

Code of Conduct

What we expect of each other:

RESPONSIBILITY

We will take personal responsibility for our actions.

HONESTY

Our communication will be truthful and sincere.

PASSION

We are enthusiastic about our business and about doing the right thing.

OPENNESS

We are clear and straightforward in our words and actions.

ADAPTABILITY

We will adapt and do what is best for our business.

These behaviours affect every part of our business:

CUSTOMERS

We consider customers in everything we do and treat them in a straightforward manner.

PEOPLE

We treat everyone fairly, with respect and keep one another safe. We keep our own and our customers' confidential information secure.

PRODUCTS

Our products are safe and comply with the law. We describe our products accurately. We will reduce the environmental impact of our products.

SUPPLIERS

Products and raw materials are legally and ethically sourced. We source products and set our selling price without supplier restrictions.

COMPETITORS

We compete fairly and in accordance with the law.

ENVIRONMENT

Our goal is to go beyond neutral, to do 'more good' rather than 'less bad' with a 'Net Positive' aspiration of putting more back into the environment than we take out.