

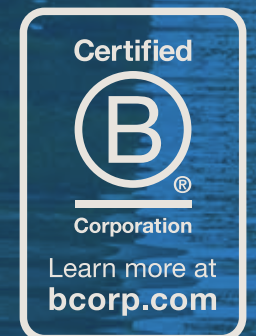
ELEMENTS

nature is family





we are elements





nature

is

family

We are part of nature
We are part of society

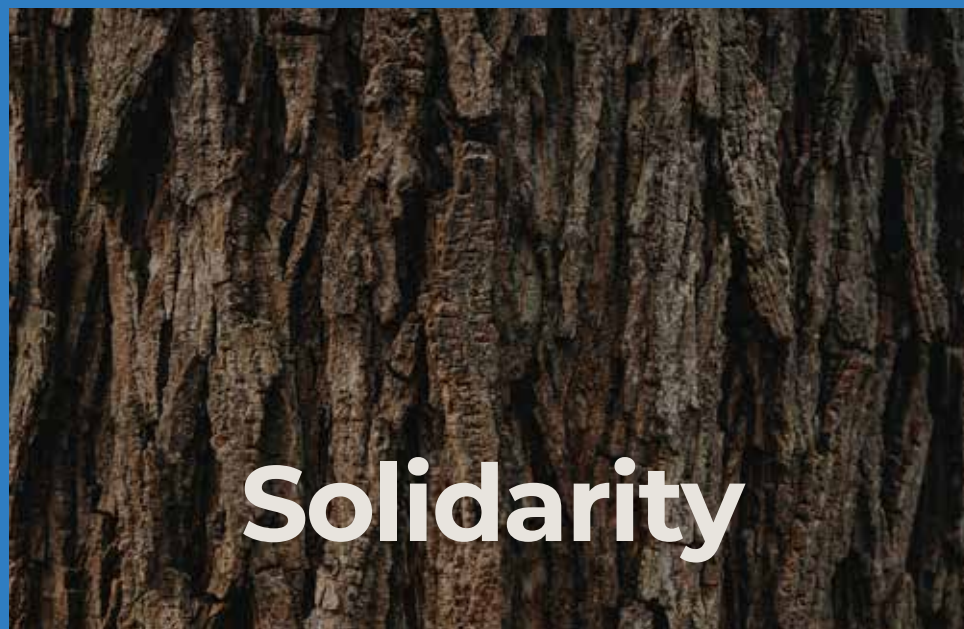
Elements chooses high-quality brands that strengthen the relationship between people and nature.

We offer this selection of brands to retailers, so that these brands become more accessible to everyone.

As a family company, we are doers, outdoor enthusiasts and adventurers deeply connected to nature. Since day one we try to stay true to our values.



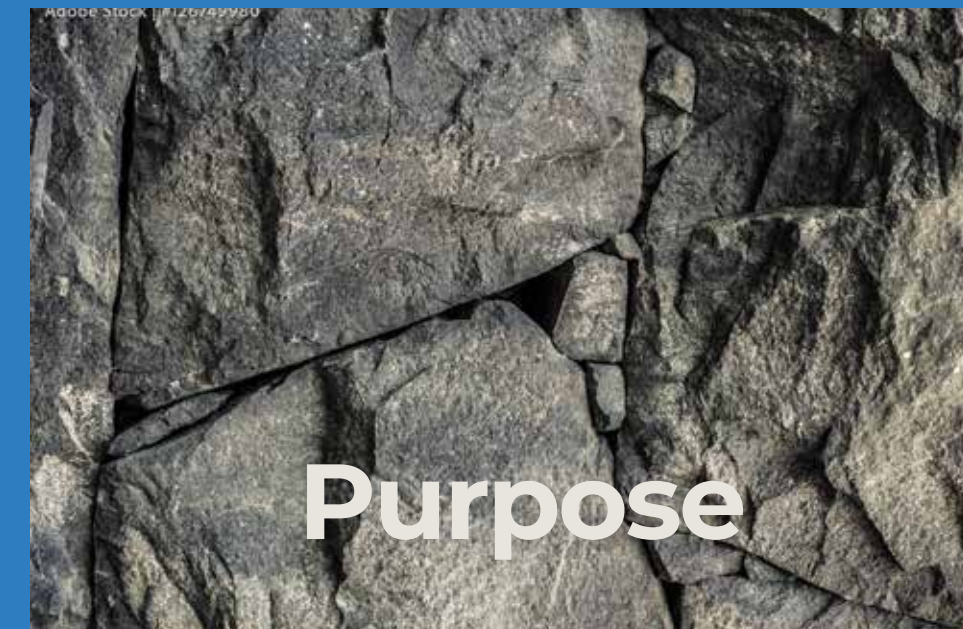
We put forward four basic values



Elements' approach is based on trust. We believe that the whole is greater than the sum of its parts. Which is why we work in close collaboration with our workers, brands, customers and partners.



