

Everything
your pet needs
flamingo.be



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Belgium

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Sustainability Report 23



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Contents

Foreword by our CEO	4
Mission and values	6
History and growth	8
Structural overview	10
Our country manager in Italy speaks	12
Our brand: Flamingo	14
Sustainable business operations	16
Key figures	17
Transport partner - DistriLog	18
Sustainability strategy	20
Materiality	17
Achieving our goals	22
Our strategy put into practice	23
Circular packaging	24
Climate protection	27
Energy efficient new building	28
Sustainable products	32
Working with Moderna products	34
Safe and pleasant working environment	36
Safe products for pets and pet owners	38
Sustainable collaborations	42
Economic growth	48
GRI Content Index	52



**“Sustainability
is part of our DNA!”**

Guy Toremans Guy Toremans, CEO

Last year, Flamingo stood at the forefront of a critical milestone in our industry. We got the message that issuing a sustainability report will become legally mandatory by 2026. To show that sustainability is truly important at Flamingo, we immediately took action. So last year we were one of the first companies in the pet sector to start taking the lead in issuing a sustainability report.

We started our first report a bit like a puppy taking its first steps: somewhat unsure, but full of promise and enthusiasm. Together with our Sustainability Coordinator, external partners and input from all our stakeholders, we released our first report, receiving numerous enthusiastic responses. And now look: we are proud to present our second report.

But at Flamingo, sustainability is nothing new. We have been committed to corporate social responsibility for years, well before we issued our first sustainability report. It runs through every aspect of our business and is part of our DNA as a company. In our report, you will find more than just the goals we have achieved: it is an insight into our careful methods, our commitment and the plans we have to shape our sustainable future. Each chapter in the report is like a paw print on our path to a better world, where we believe in small, achievable steps. Each step brings us closer to the big goal.

Our commitment to sustainability extends far beyond our own operations. For Flamingo, sustainability is much more than the ecological aspect. For us, it embodies the bond between pet parents and their pets, the relationship between our company and employees, the various stakeholders, and everything around us. Our approach to sustainability creates a culture where it is embedded in our story and a natural part of everything we do. We aim to engage and raise awareness of the importance of sustainable practices among all parties involved, from our employees and customers to suppliers and partners. And above all, to build confidence that sustainability is thriving within our company. We want to be an inspiration in the non-food pet sector in terms of responsible business practices, both locally in the Campine region (Northern Belgium) and beyond.

Sustainability is a mutual responsibility, a matter that concerns everyone. By working together, we each play a role in cultivating a world where every pet and pet parent feels good.



Mission and values

Your beloved pet deserves nothing but the best, and that is also what we want to offer at Flamingo. Thanks to our extensive range of 8,500 products, you'll always find everything to ensure your pet's well-being. After all, who doesn't want to give their furry friends the happiest life imaginable?

As devoted pet parents, nothing brings us more joy than to see our furry friend happy. To ensure your pet's needs are met, our range of 8,500 products offers everything your loyal friend has ever wanted. Moreover, we always ensure the fastest possible delivery to our distributors, making sure your pet can always count on his favourite Flamingo-product.

Unique products for a unique bond

Not only the world, but also the bond between you and your pet is constantly changing and that is why we at Flamingo launch new products every month. This way, pet parents can continue to enjoy the special moments with their pets. Just think of playing together, spoiling your pet with something tasty or snuggling up with your pet.

For every pet and every owner

Everyone and every pet is welcome at Flamingo. Whether your pet has legs, wings or fins. We are there for every pet parent with every budget. In addition to the popular products for dogs and cats, we also have a wide range of supplies for birds, chickens, small animals, fish and reptiles. We offer products in every price range, suiting everyone's needs and budget.

Our assets



Extensive range of 8500 products for dogs, cats, rodents, chicken, fish, birds and reptiles



Variety of new products every month for an up-to-date range



Everybody, all over the world, can become a Flamingo-dealer. We're currently active in 62 countries



We're ready to ship within 24 hours to Belgium, the Netherlands, Luxemburg, France, Germany and Italy



We always aim for a service level of at least 95%



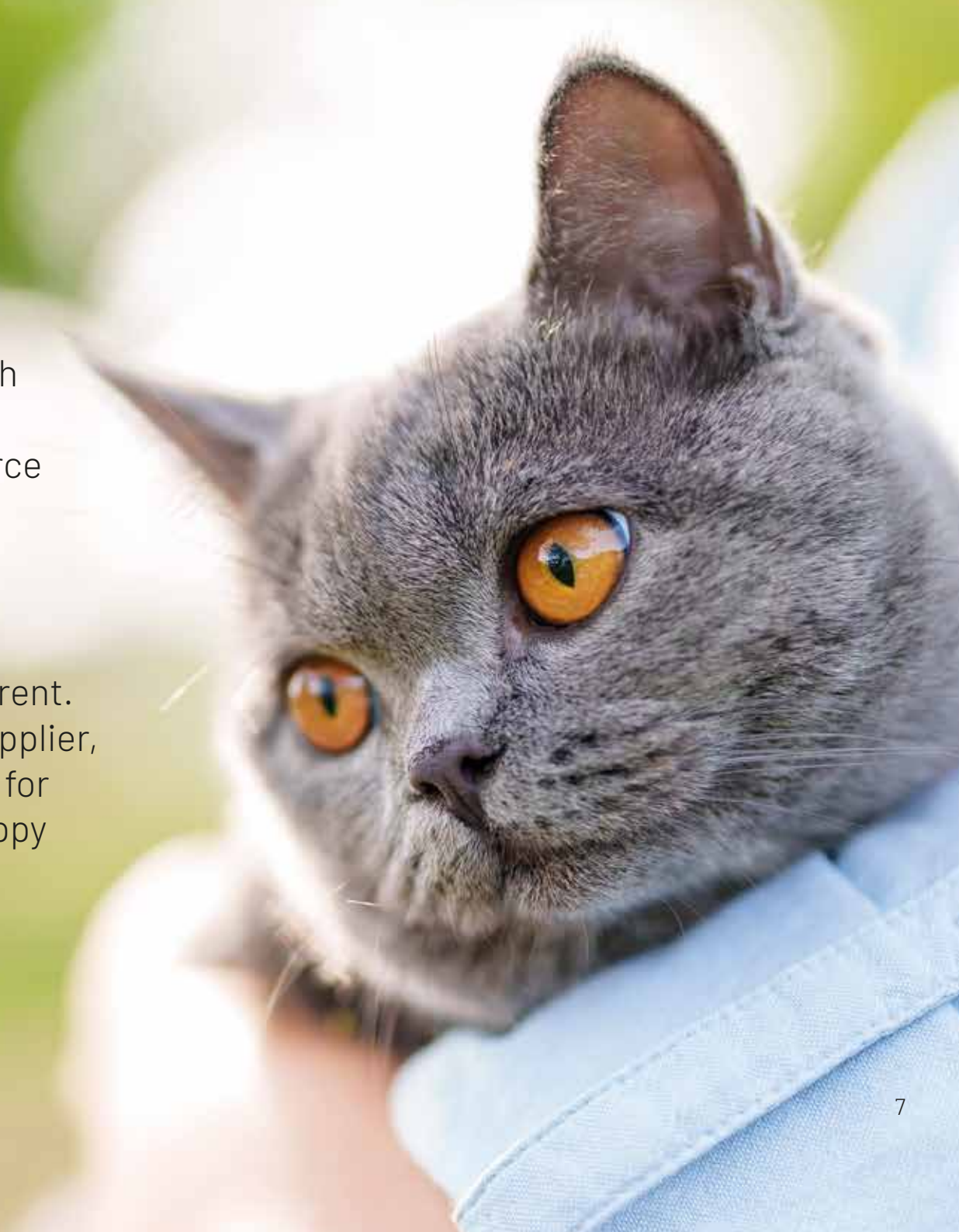
Our Flamingo-products are carefully selected from manufacturers in Europe, the United Kingdom, Asia and North-America



Feedback or questions? Our >200 staff members are at your service

The relationship that pet parents have with their beloved animals is unique. Today we increasingly see that our pets are our source of support, part of our family or even a reflection of who we are as pet parents.

At Flamingo we want to highlight that unique bond between each pet and pet parent. That is why, as a wholesale pet product supplier, we offer everything you and your pet need for the ultimate bonding experience and a happy life together. And that for 50 years now.





History and growth

1972

FLAMINGO IS BORN

Réne Van Tendeloo starts a local bird trade in a shed in the backyard



1980

Flamingo transitions to wholesaler of bird accessories

1985



±1.200 m²

RANGE EXTENSION

The range is rapidly expanding to all pet groups. Flamingo moves into a warehouse in Grobbendonk

1991

NEW LOCATION IN GROBBENDONK



±3.300 m²

In 1991, Erwin Van Tendeloo took over Flamingo from his father and soon started exporting activities. Since then, **the company has been steadily growing** and eventually outgrew its space in Geel. The move to a new, larger building was inevitable

1995



GROWTH PERIOD WITH SEVERAL ACQUISITIONS

Between 1995 and 2005, **Flamingo grows steadily**. Several companies are acquired, 3 in Belgium and 2 in the Netherlands



10.300 m²



7000

NEW LOCATION HERENTALS

The Flamingo building is visible from the E313 and **now includes a 400m² showroom**

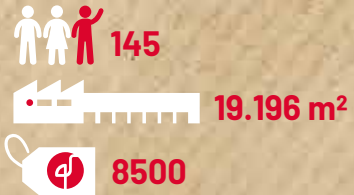
2004



50
1972 - 2022

NEW SITE IN GEEL

Flamingo doubles its capacity and moves to a new building in Geel to accommodate this growth further



2009

2011



ACQUISITION BY INVESTMENT GROUP

Flamingo joins a German investment group with 184 employees

RELAUNCH OF 'FLAMINGO PET PRODUCTS'

Flamingo returns to local ownership with CEO Guy Toremans and Managing Director Erwin Van Tendeloo

2016



Flamingo exits the investment group

Launch of a new website

2022

FLAMINGO CELEBRATES 50 YEARS!

That's roughly 4 dog lifespans!

