



Boundless Cares

Our commitment to sustainability and a culture of care in our internal, local, and global communities



boundless

2023 Corporate Social Responsibility Report

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At Boundless, our goal is to help create more Brand Love moments, but we're invested in more than the products and campaigns we create. Our core values guide our commitment to working (and living) purposefully to foster a culture of care in our internal, local, and global communities.

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a message from our ceo

We are working hard to redefine the way businesses source and acquire branded merchandise across the country and—with our acquisition this year in the UK—now across the globe. We are fundamentally improving our operations and processes with a commitment to excellence in everything we do. By acquiring best-in-class operators, implementing a new ERP system, advancing new technology and go-to-market tools, and investing in people and processes, Boundless is committing itself to a sustainable future. We are well on our way to delivering our vision of being “the best home for the best salespeople,” as we have come together as a business to tackle tough problems with novel and impressive solutions.

Our commitment to sustainability is fundamentally rooted in our long-standing corporate values and driven by our collective interest in leaving this world a better place than how we found it. Our role in this means using the trust our clients place in us as a river guide and connector to educate and facilitate a more sustainable supply chain. As such, we have an obligation to guide and support our customers in their merchandising decisions, hold suppliers accountable to their commitments, and ensure our supply chain prioritizes the elimination of waste, reduces energy consumption, increases its usage of renewable and sustainable materials, and champions suppliers who invest in eco-friendly products.

We have set ambitious goals for ourselves because we know we can deliver on those commitments. This hard work is being done because it is the right thing to do for our planet, but also for our business. Doing well by doing good means our customers win and we win.

Aaron Hamer
CEO, Boundless

hello!



business overview

our mission, services, & values

Boundless is the first promotional marketing company to bring together people, products, and an easy tech platform to drive impressions and deliver ROI with visibility and control. We help clients connect with their audience and bring their brand to life with creative branded product campaigns. We believe in **branding products with purpose™** and finding effective solutions for each unique brand.

Founded in 2005, Boundless' proprietary tech empowers companies to proactively manage their promotional spend, transform burdened processes, protect the brand, and drive compliance.

PURPOSE STATEMENT

We exist to help our clients create meaningful connections between their brand and people through product.

VISION STATEMENT

To become an industry leader in elevating a brand's identity with innovative product campaigns that combine thoughtfulness, creativity, and quality for a lasting, sustainable impact.

MISSION STATEMENT

To help our partners connect with people by bringing their brand to life with creative, meaningful campaigns and products that are kept, used, and appreciated.

branding products with purpose™

We believe in being intentional with everything we do. As we help you build innovative product campaigns, we know that each choice needs to combine thoughtfulness, creativity, and quality to truly elevate that brand's identity. That's why we're **branding products with purpose™**—not only to better represent your brand but also to create that lasting, sustainable impact.





business overview

a people-first culture

At Boundless, we're "*people*" people. With the combined powers of our corporate team and affiliate team of Brand Consultants, we've built an industry-leading presence and culture that we're proud of.

Similar to the way each of us possesses our own set of guiding values, Boundless is defined by six Core Values. Drafted by a committee of employees with a focus on embracing our people-to-people culture, the Boundless brand is shaped by these principles. We live and work by them. They make us proud, and they make us feel truly Boundless.



We believe our resourceful, eye-of-the-tiger approach will always lead to triumph. With an agile team and determined focus, we spring into action to deliver big wins.



Sometimes the right way is the hard way, but maintaining integrity in business and in life is always an easy choice.



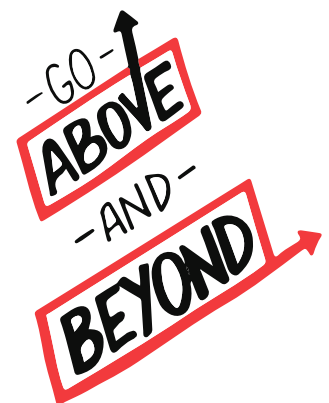
We add value to our partners and teams by always striving to exceed expectations. No room for complacency here!



Be the light in someone's day! Radiate creativity and fun with clients, co-workers, and colleagues while you work together.



Our proprietary portmanteau, this means we communicate in order to contribute.



Always give your best and be your best, no matter the situation. Surprise and delight on a daily basis.

business overview

by the numbers

2005

founded in Austin, TX

134

national sales partners

150+

support team members

\$150m

in revenue in FY2023

70%

revenue growth since 2019;
3rd in growth among the Top 20

58,792

orders submitted in 2023

89,221

buyers served in past 10 years

18,738

buyers served in 2023

3,874

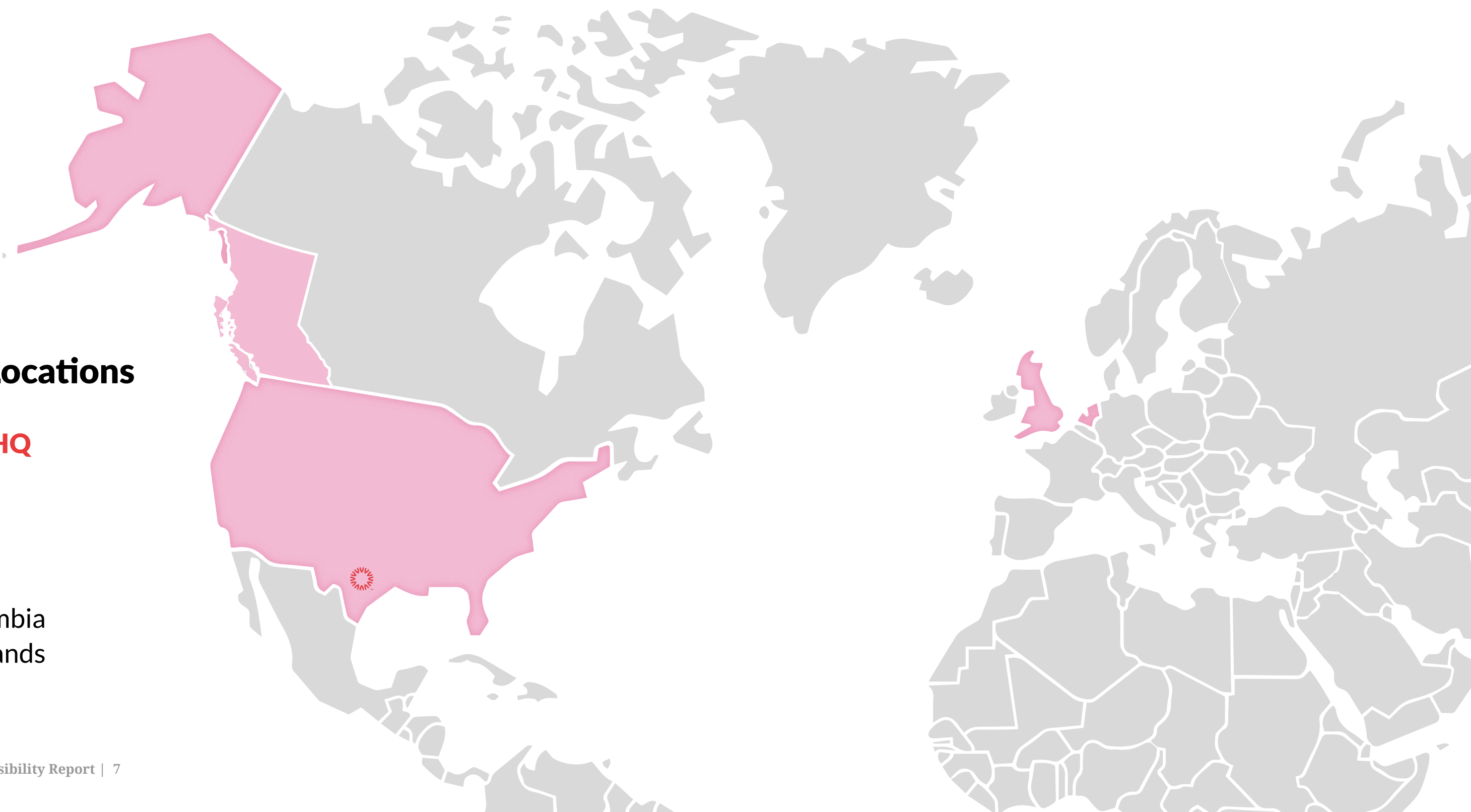
companies served in 2023

a global footprint

7 Office Locations

Austin, TX | **HQ**
Ohio
Minnesota
Phoenix, AZ

British Columbia
The Netherlands
UK



business overview

clients we work with



boundless cares

industry recognition

Founded in 2005 in Austin, Texas, Boundless has an established reputation in the promotional products industry as a leader and an innovator.

