



**Pelican Products** 

# CORPORATE SOCIAL RESPONSIBILITY REPORT

2020





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#### **OUR SUSTAINABILITY STATEMENT**

At Pelican we have distinguished our company for excellence in product development and as a leading manufacturer of multi-use products.

We create durable, reliable products that last a lifetime, thereby reducing our ecological impact. We have taken significant steps to enhance our sustainability practices and policies and are working diligently to do more.

We have implemented numerous initiatives at our manufacturing plants around the globe to reduce waste, reuse materials, and recycle every scrap of eligible material. We are integrating sustainability into our business decisions on a daily basis.







WE HAVE BEEN
CONDUCTING
BUSINESS WITH SOCIAL
RESPONSIBILITY IN
MIND AND WE PLAN
TO CONTINUE AND
IMPROVE OUR EFFORTS
IN THE FUTURE.

#### A MESSAGE FROM OUR CEO, PHIL GYORI

At Pelican, our core values include quality and respect, which reflect the impact we have on our planet and people. As we continue to strive to be the global leader in the design and manufacture of high-performance protective products and solutions, we are integrating sustainability in how we do business.

Our corporate social responsibility and sustainability efforts align with Pelican's long-standing values and focus on six key pillars: Products, Operations, Quality, Safety, Ethics and People, and Philanthropy. Focusing on these areas allows us to help protect the future and do our part in contributing to global sustainability goals, such as the United Nations Sustainable Development Goals.

We have been conducting business with social responsibility in mind and we plan to continue and improve our efforts in the future. We continue to improve the durability and reuse of our products in ways that advance the circular economy, such as designing our products to be reusable, returnable, or recyclable. We support our partners and customers who use our products for commercial, military, or first-responder use, or just to enjoy the great outdoors. Our efforts are not only U.S.-based but are also practiced in our global offices in Europe, the Middle East, Africa, Canada, Latin America and Australia.

With the aim of continuously improving, I am excited to share our progress on sustainability with you.

With Respect, Phil Gyori







#### **ABOUT US**

Pelican Products, Inc. continues to reign as the global leader in the design and manufacture of high-performance protective cases, temperature-controlled packaging solutions, advanced portable lighting systems and rugged gear for professionals and outdoor enthusiasts alike. Our products are depended on by professionals in the most demanding markets including fire/safety, law enforcement, life sciences, defense/military, aerospace, entertainment, industrial and outdoor industries.

#### **OUR VISION**

Protecting all that you value.

#### **OUR MISSION**

Drive profitable growth and create a dynamic, rewarding work environment for our employees while providing our customers around the world with quality products and services they can count on to protect their valuable assets.





#### **OUR VALUES**



#### **RAISE THE BAR**

Drive constant improvement and innovation.



#### **EXCEED EXPECTATIONS**

In the quality and performance of our products and in service to our customers.



#### **DO THE RIGHT THING**

Operate with integrity and respect when dealing with our co-workers, customers, partners, community, and the environment.



#### **WALK THE TALK**

Keep our promises and hold ourselves and team members accountable.



#### **ENJOY THE RIDE**

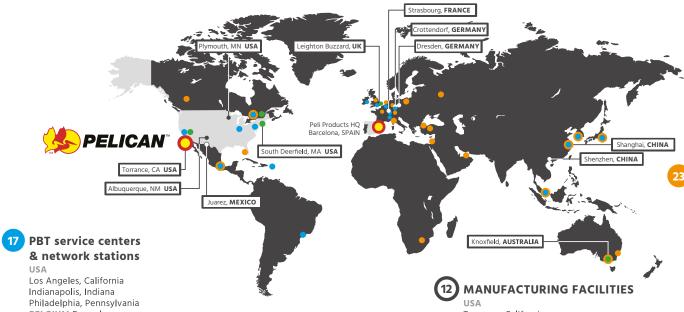
Bring joy, passion, and pride to everything we do, and the results will follow.