2023

NEW BUILDING IN OLEN

From November 2023, Flamingo will expand its activities from a brand-new office building and 'mega warehouse'

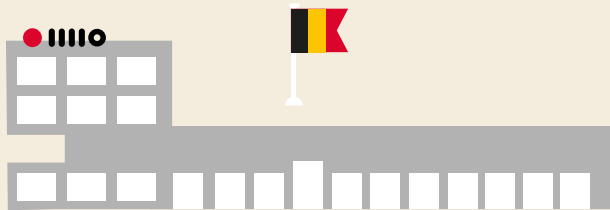




Structural overview

boosting sales of our customers in more than **62 countries**

Headquarters



62 people in the offices

18 people in sales-team

70 people in the warehouse prepare the orders for shop-owners around the world within 24 hours.

Sales-teams worldwide **54**



Benelux

19



Germany

6



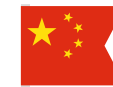
France

12



Italy

17



1 purchase person in China





Our country manager in Italy speaks

In 2023, the new sales department started up in Italy, with Attilio as Country Manager. Charged with approaching a new market alongside a newly formed team, Attilio embarked on a mission to unveil monthly innovations and promotions, foster strong customer bonds, and ignite enthusiasm among potential clients for our offerings. Undeterred by the challenge, Attilio, alongside Sales Manager Sergio Trincherro and their dedicated team, embraced the opportunity wholeheartedly.

Attilio says when we ask why he likes working at Flamingo *"I came to work at Flamingo because I was looking for a position in a well-organised organisation and they had a great professional opportunity for me. I was amazed by the wide range of pet products and did not hesitate when I was given the opportunity to put my weight behind this new project"*.



What made him confident that Flamingo would succeed in Italy?

"After some tests of the quality of both the products and the service, it quickly became clear that it would be a good match between Flamingo and Italy. There was a certain fear that there would be too much distance between the head office and the Italian market, but the service has proven that with Flamingo we are on the same level as a local distributor in Italy and that is important. The dynamic aspect, the wide range and the offering of novelties are particularly important." says the Country Manager.

"Flamingo was very well received by distributors in Italy, mainly because they now understand who and what Flamingo is as a brand. What used to be just a brand name has now been given meaning thanks to our personal approach."

Attilio also explains how sales are going in Italy, compared to Belgium.

"In Italy we still see many small independent businesses, but the chains are also growing. E-commerce is also on the rise, but they started later compared to other countries. As far as Flamingo is concerned, the brand name is already known, but of course not as strong as in the Benelux, for example. Our team is working on that now. That is going pretty smoothly because we have a very interesting brand. The expansion into Italy has gone well. It is going in the right direction, but it also takes some time. The pet accessories market in Italy is a bit smaller than in other countries, but thanks to the strong account managers in our team, this is going well."

The next question on the list is: How is the cooperation between the Italian and Belgian colleagues?

"Very good," laughs Attilio, "Better than expected. We expected there to be a sense of distance, but that is not the case. All colleagues I work with are close to me and the team."

What's the current trend in Italy's pet industry?

Attilio emphasizes sustainability as the driving force, notably seen in products like environmentally-friendly cat litter.

How do Italian consumers and distributors feel about sustainability?

"They are definitely interested. Italy emerged as one of the pioneering EU nations in embracing recycling initiatives, thereby fostering a highly positive perception of sustainability. This mindset extends beyond merely pet care, often influencing personal choices, such as opting for healthier diets and purchasing organic food items. Finding the right balance between sustainability and affordability is key though. People want to buy (more) sustainable products, but at the same time they do not want to pay double for them. This applies both to owners, who are happy to buy sustainable products for their pets, but also to distributors, who are aware that this is an important topic for buyers."

In his role as Country Manager, Attilio envisions a promising future for Flamingo in Italy.

"We have only just started introducing the product to the market, but the goal is of course to become the market leader. We know what customers are looking for; a wide range of products, regular novelties, good service and a reliable supplier. At Flamingo we can offer this to the market, allowing us to grow in comparison to our competitors."



Our brand: Flamingo

Whoever says 'Flamingo' also says 'wide range'. At Flamingo you will find accessories and snacks for every pet and pet parent, all at affordable prices. Our range is constantly updated with new products, so that it is always up to date and in line with the needs and trends of the pet industry

Our experienced team carefully selects products based on price-quality ratio and functionality. We even work with manufacturers to make improvements, making many of our Flamingo products unique.

You can easily recognise our products in the shop by the typical Flamingo branding. We also make it a point to provide accurate and clear information on the packaging. This includes 16 languages, ensuring you can always choose the perfect product for you and your loyal companion.

Flamingo First Class Selection

Flamingo First Class Selection is our range for pets and pet parents who care about their products just that little bit more. This range includes products of the highest quality within their category in our Flamingo assortment. They are manufactured with extra care. And thanks to the dark-grey packaging you can immediately recognise this range amongst others on the shelf.



Kong and Flexi

In addition to our own Flamingo brand, we also sell Kong and Flexi. We aim to be a "one-stop supplier" for our customers. In other words, we want to be able to offer a total range and that is difficult without these brands. Kong and Flexi are the best-known non-food brands in the pet sector worldwide. Kong is known for its super strong dog and cat toys. Flexi is an established name among retractable leashes.

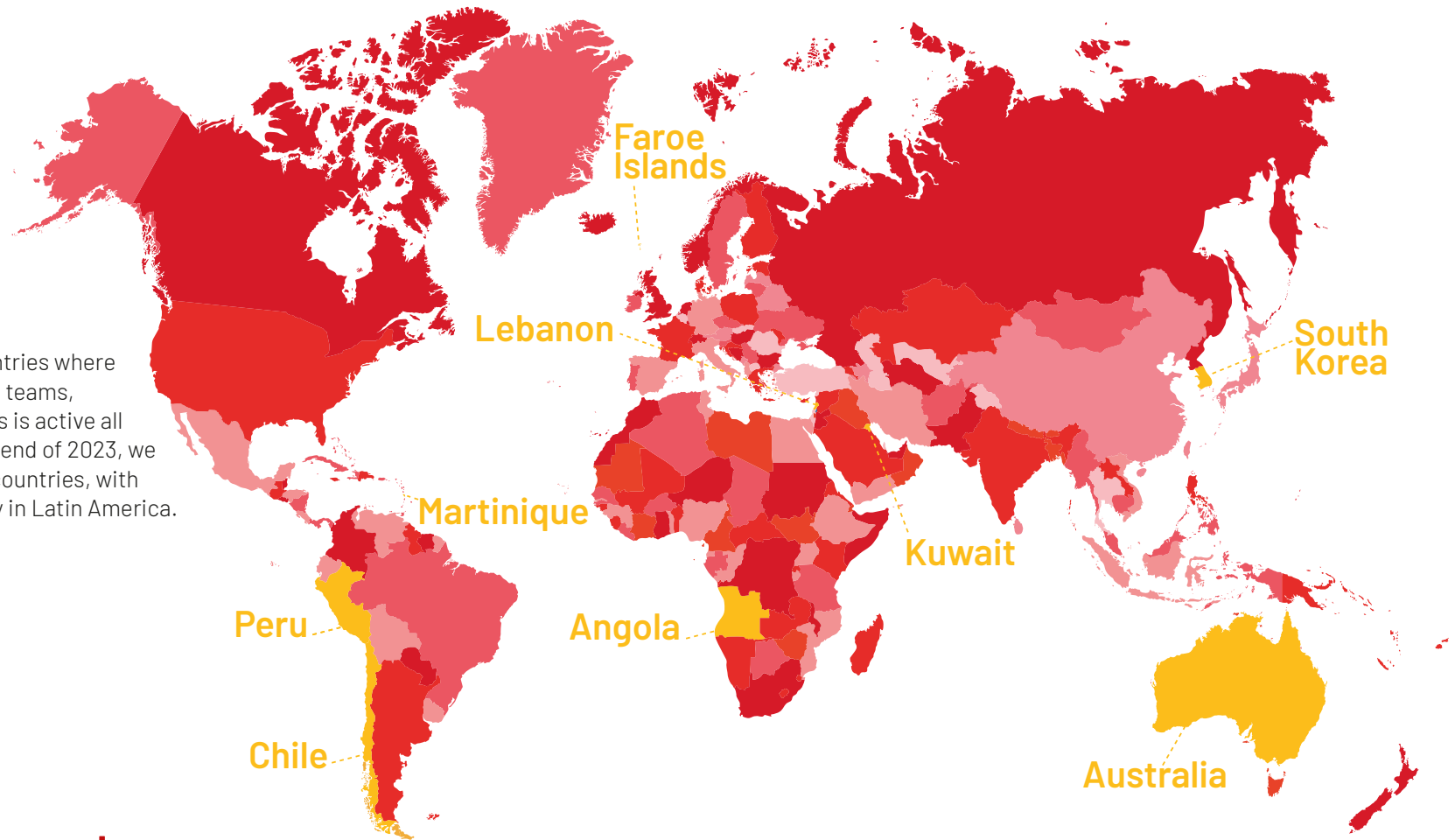
Private label

For some years now, we have also been expanding our 'Private Label range.' These products bear the brand name of our customers themselves. For this, our colleagues from the Direct Sales team look for the right match between customer, product and supplier. By the end of 2022, we had 311 PL articles in our range; by the end of 2023, we had 1611.



Sales markets

In addition to the countries where we have our own sales teams, Flamingo Pet Products is active all over the world. By the end of 2023, we were exporting to 62 countries, with new customers mainly in Latin America.



9
NEW customer
countries



Sustainable business operations

Flamingo has grown significantly as a company in a short period of time. With a large number of employees, it is not always obvious to involve everyone properly at all times. Yet we want to ensure that Flamingo's strategy and vision are properly transferred to all employees at all times. That is why the decision was made in 2022 to add middle management to the existing structure. After all, managing a company is not a one-man show. It is important to have people who help keep the ship on course.

Middle management plays an important role in carrying out Flamingo's vision and ensuring the smooth execution of daily operational duties. Beyond their administrative functions, they serve as a vital support system for their team members, providing guidance and acting as a sounding board for ideas and concerns. And that too is a deliberate choice. Given Flamingo's growth, it was a wise move for our company not to put all future decisions in the hands of a few people, but to check them against the various opinions in management.

This way of working allows our CEO and Managing Director to delegate certain responsibilities and use their time more efficiently elsewhere. After all, at Flamingo we have the ambition to keep growing, not only in Belgium.

Such an international expansion requires a lot of time and energy, which then cannot go to operational management. Hence, while our managers may not always be physically present in the office, it's crucial that Flamingo is entrusted to capable hands in their absence.

