

FY2023-24

IMPACT REPORT

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Success comes with a great team

2023 proved to be your quintessential rollercoaster year, a narrative familiar to most Founders. The highs were joyfully high but we also felt the lows. We feel incredibly proud to be sitting here, reflecting back on a record-breaking financial year post a successful investment raise. However, in full transparency, it was an arduous journey that got us here!

This foreword is a tribute to our remarkable team, embodying resilience and positivity throughout every challenge of the last year. We are lucky to work with such a spirited and kind team.

While our focus leaned more on the commercial aspects of our company, we regrettably had to table some impact goals. Yet, a few significant strides were made. We proudly secured the FSC Chain of Custody Certification, affirming our commitment to responsibly source paper materials.

Additionally, our recently released Paper Report delved into the intricate nuances of plastic versus paper, which we followed with some team training to ensure everyone felt knowledgeable on the conversation. Moreover, in the last quarter we appointed a dedicated Board to govern strategic decisions and hold us accountable to our plans.

Looking forward, we embark on the B Corp recertification journey this year, a pivotal moment to assess our current standing but, more importantly, to understand where we can make improvements across all pillars of the business.

As always, we thank everyone who continues to supports us as. We wouldn't be where we are today without you.







Will Boex / Managing Director



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A snapshot of FY2023-24

<div>SOLD</div> <div>2,375,901</div> <div>Sleeves (up 90% from previous year)</div>		<div>FINAL</div> <div>10</div> <div>James Watt's The Next Unicorn</div>	<div>CONVERTED</div> <div>John Lewis</div> <div>using our bottle packaging solutions</div>	<div>RAISED</div> <div>850k+</div> <div>investment from nearly 600 investors</div>	<div>ATTENDED</div> <div>3</div> <div>Trade shows in London, then California & Paris</div>
	<div>Signed an exclusive contract with Orora Packaging, one of the biggest packaging companies in the USA with sustainability values aligned to ours.</div>	<div>DESPATCHED TO</div> <div>24</div> <div>countries</div>		<div>Will and Sam paddleboarded around one half of Cornwall's coastline for MIND as well as Surfers Against Sewage (before business called; the 2nd half will be completed this year)</div>	<div>PREVENTED</div> <div>1164</div> <div>km of plastic</div>
<div>WON THE</div> <div>King's Award</div> <div>For Enterprise in Innovation</div>		<div>Had a record breaking sales year!</div>	<div>WON THE</div> <div>Chamber Business:</div> <div>Flexi-Hex Crowned 'Winner Of Winners'</div>	<div>CONVERTED</div> <div>Pyzel</div> <div>A big personal win for the team</div>	<div>WENT</div> <div>Viral</div> <div>dropping a surfboard off a cliff</div>

A wide-angle photograph of a coastal environment. In the foreground, the ocean's surface is textured with small waves. A sandy beach with a rocky shoreline is visible on the right, where gentle waves are washing onto the shore. To the left, a large, dark rock formation sits in the water. The middle ground is dominated by high, layered cliffs that show signs of erosion. The top of the cliffs is covered in green grass, and a small, dark-roofed house with two chimneys is situated on the right side of the cliff top. The sky is a clear, pale blue, and the overall lighting suggests a late afternoon or early morning setting.

Environment

Our Supply Chain



We Said We Would

Ensure Purchase Orders for our stock are FSC CoC accredited.

Set up more SOPs (standard operating procedures) and monthly partnership reviews with our suppliers.

Set long term targets to streamline our supply chain and better



Did We Deliver?

All our products are now FSC CoC accredited.

We have had monthly PDRs with all but one of our suppliers due to a language barrier.

We have removed our European warehouse which has improved our stock management and reduced transport of products. Longer term sustainability targets however were not set as we hoped.



In 2024 We Will

Investigate and scope out how we can support our supplier in India to move to renewable energy in the future.

Introduce a written (translatable) PDR template with the outstanding supplier as a solution to the language barrier.

We are visiting our key supplier in India in May for an audit, update and relationship building. This will ensure standards continue to be met as well as an opportunity to understand how we can better support each other.

Aim to only send full containers for stock that Flexi-Hex is responsible for. We will advise on best efficiencies for stock that customers are responsible for shipping.

