

That 's how fair we are



OUR BASIS FOR SUSTAINABLE PRODUCTS

The sustainable development of our product ranges is important to us and is firmly anchored in our company principles. The process begins with our collaboration with our suppliers and extends throughout the entire supply chain, including the establishment of a comprehensive quality management system and the development of our corporate structure.

Internal and external audits are conducted to monitor compliance with all requirements and established processes, ensuring that our employees' actions are aligned with the principles of sustainability.

**As a member of the German Tea Association,
we have signed the Code of Conduct, committing
ourselves to acting respectfully and responsibly
towards people, nature, and the environment.**

For our customers, we strive to be a partner that plans for the long term and acts with foresight, guided by sustainable practices. Environmentally friendly production methods and sustainably sourced products are intended to meet the needs of both the market and the company, while also securing income for future generations at the countries of origin.

TEA - A PREMIUM NATURAL PRODUCT

Tea, fruit, and herbal infusions are minimally processed beverages of natural origin. The plants used for herbal and fruit infusions make a significant contribution to agricultural biodiversity and offer small-scale farmers the opportunity to specialize in the cultivation of crops that enrich local landscapes.



Lemon balm

Only one-third of the plants used for herbal and fruit teas are grown conventionally in fields, while two-thirds are harvested through sustainable wild collection of renewable and natural resources.

To understand the positive impact of tea plantations on local ecosystems, it is interesting to learn, that China, Korea, and Japan have four tea-growing regions listed in the United Nations' Globally Important Agricultural Heritage Systems (GIAHS). These are agricultural ecosystems inhabited by communities living in complex relationships with their environment. These evolving sites are resilient systems that are distinguished by remarkable agro-biodiversity, traditional knowledge, and unique landscapes. They are sustainably managed by local farmers, contributing to their livelihoods.

In many cases, local tea associations and tea research institutes in the countries of origin provide best-practice recommendations for tea cultivation and processing. Food safety and quality are top priorities in both the tea and herbal and fruit infusion industries. EU regulations on food safety are among the strictest in the world. Regular analyses by our importers and our control tests in independent laboratories show consistent compliance with legal requirements.

We have implemented stringent quality assurance systems in our own facilities to ensure compliance with legal requirements and self-imposed higher quality standards. We are audited annually by LC Agricultural Consulting GmbH, are IFS certified, and our warehouse operates under the strict HACCP guidelines.



Verbena



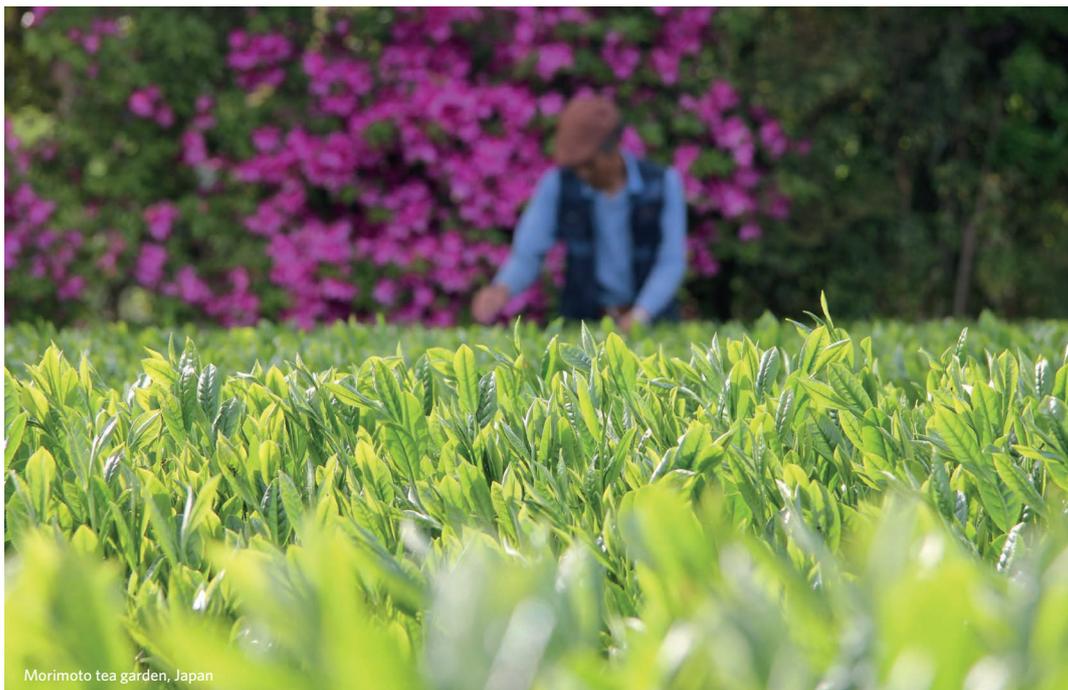
Elderberry flowers



Tea plants, Tunxi tea garden, China

ORGANIC

Climate and species protection is a monumental challenge that we must confront. We believe that organic agriculture is an essential part of the solution.