The new structure within the company also contributes to a positive evolution in the context of our sustainability story. To ensure the successful implementation of our sustainability policy, the support of those colleagues is essential. However, it requires a lot of work to consistently prioritise sustainability. Particularly with those colleagues who are not confronted with it on a daily basis, we need to make some extra efforts to keep the topic alive.

For our sustainability reporting, we set up KPIs or Key Performance Indicators for all our themes. This means that we measure our performance on all sustainability themes we work on within the company. Because those achievements can be found everywhere in the company, there is broad support for this. Notably, individuals from various departments—such as marketing, the head of our purchase department, colleagues in the warehouse, the Master Data team, and even our CEO—are directly engaged in monitoring the KPIs for our 2023 sustainability reporting efforts.

Key figures 2023

904 New Products



205 Staff members



295.712 kWh
Green energy from

3480
solar panels



62 Export countries



+40.56%
Web shop revenue

16945.5 kg



Reduction
in plastic
packaging



Our transport partner: Distrilog

Flamingo also thinks about sustainability when transporting its products. For example, we work with Distrilog as a transport partner.

To highlight this collaboration and the transporter's sustainable activities, we spoke with Robert-Jan, Business Development and Key Account Manager of transport customers such as Flamingo.



Distrilog is a family business founded 30 years ago with its headquarters in Breendonk. With an available storage area of 480,000 m² and 1,650 employees, they are a major logistics player in Belgium.

The company focuses on several different sectors, with Fast-moving consumer goods and retail being the largest, serving customers such as Delhaize, Colruyt, Carrefour and their suppliers. In fact, 60% of what is in the supermarket comes from Distrilog's warehouses.

Another segment includes the DIY and pet sector. This includes all suppliers to large garden centres and pet stores, such as Flamingo, Aveve, Tom&Co or Compo. They also take care of the storage and safekeeping of goods in the warehouses for several of these customers.

“Distrilog has three main activities in Belgium,”
says Robert-Jan.

“Warehousing, i.e. the storage, picking and packing of goods, accounts for 50% of Distrilog's turnover. We have the largest logistic activities in Willebroek, Londerzeel and Vilvoorde. Our warehouse in Olen is also nearly full. We have a transport hub in both Willebroek and Olen. One might think that it is inefficient to have 2 hubs only 75 km apart, but this is because we can avoid the Antwerp ring road during the day and still guarantee delivery in the Campine region (Northern Belgium), Limburg and Liège within a considerable time. We also have a cross dock in Jumet, for transport in the south of the country. The goods that arrive at a cross dock are gone within 24 hours. Three of our 23 sites have such a cross-dock, including one in Olen.”

Transportation plays a significant role in our overall turnover, accounting for about 45%

“We have 470 trucks, which transport 8,000 to 12,000 pallets per day by 450 permanent drivers. During really busy periods we also use subcontractors, but these are always permanent contractors. This gives us a good overview of our workforce and our drivers represent the face of our company to our customers.”

“We have a 24-hour service in the Benelux. In short, everything collected today will be delivered to the customer tomorrow. We also always provide a real-time track & trace, so that you can see where a pallet is at every stage of the process.”

Like Flamingo, at Distrilog they also think about sustainability

For example, all buildings are BREAAAM certified, they work with air emission heating, they recover rainwater, there are solar panels on all warehouses, they work paperless and only with scanners and all warehouses are equipped with LED lighting and sensors.

Sustainable options are being chosen for the vehicle fleet as well

The trucks mainly run on LGN and bio-LGN, but also on HVO (bio-diesel¹). They use a software tool to plan routes so that trucks have to travel as few kilometres as possible between the various stops.

Another great initiative is value added logistics

“This is the most beautiful part of our warehouse.” says Robert-Jan. “We have three custom companies that work for us. That is always in-house. These people do all kinds of things here; building displays, shrinking, co-packing, and so on. They also really enjoy coming to work and that is nice to see. On average, this amounts to 200 full-time profiles that we hire specifically for those activities.”

Distrilog ensures a pleasant working environment for its staff

“Our employees are assigned a lot of responsibility. They have a lot of autonomy. For example, our warehouse staff not only move pallets from A to B, but they are also responsible for a number of aisles and must ensure that everything is tidy and in the right place. Although we are a large company, we try to be a family business for our employees. Some leave for higher pay elsewhere, but come back quickly because the atmosphere here is completely different than elsewhere. We treat each other very cordially and people like that.”

¹ **LNG**: By cooling natural gas to -162°C, it becomes liquid. LNG has a much smaller volume than natural gas, allowing more capacity in the tank and a long range. It has significantly lower emissions of sulphur, particulates and nitrogen than other fossil fuels, making it currently the best alternative to diesel. **Bio-LNG** is made from organic material such as vegetable residues or manure. **HVO** (Hydrotreated Vegetable Oil) is a fossil-free and renewable diesel fuel made from vegetable oils and residual waste, without the use of fossil oil.



Sustainability strategy

Materiality

As Flamingo rapidly expands, so does our influence on the environment and society. It is therefore our duty to evaluate our impact and improve it where necessary. We fully embrace this responsibility and will not shy away from it. Therefore, in 2022, we started setting up a strategy to formulate clearer objectives for both the short and long term. But how do you start? It was quite a task to choose from hundreds of sustainability themes and prioritise among them. After some research, we opted for a materiality analysis to provide direction. With a materiality analysis, you delve into your 'materiality', which refers to the topics that are most relevant for your company to work on, where your impact is or could be the greatest, both positive and negative. The first step in the analysis was an internal workshop with colleagues from different departments, assisted by a consultant. We used the five Ps for sustainable development as a stepping stone to work on: planet, people, prosperity, peace, and partnership. Indeed, the principle of the five Ps states that sustainable business is possible only when the five Ps are in balance.



From all the themes and ideas discussed, we identified 32 sustainability themes which we then surveyed in a stakeholder survey. We asked several of our relationships where they believed our priorities lay. This research was conducted across eight different stakeholder groups: internal employees, suppliers, transporters, customers, and also consumers. In total, approximately 400 people from 40 countries and in six different languages completed the survey.

During the course of the survey, we extensively explored the GRI standards. The 'Global Reporting Initiative' (GRI) is one of the most widely used reporting frameworks for sustainable activities worldwide. We used the GRI standards as a basis for determining our KPIs, enabling us to measure our performance across various themes. This approach not only enabled precise measurement within each theme but also facilitated benchmarking our progress against other GRI reports. Following a comprehensive examination of the GRI standards, survey findings, and internal workshop discussions, in collaboration with our management, we have identified seven key themes deemed significant for Flamingo. Subsequently, it was determined that we would focus on the following seven themes.

In 2022, these seven themes set the tone for our first sustainability report, which we released in 2023.

During 2022 and 2023, the content and details of the new reporting directive for sustainable activities, the CSRD or 'Corporate Sustainability Reporting Directive', became increasingly clear. As the reporting directive also applies to Flamingo, we are working hard to get ready for the first mandatory reporting in 2026 for the year 2025. To help us do this, we are working with a partner.

In 2023, we have already done a lot of work. For instance, we have reviewed our internal processes as well as our current data collection and conducted a double materiality analysis based on our initial single analysis. For the new directive, it's important that sustainability themes are examined in two ways: not only from the perspective of the company's impact on the environment and society (inside-out), but also the impact the themes can have on the company (outside-in). The latter way is also called financial materiality, because it mainly looks at the financial risks and opportunities of a sustainability theme for a company. not only from the perspective of the company's impact on the environment and society (inside-out),

but also the impact the themes can have on the company (outside-in). The latter way is also called financial materiality, because it mainly looks at the financial risks and opportunities of a sustainability theme for a company.

Also in 2024, we continue our work because there is still a lot to be done. The 2023 report, like the 2022 report, is a voluntary report. It's a glimpse into the workings of Flamingo. With it, we would like to give our partners, customers and consumers a behind-the-scenes look at our company. Transparent communication is very important to Flamingo, as is inspiring industry colleagues with our initiatives, because we believe that this is the only way we can create real impact. And that's separate from any reporting obligations for us.

	Planet	Circular packaging	 Peace Governance
		Climate protection	
		Sustainable products	
	People	Safe & pleasant working environment	
		Safe products for pets and pet owners	
	Prosperity	Economic growth	
	Partnership	Sustainable partnerships	



Achieving our goals

The Sustainable Development Goals (SDGs) or International Development Goals were formulated by the United Nations in 2015 for a more sustainable world by 2030. There are 17 goals with 169 targets. They can be categorised into five themes. These are the five p's for sustainable development: people, planet, prosperity, peace and partnership. The SDGs form an international framework for sustainable development and development cooperation, ensuring that everyone is working towards the same objectives.

At Flamingo, we also want to clearly communicate that our efforts support the international sustainability agenda. Following our materiality study, we therefore created a second exercise comparing the content of our 7 sustainability themes with the goals of the SDGs. The result of that exercise shows which sustainability themes contribute to which international development goals. Here you will find the relevant SDGs for each of our sustainability themes.





Sustainable partnerships



Safe and pleasant working environment



Climate protection



Safe and pleasant working environment
Sustainable partnerships
Economic growth



Climate protection
Sustainable products
Safe products for pets and pet parents
Economic growth



Safe and pleasant working environment



Circular packaging
Sustainable products
Safe products for pets and pet parents
Sustainable partnerships



Economic growth
Climate protection



Circular packaging



Circular packaging
Sustainable products
Safe products for pets and pet parents



Sustainable partnerships



Sustainable partnerships



Circular packaging

Product packaging

In 2023 we continued the approach we had in 2022. We still try to avoid plastic in packaging materials as much as possible, as well as excess packaging material or attachments to the packaging, such as staples and glue. We only pack in plastic where the nature of the product requires it, such as cat litter. This is only packed in a plastic bag without a hang tag. Most of our range is packed in cardboard boxes, back cards or on hang tags, all of which are recyclable.

We are constantly looking to improve the design of our packaging. Not only for improved user convenience, but also to reduce the proportion of packaging, increase the proportion of mono-material or to change raw materials if necessary.

Since 2023, we have been recording the percentage of recyclable materials in our product packaging by adapting our Product Information Management system (PIM). This way we can map our packaging data correctly. This is crucial to know if we really want to create an impact through changes in materials or by reducing packaging weight. Our goal in 2024 is to refine the packaging information in the PIM system, so that we can discuss correct information with all stakeholders.

