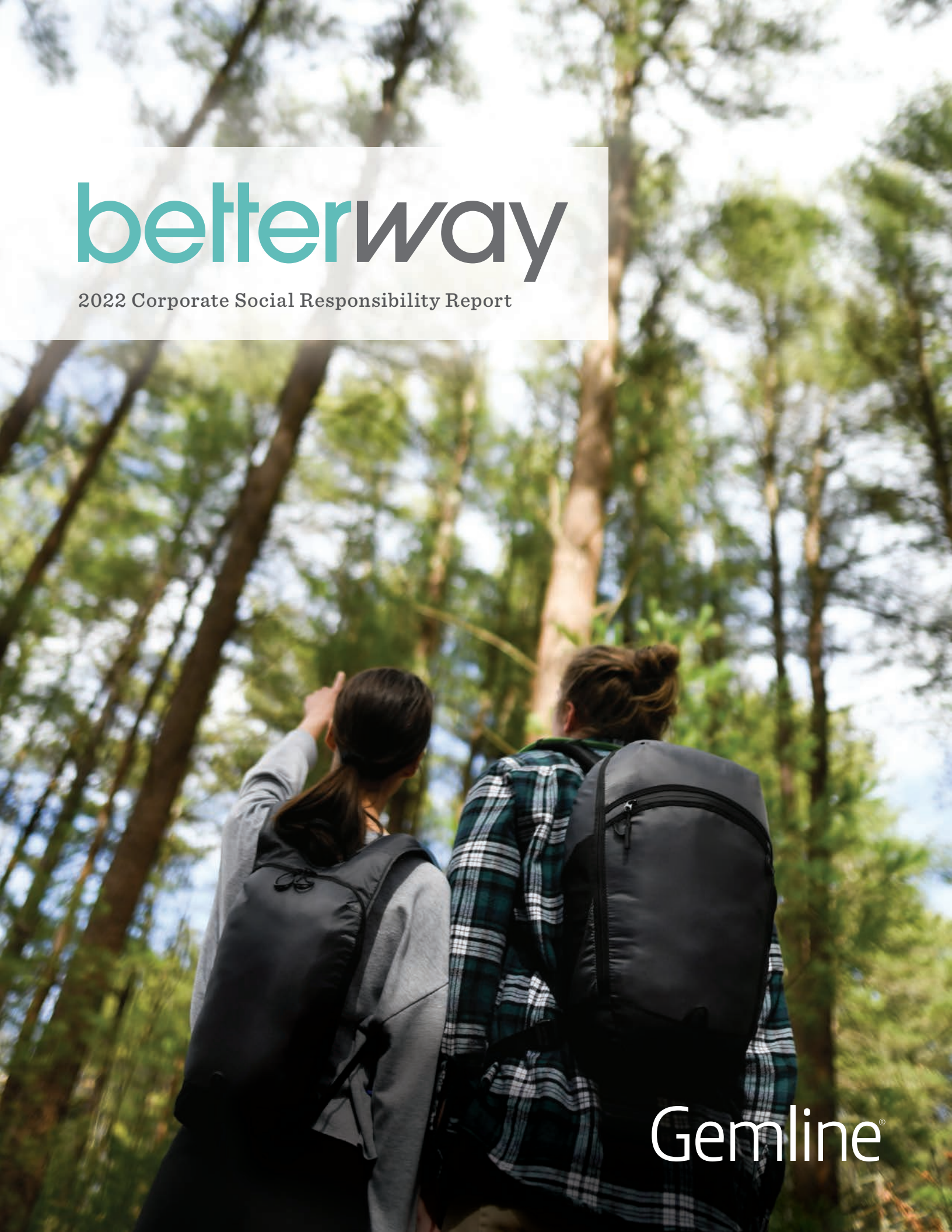


A low-angle photograph of two hikers seen from behind, walking through a dense forest of tall, thin trees. The hiker on the left is pointing upwards towards the canopy. Both are wearing large black backpacks. The scene is bright and sunny, with sunlight filtering through the leaves.

# betterway

2022 Corporate Social Responsibility Report

Gemline®

INTRODUCING

# betterway

We believe there is always a better way to do business and make a positive impact. Betterway embraces new perspectives, experiences and ideas, leading to the betterment of people and our planet, and influences the products we design as well as the partnerships we forge. With a shared vision of a better way, we are stronger together.