#### **GLOBAL OPERATIONS**

Pelican operates across the globe in 25 countries, 23 international sales offices and 12 manufacturing facilities — and employs nearly 1,500 employees worldwide. In Europe, Pelican operates under the name Peli Products.



**BELGIUM** Brussels **BRAZIL** Sao Paulo

**CANADA** Toronto **CHINA** Shanghai FRANCE Strasbourg

**GERMANY** Frankfurt **IRELAND** Dublin

JAPAN Tokyo **MEXICO** Mexico City **PUERTO RICO** San Juan SINGAPORE

**SOUTH KOREA** Seoul **SWITZERLAND** Basel **UK** London

#### **ADVANCED CASE CENTERS**

USA Ontario, California South Deerfield, Massachusetts **AUSTRALIA** Knoxfield CANADA St-Jean-sur-Richelieu **UK** Ashford

Torrance, California South Deerfield, Massachusetts Plymouth, Minnesota Albuquerque, New Mexico **AUSTRALIA** Knoxfield CHINA Shenzhen\* Shanghai\*

FRANCE Strasbourg\* GERMANY Crottendorf\* Dresden\* MEXICO Juarez\*

**UK** Leighton Buzzard \* Third Party Manufacturing Sites

#### **INTERNATIONAL SALES OFFICES**

USA Miami, Florida (For Latin America) **AUSTRALIA** Knoxfield Sydney CANADA Edmonton Toronto **CHINA** Shanghai FRANCE Paris **GERMANY** Dusseldorf

ISRAEL Tel Aviv **ITALY** Genoa JAPAN Tokyo **MEXICO** Mexico City **NETHERLANDS** Amsterdam **POLAND** Poznan **RUSSIA** Moscow