Today, we have over 100 corporate teammates and work with more than 130 national Brand Consultants. In 2023, Boundless processed 58,792 orders and served 18,738 buyers, representing 3,874 companies to deliver powerful promotional products that spark lasting connections.

Boundless is a member of the Promotional Products Association International (PPAI), recognized at #14 on the PPAI 100 (with high marks for growth, innovation, responsibility, and employee happiness!), and since 2010, we've been an ASI Top 40 Distributor. We consistently make the list of PPAI's Greatest Companies to Work For as well, maintaining our reputation for having an excellent culture and network of trailblazing people behind our success.

Boundless' growth has been recognized in:

- Inc. 5000's List of America's Fastest Growing Companies
- 2023 PPAI Best Places to Work
- Fast 50: Austin's Fastest Growing Companies
- Top 20 ASI Distributor
- Top 20 Promotional Products Association International (PPAI) Distributor



Consistently recognized!



Advertising
Specialty
Institute®





boundless
cares

our 4 p's approach



People

Our people-to-people approach is a defining pillar of how we do business. Whether interfacing with our clients, teammates, or manufacturing partners—or building campaigns with target audiences in mind—we always put people first. It's part of our commitment to "Do the Right Thing," always.

As a dedicated promotional marketing agency, we work as an extension of our clients' teams to fully understand their goals. Our experts are skilled in sourcing innovative products that align with unique brand messaging and business objectives, with special attention to CSR goals and cause-based initiatives for the greater global good. We strongly stand against partnerships that don't comply with responsible, ethical treatment of other humans.



Product

At Boundless, we don't believe in peddling out "tchotchkes," "trinkets," or "stuff"—you know, all of the low-quality products that will end up in the landfill.

We believe in valuable impressions and enduring Brand Love moments. We help our clients source quality merchandise that people want to keep for years. We work with clients to reflect their brand values and appeal to their target audience with purpose at the heart, accessing vetted and ethically manufactured products made from sustainable materials or in circular processes. We're able to source materials only from ESG-approved vendors in our network of over 1,500 suppliers.



Platform & Programs

Boundless is a full-solution merchandise provider, using patented tech to help organizations gain inspiration, control, and visibility. Our custom solutions give clients access to a single source for ideation, collaboration, brand integrity, reporting, and more. With innovative tech and integrations, we make it easy to find the products you want, cut out rogue spending, manage product reports, and launch unforgettable campaigns.

We build programs around your ESG initiatives with tools like GroupBuy™ or on-demand platforms that avoid sitting inventory. Ethical tech, data security, and privacy are important to us. We ensure compliance with relevant IT governance and data protection regulations.



Purpose

Boundless is driven by purpose, and we stick by our values. We care about fostering sustainability, promoting products that will stand the test of time, and building connections that last. That's why we're committed to **branding products with purpose™**.


We have had an internal CSR group that champions sustainability and social responsibility efforts across the business since 2016. We also engage in ESG audits from outside entities, like EcoVadis, and are working with an ESG consulting firm for future plans.

boundless cares

UNSDG alignment & goals

At Boundless, we are committed to creating a positive impact on the world by aligning our business practices with the United Nations Sustainable Development Goals (SDGs). Our values drive our actions, and we recognize the importance of contributing to a more sustainable and equitable future.


Boundless has committed to supporting the following UNSDGs:

 **Goal 3: Good Health and Well-Being**
We prioritize the health and well-being of our employees, customers, and communities. Our products promote well-being and safety, and we actively support health-related initiatives.

 **Goal 8: Decent Work and Economic Growth**
We provide fair wages, safe working conditions, and opportunities for growth to our employees. By supporting local economies, we contribute to economic development.

 **Goal 12: Responsible Consumption and Production**
Sustainability is at the core of our production processes. We minimize waste, use eco-friendly materials, and encourage responsible consumption among our customers.

Here's how we plan to further align with the SDGs:

 **Goal 13: Climate Action**
We are committed to reducing our carbon footprint. Our supply chain focuses on renewable energy sources, and we continuously explore ways to mitigate climate change.

 **Goal 17: Partnerships for the Goals**
Collaboration is key. We actively engage with partners, suppliers, and customers to create a collective impact. Together, we can achieve more.

Our journey toward sustainability is ongoing, and we remain open to learning, adapting, and improving. By aligning our business practices with the SDGs, we aim to create a better world for current and future generations.

Thank you for being part of our mission!





4 P's | Product

Boundless believes in doing business with partners, suppliers, and contractors who share our commitment to safe products and responsible manufacturing. In fact, Boundless prioritizes suppliers that commit to responsible manufacturing processes. We have intentional relationships with the industry's leading manufacturers and importers to ensure product quality, safety, and ethical practices in the supply chain.

These partners have signed the **Boundless Code of Conduct** in addition to maintaining full compliance with all federal, state, and local laws, standards, rules, and regulations.

supply chain compliance & ongoing training

Third Party Audits and Testing

Boundless partners with top accredited labs to meet and exceed local, national, and international testing and auditing standards. When sourcing directly from our network of overseas manufacturers, we work with labs and auditing bodies that are recommended by the Consumer Product Safety Commission (CPSC) to ensure compliance with all federal, state, and local safety laws based on the intended audience, intended usage, and material components.

Preferred Supplier Program

Boundless executes a preferred supplier program every year, representing 100 of the leading suppliers and manufacturers in the promotional products industry and about 60% of our overall spend with suppliers. These partners are evaluated on an annual basis for product quality, product integrity, creativity, pricing, diversity status, and sustainability initiatives. These Preferred Suppliers sign not only an agreement to provide the best pricing, service, and quality in the industry, but they also sign the Boundless Code of Conduct and acknowledge our commitment to ethical and safe practices in the supply chain.

Product Safety

As a PPAI Product Safety Aware company, Boundless has undergone extensive training in Consumer Product Safety and Children's Product Safety. We partner with trusted manufacturers and testing labs to ensure product integrity and compliance with all product safety laws and regulations.

Human Rights Policies

Human rights and labor policies are outlined in the Boundless Employee Handbook as well as our Supplier Code of Conduct + Responsible Sourcing Commitment. We require our Suppliers to comply with all applicable wage and hour labor laws; use zero forced labor or child labor; and put in place protections for employees around harassment and/or abuse, discrimination, unsafe/ unhealthy work environments, whistleblowing, and the right to freedom of association/collective bargaining. The Code of Conduct also includes regulations covering employee compensation, reimbursements, taxes, and working hours.

Product Recall Plan

Boundless maintains a detailed product recall plan which allows us to take action quickly in the event of a recall.



4 P's | Product

sustainable procurement

External Promotion of Sustainable Products

Boundless is proud to promote Sustainable products throughout our marketing campaigns. Eco-focused product campaigns are released annually (check out 2024's Earth Day collection [here](#)) and our yearly Trend Lookbook always features a Sustainability category. We carefully select items to feature that will be kept, used, and appreciated over a long lifecycle, and choose to highlight eco-friendly and/or environmentally-focused give-back items over comparable items when possible.

Internal Promotion of Sustainable Products

We encourage our Sales team to source eco-friendly and sustainable items by creating specialized product collections and by maintaining a list of vendors that offer sustainable and/or give-back items in our intranet. By 2025, we will have implemented a comprehensive and detailed list of CSR/ESG items in our intranet, improving our reporting and measuring capabilities.

Sales Training on Sustainable Procurement

Boundless holds an annual National Sales Meeting for our client-facing teams. Attended by the top 30% of our Sales Team, this meeting features educational content around Sustainability, including keynote addresses from company executives and industry thought leaders. We are currently working with a consulting firm to enhance our internal training and messaging around sustainable sourcing in 2025.

Sustainable Sourcing Programs

We are not a one-size-fits-all company. Our clients have different environmental, diversity, and product safety goals, and we partner with those clients to provide customized processes and frameworks to meet and exceed their requirements.

Supplier Diversity Program

Boundless' Supplier Diversity Program features small businesses and minority-owned, woman-owned, veteran-owned, and LGBTQ+ owned businesses. We offer our clients reporting and analysis on the vendor level, and by 2025 will be able to offer the same on the product/item level.

