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BUSINESS PURPOSE

We are a Swedish fashion brand that helps the world become a more colorful and sustainable place through mobile accessories

The Holdit way

First and foremost, who are we? Holdit is a group of awesome people working every day to stay at the forefront of mobile fashion. Dedication is one of our core values, permeating the entire company, and we are dedicated to the environment, to each other - and to you!

We design and sell phone cases and a lot of other accessories (100% vegan ofc) to make life with your phone both more enjoyable, and more secure.

For us, the phone needs more than just protection; it's a crucial part of your outfit, and we aim for you to always be styled with the latest from the fashion world! That's why we're continuously working on creating cases that follow the latest trends.

Environmental sustainability is crucial to us. So crucial that it has become a cornerstone at Holdit, influencing every step we take. With recycled materials in our products, carbon offset shipping, and a robust CSR effort, we ensure that you can always shop with us with a clear conscience.



holdit



Our CEO

In 2023, we continue our commitment to sustainability, building upon the significant strides we made in 2022. Despite global challenges, including ongoing economic shifts and geopolitical events, we remain dedicated to reducing our environmental impact.

Adapting to the ever-changing world remains a priority for Holdit. In response to the complexities of the past year, we navigated new shipping solutions, opting for more eco-friendly methods whenever possible. While challenges persist, we remain resolute in our commitment to minimizing our carbon footprint.

Our sustainability group, comprised of members from various departments, continues to drive progress. Through workshops and collaborations with impactful organizations, we aim to embed sustainability into the fabric of our daily operations at Holdit. Our focus on awareness ensures that sustainability becomes second nature to everyone within the company.

A notable achievement in 2023 is the continued emphasis on recycled materials. Building on the success of two relaunched categories in 2022, we have expanded our use of recycled components across 11 product categories. Additionally, our diversity and inclusion action plan, initiated in the previous year, stands strong, guiding our collective journey toward a more inclusive future at Holdit.



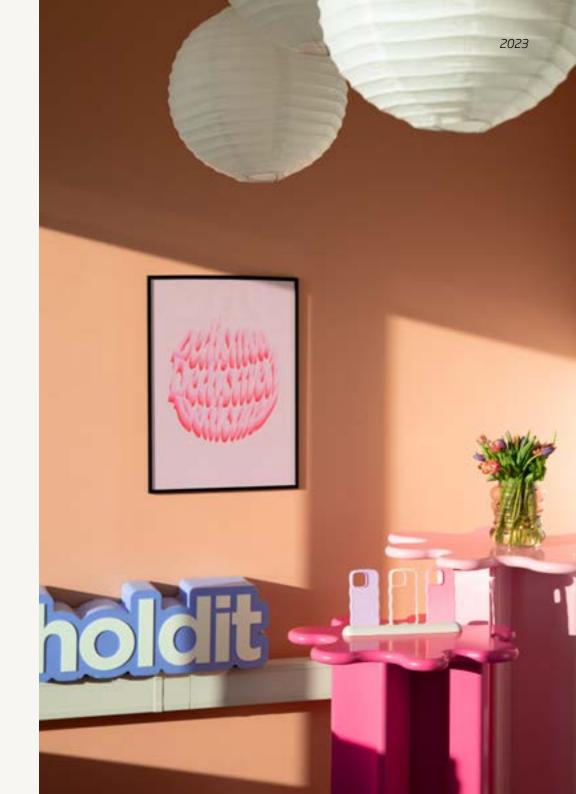


Our home

The majority of our team is based on the Swedish West Coast, in a surf town by the sea called Varberg. We spend most of our days in our Headquarters that is housed in a Green Building-certified house.

This means that the building is energy efficient with low energy use, and it also has a sedum roof that reduces the impact on our city's stormwater system. As if this wasn't enough, the building also has 19 solar panels on the roof, and a parking space than enables our staff and company cars to be electric or hybrid. Thanks to all of this, our office saves 25% more energy than regular buildings.

It's not only the house itself that's environmentally friendly. Most of our interior comes from a local furniture designer that produces customized furniture with a local production. We ourselves have designed and ordered both interior for fairs and pop ups, and furniture for the office, to be able to offer our colleagues a colorful and sustainable atmosphere. Just stop by and say hello if you're around, and get the magical feeling yourself.



holdit

Total revenue spent on **RESPONSIBILITY IN %** during 2023



UN Sustainable Development Goals

THE UN SUSTAINABLE DEVELOPMENT GOALS are set in order to make groundbreaking changes in our world by 2030. We all have a responsibility to engage, and at Holdit, we incorporated three goals from the UN Sustainable Development into our overall strategy. We know that we as a company cannot make a contribution on all 17 goals at once, and therefore we decided to focus on three key goals where we can make the best impact. Within these chosen we have subgoals that we implement in our everyday agenda.

