

Sustainability strategy
#theschneiderway

Schneider  Write it

#theschneiderway
Acting responsibly since 1998

We started on our way a long time ago to protect our nature in its uniqueness and beauty for ourselves and future generations. For our goal to achieve a sustainable future, we face new challenges and opportunities every day. We progress continuously, step by step, and achieve successes that encourage us in our direction and conviction.

**Join us on our
#theschneiderway!**



#theschneiderway

Our way:

...describes our commitment to a sustainable development and the sustainable use of natural resources. Throughout our way, we have been highlighting what it means to act responsibly and to work towards a socially just society.



Our current sustainability report, including environmental statement certified according to EMAS.
<https://schneiderpen.com/static/download/sustainability-report.13-en.pdf>

#theschneiderway

Our way:

We are aware that there is always more that can be done as a sustainable company.

The limits of our possibilities are our financial resources, which must maintain a healthy balance between sustainability and solid profitability, as well as responsibility towards our employees.



#theschneiderway

We protect the environment.
We are regional.
Our products become more and more sustainable.

100 % green electricity
in the company
from hydropower, and own combined heat and power plants and photovoltaic systems

100 % in-house production
in Germany
in our production sites in Schramberg-Tennenbrunn (Black Forest) and Wernigerode (Harz)

Company profile



#theschneiderway Green at heart

We feel very closely connected to our locations and the respective region. The Black Forest and Harz National Parks are among the most beautiful landscapes in Germany and are important recreational areas.

Schneider, even in its third generation, is closely connected to the regions and has always anchored the preservation of the environment in the company's policy.



Founder Christian Schneider



Takeover by Roland Schneider



Schneider in third generation in family hands:
left Christian Schneider, right Frank Groß

#theschneiderway Our home

Despite increasing production numbers, we have made every effort not to interfere with the environment and its ecosystems. We are particularly focused on reducing land consumption, traffic, emissions and water protection.

In relation to the products manufactured, the built and sealed area has been reduced by almost 50 % in the last 10 years.



Headquarter and production, site in Tennenbronn, 378 employees, 27,500 m²

#theschneiderway Our home

Despite increasing production numbers, we have made every effort not to interfere with the environment and its ecosystems. We are particularly focused on reducing land consumption, traffic, emissions and water protection.

In relation to the products manufactured, the built and sealed area has been reduced by almost 50 % in the last 10 years.



Production, site in Wernigerode, 145 employees, 10,300 m²

#theschneiderway Our home

Despite increasing production numbers, we have made every effort not to interfere with the environment and its ecosystems. We are particularly focused on reducing land consumption, traffic, emissions and water protection.

In relation to the products manufactured, the built and sealed area has been reduced by almost 50 % in the last 10 years.



Blulog-building in Tennenbronn, warehouse and logistics, 14 employees, 5,800 m²

#theschneiderway

Our home

Despite increasing production numbers, we have made every effort not to interfere with the environment and its ecosystems. We are particularly focused on reducing land consumption, traffic, emissions and water protection.

In relation to the products manufactured, the built and sealed area has been reduced by almost 50 % in the last 10 years.



Schneider Novus Vertriebs GmbH in Weilheim / Bavaria, Distribution and logistics, 90 employees, 4,300 m²

#theschneiderway Reach more together

Solidarity and cooperation make a society strong. As a company, we also want to make our contribution to this. We invest in our existing sites and reduce our impact on the environment and society as much as possible. We are also not slackening in our efforts to gradually make our product range even more environmentally friendly. We celebrate successes along the way that are based on good teamwork.



Christian Schneider, CEO

#theschneiderway

EMAS: Environmental protection since 1998

The European environmental management system EMAS (Eco Management and Audit Scheme) enables companies to save resources intelligently.

EMAS-registered organisations make an effective contribution to environmental protection, save costs and show social responsibility.



EMAS logo, a flag flies on the company premises in Tennenbronn

#theschneiderway

EMAS: Environmental protection since 1998

EMAS ensures that all environmental aspects from energy consumption to waste and emissions are implemented in a legally secure and transparent way.



