

ELEMENTS

nature is family





we
are
elements





nature is family

we are part of nature
we are part of society

We are doers, outdoor enthusiasts and adventurers — deeply connected to nature.

Since day one, we've made conscious choices to reduce our impact and stay true to our values.



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 (8) and Business Development (1) drive market growth

Marketing (3) ensures brand consistency and visibility

Product Development (1) bridges innovation and market needs

Sustainability (1) leads our impact strategy

Logistics & Finance (4) keep operations running smoothly

Customer Service (2) supports our retail network

DTC (2) manages our direct-to-consumer channels

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



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.

2023–2024

Achieve B Corp Certification.
€250,000+ donated to NGOs.
Launch Impact Discount.





Emma joined the Elements family! After obtaining a micro degree in sustainability she joins our sustainability and sales team. In sales, she is representing Doppler.





Since 2018 we do a yearly anonymous employee satisfaction survey to checkin with our employees how they feel in their work.

We're proud that each year more than

90%

of our employees feel at home at Elements. In 2024 all employees feel at home.



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 commercial growth and visibility.

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, offering stronger retail presence and deeper customer engagement.



FACILITIES



Our operations are anchored in two strategic locations:

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

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

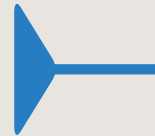
Both sites are centrally located in Belgium, with excellent access to major highways and the Port of Antwerp — ideal for serving the Benelux and beyond.

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



BRANDS

distribution



BE - LU

CRAGHOPPERS

eco lunchbox[®]
Healthy for People & the Planet

BE - NL - LU - DE

eco living

BE - NL - LU

patagonia[®]

BE - LU

BE - NL - LU

HOUDINI

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

BE

OSPREY

agent





BRAND



dopper®

As a valuable addition to our range, we're excited to introduce Dopper.

Dopper goes beyond just being a reusable water bottle; it symbolizes positive change, a step towards a world with less disposable plastic. With a mission to end packaged water, Dopper's mission to eliminate packaged water is a perfect match with our dedication to sustainability.

Let's embrace plastic-free living together - one Dopper bottle at a time!



600+ retailers

Benelux, France, Germany, and Austria.

We partner with 600+ 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 DEALERS

**From independant
dealers...**



... to big retail chains



SportScheck





Since 2023, we are offering a pre-order discount (on top of existing discounts) on all distribution brands for retail customers who take tangible steps to reduce their environmental impact.

In 2024 we launched version 2, with updated criteria

1% discount

Renewable electricity
Low carbon heating

2% discount

B Corp Certified
1% for the Planet member
SBT / SME Climate
Commitment

In 2024, we've had 4 retailers enjoying the impact discount for an amount of € 4.295,05



we are part
of society



B CORP CERTIFIED

Elements is
a B Corp-certified
business since 2023
with a score of

94,1

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



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 and Doppler) we know we're part of a dedicated community.



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 the Mobility Month project.



Zero Waste Nederland:

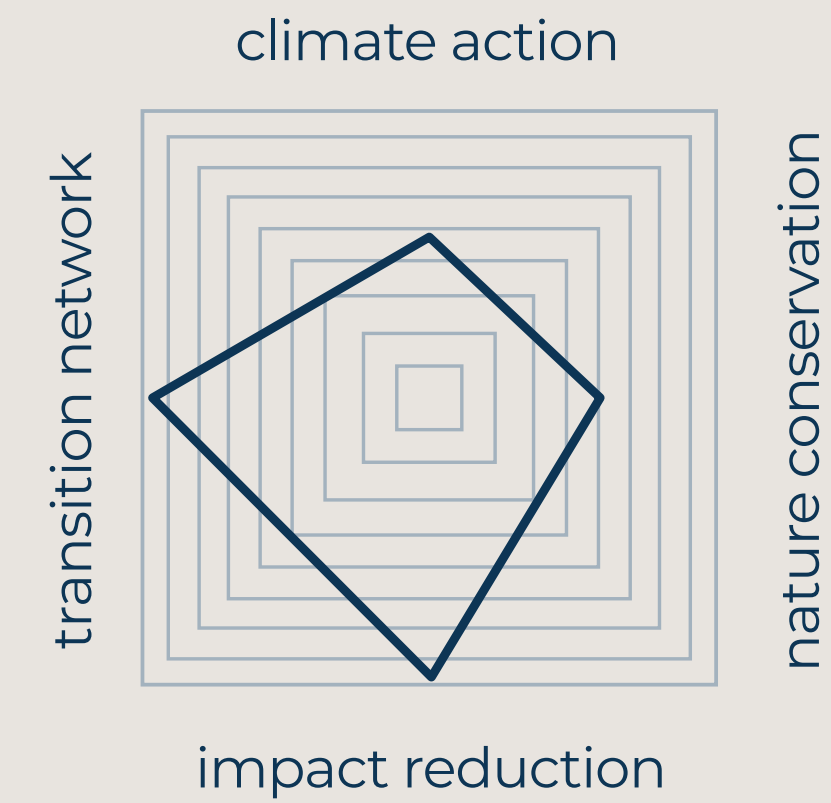
Zero Waste NL organizes the Week Zonder Afval (Week Without Waste), a zero waste campaign across the Netherlands in May. Elements provides financial, communication and in-kind support to inspire as many people as possible to create less waste.