PEOPLE

05. GENDER EQUALITY

Gender equality is a fundamental human right, and a necessary foundation for a peaceful, healthy and sustainable world. Commitment and bold actions are needed to accelerate progress, including through the promotion of laws, policies, budgets and institutions that advance gender equality.

PLANET

13. CLIMATE ACTION

Taking urgent action to combat the climate change and its devastating impacts is imperative to save lives and livelihood, and a key in making the 2030 Agenda for Sustainable Development and its 17 Goals – the blueprint for a better future – a reality.

PRODUCT

12. RESPONSIBLE CONSUMPTION & PRODUCTION

This goal is about ensuring sustainable consumption and production, which is a key to sustain the livelihoods of current and future generations. Governments and citizens should work together to improve resource efficiency, reduce waste and pollution, and shape a new circular economy.



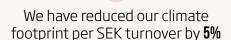
Highlights from the past year

We climate compensate 100% OF OUR SHIPPINGS

We donated **50.000 SEK** to Regnbågsfonden

11 categories contains **RECYCLED MATERIALS**





3 materials are **100% RECYCLED** in our products





People. Planet. Product.

We've categorized our goals into three segments: people, planet, and product. In this report, we detail the outcomes of our efforts across these key areas.

GOAL 1 Participate in at least six courses, lectures and workshops related to sustainability.

100%

We've attended three CSR lectures, a stress management seminar, completed an in-house training on sustainable business development, and hosted two sustainability days with workshops at the office.

GOAL 2 Enter a collaboration with a partner that focuses on mental health.

0%

In 2023, we discovered and initiated a dialogue with a mental health organization. Although we officially signed the partnership in January 2024, preventing us from marking the goal as achieved.

GOAL 3 During 2023, Holdit shall be experienced as an inclusive brand.

0%

We've developed a tool to measure our perception, enhancing our understanding of stakeholders' views. We anticipate implementing it in spring 2024 for valuable insights and improvements.

GOAL 4 Initiate at least three projects within diversity, inclusion and/or equality during 2023.

33%

In 2023, we collaborated with the Rainbow Foundation in a campaign, donating funds to support their goal of creating a safer and more accepting world for LGBTQ+ individuals.

Male, female, non-binary or other

MALE, FEMALE, NON-BINARY OR OTHER. Regardless of gender identity or expression, at Holdit, we celebrate diversity. We firmly believe in the importance of recognizing and valuing our differences. As a forward-thinking company, we stand firmly against all forms of discrimination and actively pursue equality in every aspect of our operations.

Our commitment extends towards creating a future where equal opportunities prevail, irrespective of gender or origin. Proudly, we continue to support organizations such as UN Women, Women for Women International, and Regnbågsfonden, aligning our values with their missions for a more inclusive world.

In our modern era, we embrace the uniqueness of every individual and strive to foster an environment where everyone feels respected and valued. At Holdit, diversity is not just a principle; it's a part of our identity.



We are people, and we have rights

PEOPLE ARE AT THE HEART OF OUR BUSINESS,

and we emphasize responsibility throughout our supply chain. Our commitment is to ensure that each product we offer is a responsible possession.

Navigating a global supply chain presents challenges in upholding human rights standards, but we actively seek positive impact in the face of difficulties. Recognizing both challenges and opportunities, we take comprehensive actions throughout the entire chain. For 20 years, our presence in China has allowed us to maintain a local connection and collaborate closely with manufacturers. We prioritize engagement with our business partners, and our dedication to Corporate Social Responsibility (CSR) is evident in our rigorous audit process with over 131 checkpoints.

Our factories and partners must meet high standards to work with us, and if they fall below our approval grade, we provide support and knowledge to help them improve. Working conditions, staff safety, working hours, and age requirements are among the checkpoints we diligently monitor—all in the pursuit of upholding human rights. We remain vigilant to emerging human rights risks, updating our policies as needed and actively spreading awareness to stay deeply involved in the cause. At every step, we strive for the betterment of human rights.





Mental health

At Holdit, we are dedicated to fostering a culture that places a strong emphasis on mental health and well-being.

In 2023, we had the privilege of hosting a speaker who enlightened us on the critical importance of managing stress in the right way. As we move forward, we are committed to integrating more initiatives and resources to support the mental health of our team members.