EMAS logo, a flag flies on the company premises in Tennenbronn

#theschneiderway

EMAS: Environmental protection since 1998 - Facts

- Schneider has been validated according to the world's strictest environmental management system EMAS - as the first company in the industry - **since 1998**. A proof of our environmentally oriented attitude!
- EMAS is the "**premium standard**" of environmental management systems
- It includes the international environmental management standard **ISO 14001**, but goes far beyond it.
- EMAS requires recurring environmental audits by an independent state-approved environmental auditor.
- EMAS is performance-oriented. The company should continuously improve its environmental performance in each certification phase (CIP - Continuous Improvement Process).
- EMAS requires the publication of all environmental impacts in an environmental statement or a sustainability report.

#theschneiderway

EMAS: Environmental protection since 1998

Did you already know?

We are the **only** writing instrument manufacturer to be certified at all our production sites according to the world's most demanding environmental management system EMAS (<https://ec.europa.eu/>) of the European Union.



The official logo with registration no. (Attention: the logo must not be used with reference to products, as the certification refers to the company, not to individual products)!



Actual sustainability report download [here](#)

#theschneiderway

Awarded – Quality made in Germany

We develop and produce on two production sites in Germany. Due to this fact, we can guarantee compliance with the demanding German ecological and social standards.



High quality and compliance with social and ecological standards - Made in Germany

#theschneiderway

Natural energy - regenerative and climate-neutral

Electricity at our sites is 100% from waterpower / regenerative energy.

With our photovoltaic systems, we capture over 2,000 hours of sunshine to generate our own electricity p.a. We have also installed systems for the generation of electricity and heat at all sites (generation of electricity and heat, based on gas, for example).



Site in Tennenbronn



Photovoltaic installation Plant 2 Packaging



Logistics facility blulog in Tennenbronn



Production facility in Wernigerode

#theschneiderway

Natural energy - regenerative and climate-neutral

Our latest photovoltaic system with a peak output of 27.6 kW covers about 40% of the logistics building's total consumption.

The special feature of the system: by additionally installing a salt water storage system with a capacity of 20 kWh (instead of a lithium-ion storage unit) electricity can be stored on site in a very environmentally friendly way.



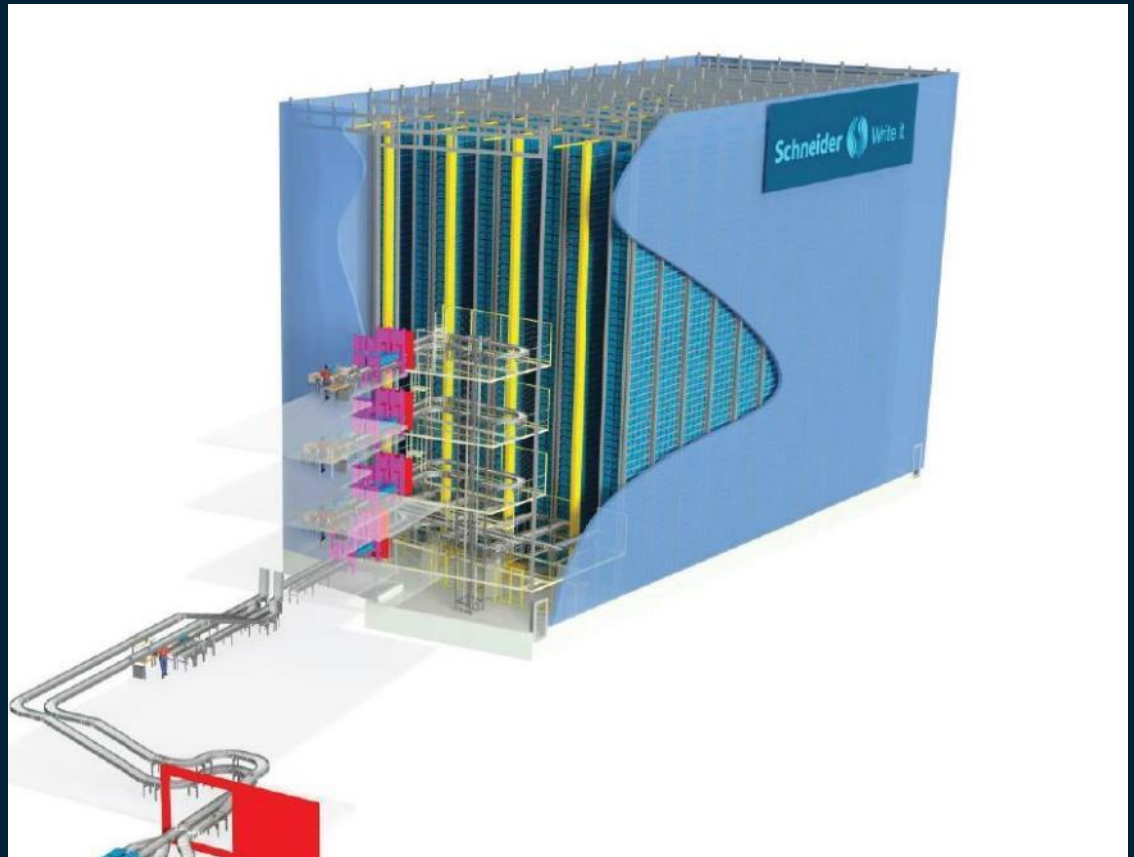
Photovoltaic installation on the roof of the warehouse/logistics building blulog

