



sustainability report 22



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Contact person:
Kirsten Ceulaers, QC & Sustainability Coordinator
For feedback and/or questions about the contents
of this report and our sustainability policy,
please contact sustainability@flamingo.be

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Welcome to Flamingo Pet Products

The bond between pets and their owners is unique. Perhaps your pet is an integral part of your family, your best friend, or even an expression of who you are.

We are a Belgian supplier of accessories and snacks for pets, and our head office is in Geel. It is our mission to make the most of the unique bond between every pet and every owner, and to make their shared life as enjoyable as possible.

Flamingo has been part of these special moments between pets and their owners for 50 years.

Flamingo Pet Products nv.

was founded in 1972 by René van Tendeloo, as an avian business. Hence the name. In 1980, Flamingo became a wholesale trader in avian products, and after 1985 the Flamingo product range grew and grew. Products for other animals were added, but the name stayed.

We are now an established name in Belgium, as well as in 60 other countries around the world. Our range of 8,500 products for dogs, cats, small animals, birds, chickens, fish and reptiles means we can offer wholesalers, pet shops, garden centres, supermarkets, breeders, groomers, etc. everything they need for a complete pet shop or section.

Our employees

This is what our 176 employees make happen every day. And they do it out of love for the pets and their owners. Our employees are genuine ambassadors and hold our core values close to their hearts. Because those values are the common denominator in everything we do.

But we also know that a happy ambassador is a good ambassador. That is why we also like to give back to the 86 men and 90 women who help keep Flamingo going. For instance, we celebrated the 50th anniversary together with a huge party!

And there is no shortage of fresh enthusiasm, because our growth meant we could embrace dozens of new employees over the last few years. Our international team is growing a little once again, with roots in Belgium, the Netherlands, Germany, France, and Italy.

Our promises

At Flamingo, we try our very best to make the lives of pets and their owners easier. Read on to see how we do this.





Guy CEO...with Marcelo

Your pet deserves the very best

We all want to make our pet happy, throughout its life. And if our furry friend is happy, we owners are too. To ensure that your pet never wants for anything, our assortment of 8,500 products offers everything your pet needs. What's more, we always ensure fast delivery to our distributors. It means your pet never has to be without its favourite Flamingo product and you can continue to spoil your pet.

Unique products for a unique bond

Flamingo has been part of lots of special moments between pets and their owners for 50 years. Be it playing together, snuggling up in front of the fireplace together, or saying you love each other with a tasty snack. Thanks to the huge range, you will always find accessories and snacks that are perfect for you and your pet. And because we understand that the bond between you, your pet and the world around us is constantly changing, we will treat you to new products each and every month.

For every pet and every owner

With our range of 8,500 pet accessories and snacks, there is a huge choice to help every pet and owner grow even closer. As well as our products for dogs and cats, we also offer a wide variety of products for your birds, chickens, small animals, fish, and reptiles. Owners have not been forgotten either, because at Flamingo, we believe that everyone deserves the love of an animal. We offer products in different price ranges, so that you'll always find something to suit your budget.

Flamingo service

We go way beyond just offering a strong product range. We are also on hand to help you with your shop layout and design and product range decisions; we can provide product descriptions and product information, POS resources and lots more!

We would like to use the following pages to give you a better understanding of the report, to make sure you're on board with our story.

Enjoy!

Guy Toremans

Guy Toremans CEO

Flamingo Pet Products nv.
Hagelberg 14, 2440 Geel, Belgium

Sustainability strategy

Is your loyal woof or purring house tiger all cosy and asleep in its Flamingo bed? Sounds familiar. Because of course, your pet is not losing any sleep over its impact on the world. But we at Flamingo do.

As a wholesaler of pet supplies, we want to do our bit and take our **Corporate Social Responsibility** seriously. Because we cannot do this all alone, we also want to get the message out. We want our suppliers, customers, transporters, and consumers to know that sustainability is on our agenda. Now and in the future.

We particularly want to emphasise that we are working on reducing our negative impact on society and the environment, and we work hard on improving our positive impact. Because of this, in 2022, the idea of publishing a sustainability was born. But where do you start with a report like that? And most of all, which sustainability topics do you report on? Let's explain.

Material themes

To determine these sustainability topics, we had to look at our materiality. These are topics where we have the most impact, from a business activity perspective. This could be either economic, environmental or social impact. We did this as follows:

In the first semester of 2022, we put our heads together during an internal workshop. Employees from various departments took part, as well as an external consultant. Under the consultant's guidance, we made a list of topics that were relevant to Flamingo.

In addition, the workshop also helped us to draw inspiration from industry trends, upcoming legislation, and the expectations of business relations.

