

IMPACT REPORT 2024/2025.

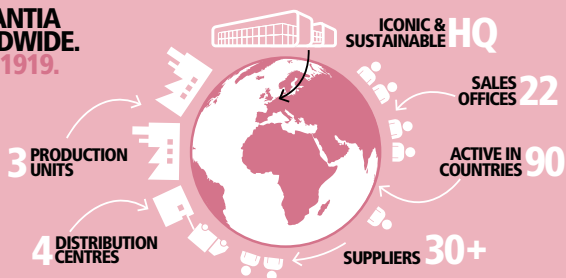


BRABANTIA.

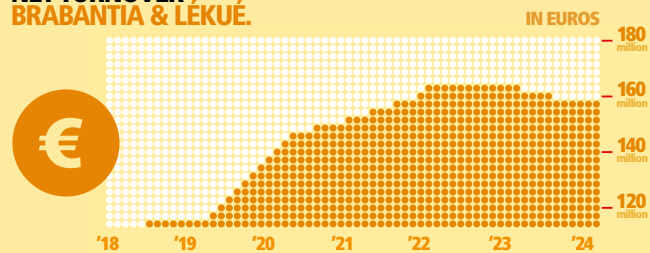
MAKE LIFE MORE BEAUTIFUL
PLEASURABLE SUSTAINABLE

2024

BRABANTIA WORLDWIDE. SINCE 1919.



NET TURNOVER BRABANTIA & LÉKUÉ.



CO2 EMISSION.



COMPARED
TO 2022
-47%

**765
TONNES**

EMPLOYEES.

906 WOMEN 53/47%



852
FULLTIME



AVERAGE
AGE 42



36 NATIO-
NALITIES

FAMILY MEMBERS.

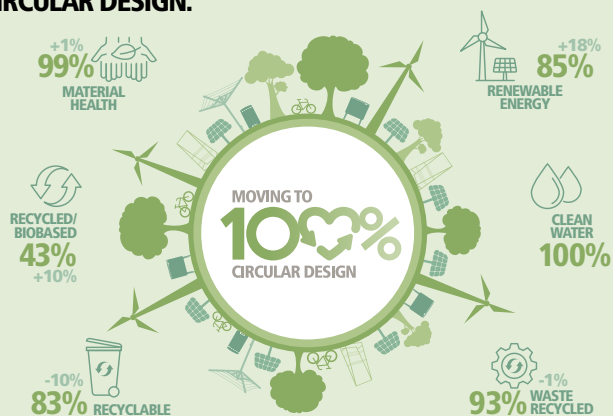
1919

brabantia

2021

Lékué

MOVING TO 100% CIRCULAR DESIGN.

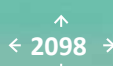


FOR 10 YEARS! BRABANTIA SUPPORTS.



Buy a drying rack and
we'll plant more trees

**MORE THAN
3 MILLION
TREES GROWING SO FAR.**



← 2098 →
Hectares
Under restoration



> 150,000
Potential tonnes
of CO₂ sequestered
over a 50-year period



18 Villages
Benefitting from
increased income
for community
members



> 5,000
Households
benefitting



> 8,600
Community members
participated

OWN PRODUCTION CRADLE TO CRADLE CERTIFIED PRODUCTS.

83%

#494



#206

FAIRTRADE COTTON.



WHAT WE DO IS APPRECIATED.

4.7



AVERAGE PRODUCT RATING
WWW.BRABANTIA.COM

CARE & REPAIR.

916

SERVICE PARTS
AVAILABLE

PARTS
SENT OUT

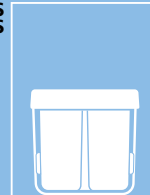


17.886

INNOVATION IS THE KEY.

#88

NEW PRODUCTS
& COLOURS



LEAVING A LEGACY OF LASTING BEAUTY.



Looking back, we're proud of what we achieved in 2024. Despite dynamic market conditions, we kept our business steady and made significant progress in both sustainability and product innovation. As a family business, we aim not just for commercial success, but for a positive impact on the world around us.

