



# 2021

## Impact Report

Inspired by the UN guidelines  
on Sustainability

Issued | April 2022

Sustainability

Let's Create Together

CPL  
AROMAS

## A MESSAGE FROM CHRIS PICKTHALL, CEO

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I am delighted to report on another year of progress with our sustainability goals as we build on our Ecovadis Platinum Certification. I would particularly like to thank all our many global employees who have the passion and drive to keep improving.

2021 for CPL was another complicated year with many Covid and logistics challenges but it was ultimately successful. We celebrated our 50-year anniversary, an important milestone as we remember the vision and bravery of Michael and Terry Pickthall in founding Contemporary Perfumers Limited in 1971.

In 2021 we launched two new sustainable technologies: AromaSpace, an inspired blend of headspace technology and our perfumers' creativity which allows us to develop fragrances which smell as Nature intended but doesn't harm nature; and EcoBoost Plus, an addition to our EcoBoost technology which allows our customers to use up to 20 times less fragrance in their finished products. Last year we were also able to calculate the amount of emission savings when using EcoBoost: an impressive 90% saving of emissions compared to the use of a regular fragrance.

In **2021**, we were once again able to deliver **real and tangible sustainability improvements**.

We celebrate and cherish our long partnership with CAFOD who help the poorest of the poor and our collaboration with the National Association for the Blind in Mumbai.

This Impact report, provides a summary of our achievements over the last 12 months and sets out our plans for 2022 and beyond.

**From big milestones to small achievements, I am proud to lead a team which takes Sustainability to heart. I look forward to creating together, sustainably.**

**Thanks Everyone.**

Chris Pickthall



Chief Executive Officer



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# VISION AND STRATEGY

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At CPL Aromas, we are committed to change. We have implemented an holistic approach to being more sustainable. Our Sustainability strategy is developed around 4 key areas; Environment, People, Innovation and Sourcing. Our Strategy is aligned with the United Nations Sustainable Development Goals (SDGs) and supports our strategic business objectives.

Creating a sustainable future is embedded into our mission to transform our business and create long-term, profitable growth. 2021 has brought a new urgency to this transformation with the sustained effects of the COVID-19 pandemic arriving in the wake of the accelerating climate crisis.

At CPL Aromas we acknowledge that the climate emergency will continue to be of high concern. With industry being responsible for over 20% of emissions world-wide, we recognise that businesses will continue to play a significant role in accelerating climate action. This will be achieved not only by working to decarbonise our own operations, but also through our ability to innovate responsibly and impact those within our influence. Consumers are seeking more responsible and sustainable products; we have a responsibility to expand our sustainable practices to not only meet consumer expectations but the needs of the planet.

This year, we draw closer to our 2022 sprint-milestones and are in the process of setting out our future commitments, working towards our 2030 goals.

2021 marked a huge milestone for our business as we celebrated our 50th anniversary. This Impact report, focuses on our people and our journey.



ENVIRONMENT



PEOPLE



INNOVATION



SOURCING



## OUR TIMELINE

**1971**

Contemporary Perfumers Ltd was officially formed by Michael and Terry, with the first site opening in Witham, Essex (in the UK).

**1991**

In **1991**, CPL Aromas acquired H.E. Daniel Ltd, and we established in Germany and the USA (under CPL Aromas GmbH, and CPL Aromas Inc, respectively). The growth continued, with CPL Aromas Latin America in **1992**, and soon after in **1994**, the business was floated on the London Stock Exchange. This soon led to our acquisition of Du Crocq Aromatics, Netherlands and Daniel Blayn, France, in **1995**.

**2001**

In **2001**, the Ingredients and Flavours divisions were sold to Frutarom – making CPL Aromas a fragrance-only fragrance house.

**2015**

**2015** AromaCore was launched.  
**2016** AromaFusion was launched.  
**2016** Innovation House was established as our new Creative Centre.

