

Verosol

Product Stewardship Program

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Version

Version	Date	Revision Summary	Approved By
Draft	1/05/2022	First draft	A. Adamo
1.0	23/05/2022	First release including reference images	A. Adamo

What is Product Stewardship?

Product Stewardship is an environmental management strategy that means whoever designs, produces, sells, or uses a product takes responsibility for minimizing the product's environmental impact throughout all stages of the products' life cycle, including end of life management. The greatest responsibility lies with whoever has the most ability to affect the full life cycle environmental impacts of the product. This is most often the producer of the product, though all within the product chain of commerce have roles.

The Australian Department of Agriculture, Water and the Environment defines it as “Everyone who imports, designs, produces, sells, uses and disposes of products has a shared responsibility to reduce the environmental and human health and safety impacts of those products”.

Principles for Product Stewardship Policy

The following principles are referred to guide the development of product stewardship policies and legislation.

1. Producer Responsibility

1.1 All producers selling a PSP covered product are responsible for designing, managing, and financing a stewardship program that addresses the lifecycle impacts of their products including end-of-life management.

1.2 Producers have flexibility to meet these responsibilities by offering their own plan or participating in a plan with others.

1.3 In addressing end-of-life management, all stewardship programs must finance the collection, transportation, and responsible reuse, recycling or disposition of covered products. Stewardship programs must:

- Cover the costs of new, historic and orphan covered products.
- Provide convenient collection for consumers throughout the State.

1.4 Costs for product waste management are shifted from taxpayers and ratepayers to producers and users.

1.5 Programs are operated by producers with minimum government involvement.

2. Shared Responsibilities

2.1 Retailers only sell PSP covered products from producers who are in compliance with stewardship requirements.

2.2 State and local governments work with producers and retailers on educating the public about the stewardship programs.

2.3 Consumers are responsible for using return systems set up by producers or their agents.

3. *Governance*

- 3.1 Government sets goals and performance standards following consultation with stakeholders. All programs within a product category are accountable to the same goals and performance standards.
- 3.2 Government allows producers the flexibility to determine the most cost-effective means of achieving the goals and performance standards.
- 3.3 Government is responsible for ensuring a level playing field by enforcing requirements that all producers in a product category participate in a stewardship program as a condition for selling their product in the jurisdiction.
- 3.4 Product categories required to have stewardship programs are selected using the process and priorities set out in framework legislation.
- 3.5 Government is responsible for ensuring transparency and accountability of stewardship programs. Producers are accountable to both government and consumers for disclosing environmental outcomes.

4. *Financing*

- 4.1 Producers finance their stewardship programs as a general cost of doing business, through cost internalization or by recovering costs through arrangements with their distributors and retailers. End of life fees are not allowed.

5. *Environmental Protection*

- 5.1 Framework legislation should address environmental product design, including source reduction, recyclability and reducing toxicity of covered products.
- 5.2 Framework legislation requires that stewardship programs ensure that all products covered by the stewardship program are managed in an environmentally sound manner.
- 5.3 Stewardship programs must be consistent with other State sustainability legislation, including those that address greenhouse gas reduction and the waste management hierarchy.
- 5.4 Stewardship programs include reporting on the final disposition, (i.e., reuse, recycling, disposal) of products handled by the stewardship program, including any products or materials exported for processing.

Who is Verosol?

Our Story

Verosol was founded in 1963 by Cornelis Verolme, a famous Dutch shipbuilder. He sailed into New York Harbour, he was marvelled by the impressive skyline and noticed that most of the buildings had large glass façades. He wondered how difficult it would be to manage the indoor climate.

On this particular trip, Cornelis was inspired to find a solution to this problem. He began experimenting tirelessly with many ideas and concepts. This led to the creation of a new concept – the metallisation of fabrics, which would be used to manufacture blinds and curtains.

This new concept made it possible to reflect heat and glare outside the building. Regulating heat and light creates significant energy savings as well as a much more comfortable environment for occupants.

The initial pioneering innovation led to the birth of the company we know today as Verosol, composed of the first four letters of Cornelis' surname VERO and the word SOL, meaning sun.

Verosol's mission is to create, with our innovative and high-quality blind solutions, a better environment in every building.

"Verosol products are manufactured with an environmentally responsible outlook"

Verosol is a specialist in the design and manufacture of functional interior solar shading fabrics and blinds. Founder Cornelis Verolme established the Verosol vacuum metallising company in 1965 and developed a process - still unique today, of applying a microscopic layer of aluminium to textile, to create innovative performance fabrics.

Verosol is the inventor of metallised fabric and pleated blinds and continuously innovates to offer the highest performance in sun and daylight control to create more comfort and a sustainable building environment. Headquartered in The Netherlands Verosol has facilities in The Netherlands, Australia and Spain, with a worldwide licensee network for global distribution.

Our Headquarters and manufacturing facilities located in Revesby, NSW, Australia, service Australia, Asia Pacific and is supported by distribution centres and staff located in every capital city in Australia.