Elements is taking responsibility. We are not only doing our best for our workers, brands, customers and partners but we also strive to do our best for the planet and the next generations.



Elements wants to make a difference. We can only rest easy if we know that everyone is benefiting from what we are doing.



Elements loves passion and adventure. We stray from the beaten path. We inspire our brands and we are always looking for new ways to reinforce our relationship with nature.



TIMELINE

From a two-man startup to a purpose-driven company.

2010–2013

Founded by Christophe & Francis.
Brothers Dominic and Philippe join.
First brands: Patagonia, Care Plus, Katadyn.
Move to HQ in Edegem.

2016–2018

ERP/CRM implementation.
Start operations in Germany & France.
Sustainability Coordinator joins.

2019–2021

Join 1% for the Planet.
First carbon footprint.
Warehouse opens in Lint.
New mission statement.

2023–2025

Achieve B Corp Certification.
€250,000+ donated to NGOs.
15 years Elements.





Fifteen years of Elements.

Who would have thought that a small team of two in an overcrowded showroom would grow into the family we have today. What has carried us all these years is simple: people, the planet, and the right dose of common sense. Everyone has their own role, but together we make the adventure possible. Along the way, we have made choices that have shaped us into who we are today.

Today is not an end point, but a new starting point. Because when we combine the freedom of nature with the strength of family and the drive of ambition... truly anything is possible.





Elements is a family-owned company powered by a passionate and experienced team of outdoor enthusiasts and brand builders.

Our structure reflects our integrated approach:

Sales and Business Development drive market growth

Marketing ensures brand consistency and visibility

Product Development bridges innovation and market needs

Sustainability leads our impact strategy

Logistics & Finance keep operations running smoothly

Customer Service supports our retail network

DTC manages our direct-to-consumer channels

Together, we bring brands to life — with purpose, precision, and passion.



Shana

Because Elements closely aligns with my personal values and standards

Emma

A flexible work environment, a great atmosphere, and the space to truly be yourself

Why do you like to work for Elements?

Casper

Because of the family-like atmosphere and the strong sense of connection within the team

Xander

You get the opportunity to grow, learn, and work in a sector that truly interests me



Siegert joined the Elements family!

He strengthens our warehouse team and plays a key role in keeping our operations running smoothly.





FACILITIES



Our operations are anchored in three strategic locations:

Edegem: A 500 m² office and showroom in a renovated barn, designed for immersive brand presentations and strategic meetings.

Maarsbergen: A 150m² home base for our Dutch sales team, offering a dedicated space to present our brands to Dutch retailers and partners in a more local and accessible way.

Lint: A 600 m² warehouse and logistics hub, ensuring fast and efficient distribution.

With DTC expertise and scalable infrastructure, we manage everything from e-commerce platforms to logistics and customer care.



FACILITIES



In 2025, we were very proud of our showroom themed “Welcome to the Jungle,” where we brought our S26 collection to life. When a fire broke out in a neighboring building, we had to act quickly. Thanks to the strong collaboration and perseverance of our team, we managed to temporarily reinvent our showroom by transforming our offices and garden into a new space to welcome our customers. With the necessary flexibility and creativity, all appointments were able to continue, and we kept welcoming and inspiring our customers as planned.





Bye bye natural gas!

Our warehouse got a huge update. Linea Trovata installed a heat pump, solar panels, and a battery station. This has resulted in an 88% reduction in natural gas use in 2025.

FACILITIES



FUN FACT:
We found our partner in the same community – Linea Trovata is also a long term Natuurpunt supporter.

Our full 2025 carbon footprint will be published in Q3 2026. Due to technical issues with our digital meters (among others due to the fire) we are still collecting essential data needed to accurately calculate our emissions.



Our Business Models

We work with two complementary models to support our partner brands.