**2019**

Sadly in **2019**, Francis Pickthall – CPL Aromas' Global Marketing Director and one of the Pickthall family – tragically passed away after a short battle with cancer.

**1988**

In **1988**, the business formed its Aroma Ingredients Division, with a Flavours Division coming shortly after in **1989**. It was then in **1990** that CPL Aromas established its Brixworth site as its European manufacturing facility, and we launched CPL Aromas Far East.

**1999**

In **1999** we launched our AromaGuard technology.

In **2000** CPL Aromas was delisted from the London Stock Exchange.

**2005 -2009**

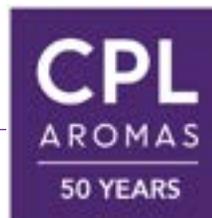
In **2005**, we established CPL Aromas FZE as our Creative Centre and Sales Centre in Dubai. This was followed, in **2007**, by the opening of a new automated production facility for CPL Aromas Far East. Then, in **2009**, came another big innovation launch: our EcoBoost technology.

**2018**

Acquisition of the Spanish company dM fragrances – which soon became CPL Spain, a full-service operation in the EU.

**2021**

We celebrated our 50 year anniversary. The launch of our new website and branding, giving us a fresh new look that reflects our future growth plans.





# Let's Create Together

At CPL we pride ourselves on being family-owned, fiercely independent and no one's sub brand.

In 2021 we continued to make significant progress towards our 2030 sustainability goals and 2022 will see us continue in our campaign to change the world for good.

One thing is for sure: we will keep integrating sustainability principles through every aspect of our business, and we invite you all to join us. As we step into 2022, let's be bold, let's challenge ourselves even more and let's create together....sustainably.



## Our Ingredients

### Quality

We accept only the best in what we do and innovate constantly.

### Responsibility

We do good through our work and contribute to the well-being of society.

### Sustainable Mindset

We care about future generations and are committed to preserve our planet's resources.

### Independence

We alone decide our future and our freedom allows us to be truly creative.

### Family Pride

We nurture long-term relationships and encourage trust and respect.



## Our Formula

We bring success to our customers through Innovative fragrances, outstanding service and a human touch.



## Our Essence

Infusing happiness through scents.

18

Global locations

£111.30M  
Group Sales (GBP)



### Platinum Ecovadis Certification

Putting us in the top 1% of companies completing the assessment

6

Manufacturing sites

£455,000  
CAFOD Support



### Brixworth ISO45001 Certified

7,021  
Tonnes

Manufactured



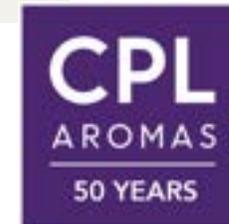
1,391,875  
Hours worked safely



31

### Responsibly Sourced Ingredients

Addition of 11 materials classified in 2021



### CPL 50<sup>th</sup> Anniversary

50 years since the Business began in 1971

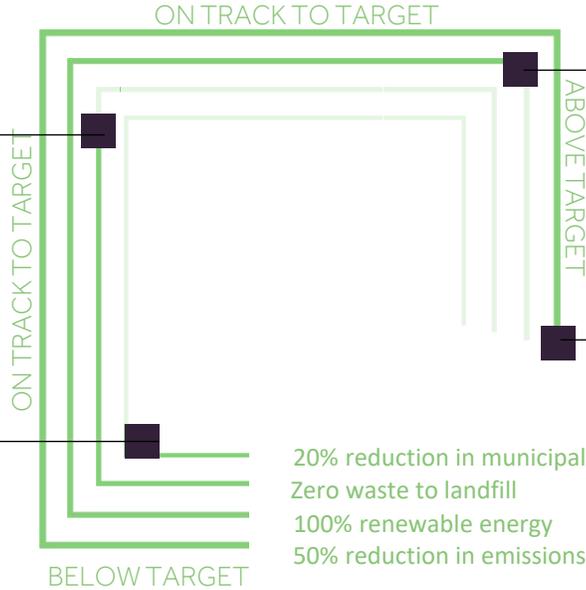
# PROTECTING OUR PLANET

**Target: Zero waste to landfill**

Achievement: **18.81%** reduction

**Target: 20% reduction in global municipal water**

Achievement: **9%** decrease in water use per tonne since last year (-20% overall)