Sustainable Supplier Incentives

With our goal of **branding products with purpose™**, we choose to highlight eco-friendly and/or environmentally-focused give-back items and vendors over comparables in our Marketing campaigns and product collections.



4 P's | Product

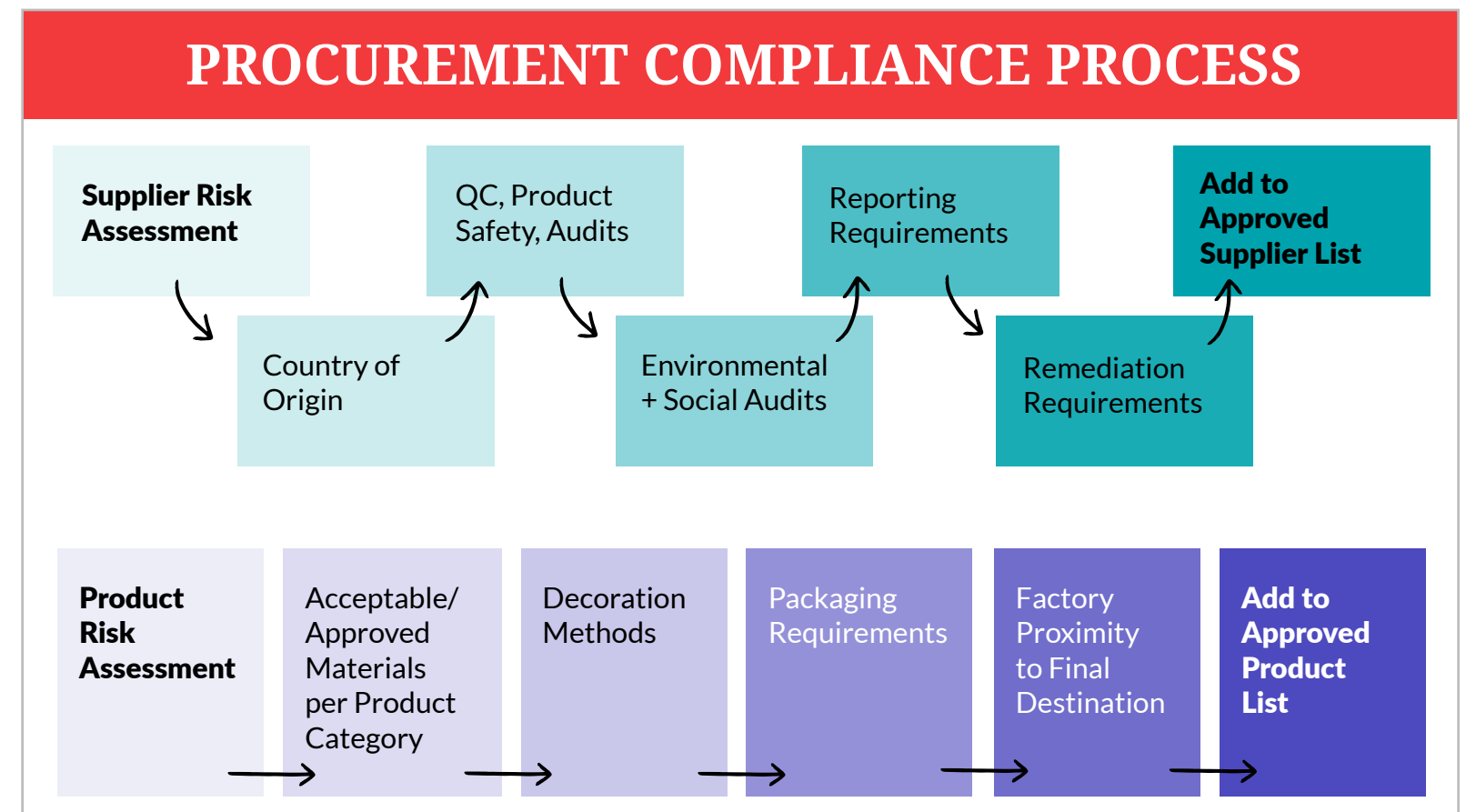
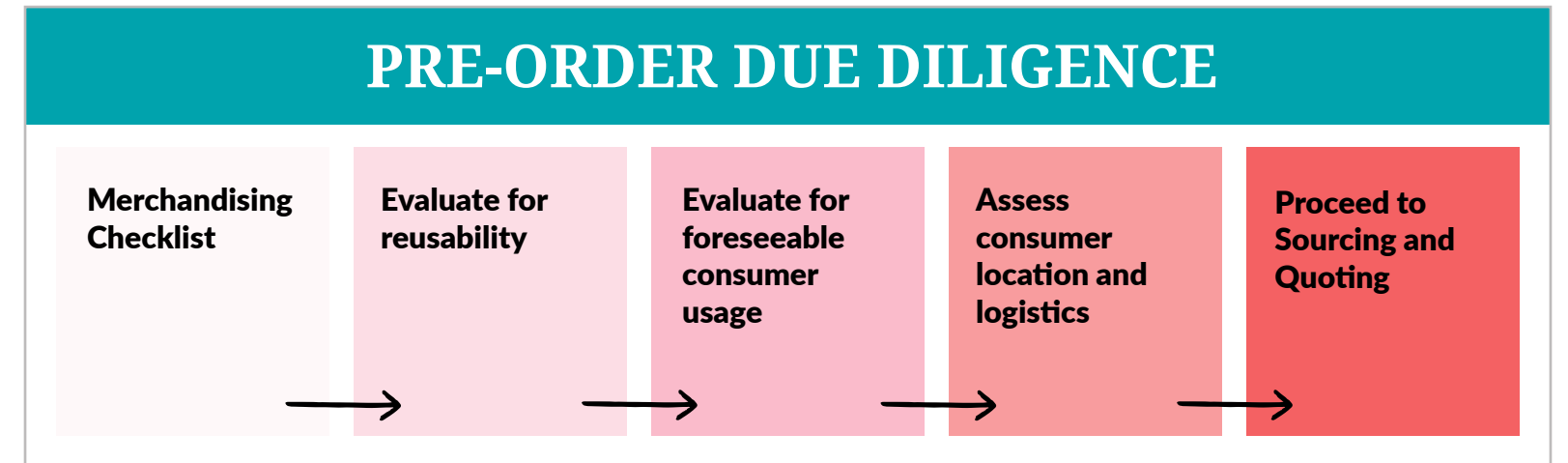
sustainable sourcing process building

Boundless is proud to work with a network of manufacturing partners that can support our clients in reaching their sustainability goals. We can source sustainable alternatives to your favorite products, reduce your carbon footprint through low-waste packaging and freight, or give back to the environment through charitable initiatives. Our manufacturer network is constantly growing, and sustainability is one of our top priorities when we evaluate our partnerships.

Boundless creates customized procurement processes for our strategic customers to meet their specific initiatives and track their progress.

Our process:

- * Discovery sessions to define requirements on supplier diversity, country of origin, audits, material composition, packaging, shipping, and manufacturing practices
- * Develop a risk assessment process based on those requirements
- * Align our sourcing network to the defined requirements and develop an approved supplier/manufacturer database
- * Align the client's processes to our ordering and quoting workflow
- * Develop KPIs for transparency and reporting



*Note: The flowcharts above represent an example of a procurement process based on specific client requirements.

4 P's | Product

sustainable materials

At Boundless, we know sustainability isn't a trend; it's a lifestyle. We are a dedicated team that is passionate about creating a positive impact on our environment. Sustainable materials play a crucial role in mitigating the impacts of climate change and ensuring a healthier planet.

Some ways that we practice this lifestyle are sourcing products from the following categories:



Biodegradable Materials:

These materials break down naturally over time, reducing waste and pollution. Examples include organic cotton, bamboo, and certain types of plastics made from plant-based sources like wheat straw.



Recycled Materials:

Using recycled materials helps conserve natural resources. For instance, recycled glass, paper, and plastic can be used to create new products, reducing the need for virgin materials.



Renewable Resources:

Materials sourced from renewable resources can be replenished naturally. Wood from sustainably managed forests, solar power, and biofuels are a few examples.



Low-impact Materials:

These low-impact materials have a minimal environmental footprint during production and use. Examples include low-VOC paints and energy-efficient building materials.



Upcycled Materials:

Upcycling is a process that involves repurposing discarded items into new products. It's a creative way to reduce waste and also extend the lifespan of materials.



