

kintobe

SUSTAINABILITY REPORT 2021



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INTRODUCTION

Dear Friend,

Welcome to our second Sustainability Report!

You're reading the chronicles of a young company that from the beginning knew that caring for both the environment and for people was the only foundation we wanted to build a business on.

We're on a relentless journey to be **sincerely sustainable and radically transparent** in the process. Sourcing, producing, transporting, existing in the most considerate way possible is a constant learning journey, and we still have many things to learn. But we've promised ourselves to never stand still, never cut corners, and always hold ourselves accountable.

The best way to improve is to be open about our actions and invite customers, retailers, experts, suppliers and everyone else to help us by suggesting where we can improve.

So here we are, laying it all out. We hope you'll enjoy the read and share your thoughts.

**Carry kindness,
Anne & Michael**



WHY IS KINTOBE HERE



We want to make bags that enable you to be out in the streets. Whether it is on your daily commute, a Saturday shopping stroll or an adventure in a new neighborhood. It's our dream that our bags will accompany you while carrying kindness. Kindness towards the earth as well as towards our fellow human beings.

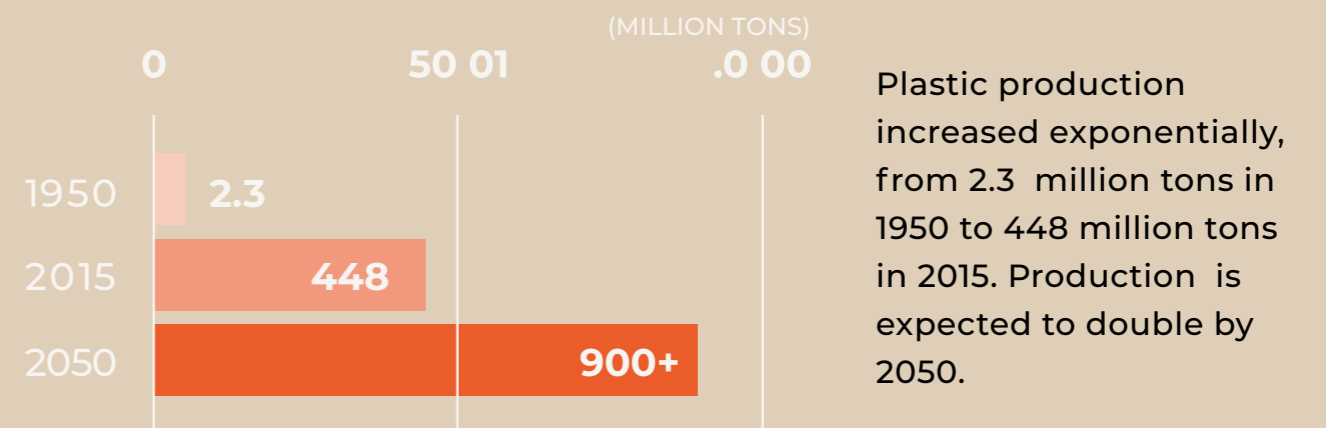
We strive to be the most sustainable bag brand in Scandinavia and we have pledged to make each collection more sustainable than the previous. This enables you to

carry kindness in the form of a bag made ever more sustainable.

We believe that the first step towards a kinder and more accepting world is getting out the door and meeting other people with an open mind. The name, Kintobe, literally means "the person you haven't met yet"... **Your kin - to - be.** As we grow, we want to shed light on the amazing changes kindness can build and be your inspiration to carry kindness every day.

OUR PROBLEM

A pressing issue for us is the world's overproduction of disposable plastic products, that is rapidly overwhelming our ability to deal with them.



79 YEARS

An average person lives 79 years.



400+ YEARS

An average plastic item "lives" more than 400 years.

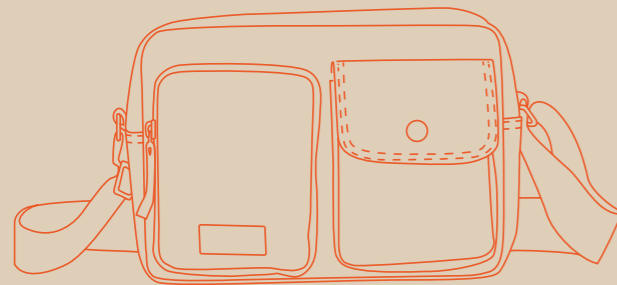


RECYCLED PLASTIC

Only less than 9% of all plastic is recycled.