Verosol Australia's Headquarters and Manufacturing Facility | 4300m² | Location: Revesby NSW



"Creating a Better Environment is a logical extension of our mission as a company, which is to support sustainable environments, where people can live and work comfortably."

Since Verosol's inception, Creating a Better Environment has always been at the heart of all our activities. From the very beginning, our products have been designed to contribute to significant energy savings and a comfortable environment.

Verosol's Dutch facility is at the forefront of sustainable manufacturing. Verosol's FR and Polyester fabrics meet stringent European standards in the colouring of fabrics without the use of dye baths. Few toxic and non-degradable materials are used in the production of fabrics and non-toxic chemicals used in the production of its flame retardant fabrics. Furthermore, no lead or heavy metals are used.

"Green planet considerations is a priority for Verosol, at a time when global warming is in the hearts and minds of governments, businesses and individuals alike."

Verosol worldwide is committed to providing a product that will reduce the production of greenhouse gases.

Verosol's savings calculator demonstrates how the use of Verosol metal backed fabrics can prevent thousands of kilograms of CO₂ being produced in air-conditioning running cost savings alone. Verosol has installed large solar power systems on all of its manufacturing sites around the world and continues to work towards net zero emissions targets.

Product

Verosol's core product range centres around blinds made using a very unique metallised fabrics. This fabric is value added by a process of aluminium vacuum bonding which provides a window furnishing with reflective properties which significantly improves all aspects of solar control (heat, light and fading).

As a consequence, to its solar optic benefits, Verosol metallised fabric blinds provide a great opportunity to reduce energy consumption in buildings which in most cases provides a significant contribution to reduction of greenhouse gas emissions. They also significantly reduce glare which provides a more comfortable environment to live and work.

In addition to the core product range, there are a number of additional products that provide further strength to the comprehensiveness as a supplier of premium quality window furnishings. Verosol products include:

- Roller blinds
- Pleated blinds
- Venetian blinds
- External blinds
- Curtains
- Curtain Tracks
- Shutters
- Roman blinds
- Panel glide blinds
- Timber blinds

These products all vary across different markets.



Take Back Program

The Concept

Verosol is developing a take back program potentially under a rebate basis to further incentivise mechanisms to promote responsible management of waste products. Verosol is already actively marketing “Creating a better environment”, which has remained a core sustainability communication method.

for each replaced
Verosol blind or shutter



Verosol

Committed to continuing
our contribution to
recycling & the
environment



The Execution

The addition of renew > recycle with Verosol as a campaign is designed to promote Verosol’s commitment to recycling by offering a rebate on the return of old blinds after purchasing new products. By recognising consumer loyalty to the Brand, it rewards those that share in Verosol’s values at the same time building a database of consumer information that allows for further direct marketing for campaigns in the future.

The execution is predominantly Consumer focussed with key mechanisms for the promotion under:

- Website – What’s new TAB on home page or dedicated Renew > Recycle area
- Social Media – expanded social media advertising
- Retail Store POS – window stickers, counter stands, shelf items
- Hard Media – Combined brochure items and e-Media

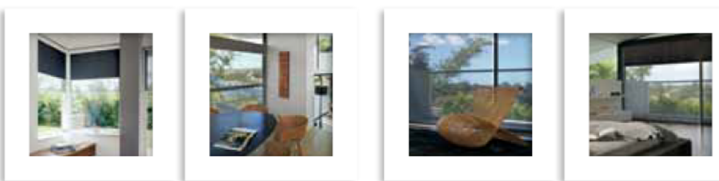
These execution items would focus on Consumers, but also appeal to Consumer focussed architects and Retailers.

The Communication

The dominant communication flows through the Verosol Customer – The Retail store. Verosol is currently maintaining approximately 300 Dealer locations across Australia. Leaflets similar in concept to the below design, could be used to incentivise a Verosol purchase but also focus the Consumer towards the responsible return of products to the Retailer for conscious waste management.

\$20 rebate


for each replaced
Verosol blind or shutter



thinking of updating your old Verosol blinds or shutters?
Why not take advantage of our rebate which will save you money & contribute to caring for our environment.

How it works
Verosol will rebate you \$20 for each old Verosol blind / shutter replaced with new Verosol.
Simply complete the attached form and return it with your old blinds / shutters to the Verosol retailer from whom you are making your purchase.

Terms & conditions:
Promotional period runs from 1 February 2011 – 30 April 2011.
Residential sales only.
Rebates will be paid within 30 days of approved returns.



Redemption form

Please fill in the form below and return it with your old Verosol blinds / shutters to the Verosol retailer from whom you are making your purchase.

Name _____

Address _____

Contact phone no. _____

Email _____

Verosol retailer name _____

Number of new blinds / shutters purchased _____

Date of purchase _____

Other _____

Please provide my rebate payment by EFT into the following account

Account name _____

BSB number _____

Account number _____

Be part of our sustainable future
verosol.com.au

Verosol is equipped with storage facilities in each State and is capable of managing return freight with our freight and logistics partners. Some forms of return can also leverage Verosol's returnable fibreglass packaging, also reducing the need for packaging materials in the returns process.

