



SUSTAINABILITY ACTION PLAN

2023 / 2025



OUR POLICY

At Geometrical, sustainability is a guiding principle that shapes our decisions. We consider sustainability in our design, product function and business model, even at the expense of profit. We believe that sustainability is a long-term investment in our business. We give equal weight to economic, environmental and social aspects because we believe they go hand in hand to create lasting change.

We are at the beginning of this journey and recognize that this is an ongoing process. We believe that integrating the concept of sustainability is not an end in itself, but rather a path to continuous improvement.

We are committed to continually improving our operations to minimize the impact of our products, whether it's the energy required to manufacture the products, the waste generated, or the transportation required to deliver our products. As proof of our commitment, we are working to meet B Corp standards to achieve the certification label. Compliance with such labels requires professionals, and a sustainability team has been created for this specific mission.

We are also committed to annually reviewing our policy, objectives, and action plan to share and publish updated materials related to our journey.



OUR STORY

We believe that good design should make life simpler. GEOMETRICAL was founded by Rambod Radmard, when he saw the need for a practical way to hold his smartphone hands-free anywhere he goes, without having to add to his everyday carry items: Wallet + Phone + Keys.

He designed, developed and produced a product that solved this problem, called the Pocket Tripod®. An ultra-compact and lightweight card that transforms into an adjustable phone holder.

Geometrical's small but growing team works together to create innovative products that solve real needs, all while keeping sustainability and positive impact as a guiding principle without compromising on delivering the highest user experience possible.

Although sustainability has always been an important element for us, we are now at a stage where we are able to make it our primary focus.



OUR MISSION

To create user-friendly products that elevate the experience of using tech. We are committed to improving people's lives by offering tools that enable them to be creative and productive anywhere and anytime, all while minimizing our impact on the environment. Working towards becoming a more responsible company, innovation, value-added experiences and sustainability are the core drivers of our mission.



OUR VALUES

Efficiency - We always strive to reduce waste and optimize: Space, Packaging, Materials, Transport, Joy, Energy, Time. Every decision must have a compelling "why".

Quality - We hold ourselves and our products to the highest standards. That means crafting refined products, designing concepts that are well thought out, and not cutting corners. That's why we proudly stand behind our products and guarantee they can stand the test of time. We offer a Lifetime Warranty, so customers purchase with confidence.

Kindness - To humans, animals, and our environment. That means treating our customers as we want to be treated. All our products are made without the use of any animal by-products.

Growth - The key to happiness. Our products are tools to help our customers grow their skills, small businesses, and communities. As we grow as a company, our staff and partners grow too and partake in our success.

Responsible Design - We ensure that our products and packaging are designed to have the least impact on the environment. Our products are designed to be universal and future-proof, so our customers don't have to buy a new model every year due to planned obsolescence. Any packaging that is one-time-use is recyclable or biodegradable.



OUR OBJECTIVES

COMPLETION LEVEL



PACKAGING WASTE REDUCTION AND ECO-FRIENDLY MATERIALS ADOPTION



MEASURE AND MINIMIZE THE WASTE MATERIAL



ENHANCING PRODUCT RECYCLABILITY AND IMPLEMENTING CIRCULAR PRACTICES



ENGAGING WITH OUR STAKEHOLDERS TO CONTINUALLY IMPROVE OUR SUSTAINABILITY PRACTICES



TRACK OUR SUSTAINABLE GOALS INTERNALLY



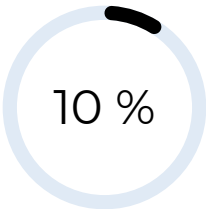
CERTIFYING CLIMATE PARTNER



COMPLIANCE WITH B CORP STANDARDS AND APPLY FOR APPLICATION



IMPLEMENTING NEW WAREHOUSES



PACKAGING WASTE REDUCTION AND ECO-FRIENDLY MATERIALS ADOPTION

Our aim is to minimize the environmental impact of our packaging by implementing measures to reduce overall packaging waste. As of December 2023, we have switched to a new **reusable package design**, which will allow us to reuse returned products. We are also committing to increasing the utilization of biodegradable, recyclable, and compostable materials in our future packaging design. This initiative aligns with our dedication to sustainability, waste reduction, and the responsible management of resources. Through these efforts, we strive to contribute to a healthier environment and a more sustainable product lifecycle.

