

A young child with curly blonde hair, wearing a light-colored jumpsuit and black sneakers, is watering a potted tree. The child is holding a large black watering can with the 'elho' logo on it. The tree has dark red leaves and is planted in a large, light-colored, ribbed pot. The scene is set in a garden with various green plants and trees in the background.

group
elho

impact report 2024

our journey towards
Nature Positive

From waste to wonder!

Proudly embracing 100% recycled plastic

As we celebrate our 60th anniversary, we proudly present our second impact report, marking a remarkable milestone: transitioning to 100% recycled plastic for all our products. This achievement is the culmination of 15 years of relentless innovation and pioneering change. Our promise is clear: 100% recycled, 0% waste.

What began with a modest order for 75,000 cactus pots 60 years ago has blossomed into an internationally leading production of 46 million sustainable designer pots each year. As a family business, we embrace our responsibility to build a greener and better world. Every day, we strive to improve ourselves, benefit others, and secure a sustainable future for generations to come.

Driven by our purpose to bring nature into people's daily lives, elho has always focused on creating beautiful, high-quality, and sustainable products. We take pride in being unique in our market by offering all products made from 100% recycled plastic, which are also 100% recyclable and produced using 100% renewable energy.

It has been an incredible journey. Since 2006, we have been

determined to create beautiful, high-quality products with an increasing focus on sustainability. As a Certified B Corp, we are committed to further investing in our sustainability and innovation efforts, using our business as a force for good.

Thanks to the involvement and commitment of our customers and partners over the past 60 years, the elho team has made a tangible difference in making the world a little greener. We look forward to continuing this journey together, inspiring even greater change to make the world a better place.

Thank you for being a part of our green journey.



Olaf Elderenbosch
family member
& CEO elho group

We are elho

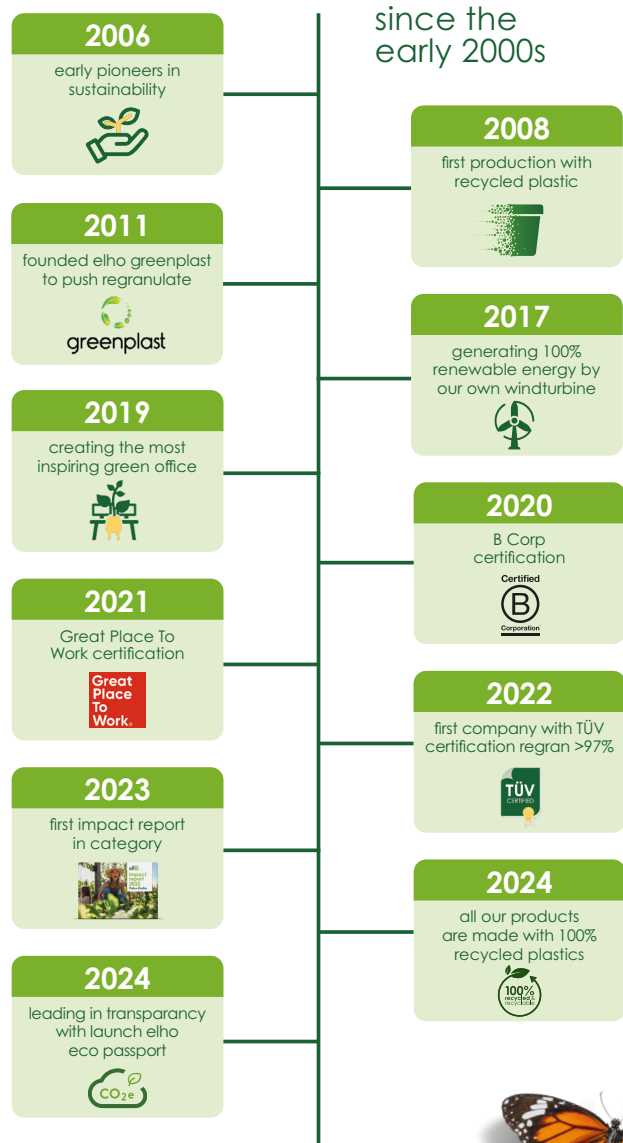
Our headquarters in Tilburg are the epicentre of our innovation and sustainability efforts. Design and sustainability are our passions. By using the renewable energy from our own wind turbine, we transform 10 million kg of waste into beautiful plant pots every year. Financially, we are on solid ground, with a healthy turnover of 110 million euros in 2023. Our goal is to achieve an annual turnover of 200 million euros in the future. Our dream? Inspiring more people to surround themselves with greenery and create a better world together.



Our core values are always forward, beauty, entrepreneurship, meaningfulness, collaboration, and support. Our three distinct labels meet various consumer and customer needs. Elho focuses on design, innovation, and sustainability. Florus offers sustainable "simply good" quality for everyone, and Good(s)factory provides co-created, custom-designed products. Each label caters to different price-quality levels, style groups, and shopper profiles, offering consumers a broad range of choices.