Natural Fibers:

Materials like organic cotton, hemp, and wool are derived from natural sources and are biodegradable. They often require fewer pesticides and chemicals during cultivation.

Lifetime Products:



In addition to sourcing products with sustainable materials, we also look at manufacturing processes. For example, Boundless can source apparel and other goods from manufacturers with circular business models, where products are designed to be durable, repairable, and recyclable. We like to call these items lifetime products.

4 P's | Product

eco-friendly product collections & content

Making it easy to be green.

Boundless has worked with our Preferred Suppliers to curate compelling product collections and presentations featuring entirely sustainable items. The products included in these resources have been vetted by an internal team to make sure they are meeting sustainable product standards. With thoughtfully-selected options for popular categories in branded merchandise, these collections make it easier to source eco-friendly items.

We also include a Sustainability category in all of our major lookbooks—from Trends to Holidays.

Looking for trending topics in sustainable product sourcing? In addition to product collections, Boundless publishes informative, research-backed articles on the **Spark Blog** that often cover earth-friendly topics with tips.

Ready to shop? Our pre-curated product collections on our proprietary Portal technology, called Idea Books, are just that—ideas on ideas on ideas. Browse our recommended items in eco-friendly picks, collaborate with your Brand Consultant, and simply request quotes for your new green promo campaign.



4 P's | Product

single-use plastics & eco-packaging

The Boundless team strives to choose sustainable packaging options wherever available to coincide with our core value of 'Do the Right Thing'. Boundless takes our climate responsibility seriously and is a leader in sustainable packaging solutions.

The following are some green solutions we have implemented:

- ✧ 100% of the packaging associated with our products is reusable without further processing.
- ✧ We have a materials reduction program. We investigate biodegradable materials, reduce the packaging size, and deliver in bulk.
- ✧ 10% of our packaging is made from recycled materials.
- ✧ 90% of our packaging is recyclable.
- ✧ Less than 10% of the packaging must be sent to landfill.
- ✧ Our packaging does not contain any hazardous materials.



recycling & upcycling product programs

Boundless is committed to supporting clients in the sustainable disposal of outdated or off-brand merchandise through recycling and donation programs.

give-backs

At Boundless, we partner with top-notch suppliers and brands that have incredible give-back programs. This collaboration not only makes a positive impact with meaningful causes, but it also ensures that we are working with organizations who also share our values. Some of our favorite give-back programs that we've attributed to are: 1% For The Planet, Parks For All, Eden Reforestation Projects, One Tree Planted, Boys & Girls Clubs of America, Threads of Change, Children of Fallen Soldiers Relief Fund Inc, and Hanes4education.



Progressive collaborates with To The Market, an ethical and sustainable supplier

overview

Progressive is one of the top insurance companies in the nation, with core values that include transparency, high ethical standards, and a commitment to environmental stewardship. Progressive wanted to strategically source their comfy sets from a supplier like To The Market, whose values and practices aligned with their own culture.

values & impact

To The Market goes above and beyond to provide transparency and traceability in the supply chain through providing impact reports that outline quantitative data on your company's positive impact in various areas. Such areas include energy conserved, water saved, carbon emissions avoided, and fair wage hours that your company's order created by partnering with To The Market. These sharable impact reports improve engagement with customers, investors, and other stakeholders.

In addition to providing impact reports for each order, To The Market has instituted many ethical practices that ensure employees are treated well, valued, and kept safe. All employees are provided with fair wages and benefits, including paid sick leave, maternity leave, and vacation days. Safety and health is prioritized in the workplace through proper training and safety guidelines.

To The Market also prioritizes sustainability and makes efforts to ensure their environmental impact is minimized. Waste materials are recycled, reused, and upcycled during production, and they track their environmental impact while setting reduction targets. They are GOTS and OCS certified, Women-owned, and are a Certified B Corp.

PROGRESSIVE[®]



results

Dedicated to creating a better world for all of their stakeholders, Progressive believes that sustainability is a key component of reaching this goal. Through sourcing their comfy sets through To The Market, Progressive was able to conserve 3,501 kWh of energy, save 413,624 L of water, avoided 901 CO₂e of carbon emissions, and enabled 653 hours of fair wage work.

product spotlight

Coca-Cola Veterans Day Hoodie

overview

Coca-Cola, a global beverage giant, holds a deep appreciation for the roles and contributions of Veterans, considering them integral to the DNA of the brand and its business ethos. In alignment with their commitment to sustainability, Coca-Cola embarked on a meaningful initiative to honor Veterans while prioritizing environmental responsibility. This endeavor culminated in the creation of a custom hoodie crafted from recycled Coke bottles, symbolizing the company's dedication to sustainability and respect for Veterans.

strategy & goals

Recognizing the significance of Veterans' contributions, Coca-Cola aimed to pay homage to their service in a distinctive and meaningful manner. By leveraging their expertise in sustainable practices, Coca-Cola conceptualized a program that not only honored Veterans but also championed environmental stewardship.

The utilization of recycled Coke bottles as the primary material for the custom hoodie underscored Coca-Cola's commitment to sustainability, adding a unique dimension to the initiative. Moreover, the incorporation of military patches into the hoodie served to commemorate Veterans' service with a personalized, fully custom offering, further amplifying awareness of their invaluable contributions. Sourcing the hoodie from a US-based manufacturer was a deliberate choice, reflecting Coca-Cola's reverence for Veterans and their service to the nation. This decision not only honored Veterans' sacrifices but also imbued the hoodie with added significance, resonating deeply with both Coca-Cola's leadership and the Veteran community.

results

The initiative received overwhelmingly positive feedback from Veterans, who expressed gratitude for the thoughtful gesture through numerous social media posts. The custom hoodie served as a tangible symbol of appreciation, eliciting heartfelt responses from recipients and further strengthening Coca-Cola's bond with the Veteran community.

Coca-Cola's leadership also took pride in the program's success, recognizing it as a poignant tribute to their team members who served in the military. By celebrating Veterans in such a deliberate and intentional manner, Coca-Cola demonstrated its unwavering commitment to honoring those who have selflessly served their country.

Coca-Cola
BOTTLING COMPANY
UNITED

Custom & Made In The USA
Coca-Cola Veterans Day Hoodie



Product Details:

- Made in USA
- RPET (recycled bottles) + Cotton
- All design details per spec sheet
- Custom patches: bottler company logo patch, bottler military patch, military flag patch, bottler ribbon patch, recycled bottle patch
- Custom hood lining
- Sized Male & Female, available XS - 6XL

product spotlight

VEG Upcycled Blanket

overview

VEG, a prominent Veterinary Emergency Care provider with a network of over 80 clinics nationwide, recognized the need to refine its brand identity amid rapid growth. This initiative presented an opportunity to address existing inventory challenges while aligning with their commitment to sustainability. Embracing the concept of upcycling, VEG sought to repurpose surplus inventory creatively, thus promoting sustainability and meeting budgetary considerations.

strategy & goals

In collaboration with VEG, our team proposed the implementation of an upcycling program to repurpose surplus inventory effectively. By tapping into the burgeoning trend of upcycling, VEG aimed to achieve two primary objectives: delivering sustainable offerings and managing budgetary constraints.

Drawing upon our network of partners specializing in upcycling, we identified a custom partner based in California capable of transforming surplus inventory into high-quality blankets. This strategic partnership allowed VEG to repurpose existing inventory while simultaneously promoting sustainability.

results

The introduction of upcycled blankets garnered significant praise from VEG's clientele, reinforcing their brand's commitment to sustainability while fostering goodwill among pet owners. Not only did the initiative successfully address surplus inventory challenges, but it also resonated deeply with VEG's target audience, showcasing their dedication to supporting both pets and the planet.

By embracing upcycling as a core component of their brand strategy, VEG not only demonstrated environmental responsibility but also strengthened their brand identity as a socially conscious organization. This initiative stands as a testament to VEG's commitment to innovation, sustainability, and customer satisfaction.



client creative story

Capgemini boosts employee engagement with sustainable items

overview

Capgemini is a leading digital transformation enterprise with more than 300,000 employees across the globe. In the era of quiet quitting, Capgemini wanted to launch an employee appreciation program that would reward employees for their engagement.

In addition to launching an internal People Experience Team, Capgemini also tapped Boundless to create its first large-scale employee appreciation program. Boundless joined the project with less than six weeks to roll out a massive appreciation program.

strategy & goals

Capgemini wanted to create a program that would excite employees so they decided on a raffle with themed prizes. Employees could earn raffle tickets by completing specific challenges and visit the Capgemini raffle portal to select their prizes.

