



THE ART FILE

2026 IMPACT REPORT

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A Note From The Managing Director

INTRODUCTION

Hello, I'm Ged, the managing director of The Art File. Back in 1997, Karen and I started on a journey to create a greeting card business that would excite and encourage everyone involved to be their best. I've always seen The Art File brand aligned with our own values, and treating everyone with respect and fairness has been at the core of everything we have achieved over the years.

Creativity and integrity have also been central themes for our brand. Working with highly talented designers and artworkers to produce collections that combine originality with commercial impact has been instrumental to our continued growth. Listening to our customers at every opportunity also means that we are always learning about our market and its needs. Quality and sustainability go hand in hand with creativity at The Art File. Whether this is testing the boundaries of print innovation, using recycled paper materials wherever possible or moving to using plastic-free packaging - we are always looking to innovate.

Today, the company employs 31 talented individuals, each bringing their own personality to the family. And as the business continues to grow, we know that our future success will be due entirely to this team and their enthusiasm. Next year we will celebrate The Art File's 30th birthday, and our vision for the future of our business remains true to the fundamental values we set ourselves back in 1997. We will continue to reduce our impact on the environment, drive innovation within our products, support our community and continue to put our team, our customers and our suppliers at the heart of everything we do.

I am proud to head up The Art File brand, and I look forward to our onward journey as we spread joy and happiness around the globe with our design inspired greeting cards and other paper products.

COMPANY TIMELINE

1997

The Art File Was Founded

The Art File was founded in the heart of Nottingham by Ged and Karen Mace

2018

Ged Wins Lifetime Henry Cole Award

Ged wins the Honorary Achievement Award for his contributions to the greeting card industry

1998

First Exhibition at Spring Fair

Our greeting cards showed up at Spring Fair for the very first time

2019

First Henry Cole Classic Award

Our longest standing range, Ink Press by Robert Reader, wins the Henry Cole Classic Award

2006

First Henry Cole Award

We won our first Henry Cole Award for Best Art Range in 2006 for 'Sculpture'

2023

A Brand New Website Launches

We launch a brand-new website, redefining the face and vision of The Art File brand

2012

James Joins The Business

Ged and Karen's son, James Mace, officially joins the family business

2024

We Become An Ecologi Partner

Our Ecologi partnership begins, with the aim to fund the planting of trees around the world

2013

The Art File Moves House

We move from Southwell to a busy building in the centre of Nottingham

2025

The Team Expands To 31 People

We welcome more people than ever to our team, growing our numbers to 31 people

MISSION STATEMENT

Our mission statement reflects who we are and why what we do is so important to us. As a family business, we care deeply about making a positive impact on both people and the planet.

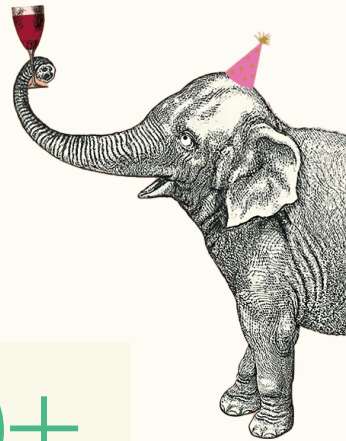


Making people feel loved is at the heart of what we do. That's why we're passionate about spreading joy through beautiful greeting cards, gift wrap and stationery. As an independent family business, we've dedicated ourselves to creating award-winning designs that are captivating, sustainable and created with people in mind. Reducing our impact on the environment is incredibly important to us, and it's one step in a larger journey.

We continuously innovate our cards, reduce waste, and invest in taking real climate action. Card sending is a small gesture, but we believe it has a huge impact. No matter the occasion, cards inspire connections, communicate feelings and most importantly, remind people that they're loved.

2025 HIGHLIGHTS

We worked hard this year to make a difference through creating sustainable products, donating to charity and investing in our community.