We used the five Ps for sustainable development as a framework for the topics:

- **Planet** - environment
- **People** - people
- **Prosperity** - prosperity
- **Peace**
- **Partnership** - cooperation

After all, responsible business is only possible once a balance has been found between the environment, people, and prosperity, supported by peaceful partnerships. Eventually, we established 32 relevant topics and ranked them from least to most important.



The next step was to align those 32 topics with our stakeholders. We asked eight different target groups, such as our employees, suppliers, customers, consumers, and people from civil society to indicate which of the topics they felt were most important to focus on. The survey was completed by almost 400 people from 40 countries and in six different languages.

Before the final decision was made on which topics should be on the agenda, we reviewed the GRI standards. The **'Global Reporting Initiative'** is one of the first and also globally most commonly used reporting frameworks for sustainability topics. The GRI standards provide a structured way of measuring sustainability initiatives.

For our first sustainability report, we used the GRI framework as a guide when creating the indicators for collecting data. This will allow us to monitor and compare our own progress and that of other GRI users annually.

Based on our internal ranking, the results from the survey and the GRI indicators, we worked with our management to compile a collection of seven material themes. These are what we want to focus on and report on in future:

	Planet	Circular packaging	 Governance
		Climate protection	
		Sustainable products	
	People	Safe & pleasant working environment	
		Safe products for pets and pet owners	
	Prosperity	Economic growth	
	Partnership	Sustainable partnerships	



Sustainable development goals

By focusing on these seven themes, we believe that we can contribute to the United Nation's international development objectives which were adopted by the 193 member states in 2015.

The 17 objectives and 169 targets form an international action plan for a sustainable world by 2030. These SDGs (Sustainable Development Goals) can be categorised in the five themes: *planet, people, prosperity, partnership and peace*.

In this sustainability report, you will read what we have achieved this year as part of these seven themes as well as what our plans are for the future. For each theme, there will also be a reference to the SDGs our actions contribute to.

It is our way of bringing pets and their owners even closer together. In a responsible way. So that we, together with our pets, can continue to enjoy our world and our favourite Flamingo products.





Circular packaging

Product packaging

With a range of more than 8,500 products and exports to 60 countries spread across the world, we use quite a lot of packaging. That is why we constantly scrutinise the design of our packaging. Not just the aspect of user convenience, but we also assess where we can reduce packaging material, or where we can switch to materials with a lower environmental impact.

For example, in 2021 and 2022, we removed the plastic blister from around 130 items with non-recycled blister packaging and switched to cardboard packaging. What's more, all the excess material, such as staples and glue, was removed and only one nylon strip remained strictly where needed to attach the product.

When we look at the weight of the product packaging we circulated in 2022, we can see that plastic still accounts for 42% of this. We want to reduce this percentage significantly in the coming years.

Besides plastic, paper and cardboard added up to about 55% of the weight of packaging we sold in 2022. This is because the majority of our items are packaged in cardboard boxes, on back cards or with hang tags.

Because paper and cardboard make up the bulk of the packaging, we want to achieve FSC certification in 2023. The 'Forest Stewardship Council' is a label that prioritises sustainable forestry. Choosing FSC packaging gives us the guarantee that the felling of the trees does not threaten the forest ecosystem and is done in correct and safe working conditions.

To start with, we want to be able to offer a range of FSC-packaged wooden and cardboard products, such as rabbit hutches or cat scratch toys, by the end of 2023. Later, we plan to extend this packaging to other product ranges.



Danny Order picking





Secondary packaging

Nowadays, all product packaging is weighed and measured in our warehouse and this information is recorded in the 'Product Information Management' system.

Now that we have this data on our primary packaging, we will continue in 2023 with secondary packaging. This is packaging that packs several items together, or packaging components that are present in the primary packaging, such as plastic bags or cardboard that serves to hold items in place.