Some gifts included branded North Face jackets and quarter-zip pullovers. Depending on the day, employees could also win a variety of other unbranded prizes, like: AirPods, Samsung Buds, Segway, TUMI luggage, a weighted blanket, a Theragun, an air purifier, an iPad or Samsung tablet, a vertical smoker, a foosball table, or a LEGO set.

Boundless helped Capgemini select, order, and drop-ship these goods directly to employees' homes. What made this campaign truly unique was Capgemini's CSR mandate. **The company is committed to using 100% eco-friendly products, so Boundless found only sustainably sourced products.**

The Boundless Team was also tasked to make the Capgemini employee engagement program as effortless as possible. They created dozens of online data forms with built-in security to ensure only verified Capgemini employees could participate. From there, the secure system was integrated with Boundless' shipping platform to ensure a seamless process and no delivery issues.



results

Managing morale and employee engagement and retention for a company with hundreds of thousands of employees worldwide is challenging. Capgemini held its employee engagement program across nine different cities, so the scale and sheer speed of the campaign were impressive.

The campaign also managed to get employees excited about work. In fact, it was one of Capgemini's best-performing employee appreciation initiatives of all time!



4 P's | People

Our people-to-people approach is a defining pillar of how we do business. Whether we're interfacing with our clients, our teammates, our manufacturing partners, or building campaigns with target audiences in mind, we always put people first. It's part of our commitment to "Do the Right Thing," always.

We stand strongly against any partnerships that don't comply with responsible, ethical treatment of other humans

4 P's | People

being Boundless

We're "people" people. No, really. We're a company made by our people. We're a Top 20 promotional products distributor because of the difference our corporate Boundlessians and affiliate team of Brand Consultants make. We're proud to have created an open-door culture of respect and equitable opportunity while achieving success as a leader in our industry. We are investing in resources and continue to focus on the health, safety, wellbeing, and growth of our employees.

Here's a behind-the-scenes breakdown.



Employee Benefits*

- Medical, dental, and vision insurance
- Paid holidays & time off
- 401(k) matching
- Discounted gym membership
- HSA & FSA programs
- Short-term disability
- Company-paid Life and AD&D
- Parental leave
- Hybrid/remote work
- Employee Assistance Program
- BenefitHub deals & discount

**for eligible FT employees*

Equal Opportunity

Boundless welcomes all applicants regardless of gender identity or expression, sexual orientation, race, religion, age, national origin, citizenship, pregnancy status, veteran status, or any other differences.

Living Wages

We are committed to assuring that our employees are paid a living wage. We review our pay practices regularly to ensure appropriate compensation for skills and contribution, as well as competitively within the national and local market.

Work Wherever

We offer hybrid and remote work arrangements.

Suggestions

We offer our employees access to an anonymous suggestion box and address topics monthly.

Recognition Platform

We use gifting platform WorkTango for peer-to-peer recognition via a point system. Employees can cash out points for merchandise, experiences, gift cards, or charitable donations.

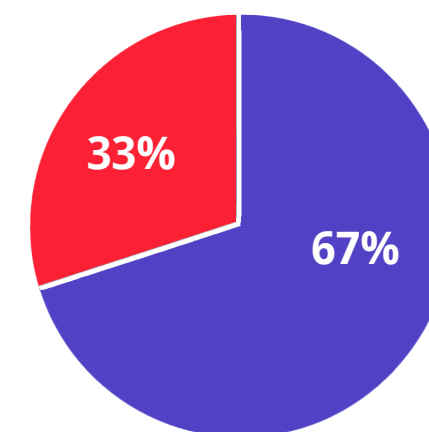
Career Mobility

As part of our annual reviews, each employee works closely with their manager to identify their career goals. We have a history of fostering career development with many mobility success stories.

Gender Profile

66% of Boundless leadership identifies as female or nonbinary.

Overall, the Boundless team is **67% female**, **33% male**.



Wellbeing Initiatives

We believe physical and mental health matter, so we incorporate fun ways to both support and encourage our team to put their well-being first. From discounted gym memberships and mental health visits to group yoga and our annual Wellness Challenge to celebrate Boundless Fitness with Friends (BFF), we truly value our team's bodies and spirits.



4 P's | People

contributate: fake word, real teamwork.

Our core value “Contributate” is rooted in ideas of contribution and communication, and it’s one of the keys to our stellar teamwork. In addition to monthly sales connection calls and peer-sharing groups, there are many events and opportunities for thought leadership, professional development, employee recognition, and camaraderie:

Founders’ Circle, Annual Sales Meeting with education and awards

Club B, Sales Achievement Destination Trip

PPAI Expo and regional industry events, panels, and forums

Sales advisory councils

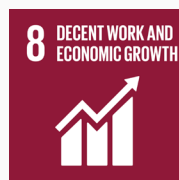
Product showcases and webinars

Social media groups

Monthly connection calls

Business development and strategy sessions

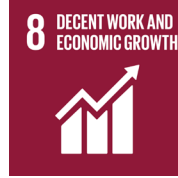
Training opportunities; outside speaker series with A-list talent



our commitment to DI&B

“What makes Boundless unique and an amazing place for LGBTQ+ employees is that I am surrounded by people who make me feel like there is always someone in my corner. I have the chance to experience life the way that I deserve to experience it—*without judgment and without fear.*”

River Garza
Support Operations Manager at Boundless



Sure, we’re here to help **Create Brand Love™** moments for clients and their audience. But Boundless is about much more than products and campaigns. We’re also committed to purposeful business. That means taking care of our communities—internal, local, and global—with every decision we make.

a place where all belong

At Boundless, we don’t just accept people’s differences: we admire and celebrate them. Unique identities, cultures, and characteristics are positive and powerful. When we talk about “Being Boundless,” we celebrate the sense of belonging that grows from our commitment to a culture of diversity and inclusivity.

We welcome the unique contributions of all people regardless of gender identity and expression, race, national origin, age, sexual orientation, physical ability, ideologies, and other characteristics that make them who they are. In this spirit, Boundless is actively opposed to racism and prejudice of any kind toward individuals and their communities.

We work and live by our core values, and our commitment to diversity, inclusion, and belonging is no exception to those standards. We believe that we are all accountable for contributing to an inclusive culture. It inspires us to collaborate, gain new perspectives, and be boldly creative. And we believe that being an equal opportunity employer is not only the right thing but a unifying strength—**we believe in the power of people united.**



our plan of action

From creating safe spaces and a culture of accountability to mindfulness and cultural exploration, our Diversity, Inclusion, & Belonging committee outlined a clear plan of action.

We strengthen our power of unification by:

- * Creating and operating in safe spaces that foster open, honest, and respectful communication and cooperation within our Boundless team.
- * Increasing cultural engagement: exploring, understanding, and celebrating cultural differences.
- * Increasing mindfulness through understanding the power of language and its inherent harms.
- * Uncovering unconscious and social biases; unpacking stereotypes and generalizations to cultivate a more inclusive environment.
- * Maintaining an atmosphere of respect, upholding the dignity and human rights of all.
- * Maintaining a culture of accountability.

areas of opportunity

We know there are still areas of opportunity to promote equity and celebrate our differences. Here are three areas of opportunity we’re focusing on.

- * **Equity:** We believe that every individual deserves equitable access, compensation, and advancement opportunities. We do not discriminate based on gender identity, race, age, sexual orientation, or physical ability.
- * **Family:** We support every individual’s right to define what family means to them and to make their family a priority. We do not discriminate based on family definition, situation, or status.
- * **Community:** We celebrate our differences, share our various cultures with each other, and support every individual’s right to be free-thinking and unique. We do not discriminate based on national origin, culture, or ideology.