20% reduction in municipal water use  
Zero waste to landfill  
100% renewable energy  
50% reduction in emissions

**Target: 100% Renewable electricity**

Achievement: **50.32%**

**Target: 50% reduction of Scope 1 & 2 emissions**

Achievement: **51.69%**

## 2021 AT A GLANCE

**633**  
Trees planted

**100%**  
LED in the UK

**558T**  
of waste recycled



CHARLOTTE PURCELL, Group Technical Director

“To ensure our commitment to the environment, we continue to operate all of our sites in line with ISO 14001 a globally recognised Environment Management Standard and had no environmental breaches over the last 12 months. 2021 has seen some exciting and important investments in our facilities to ensure that they are sustainable and reducing their impact on the environment. Simple switches, for example to LED lighting, can have a huge impact on the amount of electricity we use.”



CASE STUDY:  
Zero Waste to Landfill

Our Manufacturing site, in the UK became the first within CPL to achieve zero waste to landfill. This was achieved through a full waste review, and through the new waste treatment plant opening in the UK. Our sites waste is either, recycled, incinerated, or used for energy recovery.

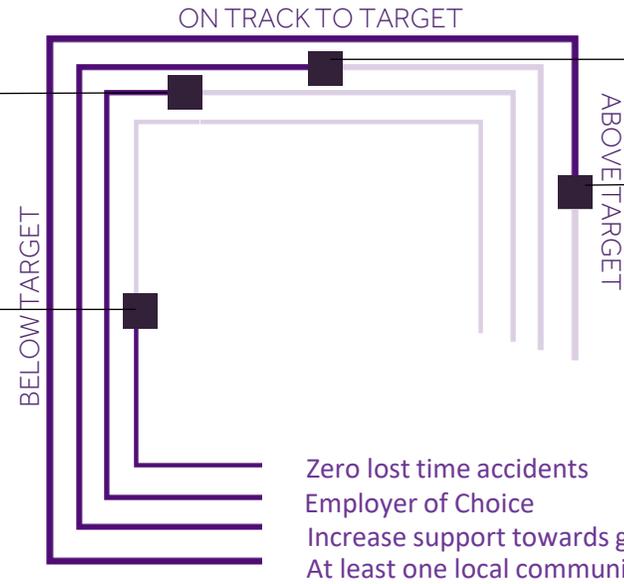
# CARING FOR PEOPLE

## Target: Employer of Choice

Achievement: Increased staff retention and diversity

## Target: Zero lost time accidents

Achievement: **LTAR 2.16**



## Target: Increase support towards global CSR projects

Achievement: **£455,000**  
donated to CAFOD

## Target: At least one local community project at each site

Achievement: **86%** of sites

## 2021 AT A GLANCE

### ISO45001

First site ISO45001 Certified

### Flexible

Working policy published

**1,391,975**

hours worked safely

**3291**

hours of learning and development training

**92**

Employee Length of Service Anniversaries Celebrated



NICK PICKTHALL, COO

“CPL has a long and proud relationship with CAFOD going back more than 20 years, started by my father and CPL co-founder, Terry Pickthall. This partnership has enabled CPL to see and contribute first-hand to the life-changing work CAFOD does around the world and in support of the world's most vulnerable people. I am proud to say that in 2021, CPL made its largest ever donation to CAFOD. A contribution that helped communities in nine different countries.”