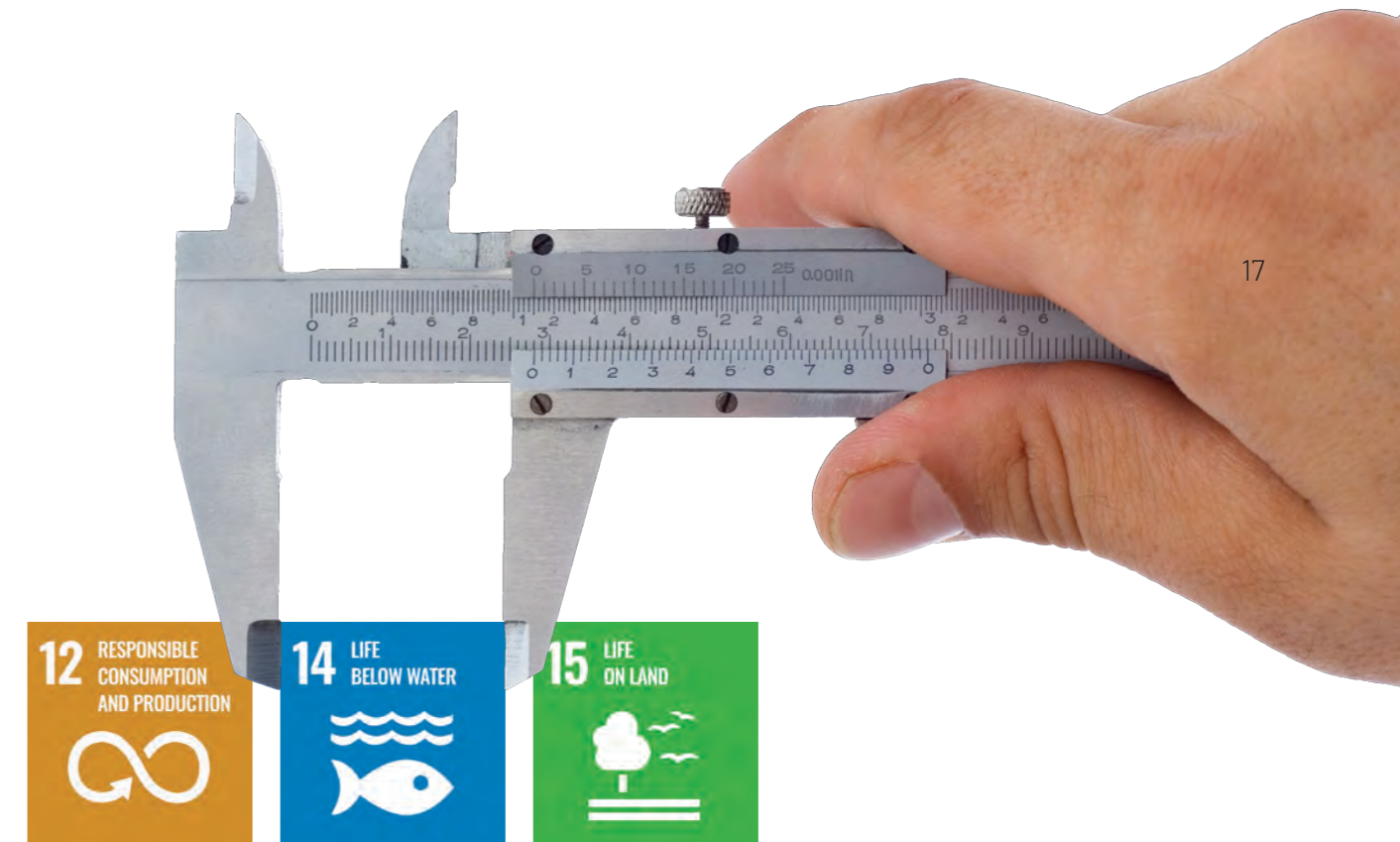
So we will start gathering this information over the coming year. We do this because a correct overview of our packaging data is crucial for moving towards more sustainable materials and making sure packaging can be reduced in the future.

Tertiary packaging

Because we want to make sure the orders get to our customers as safely as possible, our pallets are wrapped in with plastic film where necessary.

Since this has a huge impact on waste, we started working with a much thinner fibre film in the last quarter of 2022. This is just as strong as the previous wrapping film, but much more stretchy so we only need a third of the weight to achieve the same result with the same number of wraps. Which is a great step forward!

In 2022, approximately 6,200 pallets were dispatched with the use of fibre film. This has already meant a reduction of no less than 2,130 kg of plastic. In 2023, we plan to use fibre film only for our wrapping machines.





Climate protection

Ecological footprint:

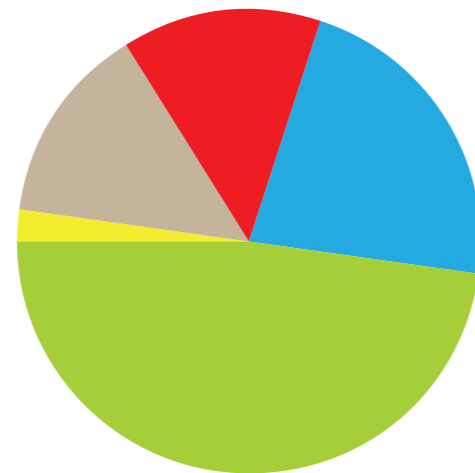
At Flamingo we like to be aware of our impact on the climate. That is why we calculated our very own ecological footprint for the first time in 2022. To do this, we looked at energy consumption, such as heating and cooling our head office, and our fleet emissions. Last year, our emissions totalled 576 tonnes of CO₂. The average Belgian person emits about 10 tonnes of CO₂ per year.