SINGAPORE **SOUTH AFRICA Johannesburg SOUTH KOREA** Seoul

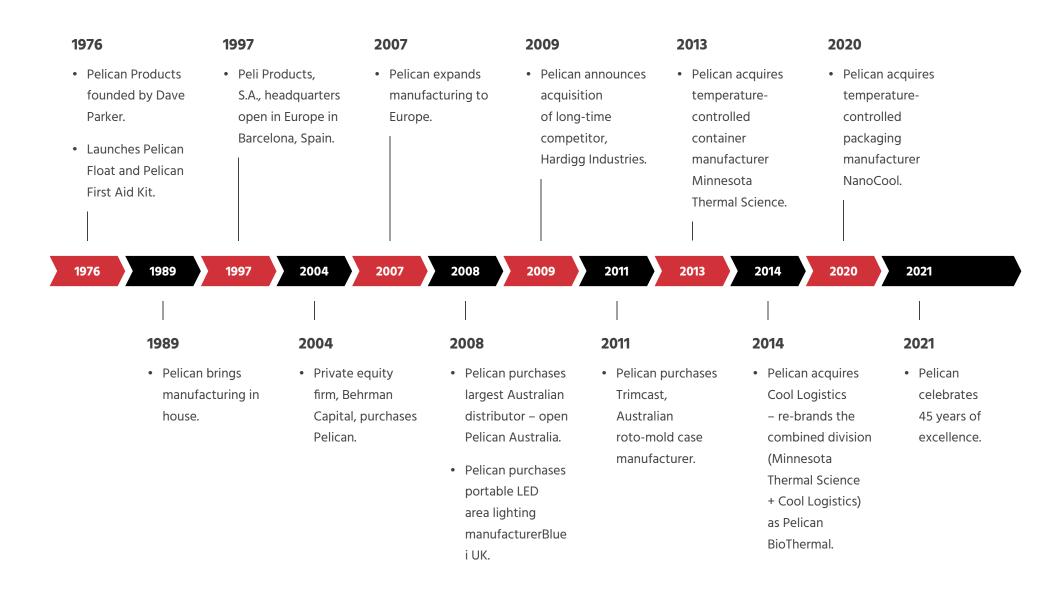
SPAIN Barcelona TURKEY Ankara

Istanbul **UAE** Dubai

**UK** Leighton Buzzard

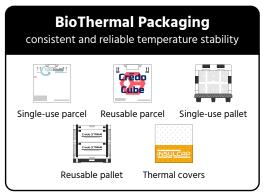


#### **MILESTONES**

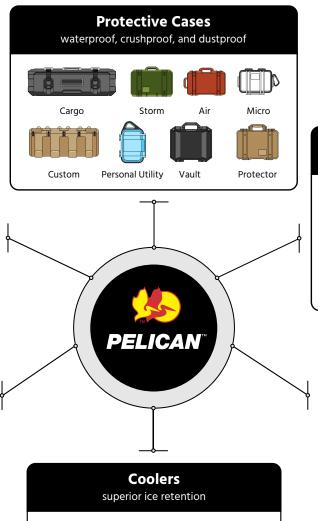




#### **OUR PRODUCTS**







Wheeled coolers Non-wheeled coolers Soft coolers











#### 1. PRODUCTS



"Pelican is committed to creating products that (i) are highly recyclable and/or reusable; (ii) contain recycled materials to the maximum extent possible, and (iii) contain low amounts of hazardous materials and ozone depleting substances."

 Pelican's Global Code of Ethics and Conduct

PELICAN™ PRODUCTS ARE INTRINSICALLY SUSTAINABLE AND REUSABLE.

#### **OUR CASES AND LIGHTS**

- Our cases are multi-use and eliminate the need for single-use products and packaging.
- Our cases are also sustainable alternatives to cardboard and other waste, reducing impacts associated with sourcing virgin materials and transporting single use products.
- Most Pelican cases and lights are recyclable.
- Pelican participates in take back programs in North America and Europe for batteries and electronic waste.

WE CONTINUALLY LOOK FOR WAYS TO INCREASE THEIR DURABILITY, RECYCLABILITY, AND EFFICIENCY THROUGH OUR R&D PROCESS.



#### **PELICAN BIOTHERMAL**



- Pelican BioThermal offers a wide range of reusable packaging systems, including reusable parcels and pallets.
- Our "Crēdo™ on Demand" and "Crēdo on Reserve"
  programs offer bulk shipper products for rent for the global
  pharmaceutical and cold chain industries.
- We also have a "Crēdo Recycling" Program that recycles end-of-life products from customers.



#### FACTS AND FIGURES: CRĒDO CUBE™ REUSABLE SHIPPER

We calculated that our Crēdo Cube™ reusable shipper uses four times less carbon during its entire cradle to grave life cycle than a single-use shipper using either polyurethane or extruded polystyrene insulation.

#### PELICAN INITIATIVES: EVERY PART MATTERS

- At the end of the product life of our Crēdo Cube™ shipper, the outer components (corrugated paper and plastic) can be recycled and the thermal isolation chamber panels can be drained of phase change material coolant and ground up.
- In addition, the insulation material in the vacuum insulation panels can be stripped of their outer covering and used for fuel in commercial incinerators.



#### 2. OPERATIONS



"Here at Pelican, we have always taken the approach that our products should be built to survive all that life can throw at them. But when things happen, and they do, we can repair them for future use. All products eventually come to the end of their life and ours can be recycled and used to create new products."

Kevin Deighton, Sr. Vice
 President New Product
 Development & Product
 Management

FOR YEARS, PELICAN HAS BEEN OPERATING SUSTAINABLY — BOTH DOMESTICALLY AND GLOBALLY — ACROSS ALL AREAS OF THE BUSINESS.

#### **WASTE REDUCTION**

Continuously working toward low-waste operations is key to our sustainability goals. For example, in our Torrance, California facility, we reduce waste by grinding and reusing cases that do not completely meet our strict quality standards, thereby diverting that waste from landfills. At several of our other facilities, we have implemented programs to better recycle or re-use paper, plastic, and foam waste. For example, our Erina, Australia office is in the process of going "paperless" — this includes the Customer Service Team that receives and enters orders. All records are now stored electronically instead of being printed and stored onsite.

