Our Sustainability Policy

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For over 70 years Keter has been a leader in the resin-based consumer products industry and we take our responsibility as a leader very seriously. We recognize our role as a partner to help our customers and consumers live more sustainably. Sustainability is everyone’s responsibility and is one of the key areas in which we are constantly innovating and striving to do better. The launch of the United Nations Sustainable Development Goals (UN SDGs) has also marked a new era of business responsibility – one that clearly requires a collaborative, innovative and integrated approach.

This policy is a reflection of our commitment to sustainability and the need to undertake a global approach to address the pressing issues in our industry. We may not have all the answers but I believe that by working together we can drive sustainable consumption and figure out innovative ways to succeed.

Alejandro Pena, Group CEO

Sustainability at Keter

We believe we can encourage sustainable consumption through reusable plastics and extending the life of our products – it all starts with the design innovations we undertake and the raw materials we use.
About the Keter Group

24 manufacturing sites and 2 distribution centers globally.

We sell in over 100 countries around the world.

The largest product range in the industry: garden furniture, outdoor storage, tool storage, medical products, indoor storage and home organization.

Over 4500 valued employees.

Our brands: Keter, Curver, Kis, Stewart, Adams, Jardin, US Leisure, AP Medical, Allibert Outdoor, Allibert Home.
Keter DNA

Six core values that guide our decisions, business behavior and sustainability approach.

Innovation
We are creative developers with a relentless mission to continuously innovate our products and processes to meet the needs of our customers and consumers. We challenge the status quo, ask for different points of view and generate creative solutions.

Accountability
We are accountable to meet our goals; we take ownership and responsibility for our actions and performance. We hold each other accountable to fulfill our internal and external customer and consumer expectations. We deliver what we promise.

Entrepreneurship
We take initiative and act on opportunities that go beyond the job requirements. We act faster than our competition to extend the business into new areas. We use influence and find ways to overcome obstacles that get in the way of reaching goals. We are passionate, optimistic and never give up. Many ways make one Keter.

Agility
We adapt to changing business needs, conditions and work responsibilities. We respond positively to change, embrace new practices to accomplish goals and solve problems. We cope well with the ongoing demands of change, recover quickly from setbacks and find alternative ways to reach our goals.

Respect
We are respectful and considerate. We believe in diversity and ensure that everyone feels welcome, valued, and safe in the workplace. Our conduct is based on openness and trust, we lead by example. We are working for a more sustainable future. We respect our environment and we engage with and care for local communities.

One Team
We are One Keter. We are team players and committed to each other. Our team results are more important than our individual accomplishments. We communicate and share information in an open, clear and effective manner. We support each other, collaborate and recognize the contribution of others.
Our point of view on plastics

Plastic is an incredibly versatile material with a vast range of potential applications due to its multiple forms, textures and strengths. It’s affordable and uses less energy to produce than wood and metals. On average, alternatives to plastic are 3.5x heavier and require 82% more energy to produce, creating nearly 2.7x more CO2 over the course of their life-cycle. However, like anything, plastics can have a detrimental impact on the world around us if they aren’t designed and used responsibly.

We don’t believe in single-use plastic products. Our products are designed to last a lifetime and we want all our products to have minimal impact on the earth but still perform to our and your expectations.

The conversation about plastics, waste, the use of alternative materials and consumer education is important and ongoing. It requires that we all work together to address the complexity of the issues and tackle the impact of plastics on our environment, especially in our oceans.

1 2018, Citi Bank, Citi GPS: Rethinking single-use plastics. Available at: https://www.privatebank.citibank.com/home/fresh-insight/citi-gps-rethinking-singleuse-plastics.html
Our Sustainability Policy

Our Sustainability Pillars

Our approach to sustainability is organized around three core pillars:

1. Materials Innovation
2. Design Innovation
3. Responsible Business

We believe the above areas are where our greatest impact as a business is and where we can leverage our expertise and work collaboratively to ensure, for example, that plastics are created and recycled responsibly, minimizing their impact on the natural environment.

We take various measures to minimize our operational footprint, from manufacturing to distribution and recycling, while maintaining a high level of product quality. We want to create sustainable value through our business activities and are currently updating our metrics and targets to allow us to track performance progress in the coming years.

The next sections of the policy discuss the three pillars in more detail.
1. Materials Innovation

What we believe in

Innovation in materials is one of the main ways we will solve the sustainability challenge. Keter was founded by a chemical engineer and we always remember that innovation is essential in everything we do, from the materials we choose, the technologies we use, to the products we design and how we manufacture for people all over the world.