In 2024 we've crossed the line of **€250.000** donations since 2019.

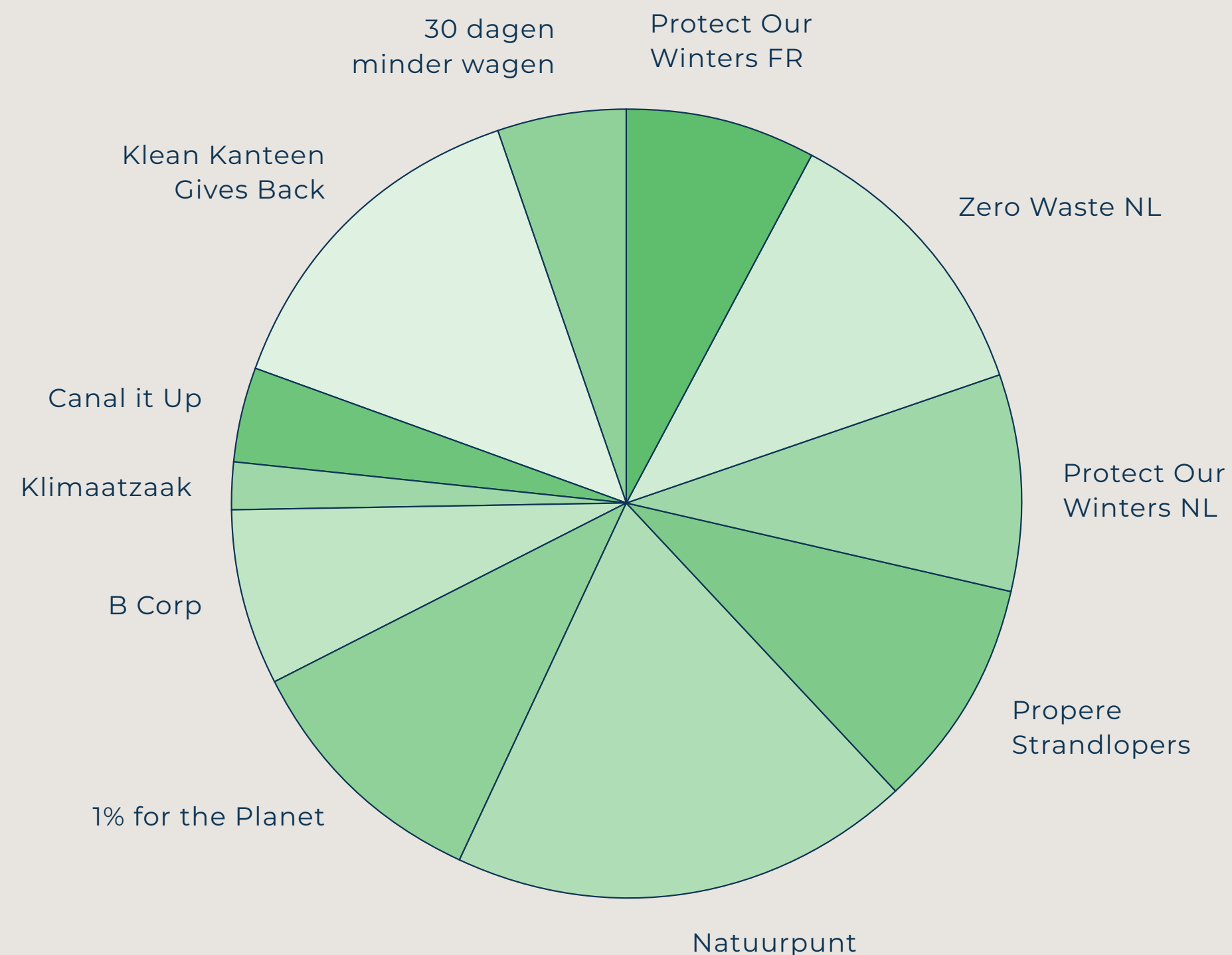
That's more than a quarter million for organizations that work on climate action, nature conservation, impact reduction and strengthening the transition network. That's over 30 organizations in 4 countries, from long term partnerships to single grants.