Deadline: August 2024



Rambod Radmard

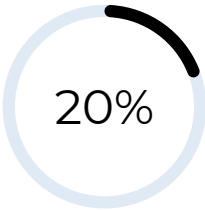


Elodie Pellet



Sarah Fioravanti





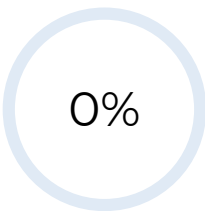
MEASURE AND MINIMIZE THE WASTE MATERIAL

Determine all material waste linked to our product's production together with our suppliers and implement new measures to reduce the amount of waste per part.

Deadline: December 2024



Rambod Radmard



ENHANCING PRODUCT RECYCLABILITY AND IMPLEMENTING CIRCULAR PRACTICES

Our objective is to gain a comprehensive understanding of recyclability of our product and its components, including identifying regional variations in recycling capabilities. We aim to establish partnerships with recycling facilities to ensure effective recycling processes for our product. Additionally, we commit to exploring opportunities for reusing returned products to add value and reduce waste. This initiative reflects our commitment to fostering a circular economy, where our products contribute to a sustainable and closed-loop lifecycle. Through these efforts, we seek to optimize resource usage, minimize environmental impact, and promote responsible end-of-life practices for our products.

Deadline: December 2025



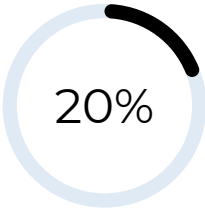
Rambod Radmard



Elodie Pellet



Sarah Fioravanti



ENGAGING WITH OUR STAKEHOLDERS TO CONTINUALLY IMPROVE OUR SUSTAINABILITY PRACTICES

Survey customers, suppliers and employees on their level of satisfaction once a year. Through this annual objective, we aim to better understand the context in which our stakeholders evolve, enabling us to implement changes to provide a better experience for all.

Deadline: September 2024



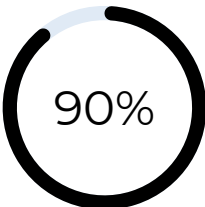
Rambod Radmard



Elodie Pellet



Tahreem Sheikh



TRACK OUR SUSTAINABLE GOALS INTERNALLY

Conduct an internal review at the end of each financial year to monitor our objectives and regularly update our sustainability-related key performance indicators. This will enable us to make faster progress and provide a more comprehensive understanding of the status of each of our objectives.

Deadline: January 2024



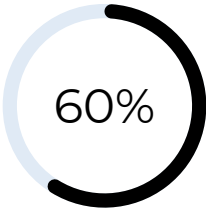
Rambod Radmard



Elodie Pellet



Sarah Fioravanti



CERTIFYING CLIMATE PARTNER

Our aim is to become certified Climate Partner at the product level, meaning that we are currently working on assessing its impact and, using this calculation, we will be able to set better objectives for the most significant impacts linked to our product. Simultaneously, we will be able to offset the remaining impact of our product on an annual basis.

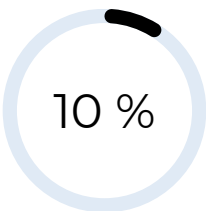
Deadline: March 2024



Rambod Radmard



Elodie Pellet



COMPLIANCE WITH B CORP STANDARDS AND APPLY FOR CERTIFICATION

Achieving B Corp certification is a big step for us in rethinking our business and putting sustainability at the heart of our activity. It is an opportunity to take the time to reflect and take the necessary steps in many areas of our business to become more responsible and involved in all our projects. Our upcoming goal is to satisfy categories in all five categories to be able to apply for B Corp certification.