We express our love for nature through circular design, local production, and the use of 100% recycled materials. Our production takes place in the Netherlands and recently in France, in collaboration with 15 co-producers. With sustainability always at the forefront, we create initiatives to encourage our team, partners, and customers. Because **we are elho!**

Frontrunners in sustainability



Our B Corp Commitment

For over 3 years, we have been part of the B Corp community that uses the power of their business to build a more inclusive and sustainable economy. The B Corp certification is an international recognition for companies with a major positive impact on people, society and planet.

community, environment, and the customer. We take pride in meeting stringent criteria for social and environmental performance, transparency, and accountability. As a certified B Corp, we feel a responsibility to keep the world liveable, healthy and safe for future generations.

After an intensive process, we received this certification in 2020. The process included a performance review of our impact in the areas of governance, employees,

**make
Business
a force
for good**



100%

of the plastic we use is made from recycled materials

60% post consumer
40% post industrial

46 million products



connections with nature

all our products are



100% recyclable

100% renewable energy

4.804.827 kWh

from our own windturbine

7.876.372 kWh

compensated by Dutch windcertificates

10 mln kg recycled plastic

reused plastic waste in 2023



We've hit our
100% recycled plastic milestone!

Early adopters

In 2008, we embraced our responsibility and we set out to make our company a sustainability leader by adopting 100% recycled products.

Pioneering change

Despite challenges, we were determined to make a difference. We took the first steps by gaining knowledge and expertise in recycling processes and materials.

Circular designing

We continually innovate in product design, creatively incorporating recycled materials.

Developing mastery

We have developed exceptional craftsmanship in our production to effectively process recycled plastic.

Huge investments

But knowledge alone wasn't sufficient. We invested in optimal equipment to maximize recycling efficiency.

10 mln waste

Today, we proudly announce that we have recycled **10.000.000 kg** of waste into beautiful design pots in 2023.



Connecting people with nature

It is our purpose to inspire as many people as possible to bring today's nature into their daily lives. Because nature has given us everything. From the air we breathe, to the food we eat. We're not apart from nature – we're part of it. Its well-being is our well-being. And when it flourishes, we flourish. It's our dream to

build a greener, better world and encourage others to join us. So let's **learn** from nature - be amazed by it, inspired by it, and let's share our knowledge with others, so we can grow, together. Let's **love** nature, surround ourselves with it, and bring it back into our daily lives. And let's **return** the gifts the earth has shared with

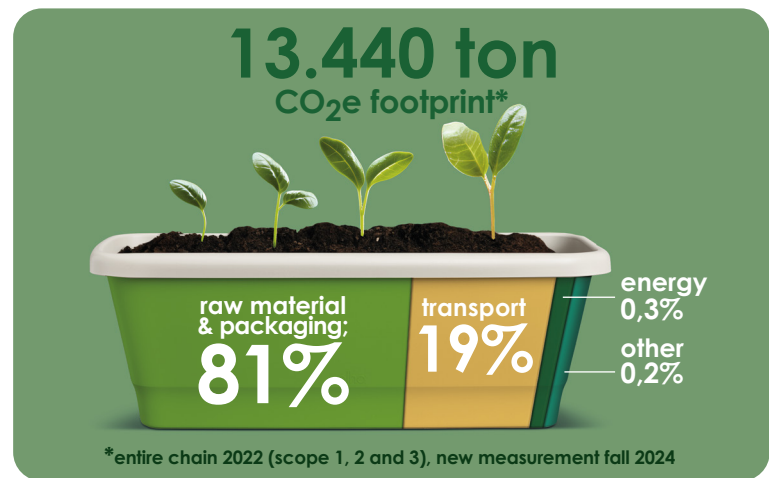
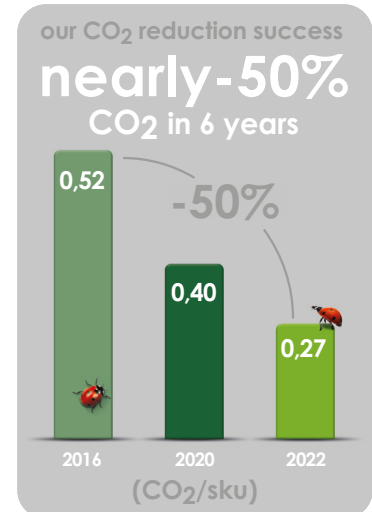
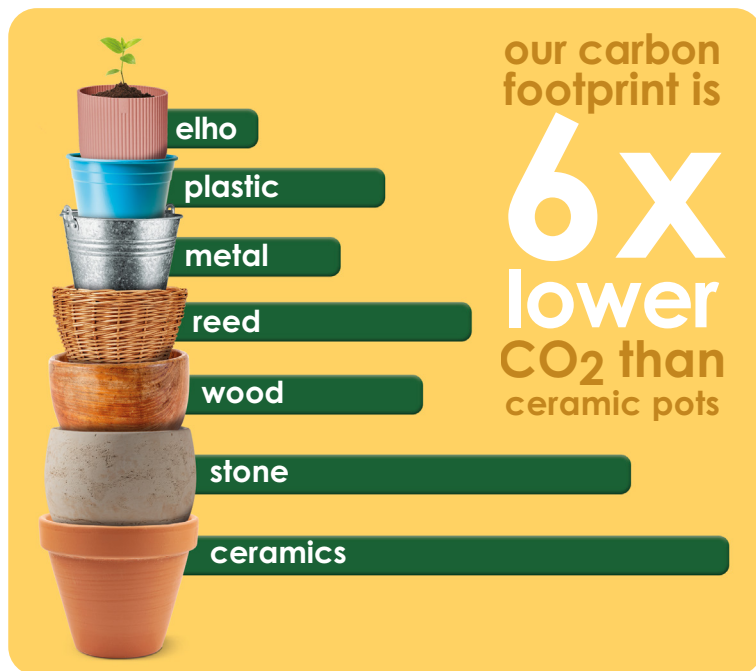
us. Let's be inspired by the cyclicity of nature, and repair, reuse and recycle. At elho, we think about nature every day. It is the constant thread linking our products, our team and our partners. Through the functional qualities and sustainability of our products, we create a positive impact on the planet and nature, while

