

# UMBRELLAS ON THE HORIZON





# THE WORLD IS NOT ENOUGH!

## BY 2030

according to estimates by the Global Footprint Network, we will need approximately two planets to maintain our current lifestyles - in global economic terms.

» An increasing world population growth and growing consumption are leading to an ever-increasing human ecological footprint.

We should remember that every one of us and every company can make a difference. All changes, no matter how small, become part of a whole - just like a jigsaw piece.

At FARE, we dedicate ourselves step by step to our sustainability puzzle together with our ideas and commitment. For us, it is important that even small steps lead to success.





# BUT WHO IS FARE?



## FACTS

- Family business
- Umbrellas are popular promotional items
- Quality is the best argument for sustainability

» We are an owner-managed family business with a tradition going back more than 60 years. We have been specialised in the promotional products industry since the 1970s. Our customers include promotional product retailers and agencies. Specially tailored to the needs of the promotional products industry, we develop high quality promotional umbrellas that are manufactured by strictly selected and long-standing partners, mainly in Asia.

Together with special products and small series from Italy and England, we ensure high availability in our logistics centre in Germany, even for projects at short-notice. We print our umbrellas with logos, advertising slogans and designs for prominent large, medium-sized and also small companies and organisations. We are one of the leading umbrella suppliers in our industry.

## A PROTECTIVE ROOF – FOR PEOPLE AND THE ENVIRONMENT

» Everyone talks about sustainability, yet it is only an abstract concept for many people. The principle that has its origins in forestry is as simple as it is practical: anyone who only cuts down the number of trees that can grow again is ensuring the continued existence of the entire forest – and thus a good, long-term resource base for future generations.



# PROFILE



» We see sustainability as a combination of economic, ecological and social responsibility.

For us, sustainable, economic success rather than short-term profits is the primary corporate goal. We not only want our company to be holistically sustainable, but also the production by our partner companies in the Far East.

We want to not simply invest part of our profits in social projects, but to even generate our profits in an environmentally friendly and socially acceptable manner.

# CSR

» We are not only reviewing existing production processes and conducting regular evaluations, but are also concerning ourselves with new, advanced technologies. We are examining state-of-the-art procedures and are still scrutinising our workflows. We actively involve our customers and employees in this. In a continuous improvement process, we conduct conversations with suppliers, visit the production facilities and thus get our long-standing partners enthusiastic about the topic of "sustainability".

As occupational safety and opportunities for participation and co-determination are a matter of course at our production sites, employees also have the opportunity to enjoy job rotation, incentives and long-term employment.

Projects in our production facilities also include the determination of the corporate carbon footprint, which, however, can only be implemented in the medium to long term.



## OUR PRODUCTION

» Our production facilities have guidelines on energy-saving measures and waste avoidance. Recycling processes are included in the production process.

One of our most important production facilities has installed a solar plant and thus contributes to the reduction of the CO<sub>2</sub> emissions during production.



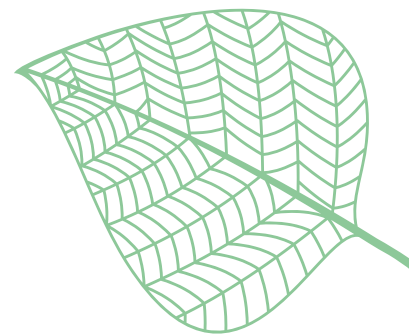
# PROJECTS

» Sustainability and social responsibility do not start and end in our own company, with our products or our employees. Therefore, we support local, national and international associations and initiatives with cash and non-cash donations. The welfare of disadvantaged children and teenagers is particularly close to our heart.



## WHAT INITIATIVES ARE WE PURSUING TO FULFIL SOCIAL AND SUSTAINABLE ACTION?

» Among other things, we participate in forums and workshops to discuss focal points of sustainable development beyond our corporate boundaries and to exchange ideas with other participants. Regional exchange is also important to us. For example, we participate in events organised by the Fairtrade Steering Group Remscheid including the current discussion on "Business, human rights, environmental protection - what does a supply chain act mean for Remscheid?".





**EASY TO  
SEE THROUGH –**

**WE FOCUS ON  
TRANSPARENCY  
IN THE SUPPLY  
CHAIN!**

**amfori** @  
Trade with purpose

Member of amfori, the world's leading business association for open and sustainable trade. We participate in the amfori BSCI.