Deadline: December 2024



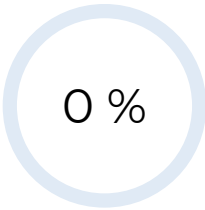
Rambod Radmard



Elodie Pellet



Sarah Fioravanti



IMPLEMENTING NEW WAREHOUSES

Open new facilities where Geometrical can store stock to deliver products directly from specific regions without traveling through North America. In the long term, we aim to open our market to Canada, Europe, Australia & Japan.

Deadline : December 2024



Rambod Radmard



Elodie Pellet

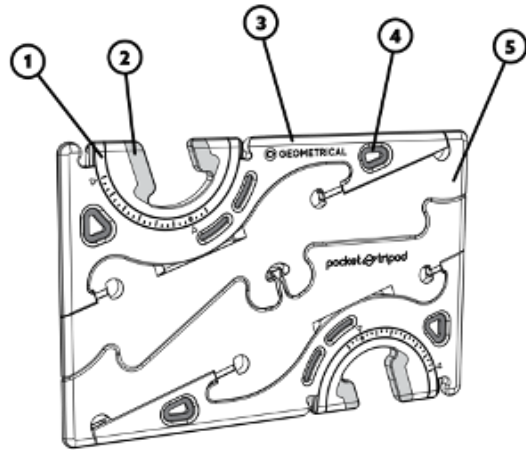
POCKET TRIPOD RAW MATERIALS





Our flagship product, the Pocket Tripod is a wallet-size phone holder. It's made of the following components:

Adapters: PC-ABS* (1) tough and durable polymers for Adapters, and overmolded with high durability flexible & TPU (2) for gripping on to phones without scratching them.

Support: POM* (3) self-lubricating polymer encasing Carbon Fiber (4) skeletons for high rigidity.

Base: PC-ABS (5) for the base to provide high durability and toughness.



Pocket Tripod PRO® (Product for end user)	Assembly of these parts		PC ABS (g)	POM (g)	TPU (g)	Carbon Fiber (g)	Total (g)	Power (KWH)
	Pair of Adapters (Different sizes available for compatibility with different phones)		1.2	0	0.25	0	1.45	0.013
	Pair of Supports (Legs)		0	3.5	0	0.8	4.3	0.05
	Pair for Bases		5.8	0	0	0	5.8	0.03
							11.55	0.093

*PC-ABS - thermoplastic alloy of (PC) polycarbonate and (ABS) acrylonitrile-butadiene-styrene

*POM - Polyoxymethylene

*TPU - Thermoplastic Polyurethane

POCKET TRIPOD UNIVERSAL KIT

The Universal Kit is our best-selling flagship product. It's the Pocket Tripod® in an attractive package with several popular sizes (Adapters) already in the box so customers can enjoy the product right out of the box without having to order another size to fit their device.



OUR IMPROVEMENTS

2024 IMPROVEMENTS FOR POCKET TRIPOD - UNIVERSAL KIT

One of the design features of our product is that it is future-proof because its compatibility is not dependent on the shape of the phone, but rather on the thickness of the device. This means that multiple phones over multiple years can fit the same size.

Although we produce 14 sizes (from 6.0mm to 12.5mm), we don't include all sizes in the Universal Kit package to reduce waste.

These sizes were determined through customer surveys dating back to 2016. Over the years, phone sizes and cases have shifted to different dimensions.

As a result, some of the most popular sizes were not included in the Universal Kit. Although we ship the size the customer needs at no additional cost as part of our Right-Size Guarantee, this resulted in increased carbon emissions and waste due to transportation and increased returns because of the lack of immediate compatibility upon purchase. In fact, over the past 2 years, we have shipped 12,000 pairs of adapters to customers.

