



kooziegroup®

**Keep it.  
Give it.**

**Social Impact and  
Sustainability Commitment**

Annual Report | 2021

As Koozie Group has evolved into a stand-alone organization, we recognize the need to transform and change the way we do business today to benefit our people, our customers, our industry and our communities.

This will ensure we are leaving a positive, lasting impact with the solutions and experiences we deliver. We recognize four key areas of Social Impact & Sustainability that help us live by our vision to build a foundation for scalable, profitable and sustainable growth.



fostering  
diversity &  
inclusion



giving back  
to employees  
& community



safety & social  
responsibility



environmental  
stewardship

These key areas were developed with input from our greatest assets – Our People – married with our long-term commitment to create positive social impact and a sustainable future through our business.



## We call this vision

# Keep it. Give it.



4-7

4-7



8-11



12-15



16-19



# Fostering Diversity & Inclusion



# 2021 Year-End Highlights



**First-ever D&I speaker series**  
with Neema Bahrami, Pulse  
Night Club survivor and LGBTQ  
inspirational speaker

**2024 Goal Implemented!**  
Diverse imagery added to our website,  
marketing collateral, social media  
and recruitment/careers  
web page

Work under a  
**Code of Conduct**  
guided by the Fair Trade  
Association that fosters  
diversity and inclusion

Our workforce today is reflective  
of the communities in which we operate:  
currently **57% female** and **3% veterans**  
with goals to continue to create  
an even more diverse workforce

Completed first-ever  
**Diversity & Inclusion**  
**Employee Engagement**  
survey

Recognition of  
**multicultural**  
holidays and  
celebrations

Koozie Group® leaders  
served on and sponsored  
various D&I industry  
panels and councils

Round 2 of **Diversity &**  
**Unconscious Bias Training**  
completed by leadership





# KG2024 GOALS for fostering diversity & inclusion



To foster a workplace culture where all employees feel welcome.

## Company Culture:

Establish D&I Council to foster an environment that values diversity of life experiences and perspective to ensure D&I is considered in all key initiatives, programs, events, marketing and communication

## Education:

100% of employees will complete unconscious bias workshop and diversity training made available to them

People leaders will hold monthly insight discussions with their teams

A robust Diversity Hub with continually updated educational resources

## Recruitment & Retention:

All recruiters will be required to complete our comprehensive in-house unconscious bias training program

Create a diverse candidate pipeline

Maintain or increase the current ratios of female and minority employees and people leaders

Increase the number of veterans within our employee population by 5%

## Outreach:

Consider and incorporate D&I within our community events calendar

Mental health/counseling services provided by our Employee Assistance Program

Executive leadership to include diversity as part of speaking engagements

Readily available resources and education on the Diversity Hub, including:

Materials focused on understanding power, privilege, oppression and equity

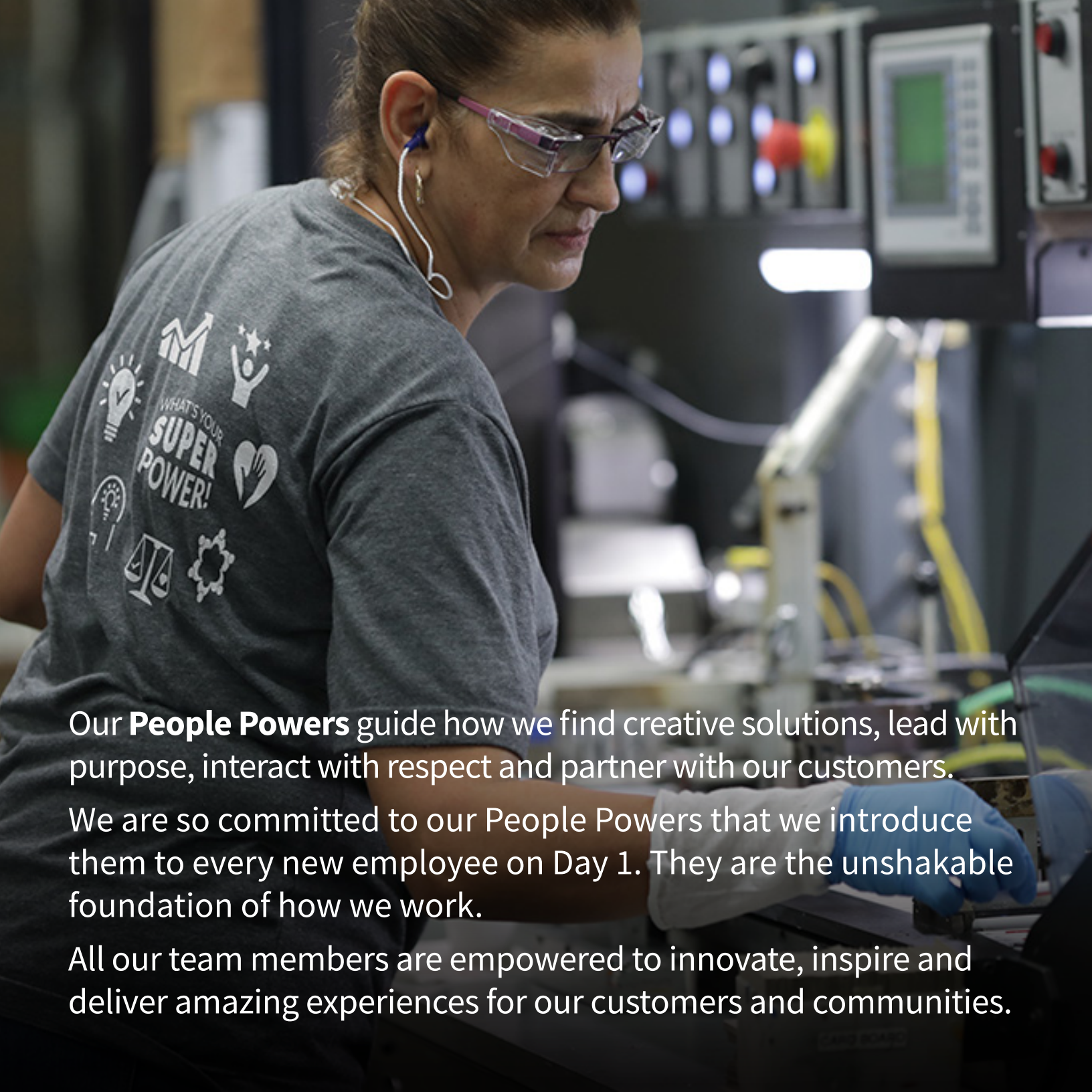
Articles, readings, podcasts, videos, etc.

Website links to informative content

Open communication to and from the Diversity Council and Leadership



# Giving Back to Employees & Community



Our **People Powers** guide how we find creative solutions, lead with purpose, interact with respect and partner with our customers.

We are so committed to our People Powers that we introduce them to every new employee on Day 1. They are the unshakable foundation of how we work.

All our team members are empowered to innovate, inspire and deliver amazing experiences for our customers and communities.



# 2021 Year-End Highlights



Successfully trained and onboarded **IMAGEN Brands** & **MCM** teams

Reimbursement up to **100%** of tuition costs for ongoing education

**Green Week** launched across all sites, including educational resources as well as exterior trash clean up outside the facilities

Wellness Program in which employees can earn up to **\$500 in wellness dollars**



**Supporting employees and our communities** in the form of cash, product and volunteer donations

Completed **Employee Engagement** Survey with a focus on Company Culture

**Over \$250,000 donated** to more than 100 nonprofit organizations such as United Way, Junior Achievement, and more!

**Our employees choose the ways Koozie Group supports our communities.**  
Based on their feedback, we partner with 501(c)(3) charitable organizations including Feeding America, SPCA and Big Brothers/Big Sisters – just to name a few.

