

# OUR SUSTAINABILITY STRATEGY PRODUCT



We work closely with our key stakeholders and invest in research and development to ensure our products perform to the highest standards whilst creating a competitive advantage for our customers to help them achieve their sustainability goals.

## Key areas and commitments



INNOVATIVE AND EFFICIENT PRODUCTS



PRODUCT QUALITY AND SAFETY



SUPPLY CHAIN MANAGEMENT

### RELEVANT SDGs



# OUR SUSTAINABILITY STRATEGY

## PRODUCT CONTINUED

### INNOVATIVE AND EFFICIENT PRODUCTS



**Our ambition: Drive growth through high-quality, design-led and sustainable products**



New product development is a key growth driver for our business. We invest in our in-house design and product engineering teams to take a design-led approach to product development. We focus on fashionable, ergonomic and sustainable designs and great sourcing. We also work across our Group to develop ranges where we match colours on different products (for example, matching the finish colours on brassware and shower enclosures). We also aim to improve the material efficiency of our products and production processes.

We measure our performance through a new product vitality index, the proportion of revenue over the last 12 months from products launched in the last three years. The vitality rate in the year was 22%, slightly lower than prior year, primarily due to delays in launching VADO's new Cameo collection, which launched for sale in April 2024.

We are also focused on developing more sustainable products for our portfolio. This year, we have started to develop a Sustainable Products Framework that will allow us to define and measure the sustainability of our products consistently. We are continuing to develop this framework and supporting methodology through the current year and we expect to publish the framework later in the year. This is a key driver for our Group as it will enable us to systematically focus our investment on sustainable products. We will then provide our customers with an increasing number of environmentally-beneficial products that are energy efficient, easily recyclable and durable in order to increase their longevity. This reduces the lifetime environmental impact as there is a reduced need for maintenance and replacement of products.

We continue to develop innovative solutions and we are always reviewing new products and technologies that align to customer and market demands, as well as investing in research and development to stay ahead of our competitors.

Sustainable design is embedded within our overall product development, and we already have an established set of products within our portfolio that are specifically designed with sustainability in mind, such as Triton's ENVi® shower.

PRODUCT QUALITY AND SAFETY



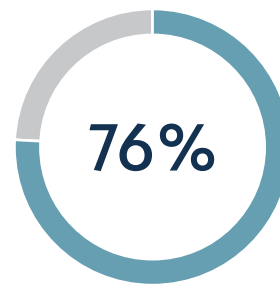
**Our ambition: Design, manufacture and/or supply high-quality and safe products**

We are committed to designing, manufacturing and supplying products that are reliable and safe to use. All our products are tested to ensure that they meet safety requirements in the countries in which they are sold, and information about safe use and disposal of Norcros products is provided through warning labels, manuals and other documentation where this is appropriate.

Eight of our brands, covering 76% of turnover, are externally certified to the Quality Management ISO 9001 standard. Through the implementation of this standard, we improve our customer experience and satisfaction. It also aims to improve our internal systems so we can produce quality services and products whilst promoting a culture that is aimed towards growth and continuous improvement.

As part of the brands' ISO 9001 compliance, testing is carried out to ensure safe and quality products. Testing electric products includes electrical safety test to the BS 60335 standard and air decay tests to identify leaking assemblies. In addition to testing, all areas of quality are monitored including supplier performance, product performance, internal audits and warranty activity. We pride ourselves on designing safe and high-quality products. Less than 0.5% of our products have been recalled due to poor quality, and less than 0.001% of products have been recalled due to safety issues.

**% OF TURNOVER EXTERNALLY CERTIFIED TO THE QUALITY MANAGEMENT ISO 9001 STANDARD**



**PRODUCTS BEING RECALLED DUE TO POOR QUALITY**

**<0.5%**

**PRODUCTS BEING RECALLED DUE TO SAFETY ISSUES**

**<0.001%**

Case Study

**Grant Westfield's Naturepanel**

Grant Westfield is proud to have obtained an Environmental Product Declaration (EPD) Certificate for their Naturepanel collection.

The EPD covers environmental impacts from cradle to grave and has been independently verified by EPD Hub in accordance with ISO 14025. The EPD certification enables suppliers to compare the impacts of materials at the product selection stage, ensuring that the most sustainable options are selected. The process required Grant Westfield to complete a full life cycle analysis of its Naturepanel collection, including raw materials, energy, transportation, use and disposal. Naturepanel is also FSC certified and 100% recyclable.



# OUR SUSTAINABILITY STRATEGY PRODUCT CONTINUED

## Case Study

### Triton's ENVi® shower

This year Triton launched their most ambitious product to date – the ENVi® electric shower.

Designed with style and sustainability in mind, ENVi® features a number of key functions that bring sustainable showering to users far more easily.

An integrated usage calculator tracks how much water and energy each shower uses, and estimates a cost per shower based on this information. Allowing people to see their usage helps them make informed decisions about the amount of time they spend in the shower, helping each of us to reduce our impact, both in our wallets, and on the planet.

What's more, ENVi® features a built-in timer and Eco-Mode, reducing shower time by one minute to encourage users to speed up and get clean, saving water and energy in the process.

Finally, ENVi® is Climate Partner Certified, meaning Triton, with Climate Partner's support, calculated the full life cycle of the product, from cradle to grave, and have set and implemented reduction measures.