#### **RECYCLING**

Recycling and re-use are core to many of Pelican's products and manufacturing processes. In the manufacturing process, Pelican runs recycled materials into the molding process, shreds and recycles waste foam, recycles paper, and separates waste.





#### **FACTS AND FIGURES: MATERIAL REUSE**

At our Torrance, California headquarters, our injection molding operation drastically reduces waste by grinding all rejected cases and recycling material for use in future products. A total of 12 million pounds of plastic is produced annually; and, our signature black cases, for example, use 10% to 20% reused material, sourced from in-house regrind from rejected cases and recycled material.

## PELICAN INITIATIVES: CALL2RECYCLE AND RENE PARTNERSHIPS

In North America, we have partnered with Call2Recycle to ensure that all Pelican<sup>™</sup> flashlight batteries at the end of their life are recycled responsibly. Over 300 organizations have joined us to contribute to the success of Call2Recycle in diverting over 160 million pounds of batteries from the

North American waste stream. Similarly, in Europe, Peli has partnered with RENE AG Europe to support all our international compliance with regards to waste electrical and electronic equipment, batteries, and packaging obligations. Also, they offer a service to our distributors for pickup of flashlight and battery waste.

#### **ENERGY**

Pelican continues to make strides to decrease the energy intensity of its operations through efficiency improvements. In several of our facilities, we have completed LED lighting projects, replaced heater bands, and installed a new air compressor, storage tank, chiller units, ceiling fans, etc. For example, Pelican's Torrance, California headquarters has replaced all incandescent and fluorescent light bulbs and fixtures with a state-of-the-art LED lighting solution. These lights and fixtures, which are expected to last up to 10 years before requiring service or replacement, operate at a much lower temperature, resulting in less energy consumption.



Our facilities have undertaken multiple initiatives to increase resource efficiency in our operations.

- Replacing incandescent and fluorescent lights with LED lights to reduce power use
- Installing high efficiency HVAC to reduce electricity use
- Installing motion sensor lighting to reduce energy consumption
- Replacing standard barrel heater bands with highefficiency shell heaters
- Increasing paper and waste recycling efforts
- Reducing waste in our injection molding operation by grinding all rejected cases and recycling material for use in future products



#### **FACTS AND FIGURES: CONSUMER INSIGHTS**

At Pelican, we are proud that our products are used by a diverse market. As we continue our journey on sustainability, we are listening to our customers and their survey responses. We took the pulse of some of our customers, users, and fans with a survey to find out which sustainability issues are important to them.



75%

67%

Over 80% of respondents report that they are **very likely** or **likely** to purchase from a company that practices sustainable business and participates in philanthropic efforts.

75% of respondents find it very or somewhat important that we practice sustainable business and participate in philanthropic efforts.

Over 67% of respondents are very or somewhat interested in learning more about our sustainability practices and philanthropic efforts.

We also asked how they think we should lead in sustainability.



Recycling & reuse



Plastic waste



Reduce pollution



#### 3. QUALITY



"Our focus on the guarantee ensures products are developed to meet the needs of our extreme users which has resulted in our products being in the field for generations."

Scott Nicholson, Vice President of Worldwide Quality

#### **QUALITY PRODUCTS**

- Our Guarantee of Excellence protects your purchase by either repairing or replacing your products, per our policy. For more information regarding out Guarantee of Excellence on specific Pelican™ products, please see our website.
- Our brand delivers the highest quality, most durable, and most reliable products in the industry — and we also deliver value and sustainability.

# MAINTAINING HIGH-QUALITY PRODUCTS, OPERATIONS, AND FACILITIES IS PART OF OUR DNA.

#### **QUALITY OPERATIONS**

- Many of our manufacturing facilities are ISO 9001 certified, an international standard for quality management systems.
- Our BioThermal laboratories in Plymouth, Minnesota and Leighton Buzzard, UK have also received ISO/IEC 17025:2017 accreditation.
- Pelican BioThermal UK has implemented ISO 14001:2015 as well.



