

thinkbetter
group

Tackling the Plastic Problem

2022 Sustainable Impact Report



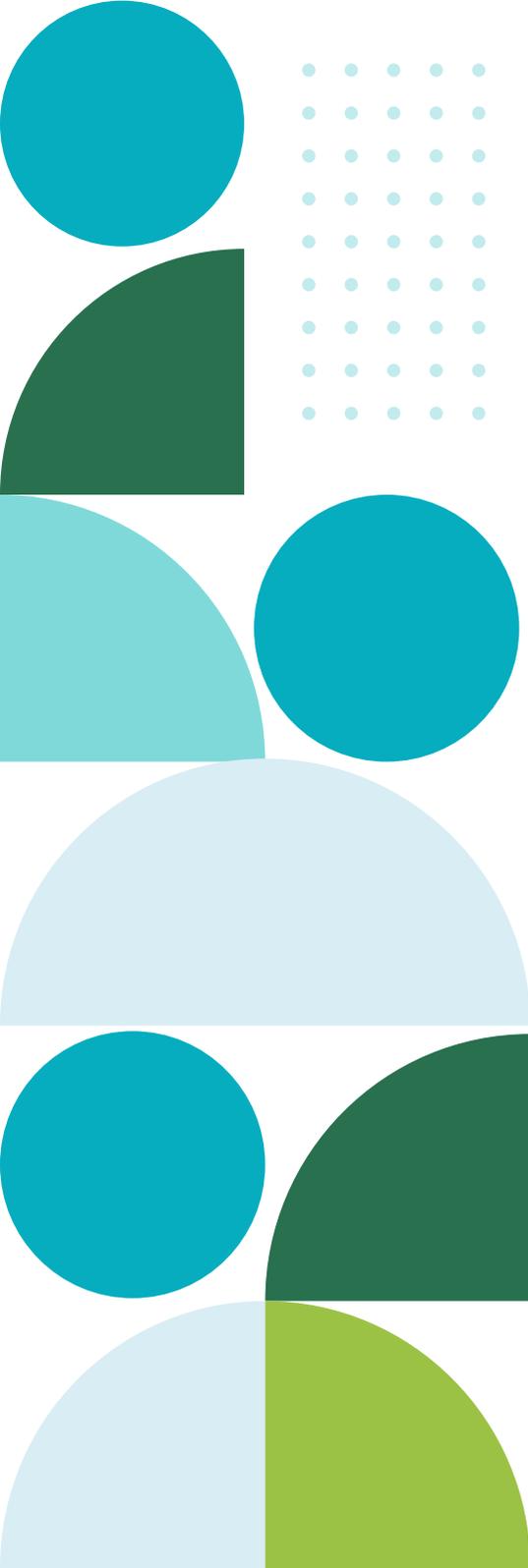


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Introduction

2022: A Year of Delivery

We are united in our mission to provide consumers with alternatives to single-use plastic products

The United Nations has identified single-use plastics as one of the world's biggest environmental challenges of modern times, with the president of the UN General Assembly including the issue of plastic pollution as a priority during the 73rd Session.¹ The global plastic problem has become a crisis. Now more than ever, intervention and product innovation is direly needed.

From our beginnings, we have sought to be part of the solution, not the problem:

Our journey began over ten years ago by seeing the impact plastic waste was having on our lifestyle passions (beach, surfing, triathlon) and the limited alternatives to plastic products in the core goods that we were consuming. We embarked on building brands that could provide solutions to single use plastics in the Care, Drinks and Lifestyle verticals. To date, we have successfully grown and expanded globally, starting initially with Ecoriginals and Best Coffee out of Byron Bay and Melbourne, Australia respectively.

The founders of our brands all display a keen sensitivity to the environmental and their product ideas often spring from a desire to provide eco-options in spaces that lacked them. Recognizing these innovative brands, we noticed that founders were creating products that had the potential for us to scale and enhance. With each brand that we take on and grow, we look to bring the ethos of sustainability and environment-consciousness to a growing consumer base globally.

1. Carr, Lizzie. (2020). "Reducing Single-Use Plastic Pollution: A Unified Approach." United Nations, <https://www.un.org/en/un-chronicle/reducing-single-use-plastic-pollution-unified-approach>.

Introduction

2022: A Year of Delivery

2022: Platform delivery and growth.

Over the past 12 months, we demonstrated the strength of our platform by achieving top line revenue growth of c64% for the group, accomplishing plastic neutrality across the group and launching our Stockshare, which is an inventory sharing and drop shipping solution. We also welcomed the addition of Kyla Geen and her team at Econaps to the group. Critically, our brands have **eliminated the need for 760 tonnes of virgin plastic, equivalent to 38,003,473 plastic bottles**, this year when compared to conventional, mass market alternatives. We also commenced our own plastic collection and offsetting program in the Philippines and Indonesia, not only removing plastic waste but improving the lives of local communities.

Greater impact on the horizon: how the consumer base is growing for our products.

Our consumer base is predominantly millennials (Y) and post millennials (Z), whose beliefs and goals regarding product consumption align with what our products offer, and our product sourcing provides the transparency they now expect. We believe there has been a generational shift in consumption away from baby boomers (which were drivers of low cost manufacturing, unsustainable sourcing and cheap plastic products) into Y&Z consumers who are driven by sustainable products. Over the next 5-10 years, these Y&Z consumers will represent c80% of the work force and disposable income, thus shifting the bulk of product consumption away from low-cost prioritising boomers to sustainability prioritising millennials.

SUSTAINABILITY



Of shoppers believe it is important to shop sustainability ⁽²⁾

MISSION-DRIVEN



Of retail consumers aged 25-34 place importance on social impact ⁽³⁾

2. ELL, Kellie. (December 2020) Forecasting Consumer Demands. WWD.
3. Cowen Equity Research. (October 2020). Gen Z and Millennials Are the Driving Force in Scaling Digital and Sustainability.