[www.amfori.org](http://www.amfori.org)

» All amfori BSCI participants agree to the Code of Conduct (CoC) and undertake to comply with it. The amfori BSCI Code of Conduct includes the following principles, among others:

## FACTS

- The right to freedom of association and the right to collective bargaining
- Appropriate remuneration
- Occupational safety
- Special protection for young workers
- No forced labour
- Ethical business practices
- No discrimination
- Reasonable working hours
- No child labour
- No precarious employment
- Environmental protection



» In order to maintain the visibility and transparency of our supply chain with regard to social standards, and also to achieve improvements beyond this, we became members of the amfori BSCI (Business Social Compliance Initiative) as early as 2013. amfori BSCI is a business-driven initiative for companies committed to improving working conditions in factories around the world. The amfori BSCI initiative supports us in our efforts to improve working conditions and basic human and labour rights in manufacturing countries and to demonstrate our efforts in this regard.

In order to document our responsible business ethics, however, we have gone one step further and have had all our Far Eastern factories audited in accordance with amfori BSCI guidelines and rules.







» However, we would also like to take an even closer look at our own value creation processes and the downstream value chain, and next year, in cooperation with EcoVadis, we will make our sustainable actions even more transparent through a sustainability rating and achieve performance improvements in our own, but also in upstream and downstream value creation processes.

» Our long-term supplier and business relationships have contributed to the establishment of modern manufacturing facilities where our products are manufactured today. Along the entire value chain, from purchasing to delivery of our products, we try to follow our sustainable approach. Already during the development of our products, we pay careful attention to the selection and use of materials, even if this sometimes means that we have to accept higher purchase prices.

The use of materials is also based on the conservation of resources. For example, in injection moulding production, plastic parts that are rejects when a handle is removed from the mould are melted down in the next production lot and used for the production of other plastic components. This reduces the amount of plastic used in new production. However, this is not possible indefinitely, as chemical safety must be guaranteed at all times.

For example, products with commercial polyester pongee material have been replaced with STANDARD 100 by OEKO-TEX® certified cover material and manufactured using the new and environmentally friendly waterSAVE® dyeing process.



# SPEND MORE TO SAVE

» One of our production sites in China has its own water treatment system, so that water required for production can be purified within the company via the in-house water treatment system and made available for production again.

Cooperation with producers and suppliers in the Far East in close proximity to seaports enables short domestic transport routes. Production orders are bundled as far as possible to enable dispatch in complete containers (avoidance of part load shipments).

We cannot completely dispense with trips to our production sites, as we have to look at and check the conditions on site. However, we use video-conferencing in our daily work to be able to communicate face-to-face quickly and easily.



## TOTAL ZERO

is the CO<sub>2</sub>-neutral shipment of the parcel and express service provider DPD, which was introduced by DPD in July 2012.

We have been using this climate-neutral shipping method ever since.

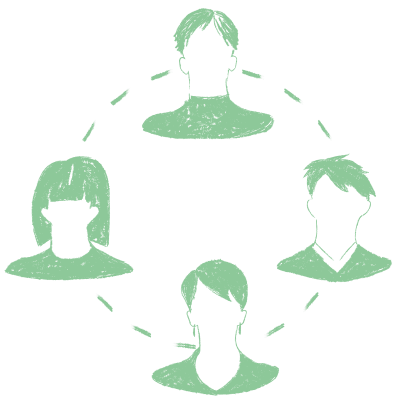




# EMPLOYEES

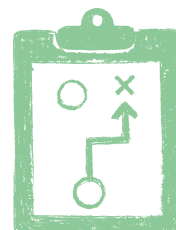
» Our employees' know-how is our most valuable asset. We would like to retain our employees at our company for the long term, so that they are also permanently available to our customers as contact partners.

To this end, as well as a weekly, free fruit and vegetable cup, we provide, amongst other things, flexible working time models, modern workstation equipment with height-adjustable desks, a company health management system and a medical fitness programme. In 2019, we offered two apprenticeships and one dual study programme for the first time, in order to cover our future demand for skilled workers.