Keep it.  
Give it.

LIVE IT!

we **love** to  
keep *the*  
**good** going®  
by **making** a  
**positive**  
**impact**  
*in the*  
**communities**  
*where we*  
**live & work**







## 2021 highlights: Giving Back *in action!*



### SLEEPY EYE

#### DAY OF CARING

Partnered with United Way to sponsor treat bags for MRCI (MRCI is a group of individuals with disabilities who are learning skills for the community and workplaces)

#### SANTA'S CLOSET

Employees donated cash and toys to the New Ulm Sertoma Club to be distributed to underprivileged children in Brown County

**PRODUCT & CASH DONATIONS** to over 10 community events that supported local schools, fire departments, and honor guards, to name a few

### RED WING

#### BACKPACK GIVEAWAY

300 backpacks donated to United Way filled with a lunch cooler, face mask, water bottle, pens, pencils and highlighters; bags were distributed to children in need of school supplies in Goodhue, Wabasha and Pierce Counties

Over 200 backpacks supplied to employees & their families

#### HOLIDAY STROLL

3,000 lantern flashlights handed out within the community by KG team members

#### GOODHUE COUNTY CHRISTMAS

3 families sponsored in the Adopt-A-Family Christmas program

### CLEARWATER

#### PRODUCT DONATIONS

Donated close to 200,000 school supplies to support children in need through causes such as Great American Teach-In, Junior Achievement, Pinellas & Pasco County Education Foundation & Marjorie's Hope. Additional product donations for Jacob's Touch and United Way.

#### CASH DONATIONS

As an organization, made donations to support college scholarships through the Promotional Products & Pinellas County Education Foundations. Including company-sponsored employee donations, Koozie Group donated to over 100 different nonprofit organizations.



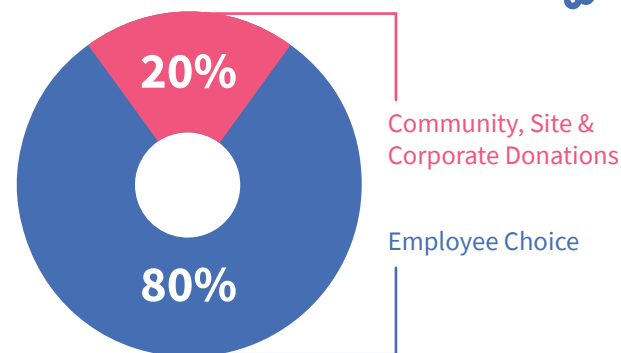




# KG2024 GOALS for giving back to employees & community



We empower our people and make a positive impact in our communities. 3% of EBITDA is utilized to support these initiatives.



## Empowering our People:

Annual employee surveys to rate and provide feedback on our level of community and cause support

1 paid day for volunteer work OR cash or product donations up to \$250 for 501(c)(3) charities

Support the causes our Team cares about through donations and community events

Provide leadership development via ongoing education opportunities

Maintain a positive and fun working atmosphere through perks and recognition

## Getting Involved in Our Communities:

Participate in quarterly service events that align with our Social Impact and Sustainability pillars. An example may include the below and will be adjusted based on annual employee feedback:

**Q1:** MLK Day of Service as recognized by the Corporation for National and Community Service

**Q2:** Green Week activities to bring awareness to and ramp-up eco efforts across all sites

**Q3:** Stuff the Backpack events and social organization outreach benefitting children and students

**Q4:** Season of Giving to assist families throughout the holidays

# Safety & Social Responsibility

## Testing

Our products are rigorously tested to confirm compliance with North American product safety laws and standards, including CPSIA.

## CPSIA

All child products comply with applicable Children's Product Safety rules.

## FDA Regulations

Health, Wellness and Safety products go through extensive analysis to confirm compliance with all applicable FDA regulations.

