

COATPAINTS.COM

Ethical Business, by COAT

2021/22

COAT



Beyond Sustaining

It's not always visible, but it's happening. Global Carbon Pollution is on the up, and there's growing division in our societies. According to the UN the worst impacts of climate change could be irreversible by 2030.

But change is in our control, and every single person can make conscious decisions for the better. We're building COAT as a regenerative company that contributes more to the world than it takes. Acting responsibly as a business doesn't live in words on a Corporate Policy - it lives in our core beliefs and values, and it shows in what we do.

We're two humans who want to do more for the planet and our communities - and COAT as our business is no different. Here's how we do it now, and always.

Rob & Rob
COAT Founders



Kind Paints

Last year, 9.8 billion gallons of paint was made globally – but shockingly only 30% was water-based and Low VOC. That means the vast majority of paint produced is still using heavy solvents and harmful chemicals. No thanks.

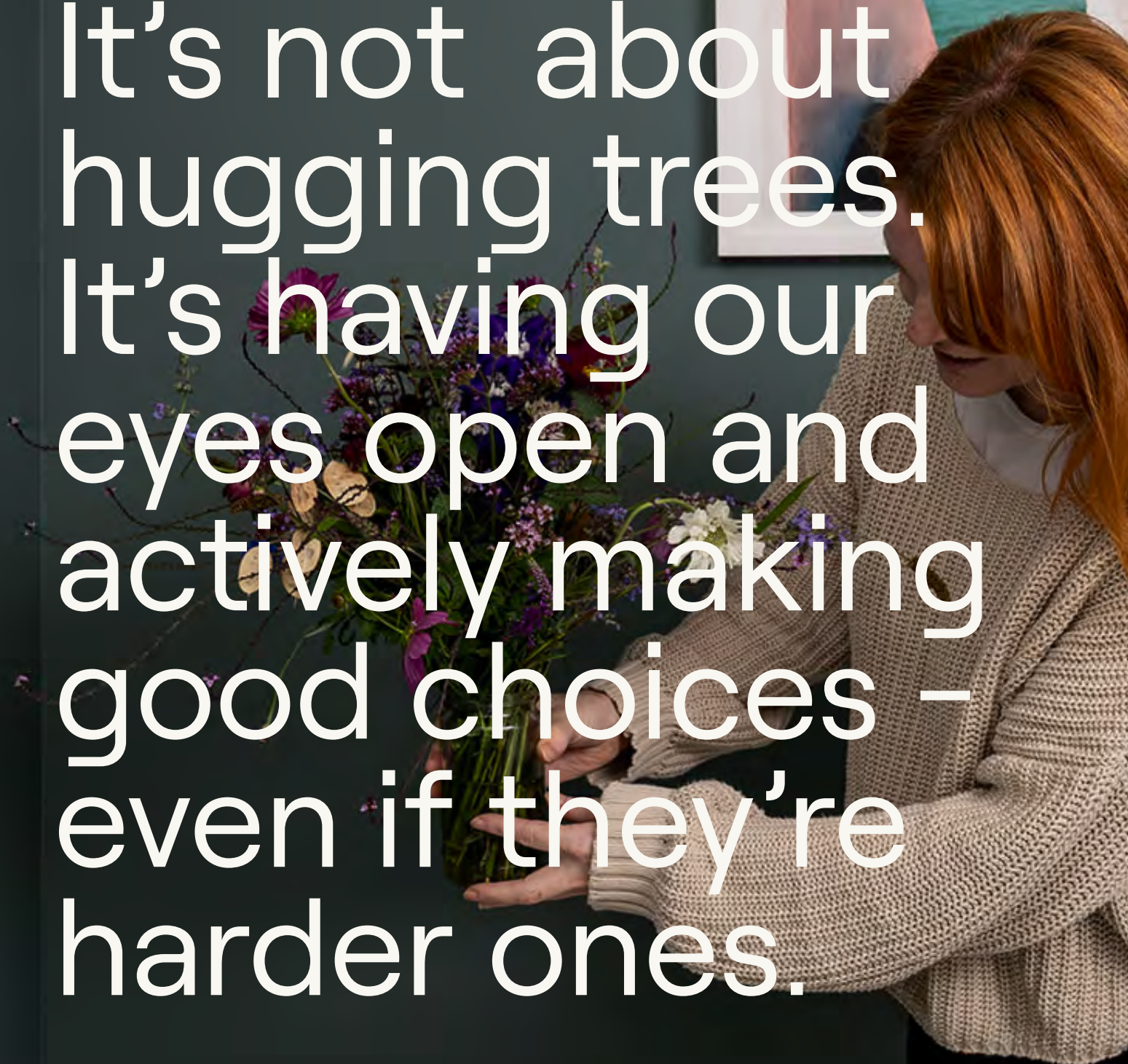
The entire COAT paint range is:

- ✓ Entirely water-based and solvent-free
- ✓ Low VOC
- ✓ UK made
- ✓ 100% Vegan friendly
- ✓ 100% Animal cruelty free

CHOOSE COLOURS



It's not about hugging trees. It's having our eyes open and actively making good choices - even if they're harder ones.



Clever Little Swatches

Typical paint tester pots are wasteful and usually not recyclable. People buy loads of them, and they knock around in draws or go straight to landfill. So we changed the game with COAT Peel & Stick Swatches, and 95% less waste.


Any conscious business thinks hard about single-use plastics, and our Swatches are the pack leader when it comes to practical and responsible choices:



- ✓ 95% less waste than a conventional 200ml tester pot (our swatches use 10ml of paint)
- ✓ 100% Adhesive free (no solvents)
- ✓ 100% Recyclable PET material
- ✓ Locally produced

TRY THEM OUT



A woman with long dark hair, wearing a black tank top and blue jeans, is kneeling on a drop cloth. She is looking towards a young child with short blonde hair, wearing a purple sweater and blue jeans. The child is standing and pointing towards a wall that is being painted a dark teal color. The scene is set in a room with white walls and a white baseboard. The text "Decorating is about creating spaces we love, that last. We want the planet to last, too." is overlaid in white on the image.

Decorating is about creating spaces we love, that last. We want the planet to last, too.

Planet Friendly Supplies

Plastic paint brushes are the cheapest and most widely available option. But like tester pots, they're usually non-recyclable virgin plastic and destined for landfill. Not good enough. COAT has partnered with the only B-Corp certified provider in Europe for our high-grade eco-friendly painting supplies:



- ✓ Paint Brushes - infinitely farm-able bamboo handles, 60% re-used and 100% fully recyclable metal and bristles, made in the UK
- ✓ Paint Roller frames - infinitely farm-able bamboo handles, 60% re-used and 100% fully recyclable metal
- ✓ Paint Roller sleeves - 100% recyclable when used with water-based paints like COAT
- ✓ Paint Tray - made from sugarcane bagasse, a natural waste material that's biodegradable and compostable





No nasty plastics. Thanks.



It's time to
think outside
the box, about
the box.



Smart Deliveries

It's boring, but so important. We deliver paint directly to home, which is more efficient and direct with less wasteful travel. Think less lorries, and less back-and-forth trips to DIY stores. Entirely recycled or recyclable packaging too. It's a critical shift.

- ✓ Cardboard packaging is unbleached and 100% recyclable
- ✓ Recycled steel paint tins are infinitely recyclable



- ✓ Protective shipping bags are 100% natural cotton and fairly-traded
- ✓ Protective shipping moulds are 100% recycled and recyclable
- ✓ Kraft paper packaging tape is 100% recyclable and vinyl-free
- ✓ Wooden stir sticks are FSC certified



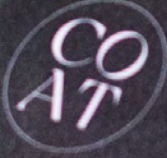


From our
studio
straight to
your door.

COATPAINTS.COM

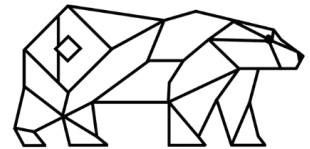
**SUSTAINABLE
SUPPLIES**

*there's no
Planet B*



**Sustainability
is not enough.**

Beyond Carbon Neutral



We work in partnership with Carbon Jacked to understand, measure and offset any unavoidable Carbon emissions from our business. Carbon Jacked only partner with projects verified under the UN Gold Standard for the Global Goals, the leading international standard for carbon offsetting projects guaranteeing that projects actually offset the amount of CO₂ they claim.

COAT has been 100% Carbon Neutral since day one.