This year, we celebrated 105 years of Brabantia — a milestone that's both humbling and inspiring. Most family businesses don't make it past the third generation. Yet here we are, still going strong with care and creativity.

Every day, we strive to do a little better: for ourselves, for others and for generations to come.

Our goal is to be 100% circular by 2035. In this Impact Report, we show where we stand today, how far we've come, and where we're going – together.

Tijn van Elderen
CEO Brabantia

IN THIS REPORT.



6
A PIECE
OF HISTORY

**MOVING TOWARDS
100% CIRCULAR DESIGN**

8

100%



cradle to cradle

10

**CRADLE TO CRADLE
CERTIFIED**



COTTON

12

**FAIRTRADE
COTTON**



**100%
RECYCLED**

13



14

**BRABANTIA X
WEFOREST**



18

OUR CONSUMERS



16

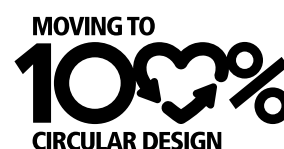
**WE LOVE
PEOPLE**

MANIFESTO.

Call it a purpose, a mission or even a passion. Whatever words you choose, it's real. Caring for others and the environment, caring for the earth that nurtures us, the air we breathe and the water that helps us flourish. We're not perfect, but we're all responsible and we all have a part to play. Some small, some big. It's in everything we do and always has been. We create products where beauty meets sustainability. And right now, it's more important than ever. Why? Because there's no longer a choice between profit or planet. We're entering a period in time where all of us have the chance to make a difference. With every action we take, with every decision we make. That's why we're choosing to leave the next generation a legacy, not a mess.

How about you?

www.brabantia.com/circular-design



WE ARE BRABANTIA.

In a world of overconsumption and an abundance of low-cost, low-quality products, Brabantia wants to show there is a better way. Not just with thoughtfully designed, iconic products, that are built to last, but also by making you think about your daily routines, like separating waste, storing food to prevent waste, and drying your laundry naturally.

In a world of overconsumption, we create products worth owning.

BUY WISE OR BUY TWICE

6



1945

After the war we make cups from old 'condensed milk' cans. So even then, we were recycling.



1952

A milestone - we launch our first series of pedal bins.



2006

The introduction of the WallFix, the rotary dryer on the wall!

1919

Brabantia starts as Van Elderen & Co in the Dutch town of Aalst. Our first products: milk cans, jugs, sieves and funnels.



1950

Our founders with some of our most popular products, like the Brabantia kitchen staircase, the ironing chair, side table, ironing table and of course the storage jar.



1969

The introduction of our iconic Patrice print – still a collector's item.



2014

We receive our first Cradle to Cradle certificate, at bronze level.



2017

Nearly a century of craftsmanship, passion for design and love for the planet come together in the Bo Touch Bin – a new way of looking at waste separation.



2021

The next step in sustainability: the StepUp pedal bin, made from 91% post-consumer recycled material.



We opened the doors of our new, sustainable head office.

2015

We are planting trees! Brabantia becomes an official partner of WeForest.



2019

We celebrate our 100th anniversary and royal designation.



We receive the first Cradle to Cradle certificates at silver level!

2022

StepUp Pedal Bin - winner of the Plastic Recycling Award Europe!



2023

YES, B Corp Certified!



2025

All of our ironing boards and covers made with 100% Fairtrade Cotton.

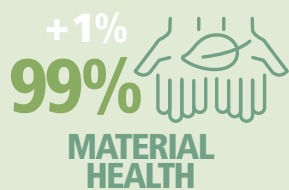


TOWARDS 100% CIRCULAR DESIGN BY 2035.

For decades, we have helped people live more sustainably - by separating waste, drying laundry naturally, and storing food to reduce waste. But we know there's always room for improvement, that is why we're taking steps towards 100% circular design by 2035.

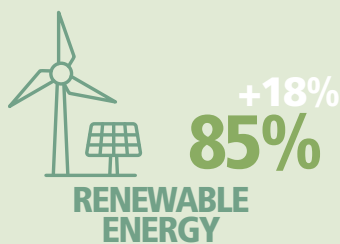
Every small improvement counts towards our goal: 100% safe material, 100% clean wastewater, 100% renewable energy, 100% recycled production waste, 100% recycled/biobased materials and 100% recyclable products. We're getting closer, one step at a time.