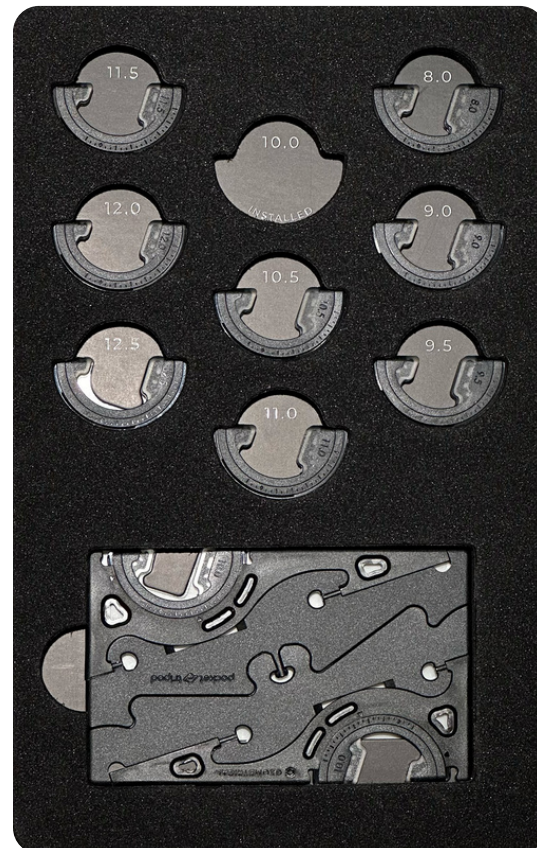


The 2018 configuration included 7 sizes, plus a store credit for ordering one extra size not already included in the box. The 2024 configuration includes 9 of the most common sizes already included in the box in order to minimize the need to order extra Adapters.

2018 Configuration



2024 Configuration



According to a survey from August 2023, 38% of our customers use larger sizes for their phones with cases that were not already included in the 2018 configuration, requiring secondary shipments to many customers. From 2021 to August 2023 there were 10,651 secondary shipments. This prompted us to update the configuration of our top selling product, the Universal Kit, so that it includes the missing sizes. The 2024 configuration now includes all of the larger sizes instead of the lesser used small sizes. Meaning that only 2 pairs of extra Adapters were added, replacing unused sizes. This change will reduce the need for secondary shipments by **85.5% reduction** in secondary shipments.

2024 IMPROVEMENTS FOR PACKAGING

In addition to the changes mentioned above, we are simplifying the design and production of the universal kit packaging. The simplification of this process, combined with a reduction in the handling required to manufacture the box, has resulted in a significant 19% reduction in packaging costs.

2024 MANUFACTURING GOALS

Reducing production waste is our top priority for improvement in the near future. Although light in weight, the percentage of plastic waste is relatively high compared to the light weight of our product parts. For example, when looking at adapters, a pair is made from 1.2 grams of PC-ABS.

However, when considering waste, that number jumps to 2.55 grams. This can be seen in the image above, where the amount of plastic used for the parts ("half circle shapes") is equal to the amount used for the runners ("long perpendicular shapes"). The runner is the part of the mold that transports the molten plastic to the cavities that have the shape of the final part.

To reduce the waste ratio, we plan to increase the number of cavities,

producing more parts for relatively the same size runners.

Further waste reduction can be achieved by reducing the length of the runners itself.



2022 SWITCH TO SEA SHIPPING

Until 2022, we primarily used air freight (DHL) to ship our inventory from China to the US. This was a legacy process from the earlier days when our operations were quite small and shipping by ocean wasn't viable. Another reason was due to production delays and the need to compensate by receiving inventory as fast as possible. However, since mid-2022, we've been using ocean freight almost exclusively to transport our inventory from the manufacturer to our warehouse. This not only has a lower environmental impact, but also saves us a significant margin on transportation. This change was made possible by an improved relationship with our manufacturer, which allowed for better (longer) payment terms and better inventory planning.

TRANSPORTATION

Greenhouse gas emissions associated with the shipment of a single pocket tripod

Then, when shipping via Air Freight



1.27 kg CO₂ eq

Now, when shipping via Sea Freight



0.15 kg CO₂ eq

TRANSPORTATION

As mentioned earlier, we have switched from air freight to ocean freight to deliver our inventory from China to the US.

