



Corporate Responsibility at edding AG

Our company

A family-owned, international enterprise, edding AG produces and sells high-quality products in over 100 countries worldwide. The company's core brands, **edding** and **Legamaster**, are covered by the "Writing and Marking" and "Visual Communication" divisions.

Ever since the company was founded in 1960 by Carl-Wilhelm Edding and Volker D. Ledermann, sustainable and responsible business practices have been firmly rooted in our corporate philosophy. We fully expect these practices to be actively applied by staff and management alike, and we are constantly striving to improve in this area.

For edding AG, long-term success in the management of our business operations comes before short-term maximisation of profit. We want our CR strategy to fulfil our responsibility towards not just today's world but also the world of tomorrow.

Our CR strategy

The aim of our CR strategy is to combine economic, environmental and social responsibility with long-term business success and to bring these in line with each other – this explains why our CR strategy is so closely intertwined with our company strategy. Using a CR programme, we set out our key medium-term objectives and gear our CR activities to these goals. Our programme is built around four areas of activity:

Products: At edding, we are continuously developing our products. With every new product development or innovation we seek to reduce emissions and the consumption of resources even further. The majority of our markers are now refillable, and we use renewable resources and recycled materials in our EcoLine range.

Environment: For us, the careful use of natural resources has always been an integral part of our philosophy. As part of our energy management system, we set ourselves targets to improve energy efficiency. Our state-of-the-art production methods help protect the climate and the environment. We reduce our carbon

footprint through a host of measures, such as intelligent lighting systems and photovoltaic installations.

Corporate culture: The open-mindedness to venture down new paths (eddi-preneurship), the ability to get things done pragmatically (eddi-plementorship) and edding ink in our veins (edding ink) are the three core values that feature in our corporate culture. Every one of our employees should be an ambassador for our CR ethos, taking responsibility beyond the confines of their own individual workplace. We enjoy long working relationships with employees who are committed to these values. We stand by our colleagues when they occasionally go through a difficult period – because we know that, when the tough time is over, they will once again continue to apply themselves by doing their utmost to uphold our values, and that they will stand by edding should the company suffer a crisis.

Company: At edding, we think of responsibility as more than just an internal company issue; it is equally important for us to create added value for our local region and the community. That's why edding subsidiaries become involved in a variety of social projects, especially at local level, working to help strengthen the community.

Implementing CR

edding views itself as an organisation that never stops learning. Our business activities and products continuously undergo ongoing development – and that's why we regularly revise the objectives we have set based on a medium-term CR programme and align our CR measures with these goals.

We use an audit process to help us systematically develop our corporate responsibility strategy in all areas of activity. By engaging in dialogue with external experts and stakeholder groups we gain valuable new impetus for our CR commitment. Of course, suggestions can't always be implemented immediately, which is why at edding we diligently set priorities for all ideas according to feasibility and added value. This allows us to ensure that our CR activities continue to be relevant and effective in the longer term.

By taking on responsibility we aim to achieve measurable added value in social terms – for example, by protecting resources and preserving the environment. To this end, we regularly evaluate our actions using an integrated management system that incorporates quality, environment, energy and occupational safety management. We define relevant key indicators and publish them regularly in our CR report. This, in turn, increases the confidence people have in edding and in our products.