## PEOPLE

People are the heart and soul of our business. We are committed to promoting a positive and empowering culture that is collaborative, purposeful and transparent, championing our employees, customers, communities and business partners.



---

## PLANET

We believe in being responsible stewards of the planet. By taking purposeful action to minimize our environmental footprint, we are helping to protect our planet for generations to come.



---

## PRODUCT

We are focused on offering responsible products that are free of chemicals that endanger people and the planet, and products that use recycled or renewable materials and promote reuse.



# With a shared vision of a better way, we are stronger together.

## A MESSAGE FROM LEADERSHIP

Hello,

Community has always been at the core of who we are at Gemline. We recognize the importance of the connections we have with one another and those that we help foster. This is at the core of why we exist, and what we do.

At Gemline, our purpose, “We Promote Community,” drives everything we do. It is the cornerstone of our culture, influences the products we make, and fuels our desire to have a positive impact on the world.

Given that promoting community is so core to us, being a good corporate citizen is not something new to Gemline. However, this year, we are proud to announce that we have pulled all our corporate social responsibility initiatives together under a new name, “betterway.” Betterway provides the framework for how we make a positive impact on society and promote a better world through environmental stewardship, charitable giving, diversity, equity and inclusion leadership and ethical business practices. It establishes our path forward as a purpose-driven leader for our people, the planet, the brands and products we represent and our business partners.

We, at Gemline, are proud of what we have accomplished, but also know there is much more to do. We are committed to growing our business in a better way, one that helps to build and support communities and protects the planet for generations to come. We are pleased to share our 2022 corporate social responsibility accomplishments with you, and look forward to continuing on this important journey together.

Sincerely,



**Frank Carpenito**  
President & CEO



**Jonathan Isaacson**  
Executive Chair

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# By The Numbers

## 2022 ACHIEVEMENTS



### CHARITABLE DONATIONS

**\$740,000+**

Donated to charitable causes that support our community through health and wellness programs, housing and human welfare programs and leadership activities.



### SOLAR ENERGY PRODUCTION

**45%**

Reduction in reliance on traditional power sources as a result of the installation of a Solar Power Generation System at our Lawrence, MA headquarters.



### PVC ELIMINATION

**78%**

Of our product line is PVC-free.



### DEI TRAINING

**100%**

Of Gemline Employees participated in Diversity, Equity & Inclusion training.



### ZERO LANDFILL

**0%**

Waste to landfill. We diverted 100% of waste from Gemline's Lawrence, MA facility to an alternate disposal source for the 4th consecutive year.



### ENERGY SAVINGS

**201kWh**  
(Kilowatts)

Electricity generated from the conversion of 261.03 tons of trash.

# STANDARDS AND CERTIFICATIONS



Gemline was awarded a Bronze medal from EcoVadis in recognition of its positive environmental and social change across company operations. The rating by

EcoVadis, the world's largest

and most trusted provider of sustainability ratings, reinforces Gemline's commitment to sustainability.

> [To learn more about EcoVadis, click here.](#)



Gemline is a certified member of the Sustainable Business Leader Program through the Sustainable Business Network (SBN) of Massachusetts. The SBN is part of the American Sustainable Business Network, a nationwide organization that is committed to building a stakeholder-driven sustainable economy.

> [To learn more about the SBN, click here.](#)



Gemline is FSC Chain-of-Custody certified by the Forest Stewardship Council® (FSC®).

FSC Chain-of-Custody certification traces the path of products from forests through the supply chain,

verifying that FSC-certified material is identified or kept separated from non-certified material throughout the chain. > [To learn more about the FSC, click here.](#)



## CARBON NEUTRAL PROGRAM

Gemline is a participant in the UPS Carbon Neutral Program, which is designed to offset the CO<sub>2</sub> associated with our UPS shipments and to help support environmental projects. > [To learn more about the UPS Carbon Neutral Program, click here.](#)

## The United Nations (UN) Sustainable Development Goals

The 17 United Nations (UN) Sustainable Development Goals (SDGs) provide a framework that can help organizations address the world's most pressing social and environmental needs. Gemline is supportive of all 17 goals, but is focused in the short-term on the six goals where we believe we can make the greatest positive impact. > [To learn more about the United Nations Sustainable Development Goals, click here.](#)





# People

People are the heart and soul of our business. We are committed to promoting a positive and empowering culture that is collaborative, purposeful and transparent, championing our employees, customers, communities and business partners.

