



2021-2022

The clean up

A round-up of our impact



wilton
LONDON

Our ambitions as a force for good

From day dot, Wilton was designed to be a sustainable business. It's been our ambition to clean up the cleaning aisle with products that aren't just eco friendly, but also really nice to use.

The 12 months covered in this report have been very exciting. Wilton is continuing to grow as we show our customers that eco doesn't have to be a compromise on performance or quality. We're now stocked in more shops than ever before helping more and more people take Wilton for a spin.

This kind of growth keeps us very busy, and as we grow, it presents more opportunities to improve the way we do business. We're committed to being a business with a positive impact on the world around us by putting people, planet and our community before profits.

As founders of Wilton, sustainability is close to our hearts, it's what makes our job interesting. This report is a great way to look back and focus on where improvements can be made to increase our positive impact, and reduce the negative.

Sam& Mike





Cleaning is a dirty business

The problem

“With harsh and planet damaging chemicals as the mainstay of the household cleaning category, a large void has opened between what we want to buy and what we are being offered....”

Mintel - Cleaning in and around the home report Dec 2020

We live to create

the smell of a better clean

Cleaning is more than getting rid of dirt, it's the wonderful experience that comes afterwards. The smell of clean as you sit down to relax after the chores, the feeling of getting into a bed with freshly laundered bed linen. The lovely waft of freshness as you put on your clothes in the morning.

So what if the smell of clean was better? Not the strange, cheap and nasty aroma of unsustainable brands, but the kind of ethically sourced, sustainably produced, elevated fragrance that makes your home feel like a castle.

It's not too good to be true, it's the reason we started Wilton. Our sustainably produced and locally manufactured cleaning products are filled with premium fragrances packed with essential oils – the kind you'd actually choose for your home. We've pushed out a bunch of unsustainable ingredients and nasty fragrances you wouldn't ever choose. So, when you smell Wilton, you're smelling a better kind of clean. Better for you, and our environment.



We've been a certified B Corp since July 2020, and it means a lot to us. It gives us the framework to build a better business that does more than just generate profit.

We use the B Corp principals to guide our decisions and continuously improve our business and the way we operate. Sometimes it means big changes, other times a small change can make a big difference.

But fundamentally, being a B Corp makes us a stronger business to support our people, our customers, our community and our planet



Becoming a force for good

People

Community

Customers

Governance

Environment



Our people

We know that we can't create a better clean without great people around us. So the Wilton team has grown a lot in the last 12 months. We focus on talent more than anything else. We don't believe age, background, sex or preferences play a part in how that person can help us achieve our goals.

Our founder Sam believes this more than most. At school Sam was told he has dyslexia and he was made to think this 'disability' would make success in the workplace challenging, but Sam believes his dyslexia gives him a different viewpoint on the world and so it is his superpower. Sam continues to champion 'different' in the workplace and we apply this way of thinking every time we look to bring a new person into the team.

This year we also became a Living Wage employer because we believe our team deserve a wage that reflects what it costs to live in today's world. We will continue to do everything we can as a business to support our team.

40%
Female team

60%
Male team

34
NPS Score

160%
Team growth

Our Community

To us, it's important to play a part in the community where we work and sell our products. That's why our products are made here in the UK, supporting local businesses and jobs.

Over the last 12 months we've been making a few changes to work with more like-minded businesses, in particular, other B Corp businesses. From marketing collaborations to business services. For example we launched our range with a certified B Corp Wholesaler. Not only does this help reduce our carbon footprint by minimising deliveries, but it also supports a fellow B Corp. We even changed our insurance supplier to a B Corp, it might be a little change but it's supporting another B Corp.

We like to think of ourselves as a generous bunch. We work with various charities and good causes to give a little back to our community. For example we think Black Friday is a dark day full of greed, to this year we ran our Bright Friday promotion again. Rather than an unnecessary discount, instead we committed to donating 20% of our online sales for the period.

1 day

Paid charity day for our team

12740

Laundry washes donated

3

B Corp partners





Our customers

Without our customers, we couldn't do any of this. That's why we work tirelessly every day to deliver amazing customer service and develop products you will love.

Ideas for our eco products don't come out of thin air. We listen to every piece of feedback and save it down in our big customer feedback archive. When you tell us there's something you really want (or something you really don't want) we get to work making it happen. That's why our products average customer rating is 4.54 out of 5. We even ask our customers to review new products before we release them, that's how much we value your opinion.

