

A young boy with short brown hair, wearing a dark brown long-sleeved shirt, is leaning over a large, round, light-brown wicker basket. Inside the basket, a baby is lying on its back, wearing a light-colored, ribbed, button-down cardigan and light-colored pants. The baby is looking up towards the boy. The basket is filled with a soft, light-colored blanket. The background is a simple, light-colored wall with a vertical wooden element on the right side.

# Impact

## REPORT 2023

NINE & Co.





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# Welcome to our impact report

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“We developed our strategy further and chose to prioritize circularity”

Welcome to Nine & Co’s 2023 impact report. In this report, you will discover all about our sustainability initiatives, the issues we faced, and our future strategy. Another year with different achievements but still with the same goal; creating impact for a happier, healthier world.

2023 was a year in which we needed to get in calmer waters to define our way forward. It was a year to reflect, to review our strategy, review our progress as a B Corp and also to concretely define our next steps. This transformative phase saw us reevaluate various aspects of our operations, leading to significant changes.

For example, this year, we said goodbye to our physical stores. Online and wholesale is our way to go from now on.

We continued with our swift transition that was initiated the year before, from our collections to NOS (never out-of-stock) products. It’s an opportunity for reducing longer term social and environmental impact, for it means fewer switches, more stability, and also better forecasting and planning throughout the entire supply chain. We can use this to further improve, deepen, and stabilize our relationships with our suppliers and to optimize our purchasing practices.

End-of-year reflection caused us to understand and define what matters to us as an organization. We decided what deserves our time, energy, and investment most. We developed our strategy further and chose to prioritize circularity, where we look at circularity from a broad perspective: the entire life-cycle of our items, or: the full range of impact. This goes from the decision of what raw materials to take on, up to processing techniques, packaging, and transportation.

We are still celebrating how our achievements so far are reflected in our B Corp certification (and score) and translated to tangible impact. At the

same time, our main focus is on what we want to improve from here on. We want to have realized more ambitions by the time we recertify, for we are not done yet.

In our way forward, we’ll continue developing, making choices that benefit both our stakeholders and the Earth. For a happier and healthier world for all and the generations to come.

Anne-Gien Haan  
CEO Nine & Co.





## About Nine&Co.

Nine & Co. is a leading, international company for fashion, home and sleep textiles with 3 brands leading in the domain of maternity, baby & kids: Noppies, Esprit for mums and Alvi. Nine & Co. has 215 employees in total, with offline and online sales in 42 countries. Our headquarters is located in Lelystad, the Netherlands.

Our business started as a family company and is today a celebrated family of brands. Building a company that is aimed at making an impact makes sense to us. Our business focuses on new life: something to celebrate and cherish. As expert in the domain of maternity, baby & kids fashion and baby softgoods in Europe, it is our mission is to empower parents to not only navigate the challenges but also revel in the joys of raising a child. We encourage them to trust their intuition and embrace new life with confidence by offering smart, soft and sustainable choices.

Our brands are part of the very (vulnerable) beginning of their life. We are there when pregnant women first dream about becoming a mother and when young boys & girls first start exploring the world on their own.

It's what makes us much more than a company in maternity essentials & baby soft goods.

With our philosophy on life, the stories we tell, the choices we make, we can directly impact the world these children live in and will grow up in. Since 2017, we started defining and sharpening our sustainability strategy and programs. Since then, we were able to give more depth to the programs that we run to make more concrete and tangible impact.

All Nine & Co. brands are addressed in this impact report. The sustainability activities described in the five chapters include Noppies and Esprit for mums. The sustainability activities of Alvi are evolving and highlighted as separate cases throughout the report.



# Nine & Co. is a certified B Corp

As a B Corp, it is vital to know that we aim to be more than just a business.

We aim to be a force for good. Being B Corp certified means we prioritize social and environmental responsibility, showing our commitment to making a positive impact. When customers choose us, they are not just supporting our products; they are supporting a movement towards a better world.

Our B Corp status assures clients that we operate with integrity, transparency, and a genuine desire to make a difference. It is not just about profits; it is about building a future where everyone – no matter your background or location – thrives.

With the choices we make today, we influence the world in which children grow up. With the brands under NINE&Co., we create products for new life and therefore aim to contribute to a fair and healthy world. We strive to have as little impact as possible on the environment in which the future generation is growing up.

That's why it's a logical choice for us to be a B Corp and to use our business to create a better world for the next generations.

## Why Nine & Co. is a B Corp

B corp helps us to create a structure for change. We use it as a framework to define the next steps and it assists us in keeping our strategic and systematic way of working on sustainability. B Corp – to us – is a basis on which we continuously set new goals and improve. In the coming years, the B Corp requirements will become even stricter. This means that 'becoming a B Corp' is not the end station. We will have to further improve, develop and do it in a steady pace – otherwise we will not retain our B Corp status. This, however, does not feel like pressure to us, but rather is a form of accountability. As part of our improvements for our recertification, we focus on creating more sustainable products and having good relationships with all our stakeholders.



noppies





## “With Nine & Co., we’ll go beyond. For there’s a better way of doing business”

As part of our sustainable product focus we will dive deeper into materials and packaging. We will discover what material opportunities are for us, also taking into consideration availability at our suppliers, pricing, and how it possibly affects the quality or touch of our products. This phase will probably need a lot of pioneering, but through B Corps’ questions, we can constantly keep ourselves in check with what essential elements to consider are and what our more sustainable next steps can be.

We want to be in a constant dialogue with our suppliers, remain good relationships with them and let them be an active part of the material and packaging journey. We want to learn from them and test with them which materials and packages work, but also learn what we can do better and what optimizations are possible within our process of preparing collections, including designing and buying. B Corps’ guidelines help us in improving and extending our supplier impact.







“B corp helps us to  
create a structure for  
change. Moving forward  
we continue building a  
culture that carries it”

## Why B Corp?

- **Holistic** way of looking at sustainability. It’s not just our environmental footprint, for us sustainability is also about people (health, wellbeing, safety), societal themes and how the impact we have is part of our wider strategy.
- **Integration** of impact within our decisions, our products, our way of working here in our HQ, factory and warehouse and also: how we can make it to a next level of involving our people.
- **Actual impact** - looking at what has been done, instead of just strategic plans and papers.
- **Impact business model** - how impact is also part of the core business. For the future there’s a perfect opportunity for Nine & Co. to shift this focus even more to the conservation of resources and circularity.
- **Motivation** - we want to share the value of this framework with the world, but also keep up with the development of the B Corp criteria and requirements. We have our own strategy and take the new B Corp standards into account. The assessment is a great progress tool that will reflect our efforts within our score.





# How we create a happy world

At Nine & Co., our goal is clear and straightforward: to build a happier world for our children and the parents raising them today. We want to empower them to create this world together by making sustainable and responsible products from start to finish.

This means carefully choosing our materials, improving our processes, and being mindful of how our products are used and passed on. We believe we can make a positive impact on the industry by prioritizing circularity and safety.

While our industry is changing slowly, we're determined to tackle the challenges it presents. We see it as an opportunity to show that brands can make a difference from start to finish. It's something we feel strongly about.

We know that being responsible means considering both social and environmental factors.

Lack of transparency in supply chains is a problem, and we're committed to doing things differently. We're also aware of the environmental impact of textile production, from water use to carbon emissions.

Our aim is to create products that address both of these issues in a positive way.

To achieve our goal, we're open to collaborating with others who share our vision. We're working on redesigning our processes, systems, and products to make sure they contribute to a happier world, focusing on the sustainability pillars we've identified.





## Because we care

We care about everybody who is part of our value chain. From suppliers at the start to consumers at the end. We see them as our partners and want them to be treated in a fair and positive way. That's why we value transparency in our supply chain and invest in good and long term relationships with suppliers as possible. That means we aim at collaborating on the longer term, whenever we find a match in our vision and ambitions, where sustainability is inextricably part of. We prefer growing and developing together, as partners.