Introduction



Mission & Vision

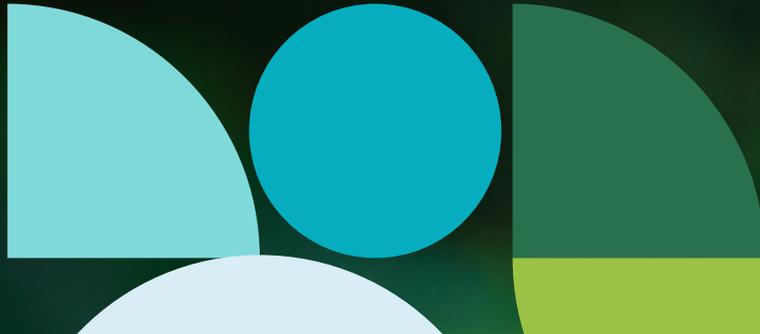
As a company, we seek to: **Think Better. Act Better. Be Better.** by actively tackling the plastic problem and reducing the need for virgin plastics within the consumer industry. Our mission, ethics, accountability and transparency are reflected in every decision we make as an organisation, from the brands we choose to bring into our portfolio to the materials we use in our products and packaging.

The TBG Mission

Our mission is to provide solutions to single use plastic products, where possible, by prioritising the use of plant-based materials. We choose socially and ethically responsible manufacturing partners and create circular solutions to plastic and carbon waste.

The TBG Vision

TBG's vision is to be the leading global platform for sustainable consumer brands. We look to take businesses with great ideas for reducing plastic waste and scale them regionally and nationally, taking away market shares from conventional, mass market brands that contribute to the plastic problem.



Introduction

How We Compare

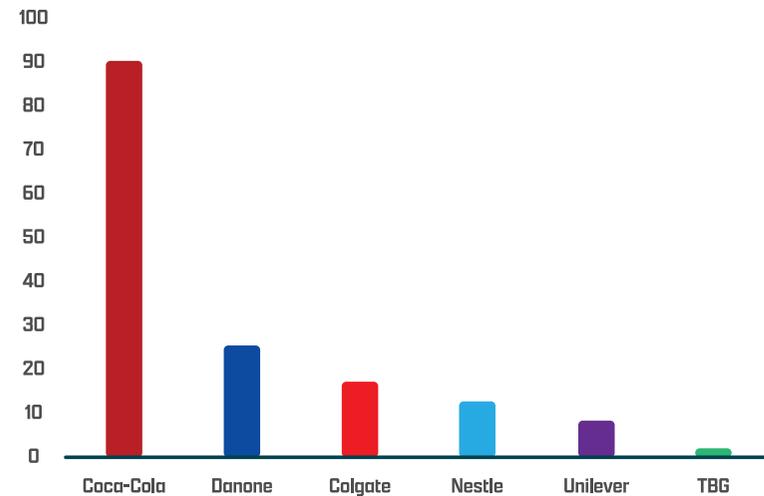
Consumer products have historically hurt the health of our planet.

We are challenging this through reducing plastic, eliminating the need for plastic and removing plastic from the environment



Packaging that makes a difference:

Plastic Packaging volume per million \$ revenue



760 tonnes of plastic, equivalent to **38,003,473 plastic bottles**, was prevented this year by our products, as compared to conventional, mass market alternatives.

\$418,038,206 generated in support of collector communities, families and the recycling infrastructure that stops ocean plastic and improves lives this year alone by TBG.

**estimate of 2020 revenue*

Our Purpose

Let's Talk Strategy

We're building an ecosystem to provide solutions to single use plastics through three different outlets: **plastic reduction, plastic circularity and plastic removal.**



Step 1: We measure, minimise and prevent.

At Think Better Group, we value traceability and transparency in plastic reduction. We don't blindly set vague goals on reducing plastic. Instead, our goals and methods for minimising single-use plastic are informed by methodical material tracking. We've developed tools, such as our plastic mapping tool, that accurately calculate how much plastic our brands use in both their direct and indirect activity, pinpointing exactly where progress must be made in the supply chain and where virgin plastic can be eliminated.

We are always looking for ways to incorporate innovative and renewable materials into our products, eliminating new virgin plastic wherever possible. This reduces our customers' plastic consumption from the first purchase.

We also work to increase the durability and longevity of our products, holding a high standard of quality for each item produced. This ensures customers receive a product that is long-lasting, helping fight against 'throw-away culture' and reducing our customers' need for future plastic consumption.



Our Strategy: Why Prevention?

Recycling only delays, not avoids, final disposal. Repeated mechanical recycling degrades the quality of material, and the breakdown of plastic polymer that occurs during the recycling process causes secondary plastic to be of poor practical value. This means the majority of recycled plastics are only recycled once or twice before final disposal. And the generation of plastic waste is only reduced if recycled plastic replaces primary plastic production.

Therefore, plastics aren't really circular and can never be completely removed. This is why plastic prevention is an essential part of our methodology, and why prevention is better than cure.



Our Purpose



Step 2: Where we can't prevent, we reuse and offset.

While we'd like all our products to be 100% plastic free, this is unfortunately not yet possible. Where we cannot prevent plastic, we focus on plastic circularity by designing products that use recycled plastic and by providing customers with end of life solutions. We have orchestrated strategic partnerships with PodBack, Uppearl and Into Carry that allow our old products to be reused or reshaped into something new.

Our products that use plastic, like Project Blank wetsuits, are made with recycled plastic from nature-bound water bottles, and then upcycled at the end of life. This gives multiple lives to the plastic used, and prevents it from ending up in landfills or our oceans.

On top of recycling old plastics into products, we also remove plastic that's already made its way into the environment. For every ounce of plastic we sell, we remove the same amount of ocean and nature-bound plastic waste through our removal program and our partnership with Plastic Bank®. By focusing on plastic removal in communities that are most impacted by the plastic problem, such as Indonesia and the Philippines, we are helping enhance the wellbeing of these communities.