We want to address this problem, which is why we have chosen to work with recycled plastic based materials as the main component in our products. By doing this we actively do our part to reduce our most pressing waste problem, and we are able to produce with a lower environmental impact, as recycling plastic uses less water, energy and fossil fuels than creating virgin plastic.

MATERIALS



Our approach is to replace every single item in our bill of materials with an item made of sustainable materials. This is not as easy as it sounds. But with our pledge to make every new collection more sustainable than the previous, we keep pushing ourselves to evolve our design, sourcing and production methods.

IMPROVEMENTS

In 2021 we've scrutinized all details of our products and been on a challenging journey to source even more sustainable alternatives. With the Street Collection and Studio products, we've been able to create bags where only the zippers, metal hardware and a thin layer of reinforcement are made from conventional materials. With our new BLOOM algae-based foam

being an important milestone.

Compared to the majority of brands in our category that usually settle with using sustainable alternatives for the main fabric, lining and maybe webbing, we've taken a huge leap ahead by insisting to focus on the details of our products.



	2020	2021	2021
	SIDEWALK COLLECTION	KINTOBE STUDIO	STREET COLLECTION
BODY FABRIC	100% MIPAN® Regen™ Recycled Nylon	100% MIPAN® Regen™ Recycled Nylon	100% MIPAN® Regen™ Recycled Nylon
LINING	100% Recycled Polyester	100% Recycled Polyester	100% Recycled Polyester
BUCKLES	100% Recycled Plastic	—	100% Recycled Plastic X Conventional Materials
LOGO WEBBING	100% Recycled Polyester	100% Recycled Polyester	100% Recycled Polyester
MESH	100% Recycled Polyester	100% Recycled Polyester	100% Recycled Polyester
EDGE BAND	X Conventional Materials	100% Recycled Polyester	100% Recycled Polyester
ZIPPERS	X Conventional Materials	X Conventional Materials	X Conventional Materials
ZIPPER PULLERS	100% Recycled Polyester	100% Recycled Polyester	100% Recycled Polyester
LOGO LABEL	X Conventional Materials	100% Recycled Polyester	100% Recycled Polyester
PADDING	X Conventional Materials	BLOOM™ Algae-Based Foam	BLOOM™ Algae-Based Foam
REINFORCEMENT	X Conventional Materials	X Conventional Materials	X Conventional Materials
THREAD	X Conventional Materials	100% Recycled Polyester	100% Recycled Polyester
METAL HARDWARE	—	X Conventional Materials	X Conventional Materials
WATER-RESISTANT COATING	Eco-friendly water-resistant coating: C6 DRW	Eco-Friendly C0 WR PU	Eco-Friendly C0 WR PU

Street Collection



- 🌱 **100% MIPAN® Regen™ recycled nylon**
Fabric
- 🌱 **100% recycled polyester**
lining, webbing, zipper pullers, inner label, logo label, inside edge band, and thread
- 🌱 **BLOOM™ algae-based foam**
padding
- 🌱 **Eco-friendly water-resistant coating:**
CO WR PU 1500mm
- ✗ **Conventional materials:**
Zippers, metal hardware, buckle, and non-woven reinforcement.



Kintobe Studio



- 🌱 **100% MIPAN® Regen™ recycled nylon**
Fabric
- 🌱 **100% recycled polyester**
lining, webbing, zipper pullers, inner label, logo label, inside edge band, and thread
- 🌱 **BLOOM™ algae-based foam**
padding
- 🌱 **Eco-friendly water-resistant coating:**
CO WR PU 1500mm
- ✗ **Conventional materials:**
Zippers, metal hardware, and non-woven reinforcement.



Sustainable Materials



RECYCLED NYLON

Recycled nylon is made from nylon scraps that would otherwise have been thrown away - typically because of overproduction from the fashion industry. It uses less water, energy and fossil fuels than conventional nylon, but it is just as durable.



RECYCLED POLYESTER

Recycled polyester is made from recycled PET-bottles & plastic waste. The plastic are collected from landfills and the sea, cleaned, granulated and spun into thread, which is woven into new fabric. It uses less water, energy and fossil fuels than regular polyester, but it is just as durable.



RECYCLED PLASTIC

Recycled plastic is made from excess plastic waste from industrial production. The plastic is cut into small pieces, melted and cast into buckles. Recycled plastic buckles are 15% weaker than conventional buckles. But it's a price we think is worth paying for a material that actively reduces the amount of waste in the world.