OUR SIX PILLARS OF 100% CIRCULAR DESIGN – RESULTS 2024.



100% MATERIAL HEALTH.

We aim for materials that are not just legally safe, but truly safe – for both people and planet. While we've already met legal standards for 100% safe materials, our own stricter criteria pushed us to improve even further. In 2024, we reached 99% material health based on our internal standards.



100% RENEWABLE ENERGY.

We strive to minimize energy use and ensure that all energy we do use is 100% renewable. In 2024, we made strong progress thanks to the expanded use of green electricity in our Chinese production facilities. However, as the gas infrastructure in China is not yet fully green, we're not quite at 100% – yet.



100% CLEAN WATER.

We want our wastewater to be so clean that it can be processed into drinking water. This year we have maintained our target of 100%.



MOVING TO 100% CIRCULAR DESIGN

-1%
93% WASTE
RECYCLED

100% WASTE RECYCLED.

We improved waste collection in production and warehousing, but with lower order volumes, our recycling rate slightly decreased to 93%.

+10%
43%
RECYCLED/BIOBASED
MATERIALS

100% RECYCLED/ORGANIC.

This remains one of our most challenging ambitions—but we're making steady progress. In 2024, we increased to 43%, thanks to broader use of recycled cardboard and plastic in our packaging, which we began including in our measurements.

-10%
83%
RECYCLABLE PRODUCTS

100% RECYCLABLE.

Our path to 100% recyclable products continues—though it's not always linear. In 2024, our recyclability rate dropped to 83%, reflecting a more honest, transparent accounting. For instance, although our PE (polyethylene) waste bags are technically recyclable, we now exclude them as they're more likely to end up incinerated.

DESIGNING FOR THE FUTURE.

10





MORE CRADLE TO CRADLE® CERTIFICATIONS AT SILVER LEVEL

Our aim is to do better every year. Like raising the number of products that are Cradle to Cradle® certified at silver level. In 2024, more products received Cradle-to-Cradle Silver certification, bringing the share of in-house produced items with C2C certification to 83%. Today, Brabantia offers at least 700 Cradle-to-Cradle certified products, including 206 at Silver level—a result that reflects our commitment to meaningful, circular design.

DID YOU KNOW

Cradle to Cradle means that it is possible to reuse every raw material and material used for a product endlessly – without losing value. You can recognise products by the special Cradle to Cradle® certification.

Products are assessed on five components:

Material health, water and soil stewardship, social fairness, clean air and climate protection and product circularity. The main goal of Cradle to Cradle® design is a constant cycle of raw materials and thus the prevention of waste. There are five levels of certification.

The certificates are reviewed every two years. To maintain the high C2C score, we have to keep making our products more sustainable. It forces us to keep pushing for more sustainability and circularity in our products.



MATERIAL HEALTH

Ensuring that materials are safe for humans and the environment.



WATER & SOIL STEWARDSHIP

Safeguarding air, water and soil resources.



SOCIAL FAIRNESS

Embracing safe, fair and equitable labour practices that advance human rights and strong communities.



CLEAN AIR AND CLIMATE PROTECTION

Generating clean energy and protecting the environment.



PRODUCT CIRCULARITY

Enabling a circular economy through products and process design.

WE CHOOSE TO DO BETTER.

20



12

CREASES OUT, FAIRNESS IN.

As of 2025, all Brabantia ironing board covers are now made with 100% Fairtrade cotton. This means that all of the cotton is Fairtrade certified, traded, audited and sourced from Fairtrade producers. The strict Fairtrade standards are designed to ensure farmers and workers are all safe, have good working conditions and are treated fairly – especially those in Asia, Africa and Latin-America. As well as protecting the environment where Fairtrade cotton is grown. Choosing Fairtrade cotton for our ironing board covers is yet another step towards a fairer, more sustainable, and ethical world.