#theschneiderway

Natural energy - regenerative and climate-neutral

Did you already know?

On the roof of our new Automated Warehouse Building (AKL), which is currently under construction, we will install a photovoltaic system with a peak output of 100 kWh.



New high-performance photovoltaic system to be installed on the roof of our new AKL building (expected start of operation at the end of 2023)

#theschneiderway

Avoid emissions - use energy more efficiently

Constant investment in modern machinery guarantees the maximum energy efficiency.

Cutting oils for metalworking can be used several times thanks to modern filtration and treatment processes.

Waste heat from the injection moulding machines is used to heat warehouses and domestic water.

Cold river water may be used for cooling machines (→insulated cooling circuit).



Injection moulding machines



Cutting oils in our machining technology



Natural resource river water in Tennenbronn



Waste heat for heating warehouses

#theschneiderway

Avoid emissions - use energy more efficiently

Did you already know?

By investing in a new central compressed air control system, we can save around 386,000 kWh of heating power for our company buildings p.a. (as of 2022) through the recovery and use of waste heat. This corresponds to the heating requirements of approx. 17 single-family homes in one year.

Emissions cleverly used!



#theschneiderway

Refill products in a resource-saving way

We pay particular attention on the quality and durability of our products. Because avoiding waste is still the best form of environmental protection!

For this reason, we also pay attention to the simple and practical refilling of our products. This guarantees the unrestricted usability of our writing instruments for several years.



Our Plug+Play system stands for a universal refill fit for various ballpoint and gel pens.

#theschneiderway

Refill products in a resource-saving way

In order to optimise the longevity of our products and the benefits for the consumer, we use standardised and commercially available formats for refill products (e.g. ISO 12757 for ballpoint pens).

For memory and similar direct-fill systems, we pay attention to high write performance and thus a balanced relationship between useful life and waste volume.



Standardised - instead of exotic! This ensures that, in addition to our products, competitors' pens can also be refilled with our refill products without any problems.

#theschneiderway

Products made from bio-based plastics

Starch obtained from corn, sugar from sugar cane and sugar beet, vegetable oils such as castor oil, cellulose from cotton or wood can serve as the raw material for plastic.

The advantage of this? These are renewable raw materials from which bio-based plastics can be obtained. Processing these materials conserves limited petroleum resources and at the same time reduces CO₂-emissions in an average comparison with conventional petroleum-based raw materials.



The plastics for the *housing parts of our bio-based products are obtained from renewable raw materials and thus save finite resources.

#theschneiderway

Products made from bio-based plastics

Did you already know?

We started thinking about technical solutions with bio-based substitutes at an early stage. We were also the world's first manufacturer of a fineliner with a housing made of 88% bio-based plastic!

Our website has lots of questions & answers about bio-based plastics – [find more here](#)



← Clicking on the pictogram in the product detail on our website will take you to further certification information



← Green proofs instead of green washing: Our statements are backed up by certificates from external testing institutes

#theschneiderway

Products made from recycled plastics

In their first life, our recycled products were already "products" or packaging which, after their use, are fed into the waste cycle and reprocessed as recycled raw materials.