building lasting connections with people. Step by step, we are creating a world where nature and people can flourish, both for now and future generations.



Net zero CO₂ emission in 2025

We are on a journey towards a nature positive company. We want to give more back than we take from our planet & society. One of the first steps we are going to take is to make sure that we have in 2025 net zero CO₂ emission. Every year we work on initiatives to lower our footprint.



By using our own wind energy we save **4.700T KG of CO₂**



In our production process, we generate **0% waste**

Thanks to local production, use of 100% recycled material, 100% recyclability, limited water and renewable energy our carbon footprint is 2,5 times lower than non-sustainable plastic pots and 6 times lower than ceramic pots.



elho eco passport

elho leads the way by showcasing CO₂ footprint per product

Elho is proud to announce the launch of our digital product passport, a first in our sector. At elho, we believe in transparency and responsibility. By mapping CO₂e emissions and providing this information for each product, we help consumers and customers make informed choices. Our eco passport includes detailed information on the CO₂e emissions of all our products, making us the first flower pot supplier to offer this. elho is thus making it easier for everyone to understand the climate impact of different types of flower pots.



100% elho

100% certified

In 2022, elho became the first organization in Europe in the garden and flowerpot market, to receive a TÜV certificate for the use of recycled plastic. TÜV is a renowned inspection institute known for their high-quality audit standards. Our category A rating provides proof that the material used in our products come from recycled waste. We like to inspire more companies to use as much recycled material as possible and aim for certification.



100% circular design

To make the planet a greener and better place, we always create our products with nature in mind according to our 100% circular design principles:

- 100% recycled plastic
- Recyclable
- Renewable sources
- Long-lasting quality
- No waste
- Minimum packaging
- Maximum return and reuse of packaging
- Minimal transport

100% green energy

Electricity is an indispensable resource for our production. Fortunately, since 2017, we have our own green energy source in our backyard: the wind turbine. On the roof of our logistic centre 9000 solar panels with 4.2 megawatt capacity have been shining since 2022, providing a daily dose of solar energy. In case of surplus, this energy can even be stored in a 1 megawatt megabattery. In 2023, we consumed 12.681.199 kWh of power (85% of which was for production). We offset the extra power needed that we do not generate ourselves with green certificates from Dutchwind through Scholt energy.



100% circular warehouse

We operate from our fully circular distribution centre, constructed with cradle-to-cradle and recycled materials. It features 9,000 solar panels generating 4.2MW of power, along with a 1MW battery for energy storage. Promoting employee well-being, the building prioritizes healthy work conditions, featuring abundant greenery, natural light, and circular LED lighting. We support electric vehicle usage with 14 free charging stations, including facilities for electric trucks.



Giving back to nature through innovation and green initiatives



The beauty of waste

At elho we love to use valuable waste streams and transfer it into beautiful designer pots. Billions cups of coffee are consumed each year. However, only a small part of the coffee bean ends up in your cup of coffee. The rest of the coffee grounds ends up in general waste systems where most of it is burnt and is causing CO₂ emissions, which is bad for the environment.

Together with Coffee Based, who collects coffee waste from companies, we gave it a new purpose and show you the beauty of coffee waste, in our elho pots.