# CHARITABLE GIVING & PHILANTHROPY

In the words of one of our beloved retired board members, “Good enough is not good enough.”

Giving back is part of who we are, whether it’s time, monetary contributions, in-kind donations or partnering with brands that also give back.



## DONATIONS

Gemline has always been an active and engaged member of the surrounding community, and 2022 was no different. We donated over **\$740,000** USD in cash and in-kind donations to charitable causes including **Ukraine humanitarian relief efforts**, as well as health and wellness programs, housing and human welfare programs, and leadership activities in our local community of Lawrence, MA, one of the largest gateway cities in the Commonwealth of Massachusetts. Among others, Gemline is a proud supporter of the **Boys & Girls Club of Lawrence**, **One Family Inc.**, **Northern Essex Community College** and the **Greater Lawrence Family Health Center**.



## VOLUNTEER TIME

Gemline provides eight hours of paid volunteer time annually for all employees.



# BRAND PARTNERS THAT GIVE BACK



We've partnered with brands that contribute funds to charitable efforts and are making an impact in the world through sustainable practices and giving back.

> **Choose products that make a difference.**



## CORKCICLE®

Every CORKCICLE® purchase helps bring clean water to people in need through CORKCICLE's partnership with charity: water. > **Learn more.**



## MiiR

All MiiR products sold help fund transparent giving projects. MiiR gives at least 1% of revenue to nonprofit organizations whose work empowers communities while benefiting the health of their natural environments.

> **Learn more.**



## modern sprout®

Since its founding, Modern Sprout has been committed to domestic sourcing and manufacturing when possible, reducing plastic materials in its products and packaging, and building product lines with sustainable and biodegradable materials. > **Learn more.**



## MOLESKINE

Every Moleskine Smart Writing Set and Notebook from the Art Collection helps unlock the creative potential of young people around the world. Every sale helps fund access to quality educational experiences and creative spaces for marginalized youth. > **Learn more.**

# BRAND PARTNERS THAT GIVE BACK



Out of the Woods® proudly donates 1% of revenue to organizations that support the planet.

[> Learn more.](#)



**SLOWTIDE**

Slowtide understands the importance of working together to build community and create a better world. Through partnerships with Surfrider Foundation, Sustainable Coastlines, Waves For Change and Good Juju, every Slowtide purchase helps support ocean conservation and surf therapy for underserved youth.

[> Learn more.](#)



W&P is passionate about food and equally passionate about ending food insecurity, so W&P is proud to partner with City Harvest to support food rescue initiatives—including rescuing 100,000 pounds of food throughout 2022. Since 1982, W&P has supported City Harvest through volunteer work, giveback opportunities and amplification of the City Harvest mission.

[> Learn more.](#)

# ETHICAL BUSINESS PRACTICES

We are committed to upholding the highest possible standards of ethical, moral and legal business conduct. Respect for people and pride in our products are fundamental principles at Gemline.

Ensuring our products are safe and those individuals involved in producing our goods experience a healthy and safe working environment anywhere in our supply chain is important to us.

> [To view documents that summarize our approach, please click here.](#)



## VENDOR SOCIAL ACCOUNTABILITY PROGRAM

When selecting new vendor partners, we ensure their business practices are aligned with our **Gemline Code of Conduct**. Once a vendor partnership commences, we engage third parties to conduct audits that follow international standards like SMETA, BSCI, and SA 8000 to ensure that our social and ethical sourcing guidelines are met in all facilities and factories.

- Since 2019, Gemline has conducted over 95 audits.
- 100% of our Tier 1 suppliers completed a social accountability audit in 2022.



## PRODUCT SAFETY AND COMPLIANCE

Gemline's approach to compliance is multifaceted.

We conduct multiple checks along the product design and development process to make certain that products are built to meet our high standards for safety and quality, while exceeding any regulatory requirements. We conduct both internal and third-party testing for restricted chemicals, confirming functional claims, tracing recycled materials to the source and obtaining proper product certifications.