You will find below our current breakdown of each shipment leg from our factory in China to our warehouse in North Carolina.

One of our objectives is to work on the final stage of delivery. Today, goods are transported by truck wherever possible, and by air over long distances. Our aim is to reduce this impact by setting up new warehouses throughout Europe, so that goods can be directly distributed to our European customers by truck from a European location.

Inventory Movement	Distance (km)	Mode of Transport
Factory to Shenzhen Yantian Port	63	Van (<3,5t)
Shenzhen Yantian Port to Long Beach Port	12,088	Cargo Ship (Overseas)
Long beach Port to Los Angeles Overseas Warehouse	100	Truck (>32t)
LA Overseas Warehouse to NC Warehouse	3,951	Van (<3,5t)
NC Warehouse to Client's door	N/A	Truck and Air shipments depending on location



ENERGY CONSUMPTION

PRODUCTION

Since manufacturing is done at third-party factories, we have no direct control over the source of energy used in this process. However, we are pleased to report that our manufacturer's production facility is in fact powered by a majority of renewable energy sources as part of the China Southern Power Grid. [Source](#)

CHINA SOUTHERN POWER GRID

%	Power Source
42%	Thermal
31%	Hydro
5%	Nuclear
10%	Wind
7%	Solar
5%	Others

OFFICE SPACE

We operate out of three locations. A home office in Irvine, CA, USA, a co-working office in Montreal, QC, Canada, and a warehouse in High Point, NC, USA. Most of the marketing and product management is done out of the Montreal office, while customer support and inventory management is done out of the High Point office. Below are the power sources for each location. [Source](#)

NORTH CAROLINA

%	POWER SOURCE
15.5	Coal
35.9	Natural Gas
0	Geothermal
5.8	Hydro
32.8	Nuclear
0.4	Wind
7.6	Solar
1.8	Biomass
0	Others

CALIFORNIA

%	POWER SOURCE
0.1	Coal
49	Natural Gas
5.8	Geothermal
7.2	Hydro
8.4	Nuclear
7.9	Wind
17.4	Solar
4	Biomass
0	Others

QUEBEC

%	POWER SOURCE
0	Coal
0	Natural Gas
0	Geothermal
99	Hydro
0	Nuclear
0	Wind
0	Solar
0	Biomass
1	Others

STAKEHOLDER ENGAGEMENT

STAKEHOLDER

Stakeholder trust is critical to our sustainability journey. We actively engage with our customers, employees, suppliers and the wider community to gather feedback, understand concerns and shape our sustainability initiatives together.

This includes regular surveys, feedback sessions and being present on social media platforms where we can share and receive feedback to improve everyone's experience.



LOCAL COMMUNITY & WORK ENVIRONMENT

Geometrical currently has four full-time employees, including Rambod, the founder. In Montreal, we work in a co-working space where we share offices with other start-ups and companies, and where everyone is within a 30-minute walk from the office. This makes it easy for everyone to get to the office by public transport. In parallel, to give employees more flexibility and reduce commuting, everyone is encouraged to work from home once a week. By working in a co-working office, we also indirectly support local caterers and cafes for our regular team lunches. As for the US office, everything is done from home offices.