## Technology Standards

Tech items are tested to applicable UL, UN and FCC standards and requirements.

safety  
first



We are C-TPAT Tier II Certified by US Customs, which evidences our superior commitment to supply chain security at 3 out of 4 our our sites.

## BPA-Free

All plastic drinkware products are BPA-FREE.

## Prop 65

A large percentage of our products are reformulated to meet Prop 65 requirements, thereby not needing a label when shipping to California.

## Ethically Sourced Cotton

is mapped to ensure materials are coming from socially responsible sources.



We are part of a larger PPAI initiative to create confidence in promo products as an advertising medium at every level.



# 2021 Year-End Highlights



Within our facilities, our Experience Safety Council prioritizes healthy work environments and identifies opportunities for expanding safety messaging and promotion.

Koozie Group is the industry leader in product safety, quality assurance, social responsibility and supply chain security, driving industry innovation with hundreds of new products annually. Our commitment to brand safety and responsible sourcing includes C-TPAT certification, CPSIA, applicable FDA regulations, technology standards and Prop 65 compliance.

## Reasonable Testing Program

ensuring the safety of products and inks and monitoring Supplier safety

### 2024 Goal Completed!

Affiliated with Fair Labor Association, a nonprofit collaborative effort of universities, civil society organizations and businesses promoting adherence to international and national laws

Senior leadership team members are active members of the **Product Responsibility Action Group**

North American facilities conduct **weekly audits** that go above and beyond both industry standards and OSHA requirements to drive safety observations and develop leading indicators for injury prevention

**Products** are **re-tested** every one to four years

The **Experience Safety Council** promotes company-wide messaging and conducts regular analysis to provide a **safer work environment** for all our People



We will not launch a new product until **all applicable testing standards** have passing results

### 2024 Goal Completed!

Reduced the number of our suppliers by 30% to provide a more controllable approach to **responsible sourcing**

**Product test reports** are located on [kooziegroup.com](http://kooziegroup.com) and [imagenbrands.com](http://imagenbrands.com) to ensure **transparency** in our supply chain

We are committed to providing a **safe** and **healthy work environment** for all employees, including appropriate and adequate facilities and protection from hazardous materials or conditions.

We also hold our suppliers to these same standards:

- Fair compensation and reasonable working hours
- Employment solely based on ability to perform job responsibilities in accordance with anti-discrimination laws
- Refusal to partner with manufacturers utilizing child labor and forced, bonded, indentured or prison labor
- Forbidding harsh or inhumane treatment and the use of cruel and unusual disciplinary practices
- Compliance with the laws of the country in which they do business as well as all applicable import/export laws



# KG2024 GOALS for safety & social responsibility



## Workplace Safety

**Part of “doing things the right way” is ensuring that the safety and wellbeing of our employees and customers comes first.**

Increase Safety Observations by 5%

Maintain weekly OSHA-based audits resulting in Safety Observations and develop leading indicators to prevent injuries

Expand the Experience Safety Council’s efforts by enhancing safety messaging and measurements resulting in safe work environments and reduced employee injuries

## Responsible Products & Sourcing

Double the amount of compliance auditing of suppliers

Maintain customer and trade communications around our efforts



# Environmental Stewardship

**5**

key principles guiding  
our environmental  
stewardship

**10%**

recycled fiber is in the  
paper used for all our  
printed marketing  
materials

**1,000+**

employees participate  
in an annual  
Green Week

**1,000+**

items made, printed or  
assembled in the USA, which  
reduces overall carbon  
footprint



**83%**

of all waste  
is recycled

**39%**

of our products now  
have KG Factor  
designation



**77**

writing instruments  
and bandage dispensers  
reuse raw material  
production scrap in  
their manufacturing

**5**

recycling  
programs in place:  
paper, cardboard, single  
stream, e-waste and  
universal waste

3rd party Carbon  
Emissions Audit  
**completed**

**100+**

items made with  
recycled materials



Gained FSC & SFI  
Certifications in

**3**

locations



**100%**

of source stock paper  
for our appointment  
calendars is from SFI-  
or FSC-certified mills

**13**

brand partners who  
participate in their  
own sustainability  
programs

**4,379**

tons of paper and  
cardboard recycled  
annually

# 2021 Year-End Highlights



Our environmental efforts are focused in five areas where we strive to improve sustainability and eco-consciousness.



