



MATERIAL IMPACT UPDATE

Our goals to help the planet

Innovation deep dives

Answers to some hard questions



A PROGRESS STORY

We're working towards a future where people, animals and the planet can sustain each other in a way that also leads to 'better', overall.

The loop between humans, animals and the environment is intricate – but we're making progress. We're building processes that measure our activities, shifting more materials to lower impact alternatives and working with promising technologies (and inspiring partners) to develop abundant systems.

In the following pages you'll find some highlights that we're particularly proud of. They mostly focus on material developments, because as a product company, that's where we have the largest impact.

We hope you find some interesting insights, glimmers of progress, and maybe even some ideas for your own approach. We're a long way from perfect, but we're making the most of our journey towards better.

Andy Bellroy CEO

OUR MATERIAL GOALS



1. Make products that are used and loved for as long as possible.

The most impact we can have as a product brand (whose products don't go through the wash) is to limit consumption, and keep our manufacturing impacts as low as possible. So we test every decision against this goal, to make sure we're never sacrificing the longevity of our product.



2. Solve problems that already exist in the world.

Our recycled fabrics program helps clean up the waste that's already in the system. We use polyesters made from recycled plastic bottles, and nylon made from industrial waste. And we took our time developing these, to ensure they were just as durable as the rest.



3. Work towards a regenerative future.

We seek new technologies and radical supply partners in an effort to develop regenerative practices and invest in natural solutions that don't sacrifice our other goals.

See our latest development on page 14.

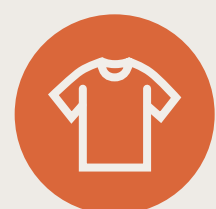


OUT WITH THE NEW, IN WITH THE OLD

Currently, the fast fashion (take-make-dispose) model results in:



21 BILLION TONS OF TEXTILES
going to landfill each year



3 IN 5 NEW TEXTILE PURCHASES
discarded within a year

Our approach is to make products that last as long as possible. So instead of being used a few times and then going to sit in landfill, they're being used (and loved) for years and years.

Our products are made for the long haul

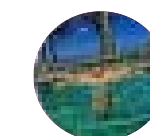


Michael Angelo Rey

I've had these two for five years now and I couldn't be happier.



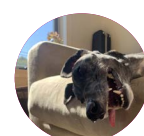
faustian_dilemma I've had my tamarillo slim sleeve wallet for a little over 2100 days (a couple of months shy of 6 years), and I can attest to its durability and well'aged beauty. One of my favorites purchases. #day2100



Babis Zo
Day 3054

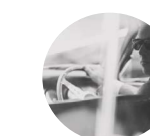


zerokingsupply Absolutely love this bag. Still going strong after years of use!



Will

Day 1000 with my Classic Backpack. It's with me pretty much anytime I leave the house.



switchfire26 Still loving mine, 2,919 days and counting @bellroy found my receipt the other day so now I know the exact date 👍

GIVING WASTE A SECOND LIFE

Instead of using up finite resources to make our bags and pouches, we're using fabric made from 100% recycled materials. Giving used plastic bottles and nylon offcuts a second life, and cleaning up waste that's already in the system.

So far, we have upcycled:



60,000KG OF NYLON



10.5 MILLION BOTTLES



OCT 2019

We launch our first range of recycled polyester bags and pouches.



EARLY 2020

Recycled nylon products join the range and bag linings transition to recycled fabric.



OCT 2020

We launch Limestone, featuring our first recycled webbing straps and zipper tape.



LATE 2020

Most wallets' linings transition to recycled fabric.



MAY 2021

We launch Market Tote, our first bag made fully from recycled materials.



JULY 2021

Phone cases featuring recycled polymer and microfiber join the range.

*estimated based on a 500ml water bottle

BUSTING RECYCLED FABRIC MYTHS

Green, or greenwashing? Sorting sustainability fact from fiction can be tricky when it comes to recycled fabrics. So we're busting a couple of the most common materials myths, to set the record straight.

MYTH!

RECYCLED MATERIALS COST LESS.

Materials made from recycled sources actually cost more for brands to use. Because there are added steps that need to happen before that material is ready to use – waste collection, cleaning and processing – that require infrastructure. Right now, demand for recycled polymers is increasing faster than supply, which also drives up the price. With trillions of dollars of established fossil fuel extraction infrastructure already written down, virgin plastic production is artificially cheap.

DID YOU KNOW?

90% of the impact for accessories like ours (ie, softgoods that don't go through the wash) happens before they get to you. That's why we take our role so seriously.

MYTH!

BELLROY'S FABRICS RELEASE MICROPLASTICS.

Most microplastics are shed in the washing machine, a place your Bellroy should never go! And while the production process has the potential to release microplastics, we use only tightly woven fabrics, made of continuous filament yarns, which greatly reduces the chance of shedding.

RE-EVALUATING OUR APPROACH TO RECYCLED MATERIALS

Customers sometimes ask when every part of our products will be made from recycled materials. The answer? Maybe never, but that's on purpose. Some recycled components – zippers, buckles – just aren't there yet in terms of durability.

But more importantly, we understand that recycled materials might not always be the best option. There is no single solution, or best source of material. Our goal is to reduce our impact as much as possible without compromising the durability or performance of our products. Sometimes that means recycled, but it could also mean bio-based or virgin material. So we're constantly re-evaluating our materials to ensure they're the best option according to our material goals, and we'll continue to expand our range with better solutions as they emerge.