We are also looking into new organizations that supports mental health, but we will talk more about that in the future!

We believe that a healthy mind is essential for personal growth and overall success, and we are eager to cultivate an environment that promotes mental well-being for everyone that comes in contact with Holdit.

Supply chain

Maintaining supply chain traceability remains a key aspect of understanding the individuals behind our product creation. We consistently prioritize trustworthy suppliers, striving to exclusively engage with manufacturers and suppliers who uphold a positive reputation and ensure fair treatment of their workforce.

Before initiating collaborations, we conduct thorough audits on factory practices, ensuring compliance with essential regulations and the respectful treatment of their employees. Our partners are required to endorse our Code of Conduct and provide necessary chemical documentation to uphold our commitment to transparency and responsibility.

Our local presence in China has enabled us to cultivate enduring relationships, fostering a continuous and open dialogue with our partners. As we move forward, we remain dedicated to these principles, reinforcing our commitment to ethical sourcing and responsible business practices.





We are proud to support organisations that support people.



REGNBÅGSFONDEN

Regnbågsfondens also work with funding to support organizations and projects in countries where rainbow people are discriminated against, persecuted and killed. Regnbågsfondens also works with impact projects in collaboration with other organizations.



UN WOMEN SWEDEN

UN Women is an organization dedicated to gender equality and the empowerment of women. As a global champion, UN Women was established to accelerate progress on meeting their needs worldwide.



WOMEN FOR WOMEN INTERNATIONAL

Women for Women International invests where inequality is greatest by helping women who have been forgotten - the women who survived wars and conflicts. Through their Stronger Women Nations Program, women learn the skills they need to rebuild their families and communities.





People. Planet. Product.

We've categorized our goals into three segments: people, planet, and product. In this report, we detail the outcomes of our efforts across these key areas.

GOAL 1 Reduce our scope 3 emissions with 7% from year to year by 2030.

0%

In 2022, we reduced our carbon emissions by 25% due to improved calculations involving recycled materials across 11 categories. However, in 2023, geopolitical events disrupted our transportations in a large scale and we made an increase on 5% on our Scope 3 emissions. While geopolitical events are hard to calculate, we are still resolute in our commitment to minimizing our carbon footprint for the future.

GOAL 2 Climate compensate our entire carbon emission by 2025.

TBA

We are currently compensating for all our transportations. We will continue to do so year to year and in 2025, our aim is to compensate the full emission.

GOAL 3 Set and implement an internal activity plan focusing on sustainability.

100%

Internally, we've implemented a plan encompassing both smaller activities and full-day sustainability focus sessions for everyone in the office.

GOAL 4 Continue to contribute to our chosen SDG goals during 2023.

100%

Every day, we work towards our chosen Sustainable Development Goals (SDGs), ingrained in the mindset of each and every employee.

GOAL 5 Reduce our CO2 emissions per sold product by 10%

0%

Unfortunately, we didn't meet this year's goal. Increased air freight, driven by disruptions in the Red Sea and Houthi rebel activities, led to longer shipping routes and reduced sea freight volumes. The goal is important to us, and we will take necessary measures to get as positive of a result as possible for 2024.

GOAL 6 Donate a part of our profit from holdit.com to an organization focusing on sustainability.

100%

We donated a portion of our profits to Regnbågsfonden who supports LGBTQ+ rights, equality, and human dignity.

GOAL 7 Join the Science Based Targets, revise target setting and set absolute target for 2030



Our greenhouse gas emission reduction targets have been validated by the Science Based Targets initiative (SBTi). SBTi ensures alignment with current climate science and aims to halve emissions by 2030 and achieve net-zero emissions by 2050.

GOAL 8 Publicly report the percentage of annual revenue that goes to sustainable initiatives

100%

To be able to give us an helpful status check on where we are we decided to start publishing our percentage spend of turnover on responsibility during 2023. From now on we can easily compare and track what we spend on sustainability compared to our turnover.



GOAL 9 All vehicles owned by Holdit must be, fully or partly, driven by electricity by 2030 *30%* We opt for trains whenever available, gradually transitioning our company vehicles to electric, prioritizing sustainability in our journey towards a greener future. **GOAL 10** 10% reduction of our CO2 emissions on transportation during 2023. 0% Unfortunately, we didn't meet this year's goal. Increased air freight, driven by disruptions in the Red Sea and Houthi rebel activities, led to longer shipping routes and reduced sea freight volumes. The goal is important to us, and we will take necessary measures to get as positive of a result as possible for 2024. **GOAL 11** Complete and launch an Environmental Policy **50**% We crafted a policy in 2023, set to be implemented in 2024 as it hasn't been made public within the company until now, ensuring a smooth transition and understanding among all stakeholders. **GOAL 12** Change to renewable electricity in all of our facilities during 2025 100% All our Swedish operations now run on renewable energy.