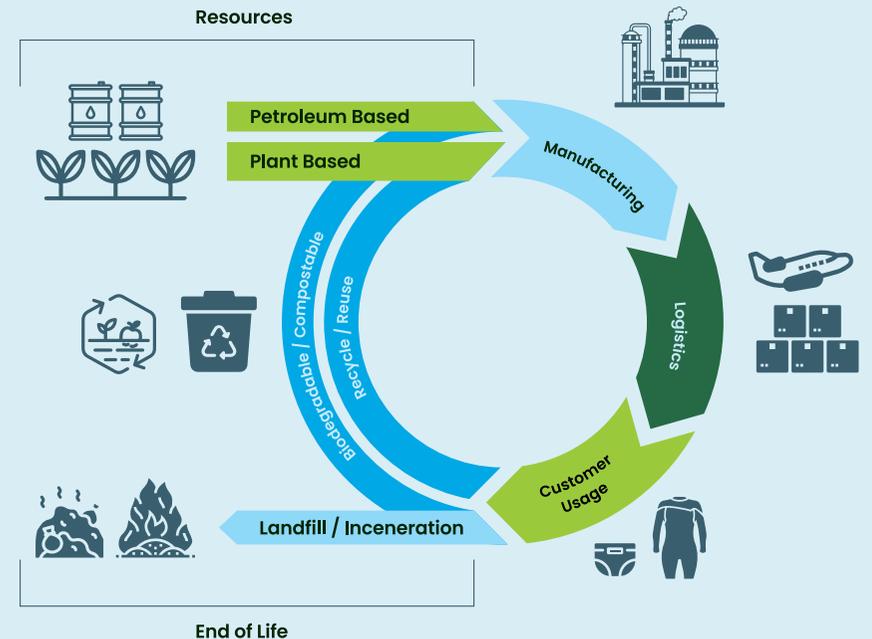
Alongside developing innovative plastic solutions, we find it intrinsically important as a company to maintain an ethical supply chain, ensuring that TBG and its manufacturing partners provide fair labour through wages, equality, health and safety.

Our Strategy: Why we are not perfect?

How do we find an equilibrium between being as perfect as possible while maintaining profitability and sustainability? How do we maintain our plastic reduction mindset without sacrificing the ability to set competitive pricing on our products?

At TBG, we provide products that strike a balance between affordability and sustainability. We find it more effective to reduce overall plastic usage by offering price-competitive products with 90% natural materials that take away market shares from other companies, rather than putting out a 100% eco product that is unaffordable and thus fails to shift market shares away from unsustainable competitors.

Post COVID-19, the average consumer in our markets faces increased cost of living and climbing inflation rates, forcing even the most green-minded consumer to look critically at their spending habits. Making sure to offer sustainable products to our consumers that are also affordable is critical to ensure we continue making a positive impact.



Our Purpose

Goals & Milestones

Our Goals: how are we raising the bar for the future?

Increase revenue while increasing plastic prevention

TBG aims to build >US\$150m revenue from its portfolio whilst preventing c130,000 tonnes a year of virgin plastic in 5 years.

Growing from plastic neutral to plastic positive, while taking control of plastic offsets

Today, all of TBG brands are plastic neutral, with 20% of our plastic offsets collected through TBG's own plastic collection program and 80% collected through our partnership with Plastic Bank.

In the next 5 years, we plan to scale our own plastic collection capabilities to 200% of our plastic offsets, which will allow us to maintain more control, transparency and reliability.

By generating double the amount of plastic credits than we need, we plan to push the boundaries of plastic neutrality and become plastic positive. Removing this extra plastic from the environment will allow us to offer those additional credits to other brands. Our goal is to facilitate the collection and infrastructure development of plastic collection and incorporate that into block chain technology.



Our Purpose

Goals & Milestones

A few highlights from this year at TBG, we are constantly looking toward the future for ways to have a greater, greener impact. Yet we also recognize the importance of acknowledging milestones along the way. This past year, we made significant steps in our fight against plastic pollution. **Here are a few:**



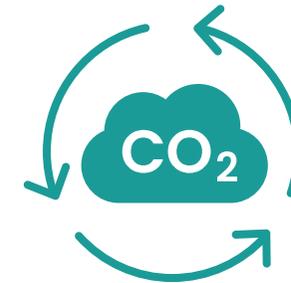
We made great strides in our Global Plastic Neutrality journey.

This year, 100% of our companies became certified plastic neutral. We announced a scaling up of our partnership with the world leading platform for offset solutions, Plastic Bank.



We made instrumental moves in our strategy of plastic circularity.

We announced that our coffee roast company, Colonna Coffee, has joined PodBack. TBG's lifestyle brand, Project Blank, announced its partnership with Into Carry, which upcycles surfers' old wetsuits into bespoke carry bags and accessories.



We took monumental steps in decreasing our overall footprint.

We earned carbon neutral status for all of our global offices, working with Climate Partner to deliver a comprehensive analysis and goal offset.

Our Purpose

Products & Packaging that Makes a Difference

We're innovating out of products containing single-use plastic and into products designed for circularity: plastic-reducing and plastic-recycling, home-compostable and reusable. One way we measure the impact of the plastic-reducing products we create and curate is through the amount of plastic they avoid compared to their conventional, mass market alternatives. Here's a few metrics we've calculated from the past year alone:



245.29 tonnes of plastic prevented by using our Ecoriginals nappies

majority of plant-based materials, dramatically reduced the use of plastic parts in a nappy (year previous: 175.21 tonnes)



477.45 tonnes of plastic prevented using Econaps nappies

made to be reused (year previous: 415.18 tonnes)



32.77 tonnes of plastic prevented by using our Ecoriginals wipes

made from 100% plant-based certified materials (year previous: 23.41 tonnes)