Update our LCA for the Mini Sleeve (best-selling product) due to the current LCA being outdated.

We are moving more production to India which in most cases will reduce the footprint of our products. We will measure this and report any impacts of this decision.



WE ALSO DID...

Lifecycle Assessment of Flexi-Hex Air

Our friends at *Sourceful* helped us analyse the Flexi-Hex Air Range, comparing it to the most common protective packaging material; plastic bubble-wrap.

The final results, when we account for 4 layers of bubble wrap for equal protection, Flexi-Hex Air came out with a 15% lower carbon footprint.

For the full report, get in touch with the team.



Beyond the Supply Chain



We Said We Would

Measure scope 3 emissions – any sources beyond our control

Review who we partner with to support our sustainability goals and offset carbon.

Look at ways we can get the team more engaged

Coordinate at least 2 beach cleans – sharing findings and how we dispose of rubbish



Did We Deliver?

While we do measure a handful of scope 3 emissions (business travel, shipping and distribution that Flexi-Hex is directly accountable for) as part of our current annual footprint we have not addressed our entire scope 3 as wished.

We have chosen to continue working with The Planet Mark and Mossy Earth, both fantastic businesses – see following pages for more info on both.

We asked Sustainability Consultant, Adam Hall to visit us in Porthleven and deliver training for the whole team on the benefits of paper over plastic.

Despite several attempts, we sadly didn't achieve this goal last year.



In 2024 We Will

We will automate how we measure our current footprint, freeing up resource to measure and understand our full scope 3 in 2025-26.

This year, we aim to discover a local charitable organization that our team can actively engage with, allowing our business to create a more significant and meaningful impact on our doorstep.

We will aim to have at least one training session a year on the topic of sustainability for the whole team.

We're going to try the same goal again! Take two...



WE ALSO DID...

A Paper Report

In April, we produced a Paper Report – an analysis of the impacts of paper versus plastic within the protective packaging industry. We worked closely with sustainability consultant, Adam Hall, on this and thank him for all the hard work! Head to our website to read the full report.

In Summary:

At Flexi-Hex, we recognize the indispensable role plastic plays in our society. Its unparalleled strength and durability often make it essential in products we use every single day.

However, the evidence is crystal clear: nearly 98-99% of global plastics originate from fossil fuels, which in turn contribute to 75% of greenhouse gas emissions and 90% of carbon emissions. So, it's no surprise that the carbon crisis and plastic issue go hand in hand. Plus, our report points out even more reasons to be concerned about plastic, both socially and environmentally.



We believe the issue lies with plastic being overused and overengineered, especially in stuff like protective packaging. We know we can reduce plastic's negative impacts by rethinking how we design things, making circularity the priority.

That's why recycled paper is the best protective packaging in today's landscape.