## HOW IS THE TOPIC OF SUSTAINABILITY PRACTISED BY US AND OUR EMPLOYEES?

» Through regular training of our employees, we sensitise everyone to the topic, but also promote a sustainability orientation. We actively involve our employees by exchanging and developing ideas in internal workshops and by implementing sustainability and environmental concepts. We implement sustainability in our business processes.

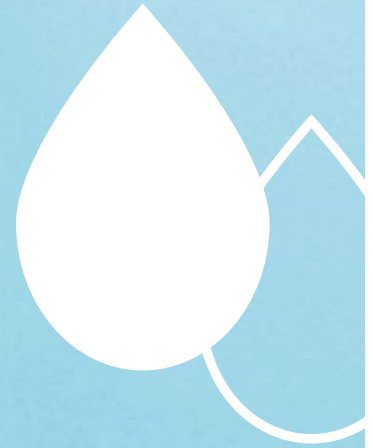


# ECONOMICAL



» High-quality, affordable and environmentally and socially responsible advertising umbrellas.

Since 2011, we have been offering a protective roof for people and the environment with the ÖkoBrella. Since then, our environmentally friendly product range has grown steadily and will continue to expand in the future. Our standard range is also constantly being improved through new, more environmentally friendly production processes. For example, the covers of existing articles are produced using a water-saving dyeing process. This is something we want to maintain in future.





# WATERSAVE®



## FACT

Due to waterSAVE® cover material:  
Total water saved per umbrella is almost

# 6L

» We do not just consider existing production processes as part of our sustainability strategy, but also look at new, progressive technologies.

When on the search for new, more sustainable production options, we discovered a revolutionary dyeing process which dramatically reduces both consumption of valuable raw materials as well as energy consumption and environmental impact with hazardous matter. We also use this process for our new waterSAVE cover material, which is now used for the popular STYLE range, the Colorline umbrellas, and the new FARE®-Steel for the first time.

The yarn made from recycled plastic for our waterSAVE cover material is already fully dyed during the production process. In this case, no water is required whatsoever. Far fewer chemicals are used and the drying time in energy-consuming machines is a thing of the past.

» REDUCING SLUDGE PRODUCTION BY

# 98%

» REDUCING ENERGY CONSUMPTION BY UP TO

# 70%

» REDUCING CO<sub>2</sub>-EMISSION BY MORE THAN

# 60%



» The typical dyeing process for woven fabrics requires large quantities of fresh water, chemicals, and energy. As the new process is a "dry" process, there is no purification and treatment of the water beforehand at all, saving a lot of energy.

# FROM PLATIC TO MATERIAL ARTISTRY

» With the ÖkoBrella models, we are investing in a better future - in every respect. The demand for ecologically compatible advertising media with outstanding quality and a reasonable priceperformance ratio has been growing for years. A challenge that we are very happy to take up with the ÖkoBrella family.

Due to the special manufacturing process, certifications and recycled and renewable materials, the purchase price of the umbrellas is higher than usual.

But an expense that pays off: The sustainable production of the ÖkoBrella considerably reduces the ecological footprint of the umbrellas by keeping environmental pollution as low as possible, saving fossil fuels and avoiding unnecessary CO<sub>2</sub> emissions.



Plastic waste is collected,  
cleaned...



# ÖKOBRELLA



» A clever alternative for keeping resources in balance is offered by recycling plastic materials. The plastics are washed, sorted, pressed and processed into a granulate.

The secondary raw material produced in this way is crushed and heated up. The molten plastic is pressed into threads in the melt spinning process and then woven into polyester braid.

## FACTS

» This sustainable manufacturing method reduces the ecological footprint by:

- reducing environmental pollution
- saving fossil fuels and reducing CO<sub>2</sub> emissions



It is heated and melted creating a polyester fibre, ...



... which is woven into a fabric to become the roof of our ÖkoBrella!

**COVER MADE OF  
RECYCLED  
PLASTICS**



# BAMBOO



» We are taking hold of ecological responsibility - with an environmentally-friendly handle made from bamboo. Bamboo grows very quickly and is 100% biologically degradable, making it the perfect raw material!

The particularly high bamboo content is another factor that makes our ÖkoBrellas even more environmentally friendly. The umbrella shaft, handle and tips are made of fast-growing bamboo - more than any other umbrella in the family.