Supporting the planet means investing in it's future.



SCIENCE BASED TARGETS

SBTI is an initiative in a collaboration between the CDP (Carbon Disclosure Project), the United Nations Global Compact, World Resources Institute (WRI) and the World Wide Fund for Nature (WWF). Since 2015, more than 1,000 companies have joined the initiative to set a science-based climate target, and our greenhouse gas emission reduction targets have been validated by the SBTI.



CSR VÄSTSVERIGE

CSR Västsverige is Sweden's largest sectorwide sustainability network. The association consists of over 320 businesses from the private, public and idea-driven sectors as well as the academic world. CSR Västsverige functions as one of our sounding boards that supports us in everyday issues around sustainability meanwhile educating us.





ZERO MISSION

Zero Mission exists since they are convinced that both companies and people can do better. We have chosen to initiate a cooperation with Zero Mission since we share their vision that net zero can be reached if we all work together. Zero Mission is helping us in calculating our emissions and footprints year to year, making it so much easier for us to keep our focus on the right things.

Compensating our past

As a company, measuring our entire climate footprint remains a complex task. However, we recognize the importance of assessing and improving the aspects within our organization that can be analyzed to make a meaningful difference. Our ongoing objective is to minimize our impact and continually enhance our sustainability efforts.

To offset emissions that are challenging to reduce, we continue to contribute to selected projects through Zero Mission and since 2021 we have compensated for 1,877 CO2.

In 2023, we supported the Upper Tana project in Kenya, which is Plan Vivo certified. The project is run by the Upper Tana Nairobi Water Fund Trust in northern Nairobi, and manages erosion and pollution of drinking water. It collaborates with 170,000 smallholder farmers for land management in exchange for rewards Measures include terracing, planting Napier grass for erosion control and as a protein

source for livestock, as well as planting native trees for increased yield, biodiversity, and the possibility of carbon credits. Free seedlings are provided by the project.

Plan Vivo is globally recognized and supported by numerous environmental and interest organizations. The trees planted in the Trees for Global Benefit project (that we supported in 2022) contributes to valuable ecosystems, providing resources like firewood, timber, and fruit while enhancing climate adaptation. This not only benefits the environment but also creates a safer living situation for the people of Uganda.

Our commitment extends, and we aim to fully compensate for our total climate impact from 2025 onwards.



Zero Mission, a hero.

We are always striving to become the most responsible version of ourselves, which is why we measure our climate impact year by year. By doing this, we get to see where we have the biggest impact so that we can direct our focus to the parts within our organization that affect our climate the most. To help us with this great task, we have been working together with ZeroMission for the past few years.

ZeroMission assists companies with climate strategies, climate calculations, and climate compensation. Their vision is to contribute to planetary benefits together with their customers and project partners. Together with ZeroMission, we collect all the data needed for the climate calculations, such as how much electricity is used and what types of emissions occur on our premises. We have collected data on the climate impact of each part of our production materials and the energy consumption of our production processes.

The data also includes how much waste is produced during manufacturing, how we transport our goods, and the business trips made during the year.

zero mission



EFFICIENT STOVES IN MADAGASKAR

Gold Standard

The level of development on the island of Madagascar is generally low. As of today, 85% of the population still rely on open fire to cook their food, which is leading to the use of an extensive amount of wood. To reduce carbon emissions and counteract deforestation in Madagascar, efficient cookstoves and climate-friendly solar stoves are manufactured and distributed by the organisation ADES (Association pour le Développement de l'Energy Solaire)





REDD + NAKAU PACIFIC ISLANDS

Plan Vivo

In this carbon offsetting project, ZeroMission are working to conserve 4610 ha of tropical forests that help to absorb atmospheric carbon, which has been emitted by human activity. Alongside carbon sequestration, these forests also provide flood defences and natural resources, such as clean drinking water for the people living there. The protection of these forests ensures a home to a variety of endangered species and safety for local people for generations to come.

TREES FOR GLOBAL BENEFIT, UGANDA

Plan Vivo

The Plan Vivo Standard contains rules regarding follow-up in terms of carbon sequestration and emission reduction, and ensures a socially and ecologically sustainable development for small farmers and natural areas. The trees planted in the Trees for Global Benefit-project provide valuable ecosystems and access to firewood, timber, fruit and increased climate adaptation, which creates a safer living situation for the people of Uganda.