Our ambition

To double our use of recycled materials across our business to 80% by 2028. We know this is a big ambition but we need to aim big.

When it comes to sustainability, we are focusing our innovation efforts on reducing virgin plastic as that’s the area where we believe we can make the biggest difference.

41% of recycled plastic in our products on average
1. We invented a process to take waste from diaper manufacture (homopolymer polypropylene film if you want to get technical) and use it in our shelving products. We started in 2007 at 30% recycled content. Today it’s up to 80% and we are pushing for more.

2. We also use post-industrial waste from non-woven film from the textile industry, automotive interiors and other polypropylene film industrial scrap.

3. All the waste in our production process is immediately recycled and reused.

4. We are exploring ways to use processed household waste as a source of raw material. Our Materials Innovation Lab explores a variety of materials such as synthetic resin mixed with organic materials.


6. We have established a large-scale R&D project in the field of recycled materials usable for plastic products. This project will include academics and other industry leaders and will aim to improve how we use recycled materials in our processes.

How we’re doing

In 2018, 41% of all the plastic we used in our products was from recycled material. This makes us the largest user of recycled plastic in our industry. By 2021 we are targeting this figure to be over 50%, and we will continue to invest heavily in this. The percentage varies across different product ranges – some of our products are made from 100% recycled materials. We are continually exploring ways to increase the amount of recycled materials we use.
2. Design Innovation

Our ambition
To improve sustainability through design in all our products – focusing on materials and processes.

How we’re doing

We design in 100% recyclability - the vast majority of our products are completely recyclable where facilities exist. For example, in many of our garden furniture products we have replaced all metal parts (screws, frames) with resin to allow the products to be easily recycled.

We created the now industry-standard Long Core Injection process. This involved a new type of injection molding process that saved huge amounts of raw materials while actually improving the strength of our products.

The majority of our products are designed to be shipped flat-packed for easy home assembly. This reduces shipping costs and environmental impact.

We designed the first chair in the world to weigh less than 2kg which hugely reduces plastic consumption. We’ve sold over a million of these chairs in the past 15 years – that’s a lot of plastic saved.

We design packaging that’s useful after a product has been delivered. For example, the stacking shelf of our Realbarrows keeps the product stable on the pallet and then doubles as a tool holder.
3. Responsible business

What we believe in

Responsible business practices underpin everything we do – from the way we manufacture our products, to how we collaborate and engage in our communities and with our colleagues.

Our ambition

To continue finding process efficiencies and engage our colleagues to help minimize our operational footprint and promote responsible consumption practices among the communities in which we operate.

How we’re doing

Sourcing raw materials

• We aim to source our raw materials as locally to our factories as we can. This is not only cost efficient, but it also ensures we minimize our environmental footprint from transportation and supports the local communities in which we operate.

• A lot of our raw materials come from industrial scrap, diaper production waste and automotive industry waste, to ensure we have as high a percentage of recycled materials as possible.

• Many of our factories use solar power.

Energy consumption

• We are reducing energy consumption across our plants. When replacing machinery, we always strive to use hybrid or fully electric machines with lower energy utilization.

• Business continuity - we regularly reassess climate change risks from a business continuity perspective and examine potential weather-related vulnerabilities that can be caused by floods, hurricanes, earthquakes, etc. We have built IT continuity plans and are also developing production back-up and emergency preparedness options.

• We have proven co-generation energy technology in two plants in Italy (Ormelle and Plastitecnica) since mid 2017. We are exploring rolling this out to other plants around the world.

• We are also launching a trial project to install an energy recycling system that utilizes some of our own waste to reduce energy consumption.
Our employees
Our employees are our greatest resource. We strive to ensure everyone in Keter feels they are safe at work, that they can contribute to the fullest of their potential and develop a career with the company. We are respectful and promote diversity and ensure that everyone feels valued. Our conduct is based on openness and trust and we work together as One Keter to create innovative, high quality products that are at the forefront of our industry.

Product Safety
We guarantee that our products are produced to the highest quality standards and always designed for safe usage. We consistently monitor and test during all our production processes.

We follow (and often exceed) national guidelines for safety, stress testing and weight bearing. Our products that are designed to come into contact with food meet relevant EU and US regulations for food safety.
If you have any questions about this policy or would like to get in touch with us, please contact: sustainability@keter.com

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