In fact every new release comes from our customers ideas and comments. You told us you want to reduce your plastic use and buy in bigger containers, so we kicked that project off and soon we'll be launching refills which use around 80% less plastic.

4.54
Average product rating

Governance

When we became a B Corp, we saw this as an opportunity to build a framework within the business that would allow us to grow sustainably in a way that supports all of our stakeholders. It's a big part of becoming a B Corp and something we commit to in legal writing. It means before we think about our bottom line, we will consider our employees, suppliers, shareholders, society and the planet we live on. When we became a B Corp we made it a part of our company articles of association – which means its super official. It's actually a great methodology we're really proud to champion

This year we also formed an official advisory board. That might sound boar-ing (sorry) but it's actually quite a big deal. We've pulled together lots of really experienced friends of Wilton who will help guide the business to grow in the right direction. For us, we believe it sets us up for the long run helping us provide stable happy jobs for years and years to come.

We're also supporting the Better Business Act. Which is a group of UK businesses championing this methodology and trying to change UK law to make sure every company aligns their interests with their communities and the environment. We haven't succeeded in changing any laws yet, but we'll continue to help with the push. After all, nothing worth doing is easy.

We're supporting
better business
act





Our environment

The respect for our environment is baked into everything we do, it really is. With every new product idea or every staff event we think about the greater impact. In fact we've had new product ideas that never left the ground because we couldn't make them hit our eco objectives.

We don't believe in doing things because it looks eco, it has to truly be better than what else is out there. In a world full of green-washing, we believe we owe that honesty to our customers.

We look at our products as a whole to make them as eco friendly as possible. That means that rather than simply making one green token benefit to a product, we look at every element to make it the greenest choices in every element - looking at the bigger picture of a product. From ingredients and formula concentrations to packaging and supply chain improvements. It also means we take our time to get it right.

Our commitment to our environment is one of the reasons we make our products in the UK and why we've taken our products carbon neutral. Not only does this mean we're removing more CO₂ from the atmosphere than we create, it means we understand our supply chain in great detail so can make loads of improvements.

CO₂

We've gone carbon neutral

1st

Carbon neutral laundry brand in UK shops

As of May 2022, our business and liquid laundry range is carbon neutral. It's actually a pretty big deal and a step in the right direction to limiting our effect on the planet.



Our carbon footprint is the amount of greenhouse gasses our business creates. We've looked at just about everything from our office and warehouse to our teams commutes and how many bowls of cereal we go through! There are some things that are more difficult to calculate. For those parts we use either reputable sources of data or estimate using other pieces of data we have. This is why we also add a buffer, to make up for discrepancies or fluctuations.

After calculation we then plan to reduce and offset the greenhouse gas emissions our business creates.