4.55 tonnes of plastic prevented using Project Blank wetsuit

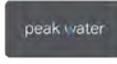
made with Yulex (year previous: 2.28 tonnes)



think better care



think better drinks



think better lifestyle



THE TOTAL PORTFOLIO OF TBG CONSUMER BRANDS

IS CURRENTLY ELIMINATING THE NEED FOR

13,000 TONNES OF PLASTIC A YEAR

EQUAL TO

1.3 BILLION SINGLE USE PLASTIC BOTTLES

The Plastic Problem

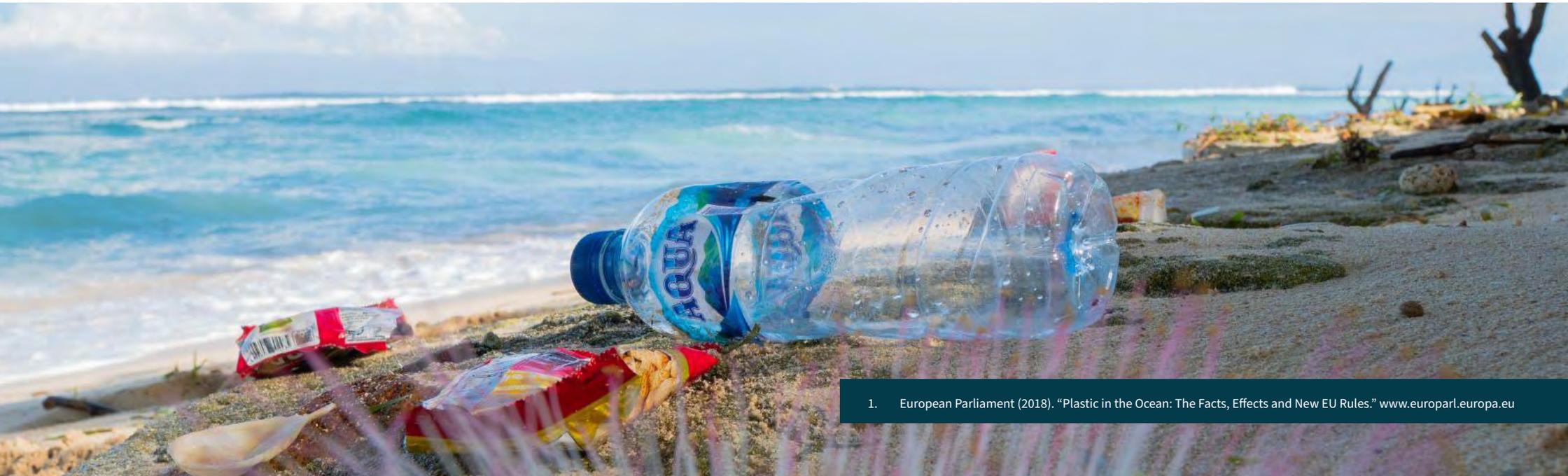
Why Plastic Neutrality?

While maintaining sustainable practices in material sourcing, carbon offsetting, and ethical labour practices, we have thrown the bulk of our focus and innovation toward solving the issue of plastic. Why? That's because, from wetsuits with innovative material that support performance while vastly reducing plastic, to the world's first eco disposable and plastic neutral nappy, it's what unites all our brands together. Under this shared priority, we can do the most good.

Though carbon neutral is a common phrase for many businesses, plastic neutrality is a relatively new term. Plastic neutrality involves measuring the plastic footprint of our supply chains, from production to end delivery. Using this data, we can identify where reductions in plastic use can be made, including removing it completely or using replacements such as plant-based materials in our product construction and packaging. For every amount of plastic that cannot yet be removed from production, we remove an equal amount of plastic waste from the environment.

There is a serious need for brands who focus not only on recycling plastic, but also preventing it in their supply chains and removing it from earth's ecosystems. More than 150 million tonnes of plastic exist in the ocean today, with an estimated 4.8 to 12.7 tonnes of plastic entering the oceans every year.¹ Our brands come together in finding innovative ways to turn the tide on these alarming statistics.

As of this year, 100% of our portfolio companies are certified Plastic Neutral.



1. European Parliament (2018). "Plastic in the Ocean: The Facts, Effects and New EU Rules." www.europarl.europa.eu

The Plastic Problem

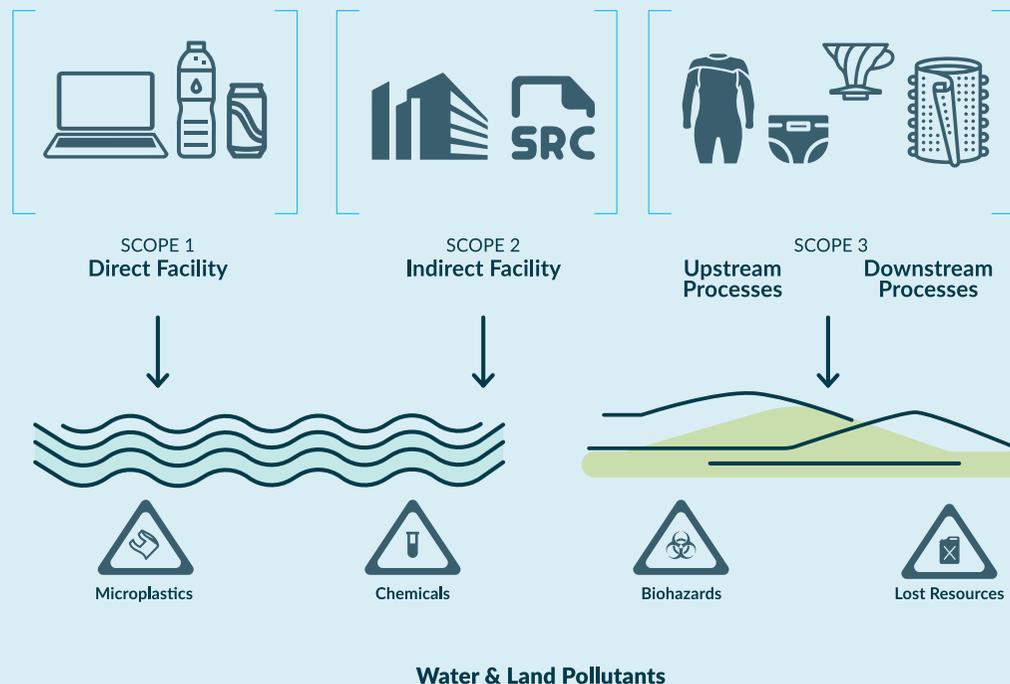
How We Measure, Reduce & Offset

1. Measure.

The TBG Plastic Measuring tool:

Think Better Group has developed a tool which identifies all plastic use and highlights where virgin plastic can be eliminated, replacing it with plant-based and regenerated materials to create the highest positive impact. Through further development the tool will track recycled, upcycled and offset plastic across all brands. Currently, there are no standardised third-party plastic footprint measuring tools for measuring plastic usage or offsets. The TBG team has been working over the past year on developing its own, unique mapping tool, which is now part of its TBG Connect+ offering. Using experience of calculating carbon emissions, the ESG team has developed a similar 3 scope methodology that can be used across brands in the group's portfolio to assess its direct and indirect activities.

