

We're committed
to operating in a
SUSTAINABLE
and responsible and way



Creative is dedicated to sustainability and protecting the environment whilst also providing top-quality products. We appreciate the significance of reducing our carbon footprint and work closely with our key customers to decrease the number of deliveries we make.

Our offices and operations have been devised with the environment in mind, from cutting down energy usage to maximizing recycling efforts. For instance, we have introduced the use of electric vehicles for company transportation and have placed recycling as a priority in the office by ensuring all recyclable materials are properly disposed of.

At Creative, we take pride in doing our bit to preserve the environment for future generations. That's why we are proud to use Melamine, a reusable material, in our products wherever feasible. Melamine is a fantastic substitute to single-use plastics, which are detrimental to the environment and add to the escalating issue of plastic waste. A study published by the Columbia University Mailman School of Public Health suggests that Melamine can reduce waste by up to 42.3% in comparison to single-use plastics. This reduction in waste helps to conserve resources and lessen the burden on landfills, leading to a more sustainable future.

Our commitment to utilising Melamine is just one way in which we are striving to create products that are both stylish and eco-friendly.

Efficient Supply Chain: Our supply chain has been designed to be as efficient as possible, decreasing the number of deliveries we make and minimising our carbon footprint.

Electric Vehicles: All of our company vehicles have been switched to electric vehicles from 2022 to lower the carbon footprint of our operations.

Waste Reduction: We have instituted recycling programmes in our office to reduce waste and promote sustainability.

Product Packaging: All of our packaging materials are recyclable, and where feasible, we aim to reduce the amount of packaging material used.

At Creative, we believe in promoting a workplace culture that engages and supports our employees. We aim to establish an open and respectful atmosphere, where communication is encouraged, and our commitment to sustainability is integrated into every aspect of our business. We hope that our efforts will result in a positive impact on the environment and society at large, and we will continue to search for new and innovative ways to reduce our environmental impact.

SUSTAINABILITY

An integral part of our business

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. Sustainability is now included in the design, innovation, manufacturing, competitiveness and customer satisfaction of our products.



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 our eco-friendly melamine product mix containing plant extracts and corn starch. 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" solutions provider, who can combine cutting edge design with practical functionality. Creating industry leading, innovative solutions for our customers.

OUR STRATEGIC 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 eco-friendly 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.