RAMBOD RADMARD

Founder & CEO of Geometrical and designer of the Pocket Tripod

ELODIE PELLET

Sustainability and business development intern

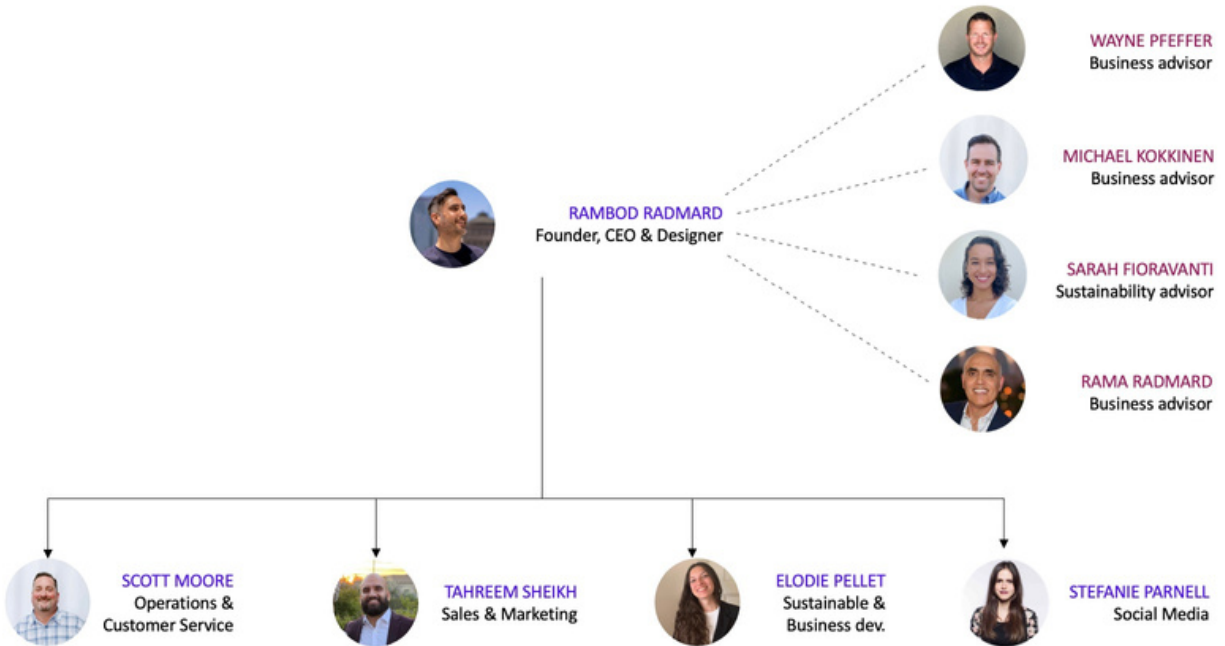
TAHREEM SHEIKH

Marketing and Sales expert

SCOTT MOORE

Operations and customer Happiness specialist

GEOMETRICAL FULL TEAM



OUR CUSTOMERS

On the product side, we offer devices that allow people to increase their effectiveness when working from home. The accessory allows easy use of an additional screen and simplifies tasks such as video calls or any work done on a smartphone.

Our product is an indispensable tool for creators, entrepreneurs and everyday people.

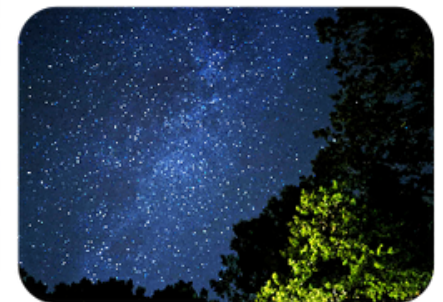
Overall, the accessory we offer is smaller and lighter than any other alternative,

making it easy to carry around and allowing users to capture and cherish their life's precious moments.

We've made it as compact and functional as possible so that everyone can benefit from using a tripod in every situation. It offers efficiency, productivity and practicality, and is a valuable addition to anyone's life.



OUR CUSTOMERS



OUR SUPPLIERS

In terms of sourcing, we have been working with the same supplier located in China since 2013.

Since then, we have had time to develop a relationship of trust and loyalty.

Our long standing working relationship with these stakeholders has helped both teams to grow and deepen our partnership on a more personal level.

Rambod himself visited the factory twice to meet the people and see the manufacturing process in detail.

During his visit, he was also very pleased with the excellent working conditions.



CONCLUSION

This Sustainability Action Plan is not just a declaration of our intentions; it is a roadmap for building a more sustainable and responsible business. It is a preliminary document that will be revised and completed as we work to achieve our objectives and improve upon various environmental certifications.

We believe that by adhering to these principles and continuously improving our practices, we will be able to not only benefit the environment, but also challenge and improve our own business model to create long-term value for our own evolution and for our stakeholders.