When it comes to consumers, we care about a good and safe start. This creates the foundation to grow up safe & healthy. That's why we invest in resilient parenthood and use our brand as a platform to support parents (to be) with the challenges and sometimes high expectations of parenting.

[Read more on p.27](#)



## Sustainable product

We are working on the most sustainable products possible, by carefully looking at product quality, design (for circularity), low-impact materials and production methods.

We want to further reduce the negative impact we have on our world through sourcing and manufacturing in a responsible and sustainable way. Focusing on sustainable, circular and low-impact materials and processes helps us do this.

[Read more on p.43](#)



## Circular Business

We take care of the planet our kids grow up in. We want them to grow up in a healthy and joyful world. That's why we work on market transformation and building a circular industry step by step. We contribute by using and reusing natural resources in a smart way.

From the extraction of raw materials to extending the lifetime of every single product.

We take steps with circular packaging materials and low-impact logistics.

[Read more on how we do this on p.55](#)



## A positive culture

We have the ambition to build more sustainable products and create positive impact in our value chain. However, what we do at our home (at our headquarters, warehouse and with our people) matters too. In fact, this is where our impact starts and further grows.

We want to practice what we preach by investing in happy and accountable employees and measure and manage our impact, in terms of energy use, fuel and emissions, at home.

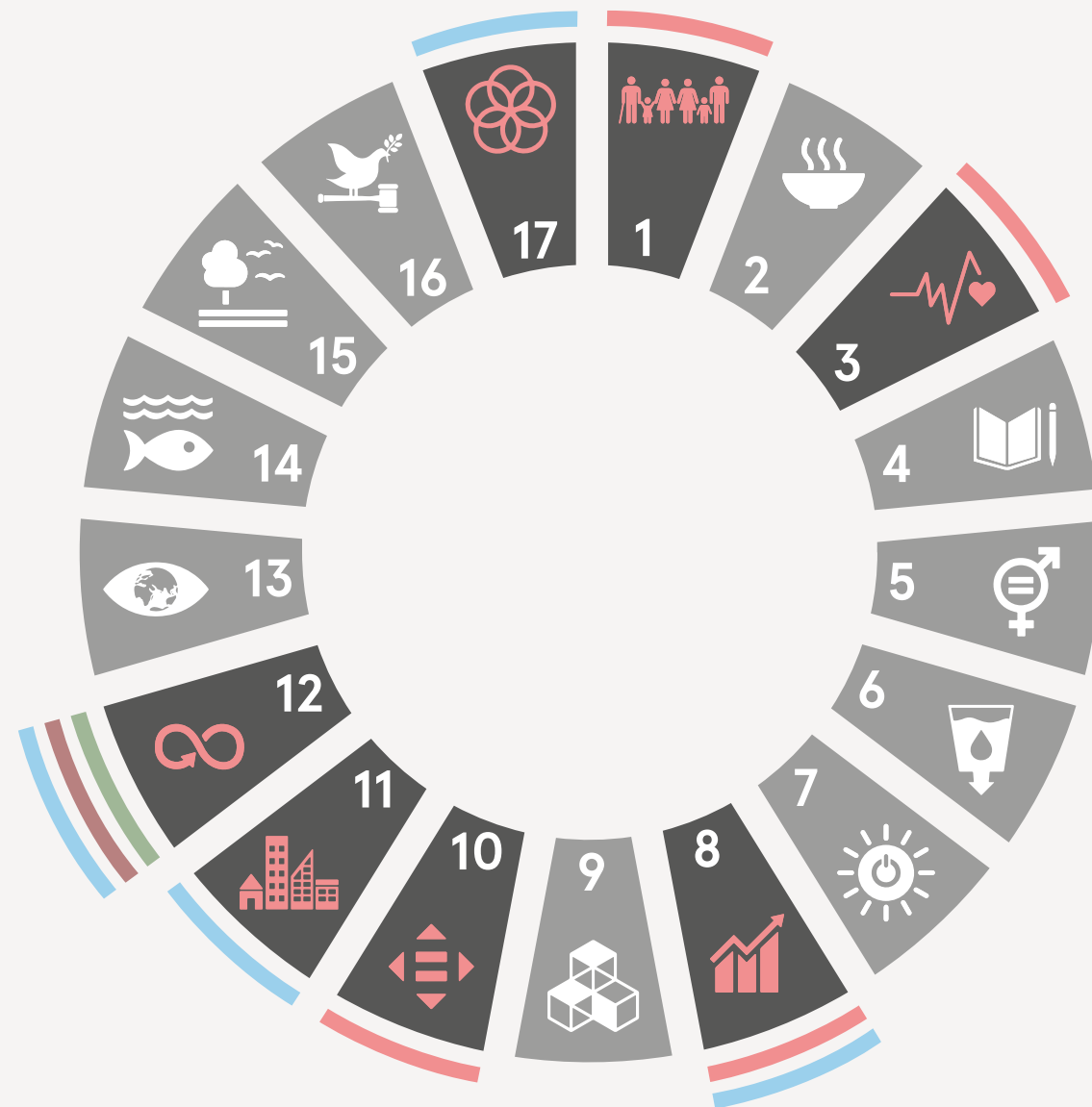
[Read more on p.67](#)







# The sustainable development goals



- #1 Because we care
- #2 Sustainable product
- #3 Circular business
- #4 A positive culture



## SDG 1: No poverty

### End poverty in all its forms everywhere

At Nine & Co. we aim to contribute to the reduction of poverty. We aim to invest in good & fair business with our producing partners. Taking steps with living wages for all workers is part of this.



## SDG 3: Good health & wellbeing

### Ensure healthy lives and promote wellbeing for all at all ages

We invest in good, safe & healthy working environments within our supply chain. In our home countries, we are serious about taking care of our employees and consumers and contribute to resilient parenting.



## SDG 8: Decent work & economic growth

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

We promote sustained and inclusive economic growth by contributing to productive employment and decent work for all. Both in our country of operation as throughout our supply chain. A responsible sourcing strategy helps us in realizing this.



## SDG 10: Reduced inequalities

### Reduce inequality within and amongst countries

All workers that produce our items should enjoy a working environment free from discrimination and unfair practices. We strive for all our partners to meet our principles of a safe and equal working place.



## SDG 11: Sustainable cities and communities

### Make cities and human settlements inclusive, safe, resilient and sustainable

We invest in reducing our negative footprint and optimizing our positive impact wherever we can. More sustainable business operations, with reduced energy and water use and waste streams, enable us to contribute to more sustainable cities and communities.



## SDG 12: Responsible consumption and production

### Ensure sustainable consumption and production patterns

We grow the share of sustainable materials in our products and reduce waste streams. We engage our consumers in our message and stimulate them to make the most sustainable decisions.



## SDG 17: Partnerships for the goals

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

With our impact network we collaborate and create strong partnerships, that are needed to collectively work on the global sustainability agenda. This enables us to be part of a collective movement towards a more sustainable industry.





# Our highlights in 2023

## Review of our strategy

In our impact journey, we want to have an up-to-date sustainability strategy. That’s why we updated and reviewed our materiality assessment and strategy in 2023. It’s how we ensure that we focus on the right themes and topics and involve sustainability trends and developments within our efforts. Also, all themes are appointed owners across our organization. We engaged and updated them with kick-offs. This is the start of building next level ambassadorship throughout

our company. Another reason why this is more important than ever is the Corporate Sustainability Reporting Directive (CSRD) coming up. This requires companies to report their impact on the environment and society. That’s why we’re already preparing for a more extensive (double) materiality assessment and reporting in line with the CSRD guidelines. Engaging our people makes sure that they know what to report on in the future.