Our recycled plastics come from suitable sources (post-industrial or post-consumer) so that they can in turn be used to manufacture high-quality products.



The plastic for the *housing parts of our recycled products comes from suitable and pollutant-tested regenerate sources. In this way, we save finite resources.

#theschneiderway

Products made from recycled plastics

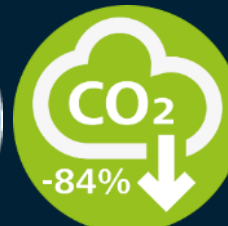
Did you already know?

Our ballpoint pen Reco is the first and only ballpoint pen that has been awarded the most famous eco-label "Blue Angel". The pen body of ballpoint pen Reco is made of 92 % recycled plastic. This saves over 65 percent CO₂ emissions compared to the use of conventional plastic. This is not only smart, but also proven by certificates from independent testing institutes.

Our website has lots of questions & answers about recycled plastics – [find more here](#)



Clicking on the pictogram in the product detail on our website will take you to further certification information



Green proofs instead of green washing: Our statements are backed up by certificates from external testing institutes

Example of "Blue Angel" award or documented PCF calculation in comparison with conventional plastics

#theschneiderway

Products certified with the "Blue Angel" eco-label:

The "Blue Angel" has been the environmental label of the German Federal Government for 40 years and is one of the oldest and best-known labels used by environmentally conscious consumers.

The eco-label enjoys the highest level of consumer confidence and underlines our environmental commitment.



In its award criteria, the Blue Angel requires, among other things, the use of resource-saving materials, environmentally friendly packaging and the avoidance of hazardous ingredients.

#theschneiderway

Products certified with the "Blue Angel" eco-label:

Did you already know?

After the strict award criteria for writing instruments were published in 2016, our ink rollerball pen Breeze was the first writing instrument to receive an award in 2018. Schneider is synonymous with ballpoint pens and has also been certified for the first and only ballpoint pen (Reco) in early 2020. In the meantime, **seven** Schneider products now bear the well-known eco-label.

The certified products are listed by the Blue Angel (RAL and Federal Environment Agency) - [find more here](#)



Clicking on the pictogram in the product detail on our website will take you to further certification information

#theschneiderway

Products produced climate neutrally

Climate protection actively counteracts global warming and is the prerequisite for preserving our livelihood. That is why we are doing everything we can to reduce CO₂ emissions wherever possible. However, there are limits to the influence. Production alone inevitably produces unavoidable emissions through the use of raw materials and energy.



One of our current climate protection projects for clean power generation through wind turbines promotes sustainable development in the southern Indian state of Karnataka / India (among other things through vocational training for young people).

#theschneiderway

Products produced climate neutrally

In accordance with the principle “**Register, Reduce, Offset**“ we offset unavoidable emissions (product carbon footprint) to the same extent by investing in **certified climate protection projects**.



Another combined project we support combines climate and marine protection: Plastic waste in the sea has a negative impact on the ecosystem and the climate. Committed collectors thus improve their living conditions.

#theschneiderway

Products produced climate neutrally

Did you already know?

In addition to many product series, our **complete range of promotional writing instruments** is produced climate-neutrally (all residual emissions compensated).

Interesting answers to questions about climate protection and climate neutrality can be found in our FAQs: [find more here](#)



Clicking on the pictogram in the product detail on our website will take you to further certification information

More information on our supported climate protection projects can be found, for example [here](#) (Compensation Slider-Series) or [here](#) (Compensation Wavy)

#theschneiderway Sustainable product packaging

The vast majority of our packaging is made of cardboard with over 80 per cent recycled or recovered paper content.

The transparent sealing of our self-service packaging (blisters) are also made of a film that consists of at least 85% recycled plastic.



#theschneiderway Sustainable product packaging

But that is not all:
Investments in state-of-the-art packaging machines will further reduce the proportion of plastic components in favour of single-material carton blisters.



The new blister pack completely eliminates plastic components

We already offer single-material cardboard blisters for some products, but will be expanding the share even further in the near future.

#theschneiderway

Sustainable product packaging

Did you already know?