The solution to the world's plastic problem doesn't lie with one product, brand or company. It must be a multi-industry wide push for the sake of our planet. Thus, we not only use our Plastic Mapping Tool to reduce our own products' plastic usage, but also provide the tool via TBG Connect+ to other third party companies who strive to do the same.





The Plastic Problem

How We Measure, Reduce & Offset

2. Reduce.

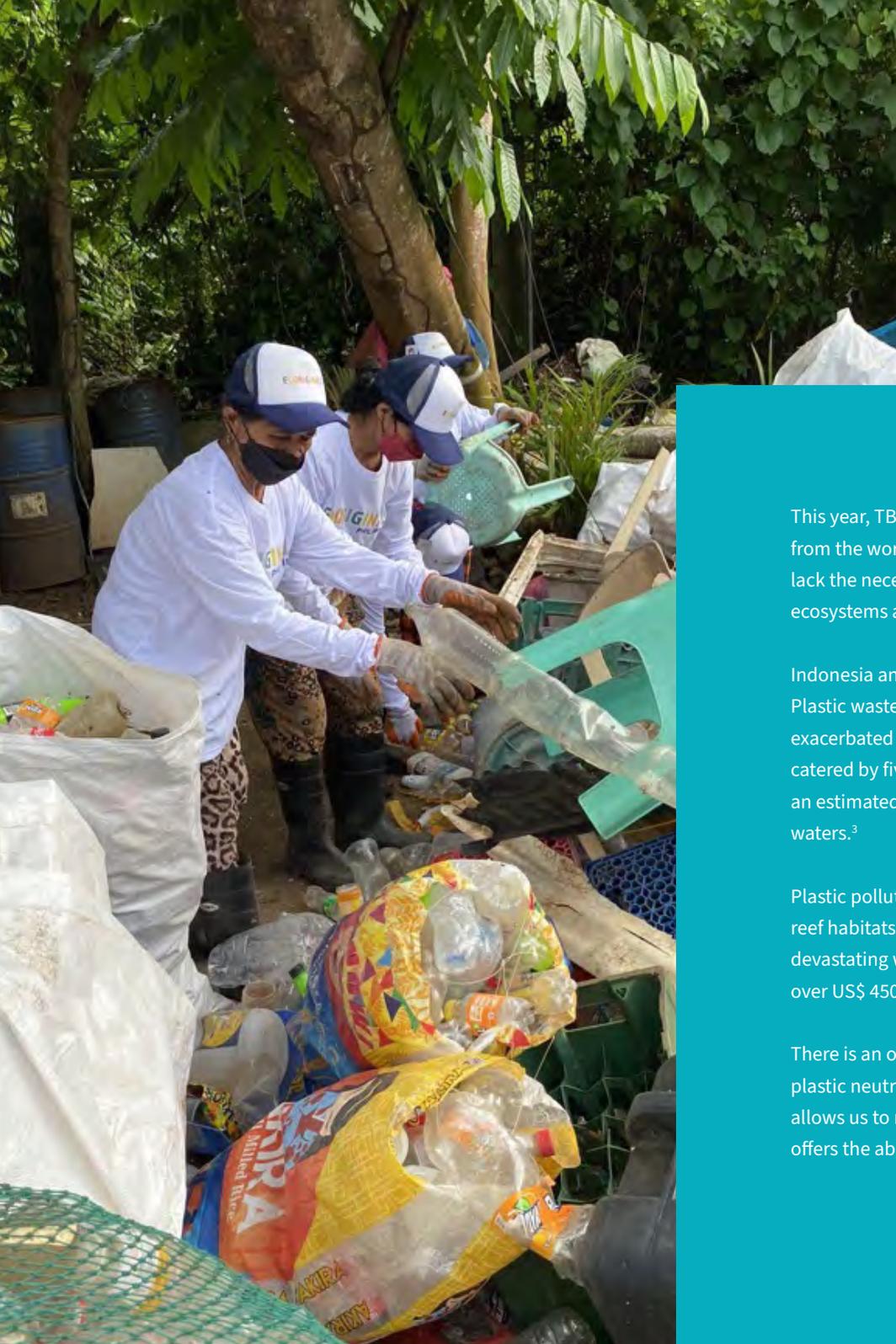
Once our plastic usage has been measured and mapped out, we are then able to see where virgin plastics can be eliminated. Where possible, we transition from petroleum plastic to plant-based materials. If plastic-free materials are not possible, we maximise the use of post-consumer recycled plastic. We want to offer our customers products which leave minimal waste at home bins or can be recycled.

3. Offset.

After rigorously checking if all possible actions have been taken to reduce our plastic footprint, we purchase plastic credits to offset our remaining plastic usage through our partner, Plastic Bank. On top of offsetting our plastic usage, we have partnered with Ecologi to support carbon offsetting and reforestation projects.

This year, all TBG offices turned carbon neutral!





The Plastic Problem

TBG's Plastic Collection & Recycling Projects

This year, TBG launched its own plastic credit and collection services to offset our plastic usage. We remove waste from the world's plastic dumping ground in Indonesia and the Philippines, helping impoverished communities that lack the necessary infrastructure to deal with the mountain of plastic that is piling up in their oceans, harming their ecosystems and dismantling their economy.