The largest share of our emissions lies in our service movements. Which is not surprising, as our 40-strong sales team regularly hit the road to visit customers and potentials.

We are hugely committed to digitisation, but our customers still prefer a personal visit. It is how they are introduced to our latest products, at their location. This is reflected in the sales, with almost 40% of orders placed today through direct contact with one of our sales colleagues.

We are also having a very close look at modes of transport. Around 58 employees have a company car, with ten of these colleagues opting for plug-in hybrids and six colleagues choosing a fully electric car. Together, this added up to a reduction in emissions of approximately 20,617 kg CO₂ in 2022. To facilitate, we installed ten charging points in our car park for these electric cars, and we intend to electrify our fleet as much as possible moving forward.

In addition, our Flamingo employees have the option of leasing a fully electric bicycle. It means they can leave their car at home more often and also contribute too. As many as 35 employees already took up this offer in 2022. Last year, 50 out of our 176 colleagues commuted by bicycle regularly, a total of 60,926 km.



576 tonnes of CO₂

- 48% - work trips
- 22% - natural gas
- 14% - purchased electricity
- 14% - commuting
- 2% - in-house electricity production



Patrick Graphics

Energy-efficient buildings

Another factor with a major impact on our ecological footprint is the way we manage energy at our head office.

Our current building, measuring 32,182 m², is fitted with 3,480 solar panels. This adds up to a capacity of 824 kWp - enough to cover 40% of our electricity consumption in 2022.

In addition, we replaced all our warehouse lighting with LEDs in 2021 to reduce our energy consumption.

New headquarters and warehouse

Flamingo continues to grow. Over the last two years, we've gone from 123 employees to 176 employees. To support this growth, construction of a new head office and warehouse started in August 2022. The work should be completed for us to move in around October 2023.

The building will have a total area of 55,643 m². The new roof will also have solar panels, approximately 4,028 panels with a capacity of 1,853 kWp.

Our employees can also use this green electricity to charge their electric cars at around 30 charging points.

The new building will be well-insulated. The window glass will have a lower solar factor than normal, among other things, so only 30% of the sun's rays will pass through. The offices will be heated using an energy-efficient 3-pipe VRF system. This system disposes of warm air to cool a room, but can heat another room at the same time.



The building's outdoor lighting will be fitted with a timer, so that they will not be on at unnecessary times, and movement sensors will provide temporary light for passers-by in the evenings.

The water supply is automatically switched off during weekends so no leaks can occur. Also, there will be 27 rainwater wells with a capacity of 10,000 litres each - helping us to recoup a considerable amount of water for watering the landscaped areas, water in the warehouse and the toilets.

Finally, we will be working with Heylen Warehouses, partner in multimodal property solutions, on the second-life principle. This means everything is built with a view to the future, so that buildings can last several 'lifetimes'.

Of course, our overall ecological footprint also depends on other factors, such as the products we sell or the transport needed to deliver those products. We are planning on mapping this information over the next few years.





Sustainable products

For every new product we introduce, we review alternative materials. It is our ambition to continue this trend in the future and explore the different options for further 'greenification' of our product range. We can achieve this by focusing on product innovation or by assessing whether sustainability certificates might add value too.



Flamingo Green

Most products for pets are made from plastic. Plastic is easy to clean, making it a suitable material. However, because plastic is very harmful to the environment, 'Flamingo Green' was created in 2021. A range of 67 products made from natural, recycled or recyclable materials, aimed at reducing waste.

We do not use any non-recycled plastics to produce the products in this range. This is true for both the products and the packaging, down to the tiniest fastening strips.

New approach

Yet we took a different approach. At the end of 2022, the products from the 'Flamingo Green' range became part of our standard range. We did this because we no longer want to distinguish between a sustainable a non-sustainable product range, but take a close look at all our products.

For every new product we introduce, we review alternative materials, especially when it involves rubber or plastic.

For instance, 34 items for cats and dogs were switched to recycled plastic over the last two years. These items include cat litter trays, litter scoops, carriers, baskets, and feeding bowls that used to be made from non-recycled plastics. What's more, by the end of 2022, we also offered around a dozen pet beds and baskets that were made from recycled polyester fibre.

Another interesting item we introduced in 2022 was the compostable poop bag. A dog poop bag is not recyclable or reusable and therefore, it is waste. That is why we chose for a product made from compostable materials, and we now have four types of poop bag in our range that are made from plant-based materials and are 100% home-compostable.

From 2023, our Product Information Management system will hold information for every item on whether it is made with recycled materials and the percentage of these materials. This will make it easier to monitor our evolution in the proportion of recycled products and materials in the future.