UPPER TANA, KENYA

Plan Vivo

The project is run by the Upper Tana Nairobi Water Fund Trust (UTNWF) in northern Nairobi, Kenya, to manage erosion and pollution of drinking water. It collaborates with 170,000 smallholder farmers for land management in exchange for rewards. Measures include terracing, planting Napier grass for erosion control and as a protein source for livestock, as well as planting native trees for increased yield, biodiversity, and the possibility of carbon credits. Free seedlings are provided by the project.

Transportations

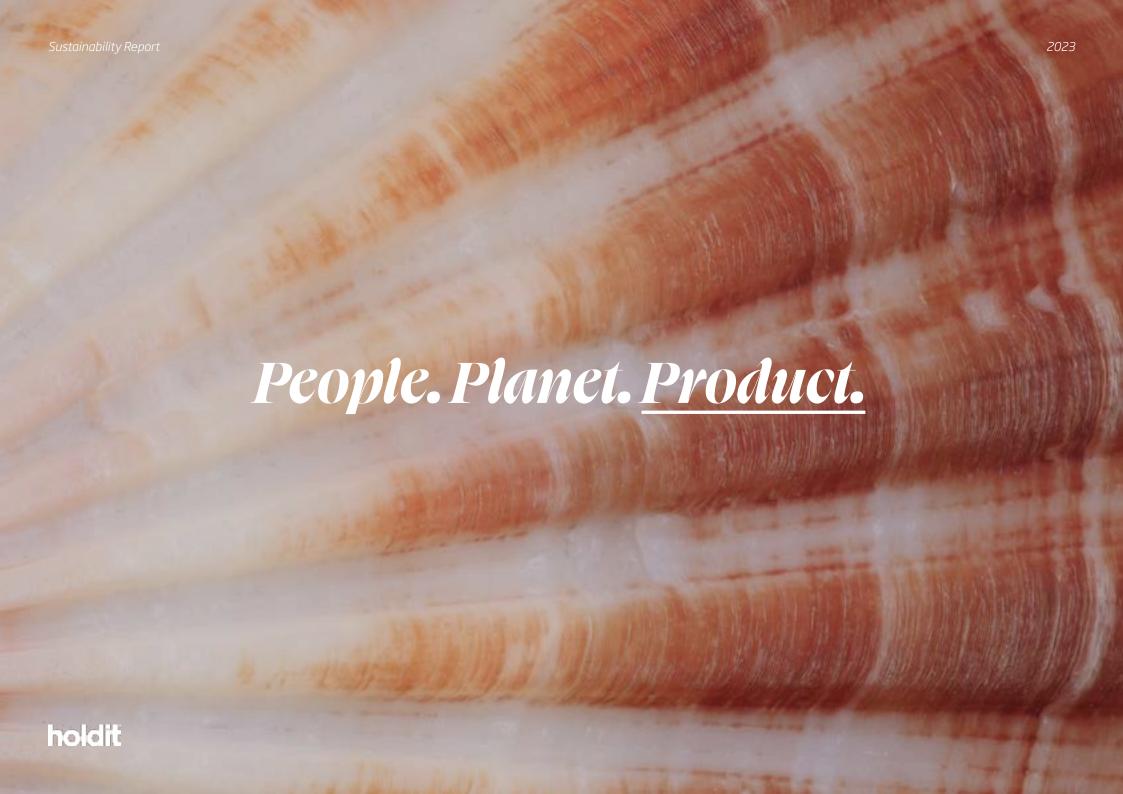
In our daily lives, transportation is a necessity, whether by car, bicycle, or subway. Similarly, our products travel from factories to customers, and in collaboration with our forwarders, we continue to prioritize choices that minimize carbon dioxide emissions. Our proactive approach involves advanced planning by buyers to opt for train solutions over air freight, contributing to the ongoing effort to reduce our carbon footprint.

As we continue to expand globally, our commitment is to grow our supply chain sustainably. This entails establishing local distribution points to minimize transport distances. Currently, in addition to our warehouse in Sweden, we maintain stock in China and Germany, allowing us to distribute efficiently on local markets and further decrease carbon emissions.

While striving to utilize train transportation whenever possible for the journey from production to warehouse, external factors has impacted our transportation choices. Looking ahead, our focus will be on identifying the best options for low carbon emissions, adapting to the changing global landscape.