## Step up in recycled fibers

In 2023 we conducted life-cycle assessments of our products in partnership with bAwear. This confirmed our strategy to invest more in circular fibers. In the past year we made the first steps with this. In the coming time this will be our main focus, guiding our decisions and goals. Step by step we’ll create more circular items. In the past year we used 5% recycled polyester and 5%

EcoVero. This means that we use 10% circular fibers next to our 56% use of sustainable cotton. In addition, we are happy to be GRS (Global Recycling Standard) certified since last year! It’s a valuable way to communicate about and engage consumers with recycled materials! **See also our material use on p.44 >>>**



## B Corp

An important milestone, **also see p.8 >>>** As B Corp we can inspire our employees, our customers and other companies about positive impact and sustainable and circular developments in our sector. This is still so important, given the impact that the fashion industry still has today. It’s not only about carbon emissions or

pollution, but also about people in international value chains, ensuring good buying practices, building relationships with your partners and suppliers and the pressure we put on (endless) resources. Also today, there are many challenges for us. B Corp is keeping us sharp, while ensuring we celebrate the positive achievements along the way!



## GoodShipping

We are compensating for our logistics footprint, but this is not ‘just’ compensation. Instead of offsetting, our partner GoodShipping helps us in reducing our footprint via insetting. This means that we reduce CO2e emissions in the same sector as they are emitted in, to decarbonise our shipments. We do this by investing in the switch to sustainable

(bio)fuels (in volumes that would compensate for our regular shipments). The good thing is: our partnership with GoodShipping accounts for emissions of all types of transport, including road trucks and air freight. We are happy that in 2023 we decarbonised 66% of all shipments this way! **Read more information on this initiative on p. 59 >>>**





# Facts & figures sustainability

## Because we care

- 100% of direct suppliers agreed to our mutual code of conduct.
- We have 10 Turkish, 8 Indian, 9 Chinese, 3 Pakistani and 1 European suppliers.
- 97% of our suppliers is audited by a preferred social standard.
- 100% of our suppliers that are audited, are low to medium risk.
- Most of our suppliers are coniliated with BSCI, an auditing standard looking at 13 performance areas. From a good working environment up to fair working hours and environmental impact of the factory.

## Sustainable product

- We use sustainable materials in our products such as organic cotton, sustainable viscose (EcoVero) and recycled polyester.
- 66% of all materials used was sustainable in 2023. On p. 43-47 you can find what that means.
- We minimized the share of conventional cotton in our total cotton footprint (from 38% in 2019 to 7% in 2023).
- 90% of the cotton we use is organic or sustainably sourced via the BCI initiative.
- For denims, we use innovative Jeanologia techniques such as lasering, Ozone washing and E-flow, to use less water, energy and chemicals in production.

## Circular Business

- We are happy that all (100%) of our carton board boxes used are FSC certified or recycled.
- In the development of our products, we take circularity into account by designing for longevity (a longer lifetime of the product) for example.
- We created a completely circular polybag for which we need less material. The material used is 100% recycled and GRS certified. Today, 95% of all incoming orders are received in these recycled polybags!
- We are happy that we are on top of developments and opportunities when it comes to sustainable packaging. The majority of packaging used today comes from sustainable sources and we're still taking steps towards more circular options.
- Our logistics footprint (from suppliers to warehouse) is 13% lower than in the past year.
- We decarbonised 86 tonnes of CO2 in partnership with GoodShipping: this is 66% of our total logistics footprint.

## A positive culture

- In 2023, 81% of our employees identified as female and 19% as male.
- We value diversity in management positions. 67% of people in management positions identify as female and 33% as male.
- We work on sustainable waste management by recycling and reusing our (residual) waste streams.
- 30% of Nine & Co. employees is actively using our online e-learning & self-development tool.
- Employees committed to 75 hours of training, 260 lessons and 7 types of certificates.
- People are willing to playfully learn & grow.



# Facts & Figures`23



“We are happy to be GRS (Global Recycling Standard) certified since last year!”



“We also had our Gots licence already certified in de past.”



“We had even our OCS licence already certified for a few years.”

Our brands: noppies   ESPRIT   Alvi



“With GoodShipping, we reduce CO2e emissions in the same sector as they are emitted in.”



“Being B Corp certified means we prioritize social and environmental responsibility.”

## Our Company values



**Connected**  
We are a team that cares about the big picture



**Passionate**  
We are passionate and love what we do



**Pragmatic**  
We keep things clear, simple and to the point



**Dedicated**  
We are dedicated to doing things well



**Curious**  
We are innovative and always look for improvement

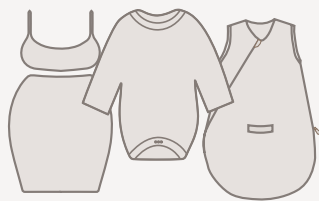


**Positive**  
We are positive and love getting the best out of others



215  
employees

42 Online sales in over 42 countries



more than  
3.000.000  
items sold





# 1. Because we care

## A transparent & fair supply chain

For Nine & Co., transparency is built around good relationships with our suppliers. We aim to visit our significant suppliers on a yearly basis, so that we can develop and grow our partnerships and build understanding for one another.

It means that we work with suppliers for the longer term, wherever possible. Collaborating on the longer term enables us to build such relationships, understand and meet each other's needs and work together in the best possible way.

We care for all stakeholders throughout our supply chain and our suppliers are of course an invaluable

group of partners. Therefore, a focus area in our strategy is to ensure responsible and fair business within our supply chain. To do so, Nine & Co. follows international standards set out by acknowledged frameworks, such as the International Labour Organization (ILO), Organisation for Economic Co-operation and Development (OECD) and Ethical Trading Initiative (ETI).



“Good relationships start with transparency: it’s the foundation for dialogue, trust and ethical business and fair business practices.”





# Fair & safe production

Maintaining good relationships with suppliers and ensuring transparency in our supply chain is a way of increasing insight in working conditions. Health, wellbeing and safety within the supply chain is a key priority for Nine & Co. Most of our significant suppliers are located in Turkey, India and China.

We share our Code of Conduct with all suppliers we start working with. It's a starting point for how suppliers can contribute to safe, healthy and good working environments themselves and at their partners (deeper down the chain). This is how we take responsibility together to prevent potential risks are cascading down the supply chain.

In the Code of Conduct, we included mutual responsibilities because we believe that both our suppliers and ourselves have a certain responsibility to ensure health & safety. For us, it's in facilitating a good working environment, for example by the way we purchase our goods.

Apart from our Code of Conduct, we request audit reports that ensure compliance with one of the relevant standards such as BSCI or Sedex. 97% of our suppliers is audited according to such standard (BSCI and Sedex) and 100% of all suppliers that

have been audited, was appointed low to medium risk. We will work towards a supplier base in which all partners are audited and low-risk. In addition, the majority of our tier 2 suppliers is also audited according one of the relevant standards.

Also, the organic textile standard GOTS and recycling standard GRS also audit suppliers for social themes, such as safe, fair, hygienic working conditions and anti-discrimination. Both work with a chain of custody system, that ensures traceability throughout the supply chain.







“The chain of custody tracks fibers at every stage of their journey.”

As mentioned, having conversations, asking questions and aiming to understand our suppliers on personal grounds – beyond audits – is what matters most to us. To build business relationships on human ground and mutual understanding.

We deepen this understanding by requesting our suppliers to assess our purchasing practices and by following-up the conversations we have about living wage. This is planned for 2024 for example.