#### **QUALITY FUELS SUSTAINABILITY**

By focusing on reducing waste, increasing efficiency, and improving reliability and safety, we not only enhance our products, but also cultivate a better product ownership experience of our customers and the working experience of our employees.

#### PELICAN INITIATIVES: OUR CERTIFICATIONS



#### **ISO 9001 Certification**

Most of our Pelican and Pelican BioThermal manufacturing facilities — including Torrance, California; South Deerfield, Massachusetts; Plymouth, Minnesota; Albuquerque, New Mexico; Leighton Buzzard, UK; Allentown, Pennsylvania; and Plainfield, Indianapolis — are ISO 9001:2015 certified. This means we are actively working to continuously improve our processes and the quality of our products, ensuring durability and reliability for years to come.



#### ISO/IEC 17025:2017 Accreditation

Pelican BioThermal (Plymouth, Minnesota and Leighton Buzzard, UK) also has ISO/IEC 17025:2017 accreditation and have demonstrated consistent technical competency and quality in what it does.



#### ISO 14001:2015

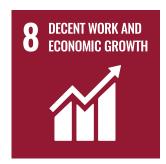
We have implemented a 14001:2015 certified environmental management system at our BioThermal facility in Leighton Buzzard, United Kingdom. This allows us to monitor key environmental performance indicators such as wastewater discharge, air emissions, waste disposal and noise levels.

#### **Next Steps**

We are working on certifying our Pelican-Trimcast Knoxfield, Australia, facility to ISO 9001:2015 in 2021.



#### 4. SAFETY



"Pelican is dedicated to providing a safe and healthy work environment in which all employees actively support and participate in achieving companywide safety initiatives. Our goal is to continually reduce the number and severity of occupational injuries, illnesses, and potential hazards and to be recognized as a leader in safety excellence within our industry."

Kevin Miniard, Chief OperatingOfficer

AS A GLOBAL ENTERPRISE EMPLOYING A TOTAL OF 1500 EMPLOYEES, WE BELIEVE THAT PROVIDING SAFETY AND SECURITY IN OUR WORKPLACES IS CORE TO ACHIEVING OUR MISSION.

#### **SAFETY OF OUR PRODUCTS**

- Our customers depend on our products, and we take our moral and legal obligations for product safety seriously.
- Our products pass a series of rigorous tests conducted by qualified safety laboratories in order to receive approvals.

#### **SAFETY AT OUR FACILITIES**

Our safety goal every year is for zero accidents in our facilities worldwide. To achieve this, we ensure that:

- We maintain a robust set of key performance indicators that allow us to track safety performance and continuously make improvements.
- We consistently aim to outperform industry safety averages.





#### **FACTS AND FIGURES: 2019 SAFETY**

**1.74** Pelican's



LOST TIME INCIDENT RATE



2.3
Industry Average

3.09 Pelican's



TOTAL
RECORDABLE
INCIDENT RATE



Industry Average

Disclosure: 2019 Safety Facts and Figures reflect data collected through November 2019

WE ARE PROUD MEMBERS OF SAFETY ORGANIZATIONS, COMMITTED TO THE SAFETY OF OUR PEOPLE AND PRODUCTS.





#### **SAFETY FOR OUR EMPLOYEES**

- Employees participate in our "6S" program. Through sorting, stabilization, shine, standardization, sustainability and safety, we prevent a significant number of injuries and environmental hazards, while increasing productivity.
- We have relaunched our "BE SAFE" program in several of our facilities, and retrained our incident investigators to focus more on root cause analysis.

## PELICAN INITIATIVES: OUR GLOBAL HEALTH AND SAFETY MANAGEMENT SYSTEM



Conserving resources to the highest extent possible is one of the tenets of sustainability. Protecting the safety, health, and welfare of our workers, the most key resource for organizations, is its backbone.



In 2018, we incorporated our Global Environmental Health and Safety Management System into Pelican's Corporate Management System (CMS) based on ISO 9001:2015 guidelines. Our system consists of written compliance procedures, forms and training addendum, as well as relevant work instructions for operations.