Sorting information

Because we sell our products in more than 62 countries, we must ensure that our products and packaging also follow the national decisions and regulations of our sales countries. Countries such as France and Italy have their own sorting rules, and we must also comply with them. These are there to make it easier for consumers to sort their packaging waste correctly.

The packaging design is done entirely in-house at Flamingo. The colleagues in our Packaging department therefore ensure that they are continuously up-to-date with the regulations and obligations relating to the information that must appear on product packaging. For example, in 2023 we added sorting information to the packaging of 1,660 of our products for France and Italy alone. Our customers can also find this information in the French and Italian versions of our web shop.

Innovative wrapping film

In 2023, VOKA launched a 'Good Business' campaign. With this, they encouraged companies to highlight one of their 'good deeds'. An initiative aimed at creating a positive impact on society. With this campaign, companies could inspire each other and also make the outside world aware of what is going on within a company.

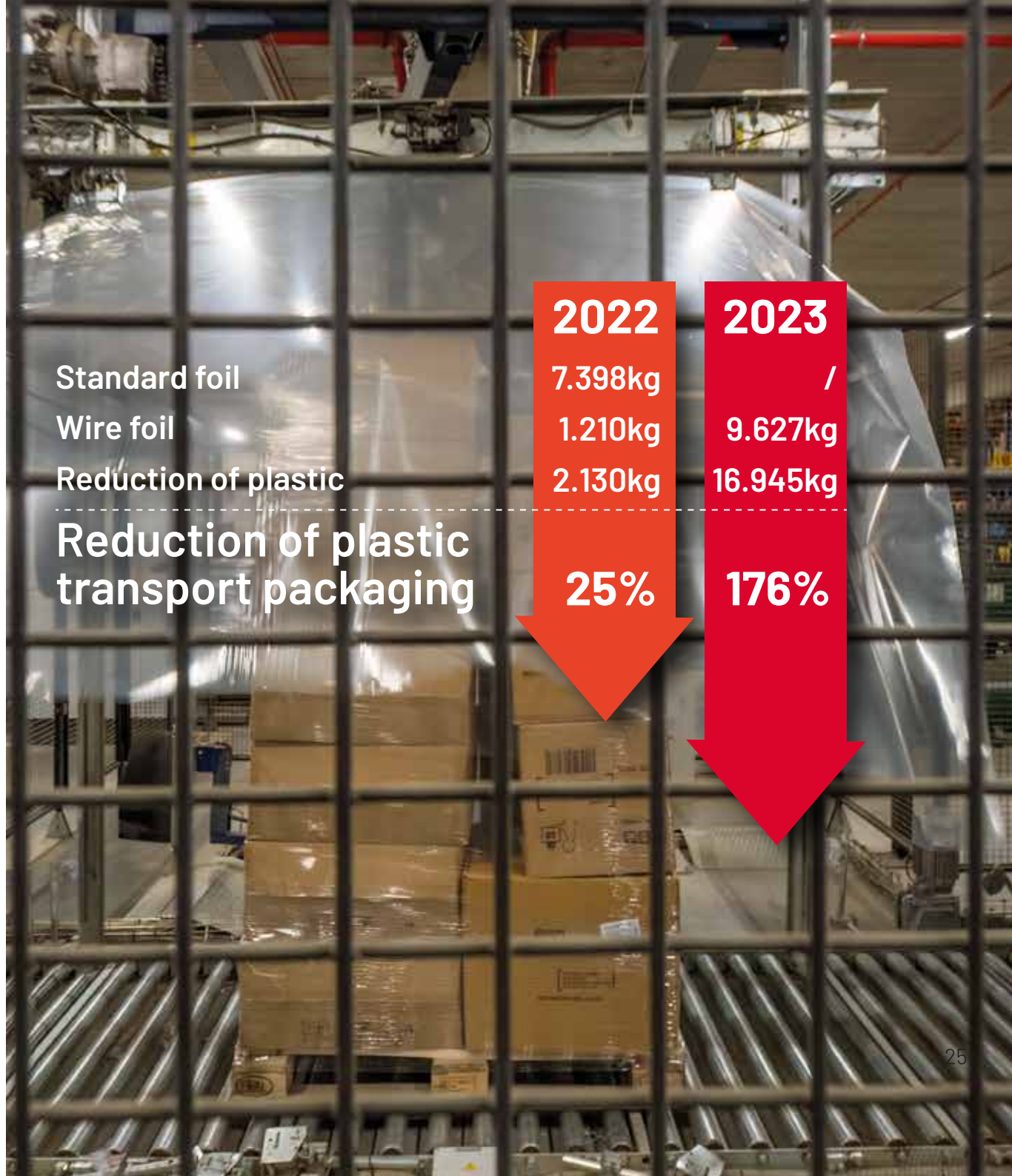
At Flamingo we chose to draw attention to our new wrapping film, namely an innovative wire film

In 2023 we only used this wire film for our wrapping machines. This allowed us to save as much as 64% plastic waste when packing our pallets in the first half of 2023, without sacrificing stability! By the close of 2023, upon recalculating, we determined a reduction of 16,945.5 kg in plastic usage, marking a 176% decrease thanks to the use of this new wrapping film. The production of this wrapping film required CO2 emissions of 18,291 kg. That is 53,449 kg less than the emissions required to produce the traditional wrapping film we previously used.

FSC®-certified transport boxes

In addition to wrapping film and pallets, many boxes are also used in our warehouse for the transport of our goods. In 2023, we started purchasing FSC-certified transport boxes. The paper for these boxes comes from trees that have been felled in controlled conditions, with attention to the ecosystem and the working conditions of the workers. In 2023, no less than 143,689.60 kg of our transport cardboard was converted into cardboard from responsible sources.

Flamingo itself became FSC certified in 2023 and we want to communicate clearly about this in the future and strongly focus on it. For example, we will display the FSC certification with an FSC logo on the transport boxes. This way we can inform and inspire our customers.



Standard foil

2022

7.398kg

2023

/

Wire foil

1.210kg

9.627kg

Reduction of plastic

2.130kg

16.945kg

Reduction of plastic transport packaging

25%

176%



Climate protection

Ecological footprint

In 2022, we made a first calculation of our ecological footprint. We repeated this exercise for 2023. To do this, we measured the energy consumption of our headquarters in Geel and the emissions of our vehicle fleet.

In 2022, emissions were around 576 tonnes of CO₂. As a result of our growth, in 2023 it was about 601 tonnes of CO₂. If we then look at the different factors (natural gas, purchased electricity, own electricity generation, commuting and business trips), we see little difference in their respective shares compared to the year 2022.

Most of our CO₂ emissions come from business trips, just like in 2022. Still, we see a slight decrease of an average 704 kg of CO₂ per representative on the road. The reason for our many business trips stems from Flamingo's history. After all, we have been around for 51 years. Over the years, we have built good relationships with various customers. These customers are used to a personal approach and usually choose to place a direct order with one of our representatives. Whenever we have new products in our range, these customers like to be shown these novelties in their own shop or office.

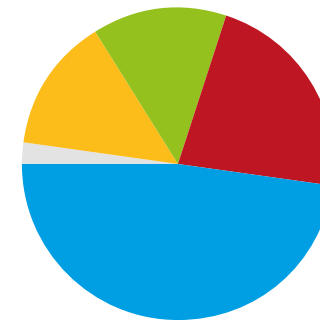
You do not change this way of working overnight. It is therefore not our intention to suddenly change everything. Nevertheless, we are also putting a lot of effort into our web shop and digital alternatives for placing orders. After all, we aim to relieve our representatives as much as possible and make it as easy as possible for our customers to place orders.

This digitalisation translates into a slight decrease in the presence of our representatives on the road and consequently a shift in ordering methods. For example, 38% of orders in 2022 were placed via a representative. In 2023, it was 31%, while the share of orders via the web shop increased from 5% to almost 8%.

Of course, we want to reduce our ecological footprint. That is why, among other things, we are working on the further electrification of our vehicle fleet. Of the 63 company cars in 2023, 15 colleagues drove a plug-in hybrid car and eight colleagues fully electric. This resulted in a CO₂ reduction of 31,126 kg or 8.33% in 2023.

That we have many sporty colleagues is reflected in the number of bicycle leases. In 2022, there were 35 leasing contracts. In 2023, there were 42. In addition, a total of 80,004 km were cycled by

Flamingo	2022	2023
Company cars	58	63
CO ₂ emissions own vehicle fleet	360.807kg	373.501kg
CO ₂ emissions reduced by electric driving	22.883kg	31.126kg
CO ₂ emission reduction	6.34%	8.33%
Bicycle lease contracts	35	42
Number of km cycled during commuting	60.926	80.004



601 ton CO₂

- 45% - Work trips
- 23% - Natural gas
- 12% - Purchased electricity
- 17% - Commuting
- 3% - In-house electricity production



Energy -efficient new building

Heylen Warehouses:
interview with Ralph Caspani
co-CEO of Heylen Warehouses

He elaborates more on sustainability at Heylen Warehouses and our new headquarters. The new Flamingo building was realised by Heylen Warehouses, with sustainability being a crucial aspect. It's a goal and strategy widely supported within Heylen Warehouses, where everyone can contribute their part: for example, Heylen Energies with the installation of the solar panels or Building Technologies with their measurements and property management.

*"At Heylen Warehouses, the philosophy is **'functional sustainability'**. This means that buildings should be both functionally and aesthetically appealing, but also future-proof. **The starting point is that we can make the quality, functionality and flexibility of the building future-proof.** That's why, during construction, we looked at both the needs and wishes of Flamingo Pet Products, but also the possible use of the building in a second life."*

We have ensured, for example, that the building is flexible in both height and use to meet the needs of today and those of the future. In the warehouse floors, we have already implemented provisions that allow for the installation of mezzanines or picking towers, should manual processes ever be replaced by automation or robotics. This way, the building is prepared for that possibility. In addition, operations for narrow and wide aisles were taken into account in the warehouse when the columns were placed, and that flexibility is preserved.

“You obviously want to make a building that can last as long as possible. We are long-term investors and that is the first step towards a sustainable building.”