Agency Model

We provide sales support and market development on a commission basis. This model allows us to represent brands without taking ownership of stock. We are focusing on

Distribution Model

Here, we go a step further. Investing in stock, managing local inventory, and activating the brand through marketing efforts. This model enables us to take full responsibility for go-to-market execution,



BRANDS

distribution



BE - LU

CRAGHOPPERS

ECO
lunchbox[®]
Healthy for People & the Planet

BE - NL - LU - DE

eco|living

BE - NL - LU

BE - NL - LU - FR

**NOCS
PROVISIONS**

patagonia[®]

BE - LU

BE - NL - LU

HOUDINI

BE - NL - LU

ICEBUG[®]

BE - NL - LU - DE

**CARE
PLUS[®]**

Helinox

BE - NL - LU

BE - NL - LU - DE

WAKAWAKA
share the sun

BE - NL - LU - FR

**klean
kanteen[®]**

NORDISK

BE - LU

BE - LU

KATADYN[®]

BE - NL - LU

TILLEY

TREK'N EAT
FOOD FOR YOUR OUTDOOR LIFE

BE - LU

BE - NL - LU

zamberlan[®]
HANDMADE PHILOSOPHY

dopper.

BE

agency



BE

OSPREY



BRAND



We're proud to welcome Icebug to our brand portfolio. Icebug creates footwear designed to give you confidence on any surface from icy streets to wet forest trails. With a strong focus on traction, they make it easier to move freely outdoors, all year round. At the same time, they are committed to reducing their climate impact through transparency and better choices in every step.



BRAND

As a valuable addition to our range, **we're excited to introduce Nocs Provisions.** Born from a love for the outdoors, Nocs creates compact, waterproof binoculars designed to go wherever you go from coastlines to backcountry trails. Built to spark curiosity and help you see the world up close, their products make outdoor discovery simple and fun. Stay curious and explore more.



**NOCS
PROVISIONS**



700+ retailers

Benelux, France, Germany, and Austria.

OUR RETAILERS

We partner with 700+ retailers, from independent stores to major chains, ensuring premium brand placement across Europe.

Main focus on:

- Outdoor and Sports stores
- Bio and sustainability stores
- Lifestyle and concept stores
- B2B and corporate sales (cobranding)



OUR RETAILERS

From independant retailers...



... to big retail chains





COMMUNITY
& INITIATIVES





we are part
of society





B CORP CERTIFIED

Elements is a B Corp-certified business since 2023.

Certified



Corporation

This company meets verified standards for social and environmental business practices.

Learn more at bcorp.com

As a B Corp, we actively work towards a global economy that is beneficial to people, society, and the planet.

We aim to conduct business with a positive impact. We achieve this by improving our working conditions, optimizing our supply chain and preferred production materials, contributing to charity.

Therefore, a B Corp certification goes beyond just obtaining a certificate. It challenges us as a company to have a tangible and measurable positive impact on society and the environment.

Find out more
[Blog B Corp \(EN\)](#)



1% FOR THE PLANET MEMBER

Elements is a member of



**FOR THE
PLANET**

1FTP.CO

CERTIFIED BUSINESS

since 2019.

1% for the Planet is an international organization whose members donate at least 1% of their annual turnover to non-profit environmental organizations.

We focus our donations on 4 topics:

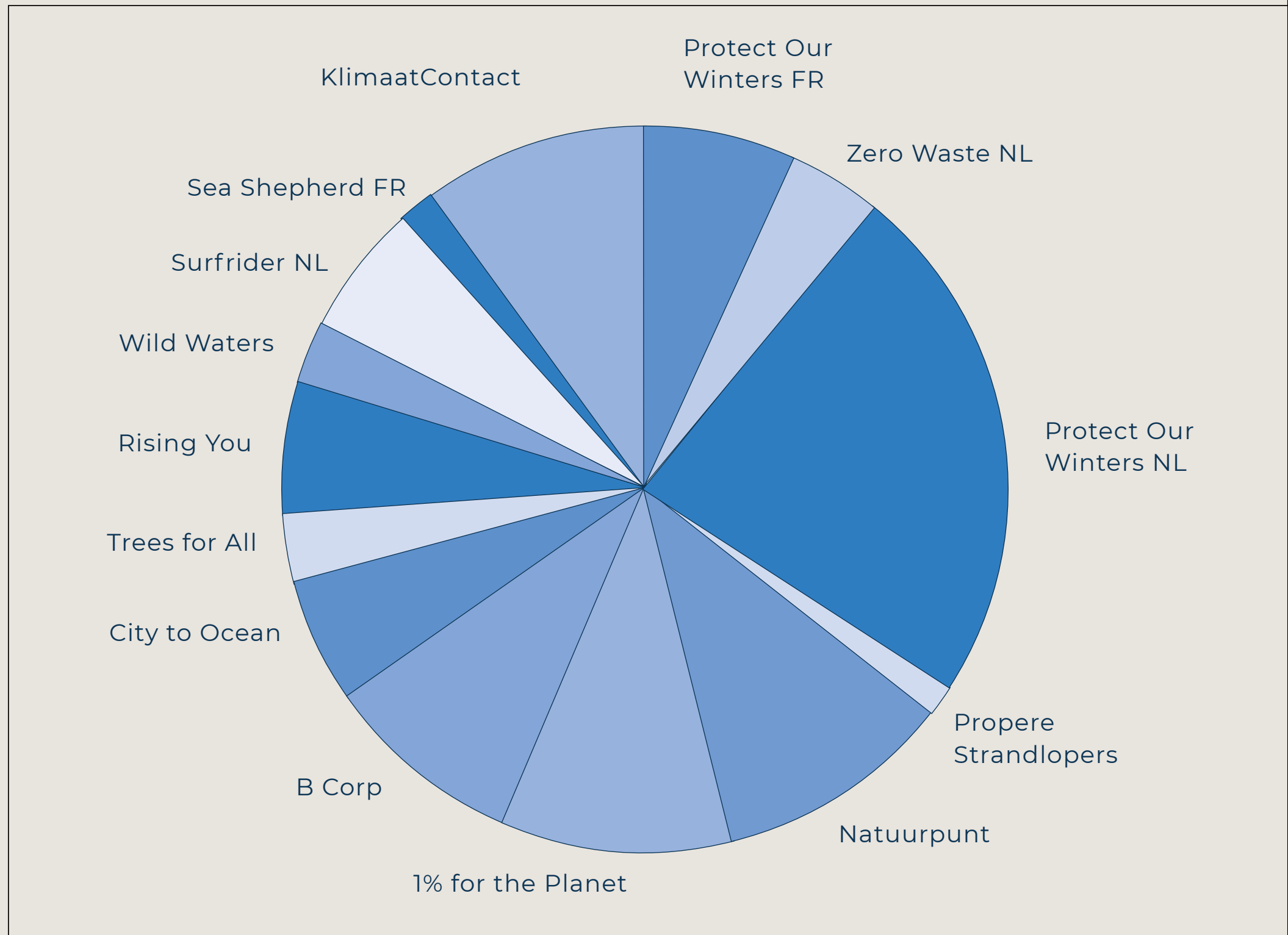
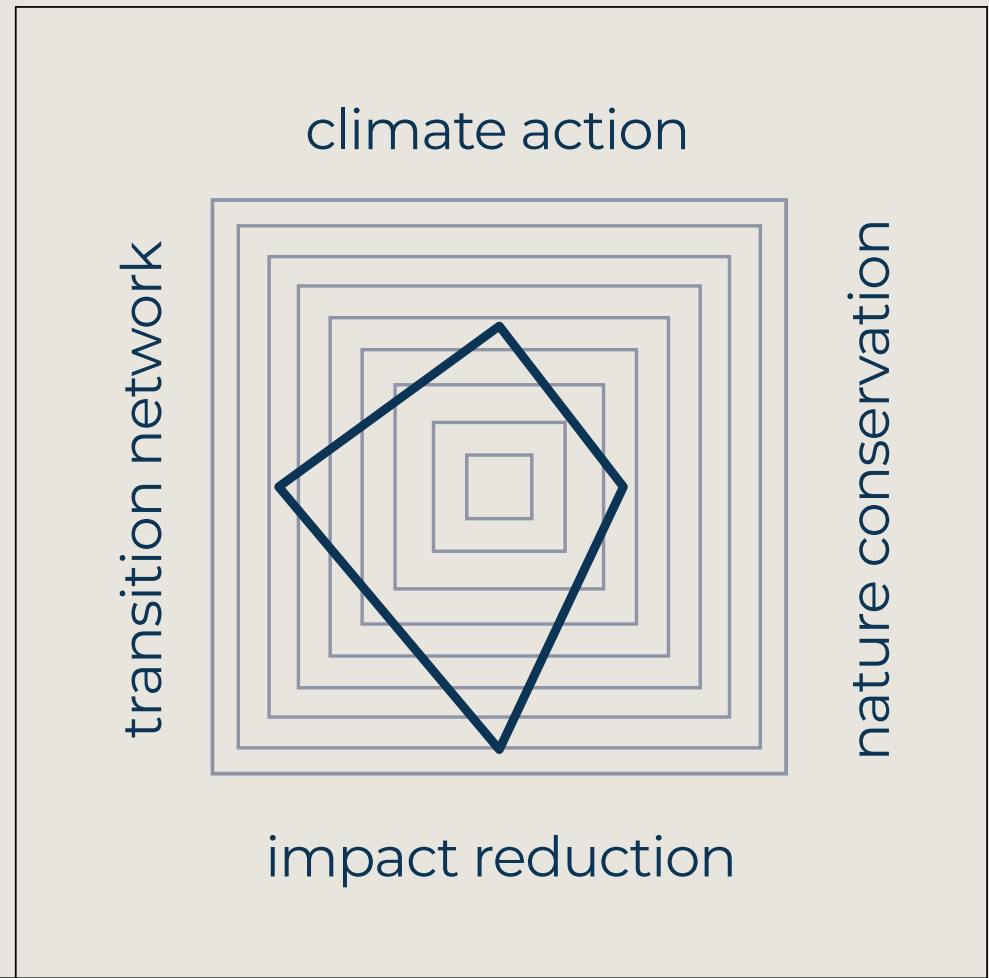
- Climate Action
- Nature Conservation
- Impact Reduction
- Transition Network