Indonesia and the Philippines are the world's second and third greatest plastic waste generators, respectively.¹ Plastic waste generation in the Philippines has been steadily increasing throughout the years and was even more exacerbated during the COVID-19 pandemic. Currently, only 33.3% of all the country's municipalities are being catered by five recycling companies operating 10,730 materials recovery facilities.² In Indonesia, plastic contributes an estimated 25,000 tons per day to total waste, at least 20% of which is believed to end up in rivers and coastal waters.³

Plastic pollution damages these nations' rich marine biodiversity and extensive mangrove, seagrass, and coral reef habitats. This not only has a huge environmental impact, but also impacts these countries' economies in a devastating way. According to the World Bank, the damage of plastics to Indonesia's ocean economy has a cost of over US\$ 450 million per year.⁴

There is an overwhelming need for plastic intervention in this area, and we see this as an opportunity for our plastic neutrality mission to do the most good. We've set up our own plastic credit and collection services which allows us to maintain more control and reliability in our plastic offsetting. Our proprietary platform, TBG Connect, offers the ability to measure, audit and sell plastic credits.

The Plastic Problem

TBG's Plastic Collection & Recycling Projects

In the Philippines, we are focusing our operation in the Caluya Islands, a group of seven islands to the south of the capital in Manila. This area was selected because the community here struggles to gain access to power and water, and putting money into their economy helps the impoverished members of the community and allows the community to invest in much needed infrastructure. Here we have orchestrated a deal directly with Mayor Rigil Kent G. Lim, who is keen on using TBG's plastic collection project as a step toward a future of Caluya as an eco-destination and changing the economy into a circular one. Plastic collected by paid individuals is taken to a recycling facility, flaked and added into a slurry mix, which is then pressed into bricks that are offered free of charge to local families as building material for new houses within the area.

Our plastic collection operation in Indonesia centres in Palembang, the nation's main city in South Sumatra. The process here looks slightly different than in the Philippines due to most business opportunities in the country being decentralised and outsourced. Individuals are paid to go out and gather plastic into pre-sorted bundles and bring them to an aggregator facility, where plastic is then crushed and compacted into 90 kg bales. From here, plastic bales are sold to Jakarta, Indonesia's capital, to then be washed, flaked, melted and pressed into moulds which are sold and used.

What started as a pilot project has proven to be a scalable plastic collection option. In the Philippines, plastic collection capacity is currently at 10 tonnes per month but has the capacity to expand to 150 tonnes. Existing capacity in Indonesia stands at 60 tonnes per month, but this can be scaled to 300 tonnes. Our 5 year vision is to cover all our plastic collection needs and to offer it up as a plastic solution for the wider world.



1. Jambeck JR, Geyer R, Wilcox C, et al (2015). Plastic waste inputs from land into the Ocean. *Science* (80) 347:768–771
2. Fernandez HA (2020) Why plastic-clogged Philippines must face up to dearth of waste disposal and recycling. In: *Eco-Business*.
3. "Indonesia Country Profile." (2020). SEA Circular, <https://www.sea-circular.org/country/indonesia/>
4. APEC (2020). Update of 2009 APEC Report on Economic Costs of Marine Debris to APEC Economies. Asia Pacific Economic Cooperation Oceans and Fisheries Working Group.

The Plastic Problem

Circular Solutions & Partnerships



End-of-life solutions: Closing the loop

At TBG, we develop circular solutions to plastic usage. On top of addressing product packaging and producing products which recycle plastic, we are working together with specialised partners worldwide to address end of life solutions.

Podback

For our coffee roaster business Colonna Coffee, we are working with Podback, allowing UK customers a free, straightforward, and effective method of recycling their aluminium coffee capsules.

Upparel partnership

For our wetsuit business Project Blank, we are partnering up with Upparel to offer an innovative way to upcycle its customers' old rubber. If collected wetsuits are in a usable condition, they are donated to charity. If not, they are shredded, and the fibres are used to create new yarn or turned into items such as insulation or stuffing for dog beds.

Into Carry

An estimated 380 tonnes of waste generated from wetsuit production ends up in trash dumps every year. Alongside partnering with Upparel, Project Blank has also partnered with Into Carry to help decrease this number. Into Carry helps “close the loop” by upcycling materials from Project Blank wetsuits into highly functional, completely sustainable carry bags. Wetsuits take on another life in the form of totes, backpacks, sidekick bags, and laptop cases.

The Plastic Problem

Circular Solutions & Partnerships

Plastic Offsetting with Plastic Bank

Plastic Bank fights ocean plastic pollution by empowering local communities to turn plastic pollution into their stable income. Through Plastic Bank, local populations exchange collected plastic for food, clean water, school tuition, cooking fuel, health insurance or cash. For every order a customer places, we contribute toward Plastic Bank. The plastic credits we purchase, which is equivalent to the amount of plastic that cannot be eliminated, helps improve the lives of local communities by removing ocean bound plastic and developing essential waste management systems in the areas most affected by plastic pollution.

Our Plastic Bank partnership helps us to expand our commitment to reduce plastic pollution and become plastic neutral, as we work to grow the capacity of our own plastic collection services. We recognize that there is a lot of work needed to reduce and ultimately eliminate the plastic pollution from our value chain. By measuring the plastic footprint and developing long-term plastic reduction strategy, we are taking responsibility for the plastic pollution and its impacts.

Through our partnership with Plastic Bank we have committed to preventing 5 million single-use plastic bottles from entering the ocean by 2024.



	100%	85%	10%	5%
	Total	Ecoriginals	Econaps	Project Blank
Bottles	3,093,750	2,629,687.50	309,375.00	154,687.50
Kg	61,875	52,593.75	6,187.50	3,093.75

The Plastic Problem

Our Brands

Given our commitment to the future health of our planet, we have built a portfolio of like-minded businesses that align with our passions, prioritising sustainability and plastic reduction at every step of the production chain. We own and operate the following brands to share knowledge and find plastic free solutions:



Econaps

A baby will go through 2500+ disposable nappies in their first year of life alone. Each nappy can sit in a landfill for up to 500 years, contributing to the alarming amount of plastic piling up in our landfills and oceans.

