

USB2U

The Branded Tech Experts

Sustainability Statement

2025

USB2U is committed to reducing the impact of its activities on the environment, as well as supporting our staff members and the wider local community.

For us, the heart of our business goes beyond providing promotional tech gifts. We strive to be fair, ethical and trustworthy from the top of the supply chain to the end user.

The key points of our strategy to achieve this are outlined below.

Environmental

- Our purpose-built insulated premise has a low environmental impact EPC rating
- We use PIR light fitting throughout our premise
- We are committed to only purchasing electricity from renewable sources
- We have introduced a recycling scheme for all internal waste
- We carefully select delivery partners based on their commitment to reducing carbon emissions
- Wet ink printing has been fully removed from UK production, replaced by GreenGuard Gold Certified Inks only
- We have met our target to transport 80% of all stock into the UK by sea freight to reduce the additional carbon footprint associated with air freight
- We aim to finish 80% of all orders in the UK
- We are approaching product development with a sustainable first mindset, creating tech gifts and accessories made from biodegradable, recycled and sustainable materials
- We have introduced wood wool and shredded cardboard as an alternative to foam inserts for our packaging range
- We will ensure all packing boxes and materials are made of recycled or biodegradable materials and are reused where possible
- We package all orders for products made of natural materials with alternatives to bubble wrap, including kraft paper and eco flo 'packing peanuts'
- We will continue to actively promote our sustainable product range to our customer base to help them minimise their environmental impact through their purchasing decisions
- We will look to offer branded tech gifts with a long life span, reducing the waste associated with short term use of traditional, throw away promotional gifts
- We have successfully switched our poly bags to a biodegradable alternative which we use for all orders
- We have ensured that a minimum of 20% of our product range are sustainable choices and we commit to continuing to grow this range.

Social

- We continue to offer an electric car scheme available to all eligible employees
- We continue to offer our salary sacrifice cycle to work scheme
- We will continue to prioritise diversity and inclusion in the workplace, through offering equal opportunities for growth to current and prospective staff members

- We aim to improve staff wellbeing through dedicated weekly group walking sessions, as well as promotion wellness and wellbeing and have educated staff on the support available from the 'Printing Charity'
- We aim to increase diversity and equality within the company by actively recruiting from diverse backgrounds
- We will continue to invest in the local community, through sponsoring community events and participating in local charity efforts
- We will continue to create a healthy, safe and secure workplace for all, through initiatives such as promoting ergonomic workstations, healthy food options, and signposting to NHS mental health support services
- We will provide sustainability training and development for staff as part of their onboarding, including training on sustainable practices and the means to apply these practices at work, in their personal lives and within the wider community
- We will monitor and adhere to national increases in wage and review all staff pay annually based on market conditions
- We will continue to support flexible working requests where possible

Governance

- We are committed to incorporating sustainability as a key agenda item at all board meetings
- We will monitor and review our environmental performance on a quarterly basis and take corrective action where necessary
- Our supply chain will be contractually obliged to provide us with emissions data and updates on their progress to reduce emissions
- We have nominated two sustainability champions to monitor and promote sustainability across the business, as well as assisting with the delivery of the plan and reporting
- We are committed to communicating our sustainability journey transparently to our customers, employees and supply chain
- We shall meet or exceed all environmental legislation that relates to the company

Sara Day

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Creative Marketing manager

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