In 2020, we developed a Global Environmental Health and Safety Management System, which documents and tracks procedures aimed at ensuring the safety of our workers and their surroundings. This system will be integrated into ISO 9001 certified system by 2022.

It is consistent with ISO 9001:2015 guidelines and includes:

- Written compliance procedures, forms, and training addendums
- Work instruction assistance for operations





#### 5. OUR ETHICS, OUR PEOPLE



"Pelican is committed to conducting business ethically and in compliance with the law, in addition to widely accepted norms of fairness, decency, and concern for environmental sustainability. The success of our business is dependent on the trust and confidence we earn from our employees, customers, suppliers and shareholders."

Ellenmary Michel, VP of
 Worldwide Human Resources

WE BELIEVE THAT WE CAN CONTINUE TO BUILD CREDIBILITY FOR OUR BUSINESS BY ADHERING TO OUR COMMITMENTS, DISPLAYING HONESTY AND INTEGRITY, AND ACHIEVING COMPANY GOALS THROUGH PRINCIPLED CONDUCT.

#### **ETHICS**

At Pelican, our Global Code of Ethics and Corporate Conduct echoes company values and intentions to earn the trust and confidence of our employees, customers, suppliers, and stakeholders. We encourage our employees to familiarize themselves with our values and incorporate them into their workplace activities.

Our work culture emphasizes the importance of honesty, integrity, and honorable conduct in our actions. Our Code of Ethics applies to all staff — officers, directors, and employees — regardless of their position, where they are located, or whether they work for Pelican on a full or part-time basis.

Our Code of Ethics incorporates a commitment to environmental sustainability. We are committed to creating products that (i) are highly recyclable and/or reusable; (ii) contain recycled materials to the maximum extent possible, and (iii) contain low amounts of hazardous materials and ozone depleting substances. By supporting and encouraging sustainability in our ethics code, we recognize our role of environmental stewardship to our employees, our customers and to the planet.



#### **DIVERSITY AND INCLUSION**

With our global footprint spanning across 25 countries, we serve a wide variety of customers and markets and employ a diverse team. With this in mind, we believe that diversity and inclusion contribute to our success as a business. We strive to be a place of opportunity and possibility for all our employees and are continuously working on introducing innovative ways to continue to track and improve these opportunities.





**47%** of employees identify as multi-racial or minority.





#### 6. PHILANTHROPY



"Contributing to communities and embracing philanthropy has allowed Pelican to foster valuable relationships and connections.

From volunteer services to product donations, we have been passionate about making a real difference in the lives of others in collaboration with employees and affiliates alike."

Sharon Ward, Director of Corporate
 Marketing and Communication

The core of our philanthropic program surrounding First Responders is:

## PELICAN PROTECTS: SUPPORTING THE HEROES WHO PROTECT US

Pelican has supported philanthropy and contributed to communities in need since the company was established in 1976. Pelican has supplied hundreds of thousands of dollars in monetary and product relief to our partners.

The heroes we support include, but are not limited to: **firefighters**, **EMTs**, **police officers**, **rescue workers**, **medical personnel** / **organizations**, **military**, **disaster relief organizations**.





#### PELICAN INITIATIVES: "PELICAN FOR PATRIOTS"

The Pelican for Patriots program offers a free prosthetic case to qualifying veterans as a way of thanking them for their military service.

Beneficiaries have been the men and women who have sacrificed a limb while protecting the freedoms we hold dear. Pelican cases can be seen on the battlefield and many of our veterans are familiar with their durability and protective capabilities.

The Pelican™ Protector Case is designed to protect and transport your valuable prosthetics, and to serve as a small gesture of our tremendous gratitude and deepest respect.

Participants in the program must have lost a limb while serving in the United States, Canadian, Australian and British military in support of Operation Iraqi Freedom (OIF) or Operation Enduring Freedom (OEF).

For more information about the program, please visit our website.