# FACTS ABOUT THE PLANT



## Free of wood

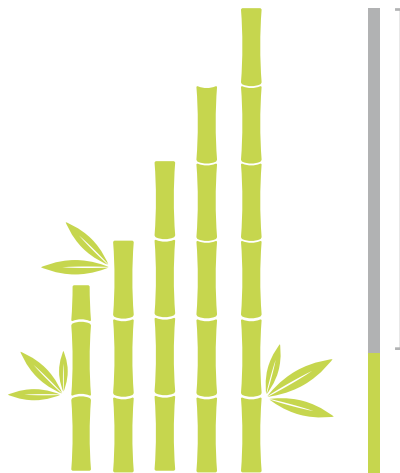
Even though the term "bamboo wood" is often used, bamboo belongs to the genus of sweet grasses and only later becomes woody.

## Undemanding

Bamboo is by nature very resistant and requires hardly any fertilisers or pest control. Artificial irrigation methods are not required either. Perfect for environmentally friendly growing.

## Sprinter

After about 4 to 6 weeks most bamboo species have reached their maximum growth height. For some species, such as the giant bamboo, this corresponds to about 50 metres - making it a huge gain for the environment.



**70 CM  
PER DAY**

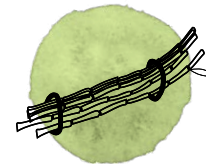
## Amazing height

Its rapid growth makes bamboo a particularly sustainable plant. The fastest species achieve 70 cm - every single day!

## Species diversity

About 1,500 different types of bamboo are known - the popular "lucky bamboo", however, is not one of them, but is actually one of the asparagus plants.

**A HANDLE  
FROM NATURE;  
NOT MEDDLING  
WITH NATURE**



... serves as a sustainable raw material for the handle.

The bamboo plant ...





# MAKING AN EVEN BIGGER CONTRIBUTION

» Our yarn manufacturer has been inspected and evaluated according to the Global Recycle Standard (GRS) Version 4.0. The yarn meets the requirements of this standard.

This product standard checks the recycled content of the finished or intermediate product and ensures that chemical, ecological and social regulations are met in production. The Global Recycle Standard (GRS) was originally developed in 2008 by Control Union Certifications. Responsibility was transferred to the Textile Exchange on 1 January 2011.

The spinning mill we work with weaves the yarn directly to make our umbrella covers. The chemical safety of the polyester braid is confirmed by an OEKO-TEX test and subsequent certification with the award of a test mark in accordance with Standard 100 by Hohenstein HTTI.

## GRS

The Global Recycle Standard (GRS) is an international, voluntary product standard that specifies requirements for the independent certification of recycled materials, the product chain, social and environmental practices and chemical restrictions.