Together with our fellow 1% for the Planet brands (Patagonia, Klean Kanteen, ecoLiving, Waka Waka, Dopper, Nocs Provisions and Icebug) we know we're part of a dedicated community.



Our 2025 Socio/Enviro Impact

1% FOR THE PLANET



HERE'S HOW WE PUT THAT INTO PRACTICE IN FY 2025 (05/2024-05/2025):

In 2024-25 we've donated €71 715 to 15 organizations in Belgium, the Netherlands and France. We score every organization we support on how they contribute to each of our 4 impact topics. We divide 4 points across the topics. When multiplied by our donations you get the visual above. Impact reduction and transition network are our most prominent topics because most organizations we support work on plastic pollution and almost all of our organizations contribute to policy work for sustainable practices in society.



STRUCTURAL NGO PARTNERS

Natuurpunt

Natuurpunt is the largest nature association in Flanders. It advocates for nature and is engaged in its protection, experiencing and studying. We support the development of the Mechels Broek wetland area in Muizen, near Mechelen.

Proper Strandlopers

Proper Strand Lopers or 'Clean Beach Runners' is a citizens' initiative to raise awareness and motivate people to tackle the problem of litter in the environment, especially at the coast. We support its daily operations (including organizing clean-ups and reporting on litter) and participates in clean-ups as well.

Protect Our Winters

We support the Dutch and French branches of the international organization committed to inspiring outdoor sports fans to take climate action. Its support for these local chapters is focused on our 100% for the Planet campaign and our involvement in the Design for Glaciers campaign with Bever.

Zero Waste Nederland

Zero Waste NL organizes the Week Zonder Afval (Week Without Waste), a zero waste campaign across the Netherlands in May. Elements provides financial, communication and in-kind support to inspire as many people as possible to create less waste.





NGO PARTNERS

Rising You

Supports newcomers and vulnerable groups through climbing, training, and intensive guidance toward integration and employment. We contributed by supporting their end-of-year event through volunteering.

Trees for All

Dutch foundation committed to planting trees and restoring forests to support climate, biodiversity, and healthier living environments. We contributed through the 100% for the Planet campaign in partnership with Kathmandu.

City to Ocean

Works to restore clean urban waterways by tackling plastic pollution and engaging citizens through clean-ups and awareness. We contributed through brand screening support and the Boycott! soft drinks campaign.

Wild Waters

Focuses on water experience and protection. We contributed by supporting the SUP Science educational program, engaging youth in hands-on research on plastic pollution.