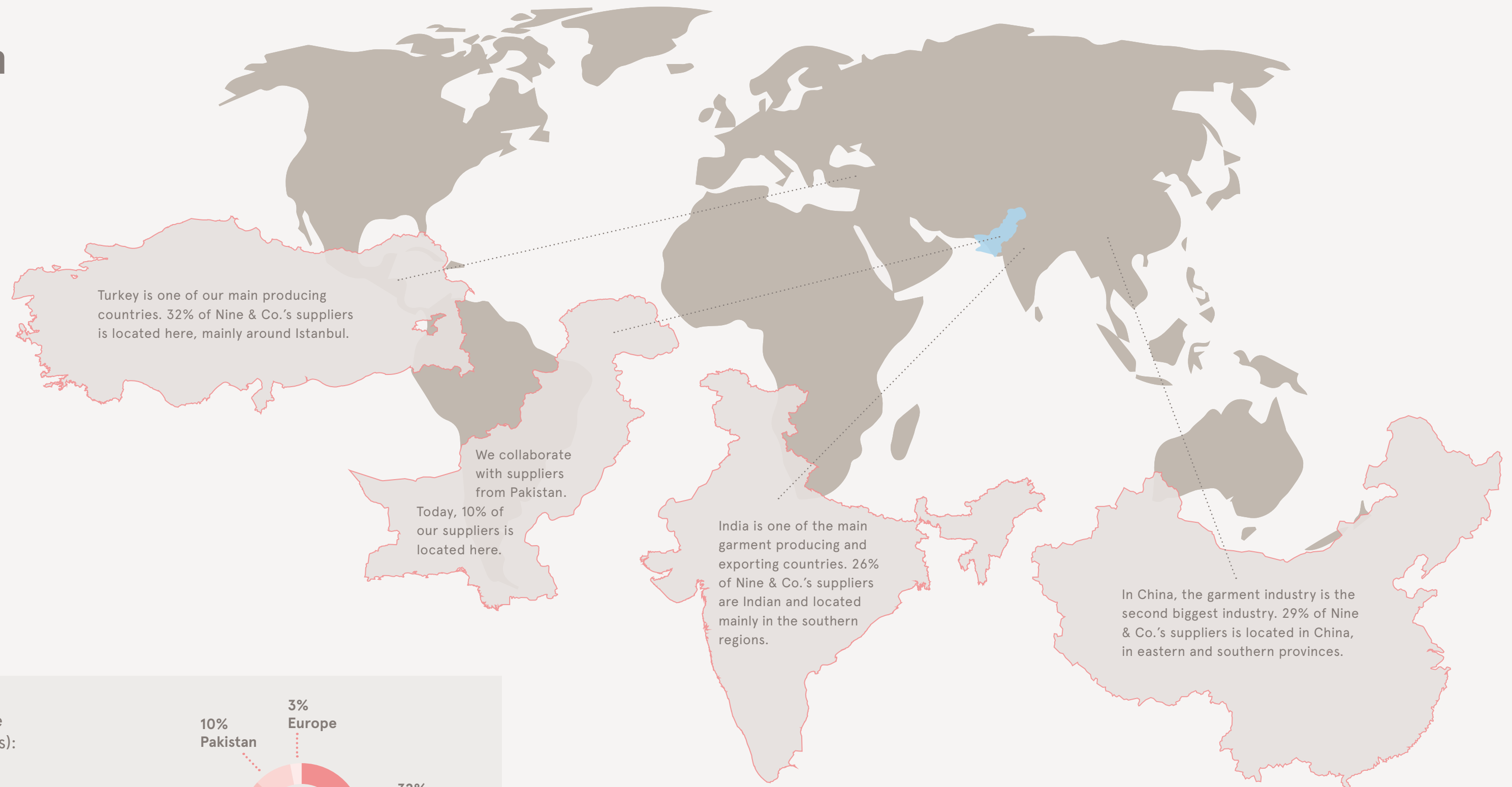
Nine & co.’s production locations and social compliance

	Turkey		India		China		Pakistan		Europe		Total	
Approved	10	100%	7	88%	9	100%	3	100%	1	100%	30	97%
Pending improvements	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
Not approved	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
Not audited	0	0%	1	13%	0	0%	0	0%	0	0%	1	3%
	10	100%	8	100%	9	100%	3		1		31	100%





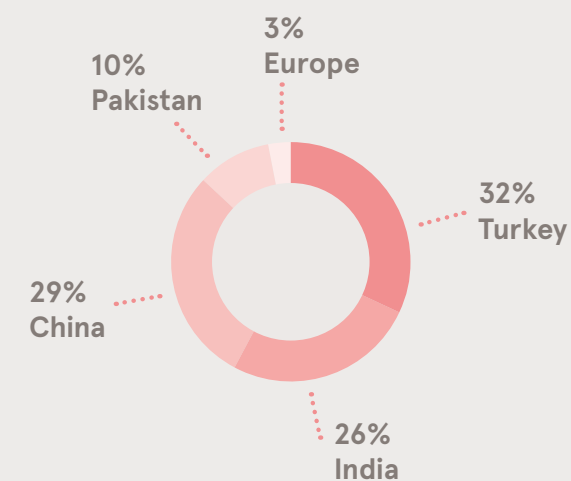
# our production locations



Our production takes place in five countries (continents):

1. Turkey
2. India
3. China
4. Pakistan
5. Europe

The volume of production in countries:







# Purchasing process

In the last few years we are in a process of optimizing our purchasing processes, by shifting from a majority of seasonal items, to a majority of never-out-of-stock items. This supports us, also in the period ahead, to stabilize orders, planning and stocks. It's a good foundation when we want to further improve our purchasing practices.

In the current year, we will conduct a purchasing practices assessment among our suppliers. It's the second time that we will collect feedback from our suppliers on our purchasing process. Such insights are invaluable to us to determine priorities in our own processes and optimize these for the mutual benefit of us and our suppliers.

We believe this is also the starting point of and related to living wages. We are determined to

optimize our purchasing process in order to facilitate living wages in the future. It's one of the building blocks to realize this on the longer term. In addition to this, we will continue our research on wages & labour conditions by conducting a living wage survey for the second time. It's how we collect insights and assess (wage related) risks in the areas where our manufacturing takes place. Repeating this survey gives us insights into how (minimum and current) wages develop over time.







# About consumers

Our strategic pillar “because we care” is about caring for all stakeholders throughout our supply chain. We’re looking at both sides of the supply chain: with on the one side our suppliers and on the other side our customers.