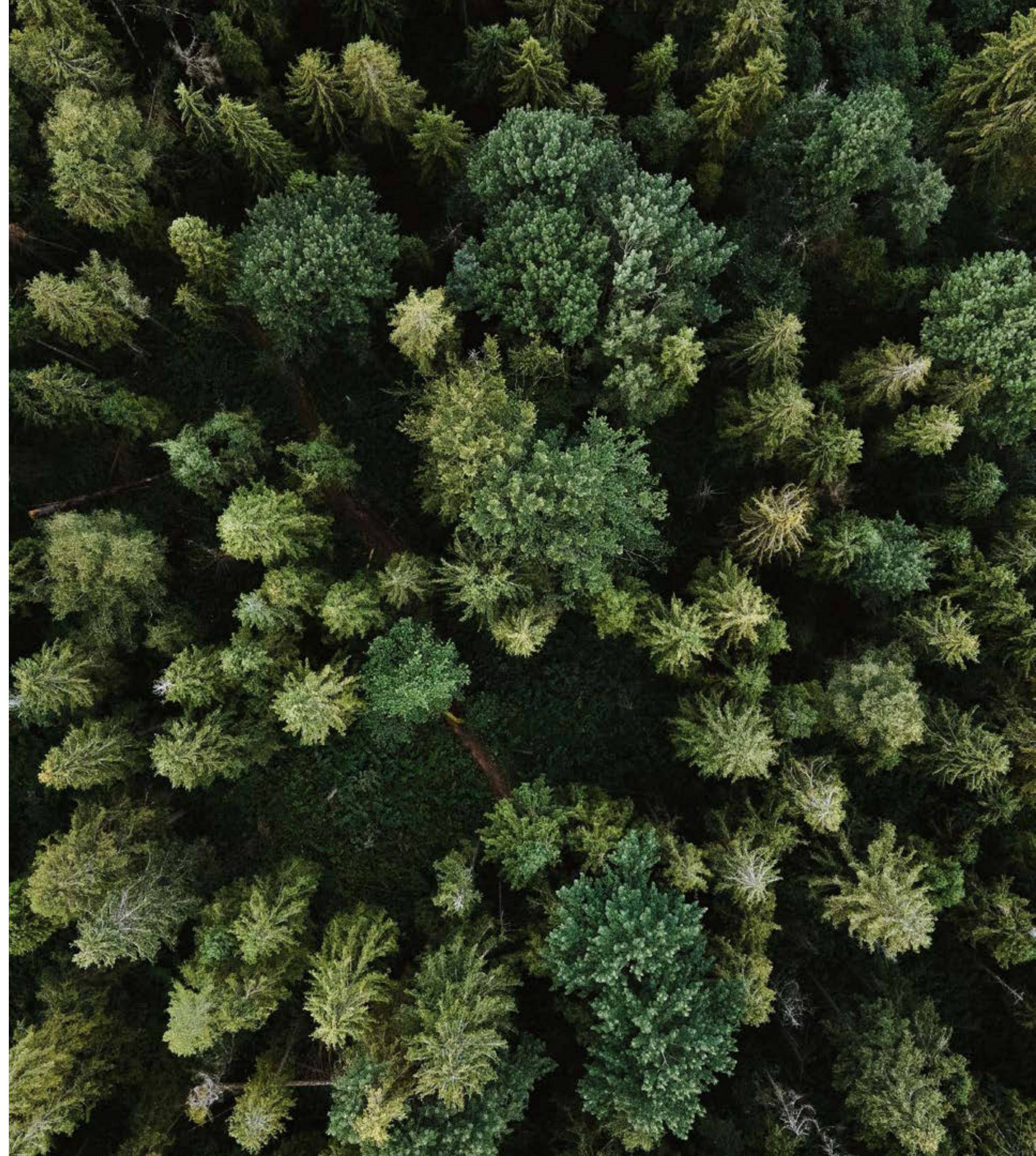


PlanetMark

In full transparency, we fell behind on our carbon reporting for the last two financial years. We have now completed data submission for FY22-23 of which the Planet Mark is estimating our footprint to be 25.54 tCO₂e. This is down from 64.5tCO₂e in the previous year. This significant decrease is down to a reduction in shipping as we had good stock levels in the UK.

We are currently submitting our data for FY23-24. Both years will be completed and confirmed in the coming weeks.

FLEXI-HEX[®]





We're aware that "planting trees" isn't permission to pollute or a tick box exercise to claim carbon neutrality. We're learning more and more about the importance of restoring nature alongside carbon sequestering as part of the Nature Positive movement. For this reason we are delighted to support Mossy Earth for their incredible work restoring nature across a wide range of ecosystems by:



Supporting a diversity of ecosystems



Rewilding habitats to bring back biodiversity



Funding neglected species & ecosystems

FLEXI-HEX®

In the last year our funding has supported:

- **112 impacts across 28 projects**
- **11 ecosystems**
- **532 species**

Some impact highlights include:

- **the release of Lila the Ocelot in Argentina**
- **buying land in the Amazon**
- **launching a coral restoration project in Indonesia**
- **introducing a native oyster project in Scotland**





People

People



We Said We Would

- Have quarterly company updates and strategy sessions
- Retain 2 socials/team building days per year
- Help every team member become a packaging expert through talks and education sessions
- Celebrate the wins (big or small) more regularly.



Did We Deliver?

- We didn't manage this consistently however we have flattened our mgmt. structure to allow more direct feedback from the whole team into our performance and strategy.
- We only managed one this year but we made it a good one!
- Some of the team headed to our key partner and box supplier to learn about their world.
- 50% effort on this one, we celebrated some wins but definitely want to do it more in 2024.