Ralph tells us that when creating functional buildings, they should also be energy-efficient. The energy you don't consume, doesn't need to be generated. *“For logistics buildings, lighting is one of the biggest energy consumers. That is why we have equipped the entire building with LED lighting controlled by sensors. The sensors of the outdoor lighting measure the light level outside and will only switch on when it gets too dark. Inside, the lights switch on as soon as there is movement, without activity the lights switch off.”*

“In terms of heating, you need to make sure your building is airtight and well insulated. The material used has a high insulation value and airtightness, so you can use the heat you generate in the building as efficiently as possible and not let it escape to the outside. For office spaces, energy-efficient heat pumps are used for heating purposes. For ventilation, a heat recovery system was installed so that fresh air is supplied but at the same time heat is recovered to be used back in the building. The ventilation in the offices is CO₂-controlled. This means that the more people are in a room, the higher the CO₂ value will become. At that point, the ventilation will also be increased.”

“In addition, temperatures are also measured. In the warehouse, this is done at three different levels. Hot air rises and is therefore located under the roof and not where people are working. Therefore, the system uses a type of fans to blow the heat downwards when the temperature at ground level becomes too low.”

Measurements of building performance and consumption are all collected on the Building Technologies platform. Based on this data, installations can be intelligently controlled across the building.

Besides all this, there is also leak detection for water consumption. Some **270,000 litres of rainwater are collected**. That water is used to flush the toilets and to provide water points throughout the building for cleaning or watering the plants. In summer, that water will also be able to be used to water the garden.

Water metering is implemented on the premises to ensure efficient management. Every drop of water entering the building is meticulously tracked. If there is a small long-term consumption, it may indicate a leak. If rainwater is no longer available, it automatically switches to city water. The aim is to use as little mains water as possible and to monitor this at all times.

And what about the car park of the new building?

“The car park is paved with permeable clinker bricks. After all, you are obliged to collect as much water as possible on your own property,” says project manager Sarah. *“Around the building, and therefore also under the car park, there are therefore infiltration crates, cisterns and ditches.”*

>>>

We capture about 99% of the water that falls on our site.

As a result, we have only 1% overflow, along the side of the Geelseweg, to divert the water that we can no longer collect ourselves via the ditch to the public infiltration ditches. Even though this is a logistics building, pleasant decor is still desirable for our employees. When cutting down trees for the construction of the new warehouse, our priority was to preserve as many trees as possible. For those that had to be removed, we are making efforts to replant them as much as possible so as not to undermine the biodiversity here.

BREAAM certification will be sought for the Flamingo building. What exactly is BREAAM?

“BREAAM stands for Building Research Establishment’s Environmental Assessment Method and is a widely used certification method in the construction industry. The internationally recognised method assesses, certifies and then improves the sustainability of buildings. It allows you to compare those buildings with each other in an objective way.”

The assessment allows you to improve and further increase the sustainability rating of your building. All the ingredients of the Flamingo building are criteria to become BREAAM-certified. Therefore, we plan to apply for BREAAM-in-use certification a year after completion, once the building is operational. This will enable us to identify opportunities for further enhancing its sustainability performance based on the assessment results.”

We ask Ralph and Sarah if Heylen Warehouses will actively focus on CO₂ reduction among tenants.

“The production of the building produces CO₂ emissions, but so does its use. We have no direct influence on that use. We can only do so indirectly by constructing an efficient building for the user and by monitoring the data on the Building Technologies system. The customer can use that information to reduce their CO₂ consumption.”

“As a partner, the most important initiative we can take is to install solar panels.”

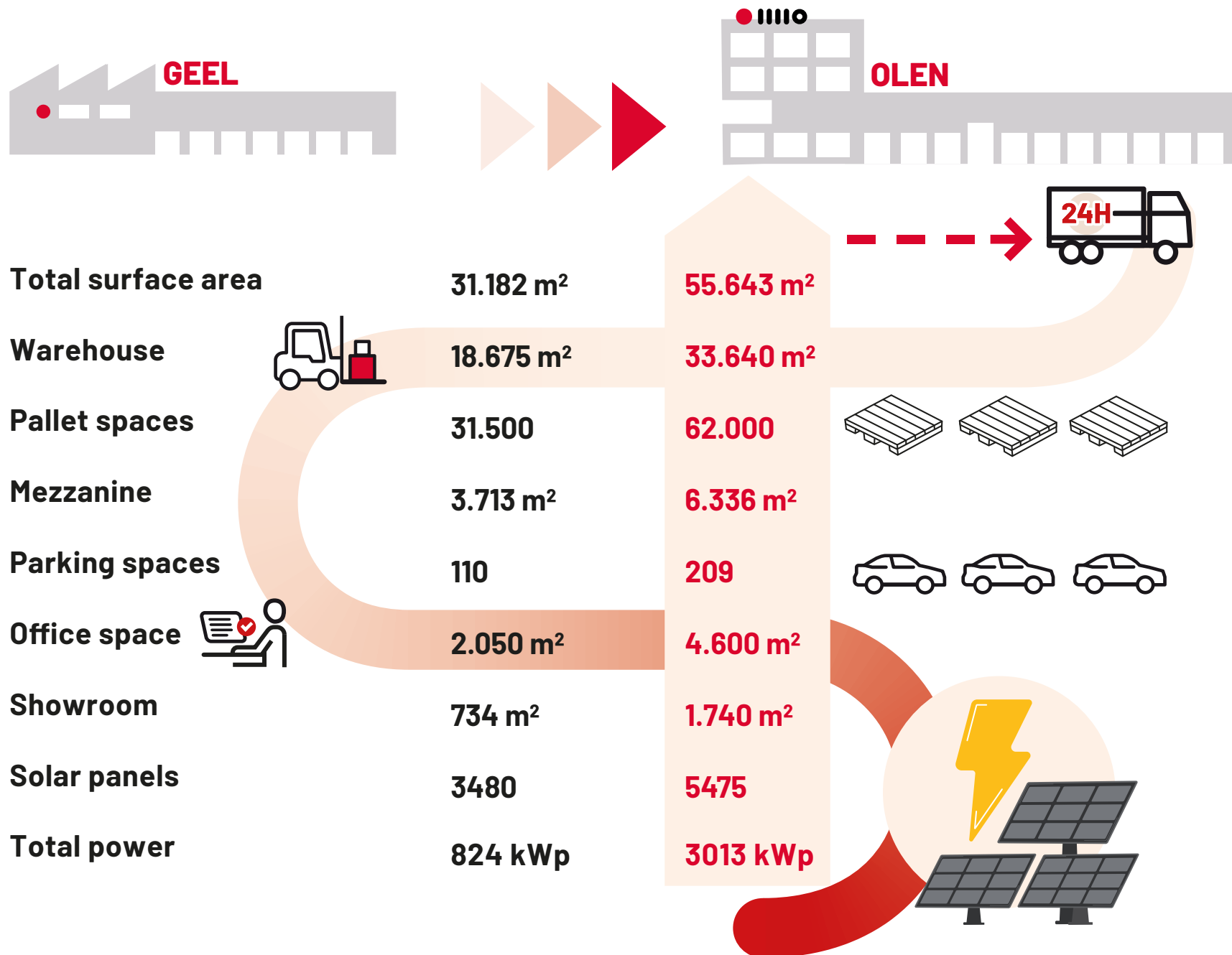
*“We have installed **5475 panels** on the roof, generating a total of **3013 kWp** of green power. That covers the consumption of more than **1,100 households** for a year.*”

That is more than enough to cover Flamingo’s energy consumption and still provide 65% of the power generated to the surrounding area. So we generate more green energy than we consume ourselves, which means we do not emit CO₂, but absorb it.”

Flamingo itself has put a lot of effort into its charging infrastructure. Together with MobilityPlus, for example, we installed **15 double charging stations**, accounting for 30 parking spaces. Because these operate on self-generated energy, it reduces the CO₂ emissions from our commuting.

During construction, Heylen Warehouses has made provisions so that the charging infrastructure can be further expanded with 19 additional double charging stations. This will allow us at Flamingo to grow our electric fleet without any problems and also allow surplus energy to be consumed.

In addition to **18 double charging stations for electric bicycles**, there’s room for doubling the bicycle parking area with charging infrastructure, and the necessary arrangements have already been put in place for this expansion.





Sustainable products

For the Flamingo product range, we continue our approach from 2022. When we look for new products, we look at the demand of our customers, but we also aim to anticipate their needs by introducing innovative products made from alternative materials and keeping up with market trends. This way, our customers can experience that those more sustainable products are no less qualitative or necessarily more expensive than traditional items.

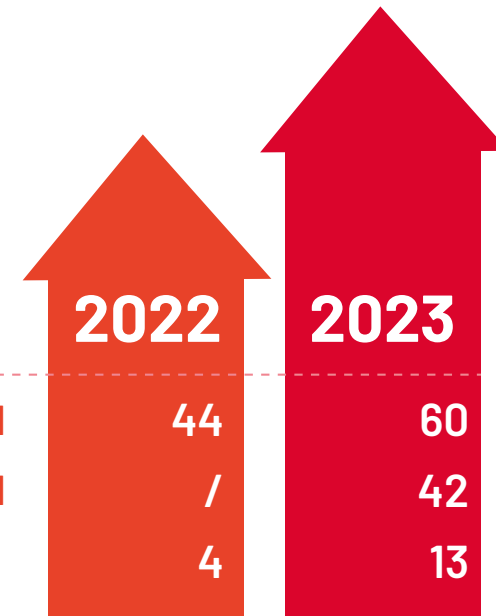
Assortment of Rubba toys

In 2023 we launched our 'Rubba range'. This consists of 19 rubber dog chewing toys. The toys are made of 100% natural rubber, which comes from rubber trees. Natural rubber is therefore interesting from an ecological point of view, also because it does not require the use of petroleum, as is the case for the production of synthetic rubber.

- Items with >95% recycled material
- Items with <95% recycled material
- 100% home compostable items

Notation in PIM

Starting in 2023, we've diligently recorded the percentage of recycled materials incorporated into each product within our Product Information Management (PIM) system. This way we can more easily monitor the evolution of the materials in our range. We obviously also do this for products that were previously in our range, so we can make an initial comparison between 2022 and 2023.



FSC

As a company, you have the opportunity to make a positive impact through sustainability certifications like FSC (Forest Stewardship Council). FSC certification ensures that wooden or paper products bearing its label come from responsibly managed forests. This includes ensuring safe and ethical working conditions during tree harvesting and replanting processes. FSC attaches great importance to these principles and therefore carries out strict checks on all parties that buy and sell FSC-certified products.