We love to give back to nature

From elho's nature positive philosophy, in which we give room to nature, giving back plays an important part. In a nutshell, we do this by producing sustainable products designed to incorporate greenery both inside and outside your home. But we go one step further. Because we believe that we owe so much to nature that we must continue to innovate, so that nature gets back what it has given us.



Pioneering in pot recycling

With our recycling campaigns, we want to make people around us aware of reuse. We make it possible for consumers to return old pots to points of purchase, so that together we can ensure the pots end up in the right recycling stream. Our ambition is to reprocess the pots collected, to create new elho products.



Going green together

Based on the philosophy that together we give room to nature, we created the Greener Activity. And where can we quickly make an impact by adding greenery? In the built-up neighbourhoods where houses, roads and cars form the urban streetscape, of course. We have inspired and motivated neighbourhoods to create green plans with local residents. In other words, from street façades and tree pits, to greening an entire street. The proof is there: going green together connects and increases biodiversity.

Small actions today, cause big changes tomorrow



We're proud of our progress but committed to further sustainability and innovation. Our aim: net zero CO₂ emissions by 2025. The elho team is constantly searching for opportunities to reduce CO₂ emissions. We love to share both large and small projects undertaken to achieve our ambition.



The acquisition of new tools, including a CNC milling machine, enables us to handle 10% **more mould repairs in-house**, significantly reducing CO₂ emissions from transportation.



We believe in **producing as locally as possible** to better serve our markets and reduce our environmental impact. In 2023, we took a significant step by starting production in France, enhancing our presence and capacity in Southern Europe. This strategic move supports our commitment to sustainability and growth in the region.



We revolutionized our **point-of-sale materials and racking systems** through a comprehensive program developed with our suppliers. Our innovative foldable large materials now fit seamlessly into pallet boxes, while lower stand heights with extensions allow stands to be packed upright in a single pallet spot. This strategic overhaul significantly reduces storage and transportation needs, slashing our transportation footprint and driving sustainability forward.



We are committed to fully **electrifying our vehicle fleet**, reflecting our dedication to sustainability. Currently, 43% of our vehicles are electric, and we have installed additional charging stations to support this transition. We warmly invite you to visit and see firsthand how our products are designed, produced, and shipped in a sustainable manner. Experience our innovative processes with a tour in our new electric shuttle bus.



We have upgraded all lighting in our production, warehouse, and outdoor areas to **sustainable LEDs**. This installation provides more uniform lighting, significantly improving visibility and safety for our team. Additionally, the lighting system automatically adjusts to the number of people present, optimizing energy use and substantially reducing electricity consumption.



We are investing in the **renewal** of nearly a quarter of our **injection moulding machines** with 100% electric models that use at least 15% less energy.



To continuously **reduce energy use**, all injection moulding machines have isolation blankets to retain heat and prevent energy loss.



We've **eliminated disposable** coffee cups and tableware, replacing them with reusable porcelain alternatives, significantly reducing waste.



In our ongoing quest for re-use, in 2023 we generated 100 tons less cardboard waste than in 2022 by **reusing cardboard** in our packaging.



Give room to people

A happy, healthy, and motivated team is indispensable on our journey to surround as many people as possible with green. Our diverse mix of young and old, from various backgrounds and talents, works daily towards elho's ambitions. We operate a 'People First' strategy where the elho team always comes first. As a family business, we understand the importance of feeling at home and valued, and we strive to ensure this for everyone.

For the fourth year in a row, we received the Great Place To Work certificate, with 81% of our team considering elho a great workplace. Our internal survey assessed workplace happiness on topics such as culture, trust, pride, and fun, resulting in an overall Trust Index score of 76% -well above the 70% required for certification.



Our team increasingly comprises Generation Z, a cohort closely aligned with our values. They value individualism, social consciousness, authenticity, and meaningful work. Raised in diversity, they prioritize inclusivity, feedback, and work-life balance. Gen Z seeks jobs that provide fulfilment, flexibility, recognition, and career opportunities, making them a perfect fit for our innovative and forward-thinking organization.

At elho, we already provide our team with flexible working hours, meeting the expectations of this dynamic generation.

We are proud of our diverse and dynamic team, and we will continue to strive for excellence in providing a workplace where everyone can thrive and contribute meaningfully.



Inclusivity and diversity are core values at elho, reflected in our team of 24 nationalities. Our employees feel treated fairly regardless of age, ethnicity, gender, or sexual orientation and can openly discuss concerns. This commitment is central to our company culture.



1% baby boomers
(1945-1960)

32% generation X
(1961-1980)

51% generation Y
(1981-1995)

16% generation Z
(1995 - 2010)

Nice to know

- 298 team members
- 102 flex team members
- 24 nationalities
- 51% female
- 49% male
- 39 years average age
- 5,1% illness rate
- 15 people with distance to job market





We love to bring
today's nature into
people's daily lives