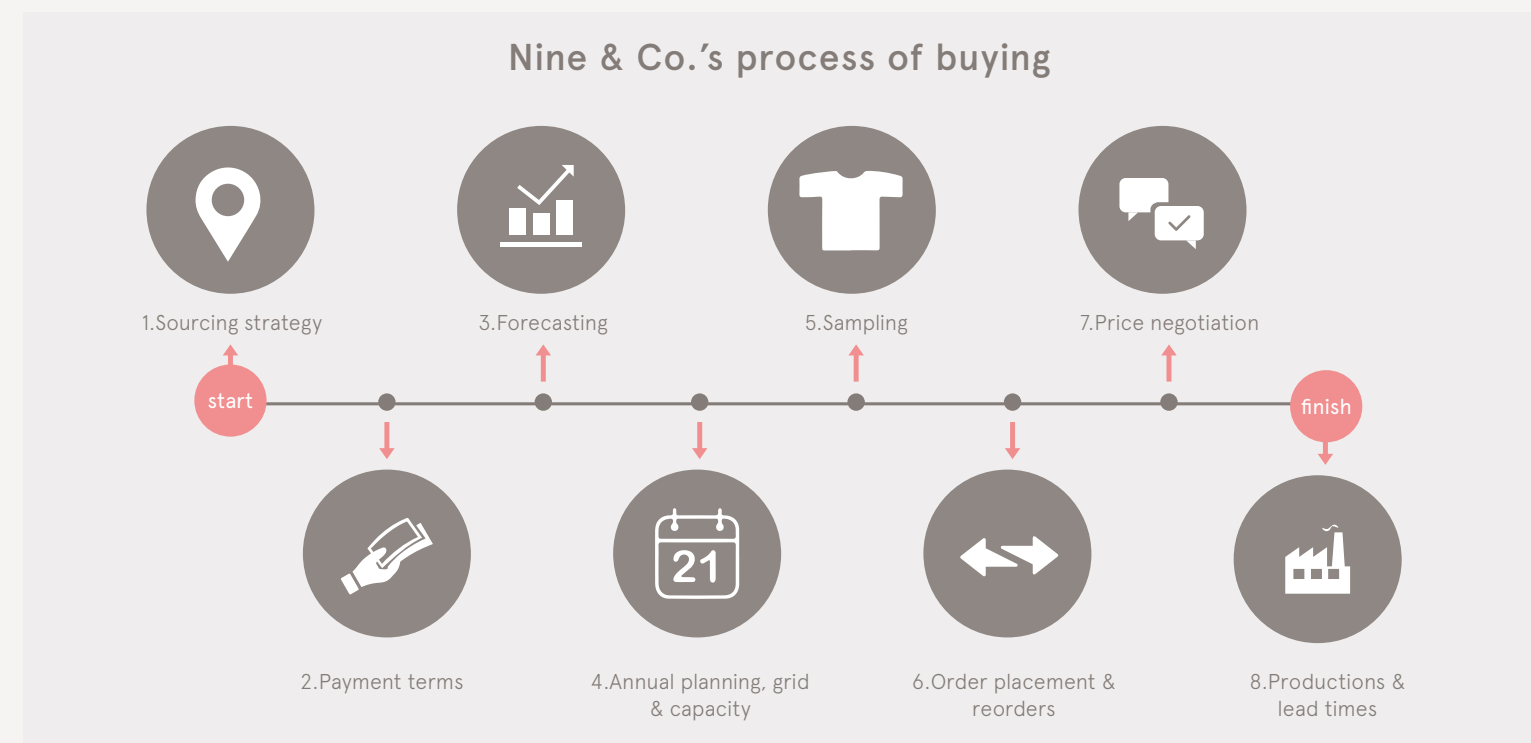
We want to develop items that are made with care and care for the (also young and vulnerable) customers that wear them. That’s why we value offering the highest quality and safest options for babies and young children and invest in organic, chemical free materials and low-impact production processes.

We strive for the best in terms of:

- high quality items with functional benefits
- the right touch, softness and handfeel
- safe items free of toxins or doubtful substances

It means that we take responsibility for the types of substances used in the production process. By working with our own list of “restricted substances”, we take it a step further than REACH compliant and registered substances.

This is important because in the process of manufacturing, dyeing and finishing of products, these substances are needed and it’s up to us which one we decide to use.







# Health & safety at Alvi

At Alvi, our focus is on safety and creating a serene sleeping environment for children. This is what sets us apart as the leading brand for comfortable and secure baby sleeping bags in Germany. Our commitment to continuous product improvement revolves around enhancing infant safety. But what does this entail?

- Alvi collaborates closely with midwives and physicians to spark innovation.
- This ensures that Alvi remains responsive to the needs and desires of our customers.
- Our product development revolves around the welfare of the child.

The innovation behind Alvi sleeping bags has resulted in the creation of “pear-

shaped” designs, offering optimal freedom of movement for babies. This design ensures that babies enjoy healthy and safe sleep in a product that is:

- Tested and certified for harmful substances.
- Suitable for everyday use.
- Of high quality, ensuring durability and resilience.



## Acknowledged by partners

- Alvi rigorously tests and evaluates the performance of its products, receiving a 100% recommendation rate from parents and midwives in our market tests. These stakeholders play a crucial role in the market we serve, and their satisfaction is paramount to us.
- The in June 2023 published test “All about the family”, which had a participation of 700 companies and was chosen by 147.000 online votes, Alvi was again in front and became the winner of the test. Test Germany carried out this survey together with the experts of the Cologne analytic and consulting company ServiceValue.

## 100 most innovative companies 2023

After the first time award of the Top 100 in 2022, ALVI managed again in 2023 the leap into the the group of the 100 most innovative companies in Germany and was again honoured. ALVI impressed in the category A (up to 50 employees) especially in the categories “innovative processes and organisation”





# Alvi's production

Based in Höxter, Germany, Alvi GmbH is leading in baby home & sleep wear. With a love for innovation, our premium products uphold the highest standards in quality and design. Nearly 90% of the wares are made in Alvi's own Polish factory, ensuring top-notch control.

From sleeping bags to mattresses, every Alvi creation prioritizes the comfort of little ones. Proximity to our European facility offers many advantages, fostering transparency in our supply chain and strengthening collaboration on development. Ensuring a fair and safe work environment is paramount to us.

## How we do that?

- Designs are optimized, using cutting software enabling optimal cutting processes.
- Orders are combined to further optimize this efficiency level and reduce solid waste streams.
- Post-production waste is being reused and recycled.

From day one, Alvi has championed sleep quality. Our commitment extends to safety and sustainability, employing organic, certified materials and recycled fillings. At the production level, we're dedicated to fostering safe and eco-friendly practices within our Polish factory.

- People that join the Alvi family are ensured to get extensive training and on-boarding to master the skills they need in their job.
- Materials used in Alvi products are reviewed for their sustainability level.







## 2. Sustainable product

### Product materials

From start to end, a fashion item has quite an environmental impact. It starts with the raw material, but also involves the processes that turns fiber into yarn, yarn into fabric, and eventually fashion items. By rethinking the raw materials and processes used to develop our items, we can significantly decrease our footprint. Since the start of our sustainability journey, this is in continuous development. We use both natural (such as cotton) and synthetic (such as polyester) fibers in our product and both have a significant environmental

footprint. In our aim to reduce this footprint, we are looking both at the composition of the product (the type of fibers used) and the production process.

In the past few years, we have made the shift from mainly virgin cotton to mainly traceable and certified organic cotton. Today, the journey continues with a large focus on more efficient use of resources. Therefore we want to scale the use of circular materials, such as recycled fibers or low-impact fibers.

### What do we consider low-impact?

A fiber that minimized its impact such as EcoVero. It's made from a sustainably managed, renewable source, using a closed-loop system to reuse substances for processing. In the last year, 66% of our materials were "sustainable", meaning (certified) organic, recycled or low-impact.

We are aware that we are still in a transformation process to scale the share of sustainable and circular fibers. We developed a sustainable fiber benchmark to guide this process and carefully make our decisions. Our aim is to scale to 100% sustainable fibers (according to the definition above)!

**In the last year, 66% of our materials were "sustainable", meaning (certified) organic, recycled or low-impact.**





# Sustainable materials

We still use cotton, but we increased the share of sustainable cotton, meaning: certified organic cotton or cotton sourced via the Better Cotton Initiative. A small of non-certified organic cotton is included too, for we prefer this over conventional non-organic cotton. Today, of all cotton we use, over 90% is sustainable according to this definition. 35% sourced via the Better Cotton Initiative (BCI), 44% GOTS certified organic cotton, 3% OCS certified organic cotton, 10% other organic cotton sources.

### What means what?

- GOTS organic cotton:**  
when products are GOTS certified, they contain > 95% organic cotton, or are made with a minimum of 70% organic cotton.

**– OCS organic cotton:**  
this means that products contain > 95% organic cotton, or (for OCS blended) are made with at least 5% organic cotton.
- Better Cotton Initiative:**  
cotton sourced via BCI enables brands to invest in sustainable cotton, via improved cultivation practices and social standards. The “Better Cotton” does not necessarily end-up in the specific product you manufacture. It means the brand has invested in growing the total share of sustainably grown cotton in the market.