Surfrider NL

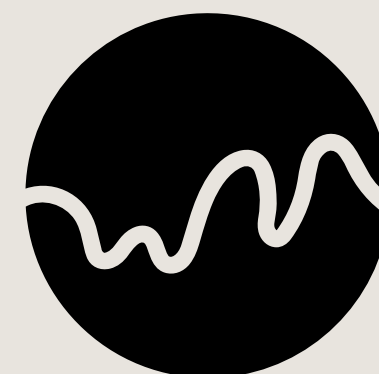
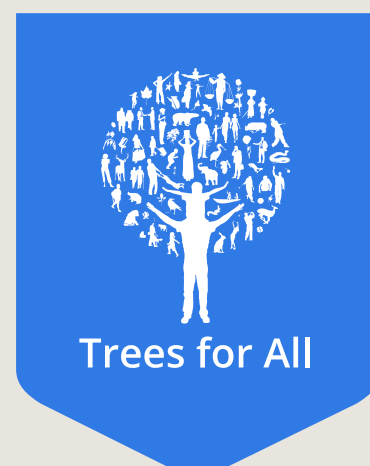
Dutch chapter of an international organization encouraging watersports communities to take climate action. We contributed by supporting a water quality monitoring project.

Sea Shepherd France

Defends marine ecosystems by exposing and combating illegal fishing and environmental crimes at sea. We contributed by donating additional bottles on top of a co-branded order.

KlimaatContact

Encourages climate-friendly behavior through climate coaching and workshops based on climate psychology. We contributed by organizing a workshop series on climate psychology for our team.





1% ACTIVATIONS



OUR PLANET DOESN'T NEED A DISCOUNT



CARE PLUS outdoor healthcare products

klean kanteen



In 2025 we introduced a new concept – **Impact accounts.** A way to expand our collaboration on responsible business with selected retailers.

IMPACT ACCOUNT

The main focus of the 2025 campaign lies in repair. We have facilitated 5 repair events at our impact accounts totaling 101 repairs. The repair events were hosted by Atelier FIKS. Additionally, we've aligned communication to highlight environmental campaign such Protect Our Winters' Year of the Glacier and Mobility Month.

Furthermore, we have joined the Total Re:Cal project run by Thomas More University of Applied Sciences focusing on alternative business models. This multi-year project aims to assess the profitability of repair, rental and second-hand models.



**Interested in joining?
Let us know!**





we are part
of nature





Commitment

Since 2019, Elements has been calculating its carbon footprint.

We measure scope 1+2 and a partial scope 3. Based on these calculations, we develop a targeted reduction plan to actively lower our emissions within our company and across the supply chain. We have a science-based target approved reduction goal for our scope 1+2 and monitor our scope 3 and have relative reduction goals. We are a committed member of the SME Climate Hub. Although relevant we realize the socio-environmental impact of our company goes beyond carbon emissions. Our policies are rooted in carbon footprint data and the sense that nature is family.

Our full 2025 carbon footprint will be published in Q3 2026. Due to technical issues with our digital meters (among others due to the fire) we are still collecting essential data needed to accurately calculate our emissions.

We are using the SME Climate Hub reporting template so the data is comparable with fellow Climate Hub members and the wider industry.



MEASURE, REDUCE, INSPIRE

A selection of our actions and policies:

We

have minimum 1 company volunteer day at a local ngo

use community electricity by ecopower

invest in solar panels and heat pump

fully electrify our company car fleet

have a mobility policy promoting bikes

have a travel policy reducing air travel

import 90% of selected products* by weight through ocean freight

*all products for which we arrange transport: Klean Kanteen, ecolunchbox, ecoLiving, a selection of Care Plus

screen new brands' socio-environmental initiatives through our responsibility screening

we are offering a pre-order impact discount for retailers that take environmental action

support our suppliers and customers in their sustainability journey



More than
distribution.
More than sales.

We help
build brands
that matter.





Thank you

Elements bv

Boerenlegerstraat 230
B-2650 Edegem

0032 3 227 53 00

info@we-are-elements.eu

www.we-are-elements.eu

CARE
PLUS®

patagonia

CRAGHOPPERS®

WAKA WAKA

HOUDINI

dopper.



ICEBUG®

TREK'N EAT

KATADYN® TILLEY

TENAYA®



NOCS
PROVISIONS



zamberlan®

klean
kanteen®



Helinox



NORDISK

eco
living

ECO
lunchbox®