



**Certified by agency "Fokus Zukunft": MENRAD is climate neutral**

**Family business commits to sustainable action**



As a value-oriented family business, MENRAD has focused on the continuous and responsible further development of its activities throughout the company's 125-year history. From the eyewear manufacturer's perspective, this includes not only the promise of quality and high design standards, but also the pursuit of increasingly sustainable action.

MENRAD set itself the ambitious goal of climate neutrality some time ago. In order to be able to achieve this in a well-founded, measurable and comprehensible way, the company carried out an extensive survey with the established agency and sustainability consultancy "Fokus Zukunft". In this context, an average emission value per employee was calculated for the German locations on the basis of a detailed 2021 carbon footprint, following the guidelines of the internationally recognized Greenhouse Gas Protocol. This per capita amount was also applied to the number of employees of the international sales companies and thus the total CO2 footprint of Menrad Germany and its international sales subsidiaries was determined. Through CO2 reduction measures (e.g. conversion to green electricity) and investments in international, certified climate protection projects, Menrad has achieved to make the entire company climate neutral for 2022 and 2023. In doing so, MENRAD is committed to promoting sustainability and progress in the countries of its own subsidiaries in particular, and supports selected projects there that are recognized according to the Gold and Verra standards. These include a project in China that provides solar energy for the population, a project to generate renewable energy from biomass in China, the construction and operation of a hydropower plant to generate electricity in Turkey, and a forest conservation project to preserve the Brazilian rainforest.

In addition, the family business has created an action plan to further optimize its sustainable operations and carbon footprint. The actions are based on 6 Ps that are crucial for the company's environmental impact.



**PARTNERSHIPS:** MENRAD selects new partners on the basis of shared values and ambitions and gives preference to partners who also care about sustainability and the environment.



**PRODUCTS:** The collections of selected brands are already predominantly made of recycled or biodegradable acetate. Titanium and stainless steel are used for all metal frames in the broad product portfolio.



**PACKAGING:** Beyond its own produced eyewear, MENRAD also emphasizes recycled or biodegradable materials to protect its frames, including polybags. These efforts will be intensified next year by also switching cases, cleaning cloths and other packaging materials to sustainable materials and/or more sustainable production.



**POINT OF SALE:** Since 2022, predominantly recycled or FSC-certified materials have been produced and used. To reduce its environmental impact, MENRAD is also increasingly using digital sales and communication channels.



**POWER:** MENRAD uses green electricity at its headquarters, saving over 50 tons of CO2 per year. In addition, the vehicle fleet was converted to lower-emission cars in 2022.



**PEOPLE:** As an employer of hundreds of employees, MENRAD recognizes its responsibility and encourages its team to act sustainably and thoughtfully in their daily work as well. This not only refers to existing home office regulations and the way to work, but also, for example, the consumption of electricity or paper or the behavior on business trips.

Further information is available at <https://www.menrad.de/en/about-us/sustainability> and on the Fokus Zukunft agency and the topic of climate neutrality in general at <https://www.fokus-zukunft.com/>.

### **Background information**



MENRAD the vision was founded in 1896 and is family owned in the fourth generation. Headquartered in Germany and managed by the brothers Hermann and Eberhard Müller-Menrad, the company today has more than 700 employees in 10 countries worldwide and sells in over 100 countries. This makes it one of the leading companies in the eyewear industry. With its own brands MENRAD and Blueberry as well as the licensed brands Bogner, Jaguar, Joop! and Morgan de toi as well as Hackett, Pepe Jeans, Ted Baker, Scotch & Soda, Maje, Sandro und Benetton, Menrad sells on all continents in the upmarket market segment from the world-renowned brand portfolio.

<https://www.menrad.de/en/>

**Ferdinand Menrad GmbH + Co. Design und Werbung KG**