

# Eco Packaging - See.Sense's Commitment to the Environment

## Brief Introduction

Our ECO packaging is one of many ways that we help promote sustainability here at See.Sense. It is plastic free, it is an all-in-one retail and mailing box to eliminate unnecessary waste when shipped, and it is small enough to fit through a letterbox so that it can be delivered first time. All these small considerations go a long way in helping reduce waste within the packaging industry.

## Detailed Document

At See.Sense, our mission is to help people cycle. Our products and data insights are helping to make cycling safer and more accessible for everyone. By getting more people on bikes, we can reduce pollution, reduce congestion and reduce CO2 emissions. Because of this, the ethos to promote sustainability is present in everything we do.

We have taken this approach one step further with our ECO packaging. Our packaging has always been recyclable, but our ECO packaging goes beyond this. Our new packaging box is entirely plastic free - made solely from recycled and managed card - as we look to phase out traditional retail packaging. It folds up without any need for adhesives, only a small piece of tape to keep it securely shut for postage which can be easily removed when the box is recycled.

The ECO packaging is designed to be just as strong and resilient as traditional retail packaging. Once assembled, our cardboard ECO packaging is extremely sturdy. Inside the ECO packaging, our See.Sense lights are housed within an additional cardboard shell to keep them safe and secure. This removes the need for outer postal packaging when shipping the lights and ensures our See.Sense lights will always remain free from damage in transit. It fits a variety of our light models, ACE, ICON2, and soon ICON3 as well.

We have always believed in keeping our packaging as small as possible. This helps eliminate waste as well as cut down on unnecessary multiple delivery attempts. Our ECO packaging continues with this philosophy, allowing our lights to continue to fit through your letterbox.

When launched, our ECO packaging was very popular with our customers and many agreeing that the reduction of packaging waste was a great step forwards. Jemma Nimick, Marketing Lead at See.Sense said, *"As a company we strive to listen to our customer needs, and our new ECO packaging was designed in response to our customers, many of whom told us they no longer want flashy packaging with unnecessary waste"*.

Philip McAleese, CEO at See.Sense added, "*Being sustainable and lean is one of our core values, and we are proud to say that **we have been better than carbon neutral since starting See.Sense back in 2013.** Our eco-packaging is just one of range of initiatives we have in place, from, and we have also worked with the tree-planting charity WeForest since 2014, offsetting our carbon footprint by planting over 7,500 trees in India, Madagascar and Tanzania.*"

We believe that where it is possible to make positive choices to impact our surroundings, we all must do so. Our ECO packaging is exactly this; a small but positive choice that helps us continue to fulfill the See.Sense aim of being as lean and sustainable as possible (which is one of the companies core values). With over more than 100,000 See.Sense lights in use today, millions of kilometers have been logged, displaying that millions of kilograms of CO2 have been saved. Lots of small choices add up to big results.