At Flamingo, we recognize the significance of sustainability in our product range, which includes approximately 500 wooden and paper items. Embracing the FSC label enables us to offer our customers a sustainable option for their pets' accessories.

In June 2023, we received the FSC certificate at Flamingo Pet Products after an audit. This means that from now on we can start purchasing and selling FSC-certified products. The first products are already set for 2024. You will be able to recognise them by the FSC label on the packaging. Of course, we will also communicate about it on our social media channels so that everyone is informed.



By buying our products
you help take care of
the world's forests

We are FSC® certified (FSC® C189583).





Working with Moderna Products

A material with which we can create a significant impact is recycled plastic. That is why at Flamingo, we also launched products made from 98% recycled material. We do this together with production partner Moderna Products, a family business from Izegem. They manufacture products from recycled plastic for pets, and thus also for Flamingo. At the end of 2023, we had 40 articles made from recycled material from them in our range.

Our range includes a lot from Moderna, such as feeding and drinking bowls, transport cages, dog baskets and also cat and small animal toilets. All made in our own country (Belgium), which also makes them a local trader for us.

Moderna Products produces approximately 19 million articles per year, at its Belgium production facility alone. To achieve this, they process more than 5,000 tons of polypropylene per year, of which 38% is recycled material.

The company mainly works with European suppliers. The raw materials they use come from Antwerp and Rotterdam, the recycled materials also comes from Belgium and even the packaging is local. The two Asian suppliers that Moderna works with have been known to them for a very long time. This makes poor working conditions in the supply chain very unlikely.

To highlight the collaboration with Moderna Products and the company's sustainability policy, we engaged in a brief interview with Chantal Saelen, the owner overseeing marketing and sales at Moderna.

They often hear the misconception "plastic is not sustainable", but Chantal does not agree with that. "We know that, if we do it right, there is no more sustainable alternative than plastics. But you have to do it the right way. That is why we started doing process innovation and optimised our entire production process. The key factor is and remains raw material. About 5 years ago, for instance, we made the transition from virgin material to material of recycled origin. By 2023, 38% of our materials were of recycled origin."

Of course, such a transition is never without its challenges

"We have been involved in this transition from the start, but there are also some pitfalls. Technically speaking, it is not always easy to use recycled material as a replacement for virgin materials. The supply is also not always constant, which means we have to provide a buffer so that stocks always remain up to date. Price is and remains a point of discussion as well. We know that people want (more) sustainable products, but often do not want to pay more for them."

Yet Moderna Products does not want to avoid these obstacles. The ambition is therefore to grow the 38% of recycled materials used to 80%. "100% would be nice, but is not realistic today." Chantal adds.

Can you give us a brief outline of the sustainability policy at Moderna Products?

"We always try to be among the first, we are not followers. We are busy with the impending legislation, but sustainability is more than just ecology. We are also strongly committed to social governance and the initiatives we need to focus on to make Moderna a future-proof company. This does not always have an impact in the short term, but more often in the medium term. We are not here for quick wins, but want to be a stable partner for our customers, our suppliers and our staff. That is very important to us."

What is the Moderna “betterness” strategy?

“Every decision we make must always be better than the previous one, on a sustainability scale,” says Chantal. “We never go back in time because of price or because it was easier. The big decisions we make must and will always create a positive impact.”

Why the choice to use recycled material for products? A long-term goal!

“We take a long-term view and follow closely what the new technologies are. We also want to do a bit of homework, easing the burden on our customers, so that we are ready with a solution and the customer can do his thing. We are the manufacturer, so we have to do our job well. Recycled material has become part of our DNA.”

In the Flamingo range we have products that consist of 98% recycled material, such as our transport baskets. What does the remaining 2% consist of?

“The material used is 100% recycled, but it still contains 2% dye and that dye can never be of recycled origin.”

We concluded the interview with Chantal with her opinion on biobased plastics.

“The technology is not yet advanced enough. There is also too little available, which means the price is still very high. In addition, there are also issues with recycling. For instance, when you use a material made of bamboo and resin, for example, you will never be able to take it apart at the end of the journey. The “environmentally friendly” part is sometimes still missing, although it is marketed as such. Our products, on the other hand, are monomaterials and therefore easy to recycle.”





Safe and pleasant working environment

In 2023, the number of employees at Flamingo grew from 176 to 205, and we continue to grow. Naturally, with such rapid growth, come challenges. Of course, we continuously strive to create a pleasant working environment where everyone feels welcome. We do not want to lose the feeling of a family business and the personal approach that comes with it. Our HR team plays an important role in this. Initiatives on the shop floor are always taken in consultation with the management and ensure that daily work runs smoothly.

The fact that Flamingo is a pleasant place to work is reflected in the average seniority of our staff. On average, our employees have accumulated 9 years of experience, and a quarter of our staff have even been working for the company for more than 10 years.

Integrating new employees

To lower the threshold for new employees, we launched an onboarding programme in 2022. This gives new colleagues an introduction to the various departments in the company in their first two weeks in the office. This way, they quickly know who to contact with which questions. They are also assigned a 'Flamingo Buddy'. This is a 'godfather' or 'godmother' who shows them around on the shop floor, but also explains practical matters and is available for a chat during breaks, so that they don't have to spend the first few days alone.

We closely monitor new employees. For instance, our HR department does at least three well-being interviews in the first year of employment. During these interviews, they talk about how the new colleague feels within our company and his or her team and what he or she still needs to feel comfortable. Our HR colleagues use these conversations as input for future feel-good initiatives, training programs and improvements to the onboarding process itself.



Flamingo staff

	2022	2023
Total amount	176	205
Percentage of women	57%	57%
Percentage ≥ 50 years	22%	25%
Average seniority	8 jaar	9 jaar

Involvement and feel-good policy

In late 2023, we launched our very own intranet platform to enhance employee engagement. From now on, our employees will be kept up-to-date by our marketing and HR team about the ins and outs at Flamingo. All company news, formal and informal, is shared through this platform. This includes, for example, important changes in the organisation, useful and informative documents or a birth announcement from our colleagues. A fun poll is also organised every two weeks so that we can get to know our Flamingo colleagues a little better. Today the intranet exists in both Dutch and English. We want to add additional languages in 2024, so that our foreign colleagues do not miss out on anything. Employees can also find the feel-good calendar on the intranet. This contains large and small initiatives that promote the working atmosphere and collegiality. This way, our employees quickly know when the next food truck will be visiting, when it's time to bring out the costumes, or when the annual staff party takes place.

We also successfully launched FlaminGO!

Not only through an enthusiastic group of cycling and running Flamingos on the sports app Strava, but also with a challenging climb of the Mont Ventoux in June. That sporting experience already made us long for more, as a walking and cycling trip to the Champagne region is on the program in 2024. We also share the rankings in Strava on the intranet, so that everyone can follow the great performances of their colleagues.

Diversity and inclusion

At Flamingo our vacancies are open to everyone. We notice that a diverse workforce creates an exciting and stimulating work environment. We always have a ratio of approximately 50% men and 50% women, also in our warehouse. We also try to create a good balance between colleagues of all ages. For example, in 2023 there were 12 colleagues aged 50 or older.

In the future too, we will continue our commitment to people with disabilities. In 2022 we already worked with workplace architect Synkroon. Through Synkroon we can offer work to people who are further removed from the labour market.

In 2023 we started a collaboration with Kaliber, a custom company from Herentals. Every two weeks, three 'Kalibers', together with a supervisor, come to Flamingo to reprocess products. These people have the special talent of being able to focus enormously during repetitive work. That is why they are used, for example, to inflate large quantities of balls, sort products or transfer incorrect barcodes to packaging. In 2023, just like in 2022, we received the 'Inclusive Company' certificate for our efforts.



Safe working environment

A safe working environment is extremely important to Flamingo. Therefore, our prevention advisor uses the SARIER method to identify the risks in the workplace. SARIER stands for Systematic Analytical Risk Inventory, Evaluation and Registration. Based on risk analyses, action plans are developed for both short and long term. The list of risks is then addressed in order of urgency. Because we moved to a new distribution centre in October 2023, our prevention advisor has a lot of work ahead of him. A new warehouse means a new way of working, which in turn entails new risks.

At the end of 2023, our first aid team had 14 members and the intervention team had 6. These colleagues regularly follow the necessary training to provide first aid and assist our staff in the event of a fire.

Because the relocation to the new building required an enormous amount of preparation, we decided in 2023 not to make any changes to the procedures for our first aid and intervention team. Once the new location is fully operational, we will continue to work on this. We want to strengthen our procedures to increase the autonomy of our industrial assistants and to communicate even more effectively with all our employees, so that they know what to do in an emergency.



Safe products for pets and pet owners

Flamingo may primarily be a distributor of pet products, but that does not mean that we only purchase and sell products if they are in nice Flamingo-styling. We have a role as brand owner and we take it seriously. Our Purchasing team selects the highest quality products worldwide. We demonstrate the quality and safety of products through official markings, test reports and certificates.

Each of these guarantees are checked for authenticity by reviewing the markings and documents ourselves. This way we can guarantee quality and safety. Here we focus on the product categories with the greatest safety risks, including toys and electrical products.