Econaps strives to reduce the single-use plastic pollution caused by disposable nappies by offering parents a reusable, cloth nappy alternative. As the leading modern cloth nappies, they are made to look beautiful, perform exceptionally and fit comfortably. Yet there is a bigger purpose behind each of these nappies – to inspire positive change for the planet.

Every cloth nappy purchased stops the equivalent of 5 plastic bottles from entering the ocean and contributes towards preventing over 5 million single-use plastic bottles from entering our oceans by 2024.

95% of all plastic used in the products is from recycled sources, and products are shipped in 100% plastic-free home compostable satchels. Additionally, all fabrics used in the product are OEKO-TEX STANDARD 100 certified and contain no harmful chemicals.

The Plastic Problem

Our Brands



Ecoriginals

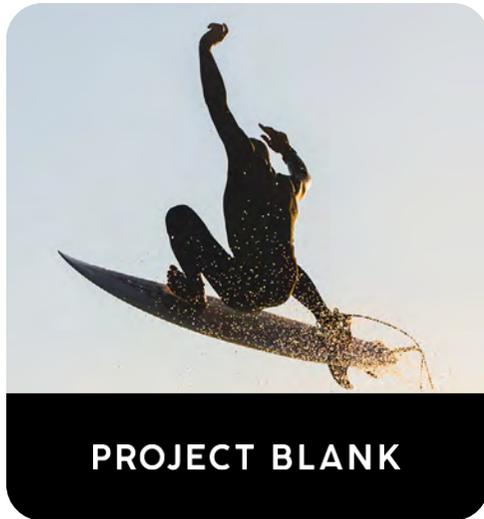
Ecoriginals began in 2011 when a husband and wife team, as parents themselves, were frustrated with the lack of eco options. So they did something about it, creating the world's first eco disposable and plastic neutral nappy. Their mission is to offer parents the greenest, kindest, most sustainable products on earth – where the only traces left behind are the memories of childhood.

Each high-performing, ultra-absorbent nappy is made of 90%+ biodegradable, plant-based ingredients. Ecoriginals also offers baby wipes which contain sustainably sourced bamboo fibre and five all-natural ingredients, making them fully biodegradable and home compostable.

With Ecoriginals' nappies now being used on more than 5 million baby bottoms, the company is inspiring a sustainable parenting movement, one nappy at a time.

The Plastic Problem

Our Brands



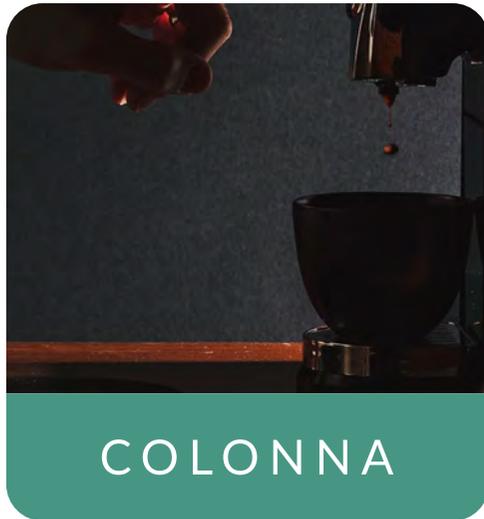
Project Blank

Project Blank is our lifestyle brand which is in pursuit of a happier planet. In 2022 we launched the world's first plastic neutral wetsuit. Every product in their line up has been created by surfers for surfers, with performance in mind and sustainability at heart.

Project Blank takes the last part of that statement seriously by keeping sustainability the focus of everything they do, from cleaner manufacturing to eco-smart upcycling of old products. Their wetsuits are manufactured in facilities run by solar-energy, and are made from sustainable materials, including yulex and limestone neoprene, instead of harmful petroleum-based chemicals. Other materials are sustainably sourced, with rubber in wetsuits made from recycled car tyres and fabric in every Eco Recycled Steamer made with 45 recycled PET bottles. These choices in materials reduce landfill waste, along with reducing energy consumption and Co2 emissions by an impressive 72%. If this wasn't enough, all their products are shipped in biodegradable packaging.

Their commitment to sustainability and a happier planet does not stop there. The wetsuit company has partnered with Upparel to offer an innovative way to upcycle its customers' old rubber. If collected wetsuits are in a usable condition, they are donated to charity. If not, they are shredded, and the fibres are used to create new yarn or turned into items such as insulation or stuffing for dog beds. Project Blank has also partnered with Into Carry to upcycle used wetsuits into carry bags, available for purchase on their website.

Our Brands



Colonna Coffee

Founders Maxwell and Lesley first started with coffee in 2008, when they discovered an underground movement in Melbourne called Third Wave coffee. Inspired by the flavour and provenance-driven approach to coffee, they decided to learn everything they could about the drink. In 2009, they opened the destination coffee shop Colonna & Small's in Bath, UK, which quickly became a hub for coffee innovation. Their dedication to coffee flavour has not gone unrecognised, with Colonna & Small's being awarded 'Best Coffee Shop in Europe' in 2016 and Maxwell winning the UK barista championship in 2012, 2014 & 2015.

From these beginnings, Colonna Coffee was launched in 2015, allowing the company to take more control of the sourcing and flavour profiling of their coffees. Colonna Coffee has quickly become an industry-leading coffee roastery, showcasing the world's most sought-after coffee, seasonally sourced from quality-driven producers who champion sustainability.

Colonna has partnered with Gorongosa Coffee, a coffee initiative with a vision to restore and revitalise Mozambique's Gorongosa National Park and its surrounding communities. Because of this partnership, Colonna is helping to fund girl's education, reforestation, local farmers, and animal protection through Gorongosa Coffee, which gives 100% of its profits back to the park.