72%

Of our major suppliers have been with us for **over 5 years**. The average length of our supplier relationship is over 7 years

84%

Of our 2025 greeting card, gift wrap, gifts, and stationery collections are made either within the **UK** or in **Europe**

£34,106

donated to charities throughout 2025

10,000+

trees planted through our **Ecologi partnership**

FOUR

internships completed in partnership with NTU

SEVEN

years is the average length of employee tenure

72 HOURS

Of **volunteering completed** in local communities and charities

77.5

Our **NPS score** for trade

98.5

Our **B Corp** company score

50%

Of cards are on **recycled board**

People

Our people are the heart of our business. From designing new collections, to sourcing materials and marketing our paper products, we're immensely proud to be backed by a brilliant team of talented individuals.



EMPLOYEE HIGHLIGHTS

1

In our 2025 employee surveys, **90% of employees** said they were either Satisfied or Very Satisfied with their job

2

Over **72 hours** of volunteering was carried out at charities and in local communities by employees

3

Seven years is the average length of employee tenure

4

50% of our senior leadership team identifies as female

5

Over **25%** of our full & part time employees are over the age of 50

6

Over the year, we hosted 'Sandwich Wednesday' every month, totalling **12 lunches** with our team

7

100% of our staff have completed DEI training. We offer DEI training to every new person that joins us



SURVEY RESULTS

We run an employee survey twice a year to ask for feedback from our employees. We use this as a way to learn what we've done well and identify where there's room for improvement. Here are some of the key results from our 2025 surveys.

2026 GOAL

Improving our communication internally will be a key goal for us to achieve in 2026



90%

Ninety percent of our employees said they were either Very Satisfied or Satisfied with their job



72%

Seventy two percent of our employees said they were either Very Satisfied or Satisfied with their workload



77%

Seventy seven percent of our employees said they were either Very Satisfied or Satisfied with their pay



4.4

Support from all managers was rated at 4.4 out of 5. The communication was rated at 3.7 out of 5

EMPLOYEE BENEFITS

We're proud to offer a variety of benefits to support our employees. From enhanced maternity and paternity pay to a free team lunch every month, we believe our team deserves big and little rewards that celebrate them and enhance their experience working with The Art File.



- 1 23 days paid holiday, rising to 28 days over 5 years
- 2 10 days of paid sick leave rolling each year
- 3 Medical cash plan and death in service
- 4 An annual salary increase matched with inflation, capped at 7.5%
- 5 Enhanced maternity and paternity pay
- 6 Hybrid and flexible working where possible
- 7 Free cards, wrap, stationery & gift samples
- 8 Free lunch every 1st Wednesday of the month
- 9 4.00 pm finish every Friday
- 10 Team social events and meals

Community

From donating to charities, volunteering in local communities,
and offering internships to young adults at the start of their careers,
we're dedicated to making a difference.



2026 GOAL

Next year,
we'll work to
understand the
percentage of
profit we donate
to charity.

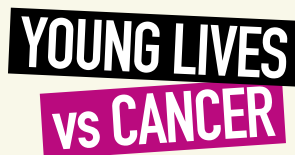
Giving Back To Charity

CHARITY DONATIONS

We were proud to support a variety of charities in 2025. From charity card sale donations to supporting rewilding projects, here's where we made an impact over the course of the year.

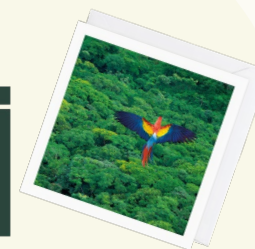


In 2025 we raised **£34,106** for our four charities. 50p from the sale of every Christmas Charity Pack goes to them to support their work



We also supported...

COOL EARTH



10% of the revenue from the sale of The Bigger Picture card collection went to Cool Earth Action in 2025. Cool Earth are an environmental charity supporting Indigenous peoples and Local Communities, helping them to fight the climate crisis



We were proud to fund the planting of over **10,000** trees around the world with Ecologi