Despite challenges, we remain dedicated to climate compensation for all our shipments. Moving forward, we aim to explore new avenues for emission reduction, ensuring a sustainable and environmentally conscious supply chain.





People. Planet. Product.

We've categorized our goals into three segments: people, planet, and product. In this report, we detail the outcomes of our efforts across these key areas. **60AL 1** Find an option of recycling of old products that customers want to exchange/throw away

0%

In 2023, we launched the "Holdit Recycling Loop" project to assess the recyclability of our products and develop a plan for integrating circular practices into our collection. While we didn't reach a conclusion in 2023, we're continuing the project in 2024 and aim to conclude by the end of Q2

GOAL 2 Produce 100% vegan products

100%

We exclusively manufacture products that are 100% vegan, aligning with our commitment to cruelty-free and sustainable practices.

GOAL 3 50% of all production material shall be recycled by 2023

84%

In 2022, our objective was to incorporate 25% recycled materials into our products. We exceeded this goal by 3%. For 2023, we set an ambitious target to reach 50% recycled material in our products, aiming to drive significant progress. Regrettably, we fell short of this target. However, we take pride in achieving a 42% utilization of recycled materials, marking a notable 17% increase from 2022.

GOAL 4 We shall launch one more product category that is made with 100% recycled materials

100%

In 2023, we introduced a groundbreaking Slim Case category crafted from 100% recycled materials, reflecting our dedication to sustainable innovation.



GOAL 5 We shall find an alternative to produce our stickers in recycled materials 2023 0% After several attempts, we've determined that currently, we have the optimal solution given the present circumstances. Moving forward, we aim to explore and develop an even more improved option for the upcoming year. **GOAL 6** 100% of our packaging shall be recycled/recyclable during 2023. 100% In 2023, we will conduct an overview of all our packaging and ensure that all packaging material is either recycled or can be recycled. **GOAL 7** Implement a transparency structure on holdit.com. 0% In January 2024, we launched our new e-commerce platform, marking the first time we have the capabilities to establish this structure. **GOAL 8** Showcase our top 10 highest carbon emitting materials for 2023 on holdit.com 0%

In January 2024, we launched our new e-commerce platform, marking the first time we have the capabilities to showcase these materials. We will therefore make this happen during this year, stay



tuned!

The reduction of chemicals and other shit

We remain steadfast in our commitment to reducing and replacing chemicals that pose harm to people and the environment. Our focus is on fostering efficient and proactive chemical management practices that contribute to a shared reduction in our environmental impact.

Close collaboration with production units, testing labs, and our partner RISE* allows us to enhance overall chemical selection and handling. This collaborative effort ensures a continuous reduction in the chemical footprint of our products.

The cornerstone of our chemical management and prevention initiatives is our Restricted Substances List (RSL), outlining our chemical requirements.

Aligned with the EU REACH** legislation and additional national requirements of our selling countries, the RSL serves as the foundation for our efforts. Developed in partnership with Intertek, which possesses professional insight into chemical legislation, the RSL undergoes annual updates. Suppliers are required to sign and implement this list, reinforcing our commitment to responsible chemical management.

Our collaboration extends to working closely with partners for strategic guidance and addressing questions related to product safety. Through these partnerships, we aim to continually enhance our chemical management practices, ensuring a safer and more sustainable product ecosystem.



Recycled materials

All the recycled materials integrated into our products carry GRS certification*. The Global Recycling Standard serves as a product standard, meticulously tracking and verifying the presence of recycled materials throughout the value chain. This comprehensive standard considers the entire production process, spanning from raw material extraction to the final product. It ensures not only the inclusion of recycled components but also addresses environmental factors, chemical restrictions, and social considerations.

Opting for recycled materials instead of newly produced ones contributes to energy conservation and the preservation of nature's resources.

Products featuring recycled content bear a distinctive label on the packaging, clearly stating "Product"

Contains Recycled Materials." We prioritize transparency by disclosing the percentage of recycled material in each product, as outlined in the following pages.

We are steadfast in our commitment to increase the percentage of recycled materials year by year. In 2023, we reached 42% recycled materials in our products, marking a proud 17% increase from the previous year. Looking ahead to 2024, our target is set at 55% recycled materials.



Slim Case

THE RESPONSIBLE ONE

No lining. No magsafe. No bullshit. Just a super thin phone case in 100% recycled material. It simply doesn't get any easier than this. Our Slim phone cases are 100% recycled, and all materials come from certified and trusted sources. The material is GRS certified which means that a third party has certified this product. During certification, both the material chain, social and environmental management and the use of chemicals are reviewed.