Dave Shopfitting





To create more positive impact, our next ambition is FSC certification. Not just for our packaging, but also for our products. As a matter of fact, we already have around 500 paper and wooden products or products with paper or wooden parts in our product range today. This includes wooden chicken coops, cardboard scratch toys or wood fibre bedding for small animal nests. By 2024, we want to be able to offer our customers a range of products with a guarantee that the materials used originate from forests where careful attention was paid to preserving the forest ecosystem. Moreover, FSC also guarantees that the felling of trees was done in correct and safe working conditions.



Pet products of EU origin

Around 13% of our product range is procured in the European Union. We aim to increase this percentage in the future. To do so, we keep our eyes and ears open in our search for innovative products and alternative materials on European soil.





Safe & pleasant working environment

Flamingo strives to create a stable working environment for its employees. As such, keeping turnover to a minimum is an ongoing ambition for the future.

The Flamingo Team was 176 employees strong at the end of 2022, after welcoming 30 new colleagues. In addition, 13 workers and eight clerks left the company. Of these 176 employees, as many as 53 colleagues have worked at Flamingo for more than 10 years. This brings the average length of service to eight years.

To achieve this, we started personal onboarding processes for every new employee in 2022. During their first weeks, every new colleague is introduced to the various departments. In addition, they are assigned a Flamingo Buddy from a different department. This is a trusted point of contact within the company they can always call on for questions or simply a chat by the coffee machine or over lunch. This means they always have someone to support them, which results in quick integration in the company.

In 2023, we mainly want to focus on the new colleagues at Flamingo. The aim is a strong recruitment process that enables us to put the right person in the right job from day one and in the long term.

In 2023, we also want to follow up with our new employees by way of well-being talks that will help us keep our finger on the pulse. These talks were introduced in 2022, and 73% of new employees already had their first well-being talk. In 2023, we are aiming for at least three well-being talks in the first year of work.

Leen Team leader





Feel-good policy

We are looking after our newcomers, but we certainly won't forget our loyal employees. This is exactly why we want to take our 'feel-good' policy to the next level in 2023.

In 2022, all our employees could already enjoy fresh fruit daily, a hot cup of soup in the winter months, and our 2-monthly food truck visits. What's more, every employee receives a nice gift at Easter, St. Nicholas and Christmas. All employees invariably attend the New Year's reception in the spring, and the staff party in the autumn is a familiar occurrence by now as well.

We would like to expand our initiatives calendar even more in 2023 and as such, increase engagement. 'Let's go, FlaminGO!' is already on the agenda: an initiative that offers our employees the opportunity to get to know each other better in a sporting setting, such as at the top of Mont Ventoux, for example.

We are also looking to enhance our internal communications with an internal newsletter or intranet.

Suggestion box

Another way to enhance our employees' engagement is the suggestion box. Our employees can use this to make - anonymous - suggestions around any topic. We have noticed that the anonymity lowers the threshold for ideas related to how things are run in our company, and we are receiving suggestions regularly.

If these suggestions are interesting and feasible for our company, they are discussed at the HR meetings with the management team. And possibly move towards implementation.

Some employees also e-mail their ideas directly to the HR employees.

These range from soup for employees in winter, to initiatives that contribute to the work-life balance, like homeworking days for part-time employees.

In 2022, seven of the suggestions were explored and launched. The new proposals will be discussed further in 2023.





Raymond Reach truck driver

Growth opportunities for employees

At Flamingo, we want to see everyone grow. That is why, in 2022, we emphasised individual development in the form of training courses. Our HR department did its utmost to select and offer interesting training courses to employees.

We noticed a huge interest among our colleagues, who often made interesting suggestions for possible courses themselves. The result was that in 2022, our employees each completed an extra 5.5 hours of training on average.

Diversity and inclusion

Diversity and equality are two values that are highly valued at Flamingo. For instance, our workforce is made up of 86 men and 90 women. Women also make up 54% of the warehouse staff.

We want to continue this line in new recruitment too. In 2022, we hired 16 male and 14 female employees.

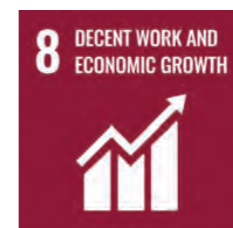
Also in 2022, we hired two employees with a greater distance to the labour market. We will be continuing our collaboration with Synkroon - the workplace architect - in 2023. We work together each time, to see if we can find the perfect match with a person who can join our company.

Our efforts were rewarded in 2022, when we received official recognition as an inclusive enterprise and were given our 'Inclusive Enterprise Reference Certificate 2022'.



(2022) INCLUSIVE ONDERNEMING

What's more, we also signed Unizo's 'inclusive enterprises declaration of intent'. This means, among other things, that we demand respect for all employees. But it also means that we pursue an objective personnel policy whereby we try to reach a diverse group of candidates. What's more, we will not adhere to discriminatory conditions set by third parties, and we communicate openly about our vision and approach.



