

# SUSTAINABILITY

## AT CREATIVE

Sustainability is an integral part of our business strategy in which we operate from day to day. Recent legislation and a change in the thinking of our customer base and its decision-makers means that the sustainability of our offer is now a key driver in our business model and is now included in design, innovation, manufacturing, competitiveness and customer satisfaction.

### OUR PRINCIPLES

Translating our knowledge into sustainable, environmentally friendly approaches of which we incorporate into all business activities and become the principles by which we operate our business from.



### PUSHING THE BOUNDRIES IN MELAMINE DESIGN

Due to our key company principle of being a sustainable business with products which challenge the "normal" manufacturing processes, we are now producing collections using the bamboo melamine product mix. Using this process allows end users to feel confident that the product they are buying has been sustainably sourced, engineered and developed to ensure we are looking after our environment and providing solutions which are procured in the most environmentally friendly manner.

### OUR PURPOSE

We create tabletop innovation for our customers to present their food with interesting, exciting, products created with passion, expertise and Solutions in mind.

### OUR VISION

To be the "go to" tabletop solutions provider, who can combine cutting edge design with practical functionality. Creating industry leading, innovative solutions for our customers.

### OUR STRATIGIC PILLARS

Design, Quality & Service.

### OUR VALUES

Create solutions, keep evolving  
Be passionate.

### INNOVATION

We take the entire life-cycle of our products into account, from the extraction and production of raw materials to the design, manufacture and use of the products. We now manufacturer using bamboo melamine which gives our operators the ability to use far more sustainable and environmentally friendly collections which has been sourced responsibly.

### PROCUREMENT

When sourcing raw materials, processed materials and components for manufacturing our products, we have a rigorous process for checking that our suppliers mirror and embody our principles of sustainability and are prepared to invest in the future of our world.

### DESIGN & PRODUCTION:

Design is a core component of our strategy to give our customer unique and innovative design, we ensure the longevity of our products and the prevention of waste and surplus material help us to achieve the goals we set across the design and production of our ranges.