> [To view our product safety and compliance statements, please click here.](#)



Renew rPET Sling Bag



## DIVERSITY, EQUITY & INCLUSION

In 2022, Gemline retained a DEI training and consulting firm to strengthen our DEI efforts. Training was provided for all Gemline employees, focusing on DEI awareness, inclusion and relationship building to enhance Gemline's culture.

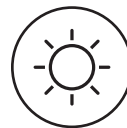


# Planet

We believe in being responsible stewards of the planet. By taking purposeful action to minimize our environmental footprint, we are helping to protect our planet for generations to come.

# ENVIRONMENTAL STEWARDSHIP

## 2022 ACHIEVEMENTS



### SOLAR

Gemline installed a Solar Power Generation System at our Lawrence, MA headquarters, **which currently generates 45% of the power required to operate our facility.** > [View our solar power and energy system dashboard here.](#)



### CARBON FOOTPRINT

We reduced our Scope 1 (controlled by Gemline) and Scope 2 (purchased by Gemline) carbon footprint by 12%, resulting in a decrease in the amount of Greenhouse Gas Emissions (GHG's) that our organization caused to get released into the environment.



### CARBON NEUTRAL PROGRAM

Gemline is a participant in the UPS Carbon Neutral Program. In 2022, on behalf of Gemline, **UPS mitigated 551.8 metric tons of CO<sub>2</sub>**. This is the equivalent of CO<sub>2</sub> emissions from 62,099 gallons of gasoline.



### PACKAGING

We purchased 571,822 shipping cartons in 2022, all made from at least 85% post-consumer waste.

We reduced our packaging waste in 2022 by reusing inbound overseas packaging products and removing shrink wrap film from all Moleskine® products.

These efforts **eliminated 10,170 lbs or 1,970,000 feet of shrink wrap film**, and led to a significant reduction in annual packaging waste.



## ZERO LANDFILL FACILITY

No waste from Gemline's headquarters and manufacturing operations in Lawrence, MA went into a landfill for the 4th consecutive year.

- **287.41** tons of trash were converted into **201,187** kilowatts of electricity, which is enough to furnish power to approximately **3,913,171** homes.
- **261.03** tons of cardboard was recycled.

### THIS SAVED THE PLANET:

- ✓ **12,007** Gallons of oil
- ✓ **783** Cubic yards of landfill space
- ✓ **1,394,476** Kilowatts of energy
- ✓ **182,721** Gallons of water
- ✓ **4,337** Trees
- ✓ **16,732** Pounds of pollution



# Product

We are focused on offering responsible products that are free of chemicals that endanger people and the planet, and products that use recycled or renewable materials and promote reuse.

Reagan Diaper Backpack

# RESPONSIBLE PRODUCTS

## PVC ELIMINATION



Gemline is committed to removing PVC from our products with a goal of a PVC-free product line by 2025. By the end of 2022, we made great strides in our PVC-free journey, resulting in a **78% PVC-free product line**.

## ECO-FRIENDLY PRODUCTS

Gemline offers hundreds of products made with recycled materials, made with materials derived from renewable resources or intended to help reduce single use plastics. **33% of the new products Gemline introduced in 2022 met at least one of these criteria.**



### REDUCE SINGLE USE

Reducing the use of single-use plastic items helps eliminate waste, as half of all plastic produced is designed for single-use purposes, used once and thrown away.

**MiiR® Climate+  
Wide Mouth Bottle - 20 oz.**



### RECYCLED MATERIALS

Using recycled materials, like recycled polyester (rPET) helps to reduce our environmental footprint.

**Renew rPET Sling Bag**



### RENEWABLE MATERIALS

A renewable material is made of natural resources that can be replenished, again and again, like Bamboo and Acacia Wood, and contributes to a better conserved planet.

**La Cuisine Picnic Table & Carrier**

# RESPONSIBLE PRODUCTS

## BRAND PARTNERSHIPS



We are committed to building a sustainable future and seek partnerships with brands that offer responsible products that make an impact on the world through sustainable practices and eco-friendly product innovation.



Slowtide products are responsibly crafted with premium and sustainable materials such as recycled polyester and certifiably sourced cotton.

[> Learn more.](#)



Out of the Woods® specializes in reusable bags and insulated coolers that are made from Supernatural Paper™, which is FSC®-certified (FSC® C175379) and made of tree cellulose, a renewable resource, from responsibly managed forests.