CASE STUDY: Walk for Water

CPL Aromas employees took part in CAFOD's fundraising event Walk for Water. The event was in aid of the millions of people that don't have access to clean drinking water. Across the period of lent we supported CAFOD by raising money to help end water poverty for the many communities and families in the most disadvantaged areas of the world. In total CPL Aromas walked 9,719,690 steps and raised £2,898.

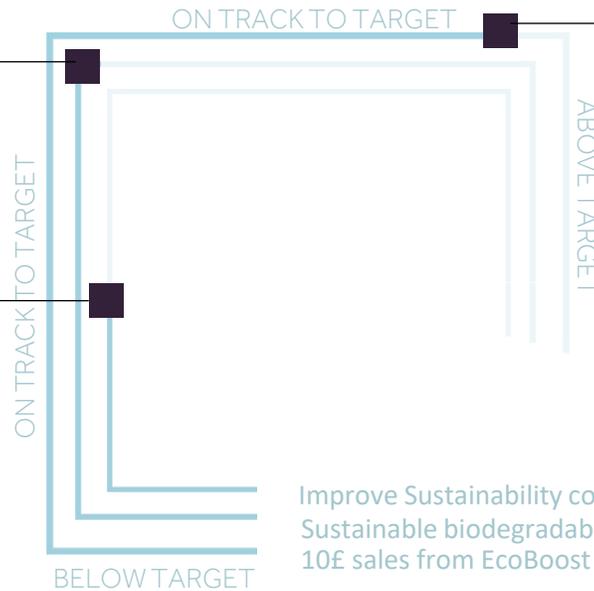
# LET'S CREATE TOGETHER

## Target: Improve sustainability communication

Achievement: New branding and Website launch, webinars, blogs & social media presence

## Target: 10% of sales from EcoBoost fragrances

Achievement: 3.01%



## Target: Sustainable biodegradable capsules technology\*

Achievement: Development of sustainable biodegradable capsules ongoing

Improve Sustainability communications  
Sustainable biodegradable technologies  
10€ sales from EcoBoost fragrances

## 2021 AT A GLANCE

### Blumenhaus

AromaSpace collection event

### EcoBoost Plus

The launch of EcoBoost plus technology

### Ecovadis

Platinum Ecovadis Certification

### Upcycled

Launch of Upcycled Ingredient

### Natural Origin

Launch of Natural Origins



MEL NOBLE, Personal Care Chemist, CPL

“ Innovation is essential to our ambitions to create a more sustainable future. Some of the things that are happening in terms of green chemistry and the raw materials we use and some of the methods used to extract essential oils are having a very positive benefit on the industry and wider world. We’ve moved on from just how good a fragrance smells – it’s all about how we create that fragrance and the sustainability impact.. ”



### CASE STUDY: EcoBoost saving on Average 90% emissions

We have calculated the CO2 savings by switching from a standard fragrance to an EcoBoost fragrance. We have discovered that by switching to an EcoBoost fragrance you save on average 90% of CO2 compared to a standard fragrance.

