

SCF1 – Pure Trade

Perspective on Pure Trade ESG approach

Company Stakes

Pure Trade designs and manufactures **promotional gifts and secondary packaging** for leading cosmetics and fragrance luxury brands.

Pure Trade is present internationally with 60 employees based in 5 countries (France, China, UK, US, Spain)

Key stake :

Manage environmental footprint

Need for **responsible businesses and sustainable packaging is increasingly important** as key account customers are making carbon neutral commitments.

As such, **products environmental footprint is a strategic issue** to which **eco-design and circularity** can provide valuable solutions as highlighted by the ESG audit conducted by Crowe Sustainable Metric in year 2021.

Other stakes (SDG's approach) :



Company approach

Pure Trade has enforced a strict environment policy, both internally and with its clients during projects conception...

- **CO2 emissions management** : implementation of an ERC method (Evaluate, Reduce, Compensate)
- **Responsible sourcing** : reinforce sustainability and traceability for its products across its supply chain thanks to an increased use of product and material certification.
- **Ecodesign** : systematically offer a more ecofriendly alternative in its client briefs
- **Sustainable procurement** : track the generic environmental impact of its leading suppliers (water and energy consumption, CO2 emissions, waste)

... **environmental performance is being monitored to improve practices:**

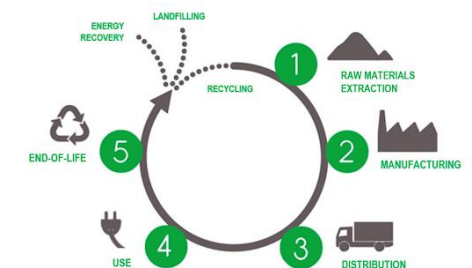
- A carbon footprint assessment is carried yearly on scope 1,2 and 3
- A dedicated reporting tool has been set up to assess products' environmental impacts (*Life Cycle Assessment*)
- Pure Trade's CSR approach is yearly evaluated by Ecovadis

KPI examples

Products	% of eco-designed products % of certified products
Suppliers	% of SA8000 or SMETA SEDEX audited suppliers

Food for thoughts

Why « eco-design » your products ?



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