In 2024 We Will

- Get those quarterly strategy meetings in the calendar to ensure the whole team continues to have an input to our targets and milestones.
- We will deliver on two team days.
- Launch an internal newsletter with a round up of industry and environmental news to ensure we are all fountains of knowledge for our customers.
- We have a monthly budget to ensure we celebrate our wins with small but meaningful perks.



What our team say



“ The trip to our box supplier was invaluable in broadening my understanding of production processes and printing techniques that we discuss every day with customers looking at bespoke boxes. I am now much more capable to advise on design options. ”

AMY, NATIONAL SALES

“ By promoting ownership, we have seen work ethic and “buy-in” increase which has meant we have seen a boost in sales and productivity. ”

KYLE, MANAGEMENT ACCOUNTANT

★ WE WERE ALSO.....

a finalist for the Most Compelling Employer Brand Award in the first ever Shift People Awards



Community



We Said We Would

If we run or join events, we will do a better job of tracking the impact made.

Invite more of the local community and other stakeholders to attend our events.



Did We Deliver?

Events we've attended include Falmouth Uni Talk, Cornwall Chamber of Commerce Talk, Direct Commerce SW Event and Marketing Meetup w Peaky Digital*

Though we always receive positive feedback, we could do a better job of tracking the impact of these events.

We haven't run any of our own events



In 2024 We Will

Learn how we can track the impact of events we attend and share it.

Continue to attend local and national events to share our knowledge and expertise.





*** “Thank you so so much again for last night! There was so much buzz in the room and lots of amazing feedback. Awesome to have you both as part of the The Marketing Meetup community!”**

– BEN CLEMENTS FEEDBACK, PEAKY DIGITAL

Governance



We Said We Would

Map out the Flexi-Hex route to profitability

Continue to improve how we communicate our long-term vision and set our strategy

Look at how we can improve staff benefits on a tight budget

Switch to green pensions



Did We Deliver?

We have a plan for achieving profitability which has been signed off by our Board.

We have set up a Board with NEDs to help us set our strategy, make key decisions and hold us accountable to our plans.

While staff benefits haven't changed in the last year, we are proud to offer a flexible working environment for our staff to prioritise their home life and families.

With the investment raise taking the majority of our finance team's time, our green pension switch has been pushed to 2024 goal.



In 2024 We Will

We will achieve profitable months this FY (if all goes to plan!)

Change our pensions to Green Pensions.



Our Work Life Balance



FLEXI-HEX®

Flexible working hours allows me to take my dog out for a longer walk in the afternoon, enjoying the sun before it goes down, which is great during Cornish winters. I can then finish off my work later in the evening. Also, the ability to work from home was also super helpful while he was a puppy when nobody else was at home.

LIAM GIMBERT,
TRAINEE FINANCIAL ACCOUNTANT



Meet Our (newly appointed) Board & Observers:

SARAH TRETHOWAN,
EXPERIENCED NED

ANDREW TOPHAM,
CEO AT VISION NINE AND EXPERIENCED NED

STUART ROBERTS,
PREV. EXECUTIVE DIRECTOR AT SEALED AIR

MEG SALT,
FUND MANAGER AT THE FSE GROUP



“Having first come across Flexi-Hex when judging business awards in 2018, and then becoming an investor in 2020, I am delighted to have been asked by Will and Sam to chair the newly established board. Flexi-Hex is an amazing company – brilliant people with clever products – doing fantastic things. The future is exciting and I look forward to working with the team and my fellow board members to achieve our ambitious plans.”

SARAH TRETHOWAN,

Our B Corp impact score

Flexi-Hex® officially become a certified B Corporation® in March 2021, with an overall impact score of 89.7, surpassing the 80 points needed to qualify.

Our B Corp status holds us accountable to our reason for being:
To make better products and decisions for the environment.

And B Corp's central ethos aligns directly with our own mission statement: To make sustainability sustainable through innovative and thoughtful design.



// Yep, B Corp recertification comes around every three years, and even though it feels like we just joined this awesome community, our time to recertify is here, with February 2025 creeping up on us. This year, we're determined to hit more of our goals and figure out how we can keep getting better down the road. //

SAM BOEX, CO-FOUNDER



Environment	35.2
Workers	22.4
Community	16.2
Governance	14.4
Customers	1.3