OUR 2024 SOCIO/ENVIRO IMPACT

Here's how we put that into practice in FY 2024 (05/2023-05/2024): In 2024 we've donated **€56,193** to 12 organizations in Belgium, the Netherlands and France.

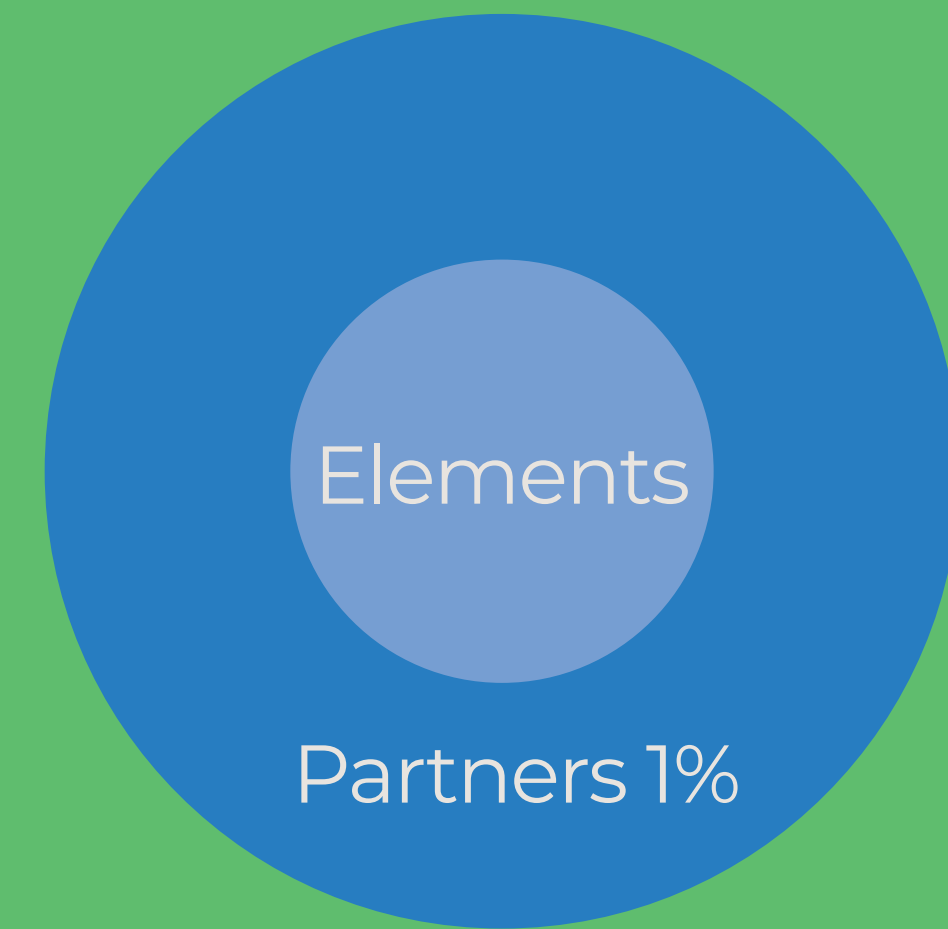
We score every organization we support on how they contribute to each of our 4 impact topics. We divide 4 points across the topics. When multiplied by our donations you get the visual above. Impact reduction and transition network are our most prominent topics because most organizations we support work on plastic pollution and almost all of our organizations contribute to policy work for sustainable practices in society.





**FOR THE
PLANET®**

As a member we donate 1% of our revenue directly to ngo's, but through purchasing and working with fellow 1FTP members we can amplify the impact of the network.



Indirectly we facilitate additional support for environmental ngo's by working with several 1% for the Planet brands and other partners – 1% of what we pay suppliers or sell as an agency goes to environmental ngo's.