THIS PRODUCT CONTAINS

- 95% PC 100% Recycled
- 4,5% Coating
- 0,5% Logo print



Seethru Case

100% RECYCLED

Our Seethru case is a transparent case with a tinted shade in different colors. A glossy and minimalistic case that makes you see clearly. The phone case is made of soft and grip friendly TPU and covers volume buttons and edges to provide complete protection. Our Seethru phone cases are 100% recycled, and all materials come from certified and trusted sources. The material is GRS certified which means that a third party has certified this product. During certification, both the material chain, social and environmental management and the use of chemicals are reviewed.

THIS PRODUCT CONTAINS

89% TPU - 100% Recycled

11% TPE - 100% Recycled



holdit

Silicone Case

IT GETS BETTER AND BETTER

Our Silicone case is made from recycled materials, while protecting your phone in a stylish and smart way! The case is easy to grip, covers volume buttons and edges and has a peachy finish that makes the case smooth and soft. Our Silicone phone cases contains 100% recycled PC (poly carbonate), and the material come from trusted sources. The PC material is GRS certified which means that a third party has certified this product. During certification, both the material chain, social and environmental management and the use of chemicals are reviewed.

THIS PRODUCT CONTAINS

- 45,75% PC 100% Recycled
- 45,75% Silicone 60% Recycled
- 8% Handfeel Coating
- 0,5% Printing ink













SEETHRU PHONE CASE

- **89%** TPU **100%** Recycled
- 11% TPE **100% Recycled**

SILICONE PHONE CASE

- **48,5%** Silicone **100%** Recycled
- 44,8% PC- 100% Recycled
- 5,6% Handfeel coating
- 1,12% Printing Ink

SLIM PHONE CASE

- 95% PC- **100% Recycled**
- 4,5% Coating
- 0,5% Logo Print

LAPTOP CASE

- 31,7% Saffiano PU 35% Recycled
- 18,6% Non Woven Fabric
- 2,4% Glue
- **1**6,5% Lining- **51% Recycled**
- 17,7% EVA
- 5% Metal Zipper & Puller
- 3,2% Oid Edge
- 3,8% Zipper Tape
- 1,1% Stitching











LAPTOP SLEEVE

- 23,5% Saffiano PU- **35% Recycled**
- 22,2% Non Woven Fabric
- 15,2% Glue (Self-adhesive & hot melt)
- 12,7% Lining- **51% Recycled**
- 11,4% EVA
- 5,8% Metal Zipper & Puller
- 5,2% Oid Edge
- 3% Zipper Tape
- 1% Stitching

IPAD SILICONE CASE

- **54% PC- 60% Recycled**
- 35% Silicone- 60% Recycled
- 7% Microfiber
- 3% Rubber Coating
- 1% Printing Ink

APPLE WATCH SILICONE BAND

- 87% Silicone 60% Recycled
- 13% Metal

AIRTAG SILICONE CASE

- 71% Zink Alloy
- **28,5%** Silicone **60% Recycled**
- 0,5% Printing Ink











BERLIN WALLET CASE

- 19,5% Paper Board
- 13,4% Polished PU 35% Recycled
- 19% Iron Plate
- **1**0,5% Magnet
- 14,5% PC Case **100% Recycled**
- 8,8% Polycarbonate Board
- 5,4% Oid Edge
- 2,7% Lining **51% Recycled**
- 4,4% Microfiber
- 0,8% Stitching
- 1% Nylon

STOCKHOLM WALLET CASE

- 19,5% Paper Board
- 18,5% Iron Plate
- 14,5% PC Case **100% Recycled**
- 13,4% Saffiano PU **35% Recycled**
- **1**0,5% Magnet
- 8,8% Polycarbonate Board
- 5,4% Oid Edge
- 4,4% Microfiber
- 2,7% Lining **51% Recycled**
- 1% Nylon
- 0,8% Stitching
- 0,5% Metal Logo

SLIM FLIP WALLET CASE

- 29% PET Board
- 17% PC- **100% Recycled**
- 13% PU- **65% Recycled**
- 13% Paper Board
- 12% Microfiber- **65% Recycled**
- 11,5% Magnet
- 2,9% Rubber Coating
- **1,2%** Lining
- 0,5% Oli Edge