## A GRIPPING IDEA WITH IMAGINATIVE PACKAGING

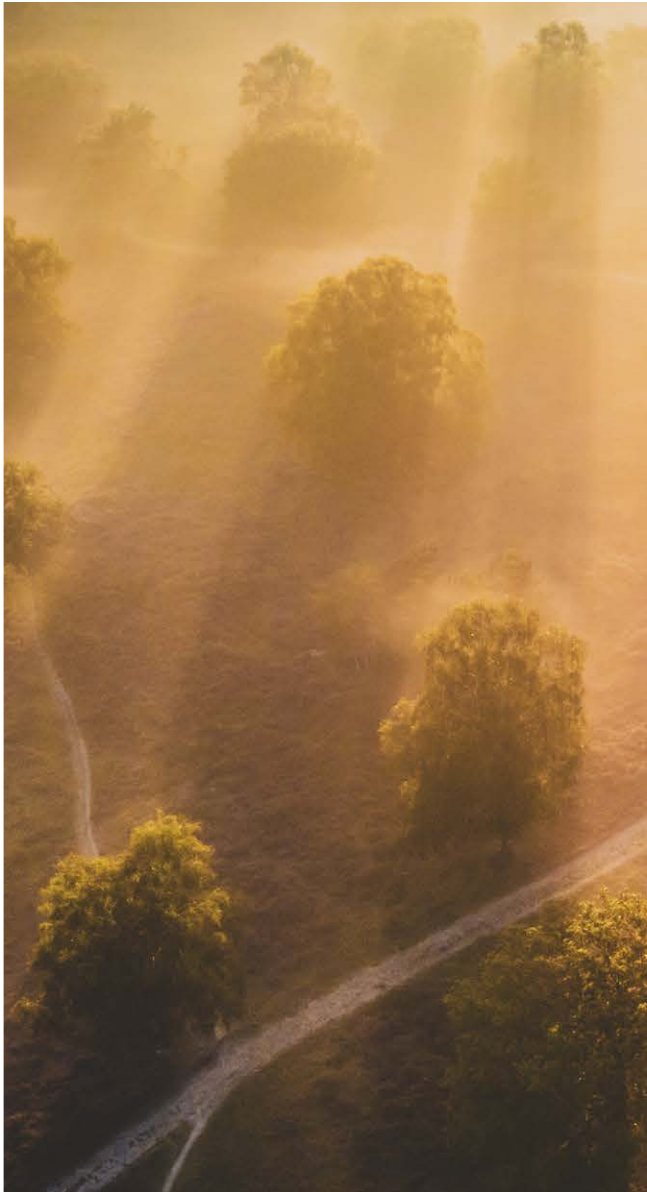
» Holistically planned and implemented! Not only the cover and handle – our ecological concept for the ÖkoBrella family also includes the packaging material: The transparent umbrella cover for protection during transport is made of compostable film. ÖkoBrella umbrellas are provided with a hangtag of recycled paper and a jute cord, entirely supporting the idea of a »green« umbrella.







# OUTLOOK



» One of the challenges for the future will be to show customers and consumers the difference between companies that simply label their products green and those that implement a sustainable strategy and production.

To make it clear that it is worth accepting a higher product price if it means reducing the ecological footprint.



» We will continue to expand our corporate activities on sustainability and environmental protection in the future by implementing further sustainability and environmental projects, maintaining an active exchange with employees, customers, dealers and suppliers and being open to further developments.

# LONG LASTING

» By participating in the ÖKOPROFIT project – a cooperative project of the major cities in the Bergisches Land and their business development agencies, the Chamber of Industry and Commerce of Wuppertal, Remscheid, Solingen and the Bergisches Städtedreieck Regional Agency, which is funded by the state of North Rhine-Westphalia – we attend workshops to be trained on a wide range of environmental protection topics. The special feature of this project is not only the approach of an environmental management system oriented towards business practice, but also the regional networking and long-term exchange of experience among the participants. At the end of the project, an environmental programme identifies and compiles the measures that are suitable for us and lead to verifiable improvements and savings in resources.

After a successful final examination and certification, we will receive the award "ÖKOPROFIT company". We will complete the certification in the coming year. We see this project as very good preparation for the introduction of an environmental management system, which we have planned for the medium term.





### CONCEPTIONAL

Sustainable transport concepts for employees (e.g. E-bike fleet)

### FOOTPRINT

Establishment of the FARE Corporate Carbon Footprint and compensation of the CO<sub>2</sub> emissions

### NATURALLY

Energy supply with natural resources

### WITH SYSTEM

Implementation and certification of the environmental management system according to DIN EN ISO 14001:2015

### QUALITY

Certification of the quality management system according to DIN EN ISO 9001:2015

### ECO

Ecovadis sustainability rating

### ECO

Participation in the ÖKOPROFIT project and certification

### GROWTH

FARE has been training its own apprentices since September 2019. A dual study programme with a focus on business informatics is also offered.

### 9.773 KWH

We recently finished changing the warehouse lighting to LED. We save up to 9,773 kWh per year by retrofitting.

### WATERSAVE®

Thanks to the waterSAVE® cover material, the production of each umbrella uses up to 6 litres less fresh water.

### ÖKOBRELLA

At the beginning of September 2017, the 5429 AOC mini pocket umbrella ÖkoBrella is awarded as sustainable product of the year 2017 by the PSI Sustainability Awards jury.

### GREEN ARTICLE

We at FARE were the first in the umbrella industry to tackle the issue of green articles in 2011. Our article 3299 ÖkoBrella has a cover made of recycled plastic material and a frame made of fast-growing renewable bamboo.



2025  
2022  
2020  
2019  
2018  
2017  
2011