Safety in the workplace

We believe safety in the workplace is very important. That is why our warehouse workers receive safety training in their first weeks of employment. In addition, we are open to employee suggestion and discuss these in warehouse meetings.

As a result, we were able to limit the number of workplace accidents to eight in 2022, four of which were commuting accidents.

Prevention is and will continue to be a priority of course, but if an accident was to happen, our First Aid team is on hand to administer first aid. In 2022, the 7-strong First Aid team was bolstered by seven extra volunteers.

And in the event of a fire, we have an intervention team of four volunteers who know exactly what to do. We want to at least double this number in 2023, and also provide additional intervention training. What's more, we are also looking to strengthen our current First Aid procedures, so that our volunteers can act independently and have less need for help from our prevention advisor.





Safe products for pets and pet owners

Our employees select only the best products by producers from Europe, the United Kingdom, Asia, and North America. Priorities in the selection process are a strong price-quality ratio and functionality. We pay a lot of attention to the safety of the product as well as its quality.

Safe toys

It is our ambition to test 100% of our dog and cat toys in accordance with the European Toy Directive. New items are tested as standard when they are added to the product range, and for other items this is done retrospectively. You can recognise tested items by the CE symbol on the packaging. Most of our cat and dog toys were already fully tested and approved by the end of 2022, and tests are ongoing for our other products. Items that cannot be tested in accordance with the mandatory guidelines will be thoroughly reviewed in 2023.

Electrical appliances

Thanks to our careful selection process, we are confident that we offer safe and high quality electric and electronic products. But we want to have proof of this too, through test reports and certificates. To guarantee this safety to our customers, we have asked our suppliers to provide the required documents. Again, we follow European product safety guidelines here. Using test reports and certificates, our suppliers can indicate that our electronics do not contain heavy metals (RoHS) for example, or do not interfere with the operation of other electronics, or are safe to plug into a wall socket. We already managed to gather many of these test reports and certificates by the end of 2022. So far, none of our products have failed a test. As such, we are quietly confident that all electrical items will be tested and approved by the summer of 2023. Tested and approved electronics can also be recognised by the CE mark.



Marc Sales Manager Benelux





Sandra Quality control



No chemicals

In 2022, all our suppliers met the REACH directive. Another measure we are taking to ensure safe products is to continue to require our existing and new suppliers to make sure all products comply with the REACH directive. REACH stands for: registration, evaluation, authorisation, and restriction of chemicals. This is a directive that divides chemicals into different classes and describes the hazard they pose to humans, animals, and the environment. Our suppliers take care not to use toxic substances in the production of our articles, as requested by the REACH directive.

Clear labelling

As well as product testing, the labelling and marking of our products and packaging is equally as important for the safety of a product. Warnings and instructions on and inside the packaging help pet owners to use our products correctly. Some symbols may indicate possible danger in case of incorrect use. In turn, lists of ingredients and product compositions are needed for our snacks so that pet owners can look after their pet's diet or allergies. For this too, we adhere to all relevant guidelines, standards, and decrees. We try to keep our labels up to date at all times, and to amend labels where necessary. This is a trend we would like to continue and want to focus on even more in the future.

Quality control & complaints

Finally, all incoming goods are checked by our quality team before being stored in our warehouse. New items are weighed and measured and entered into our Product Information Management system. This data must correspond to the information given to us by the supplier. Goods that are damaged, mouldy, or of substandard quality will not be offered for sale.

Our sales assistants are the first points of contact for complaints. These complaints can come from anyone, such as customers, consumers, or official government bodies, for example. Since August 2022, all complaints and their follow-up are carefully recorded so that we can be certain that every customer receives a response. It also allows us to monitor whether certain items are repeat offenders. In case of repeated quality complaints or clear safety issues, we ask our buyers to take the necessary actions. This may be a recall, or a simple adjustment to an item, or extra marking on the packaging.





Sustainable partnerships

Sustainable enterprise is not a solitary approach. That is why we choose sustainable relationships as much as possible - to achieve positive change. We have already joined forces with the organisations below to move closer towards our goal.

Pet Sustainability Coalition

We are a member of the Pet Sustainability Coalition. PSC is an American organisation that aims to bring together companies in the pet sector and support and inspire them to operate sustainably with attention for people, animals, and the environment.

With their close collaboration, recommendations and tools, we can chart how we score today for each international development goal and how we can improve our sustainable efforts. We realise that we must start with our operations when looking at the international guidelines and standards if we want to make a real impact.

Every two months, we share our experiences and obstacles on the road to sustainable enterprise with other PSC members. This is done in a very transparent manner, with each organisation eager to share their tips and working methods and offering help where possible.