- 1**
Measure
- 2**
Offset
- 3**
Reduce

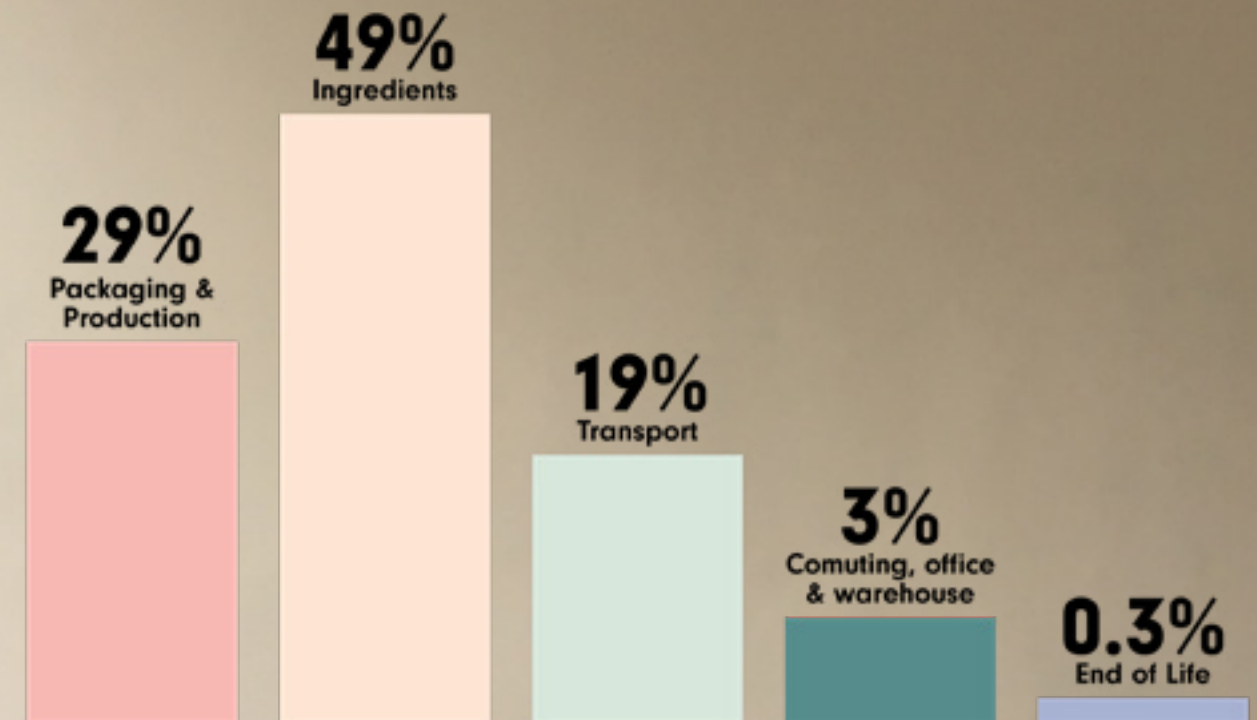


Our carbon footprint

The most important part is measuring our emissions. Now we know the emissions we create, we can plan to reduce them and we know how much carbon we need to offset.

We measure based on Cradle to Gate, this is from production and distribution of our products and materials, right through to arriving in our customers homes. We even include emissions related to the end of the products life, i.e. recycling. It's almost the complete cycle of the product, but there are a few unknowns for us to be able to cover Cradle to Grave at the moment.

Our assessment process references the Greenhouse Gas Protocol, PAS 2060 Carbon Neutrality and ISO14064 in order to classify emission sources, quantify emissions and report on emissions. All carbon emissions listed are quantified in terms of the CO2 equivalent which ensures that the 7 GHGs have been accounted for as per GHG protocol.





We have offset

193 tonnes Co2

What is offsetting?

OK, we'll be straight with you. Offsetting is not the answer to all the problems our planet faces, but it's a good place to start.

Put simply, offsetting carbon means investing in projects to either remove carbon from the atmosphere or help stop the same amount from being released in other ways. We support projects to offset the same amount we have put in, effectively making our emissions neutral.

We invest in projects with the highest standards from Gold Standard and Verra projects.

We've invested a big chunk of our offsetting into a rewilding project by Loch Ness. This project aims to reverse our impact on the area and bring it back to its wild state with more trees and diverse wildlife.

Reduce

We're now working on making the rest of our range carbon neutral too. Every new product we launch will be carbon neutral and we plan to take our entire range carbon neutral by the end of 2023.

Offsetting our emissions is a great start, but reducing our impact is better. So that's what we plan to do. We're looking at a number of ways to reduce our emissions. The key areas we're looking at are:

Reducing supplier radius from our warehouse

Reducing ingredients footprint with changes and investment

Making transport space more efficient

Launching carbon efficient products

Encouraging suppliers to make positive changes





Our Ingredients

We don't use 'off the shelf' formulas, every ingredient that goes into a Wilton product gets put through its paces to make sure it's up to scratch.

To pass our scrutiny it must tick a lot of boxes focussed around its eco attributes. Is the ingredient biodegradable? Is it an efficient feed stock? Is it Vegan? Is it effective? Can it be derived from sustainable sources? Or does it provide other eco benefits? The list goes on.

As you can imagine, it takes a while to formulate a Wilton product and we're always looking to improve current formulas with new and innovative ingredients. This year we started using more up-cycled ingredients, these are ingredients made from sources that would otherwise be waste. For example, we use a cedarwood oil derived from waste sawdust.

We also improved our washing up liquid formulas by replacing their preservatives with a new natural preservative.

More *RSPO* Ingredients
RSPO

Upcycled ingredients
New
Natural preservative

More



Let's talk dirty

A lot has happened over the last 12 months.

We launched in our biggest retailer yet making our eco friendly cleaning products available to more people in 500+ supermarket shops across the UK. And over the next 12 months, we want to increase that more by working with more like minded partners.

We're going to continue talking dirty and showing the UK you don't need to clean up with dirty chemicals.

wilton
LONDON

