **8.78**



How much value do you think your organisation places on diversity? **8.41**



How satisfied are you with how your organisation promotes diversity? **8.11**



How well do you feel your organisation communicates its diversity goals? **6.81**



Average: 8.2

Becoming a B Corp

B Corp is the most rigorous and recognised certification for highlighting a company's commitment to achieving the highest standards of positive social and environmental impact. It shows a company's/organisation's legal commitment to balancing purpose and profit by ensuring that all decisions consider the impact on wider stakeholders.

The B Impact Assessment (BIA), which companies complete before verification, consists of up to 200 questions and 800 tick boxes. These questions and variables encourage companies to consider how best to provide benefit across 5 categories; Environment, Workers, Customers, Governance and Community.

A company must achieve a score of 80/200 points to submit their BIA. This is then carefully validated and verified by B Lab UK. In 2014 there were only 4 UK B Corps. There are now over 700 - showing the rate that the certification is gaining traction and reputation.

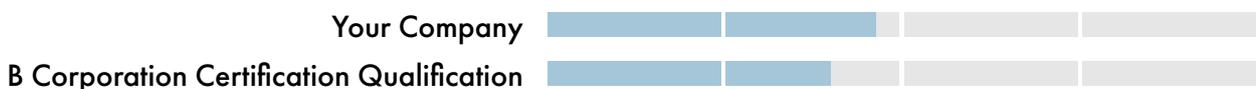
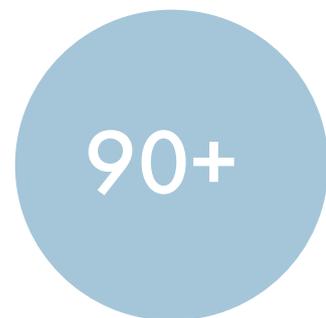
" The B Corp movement is one of the most important of our lifetime, built on the simple fact that business impacts and serves more than just shareholders. "

- Rose Marcario
Former CEO, Patagonia

Overall B Impact Score:

Pure Table Top

For Financial Year End Date: **March 31st, 2021**



Our 2022 goal is to drop zero points between assessment and certification

5 things that are helping us get there:

1. This Report!

Sustainability reporting is a requirement for all certifying companies. It also helps us to document our progress and set the targets that we need to improve our score.

2. Our Ambition

We're committed to hitting our target score of 90+.

3. Articles of Association

As an independent business we have made a legal commitment which requires us to consider all stakeholders in decision-making.

4. Social and Environmental Goals

Social and environmental goals will be part of our KPIs, integrated into employee and manager job descriptions and reviews.

5. We put our People and Communities First

The health and happiness of our employees is vital to what we do. Our workplace benefits ensure the team is rewarded and supported every day.



B Corp Certified By 2023

Pure Table Top must set and pursue ambitious and measurable sustainability objectives. That's why we are committing to join the likes of Patagonia, Ben & Jerry's and Kickstarter as one of over 3,500 Certified B Corporations by 2023. Rather than operating purely for profit, gaining certification will show that we prioritise working for social and environmental good.

As a tool to hold us accountable in the years ahead, joining this global community of forward-thinking and responsible businesses is an obvious next step for Pure Table Top. Certification will not only provide credibility to our own environmental vision - it will also increase the broader reputation of sustainable ceramics and homeware manufacturing.

Pure's 2021 Charity Partner: Alex's Wish



Every year at Pure Table Top, our team selects a charity to support through our various fundraising events. These events are a fantastic opportunity to give back to causes that are close to our hearts and to make a real difference in local communities.

This year we chose Alex's Wish, a local charity that supports young children with Duchenne Muscular Dystrophy, and raised over £13,000 to help fund research into cures for the disease.

2021 Total Raised: £13, 274

Two of our favourite events from 2021:

**24 Hour Bike Ride
June 2021
Money Raised: £4,525**

We held a 24-hour live-streamed charity bike ride at our Tugby office in June. The team cycled 645km in total!