BEPEFA

In addition, we are also a member of the Belgian Pet Food Association, or BEPEFA. This is an organisation with 14 members, mostly Belgian manufacturers and distributors of animal nutrition. For our range of snacks, we believe it is important to stay up to date in the world of additives and nutritional values.

BEPEFA promotes its members' interests with government bodies and in the establishment of European positions through the European Pet Food Federation (FEDIAF). Members meet several times a year to discuss current topics from the sector. Experts are often invited to join, depending on the topic. These topics could be nutrients and labelling, but also trends in the pet sector, for instance.

In November 2022, the meeting was dedicated to the topic of sustainability and in what forms it is present in the sector. It means we constantly gain new insights and we can continue to grow our network of experts.



Hilde In-house sales





Pedro Goods incoming



Voka Charter for Sustainable Enterprise

In 2023, we will be taking part in the 'Sustainable Enterprise' charter from Voka. This is a pathway that guides and advises Belgian companies on sustainable enterprise. Here, too, the United Nations' 17 international sustainability goals are used as a framework. In early February, Voka will visit our company together with an environmental specialist. The resulting baseline measurement will be used to draw up an action plan tailored to our company. The aim is then to achieve 10 sustainability actions on an annual basis. If we succeed, we will be awarded the charter. We believe this is a useful method to work with focus and increase our impact with the help of expert input.

amfori

We are a member of amfori, an international organisation that aims to provide a framework for responsible and sustainable trade that benefits all stakeholders. Globally, there are more than 2400 members, including retailers, importers, NGOs, and international organisations. Amfori's 'Business Social Compliance Initiative' (BSCI) allows for the safeguarding of production conditions based on a strongly supported code of conduct with 11 principles. These principles range from remuneration to no child labour. Right now, 23 of our suppliers apply the amfori BSCI, but we are looking for establish a policy in 2023 to increase this number in the future.

Code of Conduct

In 2023, we want to focus on developing a Code of Conduct. Firstly, we feel it is important for our business relations to understand our vision for sustainability, and we want to communicate this sustainability policy through a transparent CoC. Secondly, we feel it is important that our suppliers are on the same page as us and support this vision. As such, signing the Flamingo code of conduct will give us several basic guarantees, including for good living and working conditions. A Code of Conduct is an ever-evolving document, but good social working conditions at our suppliers' producers is one of the first topics to be addressed. In this, we specifically want to emphasise producers from so-called risk countries, meaning countries with a high risk of poor living and working conditions.



Member of amfori, the leading global business association for open and sustainable trade.
For more information visit www.amfori.org





Economic growth

International & growing

Flamingo is located in Geel. A Kempen company through-and-through, in other words, but we actually serve customers from Belgium to Japan. No surprise, because we offer everything a wholesaler, pet shop, garden centre, DIY store, supermarket, or groomer might need for their shop or pet department. All this, anywhere in the world. By the end of 2021, we were operating in 55 countries.

At the end of 2022, this had already grown to 60 countries. Our biggest sales today are still in the Benelux, France and Germany, but we are seeing steady growth in the other export countries. At the end of 2021, these other countries accounted for 21% of our turnover. By the end of 2022, this was 24%.



New products every month

With our range of 8,500 pet accessories and snacks, there is a huge choice for every pet and every owner. As well as dogs and cats, we also offer everything for birds, chickens, small animals, fish and reptiles. As the world and the bond between pets and their owners is constantly changing, we update our product range every month. To keep our product range exciting, old products are removed from our range to make way for new ones. This means we always offer an up-to-date range and allows our customers to add new Flamingo products to their shop range on a regular basis. In 2022, pets and their owners had the choice of 991 new products in our range.

As well as our range of Flamingo products and several top brands such as Kong and Flexi, we also stock a range of private label products. These are items that bear the name of our customers' own brands. Because we want to focus more on this market segment, we recruited an extra colleague for exactly this purpose in 2022. He will work with our customers to carefully select products that suit their own range. In 2022, we expanded our range of private label products by 287 items. The PL range currently offers 311 items. We also welcomed eight new customers to our private label portfolio, bringing the total to 16. So twice as many as the year before.

Fast & correct deliveries

At Flamingo, we value excellent service. To make sure that our customers' orders get to them as soon and as correctly as possible, we always carry a large volume of stock in our 25,000 m² warehouse. We do everything in our power to prepare orders for delivery within 24 hours to any location in the Benelux, France and Germany. In Other countries, our customers arrange transport themselves.

Thanks to our large warehouse and well-organised logistics processes, we can offer our customers a good level of service. In 2022, we managed to process 94% of our deliveries correctly and on time. In recent years, during the COVID period, we saw this rate fall somewhat, but after a successful 2022, we are once again striving for a delivery rate of >95% in the coming years. It means our customers can rest assured that their order will reach them correctly and completely, and pet owners will always find their favourite Flamingo products in stores.