Giving Back To Our Community

VOLUNTEERING

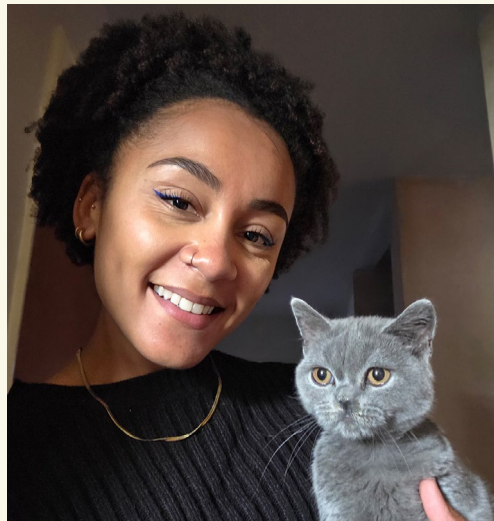
In 2025, we were proud to complete over 72 hours of volunteering in local charities and communities. Some of the places we supported included animal rescue centres, care homes, church events and charity shops.

2026 GOAL

Next year, we'd like to double the amount of volunteer hours in our community.



Nottingham Rugby
Local sports team



Holly's Merry Moggies
Cat Animal Rescue



Radcliffe RSPCA
Animal Rescue



St Lawrence Church
Remembrance Sunday

LOCAL INTERNSHIPS

In 2025 we were thrilled to partner with Nottingham Trent University on an amazing greeting card competition. The contest offered final year Illustration and Graphic Design students the opportunity to create a range of greeting cards that would sit within The Art File collections.

Whilst being a great way for students to get experience in the industry, the winners of the project were also offered a cash prize and an internship with The Art File.

Four students came to intern with us over the summer, resulting in two published greeting card ranges published in our 2026 collections. This partnership was a huge success and we look forward to hosting it again in 2026.



LICENSING HIGHLIGHTS

We're proud to work with many talented artists and brands from around the world to add beautiful designs to our card, wrap, gift and stationery collections.



In 2025 we celebrated 9 years of card licensing with **Sara Miller London**.



Our longest running card collection, Ink Press, was created by talented artist, **Robert Reader**.



We've been proud to partner with **Gibsons Games** on jigsaw puzzles and games for the past two years.



We've worked with artist and printmaker, **Kate Heiss**, for over 6 years, publishing 3 collections of greeting cards.



In 2025 we hosted a competition with Nottingham Trent University. The winners completed an internship with us and we published two of their card collections - Bird Tone by **Cate Nicol** and Scrapbook Of Glory by **Daisy Loescher**.

Customers

We work hard to provide a service and product that always leaves our customers smiling. Whether it's a regular trade customer, or someone buying a birthday card online, we're invested in providing an experience that's truly special.



CUSTOMER HIGHLIGHTS



1

We had 2,016 trade customers in 2025. Over **95%** of them returned to us for another purchase

2

Our trade NPS score for 2025 was **77.5**. This was measured across two surveys across the course of 2025

3

We're rated 4.92 on our public shop with over **500 reviews** of our company and our products



4

In 2025, we opened over **200 brand-new** accounts with trade customers

5

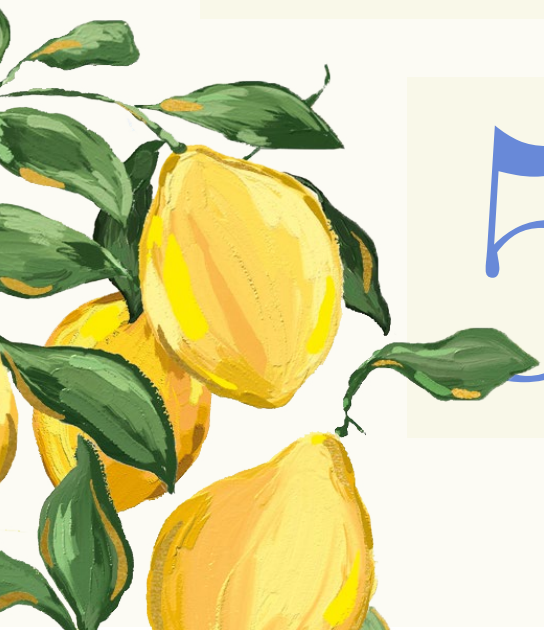
20% of our public customers returned to us for another purchase in 2025

6

We had over **15,000 orders** across card, gift wrap, stationery and gifts on our public shop in 2025

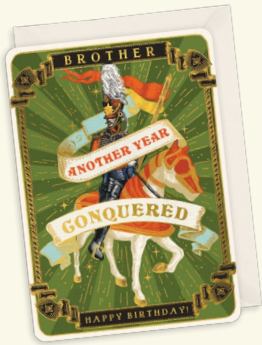
2026 GOAL

Next year, we want to improve our NPS score for the trade and public.