25

LOVE TO RECYCLE.

The Sort & Go Recycle Bins are all you need to set up your own system for storing and sorting different types of waste. The small ones are ideal for disposal of organic waste, right on the kitchen counter. The bigger ones are great for bottles, cans, packaging or anything else you want sorted. And the best thing - soon made from 100% post-consumer recycled plastic!



BIG BA(N)G.

You want your bin liners to be strong and sustainable. In 2025, we have taken a next big step by moving from 35% to 100% recycled plastic* bin liners, whilst keeping the bags strong and perfect fit. From waste for waste!

*Excluding colourants and additives.

MORE THAN 3 MILLION TREES. GROWING SO FAR. 2025



14

BRABANTIA X WEFORREST

Brabantia has been working with WeForest since 2014. Since then, more than 3 million trees have been planted in the Amhara and Desa'a regions of Ethiopia and Burkina Faso.

Every hectare under restoration is mapped with GPS points to generate polygons (areas on a map) that are assigned to sponsors. Permanent monitoring plots are established in the sites and forestry and science teams conduct surveys to monitor progress of biomass growth, tree density, survival rate and species diversity, among other indicators. Where social impacts are also critical, WeForest measures socio-economic indicators such as the number of beneficiaries, people trained, and income generated from forest-friendly livelihood activities.

DESA'A, ETHIOPIA

WeForest's largest forest and landscape restoration project in Tigray, Northern Ethiopia, is aiming to bring water back to the region, halt desertification, reverse soil erosion and lift communities out of poverty.

GEWOCHA FOREST, ETHIOPIA

As well as engaging community members to carry out pit preparation, planting and after care, the project promotes several forest-friendly livelihood activities to improve incomes and reduce pressure on the forest, the most important being agroforestry.

We love our planet
as much as you do,
and we want to leave it more beautiful
for the next generation.

With our rotary dryers and drying racks
we support WeForest to fulfill its mission
restoring forests
for a better climate and planet.

Together with WeForest
we are growing **2,859,791** trees
in Africa's degraded lands.

Let's grow even more!

ETHIOPIA AMHARA
2,463,270

BURKINA FASO
300,000

ETHIOPIA DESA'A
383,420



3,146,690
Brabantia trees
growing
Since 2014

↑
< 2595 >
↓
Hectares
Under restoration



>177,325
Potential tonnes
of CO₂ sequestered
over a 50-year period



18 Villages
Benefiting from
increased income for
community members



5,284
Households
benefiting



8,830
Community members
participating

WE PEOPLE.

We love our products, but we love our people even more. As a family company, we take care of each other and future generations. We want to challenge and inspire each other, and make things happen together. As human beings, we value being caring, bold, and ingenious – and we believe in getting things done. We are open, and treat each other honestly and respectfully. Safety is central to us, in all respects and above all else.

DID YOU KNOW

VITALITY

The energy and resilience with which employees perform their work.

DEDICATION

The involvement, enthusiasm, and satisfaction of employees regarding their work and organization.

FLOW

The focus and drive with which employees carry out their work.

CERTIFIED ENGAGED WORKPLACE

Brabantia employees at B.Home (Headquarters) recently participated in an Engagement Survey to assess overall employee satisfaction – focusing on vitality, dedication, and flow at work.

The results revealed key drivers and barriers to engagement, as well as important areas for development in the coming months.

And the highlight? B.Home scored an impressive average of 7.7, earning the title of Certified Engaged Workplace.

A result we can all be proud of!



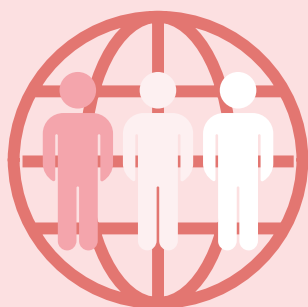
DIVERSITY MORE THAN JUST NUMBERS

Looking at the numbers, we have reason to be proud: the number of men and women working in our organisation is almost equal, and colleagues from 36 different nationalities work together every day. A great reflection of society, one might say.