ALGAE FOAM

BLOOM™ algae foam is made with excess algae harvested from fresh water where the ecosystem is out of balance. Algae can be toxic and harmful if the amount is excessive in the environment. BLOOM™ is using GRS certified algae biomass combined with polymers to produce eco-positive foams.



WATER-RESISTANT COATING

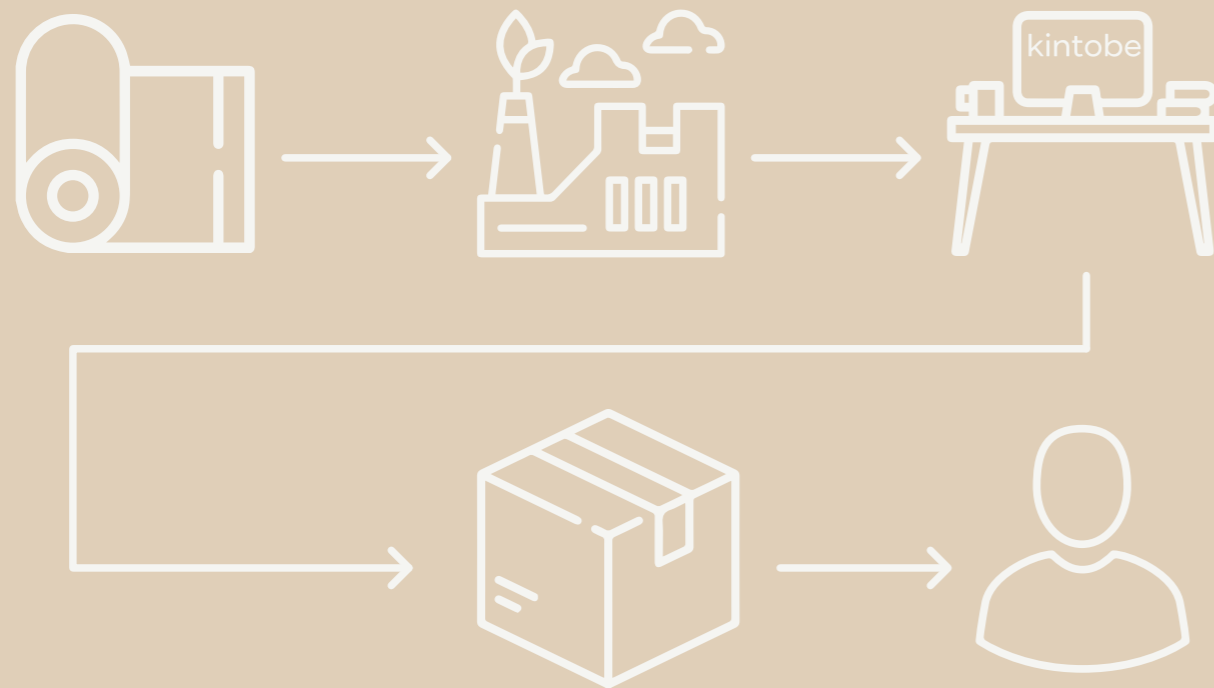
Providing our bags with water resistance poses a dilemma for us. Coming from Denmark water resistance is a must-have for your bag but water-resistant coating is not very environmentally friendly. We've sided with the environment and for the Sidewalk Collection and future collection we've chosen

“An environmentally friendly choice”

the most environmentally friendly version on the market called C6 DWR. It is PFO and PFAS free which are acids known to cause cancer and be extremely hard to biodegrade. The downside to C6 DWR versus alternatives is a slightly lower performance. This is a compromise we feel we have to make.



SUPPLY CHAIN



A verified sustainable supply chain is imperative to us. The vast majority of materials going into a Kintobe bag are made of recycled nylon, polyester and plastic. But in a time where greenwashing is a common phrase, we have to ensure that every bag is as sustainable as claimed.

Every single recycled material used in a Kintobe bag can be traced back to where it has been

found. All suppliers of recycled materials have to be GRS certified. To become **GRS (Global Recycled Standard)** certified, each supplier is audited several times a year, and the recycled materials are tracked and verified all the way through the production chain from where they were found. GRS also ensures responsible social and environmental practices as well as responsible use of chemicals.