## A SAMPLING OF THE ORGANIZATIONS WE SUPPORT INCLUDE:























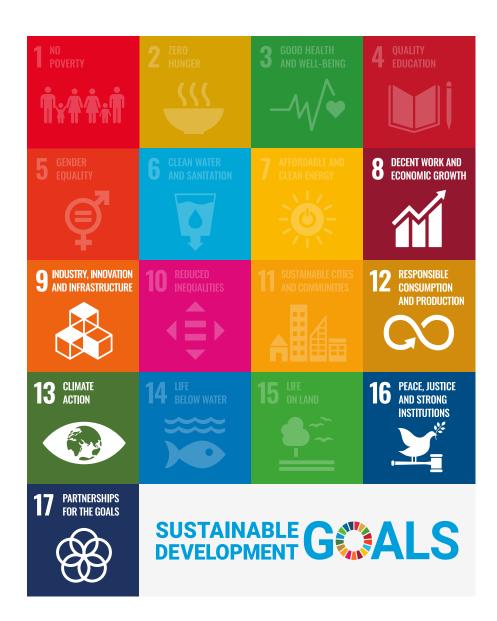




## SUSTAINABLE GALS

AT PELICAN, WE BELIEVE THAT OUR MISSION OF GROWING GLOBALLY BY **PROVIDING QUALITY PRODUCTS CAN BE ACHIEVED IN WAYS TO PROMOTE** A MORE SUSTAINABLE WORLD.

Adopted in 2015 by 193 countries at the United Nations (UN) Sustainable Development Summit, the UN Sustainable Development Goals (UNSDGs) are a blueprint aimed at reducing poverty, protecting our planet and ensuring prosperity for all. We have examined our business operations, in context of these goals, and believe we have the most influence on six of the 17 goals. We are aligning our initiatives with these objectives in mind.





#### **UNSDG 8:**

Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.

We believe our employees all over the world have a right to a safe and healthy work environment.

- We are constantly tracking and improving the safety of our workplaces to ensure the most secure work environments for our employees worldwide.
- Pelican has grown over the past several decades from its humble roots into the multimilliondollar company it is today with the help of its employees. Our workforce has proudly grown to reach approximately 1,500 employees today.



#### **UNSDG 9:**

Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation.

At Pelican, innovation has been part of our DNA since our founder, Dave Parker, first invented the Pelican™ float, SabreLite™ flashlight, and first aid kits in the 1970s.

- Our R&D Department promotes circular economy principles by innovating our product designs to be as durable as possible, while guaranteeing repair for many of our products.
- We strive to ensure the highest quality by increasing the reusability, recyclability, and recycled content of many of our products. For example, many of the components of our Crēdo Cube™ shipper can be recycled at the end of its life.



#### **UNSDG 12:**

Ensure sustainable consumption and production patterns.

Although the world has made positive strides towards responsible consumption and production, many continue to use natural resources unsustainably.

#### Our actions:

- We have implemented programs, like our "Warranty" Program, that encourage our customers to repair and reuse our products in lieu of discarding them.
- We are looking for ways to reuse materials in our manufacturing, and reduce virgin materials in our products, such as with our Crēdo Cube™ reusable shipper.



#### **UNSDG 13:**

Take urgent action to combat climate change and its impacts.

Climate change is a major challenge and is influenced by the way we deal with our resource usage.

#### Our actions:

- We constantly work to improve the resource efficiency of our products by designing our products to be reusable. We are always exploring ways to reduce waste and increase efficiency in our manufacturing process.
- We are managing our energy resources more
  efficiently by implementing LED lighting and energy
  efficiency projects in many of our factories and
  office buildings, including our Torrance, California
  and South Deerfield, Massachusetts locations.



#### **UNSDG 16:**

Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels.

Responsible and equitable business practices are crucial to building a sustainable world.

#### Our actions:

- With global operations that span 25 countries, we are continually working to improve opportunities to increase inclusion, fairness, and diversity.
- Our Code of Ethics features our commitment to environmental sustainability and is reflective of our work culture.