CUSTOMER REVIEWS

We're grateful for every piece of feedback we get from our customers and in 2025 over 600 people took the time to review us. Here are some of our favourite reviews from over the year



Love the fact that everything we buy from you is always guaranteed to be high quality and well made

Mr Wolf Toy Shop

Beautiful cards and notebooks, absolutely obsessed and they're worth every penny

Michael



Cards are great, I buy most of my cards from you, plus range is comprehensive and service is fab too

Walkley Press Gift shop

Love the cards I purchased. I've shared them with several friends - they too feel that the cards are whimsical and unique

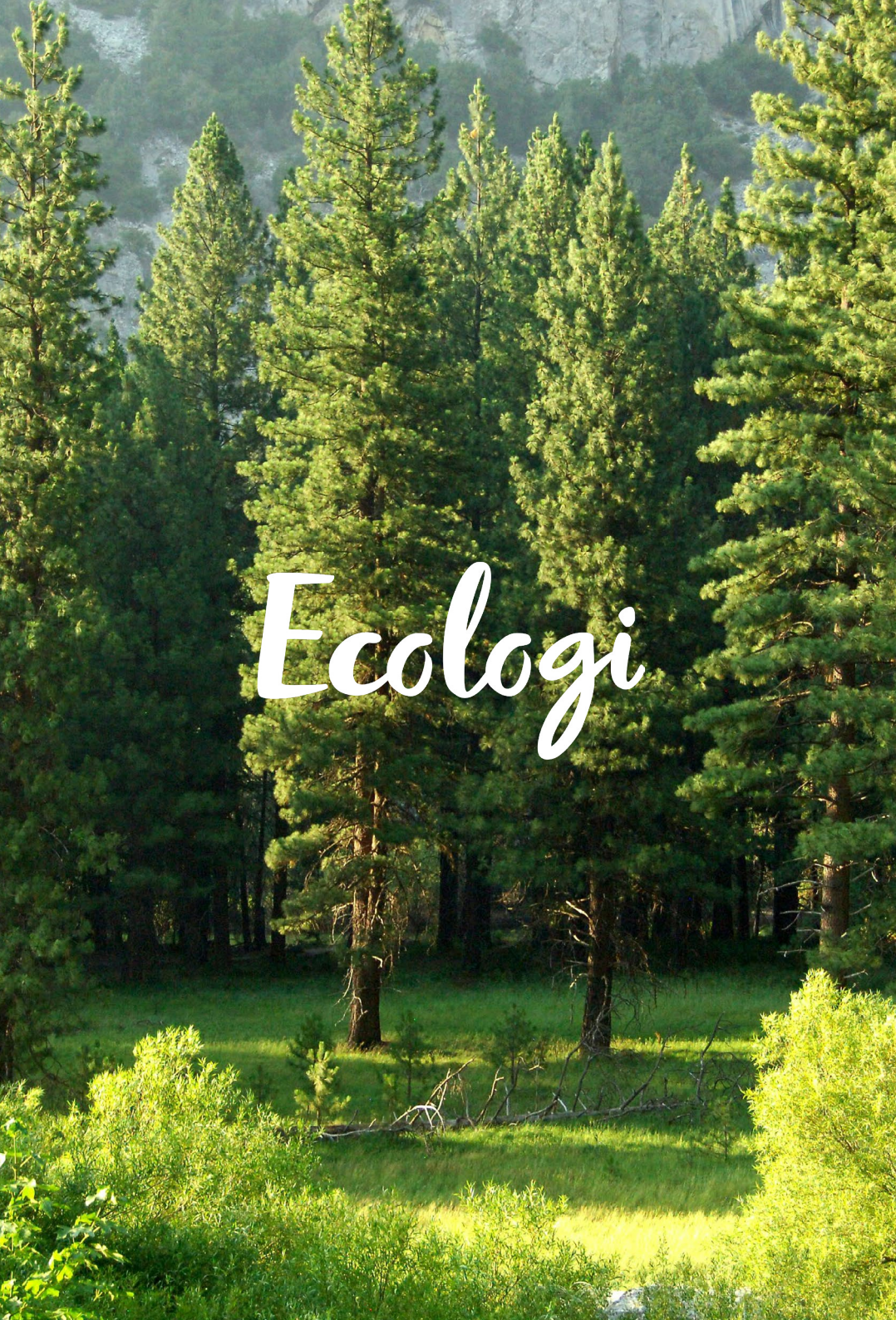
Paula



Planet

Reducing our impact on the environment is incredibly important to us, and it's one step in a larger journey. We continuously innovate our products, reduce waste, and invest in taking real climate action.





Ecologi

Tree Planting Partnership

ECOLOGI

We're proud to be partnered with Ecologi in order to invest in taking real climate action. From planting over 14,000 trees around the world, to supporting habitat restoration in the UK, and removing CO₂ from the atmosphere, we're committed to making a difference.



14,887

trees funded



3

tCO₂e removed



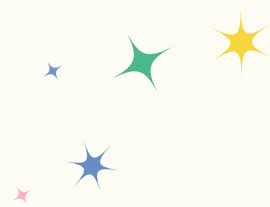
16

tCO₂e avoided



50

m² habitat restored



COOL EARTH

Charity Card Collection Partnership

COOL EARTH

We have been thrilled to partner with Cool Earth on a photography charity card range. The Bigger Picture is an environmental charity card collection bringing light to the importance of fighting climate change and protecting our planet.

Cool Earth charity work hard to champion the relationship between people, rainforest, and climate. They support Indigenous peoples and Local Communities to fight the climate crisis. 10% of the revenue from the sale of this collection will go to Cool Earth to aid them in their mission.



The Art File will donate 10% of their revenue from the sale of this card range to Cool Earth Action (Cool Earth) (Registered Charity Number 1117978)