FACTORIES

We work with ASG Global, one of the world's leading bag manufacturers, located in Long An, province southwest of Ho Chi Minh, in Vietnam.

ASG is regularly audited by the **Fair Wear Foundation**, an independent organization working to improve working conditions in factories in the fashion industry.

The basis for the collaboration is the Code of Labor Practices, which is written on the basis of eight labor market standards from the ILO (International Labor Organization) conventions and the UN Human Rights Convention.



Suppliers

All the bags are sewed together at **ASG**, our manufacturer in Long An province, Vietnam. We try to work with local suppliers as much as possible to optimise the logistics and support the local communities.

Our GRS certified webbings, thread, wadding, metal hardware, hangtag, newly certified polybag, eco-positive BLOOM™ foam and conventional metal hardware, thin reinforcement are produced in **Vietnam**.

Some of our suppliers are based in South Korea, which has a very innovative textile industry who is at the forefront when it comes to implementing technologies to recycle plastic and working on new sustainable developments.

Our manufacturer of the body fabric for the Sidewalk, Street, the upcoming Spread Love Collection and the Studio styles is Leejo Textiles, whose headquarters are located in Songpa-gu, a province of Seoul, in South Korea. **Leejo** is an innovative textile company striving to make sustainable products. Besides being Global

Recycled Standard (GRS) certified they are also BLUESIGN and ISO 14001 certified. BLUESIGN tracks a textile's path through the entire manufacturing process making sure use of resources is minimized and traceability of raw materials.

The suppliers supplying the GRS certified mesh, airmesh and plastic hardware and our conventional waterproof zipper are all located in **South Korea**.

China is the world's largest manufacturer, therefore there are well developed production facilities, skilled workforce and good infrastructure.

Our lining material of the Street, upcoming Spread Love Collection and Studio styles are manufactured at **Showtex** in Jiangsu, **China** and are GRS and BLUESIGN certified.

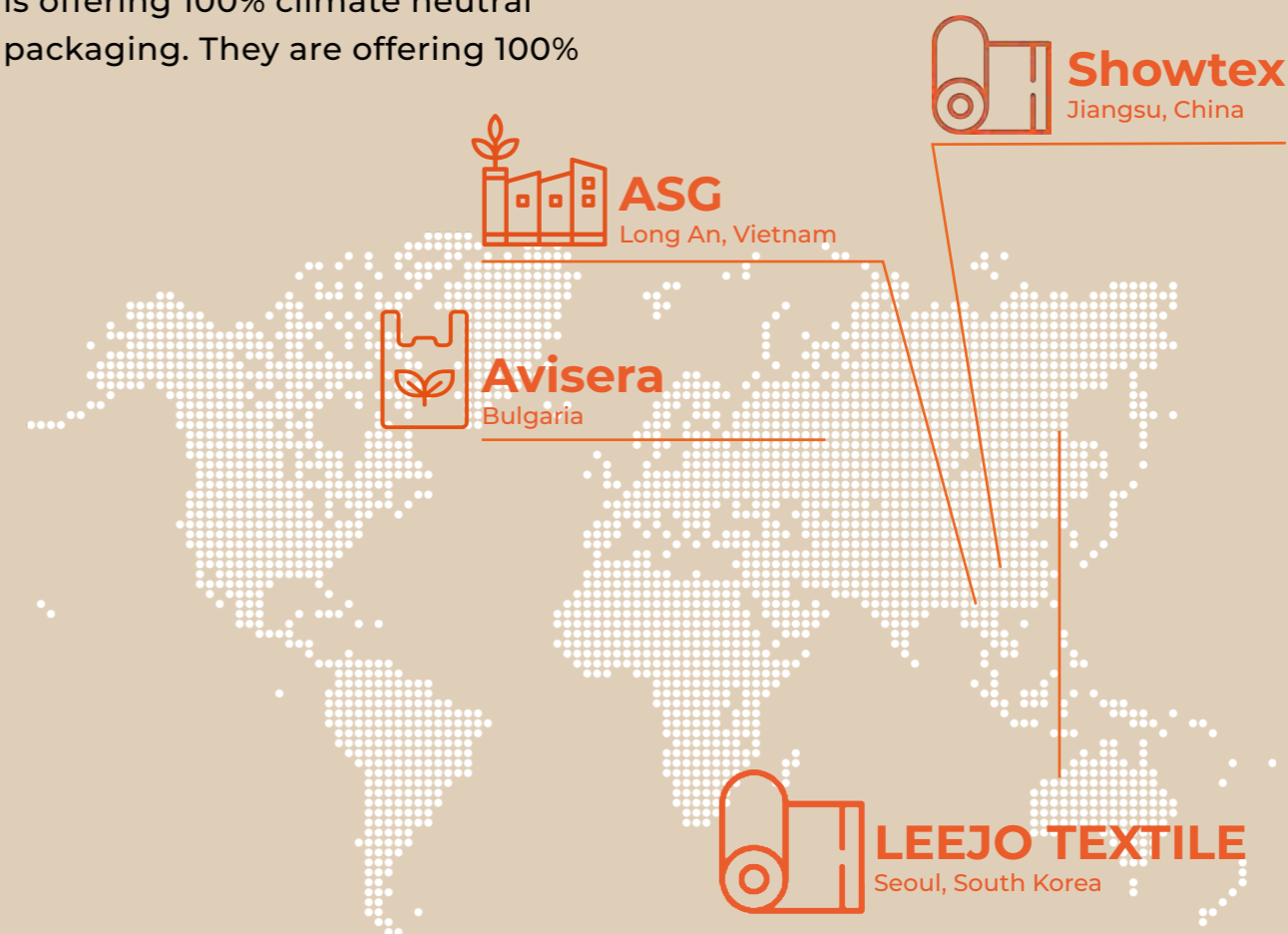
One of the hardships of being a small business is to find sustainable materials in low order quantities with affordable prices and fitting geographic location so we can