KLEAN KANTEEN

klean
kanteen®

GIVES BACK

**Klean Kanteen
Gives Back is
our yearly grant
campaign for local
environmental
organizations.
In 2024 we
distributed
€8000 among
4 organisations.**



KLEAN KANTEEN GIVES BACK

PLONS project by Odisee Hogeschool

The project PLONS, acronym for 'PLasticONderzoek in het Scheldestroom-gebied' (plastic research in the Scheldt river basin), aims to raise children's awareness of the plastic problem in the waterways. The methodology chosen is a citizen science project aimed at Flemish and Zeeland primary school children. These children go through an educational, interactive process and are challenged to think about the plastic problem and how to solve it.



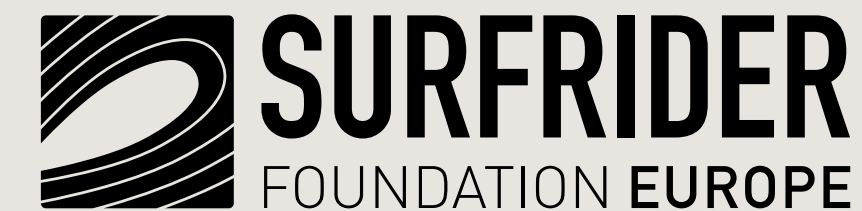
City to Ocean

Canal It Up works to solve three problems facing Brussels' waterways the canal and the Senne. These are floating waste, poor water quality and lack of nature and biodiversity. To this end, they are working out technical solutions, informing about the problems and sensibilising as many people as possible by organizing kayak trips 'plastic fishing' and other activities in the canal in central Brussels. We want to upgrade the waterways into a place where animals and plants are at home, where the water is clean and where it is simply nice to be.



Surfrider Foundation NL

Surfrider Foundation acts as an authority in three areas of expertise: marine litter, water quality and public health, coastal management and climate change. Through campaigns, education, events, projects and partnerships, we work towards central, local and international goals, clean water, clean beaches and the protection of swimming/surfing spots.



Natuurpunt Druivenstreek

Natuurpunt Druivenstreek works towards more and better nature in the Druivenstreek municipalities of Hoeilaart, Overijse, Tervuren and Huldenberg. We do this by acquiring and managing nature areas within 6 vision areas, enthusing the public for nature through educational activities and by talking to policy-makers. This project gives a biodiversity boost to the Old Trambed: a home for house martins, lapwings and bats!





COMMUNITY
& INITIATIVES

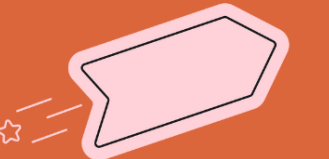


B Corp Month 2024

Life After Certification:

Corporate Citizenship with 1% for the Planet &
B Corp Community Drinks

March 21, 2024 | 16:00 - 20:00 | Brussels





we are part
of nature



MEASURE, REDUCE, INSPIRE

measure reduce inspire



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.



SME Climate Hub Commitment

We are member of SME Climate Hub, a global initiative that aims to integrate climate action into SMEs to enable SMEs to become resilient businesses of the future. We use SME Climate Hub's free tools to calculate our emissions.

Anyone can become a member, more info can be found here: [SME Climate Hub](#)

Through the SME Climate Commitment we recognize that climate change poses a threat to the economy, nature and society-at-large, our company commits to take action immediately in order to:

Halve our greenhouse gas emissions before 2030

Achieve net zero emissions before 2050

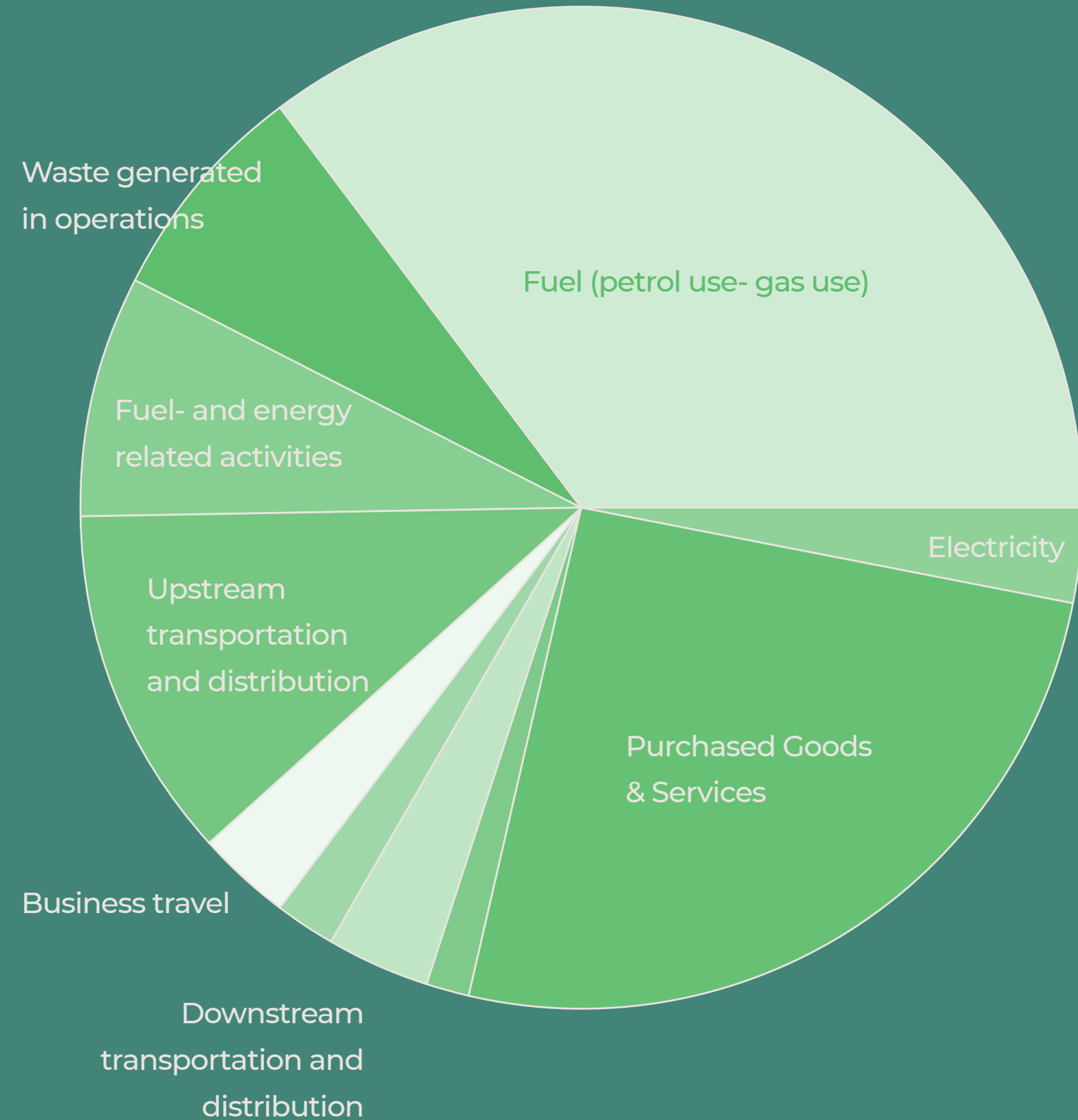
Disclose our progress on a yearly basis

In doing so, we are proud to join governments, businesses, cities, regions, and universities around the world with the same mission.”



2024 Carbon footprint

MEASURE, REDUCE, INSPIRE



Scope	Category name	tCO2e
Scope 1	Fuel (petrol use – gas use)	42,84
Scope 1	Company Transport	0
Scope 1	Fugitive GHGs	0
Scope 2	Electricity (includes car charging)	5,45
Scope 3	Purchased Goods & Services	58,72
Scope 3	Capital Goods & Services	0
Scope 3	Fuel- and energy-related activities	12,26
Scope 3	Upstream transportation and distribution (ocean, air, road transport)	13,08
Scope 3	Waste generated in operations	19
Scope 3	Business travel	5,01
Scope 3	Employee commuting & remote working	3,49
Scope 3	Upstream leased assets	0
Scope 3	Downstream transportation and distribution	5,73

Our scope 1+2 emissions are 45,2 tCO2e (market-based)*
*48,2 tCO2e (location-based)

Our electricity use increased due to more charging of electric cars at our office.

Our gas use increased due to a heating problem in our warehouse (now solved)

Diesel use decreased, petrol use remain stable while electric charging increased, because we've added 3 electric cars to our fleet.

Our estimated scope 3 emissions are 117,3 tCO2e (see table for categories)

We've maintained our objective to import >90% products in weight by ocean freight (94,7%)



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

support our suppliers and customers in their
sustainability journey (through an impact discount and
other initiatives)



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