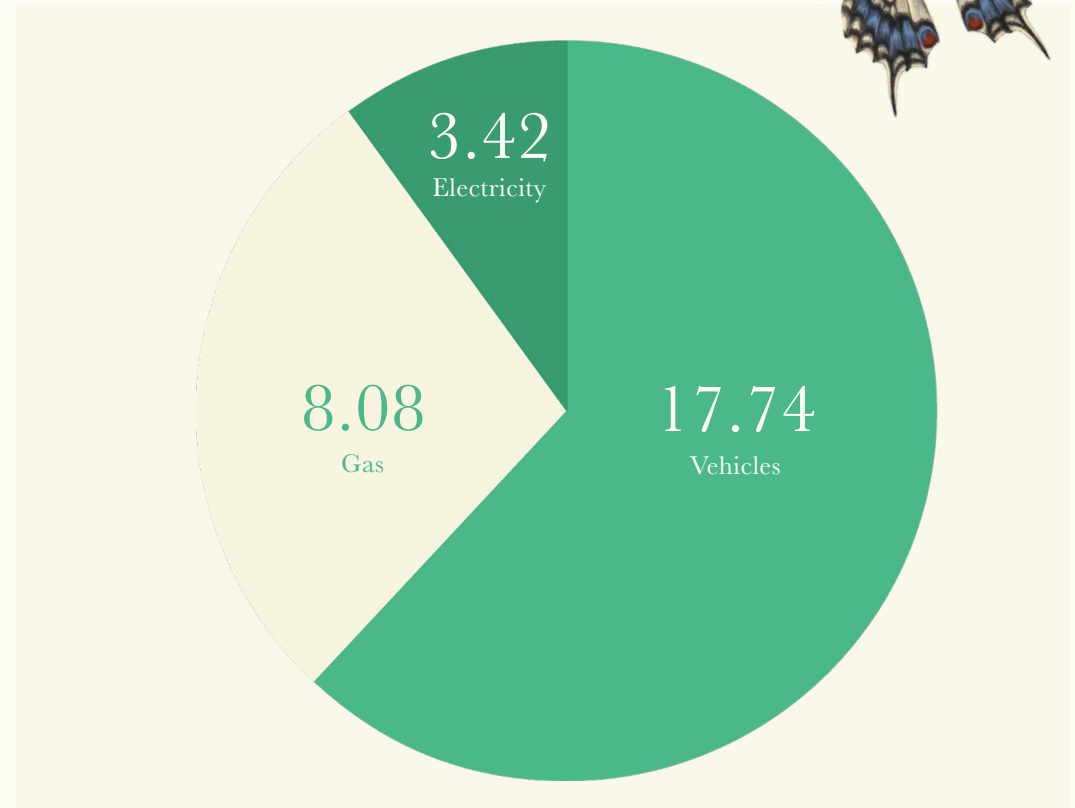
CARBON FOOTPRINT



We measured our Scope 1 and 2 carbon emissions to understand our impact on the environment. Scope 1 and Scope 2 included the direct emissions from energy used at our office through electricity and gas, as well as the use of our company vehicles.

- Scope 1 (gas) measured at 8.08
- Scope 1 (vehicles) measured at 17.74
- Scope 2 (electricity) measured at 3.42

This means our total emissions for 2025 sit at 29.24 tCO₂e.



Vehicles 17.74

Gas 8.08

Electricity 3.42

Total emissions from Scope 1 & 2 29.24 tCO₂e

2026 GOAL

Next year, we want to understand our Scope 3 emissions and reduce our impact.



2026 GOAL

Next year, we'll
begin recertifying
as a B Corp
under the new B
Lab Standards

Our B Corp Score

B C O R P S C O R E

We're proud to be part of the B Corp community.
In 2025 we joined over 2700 businesses working together for good.

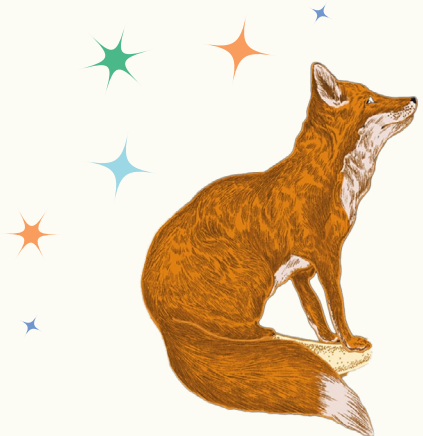


In 2024 we began our journey to B Corp, an environmental and social certification for businesses. The assessment included five areas that evaluated how we operate as a business, how we treat our employees, customers and our community, as well as our impact on the environment.

We were extremely grateful to have **Future Shift**, a B Corp consultancy agency, by our side the whole way. With their support, they handed us the tools to map our B Corp journey and together we worked hard to achieve B Corp status.

Over the past two years we've found that B Corp has helped us to enrich every area of our business and we're excited to see what the future looks like. The passing mark to attain B Corp status is 80 and we were proud to certify at 98.5.





Our B Corp Score

B C O R P S C O R E

The B Corp assessment evaluates five areas in order to calculate a final score. Ordinary businesses sit at around 50 points, with the passing mark for B Corp being at least 80.

The Art File B
Corp Score

98.5

17.5

Governance Section

The Governance section evaluates the company's overall mission, ethics and transparency

28.3

Workers Section

The Workers section measures the company's contributions to every worker's wellbeing

20.8

Community Section

The Community assesses how the company interacts with and engages with the local community

29.3

Environment Section

The Environment section calculates the company's environmental practices and impact

2.5

Customers Section

The Customers section evaluates how the company interacts with and cares for its customers

Product

We pride ourselves on creating products that are high-quality, unique and sustainably made. From printing on recycled board to making plastic-free packaging, we're always looking to innovate our products.