**70%**  
UP TO 70% LOWER CO<sub>2</sub> EMISSIONS<sup>1</sup> THAN A MIXER SHOWER CONNECTED TO AN A-RATED COMBI BOILER

<sup>1</sup> Calculated based on 3-person household, 5 showers pppw, 7.5 min average duration at 41°C



## Case Study

### Abode's Scandi-X tap

Abode's Scandi-X tap product is engineered with safety and quality at its core and designed for energy and water savings.

Featuring a two-stage safety handle, users can access filtered cold and steaming hot water without the need for a safety lock. To dispense steaming hot water, users simply push the lever down and then pull it forwards, whilst filtered water is accessed by pushing the lever backwards. The tap is equipped with the PROBOIL.2X, the next generation in intelligent hot water boilers, ensuring fast and trouble-free delivery of steaming hot filtered water at the touch of a handle. Cool touch technology located inside the tap creates a barrier between the flow of steaming hot water and surface of the spout so it's always cool to touch.

Featuring a flow limitation system, it provides aerated hot and cold water with optional 5l/m flow limitation, effectively minimising sink splashback and reducing overall water consumption. The tap is equipped with a cold start valve, significantly reducing energy wastage by ensuring that the tap only dispenses hot water when necessary.

Designed with 4-in-1 functionality, the tap allows users to access filtered cold drinking water directly, reducing the need for single-use plastic in the home. Additionally, Abode offers a free Filter Recycle Scheme, enabling users to return expired filters via Royal Mail, promoting both a cost-effective and environmentally friendly solution.



## Case Study



### VADO's Cameo collection

VADO launched its most significant new product range earlier this year: the Cameo collection.

The Cameo collection encompasses a wealth of product variety including brassware, bathroom furniture, ceramic and mineral basins, illuminated mirrors and accessories. Designed with meticulous attention to detail, each element in the collection has been formed to work harmoniously together, ensuring a cohesive and luxurious aesthetic throughout the entire bathroom. The collection is characterised by an echoed soft square design that delivers a premium finish and exudes contemporary style.

The Cameo collection has already been recognised by KBB Review magazine due to its innovative design appeal and ability to create a multitude of looks from one range.

Available in four brassware finishes and five furniture colourways, the product team collaborated closely with Merlyn throughout the design process to ensure the finishes were designed to coordinate with Merlyn products wherever possible, making it easier for our customers to meet all their bathroom needs in one place.

# OUR SUSTAINABILITY STRATEGY

## PRODUCT CONTINUED

### SUPPLY CHAIN MANAGEMENT



**Our ambition: Ensure our supply chain operates in line with our ESG standards by applying our new Norcros Supply Chain Policy**

The way our products are sourced has a significant impact on our environmental and social sustainability. We are committed to encouraging our suppliers to minimise their environmental impact and we also expect our suppliers to conduct themselves in line with Norcros' Group Supply Chain Policy and Code of Ethics and Standards of Business Conduct.

This year, we formalised our Group Supply Chain Policy. This policy outlines our expectations of our suppliers in relation to environmental and social issues such as climate change, water consumption, bribery, and health and safety amongst others. We have established our Supply Chain Policy to drive continuous improvement and environmental and social standards across our supply chain. Our aim is that our suppliers, and importantly our key suppliers, work towards the same ambitions and goals as our ESG strategy.

Our new policy has established formal mechanisms for compliance with our Safety, Environmental, and Human Rights policies by our suppliers. The policy, in tandem with our Supplier Assessment Form, will allow us to monitor

suppliers' performance on a regular basis. Where a supplier does not currently adequately meet the standards set out in this policy, we will ask the supplier to put in place reasonable improvement plans.

We plan to continue our discussions around the development of internal and external KPIs associated with our supply chain in the rest of 2024.

We do not accept and will not tolerate the use of child labour or forced labour (i.e. modern slavery) anywhere in our own business or supply chain. We have issued a public statement to this effect, which can be found on our website at [www.norcros.com](http://www.norcros.com). We also encourage our direct suppliers to promote human rights throughout the supply chain. Our supplier assessments include evaluation of policies and practices in this area.



## Case Study

**VADO's supplier engagement**

VADO collaborates closely with their suppliers to ensure fair treatment, generous pay and excellent working conditions for all workers. Both new and existing suppliers must sign a code of conduct and complete an annual amfori BSCI social audit, with VADO expecting all suppliers to achieve at least a B rating. Additionally, VADO has a dedicated team that regularly visits suppliers to ensure high product standards and adherence to the code of conduct.

VADO met with all its major suppliers this year to discuss emissions reduction targets and how its suppliers can help achieve the targets. Suppliers are sharing individual product level material data, which will allow more accurate emissions reporting and help identify opportunities to collaborate with the suppliers to make meaningful reductions to emissions. This initiative will contribute towards both VADO and the Group's emissions reductions in the goods and services they are purchasing from suppliers.



## Case Study

**Triton's supplier engagement**

Triton recognises the role it needs to play in collaborating with its supply chain partners to influence the full up-and-downstream carbon impact, and are working to give them focus and support so they can join its carbon reduction journey. In the last two years, Triton have carried out detailed supplier audits covering all areas of quality, health and safety, and environmental systems and practises, as well as desktop audits covering energy and water usage.

In 2023, Triton partnered with Contingent, an expert in the field of sustainable supply chains. With Contingent's support, Triton launched its Sustainability Operating System (SOS) to key suppliers. This engagement provides expert knowledge and an operating model that tracks actions and benefits, and provides Triton with a single view on all supply chain sustainability activity.

By working together this way, Triton are helping its partners take key steps towards their own carbon reduction journeys, whilst they help Triton on its net zero journey.