We were able to reduce the share of plastic packaging in Germany by approximately 33.5% in 2022 compared to the previous year. The share of paper/cardboard packaging has thus increased by approx. 5.6% over the same period¹⁾



¹⁾Statistical survey for our disposal notification to the disposal service provider Noventiz, by weight, scope DE

#theschneiderway
Being active together

Our employees are an active part of our sustainability strategy and also play an important role in the area of social engagement.

Taking responsibility for the environment and society starts with each individual on a small scale - and together can achieve great things.

#theschneiderway

Being active together

There are many examples of how we, as a responsible company, involve our employees.

Through their active participation, our employees make a valuable contribution to greater environmental protection and help to reduce environmental pollution and conserve resources.

Jobrad-Leasing
(incl. tax-free benefit)



322 employees lease a job bike via Schneider. Annual CO2 savings of approx. 300,000 km

#theschneiderway

Being active together

There are many examples of how we, as a responsible company, involve our employees.

Through their active participation, our employees make a valuable contribution to greater environmental protection and help to reduce environmental pollution and conserve resources.

Free factory bus for employees



Factory bus (normally not decorated, picture is from a brand campaign).

#theschneiderway

Being active together

There are many examples of how we, as a responsible company, involve our employees.

Taking social responsibility in society and standing up for others: Through voluntary initiatives that promote the common good and take social, environmental and ethical aspects into account.

Schneider Run



Schneider-Run: annual running event for a good cause

#theschneiderway Being active together

There are many examples of how we, as a responsible company, involve our employees.

Taking social responsibility in society and standing up for others: Through voluntary initiatives that promote the common good and take social, environmental and ethical aspects into account.

Cake sales and Donation collections



Cake for the employees, fundraised money for a good cause

#theschneiderway Being active together

There are many examples of how we, as a responsible company, involve our employees.

Taking social responsibility in society and standing up for others: Through voluntary initiatives that promote the common good and take social, environmental and ethical aspects into account.

Collection of old mobile phones



Collection of old mobile phones

#theschneiderway Being active together

There are many examples of how we, as a responsible company, involve our employees.

Taking social responsibility in society and standing up for others: Through voluntary initiatives that promote the common good and take social, environmental and ethical aspects into account.

Litter hike “Black Forest Clean-Up-Days“



Litter collection hike as part of the Black Forest Clean-Up Days

#theschneiderway Being active together

There are many examples of how we, as a responsible company, involve our employees.

Taking social responsibility in society and standing up for others: Through voluntary initiatives that promote the common good and take social, environmental and ethical aspects into account.

Species protection project of the trainees: Bees



Active in species conservation: Bees' project

#theschneiderway Making mobility sustainable

To remain competitive in our globalised world, mobility places high demands on companies, logistics and employees.

Therefore, innovative and sustainable solutions are needed to enable mobility while reducing environmental impact.



#theschneiderway Making mobility sustainable

For business trips, whenever feasible, we travel domestically by Deutsche Bahn. Inner country plane flights are forbidden.

The fleet consists largely of electric and hybrid cars.

Between the sites and at many locations we communicate via video conferencing.



Our company fleet consists largely of electric and hybrid cars.

#theschneiderway

Reduce transport distances

Where possible, we prefer suppliers from the region.

Furthermore, we concentrate our freight volume on one forwarder in order to achieve the highest possible occupancy rate and thus reduce traffic.



#theschneiderway

Responsible procurement

90% of our purchasing volume is in EU countries - less than 1% comes from risk countries (according to the BSCI list).

We request a declaration guaranteeing the implementation of decent working conditions and, if possible, we also inspect the suppliers ourselves.

Around 70 per cent of all external subcontracted work is outsourced to workshops for disabled people.



#theschneiderway

We continue our path relentlessly - out of conviction!

**"What we do today
determines what the world
will look like tomorrow."**

(Marie von Ebner-Eschenbach,
Moravian-Austrian writer)

Thank you for accompanying
us on our further journey!

Thanks!

© **Schneider** Schreibgeräte GmbH
Schwarzenbach 9, 78144 Schramberg, Germany
www.schneiderpen.com
T +49 (0) 7729 – 888 0
F +49 (0) 7729 – 888 88

02.05.2023 / Stephan Lauble