Nine & Co. Sustainable fiber benchmark

FIBRE TYPE	A. BEST PRACTISE	B. SECOND BEST	C. IMPROVEMENT	D. STANDING STILL	E. BANNED
Cotton	Recycled cotton GRS Reblend SaXcell	Organic cotton GOTS Recycled cotton RCS	Organic cotton OCS Cotton in conversion BCI cotton Alternative fibre Hemp Linen	Conventional cotton	From 2023: conventional cotton
Polyester	Recycled polyester GRS Repreve Waste2Wear Reblend Circulose	Recycled polyester RCS Alternative fibre Tencel	Sorona	Conventional polyester	
Viscose	SaXcell Refibra	Ecovero Tencel	FSC certified viscose	Conventional viscose	
Acryl	Recycled acryl GRS	Recycled acryl RCS	Polylana	Conventional acryl	
Polyamide	Recycled polyamide GRS Repreve Econyl	Recycled polyamide RCS	Sorona	Conventional polyamide	
more sustainable			less sustainable		

Distribution of cotton in Nine & Co. products and growth of sustainable cotton

	2019	2020	2021	2022	2023	% Since ly
Sustainably sourced cotton (BCI)	17%	28%	41%	37%	34%	-3%
Organic cotton GOTS	45%	49%	37%	42%	43%	1%
Organic cotton OCS	0%	0%	11%	2%	3%	1%
Organic (non-certified)	0%	0%	0%	10%	10%	0%
Conventional cotton	38%	23%	11%	9%	7%	-2%
Organic cotton total	45%	49%	48%	54%	56%	2%
Certified organic cotton total	45%	49%	48%	44%	46%	2%
Sustainable cotton total	62%	77%	89%	91%	90%	-1%



# Sustainable materials

## Moving towards circularity

Step by step are making the shift towards more efficient use of resources: moving from organic (cotton) fibers to more recycled and low-impact fibers. Today, a little more than 10% of our materials are circular (meaning recycled or low-impact).

In 2022 this share of circular materials was 3,5%, in 2023 this was 7%. Moving forward, we want to accelerate this growth to 30% in 2025. By taking this ambition seriously, we will integrate it in our processes of product design and composition. This is how we can work towards minimizing the impact of our products.

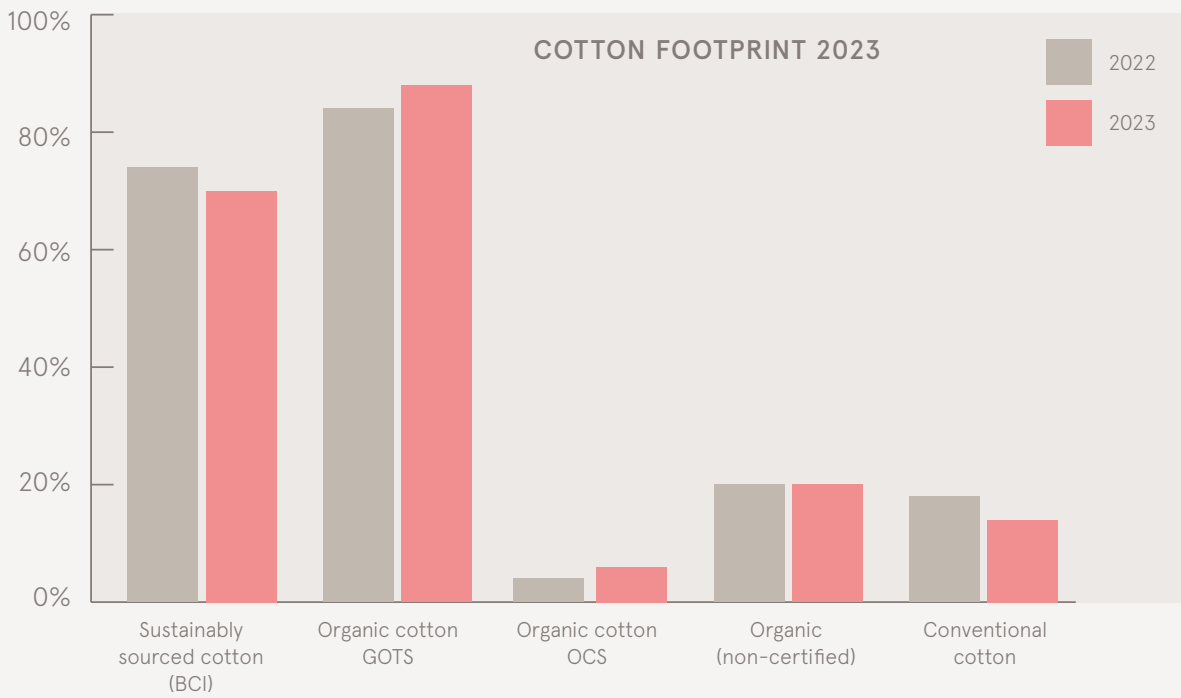
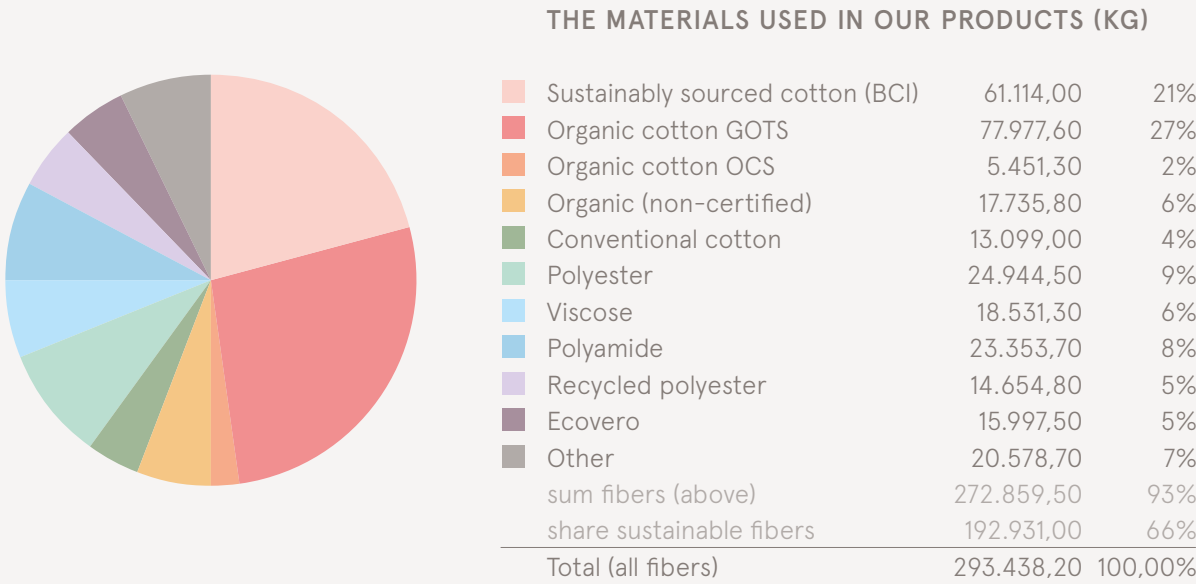
### Why is this important

When using recycled materials, we need less

(virgin) resources to create our products.

Recycled polyester, for example, decreases the need for fossil resources, and has significantly lower carbon footprints.

EcoVero is the sustainable alternative for viscose, and uses 50% less chemicals, energy and water and also cuts carbon emissions by half, compared to conventional viscose. We believe moving towards circularity is an important step we need to take with the entire sector.







# Alvi products

Alvi relies on sustainable materials through (GOTS-certified) organic cotton and (GRS-certified) fillings made from recycled polyester. It also uses sustainable ingredients such as recycled sewing thread and zippers, sustainably produced packaging materials and certified FSC paper. With items manufactured in Alvi’s own production facility.