optimize the transportation processes.

For our shipping bags we've been working hard to find a supplier based in Europe, as close as possible to our warehouse which is located in Farum, Denmark.

In 2021 we found the perfect match. **Avisera** is a Swedish company that has an eco-label ÅterBära which is offering 100% climate neutral packaging. They are offering 100%

carbon offsetting of our products' carbon dioxide emission through replanting and preserving trees through 2 Veera-certified tree planting projects. Our new HDPE shipping bags - which will land in 2022 February - are made of 80% recycled LDPE material and produced in **Bulgaria**.



Transportation

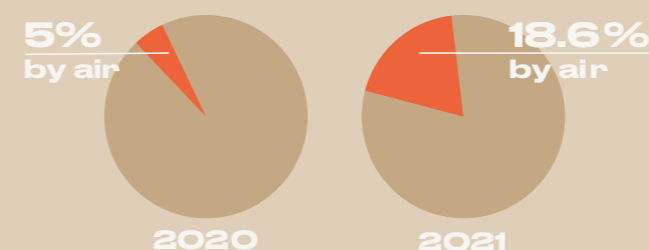


Some brands are moving their production closer to their core markets to lower their emission, we feel it is only to focus on part of the value chain. As all materials come from Asia, they would need to have 10-15 different shipments from Asia to Europe. With our setup we minimize this to one shipment per collection. Combined with a factory who understands our relentless focus on sustainability we feel this is the better option.

To ship our bulk batches of finished

products from our factory to our warehouse in Copenhagen, we prefer sea or railroad transport over air transport, which alone accounts for 2,5% of the world's total carbon emissions. This choice increases the time to market by 2 months. In 2020 we shipped more than 95% of our products by sea and only used shipment by air to receive our prototypes as well as sales-samples to ensure a swift product development process. However, in 2021 we've not been able to keep up this trend. We ended up

transporting 18,6% of our products by air. The corona pandemic caused shut-downs of our factory, delays in production as well as increased shipping times. This placed us in a delicate situation as a young company - we simply couldn't sustain a long period without stock on our shelves, so we chose to transport selected batch orders to Copenhagen by air. This has caused us many moral head-aches and it is our goal to get back on track in 2022.



...TO THE END CONSUMER

We ship our bags to you by truck in Europe (more than 98% of our products) and by air in the rest of the world. A few handfuls are delivered by bike in Copenhagen.



OFFSETTING OUR FOOTPRINT

We have, through our logistics partner, caused 5,56t CO2 emissions through all our shipments of bags from the factory to our warehouse. This includes all sea and air transports. We have, in collaboration with our logistics partner, offset 100% of our CO2 footprint through Carbonfund.org Foundation's sustainable initiatives.

Packaging

Up till now we've shipped our products from the warehouse to you in pre-used cardboard boxes. But as we have grown our warehouse has not been able to guarantee a supply of recycled boxes fitting our products. In 2021 we've searched for and vetted a new supplier of 100% climate neutral HDPE bags made of 80% recycled LDPE and started the production of our new shipping bags that will be ready in February 2022.