What happens

Once blinds are returned to Verosol with the relevant attached information, production staff breakdown the products into it's raw material forms. Fabric and aluminium accounts for 98% of the product are disassembled and processed into relevant skip bins for waste management.



Waste to Energy

Verosol optimises its production to accurately cut and account for raw materials. Combined with Verosol's ERP system, consumption of raw materials and associated scrap or waste is managed through its facility in Revesby NSW. Together with our waste management partner Loumbos Exports & ResourceCo, waste generated by our fabrics are separated and sent to a Waste To Energy processing plant.



Verosol load returned or scrap fabric material into a dedicated hook bin including all polyester and PVC content fabrics to later join the program at ResourceCo for conversion to a processed engineered fuel (PEF). The PEF program creates ready-to-use alternative fuel sources generated by waste.



Currently ResourceCo's PEF plants produce a product that has a lower emissions profile and displaces millions of tonnes of fossil fuels at a lower price point, as well as abating hundreds of thousands of tonnes of CO2.

Waste Recycling

Verosol maintains a strong focus on environmentally sustainable solutions and works to manage all waste pro-actively. Currently Verosol recycles aluminium, cardboard, fabric and has a managed general waste process.



Various internal and external processes are followed to minimise the impact of waste having to be sent to landfill. All aluminium off-cuts are reduced in width for scrap metal recycling. All fabrics are placed in the one dedicated hook bin.



Material Re-Use

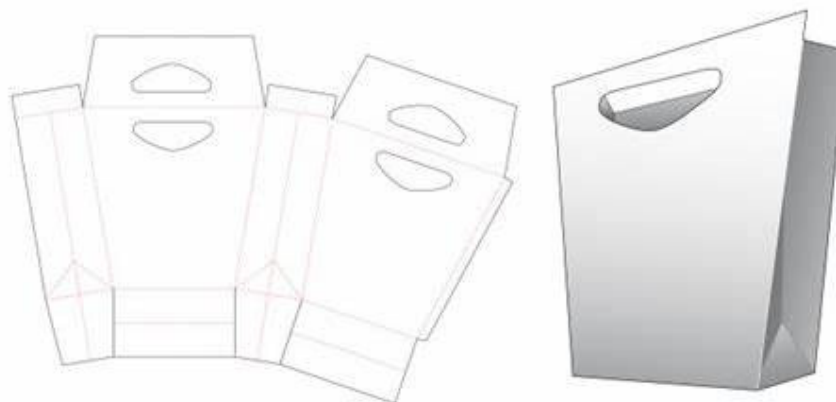
Sampling

Verosol has a standard process internally to re-harvest larger pieces of fabric to fuel it's sampling programs. Larger pieces are cut into long strips and stored for conversion to A4 sampling via a dedicated pinking press. All sampling is available in an A4 cut format to assist in the sales process in the form of website requests, Customer and Architect inquiries as well as re-filling contents of Verosol Customer collection binders.



Conversion

A pilot program of converting offcuts from returned fabrics is to convert these to re-useable tote bags for various use. There are a number of designs currently being tested to minimise offcuts and reduce the impact on direct labour in the conversion process.



Corporate Social Responsibility

Verosol, is a company founded with a commitment to sustainability and ethical governance

Founded in 1963 with a vision of 'Creating a better environment', Verosol is a company with a firm understanding of corporate social responsibility.

The world is at a critical juncture, faced with the challenge of meeting the Paris Agreement and limiting global warming to 1.5°C, or not meeting them and facing the uncertain future this choice will bring. As a company whose products have a real role to play in this task, Verosol supports this target and will continue to do everything in its power to bring it closer to fruition.

Working Conditions | Workplace Relations Environmental Performance

For Verosol, social responsibility does not begin and end with the environmental credentials of our products. By necessity, it extends far beyond this to every aspect of our business operations. It extends to our approach to economic and ethical responsibility, legal and regulatory compliance, and community engagement.

As a business, we endeavour to not only aim for the highest standards in all these areas, but to do so openly and transparently. As such, we regularly report on our performance and progress in each.

We're committed to providing a safe, attractive working environment to all employees. To this end, we comply with all relevant Occupational Health & Safety regulations and have instituted our own OH&S rules and regulations at all our sites.

Regulatory Compliance and Business Ethics | Community Engagement

At Verosol, we insist on integrity and fairness in all aspects of our business operations. We acknowledge that our social contract extends beyond our core business concerns.

RESPONSIBLE SOURCING OF MATERIALS

We strive to build long-term relationships with our suppliers. These are rooted in a shared commitment to enhancing quality, reducing environmental impact, and focusing on social responsibility. We like to work with a limited number of suppliers in order to build valuable partnerships that contribute to transparency, good quality, dialogue, and responsible development.

At Verosol we're committed to broader forms of community engagement, we choose to focus our philanthropic energies on those areas in which we have expertise, namely the architectural and construction sectors.

References

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2. Cleanup.org.au
3. Epa.nsw.gov.au
4. Resourceco.com.au
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