PRODUCT HIGHLIGHTS

2026 GOAL

Next year we want to reduce overall plastic use on cards by 20% in the UK

1

84% of our cards, gift wrap, stationery and gift collections are **created in the UK** or within Europe

2

100% of our cards are recyclable and **over 50% of our cards** are printed on recycled board



3

Our tote bags were launched in 2024 and are made with sustainably sourced **recycled cotton**

4

All our **roll wrap** is **now plastic-free** and comes with an extra layer for protection

5

Our notecards are packaged in **plastic-free** cardboard packaging

6

All of our gift bags now have **paper woven handles**, making the whole collection 100% recyclable.



CARDS & GIFT WRAP

All of our everyday cards are printed in the UK and offered **plastic-free as standard**, with over 50% of our cards being printed on sustainably sourced recycled board.



We've made all our gift bags, roll wrap and flat wrap plastic-free and recyclable. Gift bags have **paper woven handles**, and our roll wrap has an extra layer of wrap with an easy to pull cardboard tab, instead of being wrapped in plastic.



100% of our Everyday card collections and **99%** of our Christmas cards are made in the UK or Europe, along with **84%** of our overall greetings card, gift wrap, stationery and gift collections.

We don't use any finishes on our cards that will leave something behind. We don't use glitter, flitter or gems on our cards and we ensure any finishes we do use keep the **card fully recyclable**.

2026 GOAL

Next year, we want to increase the amount of products using recycled materials.



We **donate to five charities** through greeting card sales. From our Christmas charity packs to our Cool Earth charity card collection, our card sales support charities with the work they do.

STATIONERY & GIFTS



Our notecards are printed on recycled paper with **vegetable based inks**. The packaging is plastic-free and fully recyclable.

We launched our BEAR plush teddies in 2024. They're made with **sustainability in mind** by being made from recycled PET plastic bottles.



We put two **new stationery collections** in motion in 2025. Bookmarks and sticker roll packs will launch in 2026, both of which will be plastic-free and recyclable, with the bookmarks being made in the UK.

We launched our wall calendars in 2025 with 16 brand-new designs. Every calendar is **plastic-free and recyclable**, sealed with a removable sticker.

2026 GOAL

Next year we want to reduce the carbon footprint of our 2027 products



Our tote bags made from sustainably sourced **recycled cotton** and are made to last. They come with long sturdy handles and an internal pocket.

SUPPLIER HIGHLIGHTS

1

72% of our suppliers have been with us for over 5 years. 7.7 years is the average length of our supplier relationships

2

100% of our major suppliers have quality check controls in place



3

100% of our major suppliers are committed to making a difference through energy efficiency, waste reductions and responsible sourcing

4

One of our suppliers has a rewilding programme in place



5

70% of our major suppliers are located in the UK or in Europe

6

80% of our major suppliers have third-party social and environmental certifications

2026 GOAL

Next year we want to have all our major suppliers signed to our code of conduct

Goals

We have evaluated our impact on our workers, community, customers and the environment. We've put together a plan to improve our impact in 2026.