Safe toys

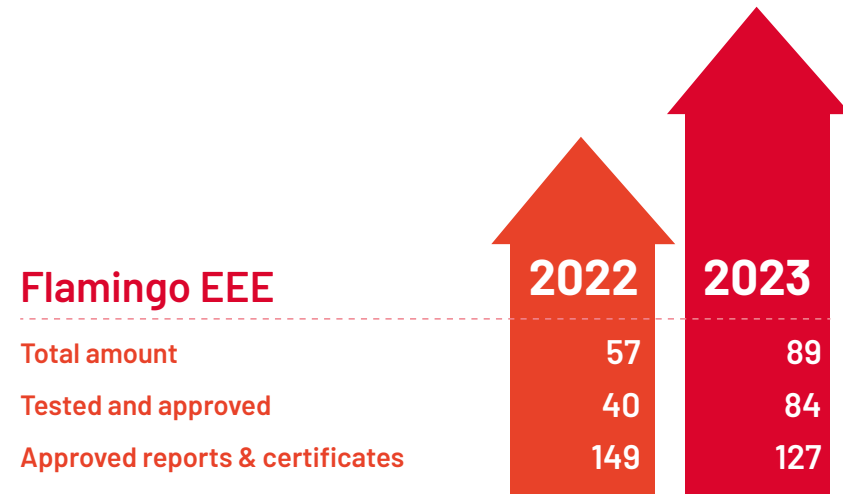
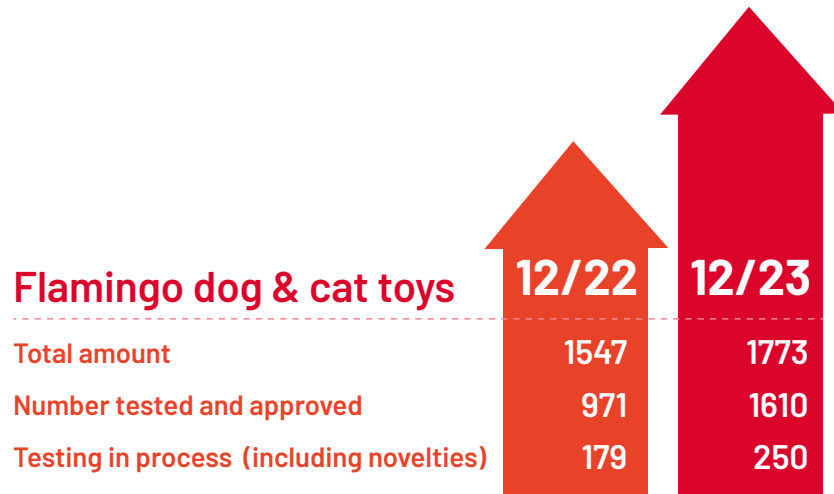
Flamingo's dog and cat toys are further tested according to the European directive for children's toys. This is not an obligation, but something extra that we do for our customers and consumers. That is why we have these tests carried out ourselves.

When you see a Flamingo toy with a CE mark on the packaging, you can assume that the toy is as safe for cats or dogs as it is for children. It is therefore always our ambition to subject 100% of our toys, which are very similar to children's toys, to these safety tests. If we cannot test an item according to those European guidelines, we will evaluate whether the item remains in our range or not.

Safe electronics

For our electrical and electronic products, we expect our suppliers to comply with the European directives that guarantee the safety of the product. This is also demonstrated by a CE marking on the product and packaging. To be 100% sure that the CE marking is justified, we always request the reports and certificates of these tests from our supplier and check them carefully. We don't want products in our range that can interfere with the operation of other electronics, cause short circuits, or contain heavy metals.

At the end of 2023, our range consisted of 89 electronic products, all of which were approved by us. As of 31 December, 5 were still pending. This corresponds to 276 accepted test reports and certificates, 127 of which in 2023 alone. Those are just the documents we accepted. We looked at a lot more, but we couldn't accept them for various reasons.





REACH

Another important element is the REACH directive. This is a European directive that concerns chemicals. Thanks to this directive, we know how dangerous certain substances are for humans, animals and the environment. We would therefore like to receive a guarantee from our suppliers that their products are produced without toxic substances. Today, all our suppliers declare that they comply with the requirements of the REACH guidelines.

Product labelling

What is often overlooked when it comes to safety is the information in and on the product packaging. This is at least as important as the tests and inspections. Safety is closely related to the correct use of a product. Our packaging department therefore constantly keeps a close eye on everything that concerns product information, such as: European directives, standards or national initiatives. We try to ensure that our packaging is always kept up to date with the latest warnings, instructions and other mandatory product information, so that our customers can rest assured.

Quality control

A final step that we carry out is the inspection of the goods that arrive in our warehouse. All new products are checked, weighed and measured. This data is then entered into our Product Information Management system. Products that show deviations or do not meet the expected quality are not approved for sale. In such cases, we work together with the supplier to find a solution.

Product advice from experts

For a happy animal, it is also necessary that the owners choose the right products. In collaboration with our experts, we have also highlighted this in the videos and blogs we have created together.

Veterinarian Valérie, for instance guides you in the videos on how to choose the right toys for your puppy or kitten and the importance of physical and mental stimulation in young animals. Indeed, for your little friend, it's better to go for smaller and softer toys.

Additionally, she provides tips on selecting the right feeding and water bowls, as well as advice on the use and placement of the litter box for your kitten. Flamingo Products fits in perfectly with all these tips. We have an extensive range of toys for puppies, suitable toys for kittens, non-slip feeding and drinking bowls and litter boxes with lowered entry. And these are just a few examples!

In the blogs, in collaboration with Smiling Dogs, we often provide health advice about dogs, but that also includes products. Just think of chewing toys for a puppy or dog that often bites your furniture, interactive toys to combat boredom or the right harness for a smooth walk. We always link the advice of experts to a Flamingo product to give the messages extra power.



Orthopedicki krovci

Orthopedicki krovci

Ortopedijski krovci

Ortopedijski krovci



Sustainable collaborations

Collaboration with veterinarian and dog behavior coach

In 2023 we entered into a partnership with some experts in pet care; veterinarian Valérie Vermeulen and Patricia Ceuppens, certified dog education and behaviour coach at Smiling Dogs. Together with them, we have created a series of content around different topics, such as puppies and kittens, to share with our customers and consumers.



With the oversupply of content around these topics, we felt the need to share high-quality, accurate and substantiated content by experts on our website and social media. We have a wide range of products for pets and are keen to share our expertise around their use and contribution to a happy life for animals.

So, in collaboration with veterinarian Vermeulen, we have launched a campaign focused on puppies and kittens. This campaign consists of two videos in which Valérie provides explanations and tips on acquiring a new puppy or kitten; everything you need to take into account, when they need to go to the vet and more. We also used these videos to create social media posts, stories, blogs, newsletters, ads, and so on. To boost the campaign, veterinarian Vermeulen also gave a lecture on the topic.

We have developed a whole series of blogs with Patricia from Smiling Dogs, for which she has provided our marketing team with tips and tricks. These have then been converted into blogs on various topics, such as working from home with pets, separation anxiety, socialising your pet, introducing a new pet, boredom in your four-legged friend and more. This is always linked to one or more Flamingo products. These blogs were also put in the spotlight in newsletters to customers, suppliers and consumers, but also on social media.



BEPEFA

Flamingo is a member of BEPEFA, a national interest group for Belgian pet food products, including snacks. For our range of snacks, we think it is important to stay well informed about global, European and national initiatives. Thanks to BEPEFA we obtain this information first-hand.

As a member of BEPEFA you sign a Code of Conduct. One of the most important principles is that everyone acts and communicates without endangering the reputation of the sector. This also means that all members must respect their competitive colleagues and are not allowed to express themselves negatively about them for their own gain. In this way they can continue to guarantee a competitive and level playing field.

We don't do this alone. Our colleague Philippe Descheemaeker, Head of Purchasing, Packaging & Master Data, actively participates in the meetings, workshops and events organised by BEPEFA. For example, in November 2023 he took part in a workshop on nutritious and sustainable pet food, organised in the SGS Antwerp laboratory. We think it is important to learn more about these topics, especially for our snacks because this allows us to make adjustments in how we can, for example, package sustainably without compromising on shelf life.

Pet Sustainability Coalition

The Pet Sustainability Coalition (PSC) is the only international sustainability organisation that specifically addresses sustainability themes in the pet sector. At Flamingo we had no choice but to become a member. PSC uses the United Nations international sustainability goals (namely the SDGs) as a guideline for companies on their path to sustainable development. They also provide specialists in various sustainability themes. In addition to the bimonthly meetings with the European PSC members, in 2023 we also had many one-on-ones with a PSC specialist in sustainability reporting. Together we conducted an extensive evaluation of our previous edition, to improve our approach and communication for this report.

The number of European members of PSC is constantly growing and that is why it was decided to hire someone based in Europe before 2024. This person will be able to specifically focus on legislative and other sustainability initiatives that affect the European market. These are good prospects for the European branch of PSC!





amfori

We are also a member of amfori, an organisation that believes that fair trade is the key to social, environmental and economic benefits for everyone in the product chain. Thanks to the large number of members, amfori has an enormous impact on global business operations. With more than 2,400 members, they represent numerous sectors and have an impact on the work lives of hundreds of thousands of workers. The organisation has a varied team of experts ready, who continuously stay informed of legislation and are in close contact with policymakers and stakeholders. In this way, they give their members a voice to ensure that their opinions are taken into account in decision-making.



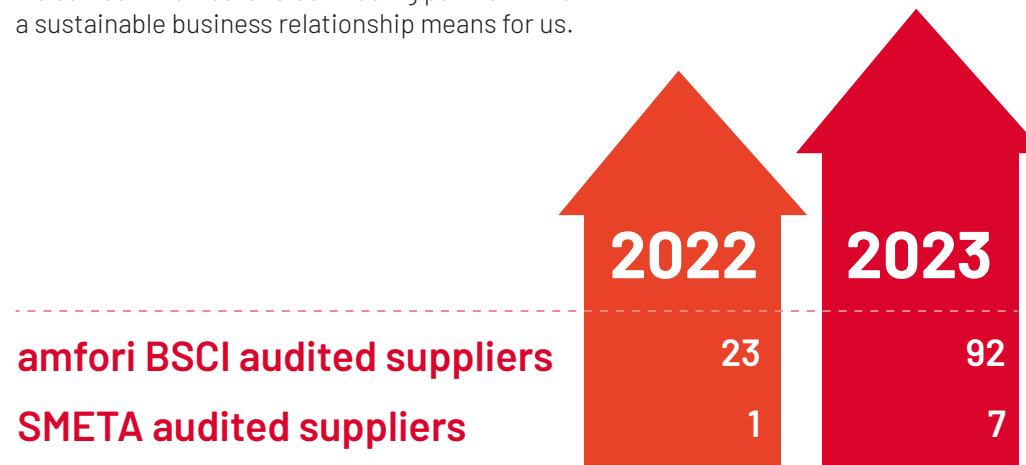
Member of amfori, the leading global business association for open and sustainable trade.
For more information visit www.amfori.org

As an organisation, amfori mainly provides tools to identify environmental and social problems in the product chains. This knowledge facilitates discussion between chain partners and can create sustainable long-term relationships. The 'Business Social Compliance Initiative' is one of amfori's showpieces. It provides a Code of Conduct that guarantees good living and working conditions at production level. This includes fair compensation, the elimination of child labour, gender equality, and sufficient rest for workers.

At Flamingo we find this Code of Conduct very interesting and would like to use it in the future as inspiration for our own Code of Conduct, in which we can communicate to our trading partners what a sustainable business relationship means for us.