WALLET CASE MAGNET PLUS

- 21% Semi Grain PU 35% Recycled
- 3% Fabric Lining 51% Recycled
- 4% Nylon
- 8% PC Board
- 3% Fiber Panel
- 12% Magnet
- 10% Iron Plate
- 22% Paper Board
- 15% PC Case **100% Recycled**
- 1% Oid Edge
- 1% Stitching







CARD HOLDER TAPE

- 33% 3M Glue
- 25% Semi Grain PU **35% Recycled**
- 18% Paper Board
- 10% Lining
- 7% Oil Edge
- 4% Hot Melt Glue
- 3% Stitching

CARD HOLDER MAGNET

- 35% Magnet
- 23% Metal Plate
- 13,5% PC Board
- 13,3% Semi Grain PU **35% Recycled**
- 5,5% Melted Glue
- 4% Paper Board
- 2,7% Lining
- 2% Oil Edge
- 1% Stitching



We want our product to be a responsible item to own.



PETA

PETA is the largest animal rights organization in the world with more than 6.5 million members and supporters. PETA focuses its attention on areas in which the animals suffer the most intensely for the longest periods of time: in laboratories, the food industry, clothing trade, and in the entertainment industry, and we have been supporting PETA since 2020.



KEMIKAI IEGRIIPPEN

Kemikaliegruppen disseminates the latest knowledge in chemical and environmental issues to member companies in the textile and electronics industry.
Together, they prevent the presence of unwanted chemicals in goods such as textiles, shoes and electronics. We have been members since 2019, and they assist us in ensuring all chemicals in our value chain.

Therefore we do our very best by investing in it's material.



The packaging also matters



E-COMMERCE PACKAGING

In our continuous commitment to sustainability, we have embarked on a journey to enhance our packaging across various fronts. In 2020, a significant milestone was achieved with the introduction of our new e-commerce packaging, crafted entirely from 100% sustainable paper.



SHIPPING PACKAGING

Building on the success of our e-commerce packaging transition, 2021 marks a pivotal year as we implement substantial changes in our product transportation packages. A strategic move is underway to minimize the use of plastic in product packaging during transportation. The plastic components that remain will be replaced with recycled alternatives, and we are also shifting from traditional paper boxes to a more environmentally friendly option.



PRODUCT PACKAGING

Over the past few years, a dedicated effort has been made to scrutinize and minimize the use of plastics in our product packaging. At present, all our product packaging is exclusively crafted from 100% recycled FSC-certified paper, reflecting our commitment to sustainable practices. The redesign of our packaging aims to diminish plastic usage, with the paper components being replaced by FSC-certified paper, reinforcing our dedication to investing in sustainable forestry practices.

As of 2021, an impressive 99% of all product packaging is produced with FCS-certified paper, and any remaining plastic components adhere to the highest standards of quality. Our journey toward sustainable packaging reflects our unwavering commitment to environmental responsibility and a greener future.



Our mission

We are on a mission to discover new and environmentally friendly materials with minimal impact on the planet. In 2022, we made significant strides by incorporating up to 100% recycled materials in eleven different product categories. The recycled plastic is sourced from plastic waste, contributing to the production of new items. Our ambitious goal is to ensure that 100% of all our materials originate from recycling by the year 2030.

We firmly believe that quality and innovation in materials should be seamlessly intertwined. Emphasizing innovation, we are committed to continually exploring novel materials, understanding that even the smallest choices we make have a substantial impact on the broader ecological landscape. Our dedication to integrating recycled materials into our products reflects our commitment to sustainability and our recognition of the importance of responsible choices for the well-being of the environment that surrounds us.



Looking forward

Our dedication to becoming a brand with a primary focus on creating sustainable products for the future permeates every aspect of our work. We are unwaveringly committed to evolving into the best possible version of ourselves, driven by the determination to make a meaningful impact on the future.

As a company, we continually seek new avenues for improvement, exploring opportunities to foster an enduring environment. Our ambition is to contribute to a sustainable industry and production, with the ultimate goal of achieving complete sustainability. To genuinely engage and make a significant contribution, transparency and openness guide our actions.

We recognize the importance of clear communication in our journey towards becoming a sustainable brand. The path to sustainability is an ongoing process, and we firmly believe that effective communication and a resolute mindset will bring our dreams and goals to fruition.

Your feedback is invaluable to us, and we invite you to share your thoughts by reaching out to us at sustainability@holdit. com. Together, let's shape a more sustainable future.



Our sustainability group ALICE KARLSSON CRM Coordinator ANDERS NILSSON Product and Production Manager **EMMY NYBERG** HANNA HUGOSS Head of Marketing Coordinator B2E Marketing (holdit