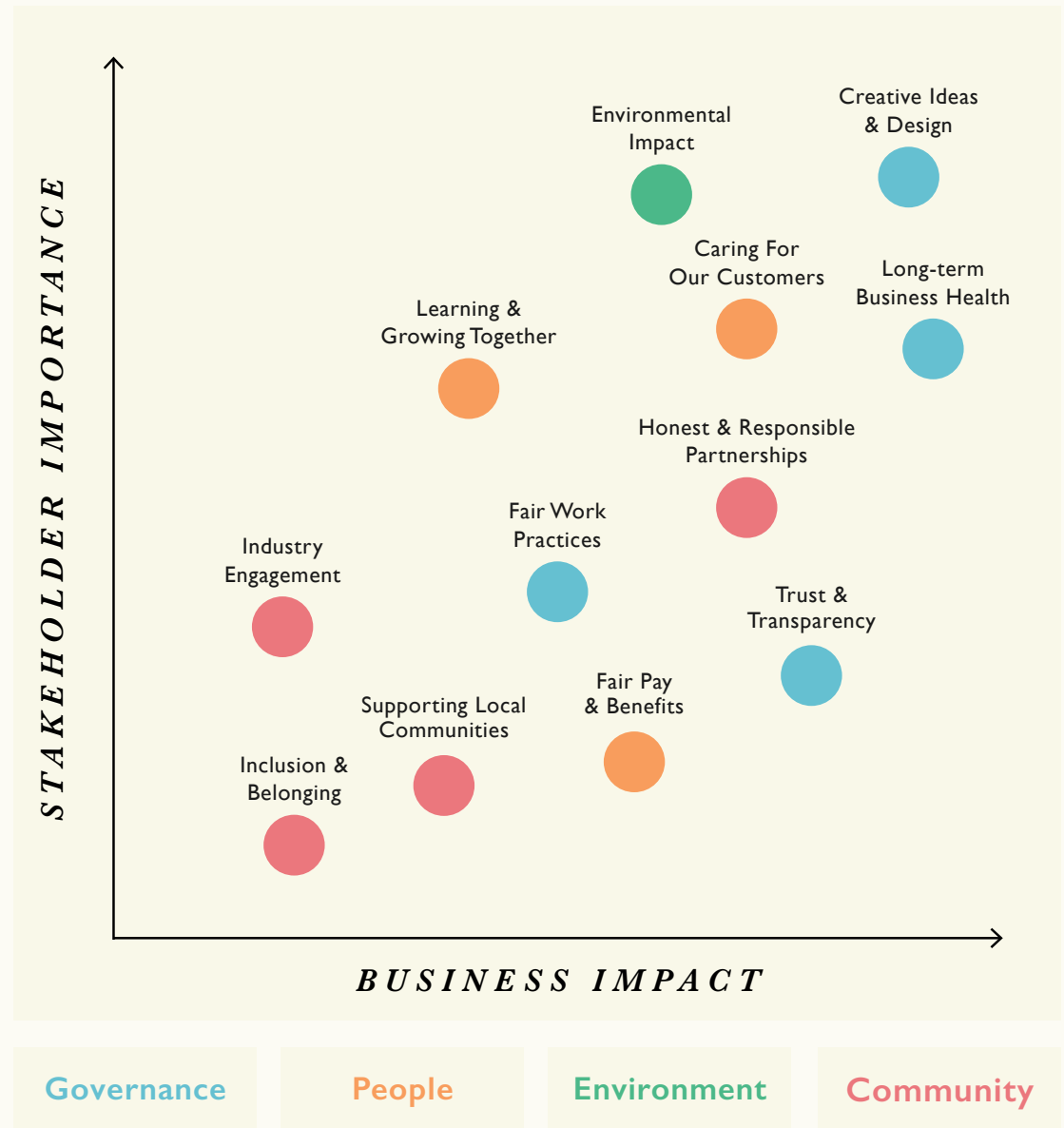
MATERIALITY ASSESSMENT

We used the Materiality Assessment to identify what's important to us so we could make clear goals for 2026.

Together our team looked at topics relating to our business and ranked them based on their importance to our stakeholders and their business impact. Some of the goals that were most important to us included:

- Creative ideas and design
- Environmental impact
- Caring for our customers
- Honest and responsible partnerships

Every year we'll revisit the assessment to realign our values and make clear objectives for the following year.



OUR 2026 GOALS



Environment

- 1 Reduce the use of plastic wrap on cards in the UK by a further 20%
- 2 Increase the percentage of 2026 product lines using recycled materials
- 3 Reduce the carbon footprint of 2027 products at design stage
- 4 Understand our Scope 3 impact and work to reduce our emissions
- 5 Recertify for B Corp under the new B Lab standards



Governance

- 1 All major suppliers signed to The Art File code of conduct
- 2 All major suppliers audited for social and environmental compliance

Customers

- 1 Increase our repeat customer purchase rate by 5%
- 2 Improve our trade NPS score from 77.5 to 85 and our public NPS score from 95 to 97

Community

- 1 Double the total amount of employee volunteer hours
- 2 Understand and report the percentage we donate to charity
- 3 Run the internship programme again with Nottingham Trent Uni

People

- 1 Put systems in place to improve internal communications

