The certificate

for a successful future

Deutsches Institut für Nachhaltigkeit und Ökonomie
COMMITMENT TO SUSTAINABILITY
SEAL OF APPROVAL
Investing in the future

Now it's official:
Collonil is taking sustainable action!

ENVIRONMENT | SOCIAL | ECONOMY





VERANTWORTUNGS-
VOLLE FERTIGUNG
RESPONSIBLE
MANUFACTURING

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Dear Collonil Partners,

Since 2013, we have been sending a clear signal about our family-run company's sustainability awareness with the "Responsible Production" seal.
With immediate effect, we are now enhancing this seal with the official "Certified Sustainability" seal from the German Institute for Sustainability and Economy.

Why did Collonil voluntarily participate in this elaborate certification process? It is our company's answer to the rapid changes on the market with consumers who are becoming increasingly critical. Naturally, we want to know if we are doing enough. Some of the results from the audit committee surprise us: We didn't know HOW high our ecological, social and economic competence actually is.

With this seal from the reputable German institute on our products, you can assure your customers that Collonil products stand for responsible sustainability. This brochure gives you an introduction to Collonil's sustainable practices.

Yours,
Frank Becker

Executive Manager

What is sustainability?



The dictionary describes sustainability as “a principle according to which, no more can be used than what can be regrown, regenerated or supplied in the future”. Since many aspects fall short, the three-pillar model for sustainable development is a more modern approach today.

What is the three-pillar model?



It takes into account how future-oriented a company acts with regard to the environment, social issues and economic viability. Collonil received very good to good marks in all three areas.

Moving responsibly into the future since 1909

At Collonil, the future always began a bit earlier. For 110 years, the traditional brand has succeeded in setting trends – for instance with "Carbon Pro", the first sprayable membrane to protect leather and textiles.

Innovative spirit is a common theme that can be found throughout the Berlin company, which has now been awarded the "Certified Sustainability" quality seal from the German Institute for Sustainability and Economy.

Why does Collonil choose sustainability?



Apart from wanting to think economically, take social action, and do everything to protect the environment as a company, the interest of customers for sustainable products is tremendous.

Over half of all consumers try to take sustainability into account when shopping. Some of them have internalised this lifestyle to such a degree that they adjust their entire actions accordingly.

How does Collonil take care of the environment?



Our "ecological competence" has been rated "very good". In the final report, the institute wrote:

"At Collonil, protection of the environment is practiced on all levels. Environmentally- and resource-friendly policies are established in an exemplary manner."

Examples of our commitment:

- We use natural ingredients in our formulas, like waxes, oils and plant-based moisturisers. We also reformulate them every two to three years to ensure that people and the environment are affected as little as possible. Aloe vera, bamboo and almond oil are also proven ingredients for skin care.
- When possible, we develop water-based, so solvent-free products. If this is not possible, we use highly purified petrol.
- For the cleaning of leather and textiles, we are increasingly using sugar surfactants based on renewable natural resources. For decades now, we have renounced the usage of critical fluorine-chemicals PFOA and PFO for water-proofing. PFOs will be officially prohibited in 2020.
- Our propellant-gas aerosol products only contain gases that do not have a damaging effect on the ozone layer.
- We don't use propellant gases at all whenever possible – and produce pump sprays instead.
- We ensure that we use packaging made from recycled materials.





What does “socioeconomic competence” mean?



We have been given a rating of 2+ in this important area – in the words of the testing institute:

“As valuable assets, the employees are a supporting pillar of the company.”

Examples of our social action:

- Standard-rate pay, exemplary occupational safety and health protection, plus consistent training and in-service training.
- Being rooted in the region of Berlin-Brandenburg maintains the quality of life of the people who live here, while the high quality jobs contribute to strengthening the region.
- Our company also stands for fair handling of suppliers.
- Transparent communication and extensive quality controls ensures our customer’s trust.

What distinguishes our "economic competence"?

Our report has also awarded us a 2+ in this category:

„The market leading position is significantly strengthened by the sustainability criteria of performances and products, as well as the highly efficient, competitive provision of services."

A strong sentence. This is what's behind it:

- Always keeping with the pace of the times, Collonil reacts to changes on the market and the growing demands of customers.
- Our future-oriented company development ensures long-term, economic success – and jobs in the region.
- An example for our forward-looking company culture is our vegan care-product series ORGANIC, which scores points with our socially- and environmentally conscious customers.
- Our CARBON LAB series for sneakers is our reaction to the running shoe trend and a real fast seller.
- Our newest idea is also economically practical: We certify cleanings and earn service points at places where customers can hand in their shoes, have them cleaned and reconditioned. We started in Berlin; Nuremberg, Stuttgart and locations in Switzerland and Austria will follow.
- With these and other good ideas, we have managed to increase export in over 100 countries from 8 to 65 percent between 1998 and 2018.



What is the effect of the “Certified Sustainability” seal on our public image?



The seal from an official, independent institute has more weight than 1000 words that a company says about itself.

The credibility gain plays an important role in customer loyalty and is a key to developing new markets.

That’s because anyone who puts a sustainability-focused value creation chain in place, has huge opportunities for new growth.

Collonil

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