But we would also like to ask for some basic guarantees regarding production conditions, so that we know that we are working with partners who find sustainable entrepreneurship as valuable as we do.

A number of our suppliers were already audited according to the amfori BSCI CoC at the end of 2023. A number of others opted for SMETA (Sedex Members Ethical Trade Audit), which applies similar principles to those of amfori's BSCI. Which is of course also interesting for us to draw inspiration from!





Voka Charter Sustainable entrepreneurship

In 2023, we took part in the Voka Charter Sustainable Entrepreneurship for the first time with Flamingo. We did this with a clear action plan, consisting of at least 10 actions, allowing us to set priorities and focus very specifically on a number of sustainability topics with which we can create impact at Flamingo. We chose to focus on 14 actions with our plan. Gradually we were able to expose our internal pain points, identify areas for improvement and optimise our processes for the future. By participating in this charter, we once again clearly contribute to the international sustainability goals (SDGs). Our participation was a great success, as we have already passed the final evaluation and thus achieved the charter for 2023!



N°	Action	Objective	SDG
1	Materiality analysis through stakeholder survey	Responsible and transparent organisation - drafting a sustainability policy	12
2	KPIs & data collection in line with GRI standards		16
3	Sustainability report		
4	Electrification of vehicle fleet incl. charging infrastructure	Climate Policy	13
5	switching to FSC-certified packaging	Sustainable production and consumption	3
6	Tertiary packaging: conversion of standard pallet film to wire film		12
7	Switch to FSC-certified paper & wood products in range		15
8	All toys and electronics tested on CE directives		
9	Intranet for greater engagement	Productive employment and engagement	8
10	New onboarding process including welfare interviews & buddy system		16
11	Implementation of feel-good policies e.g. Let's go FlaminGo!		
12	New building with attention to sustainability	Sustainable business and IT infrastructure	7
13	PIM: uniform data exchange with GS1		9
14	New webshop with increased user-friendliness		

Huisdierproducten slim verpakt met

64%

minder plastic al val

FLAMINGO PET PRODUCTS

Da's goede zaken doen!

19
KE





Economic growth

At Flamingo we embrace digitalisation and innovation because they contribute to our economic growth. Our focus on these aspects is not only a strategy for efficiency, but also a way to meet the needs of modern consumers. This approach enables us to achieve sustainable growth and strengthen our position within the sector. Just like in previous years, in 2023, we have also taken many initiatives and implemented improvements in the field of digitalisation.



Web shop

In 2023, many improvements and updates have been made to the website and web shop to increase user-friendliness and more. For example, shopping cart loading times are five times faster thanks to the optimisations. Customers can now also download images, videos and information documents of products. They can also consult and download their invoices in their web shop account.

For our translations we have created a link with a translation tool. This means that the translations of web pages are automatically loaded in the right place on the page, saving us an average of about 6 hours per blog article.

The customer file was automated. Potential customers can now effortlessly fill out a form, which triggers a series of background checks. Upon successful completion of these checks, the customer is promptly added to our ERP system. This eliminates the need for manual data entry, saving time and effort.

Compared to 2022 we went from 825 to 995 web shop customers. This figure continues to grow every month, because the web shop is promoted more and more by our representatives. We were able to finalise a total of 8,202 online shop orders in 2023, which is approximately 1,800 more than in 2022. This brings the percentage of web shop turnover to 8% of the total turnover.

With more than 18,500 website visitors, we demonstrate that our digital presence is strong. We have further strengthened this by collaborating with influencers on social media. These campaigns generated an additional reach of 169,557 people. Which in turn resulted in an increasing number of followers on our social media channels.

The improvements to our web shop have been rewarded with an award for the best B2B web shop in Belgium! The "Awards by Jury" rewards web shops that are active in specific market segments, such as B2B, export and marketplaces. These are assessed by a jury on the basis of the submitted file. After a nomination in the top 3, **we were awarded the top prize for best B2B web shop.**



In 2024 we will focus on even more optimisations of the web shop. With a major upgrade we are improving the search function and speed of the site. By cleaning up the data, we can manage it more easily and integrate it into a "marketing automation system". This will centralise all PIM and website translations within one translation memory and system, resulting in time and cost savings, as well as consistency in our translations. Translations will automatically appear in the correct place in PIM. This means that we no longer need to manually add translations when we add a new language or new value in PIM, for example.

Furthermore, the intention is to add the texts of our packaging to our PIM, so that they can also be translated via our translation tool. This also saves additional time, especially because we offer our packaging texts in 16 languages.



Sustainability & innovation in our new warehouse

In October 2023 we put our new warehouse at the HQ in Olen into use. A more spacious, more modern warehouse than before, with no fewer than 62,000 pallet places on 6 levels over 42 aisles throughout the warehouse. For our new warehouse, we sought a system to enhance the efficiency of product picking. We found that in a new innovative cart equipped with a pick-to-light system.

Pick to light

The pick-to-light cart holds 6 or 12 boxes. The cart's computer always indicates the next pick location with the number of items to be picked and shows the picker in which box the items belong by means of a light (= pick-to-light). Thanks to this system, we see a strong increase in picking efficiency and speed. This system is also much easier for our pickers and virtually no mistakes are made. About 150 lines can be completed per hour, compared to 50 lines in the traditional system. So that's three times better! Ergonomics were also taken into account. When the pickers take hold of the cart, it moves almost automatically. The cart is electrically powered.



Storage of heavy products

When designing the new warehouse, we took into account ergonomics, safety, cleanliness, and hygiene with regard to the storage of heavy products. For instance, we unload, store, and pick these products all in the same hall to keep walking distances minimal. Additionally, the shelves are designed differently to accommodate these heavy products. Our cat litter is a good example of this. This way, the dust that such a product generates during processing is not spread throughout the entire warehouse, but is confined to one hall.

Waste reduction

On the mezzanine, an extra floor in our warehouse, piece-picking is done. There are 4,000 items here. All loose, remaining items go to the mezzanine in our new warehouse. For the collection and storage of these items, discarded litter boxes are used. Whereas previously the articles would remain on pallets, with a minimal chance of being picked and thus essentially becoming waste, they are now utilised for piece-picking.

AI working group

To keep all employees informed of digital changes, such as AI, we have set up a working group. In 2023, three sessions of this working group on AI and ChatGPT have already taken place to exchange information, updates and experiences. Many colleagues immediately started using this tool. We have already been able to develop a first case with remarkable results.

For example, many products did not yet have a consumer-oriented description on our website. We generated these descriptions using ChatGPT, which saved us a lot of time and money. All these descriptions were of course checked for any errors and then read into our Product Information Management System.

In 2024, the colleagues in the working group will continue to meet every quarter to exchange information and experiences. We will keep encouraging colleagues from different departments to use the tool to ease the burden of repetitive tasks, for example, or to give them a helping hand in digitising various things.

PIM and GS1

A few years ago there was a noticeable need for quality product information at Flamingo. The current product data that we had available came from our ERP system. A software package that mainly focuses on logistics data. Which makes the data very static and therefore not well-suited for gathering detailed product information.

That is why we implemented a Product Information Management System, or PIM system, in 2019. This PIM system is supplemented daily and kept up to date by our colleagues from our "Master Data" department. In PIM, in addition to information about the product, you can also find photos, manuals or certificates. The PIM system forms the basis for our web shop. Just like in 2022, we had '100% completeness' on our articles in PIM at the end of 2023. This means that all product information is complete and up-to-date.

This product data is exchanged with the GS1 GDSN data platform. This platform enables easy exchange of product information in a uniform manner with various partners such as suppliers and customers. This way, we don't have to manually process or fill in hundreds of different lists of product data. All suppliers provide the data in the same format in the system.

In 2023, our Master Data Coordinator gave a presentation at GDSN NL to show our competitive colleagues the importance of uniform data quality. As a result, 159 additional users joined the platform at the end of December. This makes data exchange much more efficient and saves a lot of time for all parties.



GRI content index

Statement of use	Flamingo Pet Products nv. has reported the information cited in this GRI content index for the period 1 January 2023 - 31 December 2023 with reference to the GRI Standards.
GRI 1 used	GRI 1: Foundation 2021

GRI Standard	Disclosure	Location
GRI 2: General Disclosures 2021	2-1 Organisational details	56
	2-3 Reporting period, frequency and contact point	2
	2-6 Activities, value chain and other business relationships	16, 19
	2-7 Employees	9, 17, 36
	2-22 Statement on sustainable development strategy	20-21
	2-23 Policy commitments	22-23
	2-24 Embedding policy commitments	22-23
	2-26 Mechanisms for seeking advice and raising concerns	36-37

GRI Standard	Disclosure	Location
GRI 2: General Disclosures 2021	2-28 Membership associations	42-46
	2-29 Approach to stakeholder engagement	21
	3-1 Process to determine material topics	20-21
	3-2 List of material topics	21
GRI 301: Materials 2016	3-3 Management of material topics	24-51
	301-1 Materials used by weight or volume	17, 25
GRI 302: Energy 2016	301-2 Recycled input materials used	17, 27, 30
	302-1 consumption within the organisation	20-21
	302-3 Energy intensity	17, 27, 30-31
	302-4 Reduction of energy consumption	27-31

GRI Standard	Disclosure	Location
GRI 305: Emissions 2016	305-1 Direct (Scope 1) GHG emissions	27
	305-2 Energy indirect (Scope 2) GHG emissions	27
	305-5 Reduction of GHG emissions	27
GRI 306: Waste 2020	306-1 Waste generation and significant waste-related impacts	24, 50
	306-2 Management of significant waste-related impacts	24, 50
GRI 401: Employment 2016	401-1 New employee hires and employee turnover	36
GRI 403: Occupational Health and Safety 2018	403-5 Worker training on occupational health and safety	37

GRI Standard	Disclosure	Location
GRI 405: Diversity and Equal Opportunities 2016	405-1 Diversity of governance bodies and employees	37
GRI 414: Supplier Social Assessment 2016	414-1 New suppliers that were screened using social criteria	45
GRI 416: Customer Health and Safety 2016	416-1 Assessment of the health and safety impacts of product and service categories	38-40
	416-2 Incidents of noncompliance concerning the health and safety impacts of products and services	39
GRI 417: Marketing and Labelling 2016	417-1 Requirements for product and service information and labelling	24, 40



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