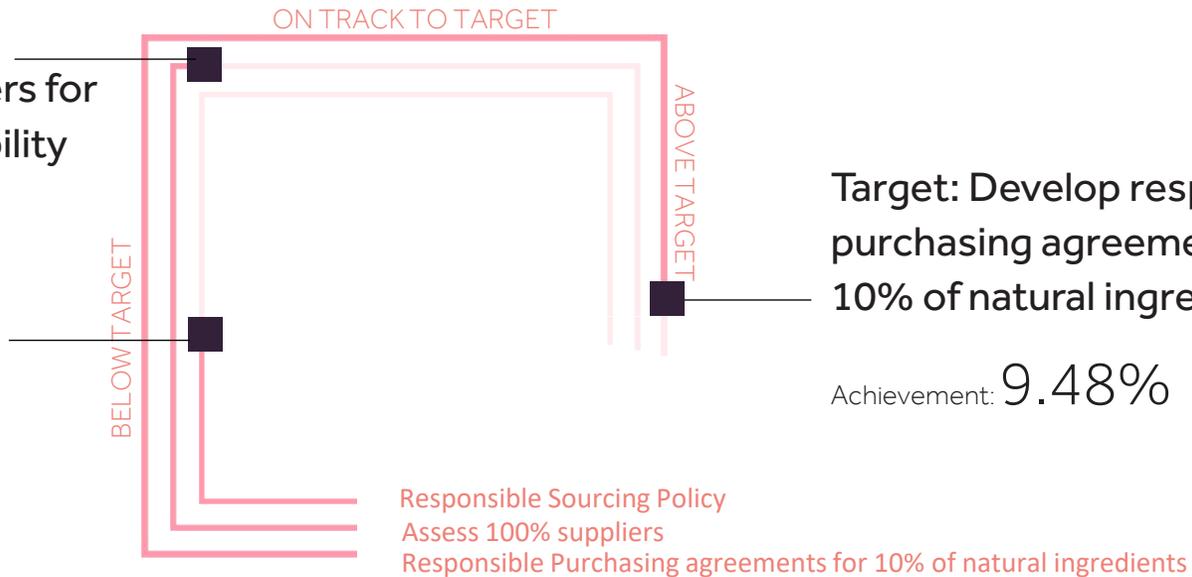
# SOURCING RESPONSIBLY

**Target: Assess 100% of suppliers for their commitment to sustainability**

Achievement: **31.71%**

**Target: Develop & Implement a Responsible Sourcing & Partnerships Policy**

Achievement: **28.14%**



**Target: Develop responsible purchasing agreements for 10% of natural ingredients**

Achievement: **9.48%**

## 2021 AT A GLANCE

**7**  
Upcycled Ingredients

**88.46%**  
Of category A suppliers have signed our Policy

**30%**  
Of supply chains visible through SEDEX

**31**  
Responsibly Sourced ingredients (11 since 2020)



**NICK MOORE,**  
Global Purchasing Director

“Sustainable procurement is an essential factor in our corporate social responsibility. We are aware of the effects our industry has on the environment and the people within our supply chains, and we take these factors into account when making our purchasing decisions.”



### CASE STUDY: Responsibly Sourced Bergamot

-  **HARVEST & EXTRACTION:** Our Bergamot is exclusively sourced in southern Italy. The harvesting period falls between November and February and the fruits are harvested manually.
-  **USE IN PERFUMERY:** Bright and energising bergamot adds an iridescence effect to a fragrance
-  **SOURCING SUSTAINABLY:** A cold press extraction method is used to extract the bergamot oil, a well-known green extraction method. Using 100% renewable energy.
-  **COMMUNITY & PARTNERSHIPS:** By working directly with the farmers, our supplier ensures that workers are being treated ethically and that all local laws are enforced.



## OUR FOCUS FOR 2022

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Every day we impact our future, for better or for worse, and we each have a moral responsibility to do our part to change the narrative and leave this world in a better position than we found it.

We have already achieved several of our short term (2022) objectives and have started working on defining ambitious 2025 sprint objectives. Our plans for 2022 include:

1. Measuring our Scope 3 emissions and setting our baseline.
2. We will also continue to dedicate resource to adding further responsibly sourced materials to our pallet and assess our suppliers for compliance to our Responsible Sourcing and Partnerships policy.
3. This year we will dedicate additional resource to the health safety and wellbeing of our employees. By ensuring that each of our manufacturing sites are operating in line with ISO45001 we can reduce our LTAR and by keeping up to date with the latest news and information we can increase our knowledge around employee wellbeing.

**Sustainability is a journey, one we can't undertake alone. Our actions and decisions impact a global value chain of suppliers, partners, customers and consumers. Teamwork and collaboration are key to achieving our highly ambitious targets.**

**Lets create together...sustainably**



# Let's create together... sustainably

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