But we'll never stop. We're working to understand even more deeply the impact of our business up-and-downstream. We're working towards being Carbon Negative, and actively contributing more than we take to help combat the ticking clock of climate change.





A level
playing field
or nothing.

Home Isn't A Luxury



For the last five years, homelessness has been growing, and figures are 42% higher than 10 years ago. How is that ever OK?

We're conscious that our premium products help people improve their homes and feel great in them - but there's a scary number of people who can't call anywhere "home". As a luxury paint brand, that didn't sit quite right with us.

"Crisis is the national charity for homeless people. We help people directly out of homelessness, and campaign for the social changes needed to solve it altogether. We know that together we can end homelessness."

From 2021, we've committed ongoing contributions to Crisis UK. We want to help create a cycle of home improvement that's fairer to everyone. It's not a silver bullet but it's our responsibility to help the move towards a more balanced world.

LEARN MORE





Less waste,
then no
waste.

360 Degree Recycling


2 million litres of excess paint is sent to landfill every year in the UK. 50% of it is probably in your shed or understairs cupboard, am I right?

Any COAT customer can send back their empty tins or unused paint, and we'll process them fully for recycling. That means the tins, handles, and most importantly any excess paint is recycled.

We work with a partner who process excess or waste paint and turn it into their own recycled paint product - so there's nothing going to waste.

There's even more being done by COAT when it comes to minimising paint waste, which we're pretty excited about.



A woman with blonde hair, wearing a black t-shirt with a white 'COAT' logo, is holding hands with a man. The background is a solid orange color. The text 'We're humans with hearts and gut feelings. That's powerful.' is overlaid in white.

We're
humans with
hearts and
gut feelings.
That's
powerful.

Our North Star

OK so we have four – but these questions steer everything at COAT, from how we produce and ship our paint to how we live and work with our suppliers and customers. We're people after all:

“Is that fair?”

Fair is to other people, to animals, and to the planet. We want a level playing field – always.

“Does it feel right?”

A company is a group of humans, with hearts and gut feelings. We don't underestimate the power of this question. Ever.

“Can it be better?”

There's rarely a 'no'. Progress above perfection, we'll always keep moving.

“Does it help?”

If we're not helping someone, why are we here? We move faster together.



"watching
paint
dry—

There's
no
stopping.

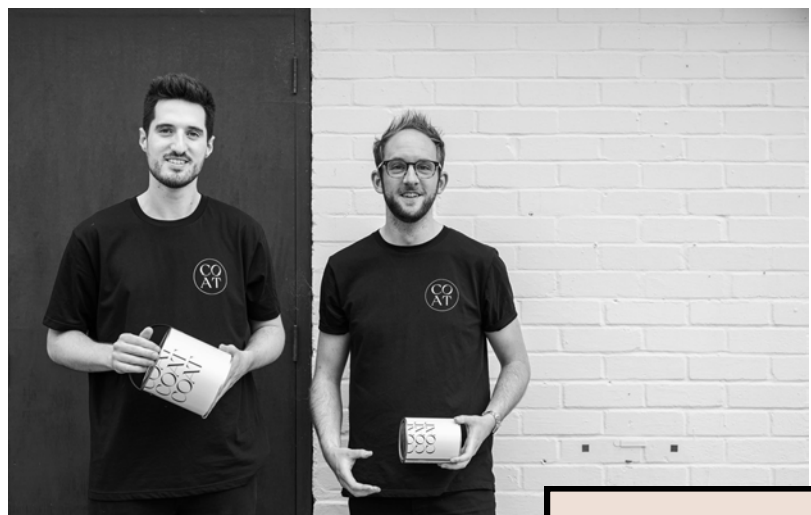
An Open Book

We've shared how we do things at COAT and the ethical decisions we make. Not because we're sanctimonious - but because we think consumers deserve to know who they're buying from, to make conscious choices.

We're not chaining ourselves to trees at the weekend or anything, we're just really conscious of our impact and making the right decisions for a better future. We've got all control, so we're making sure we use ours in the right way.

Bravo if you got to this point. Thanks for being curious and for your interest in responsible business. We're here if you want to chat -

Rob & Rob. Founders.
hello@coatpaints.com



GET YOUR COAT



COATPAINTS.COM



Paint, just
better