**Sponsored Skydive
October 2021
Money Raised: £2,569**

Some very brave team members jumped from 14,000 feet all in the name of charity.





OUR NEXT STEPS



Product Lifecycle Management (PLM)

By investing in new systems across our business, we can streamline service delivery to ensure we do business well with minimal impact on our planet.

Here's Geoff Mann, Pure's Director of Operations and Finance, to tell you more about a new system called PLM that will transform the way we work.

What is PLM?

PLM stands for Product Lifecycle Management. Several companies out there offer a similar kind of product, but the one we selected is provided by Centric Software. It is a system that will enable us to manage our design and product development process more efficiently.

What are the best features of PLM?

PLM is a product database which brings all our CADs, photos, design briefs, technical specifications and pricing together in one place.

How is PLM different to our previous business systems?

PLM is unlike anything else Pure Table Top has used before. Our product development has been spread across a variety of folders, e-mails and spreadsheets with no focal point. For the first time, we can run reports showing images and prices of all our designs and the items we have already sold with just a few clicks.



Why are we using PLM?

At a fundamental level, because it is a database, it will enable us to capture data by style, which will help us track our carbon footprint. However, I think the real benefits lie within the ethos of 'making more of what we've got'. For the first time, our various teams will have complete visibility of all the samples that have been ordered by season, product type, customer and supplier.

What is your favourite PLM feature?

The main feature that attracted us to the system is the Adobe Plugin which allows our design team to amend CADs within the system and reissue them to our suppliers quickly and easily. However, several mobile phone apps enable the teams to create new styles, review samples and add images to the system on the go.

How will PLM benefit other departments?

PLM can integrate with other systems within the organisation, which fits our overall strategy. Over the last 18 months, we have focused on bringing our IT infrastructure up to date and changing our processes to try and reduce duplication of work and drive greater efficiency. As a result, PLM will also reduce our sampling wastage and associated transport emissions.

Our MD, Tanith Sellicks, has coined 2022 as the "**Year of Information**" for Pure Table Top because we will have complete visibility of our processes from the initial design concept all the way through to production, delivery and finance. Something which might have taken hours to pull together and analyse in the past should take a fraction of the time, which will allow us to get on with the good stuff – designing and delivering fantastic products to our customers whilst providing them with an excellent service.

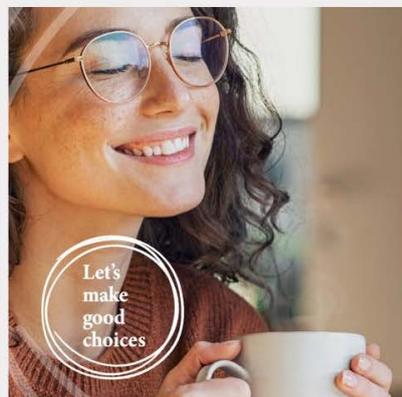
Future developments?

We could look to open up parts of the system to our suppliers in the future. This will enable greater collaboration with our key partners. We have chosen to go live with the Small Business version of Centric PLM. This helped us make some changes to suit our individual requirements, but the configuration is 'out of the box'. In the future, we could consider upgrading to Centric 8, which could be much more bespoke. This would also allow us access to other Centric modules such as merchandise planning, sourcing and quality management.



purere home

Let's make good choices



As a result of our research we believed that we needed an outlet and a more dynamic, agile business model in order to help us use our products as a platform to advocate for a more sustainable consumer lifestyle.

But our ambitions go a bit further than just making collections to cherish. We hope that by crafting our stylish products using cleaner energy, less material, and improving product performance, we'll encourage others in the industry to make better choices too.

We will be using our responsible sourcing principles to identify the best partners to help us bring purer home to life.

Each product will have unique sustainable qualities, for example, improved recycled content, durability guarantees, alternative materials and more.

Product impact scoring will help us select only our best performing collections. We will be following the UK's Green Claims Code to ensure that we are communicating this using quantifiable data and unambiguous language.