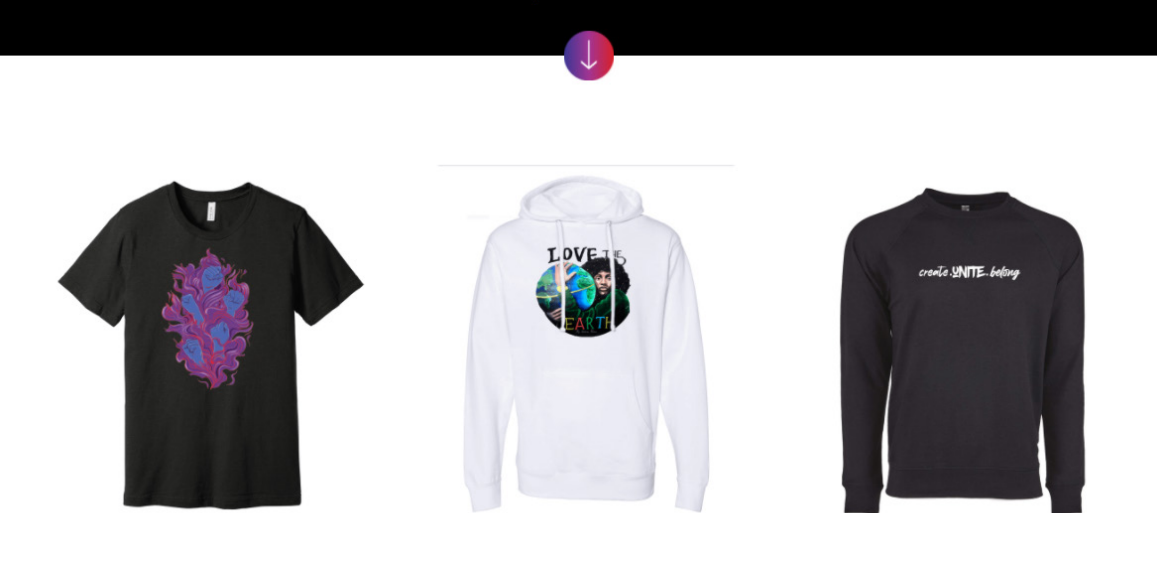


4 P's | People - Community Involvement



Pride Month & Austin PRIDE

Our internal DI&B committee has historically organized company-wide diversity and inclusivity events, as well as Boundless HQ's involvement in the Austin PRIDE Parade. The committee also has hosted some impactful virtual events with great participation, including our annual Pride Month trivia event and May Mental Health Awareness events.



Boundless x Austin Justice Coalition

Wear your support! In 2021, Boundless worked with Austin Justice Coalition—a racial justice group that educates and builds community power for people of color who live in Austin, Texas—to create an artist-designed apparel collection that gives back. Each purchase represented a \$5 donation towards inclusion, racial equity, and amplifying Black creative voices. The project benefitted Austin Justice Coalition and featured work from artists Kwanzaa Edwards + Lakeem Wilson.



Charity & Community Outreach

Boundless participates in several charity events to support organizations that are doing amazing work in our communities and beyond. With a side of friendly competition, we show up with Boundless spirit in the Austin Catalyst Games benefitting Meals on Wheels, the Austin-American Statesman Capitol 10K, the Austin Cup benefitting the Center for Child Protection, and the Susan G. Komen® Race for the Cure.

Outreach in Austin: We've partnered with outstanding local organizations to volunteer our time, build connections with their people, and provide essential resources such as hygiene kits. Casa Marianella welcomes displaced immigrants and promotes self-sufficiency by providing shelter and support services. Urban Roots cultivates leadership skills through farming to transform the lives of young people and nourish the community. Girls Empowerment Network's mission is to ignite the power in girls by teaching them the skills to thrive and helping them believe in their ability to be unstoppable. *Y'all means all.*

supplier diversity reporting & planning

In addition to creating a culture of respect, we also put our DI&B beliefs into action. Boundless' Minority-Owned Supplier Lists places minority business owners front and center on our platform, affording more opportunities to under-represented businesses and supporting any auditing of minority-owned businesses under the Boundless umbrella as well. Our supplier diversity program includes minority-owned, woman-owned, disabled persons-owned, veteran-owned, LGBTQ+, and small businesses.

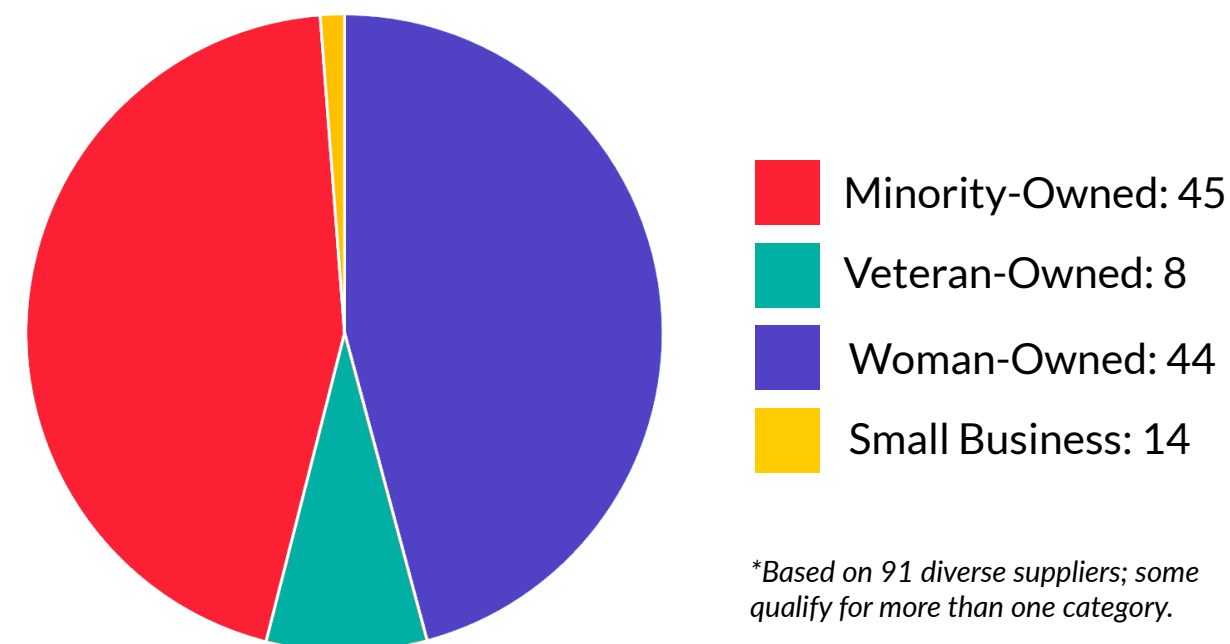
Our plan

In 2020, we found that we could do better. We started an aggressive supplier outreach campaign to identify our diverse supplier partners and capture their certifications; this improved our reporting and insight into our supplier base and where we were lacking.

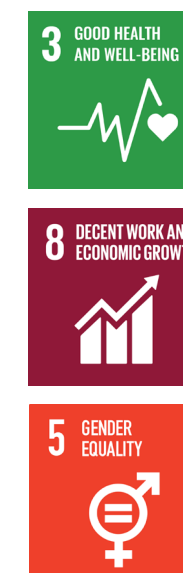
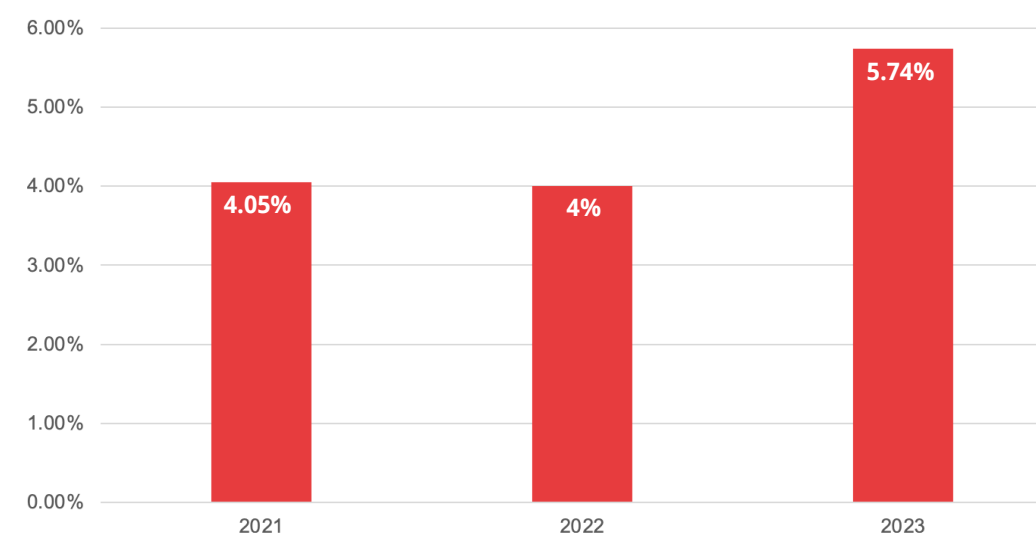
In the years since, our company has grown and so has our supplier base. In the midst of that growth, we achieved a diversity spend of 5.74% of our overall supplier spend in 2023. We commit to a three year goal of 10% of total spend with our supply chain by 2027.