Data exchange with GS1

At Flamingo, product data is added and updated by the Master Data department every day. It means we can always provide our distributors and pet owners with correct and up-to-date information. For each product, there are as many as several hundred fields that hold product information. That's a lot of data.

The data we enter into our Product Information Management system is uploaded to GS1 GDSN, the largest global network for product data. Originally, the GS1 GDSN DIY model did not offer a data sheet specifically intended or suitable for pets. For this reason, GS1 GDSN approached Flamingo and some of its peers to form a working group. From this, a data model has emerged that can be used consistently in the pet sector.

A link has been established between our PIM system and GS1 - successfully! Since May 2022, our distributors can receive real-time information on our products via GS1. And when our customers download product information from different suppliers affiliated with GS1 GDSN, this data will always be supplied in the same way. Although keeping our product information up to date remains a major job, it does make exchanging this data a whole lot easier. And it allows us to unburden our customers and ourselves considerably.

Data management is an important aspect of modern business. At Flamingo, we are staying committed to further improving our data flow.

New webshop

Digitisation was already high on the agenda, but the coronavirus meant everything gained momentum. At the end of 2021, we launched our new website with online catalogue and tips for pet owners. We didn't forget our professional customers either. Since February 2022, our customers can shop in a brand-new, easy-to-use B2B webshop. At the time of our old web shop, we had 611 webshop customers. 432 of these re-registered for our new webshop. In addition, we also gained another 1041 new webshop customers. In 2022, as many of 825 of these placed at least one order via our webshop. That's almost a quarter of our total customer base and a 35% increase compared to the active customers on our 'old' webshop.

Last year, the orders via our webshop accounted for more than 5% of our total turnover. We have noticed that most of our customers still prefer to order directly from our Sales team. Partly to unburden those colleagues and implement additional services, we want to focus even more on digitisation in the coming months and years. For instance, we are bursting with plans for enhancing the functionalities of the website and the B2B webshop, and to enhance user-friendliness.



GRI content index

Statement of use	Flamingo Pet Products nv. has reported the information cited in this GRI content index for the period 1 January 2022 - 31 December 2022 with reference to the GRI Standards.
GRI 1 used	GRI 1: Foundation 2021

GRI Standard	Disclosure	Location
GRI 2: General Disclosures 2021	2-1 Organisational details	5, 7
	2-3 Reporting period, frequency and contact point	2
	2-6 Activities, value chain and other business relationships	4-5, 10
	2-7 Employees	5
	2-22 Statement on sustainable development strategy	8
	2-23 Policy commitments	10-13
	2-24 Embedding policy commitments	10-13
	2-26 Mechanisms for seeking advice and raising concerns	26-28
	2-28 Membership associations	38-41
	2-29 Approach to stakeholder engagement	10
GRI 3: Material Topics 2021	3-1 Process to determine material topics	8-10
	3-2 List of material topics	10
	3-3 Management of material topics	14, 18, 22, 26, 34, 38, 42
GRI 204: Procurement Practices 2016	204-1 Proportion of spending on local suppliers	25

GRI Standard	Disclosure	Location
GRI 301: Materials 2016	301-1 Materials used by weight or volume	14, 17
	301-2 Recycled input materials used	22
GRI 302: Energy 2016	302-1 consumption within the organisation	18-21
	302-3 Energy intensity	20
	302-4 Reduction of energy consumption	18-21
GRI 305: Emmissions 2016	305-1 Direct (Scope 1) GHG emissions	18
	305-2 Energy indirect (Scope 2) GHG emissions	21
	305-5 Reduction of GHG emissions	18
GRI 306: Waste 2020	306-1 Waste generation and significant waste-related impacts	14
	306-2 Management of significant waste-related impacts	14
GRI 401: Employment 2016	401-1 New employee hires and employee turnover	26

GRI Standard	Disclosure	Location
GRI 403: Occupational Health and Safety 2018	403-5 Worker training on occupational health and safety	32
	403-9 Work-related injuries	32
GRI 404: Training and Education 2016	404-1 Average hours of training per year per employee	31
	404-3 Percentage of employees receiving regular performance and career development reviews	26
GRI 405: Diversity and Equal Opportunities 2016	405-1 Diversity of governance bodies and employees	31
GRI 414: Supplier Social Assessment 2016	414-1 New suppliers that were screened using social criteria	41
GRI 416: Customer Health and Safety 2016	416-1 Assessment of the health and safety impacts of product and service categories	34-37
	416-2 Incidents of noncompliance concerning the health and safety impacts of products and services	37
GRI 417: Marketing and Labelling 2016	417-1 Requirements for product and service information and labelling	37
	417-2 Incidents of noncompliance concerning product and service information and labelling	37

Ruth Order picking



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