Like good design, responsible home living is about small decisions adding up. Choosing homeware that's thoughtfully crafted and made to last is a great start.

Because if we each make a small difference, we all make a big difference.

Our Values

Innovation: Thinking differently to create products with purpose.

Community: Together we can achieve great change.

Authentic: Genuine in everything we say and do.

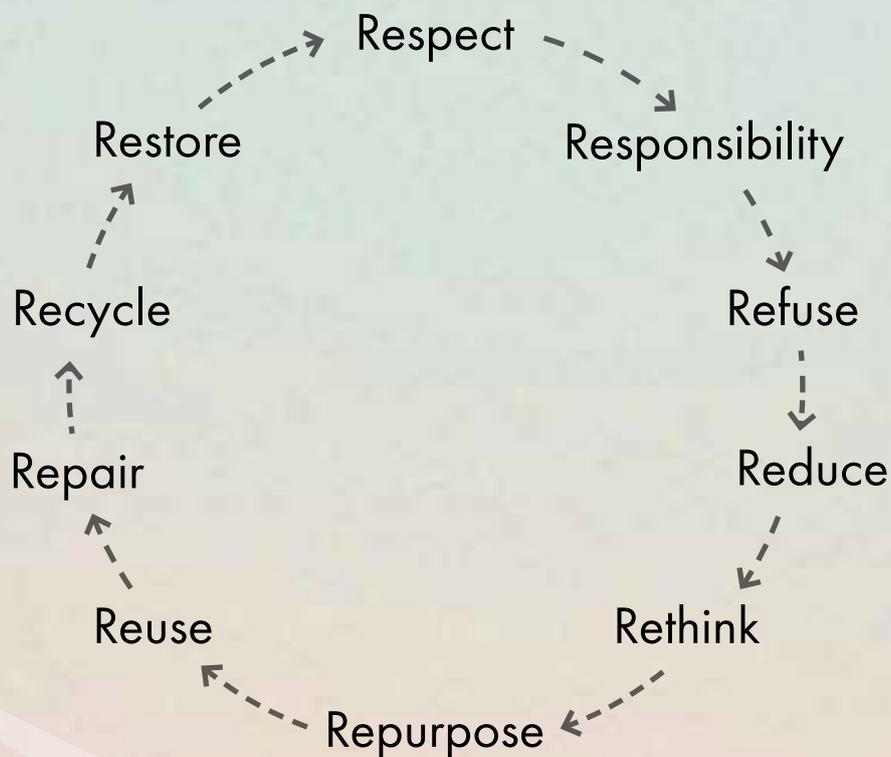
purer home

Let's make good choices

"Because home means
the world."

"Let's make less
last longer."

The second 'r' in purer home represents the 10
main principles of the circular economy that
we are working towards;



Our Future Targets

1. Science-Based Targets initiatives set for 2023

2. Facility Environmental Scoring System launch with DMU by 2023

3. B Corp certified by 2023

4. Reduce our carbon emission intensity 8% by 2024

5. 25% of branded products to be impact assessed by 2023

6. 100% of textiles to be BCI cotton by 2023

7. 50% of all wood product to be FSC sourced by the end of 2023

8. 100% of all paper-based packaging to be FSC or recycled by 2024

9. First Purer Home Launch

10. 100% of employees to have environmental performance incorporated into reviews by 2023

11. 25% of suppliers to complete the Higg Index FEM by 2024

12. Measure and record 25% of our manufacturing emissions by 2024

13. Net Zero waste office by 2025

Find out more about
Pure Table Top at:



www.puretabletop.com



@pure_tabletop



Pure Table Top Ltd.



See you in 2023!

Thank you for taking the time to read our first Impact Report. We're a small but growing team that is passionate about positive change and beautiful products.

Sustainability is too often a missing piece for companies operating in the homewares sector. We want to demonstrate that businesses can grow commercially while caring for the environment and the communities within it.

Pure Table Top has plenty more work to do and we can't wait to update you on our progress next year.

Tanith Sellicks
Managing Director