## Facilities:

Our Sleepy Eye, Red Wing and Clearwater facilities have earned FSC & SFI Certifications in 2021 and will continue to undergo regularly scheduled audits around: Pollution prevention | Risk mitigation | Regulatory compliance | Continual improvement | Awareness | Workforce involvement | Annual Green Week initiatives

All source stock paper used in appointment calendar production is from mills certified to the Sustainable Forestry Initiative® and the Forest Stewardship Council®



## Transportation:

Koozie Group employs a transportation management system that aims to reduce the ecological footprint of all operations by controlling emissions, utilizing only responsible carriers and optimizing shipments and routes

93% of consolidated shipments go into full containers, and 85% of our full containers are 40' and higher, fitting double the volume of a standard 20' container

Air shipments represent less than 25% of our metric CO<sub>2</sub> emissions

## 2024 Goal Completed!

Maintained Certified EPA SmartWay Shipper Status



## Packaging:

Made from recyclable and recycled materials:

In Clearwater our boxes are made from virgin paper:

- Our supplier owns land to plant 4-5 trees for each one harvested for box production
- Their 8 papermills are self-sustaining, producing their own energy from burning waste

In Red Wing, boxes are made from 100% post-consumer recycled materials

In Sleepy Eye, boxes are made from 65% post-consumer recycled materials

We primarily use corrugated packaging, which is the most recycled packaging material in the US

Our Doniphan facility recycles all corrugate that is not reused



## Recycling:

All Koozie Group® printed materials are produced on paper with a minimum of 10% recycled content

**2024 Goal Completed!** Styrofoam cups and plastic stirrers removed from all facilities



## Our Products:

39% of our products have the KG factor designation

75% of new products launched will have the KG factor designation





Applying the **KG Factor** as part of  
our product strategy enhances our  
**commitment to sustainability**

The KG Factor identifies products with a high likelihood of being kept or gifted as determined by an impartial survey of end consumers. Useful solutions that people want to keep will carry the KG Factor so customers can easily identify items designed to lessen environmental impact through longevity.



**4** out of **5**

people would  
**keep** or **give** a KG Factor  
product because it was **useful**,  
**functional**, **durable** and **attractive**.

**85%**

would **keep** these items  
until they break.



# KG2024 GOALS for environmental stewardship



At Koozie Group, we acknowledge and appreciate the impact of greenhouse gas emissions for our planet and its future. In 2022, we will begin measuring our own GHG emissions on Scope 1 and Scope 2 as defined by the U.S. Environmental Protection Agency as well as set targets to reduce those emissions over time.



## Facilities and Overall Supply Chain:

- Affiliate with Eco Vadis, which sets sustainability goals in accordance with United Nations Sustainability Goals
- Onboard Doniphan, MO, for CTPAT Certification
- Align Doniphan's transportation and packaging processes with the rest of Koozie Group

- Target responsible consumption and production (packaging), climate action (carbon reduction), clean water and sanitation (better water usage during printing), and reduced inequalities (D&I)



## Transportation:

Align with transportation partners that make significant commitments to supply chain sustainability



## Packaging:

Reduce the amount of materials used in incoming packaging across three categories: bags, drinkware and meeting



## Recycling:

Improve recycling programs for individual use at all sites with increased accessibility and bin visibility

Establish a new sustainable initiative each year to convert trash to recycling

Increase the number of recycling bins in all facilities



## Our Products:

Minimum of 50% of our total product assortment will have the KG Factor designation

# kooziegroup®

keep the  
good going®

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**kooziegroup.com**

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