Morimoto tea garden, Japan

Currently, over half of the tea products we offer come from certified producers who practice controlled organic farming.

This method employs a closed and natural cycle of cultivation, wherein plants are protected from pests using natural means, and fertile soils are not excessively depleted. Only natural components such as mulch or green manure are used for fertilization of the fields. Regular inspections and analyses ensure product safety.

We are convinced that organic farming is better for everyone: for the soil, local flora and fauna, and for us humans. Controlled organic cultivation has many positive facets, conserves resources, protects the environment, and thereby contributes to preserving a good living environment for both humans and animals. Therefore, we are working towards our goal of increasing the share of organic products in our range to up to 75 % by 2025.

All our organic products bear the EU organic seal, which guarantees that the production and control of the products have met the requirements of the EU Organic Regulation. This seal is a fundamental prerequisite for a product to be labeled as „organic.“

PACKAGING & SUSTAINABILITY

Unfortunately, we cannot do without packaging because it protects our valuable teas from moisture, foreign aromas, and contaminants such as pathogens. This makes them more durable and reduces waste.

We continuously engage with the topic of 'Packaging & Sustainability' and keep three requirements in mind when selecting suitable packaging materials:

CUSTOMER INFORMATION

Our packaging not only looks good, but also provides important information that is legally required by the EU Food Information Regulation.

PRODUCT PROTECTION

When selecting packaging and materials, our focus is on protecting the product because product quality, food safety, and taste are directly dependent on it. We aim to use packaging materials in an environmentally friendly manner. Therefore, we only work with packaging materials that are excellently suited for tea products and meet our strict quality requirements. These include:

FOOD SAFETY

Tea can come into contact with the material without being damaged or changing its taste, odor, or consistency.

AIR-TIGHT, LIGHT-TIGHT, AND AROMA-SEALED

A barrier layer ensures that during storage and transportation, neither water vapor nor oxygen, nor foreign aromas and other contaminants can enter the interior of the packaging, keeping the tea fresh for a long time and retaining its unmistakable aroma and taste.

HYGIENE

Packaging must ensure that each tea portion is stored hygienically, without pathogens entering from outside through contact.

STABILITY

Finally, a tea packaging must also ensure that the delicate tea leaves do not break or crumble too much during transport.

LOWEST POSSIBLE ENVIRONMENTAL IMPACT

Resource conservation can be improved through the use of recycled plastics or wood- and metal-based materials. However, resource conservation is multifaceted and includes the handling of used packaging materials:

REDUCE

Packaging should serve the purpose of optimally protecting the food. However, the least amount of packaging material possible should be used. Unnecessary use of packaging can be avoided by ensuring that bags and cans have an optimal fill level, thus avoiding deceptive packaging. The use of thinner films can also reduce packaging material.

REUSE

Loose tea in tea tins is a good example of how packaging can be reused. Through our tea tins and refill packages, we offer our customers the opportunity to reuse packaging repeatedly.

REPLACE

By replacing multilayer composite materials with more sustainable options such as monofilms or films made from renewable resources, an important contribution can be made. Many manufacturers are currently working on developing sustainable films that exhibit the same product protection properties as established films. We monitor the market and evaluate all new options for suitability in tea packaging.

RECYCLE

The recyclability of packaging is a key factor in reducing environmental impact. We prefer to use packaging that is 100% recyclable. This means that the packaging can be fully transferred and utilized in the recycling process after use.

It should be noted that disposal recommendations often depend on local waste management providers and cross-border recommendations cannot be formulated universally. Another challenge is the detectability of compostable films. Even compostable films certified according to EN 13432 are not recognized as compostable in some waste management centers and are removed from organic waste before being transferred to industrial composting.

The material cycle of industrially compostable packaging requires further optimization. Nevertheless, we see the use of industrially compostable films as a step in the right direction. Due to the composition of these compostable materials from renewable resources, resource conservation is achieved. In addition, the use of these sustainable options increases the relevance of the topic in the packaging industry and underscores the need for further improvements and innovations.

FSC LOGO

The FSC® logo ensures that the paper raw material wood comes from responsible forest management. The Forest Stewardship Council® (FSC®) is an international non-governmental organization that advocates for environmentally sound, socially acceptable, and economically viable forest management worldwide. Whenever possible, we use FSC-certified products for our paper needs. For more information, please visit www.fsc-deutschland.de.