#### **UNSDG 17:**

Strengthen the means of implementation and revitalize the global partnership for sustainable development.

Achieving a more sustainable future can be accomplished if businesses, governments, and communities work together on development priorities.

#### Our actions:

- We collaborate with first responders and nonprofits, including the National Fallen Firefighters Foundation, The Navy Seal Foundation, and One Tree Planted to maximize our contributions in line with our mission.
- We regularly donate products and funds to organizations — such as the Surfrider Foundation, American Red Cross, and Direct Relief — that assist with climate disasters and vulnerable communities.



#### **SPOTLIGHT: OPERATION USA**

Pelican has donated products to Operation USA to help with the rebuilding and recovery efforts after worldwide natural disasters. Operation USA is a Los Angeles-based international disaster relief and development agency helping communities at home and abroad overcome the effects of disasters, disease, violence, and endemic poverty.

Since 1979, Operation USA has worked in 100 countries, delivering over \$400 million in aid for relief and development projects around the world. Several of Pelican's donations have been in response to the following natural disasters:

- California Wildfire Season (2020)
- Hurricane Dorian (2019)
- Midwest Floods (2019)
- Hurricane Florence (2018)
- Puerto Rico Hurricane (2017)
- Ecuador Earthquake (2016)

- Nepal Earthquake (2015)
- Philippines Earthquake (2013)
- Joplin, Missouri Tornado (2011)
- Japan Earthquake (2011)
- Chile Earthquake (2010)
- Haiti Earthquake (2010)

SINCE 2010, PELICAN HAS WORKED WITH OPERATION USA TO DONATE PRODUCTS FOR NATURAL DISASTERS.

"Corporate partners are the backbone of our relief work. For more than four decades, we've relied on the generosity of businesses which step up and donate supplies when they are most critical for disaster relief in under-served, overlooked communities across our country and around the world. We are so grateful for the support of Pelican Products, Inc., which for many years has repeatedly provided OpUSA with stores of in-kind materials that are useful in disaster zones as communities begin to rebuild, recover and develop resiliency for future disasters. Without Pelican's ongoing donations and support, we would not be able to help children and families to the extent that we do. We are so grateful to call Pelican a partner."

— Richard Walden, President & CEO of Operation USA





#### **OUR FUTURE**

## YOUR FUTURE IS OUR FUTURE, AND WE ARE COMMITTED TO PROTECTING IT.

This means that we will be tracking our progress on reducing waste, reusing products, recycling, and enhancing partnerships. Conserving resources and lifting those who protect these resources and our communities will ensure a more sustainable future for us all.



#### 1. REDUCE

We will focus on innovation to improve efficiency in our products and operations, allowing us to reduce waste and preserve resources.



#### 2. REUSE

Through continuous improvement, we will continue to increase the quality of our products, allowing our customers to reuse our products in the most challenging environments.



#### 3. RECYCLE

We will look for new ways to increase the recyclability of our products.



#### 4. PEOPLE

We will enhance our partnerships to support those who protect us, and expand our investment in our people and communities.



#### 5. MEASURE

We can only impact what we measure. We will deepen our monitoring of key sustainability indicators, including philanthropy, safety, resources, and waste.



#### 6. GOALS

Sustainability is iterative. Through continuous improvement and tracking, we will develop goals to progress on our sustainability journey.



WE LOOK FORWARD TO SHARING OUR SUSTAINABILITY INITIATIVES AND ACHIEVEMENTS WITH YOU THROUGH OUR ANNUAL CORPORATE SOCIAL RESPONSIBILITY REPORT.

For regular updates, please visit our sustainability webpage.

Do you have any sustainability ideas you would like to share with us? We would love to hear them. Please email us at: <a href="mailto:communication@pelican.com">communication@pelican.com</a>.





#### **TRADEMARKS**

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**OPERATION USA, GIVE AND IT GETS THERE** and the associate logo are service marks of Operation California, Inc.

**SURFRIDER FOUNDATION** and the associate logo are registered trademarks and service marks of Surfrider Foundation.