We will achieve our goal by continuing to improve our data set, increasing our outreach to non-industry suppliers who are diversity certified, and promoting diversity-owned companies and brands to our buyers and clients.

SUPPLIER DIVERSITY SPEND




TIER 2 DIVERSITY (MWBE) SPEND HISTORY



4 P's | Platform & Programs

At Boundless, we are a full-solution merchandise provider with patented tech to help organizations gain more inspiration, control, and visibility. Our custom online solutions give you access to a single source for ideation, collaboration, brand integrity, reporting, and more. With innovative technology and integrations, we make it easy to find the products you want, cut out rogue spending, manage product reports, and launch unforgettable campaigns. In fact, we can even build programs around your ESG initiatives with tools like GroupBuy™ or on-demand platforms that avoid stale inventory. We value customer data security and privacy, ensuring compliance with relevant IT governance and data protection regulations.



climate
neutral



climate

4 P's | Platforms & Programs

saving with GroupBuy™

The traditional supply chain in the branded merchandise industry often requires a minimum order quantity on a per-decorated-product basis for each order. Minimum order quantities are set by manufacturers or decorators, and they can be in hundreds or multiple hundreds depending on the product. While a smaller quantity meets a buyer's needs, they may be required to purchase the manufacturer's minimum for their order to be processed—which can lead to over-ordering and leftover products are often destined for a landfill. This problem isn't good for anyone, and it definitely contributes to a negative stigma in the promotional product industry.

Our patented GroupBuy™ technology helps solve this unneeded waste by allowing multiple buyers across the organization to order the same decorated product during a specific timeframe at less than manufacturer's minimum. A single buyer may only need 10 tumblers, another buyer 40 tumblers, and another buyer 50 tumblers. But together with the power of GroupBuy™, they can meet the manufacturer's minimum when they purchase during the specified timeframe. Each buyer gets the quantity they actually need—no more, no less—keeping erroneous spend in check and extra product out of landfills.

An added bonus: The more buyers that join the GroupBuy™, the more likely the price drops for everyone as they reach volume discount tiers.

It's really a win-win-win situation: for your buyers' needs, your organization's pocketbook, and your eco scorecard.



4 P's | Platforms & Programs

print on demand

We live in a world where “on demand” is quickly becoming not only the expectation but the norm. The branded merchandise industry is no different. As it takes less time to complete small runs of eligible products with select decoration methods, Boundless recommends replacing a standard inventory model with an “decorate-on-demand” one—where we decorate products in real time as soon as buyers place their orders.

When your collection includes products that meet the requirements of one-piece decoration on-demand, you can avoid the financial outlay to pre-purchase inventory and circumvent the risk of holding products that eventually become obsolete. Whether the demand for a specific product has run its course or your deep inventory is sitting stale after a rebrand, you hate to see your investment go to waste and these irrelevant products go straight into the dumpster. The decorate-on-demand model offers the ability to update products and art as frequently as the market demands, with less financial risk and less waste.

It's a no-brainer for any program.



4 P's | Platforms & Programs

kitting & fulfillment



Our fulfillment centers use sustainable packaging whenever available; for example, they have moved from bubble wrap and peanuts to shredded corrugate, honeycomb wrapping, cellulose wadding, and recycled or recyclable paper for package fill. In addition, all orders are shipped in recyclable corrugate or padded kraft mailers. All forklifts are battery operated instead of propane powered, and pick bins are made from sustainable materials. Any unusable corrugate is baled and sent to a recycler.

shipping & logistics

Our preferred freight carrier is UPS, who has demonstrated a commitment to sustainable business practices and environmental responsibility. UPS has made a commitment to convert 40% of their fuel usage to alternative fuel sources for ground operations and 25% renewable electricity powering their facilities by 2025. By 2035, they hope to convert 30% of their air network to sustainable aviation fuel (SAF), see a 50% reduction in CO₂e per global small package delivery, and leverage renewable electricity in 100% of their facilities.

Sourcing locally made items is another way Boundless supports our clients in reducing their carbon footprint through freight reduction.

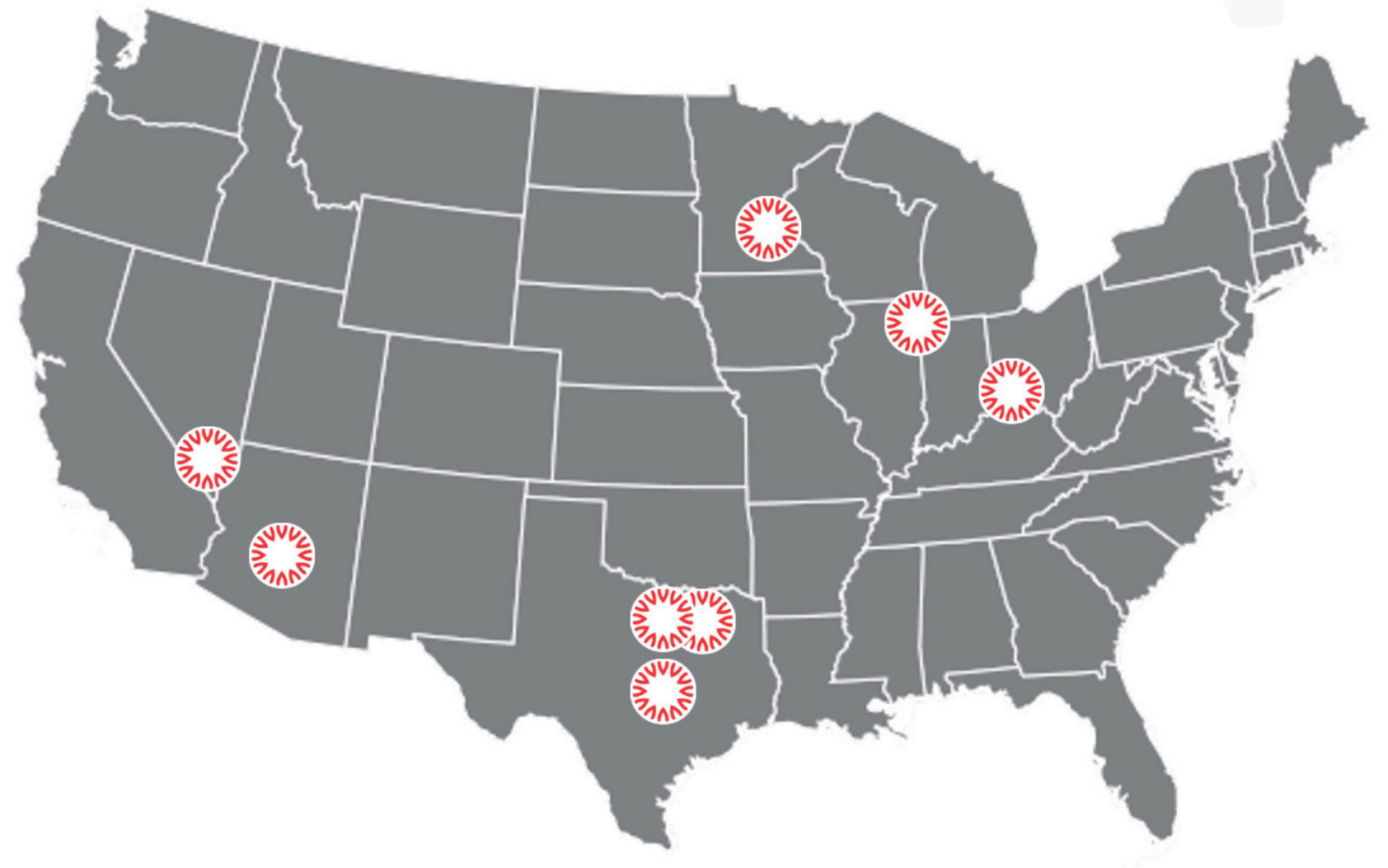
For more information on UPS' sustainability initiatives, goals and progress, please visit their [Sustainability page](#) & [Reporting page](#).



our fulfillment centers

In addition to managing 3 internal fulfillment facilities*, Boundless partners with only the most dedicated, experienced, and efficient fulfillment centers across the USA. Each partner is fully vetted to ensure they meet our standards regarding accuracy, service, safety, and commitment to sustainable practices.