To protect our bags during transport from dirt and moisture they are

packed in a thin bag of virgin plastic. We've also been able to search for, vet and sign a deal with a producer of GRS certified, min. 80% recycled LDPE poly bags that will be efficient from 2022.

All info cards shipped to you are printed on FSC certified paper.

In our showroom we use 100% recycled plastic bags and recycled cardboard boxes to pack your goods.



PEOPLE

To us sustainability is not only about the Earth and its resources. It's just as much about caring for and being open towards the people we share our planet with. If we don't get along as human beings we will never be able to solve the challenges our world is facing.

Diversity makes us stronger because it challenges the status-quo and we try to incorporate this philosophy into everything we do.

That's why we collaborate with a new designer for every collection we

make to bring together new ideas that interpret the brand at it's best, and to ensure that Kintobe reflects and caters for a broad spectrum of people.

It's why we have chosen to collaborate with a broad range of models in our photo-shoots representing different ethnicities, backgrounds and sexualities.

And it's why our internal organization looks the way it does. Let's have a look.



Organization

We don't operate with quotas for how our organizational make-up. As we genuinely believe diversity makes us stronger and develops both our curiosity and empathy, we naturally seek colleagues who add diversity.



The organization at the end of 2021 is about 50% Danish. Throughout 2021 we have included and worked with people from all over the world, to bring joy, freshness and different perspectives to the Kintobe universe. We are forever grateful for this opportunity.



When looking for a new addition to our team, all applicants will receive equal consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, or disability. Kintobe is committed to promoting an environment that is diverse and inclusive.

ANNE & MICHAEL, FOUNDERS

Denmark

ANDRES, DESIGNER

Denmark

MADS, DESIGNER

Denmark

ANNA

Bulgaria

GERDA

Germany

JULIA

Hungary

MARIANNE

France

TEREZA

Czech Republic

TOMMASO

Italy

TOMKE

Germany

PAULINA

Mexico

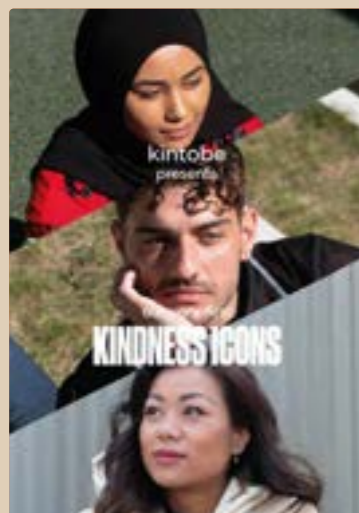


CARRY KINDNESS

We believe kindness is the answer to everything. We want a kinder and more accepting world. A world with less fear and hate. More openness and human connection. The first step to a kinder and more accepting world is getting out the door and meeting other people.



Kindness icons



In 2021 we started our universe of kindness icons where we celebrate people who carry kindness in extraordinary ways. We hope they'll inspire you to make the world more inclusive, accepting and green. We featured them with in-depth interviews on our website, in videos on social media and in our neighborhood on posters with key statements about their kindness practices.



Kindness Bar

We also held our very first kindness bar. This evening we hosted football activist Nagin Ravand, who talked about her work creating space for diversity in women's football and how that translates into society. We hope to make the Kindness Bar a recurring event where you can meet and be inspired by people who work to spread diversity, acceptance, and sustainable practices in everyday life.





KINDNESS TO EARTH

As other ambitious, sustainable brands we are also facing the constant struggle of keeping the balance of taking conscious decisions while creating profit to run the business successfully.

As in 2020 we did not support Black Friday ,but celebrated Circular Weekend. From November 19th to 22nd we donated 20% of our webshop revenue to WWF Denmark. Instead of joining Black Friday - which has a long history of