HERE ARE SOME DETAILS REGARDING OUR PACKAGING:

Loose tea

Metal storage canister for loose tea

- Recyclable through the Dual System

Bag foil

- composed of an OPP composite, which is one of the most recyclable materials
- Recyclable through the Dual System.

Grand Pack

Box made of fresh fiber cardboard,

FSC certified

- Recyclable through paper waste

Filter paper made of natural cellulose

- Abacá plant fiber with < 1 % wet strength material for stability and sealing ability
- Disposal through residual waste

Tag label made of fresh fiber cardboard with

PE coating

- Disposal through residual waste

Pyra Pack

Box made of fresh fiber cardboard

- Recyclable through paper waste

Pyramid bags

- Industrially compostable (made from PLA*/cotton/paper)
- Disposal through residual waste

Sachet envelope made of paper

and a thin barrier layer of aluminium

- residual waste

Deli Pack

Box made of cardboard

- Recyclable through paper waste

Tea bags made of cellulose paper

with < 1 % wet strength material for stability and sealing ability and cotton

- Compostable

Sachet envelope made of paper

and a thin barrier layer of aluminium

- residual waste

Pure Tea and Trink Meer Tea

Pillow Bag

Box made of fresh fiber cardboard

- Recyclable through paper waste

Pillow bag

- Industrially compostable (made from PLA*/organic cotton/paper)
- Disposal through residual waste

Sachet envelope

- Recyclable through paper waste (made of paper with a thin barrier layer of PLA*).

Pure Tea and Trink Meer Tea

Membrane Tin

Round tin made of metal and cardboard

- Disposal through the Dual System

Shipping cartons

Recycled cardboard

- Recyclable through waste paper

* PLA stands for polylactides, which are linked lactic acid molecules made from renewable resources such as cornstarch. PLA is biodegradable.

ENVIRONMENTAL PROTECTION

Only those who protect humans and nature today can offer teas of the highest quality tomorrow. We are aware of this and continuously strive to make our processes more environmentally friendly.



The following measures are among those we pursue in order to meet the requirements of sustainable business practices:

OPTIMIZED LOGISTICS PROCESSES

We avoid unnecessary deliveries and returns of tea and ingredients through comprehensive quality controls and short transportation routes. The majority of our suppliers and partners in the logistics process are located in the vicinity of our logistics center.

MOBILITY

Expanding our e-fleet and installing charging stations at our warehouse location allows us to contribute to emission-free driving. In order to further reduce our ecological footprint, our employees have the opportunity to lease JobRäder® with us. Our headquarters in Bremen is well connected to public transportation and easily reachable by bike from all parts of the city. Almost 50 % of our employees regularly use public transportation or bicycles to get to work, further reducing harmful emissions.

TRAVEL

We reduce air emissions by traveling less and conducting more online meetings.

THE GREEN DOT

We make a significant contribution to climate protection by participating in the Dual System for the recycling of our packaging (Der Grüne Punkt).

SUSTAINABLE PACKAGING MATERIALS

Even our packaging can contribute to more environmental protection. For example, switching to brown, directly printable outer cartons, made of recycled material, to save color for the white carton and a paper label with ink, adhesive, and solvents.

SWITCHING FROM PLASTIC TO PAPER TAPE

Whenever possible, we use paper tape made from renewable resources, which can be 100% recycled along with the cardboard.

GREEN ELECTRICITY AND GREEN GAS

Renewable energy plays a crucial role in combating climate change. For us, switching to renewable energy sources is one of the most important starting points on the path to reducing our own CO₂ footprint. We aim to contribute to a livable future by integrating green electricity and green gas.

BUILDING AWARENESS

Most importantly, strengthening the sustainability awareness of all those involved in the company.

EVERY TREE COUNTS

Together with our partner PLANT-MY-TREE®, we will plant a total of 500 trees in 2023, with the intention of establishing a corporate forest in the coming years to contribute to environmental and climate protection in Germany.



Since 2007, PLANT-MY-TREE® has been carrying out reforestation projects for CO₂ compensation throughout Germany, emphasizing high biodiversity. Regional conditions are taken into account, and if possible, mixed forests are planted. Over the course of decades, a natural habitat for insects and animals is created. Sustainable tree plantations, primarily on our own land, along with planned project durations of at least 99 years, during which no deforestation or commercial use should occur, underscore our long-term climate protection goals, ensuring a livable world for future generations.

PLANT-MY-TREE® has been successfully recertified according to DIN ISO 9001:2015 by TÜV Rheinland in early 2023.