With Nine & Co. Alvi has been certified B Corp too of course and has formulated new ambitions in line with this. It intensely motivated us to further develop many items. One of the results is the use of recycled polyester yarns, which are now used, together with recycled zipper tapes (NATULON–recycled zippers)

Also, a new functional mattress was developed with Dr. Martin Bachholz in accordance with all safety regulations of the DIN standard and tested by various testing institutes.

**With items manufactured in Alvi’s own production facility, the following KPI’s result:**

- **46% of polyester used is recycled**
- **48% of cotton used is GOTS certified**
- **100% of paper and carton board used is FSC certified (and 98% of packaging is sustainable in general, meaning: FSC or GRS certified)**



Alvi’s C2C Mäxchen is Cradle to Cradle® Gold and OceanSafe Certified – for a circular & responsible product with 100% compostable and sustainable materials. The world is close to our hearts and by developing products like this, we ensure to invest in making the world a little better. In addition, the Mäxchen can be returned free of charge to Alvi GmbH. after

use via an associated QR code, so that this can then be returned to the cycle. It’s a fully recyclable baby sleeping bag. Manufactured according to the biological cycle. With this fully recyclable product, the absolute focus is on environmental properties or recyclability. Our goal with Alvi is to continue to invest in sustainable and pollutant-free materials.





# Sustainable production methods

As mentioned, we want to look at the impact of our fashion items from start to end. Besides materials, the way materials are processed, dyed and manufactured also has an important share in this impact. That’s why we are looking for lower impact processing techniques and production methods.

These will help us further reducing the impact of our fashion items.

For our Noppies Baby & Kids denim style, we use Jeanologia techniques. Jeanologia offers innovative technologies for the textile industry, such as lasering, Ozone washing and E-flow techniques

to use less water, energy and chemicals in the processing of (for example) denims. Today, 10% of our denims are made with such sustainable production techniques.

**Laser printing:** Burning fades in a denim with laser technique, instead of using water and chemicals. This reduces the need for water, electricity and chemicals. Also, it reduces the loss of fabric strength by 50% and increases the efficiency in the workplace (the factory) with 500%. The high-quality ventilation systems ensure this is a safe production technique.

**Ozone washing:** Ozone is a technique to replace for example stone washes. It can bleach fabric without the use of bleach, chemicals or stones. Instead of water, this machine uses atmospheric air. Regular air is transformed into ozone. The ozone gas in a

“tumble dryer” creates a worn-in look for jeans. The ozone gas is transformed into regular air again, that can be released. This saves more than 65% water, 85% chemicals and 62% electricity compared to regular washing methods.

**E-flow technique:** This technique uses nanobubbles for softening of items, or creating 3d-effects. It can be compared to using steam instead of water. The nanobubbles are air bubbles that treat the product in a way that is much more effective: saving 95% water and 90% chemicals.





# Sustainable product

We want to reduce the negative impact on our world through sourcing and manufacturing in a responsible and sustainable way. Focusing on sustainable,circular and low–impact materials and processes helps us do this.



“Our ambition is to scale the share of sustainable production techniques for our items. We are discussing with our suppliers what opportunities are to deploy this at their production facility, so we can pursue our own water, chemicals energy and carbon reduction targets.”

# What impact did we make with this?

By choosing more and more sustainable materials, we are able to create a big impact. Growing the share of GOTS organic cotton, recycled polyester and EcoVero **we are able to save:**



>270 Million liters water  
(>1.8 Million bath tubs)



>681.996kg  
chemicals



>1,8 M Million energy  
+/-212 households energy p.y.



160 tonnes carbon:  
8,437636842 households  
(carbon emissions per year)



## 3. Circular business

### Towards circular fashion

In our way forward, our focus is on circularity, for we simply need to do more with less resources. Recycled fibers, innovative production methods, circular packaging and low-impact logistics are all part of this narrative. In the past time, we have defined how to embed circularity in our strategy and what opportunities are. Our focus will be on:



#### Circular materials

Such as recycled and low-impact materials and production processes, like innovative printing or finishing techniques.



#### Circular packaging

Optimizing circular packaging and taking a next step by circular recycling of incoming boxes or source reduction (the amount of material needed).

We are in conversation with our wastepartner about possibilities.



#### Logistics

Decrease our carbon footprint by means of lower impact logistics, together with the decisions mentioned above.



## Products & packaging

We will be offering high-quality items, to optimize the lifetime of every single product. Also we'll be guiding consumers in clever care, which also contributes to extending the lifetime of products. This enables consumers to enjoy their items as long as possible.

We will increase recyclability by looking at product composition, blends and how to ensure recyclability at the end of the life-cycle. And, we'll be reducing incoming and outgoing packaging material, while optimizing the use of sustainable and certified materials

### Circular packaging

We take gradual steps on developing our packaging with the aim to lower the impact. This relates to our product packaging, but also to the packaging used during transport or to combine orders (in bigger boxes) for instance. This is how we were able to cut out use of carton board boxes by over a third (37%)! In addition, we are happy that we

have reached 100% FSC recycled for all boxes last year (in 2022 this was 70%).

We are continuously looking for material reduction options. We have reduced for example the use of stretch foils on our pallets by 30%. Also the use of incoming boxes (deriving from our suppliers) reduced by more than 30%.

### Low-impact logistics

The environmental footprint of logistics is in both incoming (inbound) and outgoing orders.

- from our suppliers to our warehouse: we measure, monitor and aim at reducing our footprint by minimizing air freight, prefer low-impact transport and collaborate with GoodShipping to reduce our logistics footprint, by investing in sustainable fuel.
- from our warehouse to our customers: we collaborate with partners that highly value sustainability and have their own impact goals, such as DHL GoGreen.







## GoodShipping

The global logistics and transportation industry is responsible for over 30% of the CO2 emissions worldwide, which makes it the biggest source of pollution in many developed countries. In order to fight climate change, the transportation industry needs to take action to reduce emissions today. However, the opportunities to transport orders in a climate friendly is still quite limited. That's where GoodShipping comes in. GoodShipping is promoting sustainable shipping by providing the world's first insetting service to reduce scope 3 emissions within the transport sector.

Together with our partner GoodShipping we are compensating for our own logistics footprint. We include all types of transport: shipments per sea freight, air freight and truck. We all compensate them in the sea freight sector however. And: this partnership is not about regular compensation, but about value investments in the switch to (and increasing share of) sustainable (bio)fuels.

Our emissions are translated to the volumes of biofuel we need to invest in, to decarbonise our footprint. Great initiative, we believe!

(and: because all types of transport are included, it's an extra trigger to prevent air freight..).





# A circular fashion world

## Circular principles that are guiding us:



### 1. Design for quality and longevity

By shifting our focus to our NOS collections, we opt for a much more sustainable business operation.

The collections are timeless and therefore remain relevant to consumers for a much longer period, resulting in less overproduction and waste of materials. We are not only designing for quality but also develop items made for longevity, especially as our target groups consist largely of babies and young children who outgrow their clothes relatively fast.

Thus, we're actively considering how to increase the lifetime of our items per user. It's not only about taking good care of the items but also ensuring they remain a perfect fit for as long as possible.



### 2. Preference for recycled and innovative fibers

We want to build circular products step by step. We do this by growing the share of sustainable and recycled materials and using more low-impact production processes.

Over 7% of the materials used was made of recycled or innovative, low-impact fibers.



### 3. Preference for recycled packaging

We are focused on minimizing our waste streams as much as we can. Packaging is one of our focus points. Together with the raw materials, that's where a serious impact comes from. In order to get our items to the right location, while keeping it safe and protect the quality, (cardboard) boxes and polybags are used. Since 2019, all carton board used in packaging was recycled or FSC certified and came from sustainably managed sources. The polybags we use consist of plastic, which is a high-impact material. Last year, 70% of all the polybags used was made of completely recycled material (100%) and GRS (Global Recycle Standard) certified.