The Plastic Problem

Our Brands



Brewed By Hand

Brewed By Hand sells high-quality, durable, and long-lasting wholesale products, being the exclusive distributor of top-tier brands like Hario, Loveramics, Sage, Wilfa, Felicita, Comandante, Ratio, April, Peak Water and Opal. These products are available on their online catalogue & fully-integrated e-commerce site. Alongside this, they have a dedicated team of regional Account Managers available to help outfit customers' hospitality businesses.

Beyond being a one-stop shop for specialty coffee and tea equipment, Brewed By Hand is focused on reducing its overall material footprint and eliminating single use plastic. The company recognises that there is a lot of work needed to reduce and ultimately eliminate the plastic pollution from the value chain. By measuring the plastic footprint, developing long-term plastic reduction strategy, and educating stakeholders about the plastic problem, BBH is taking action to reduce plastic pollution and its impacts generated across its supply chain. As a distributor, BBH is also engaged in a dialogue with suppliers to encourage them to minimise the use of virgin single use plastic and to implement waste prevention strategies.

The goal is ultimately to minimise the use of finite resources, aiming to use sustainably sourced renewable or recycled materials. This transition will not be instant but with defined strategy and agreed reduction goals the impact can be greatly reduced.

The Plastic Problem

Our Brands



Best Coffee

Best Coffee allows consumers to outfit their home with the same products used by the greatest cafés around. The online shop carries exclusive, top quality coffee-making brands, such as Aequinox, Aeropress, Hario, Loveramics, Opal, Peak Water, Sage, Wilfa, and more, available for purchase straight to consumers.

Best Coffee also offers a downloadable app, which works as a global platform for the independent coffee community in over 40 countries and counting. The app is a leading guide, helping people discover great coffee without the hassle, while supporting local independent businesses to improve their ESG capabilities and community engagement. Every single café on the app is curated, containing notes on all the must-know details. Users can even personalise their preferences, create their own lists of places they've loved or want to try, and share them with friends.

Best Coffee prioritises giving back to the coffee community by being proud supporters of Project Waterfall, a programme to bring clean water, sanitation and education to coffee growing communities. By purchasing Best Coffee's collaborative product, coffee filter papers created by Hario, customers have shown continued support for Project Waterfall. Thanks to this support, more than 10,000 people over the next 4 years will be reached with clean drinking water and vastly improved sanitation.



Peak Water

Coffee, being 98% water, has a taste that is greatly affected by what water you use. No one knows this better than Peak Water Founder Maxwell Colonna-Dashwood and Christopher H. Hendon, a regular at Maxwell's café and chemist at a local university. When Maxwell couldn't get a particular cup of coffee to taste as good as it did in the roastery, despite using the same equipment and recipes, the pair began to study how water affects coffee's flavour. Their discoveries resulted in a published academic paper and the co-authoring of a book, *Water For Coffee*, which delves into the science and practicalities of water's impact on coffee.

Now experts on the relationship between water and coffee, Maxwell, Chris and the team started developing new under-the-counter commercial systems for cafés, allowing each coffee to be paired with the right water for optimal flavour. But while working on this system, they realised another problem – the massive gap between the systems that were standard in quality cafés and the devices people could access from home.

So they made it their mission to make great water accessible, and to allow people around the world to share the experience of exceptional coffee. By creating Peak Water, they have done just that. They took the everyday water filter jug format and integrated a variable filter system into it, creating the world's first adjustable gravity fed water filter jug – designed especially for coffee lovers.



Beyond Plastic

Carbon Offset & Ecologi Partnership

Alongside reducing CO² production, TBG has introduced carbon-offsetting tools at a group level to address the remaining footprint. TBG, with Ecoriginals and Project Blank brands, has partnered with Ecologi to support carbon offsetting and reforestation projects. Through this partnership, one tree is planted and 10kgs of carbon is offset with every online order. So far, the businesses have offset 1963.7 tonnes of CO₂e and planted 188,776 of trees.

TBG continues to develop an internal carbon footprint calculator and focus on collecting data required to measure GHG emissions across all three scopes. TBG aims to complete the GHG measurements in the coming months and then implement long term strategies to reduce the carbon footprint and continue to offset the carbon emissions.

We have also recognised that our plant-based hero products, the Ecoriginals nappies and Project Blank Eco Ultimate wetsuit are a little bit more complicated to calculate. These products are made using new combinations of materials and unique technology that require specialist carbon emissions data calculations. We commissioned the help of a third-party organisation, Vital Metrics, to calculate the life cycle emissions of cradle to cradle for these core product lines.



Beyond Plastic

Certifications

We are a FSC certified company.

At TBG, we use verified Forestry Stewardship Council (FSC) suppliers to source wood fibres for the 35 million nappies and 20 million coffee filter papers that we sell a year. This way, we can ensure our products are free from child and forced labour, the wood sources are responsibly managed, and forests are not illegally harvested causing deforestation, as well as loss of habitats and biodiversity.

A considerable amount of time, money and effort is put into FSC certification, by TBG and our brands. Early in 2022, our Ecoriginals brand completed its yearly audit to verify that it conforms with FSC regulatory standards, including mandatory requirements for warehousing, adhering to local labour laws, and practising responsible sourcing. We are proud to say that the FSC logo displayed on our products demonstrates that extra care has gone into choosing a more sustainable material.



Beyond Plastic

Suppliers and Code of Conduct

Think Better Group finds it integral that all suppliers we work with share the same values as us. We are a company committed to maintaining stringent ethical and moral standards across all operations. To ensure that this happens, TBG created a Supplier Code of Conduct that is based on non-negotiable fundamental principles which are universally accepted in relation to human rights, labour, health and safety, environment, governance, and business ethics.

Our suppliers must always comply with all the international and local laws and regulations and adhere to the Supplier Code of Conduct. If any supplier commits a breach of contract or is unwilling to comply with the code, we reserve the right to terminate the contract. Think Better Group is committed to working with the suppliers who want to improve their social and environmental performance and advance their positive impact.



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