SOCIAL COMMITMENT

Our understanding of sustainability includes many social components. We mean the serious, sincere, and continuous assumption of responsibility for improving the living and working situations of our employees and all people we encounter worldwide.

For our employees: We promote a corporate culture that allows for passion, encourages thinking ahead, and takes short paths. Our approximately 30 employees contribute their know-how, ideas, and dedication to our company on a daily basis. We do not take the passion for tea and our company for granted because we are aware that only this passionate drive can be the prerequisite for success. We feel responsible for the people who shape our professional lives and the shared work world, and promote positive interpersonal interaction. Through:

- Doors that are always open, regular feedback conversations, and salary reviews
- Promoting young talent through apprentices, interns, and actions such as Girls' and Boys' Day
- Further education and development opportunities, leadership development
- Promoting occupational safety and health protection through ergonomic optimization of workstations
- Flexible working hours
- Social benefits such as company pension schemes, free tea dispensing, discounted employee purchases, and shared lunches

In employing people from the Lebenshilfe at PURE TEA, we see a social commitment to equal treatment and tackling barriers.



MAKING THE WORLD A FAIRER PLACE

We do not change the world alone, but we make our contribution to alleviate suffering and create sustainable, fairer structures. Fair prices and a cooperative environment are highly valued by us.

We place great emphasis on long-term partnerships with selected tea gardens. The annual quantities of tea that we communicate provide planning security at the origin and allow tea farmers to produce tea at a high level of quality.

**We pay good money for good quality,
maintain long-term supply relationships,
and thereby create incentives for better working
conditions in the cultivation areas.**

Through importation alone, we secure jobs in tea-growing regions around the world. With a total production of more than 5 million tons, tea is one of the most important crops in the world. For millions of small-scale farmers, tea and herbs are the basis of their livelihoods.



Cultivation offers solutions to rural poverty and employment in underdeveloped regions, especially in the largest tea-producing countries such as China, India, Kenya, and Sri Lanka. Rooibos tea from South Africa and Darjeeling tea from India are products with protected geographical indications that ensure a stable source of income for the people on site. However, secured jobs do not necessarily equate to good working conditions. Good working conditions do not necessarily equate to good living conditions. Therefore, we are committed to the Code of Conduct of the German Tea Association, in which Ralf Janecki, co-founder of the Althaus brand and managing partner of Hanseatic Tea Export GmbH, serves on the board and which all of our suppliers have signed. The Code of Conduct is a behavior code that regulates not only qualitative production standards around tea but also social aspects in the production chain.

For example, the use of child labor is strictly prohibited throughout the entire value chain, from cultivation to trade. Neither forced labor nor other forms of pressured labor may be used, nor may any form of benefit be derived from such use. Physical punishment, deprivation of freedom, threat of violence, or other forms of bullying or abuse as a means of gaining discipline or control is strictly forbidden.

Every supplier within the value chain must provide their employees with safe and healthy working conditions and regulate the handling of hazardous substances. The provision of clean drinking water, adequate sanitary facilities, and access to medical care is the minimum requirement.

We highly appreciate the work of the Ethical Tea Partnership initiative and are currently in the middle of the process of becoming a member. This global initiative includes tea companies that are committed to supporting producers in their development and buying only from producers who adhere to defined standards in the long term.

**Through collaboration between tea companies,
development companies, and governments,
the aim is to improve the living conditions of tea workers
and farmers, as well as their environment.**

The goal is to drive long-term, systemic change in three areas of tea - economy, equality, and environment. With programs in Africa and Asia, ETP not only supports local communities but is also a leader in sustainability by testing business innovations and influencing policy. The work of ETP contributes to improving progress towards the United Nations' sustainable development goals in tea-growing regions. Collaboration at the origin is carried out, among other things, for Fairtrade and Rainforest Alliance.

There are many things we can directly influence, such as defining clear codes of conduct that we strictly monitor for compliance, whether through long-term contracts and ongoing dialogue or simply through spontaneous and uncomplicated assistance in emergency situations. We are committed to the example of the honorable merchant. Therefore, we help with donations in natural disasters, such as the earthquake in Nepal, which directly affected our tea farmers.

As residents of Bremen, we feel a strong connection to the coast and maritime themes. The German Maritime Search and Rescue Service is also based in Bremen, coordinating their operations around the clock in all weather conditions on the North and Baltic Seas since 1865, saving lives of shipwrecked people and entirely funded by donations.

Our shared interest has brought us together, and so we have decided to donate 50 cents from the sale of each tin or box of our tea blend „Rette mit, wer kann“ to the organization, which has accumulated thousands of euros over the years.



The information provided above corresponds to the current status of our activities (July 2023). It is a dynamic process that requires constant optimization. We work on this every day.