### 4. Preference for low-impact transportation of our goods

Optimizing sustainability also means growing our efficiency. It includes our logistics and how we get our products from A to B, with a minimal footprint. This is an opportunity for us to further reduce emissions. With efficient stock management and working towards the most sustainable option in transport, we are able to take serious steps with this.

We partner with GoodShipping and DHL GoGreen for low-impact deliveries to our warehouse and to customers. It's how we invest in more sustainable transportation and fuel. With GoodShipping we have compensated 66% of our total logistics footprint. With GoodShipping and DHL GoGreen together, we were able to off-set 180 tons of carbon emissions.



### 5. Optimize end of life

The end-of-life phase is one of the most important stages in sustainable fashion. Consumers have an ever important role in driving sustainability: washing, drying, ironing clothes and how long items last, are important aspects of the total footprint of an item. We can facilitate them in the decisions they make. Taking care for their items and pass pre-loved garments on to another owner, to extend the lifetime of every item. We add clever care instructions & tips for extending lifetime, to support consumers in this journey.

**Curious what you can do, as a consumer?**

[Read our tips for sustainable consumption here >>>](#)



“Our ambition is to contribute to a positive change in the way we consume and extract raw materials and manage pollution and waste streams. Circular business has the potential to reshape our industry and transform the way we produce and think about fashion. We believe that circular principles will be the main drivers of our (future) world.”





# Tips for sustainable consumption



## #TIP 1 CHOOSE RESPONSIBLE BRANDS

Every time again, consumers can vote with their decisions about the brands and items that they buy. That's why buying beautiful items that are made with an eye for people, animals and the environment is the best decision. Ask brands about their sustainability activities. We'd love to share what we are doing too, and tell you more about our activities and programmes.



## #TIP 2 BUY SMART

Think about what you're about to buy. Ask yourself this question: does it fit me right? Does it make me feel great? Invest in great fashion items and go for quality beyond quantity. High-quality fashion and long term design are essential features of a sustainable wardrobe. When your children out-grow their clothes, there's always someone that loves to extend the life of these high-quality items.



## #TIP 3 RETHINK WASHING

Start washing less, wash as cold as possible, try to avoid ironing and use sustainable washing detergent. Removing stains by hand or using a garment roller can prevent many washes and enables you to reduce your impact. Also, when you do wash your items, putting them in the bathroom while you shower enables you to prevent ironing or skip a visit to the dry cleaner. There's so much impact in the aftercare for your items, that it's worth thinking it through.



## #TIP 4 USE A LAUNDRY BAG

When washing vulnerable items, you can turn them inside out to prevent wearing them down to fast. A laundry bag can also help you to maintain your items in the best way. Fine fabrics can use some extra protection; especially knitted fabrics. A set of laundry bags is a small investment, while it will protect and extend the lifetime of your favourite items.



## #TIP 5 GO ORGANIC

All sort of fibers release microfibers in the washing machine. The problem is that microfibers in synthetic fibers are not organically degradable. These microfibers are made of plastic and end up in our water and oceans, where they travel through nature and back to our food chain. On the long term, organic materials are much better for our environment – both in general as for all the living creatures living on our planet.



## #TIP 6 REPAIR & REWEAR

Give your clothes a second chance (and life) by covering tenacious stains and holes with redundant fabric or patches. When it's time to say goodbye to your items: recycle, sell or pass on your clothes to friends, acquaintances or organizations with love. This is how we can minimize the amount of pre-loved items that is being disposed and create a happier world, together.







## 4. A positive culture

As we mentioned in this impact report, we have a structure for change today. That is our strategy. Our wish is to continue building a culture that carries it.

### A culture for change

In our impact journey, we updated our sustainability strategy in 2023. It's how we ensure that we focus on the right themes and topics and involve sustainability trends and developments within our efforts. An important part of this is appointing owners across our organization. We engaged and updated them with kick-offs. This is the start of building next level ambassadorship throughout our company.

### So what did we do in the past year?

- involve the right teams and people with our strategy, by means of kick-offs, sustainability updates and progress meetings.
- ensure that everyone understands and embraces sustainability and feels the energy to move forward with their part!

- prepare ourselves for the next step in sustainability and getting the story of our progress across.
- in the end, this is also how we prepare for B Corp recertification (on the longer term), because we're convinced to "B Better" (and improve as a B Corp).

Why we value a positive culture at Nine & Co., is because we believe that making a positive impact starts with ourselves. We can't work on a responsible value chain, high quality partnerships and circular products when we don't start with the basics. Having our house in order is part of this. Meaning our headquarters, warehouse and all people in it, that work for us.





# Our people

We are an international company with a workforce of 215 people. We highly value “learning & development” in our organization.

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We have set-out a clear roadmap in which the health, wellbeing & development of our employees is being prioritized.

Within our organization, we stimulate the use of the open learning platform “GoodHabitZ”: enabling people to learn and develop. Whether they prefer learning new skills with an (in)direct link to their job position, or want to acquire new skills and knowledge.







# Our footprint

Also, we want to take responsibility for our own footprint. Under “sustainable product” we describe how we want to minimize our footprint on a product level. Even though our direct footprint (in CO2 emissions) is smaller than the footprint of our products, we want to include

this. That’s why we will work on an environmental management system that includes our entire CO2 footprint (from our own office and employees, up to including our value chain emissions). That’s how we build the entire picture and make impactful decisions.

## Nine & Co.’s footprint at home

	2019	2020	difference	2021	difference	2022	difference	2023	difference
Gas (m3)	60195	56275	−7%	62611	+11%	63289	+1%	49.141	−22,35%
Electra (Kwh)	461305	424047	−8%	421757	−1%	413394	−2%	380.551	−7,94%
Residual (kg)	23900	13860	−42%			13500		13590	0,67%

\* Een huishouden stoot jaarlijks gemiddeld 19.000 kilo CO2 uit  
<https://www.milieucentraal.nl/klimaat-en-aarde/klimaatverandering/wat-is-je-co2-voetafdruk/>

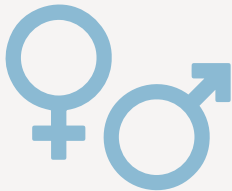


# A positive culture

When it comes to sustainability, all efforts start at home. We want to practice what we preach at our headquarters, factory and warehouses. Also, we want to invest in happy & accountable employees. As one large family, our team(s) are all making an effort to increase sustainability standards in the office.



**215 PEOPLE WORKING FOR US**  
215 people working at and with us to achieve impact. 81% of workers identifies as women, 19% of workers identifies as men.



We value an equal & diverse working environment.  
67% of our managers identifies as women.



The average distance from home to the office is 26,5 km.



13% of our workers uses lease-a-bike, that we offer them to sustainably commute to work.

# We encourage to learn & develop

**75**  
HOURS

Is the average amount of hours per year that workers spends on training & development!

**260**  
LESSONS

It means that they follow over 300 lessons, leading to more than 7 different certificates.

**30%**  
TRAINING

Close to 30% of our people is active user of our training platform. Not only to improve their competences (coaching and management skills), but also for personal development.



# About this report

This Nine & Co. impact report 2023 is issued by Nine & Co. fashion group and is intended for all Nine & Co. stakeholders, including Nine & Co. employees and all our customers. Any questions or suggestions that might arise by reading this report can be shared with: [info@nineandco.com](mailto:info@nineandco.com)

[WWW.NINEANDCO.COM](http://WWW.NINEANDCO.COM)



Poseidonweg 17, 8239 DK Lelystad



+31 320 295 600



[info@nineandco.com](mailto:info@nineandco.com)



Get social with us:  
<https://www.linkedin.com/company/nine-and-co/>

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