- * **Irving, TX** – 200k sq ft
- * **Dallas, TX** – 50k sq ft
- * **Round Rock, TX** – 10k sq ft
- * **Phoenix, AZ*** – 50k sq ft
- * **Las Vegas, NV** – 15k sq ft
- * **Chicago, IL** – 150k sq ft
- * **Cincinnati, OH*** – 100k sq ft
- * **St. Paul, MN*** – 50k sq ft



*Boundless owned fulfillment facility

4 P's | Purpose

Boundless is driven by purpose, and we stick by our values. We care about fostering sustainability, promoting products that will stand the test of time, and building connections that last. That's why we're committed to **branding products with purpose™**.

We have an internal CSR group that champions sustainability and social responsibility efforts across the business. We also engage in ESG audits from outside entities, like EcoVadis. We always strive to be better.

4 P's | Purpose

branding products with purpose™

We believe in being intentional with everything we do. As we help you build innovative product campaigns, we know that each choice needs to combine thoughtfulness, creativity, and quality to truly elevate that brand's identity. That's why we're **branding products with purpose™**—not only to better represent your brand but also to create that lasting, sustainable impact.



earth-wise business practices

Boundless helps our sales affiliates find the most thoughtful, creative, high-quality promotional products for client campaigns. We don't want to make "tchotchkes" or "stuff," but create inspiring branded merchandise that people will treasure and keep.



Boundless is branding products with purpose™ in order to create a lasting, sustainable impact. We work with sales affiliates to increase the staying power of your clients' selections to keep products out of landfills. After all, people will hold onto quality items they love, and it's our job to create jaw-dropping experiences powered by unforgettable products.



Every day, Boundless is adding eco-friendly offerings to our platform. From journals made from apple pulp to pens made of stone, we're including more earth-wise products to reduce our environmental impact. But we know that we can't do this alone. **That's why Boundless only works with suppliers that commit to responsible manufacturing processes.** Every supplier signs the **Boundless Code of Conduct**, a commitment to designing safe products and following ethical supply chain practices.



4 P's | Purpose

green operations: sustainable HQ

As an Austin Green Business Leader with Gold status since 2017, we actively foster a green corporate culture, prioritizing healthy and sustainable practices throughout our operations.

Recycling and Energy-Saving Programs: At our corporate headquarters, we've implemented several recycling and energy-saving programs aimed at reducing our carbon footprint and demonstrating our environmental commitment.

Composting Initiative: To further reduce waste, we've partnered with a local composting company to divert food waste and compostable materials from landfills.

Going 100% Paperless: We're dedicated to being a completely paperless company. We've opted out of printed catalogs and mailed sales materials, choosing instead to host all our publications online in a paperless format.

Paperless Operations: Our operations are anchored in a paperless order management system. We also recycle all by-products from our shredding services, shipping materials, and office waste such as glass containers, food packaging, and printed goods.

Remote and Hybrid Work: During the COVID-19 pandemic, we successfully transitioned to a remote and hybrid work model, resulting in a reduction in our overall carbon footprint, with 90% of our employees working off-site.

Recycled Tech: Boundless understands the importance of recycling old technology to reduce the environmental impact. By recycling old technology, we prevent them from ending up in landfills where they can release toxic substances into the soil and water. Recycling also saves energy compared to manufacturing new products from scratch. As an added benefit for legal compliance, we ensure that proper disposal of storage devices ensures sensitive information doesn't fall into the wrong hands. Recycling isn't just about getting rid of old devices—it's about making a positive impact on our planet.



future-proof planning



EcoVadis 2023 & targets

2023 EcoVadis Score
EVID: SC819009



Boundless Network Inc. (Group)	Score	Target	Target
	2023	2026	2028
Overall Score	44/100		
Environment	30/100		
Labor & Human Rights	50/100		
Ethics	40/100		
Sustainable Procurement	40/100		

EcoVadis 2024 improvement plans - environmental areas

Compile Environmental Policy to Include:

- Energy consumption & GHGs
- Local & accidental pollution
- Materials, chemicals, & waste
- Product use
- Product end-of-life
- Customer health & safety
- Sustainable consumption

Set Targets and Goals for:

- Energy consumption & GHGs
- Renewable energy consumption
- Deforestation/reforestation
- Weight of plastic packaging in total
- Raw materials used
- Metal use
- Waste by type
- Waste recycled
- Waste sent to landfill
- Waste to energy recovery

Establish Capability to Measure/Report:

- Energy consumption & GHGs
- Renewable energy consumption
- Deforestation/reforestation
- Weight of plastic packaging in total
- Raw materials used
- Metal use
- Waste by type
- Waste recycled
- Waste sent to landfill
- Waste to energy recovery

carbon footprint scope 1 & 2

During COVID-19, Boundless transitioned to remote work and has continued with over 90% of our employees working at home, reducing carbon emissions.

In 2024, we will be estimating our overall Carbon Footprint for Scope 1 and 2 and purchasing Carbon offsets. We will then strive to capture actual measurements across Scope 1 and 2 and take action to set SBTi Net-Zero targets.

improvement plans: sustainable procurement

Review and Strengthen Supply Chain and Procurement Practices:

Conduct sustainability risk analysis on supply chain

Form mitigation plan from risk analysis

Create and/or update supplier contracts
Strengthen supplier code of conduct policies and wording

Include social and environmental language, clauses and measurements into supplier code of conduct

Set Targets and Goals for Composition of Supply Chain and Suppliers w/in the Chain:

Encourage/require sustainable materials and packaging

Prioritize sourcing from eco-friendly suppliers

Initiate audit of all Tier 1 suppliers for their sustainability performance

Initiate training of all Tier 1 suppliers

Measure the following for Tier 1 Suppliers:

- Energy consumption & GHGs
- Renewable energy consumption
- Deforestation/reforestation
- Weight of plastic packaging in total
- Raw materials used
- Metal use
- Waste by type
- Waste recycled
- Waste sent to landfill
- Waste to energy recovery
- Other KPIs TBD

Continuous Improvement:

Regularly monitor progress against targets

Adjust strategies based on feedback and results

Initiate training of all Tier 2 suppliers

Add Tier 2 Suppliers to audit process

Ensure capability to store, report, and repeat process of producing reports on the following for Tier 1 and 2 suppliers:

- Energy consumption & GHGs
- Renewable energy consumption
- Deforestation/reforestation
- Weight of plastic packaging in total
- Raw materials used
- Metal use
- Waste by type
- Waste recycled
- Waste sent to landfill
- Waste to energy recovery
- Other KPIs TBD

CSR program strategy: timeline & progress

2023 and prior	Q1 2024	Q2 2024	Q3 2024	Q4 2024	2025	2026
Began Partnering with Diverse Suppliers	Created CSR Steering Committee	Align Current Strategy to UNSDGs	Engage with Internal/ External Stakeholders to Prioritize Practice Areas	Convert to Strategic Data Capture	Begin Tier 1 Supplier Training and Policy Adherence	Reaudit Tier 1 Suppliers
Began Offering Eco-Friendly and Sustainable Product Lines	Conducted CSR Program Kick-Off	Complete ERP System Implementation	Produce and Publish Materiality Matrix	Set Goals and Targets	Compare and Disclose Measurements Against Targets and Goals	Conduct Tier 2 Supplier Audit
Created Gender Equality in the Workplace	Catalog Existing Efforts, Policies, and Procedures		Produce Gap Analysis	Develop Comprehensive CSR Strategy	Communicate Progress in Annual CSR Report	Engage with Internal & External Stakeholders to Reprioritize Practice Areas
Implemented Reusable Packaging and Recycling into our Programs		Sign SBTi Commitment Letter to set Targets for Net-Zero Standard	Begin Tactical CSR data Collection	Realign Goals and Targets with UNSDGs		Publish Updated Materiality Matrix
			Conduct Tier 1 Supplier Audit	Design Reporting Strategy		Achieve EcoVadis Silver Medal Status
			Assess CSR and Industry Alliances	Implement Reporting Strategy		
				Submit for Annual EcoVadis Business Sustainability Assessment		





thank you!

Thank you for engaging in our journey. If you would like to learn more about Boundless and the work we do to create a more sustainable future, please contact the following:

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Austin, TX 78751

Let us know how we can support you in your sustainability goals.



www.boundlessnetwork.com