[> Learn more.](#)



Out of the Ocean® is cleaning up the ocean with every bag. Each bag they make removes the equivalent of three (3) plastic bottles from our oceans and waterways.

[> Learn more.](#)



Osprey offers high performing and long lasting sustainable carry solutions made with high-quality bluesign®-approved recycled fabrics.

[> Learn more.](#)

A full-page background image showing a bright sun low on the horizon, casting long, golden rays across a sky filled with soft, hazy clouds. Below the horizon, the silhouettes of rolling hills and mountains are visible, with the foreground showing darker, more detailed mountain ridges and valleys. The overall color palette is dominated by warm oranges, yellows, and deep reds, creating a serene and hopeful atmosphere.

# What's Next

We are proud of what we have accomplished thus far, but also know there is much more to do. As we continue our journey, we will be expanding our current CSR initiatives, as well as taking on new ones. We are looking forward to creating a better way, together.

# PURPOSEFUL GOALS FOR 2023

## EXPAND OUR GIVING

In 2023, we will be expanding our giving efforts by partnering with two leading national non-profit organizations, **Boys & Girls Clubs of America** and **One Tree Planted**. Gemline will also continue to support our surrounding community and global humanitarian efforts with additional charitable donations.



**BOYS & GIRLS CLUBS  
OF AMERICA**

**Boys & Girls Clubs of America** is a national youth organization of more than 5,100 local clubs, providing safe places, caring mentors and life-enhancing programs for millions of young people.

> Join us in doing even more good, [donate now](#).



**ONETREEPLANTED**

**One Tree Planted** is a nonprofit committed to global reforestation. They plant trees to restore nature and biodiversity.

> Join us in doing even more good, [donate now](#).

# PURPOSEFUL GOALS FOR 2023

## IMPROVE OUR SUSTAINABILITY PRACTICES

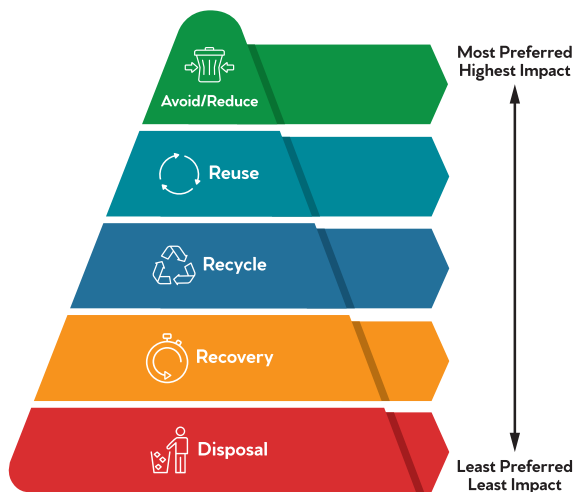


In 2022, Gemline was awarded a Bronze medal from EcoVadis, in recognition of its positive environmental and social change across company operations. In 2023, **we will identify opportunities to improve our sustainability performance with a goal of achieving silver status, and an aspirational goal of reaching gold status.**



**Further decrease Gemline's Scope 1 (controlled by Gemline) and Scope 2 (purchased by Gemline) carbon footprint by 15%** to decrease the amount of Greenhouse Gases (GHG's) that our organization causes to get released into the environment, while continuing to focus on the company's Scope 3 (Gemline's value chain) carbon footprint.

## CONTINUE WASTE MANAGEMENT SUCCESS



In 2023, our goal is to move more waste up the EPA Waste Management Hierarchy by **reducing the amount of waste that goes to Energy Recovery from our Lawrence, MA facility by 33%.**

## ELIMINATE PVC



Reducing the use of PVC is important to us because plastic production requires an enormous amount of energy and resources, and is difficult to recycle. This causes carbon emissions and contributes to global warming. For the good of our environment, we are committed to our journey toward the elimination of PVC from our Gemline product offering. **Our goal is to achieve a 90% PVC-Free product line by the end of 2023 and 100% by 2025.**



2022 Corporate Social Responsibility Report

Gemline®

9 INTERNATIONAL WAY • LAWRENCE, MA 01843 • [GEMLINE.COM](http://GEMLINE.COM) • [GEMLINE.CA](http://GEMLINE.CA)

> To view this report online, click [here](#).