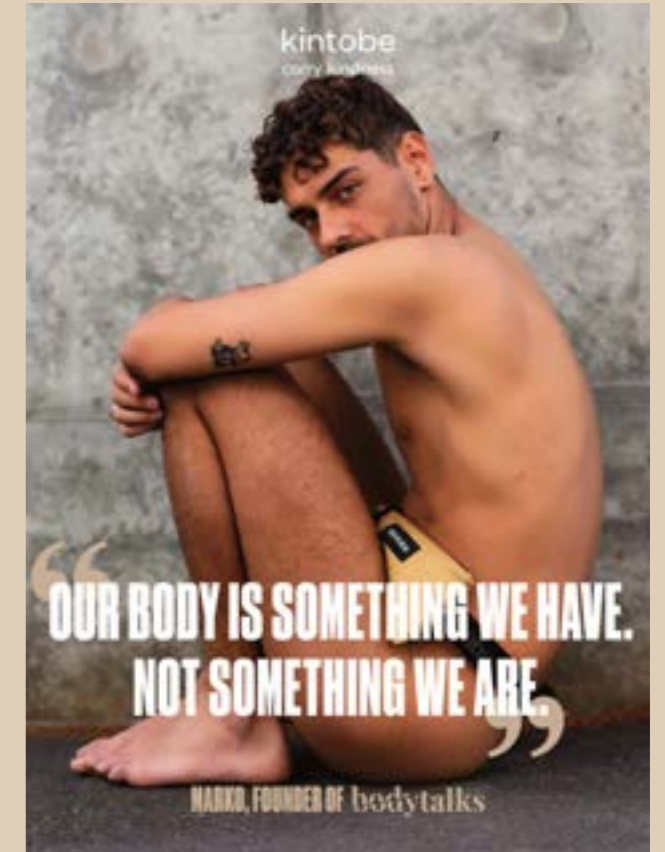
promoting mass consumption -, we considered a kinder gesture to offset by donating to someone, who works to reduce human impact on the environment.



Circular Monday



Kindness Icons



Kindness Bar





THE JOURNEY GOES ON

We're constantly setting new goals

We want to keep improving. Our **journey of carrying kindness is constant**, and there will always be room for improvement both when it comes to our production, products and our brand. The day we don't have ideas on how to do better or do more, we should close up shop.

We want to keep reducing our impact on the environment, we want to **spread more kindness** in the world. We simply want to do better.



What goals did we meet in 2021?

We set 4 ambitious goals for ourselves in 2021:



NEW MATERIALS

We wanted to implement even more new sustainable materials to improve our products even more - also in the smallest of details. In 2021 we managed to source a revolutionary new foam, BLOOM™ algae foam, that is made with excess fresh-water algae.



MORE KINDNESS

We wanted to inspire you to carry kindness through the stories of iconic people who have changed the world with kindness. We proudly managed to do this by featuring 3 amazing individuals and inspiring our followers and community with their stories as well as hosting our very first Kindness Bar.



BETTER PACKAGING:

We made a pledge to enable all of our packaging and shipping materials to be made from certified, recycled and/or biodegradable materials by the end of 2021. In 2021 we almost reached this goal. We have signed a contract and started production of 100% carbon neutral, 80% recycled LDPE shipping bags and min. 80% recycled LDPE poly-bags for our products, which will be available in the beginning of 2022.



MORE TRANSPARENCY

We wanted to make our supply chain even more transparent and be able to show even more hard data on the positive impact we are making and also where we can improve. This project we did not succeed with in 2021. One of the reasons was financial, we applied for several funds to help us on this project, but were kindly rejected, as they found us ahead of our peers already.

WHAT'S NEXT?

Goals for 2022



INTRODUCE A LEATHER ALTERNATIVE

Leather is not in our DNA as a brand and never will be. But we would like to test a plant-based, environmentally friendly alternative in 2022 for trimms on our products. We're already in the process of finding just the right partner. Stay tuned!



EXTENDING THE LIFE OF OUR PRODUCTS

As of now, once a product lands in the hands of a consumer, we are letting it go completely, and thereby not taking responsibility for prolonging it's life or ending it in a responsible way. In 2022 we want to take the first steps towards offering a programme that can actively prolong the life of our products, thereby putting less strain on the environment.



GIVE BACK IN THE NAME OF KINDNESS

We want to keep inspiring our surroundings to carry kindness by sharing stories of iconic people leading kind lives and creating change in the world. But in 2022 we also want to actively give back to some of these people and more actively nurture and support kind initiatives in our community.



MORE TRANSPARENCY

It is still a goal for us to make our supply chain even more transparent and be able to work with even more hard data to map our impact. We are hoping to raise funds to get the help we need to tackle this project in 2022.



HOW DO YOU THINK WE CAN DO BETTER?

We're always open to inputs. Do you see areas where we can improve, let us know! Reach out at

hello@kintobe.com