But behind these numbers lies a more nuanced story. While the overall gender ratio is nearly balanced, we still see a

clear disparity in our management layer. Women remain underrepresented in leadership positions.

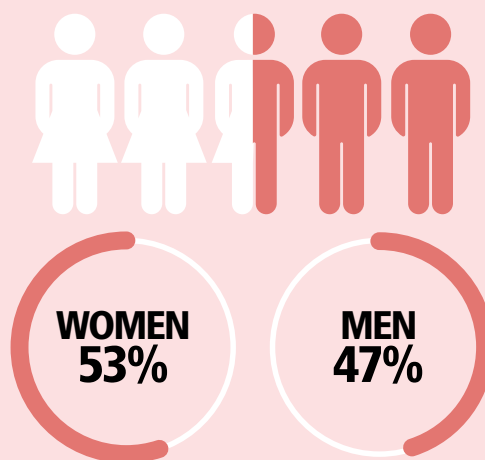
When it comes to cultural diversity, there's also room for improvement. Our operational teams represent a rich mix of nationalities, but this diversity is much less visible in our staff departments and sales organisations.



**36 NATION-
ALITIES**



**AVERAGE
AGE 42**



That's where we want to make progress because different perspectives lead to better decisions, more creativity, and a truly inclusive workplace.

That's why we focus on awareness. We talk about the benefits of diverse teams at every level and openly address unconscious bias. By having these conversations internally and critically examining our selection processes, we aim to create equal opportunities for everyone – from the shop floor to senior leadership.

Diversity is not a destination but a journey. And just like sustainability, it requires ongoing attention, honesty, and a willingness to keep learning.

LIVING MORE SUSTAINABLY.

18

@brabantia

WHAT WE DO
IS APPRECIATED.

4.7



Average consumer product review of all
Brabantia products on www.brabantia.com



GERMAN
DESIGN
AWARD
GOLD
2025

MORE SUSTAINABLE TOGETHER

Together, we can make the world a more beautiful place. We're happy to help with household tasks and support a more sustainable lifestyle. From separating waste and preventing food waste to natural drying and reducing laundry loads: our products make everyday chores more enjoyable and more sustainable! How beautiful is that?

DRYING NATURALLY

Drying laundry on a rotary dryer or drying rack helps you save electricity - and keeps your clothes looking good for longer. And did you know the wind helps reduce creases too? That means less ironing when you dry naturally!

AIR BEFORE YOU WEAR

Airing your clothes helps reduce how often you need to wash them. And with our suction cup clothes hook you can hang your clothes wherever you like. Or choose one of our Refresh & Steam solutions for an easy way to freshen up garments.

SEPARATING WASTE IN STYLE

Separating waste? Do it in style with our smart products. From handy waste bins with 1, 2 or 3 inner compartments to countertop trays and stackable waste bins to set up your own recycling station with: we offer an extensive range to make separating waste more beautiful, pleasurable, and sustainable.

LESS WASTE

Buying pre-packaged lunches and drinks creates a lot of unnecessary (plastic) waste. The Make & Take collection offers reusable products for food and drinks on the go. All items are BPA-free, 100% recyclable, and come with a 5-year guarantee and service. Keep your leftovers or bring your own meals – and reduce waste wherever you go!

DID YOU KNOW

THE RIGHT TO REPAIR.

We currently stock 916 service parts, available for up to 20 years. In 2024, we shipped over 17,000 spare parts to consumers via our website: that's thousands of Brabantia products given a second life!

This is how we support our designs to last even longer – by extending the life of a Brabantia product. Happy to prevent waste, save CO₂ and mend hearts.

www.brabantia.com/service

WE MAKE A DIFFERENCE TOGETHER.

Every day we make new choices and try to do better than the day before. We also inspire consumers to start living a little more sustainably – for today and tomorrow, but especially for future generations.

Together we can make the world more beautiful.
www.brabantia.com/circular-design

DESIGNED TO LAST

UP TO 10	20	100+
YEARS OF GUARANTEE	YEARS ON SPARE PARTS	YEARS OF EXPERIENCE

Certified



 **brabantia**