LET'S TALK LEATHER

Leather has long been our favored material for wallets and small accessories. That's because it bends and flexes and feels great in your hand. And importantly, it only gets better with age (which is, of course, our main material goal).

We understand that people have concerns about the leather industry. We have made the most of our position within the industry to source the best leather available – from gold-rated Leather Working Group tanneries – and work on improving animal welfare and traceability standards along the way. (More on this in the pages ahead.)

We're always looking to make progress in new ways and that's why we've started developing some exciting alternatives. But for the moment we're still making the most of our deep expertise in leather, and using this great material in ways that make the best sense for our goals.

Get to know our leathers:



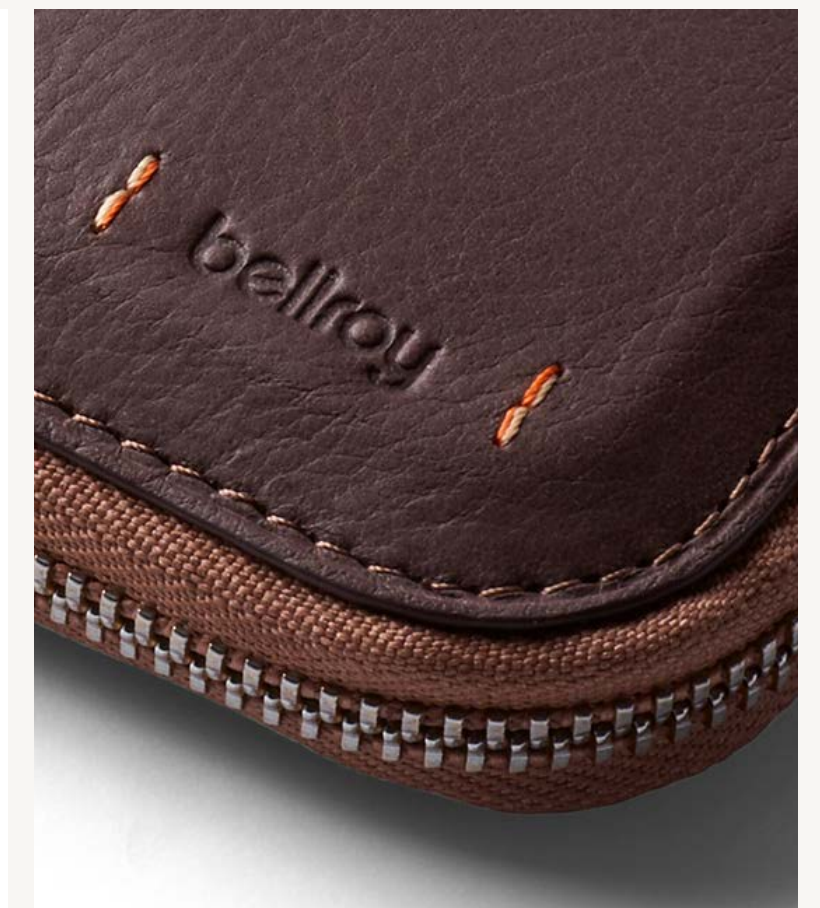
DRITAN™ LEATHER

ECCO Leather's unique DriTan™ process harnesses the natural moisture of the hide to save water and reduce chemical use.



NAKED

Minimally treated, for a natural finish that develops plenty of character over time.



GOLD-RATED

We use leather because it's durable, soft, and it ages better than any alternative. Our LWG leathers are rated the best, for quality and sustainability.



NAKED

A minimal finish that showcases the grain, and develops rich texture with age.



DRESSED

More resilient to marking, this finish allows our leather to look newer for longer.





CHOOSING BETTER LEATHER

In 2015, we made the decision to source leather exclusively from tanneries that have earned the highest possible rating from the Leather Working Group. The LWG is a not-for-profit organization responsible for the world's leading environmental certification in the leather industry. It represents 1300 members, covering everything from cattle farms to tanneries to retail brands.

Sourcing gold-rated leather means that our supplier tanneries are regularly audited and are achieving or exceeding strict standards regarding water usage, effluent, electricity, pollution, labor, working conditions and other criteria.

Compared to traditional tanneries, LWG gold-rated tanneries:



USE ~75% LESS
WATER



CONSUME LESS
ENERGY



PRODUCE LESS
WASTE AND EFFLUENT



**WE SAVE
15 MILLION LITERS
EVERY YEAR!**



THE DRITAN™ REVOLUTION

In 2020, we launched a range of premium wallets crafted with leather sourced from ECCO Leather, and tanned using their revolutionary DriTan™ technique. This innovative process harnesses the moisture already in the hide, saving water and reducing the amount of chemicals needed.

The DriTan™ process uses ***~80% LESS WATER*** than traditional tanning.

ADVOCATING FOR ANIMAL WELFARE

Back in 2016, we recognized that it was difficult to trace the origin of the hides found in tanneries. And therefore difficult to know where and how the animals had been raised. So we decided to step up, and we co-chaired a new Animal Welfare Group (AWG) sub-committee within LWG, focused on increasing traceability and improving animal welfare across the industry.

AWG has created a framework to help brands better understand the supply chain and make more informed choices when sourcing their leathers.

We've developed standardized profiles of the top 24 hide-producing countries, showcasing the state of animal welfare and a due diligence rating for each. The higher the score, the more confidence you can have in the welfare of animals raised there.



"We've helped animal welfare go from a fringe interest into the heart of the mainstream. Major brands now consider it as part of their supply chain, in the same way they would labor conditions."

Sarah Nichols

Bellroy's General Counsel and current
co-chair of the AWG



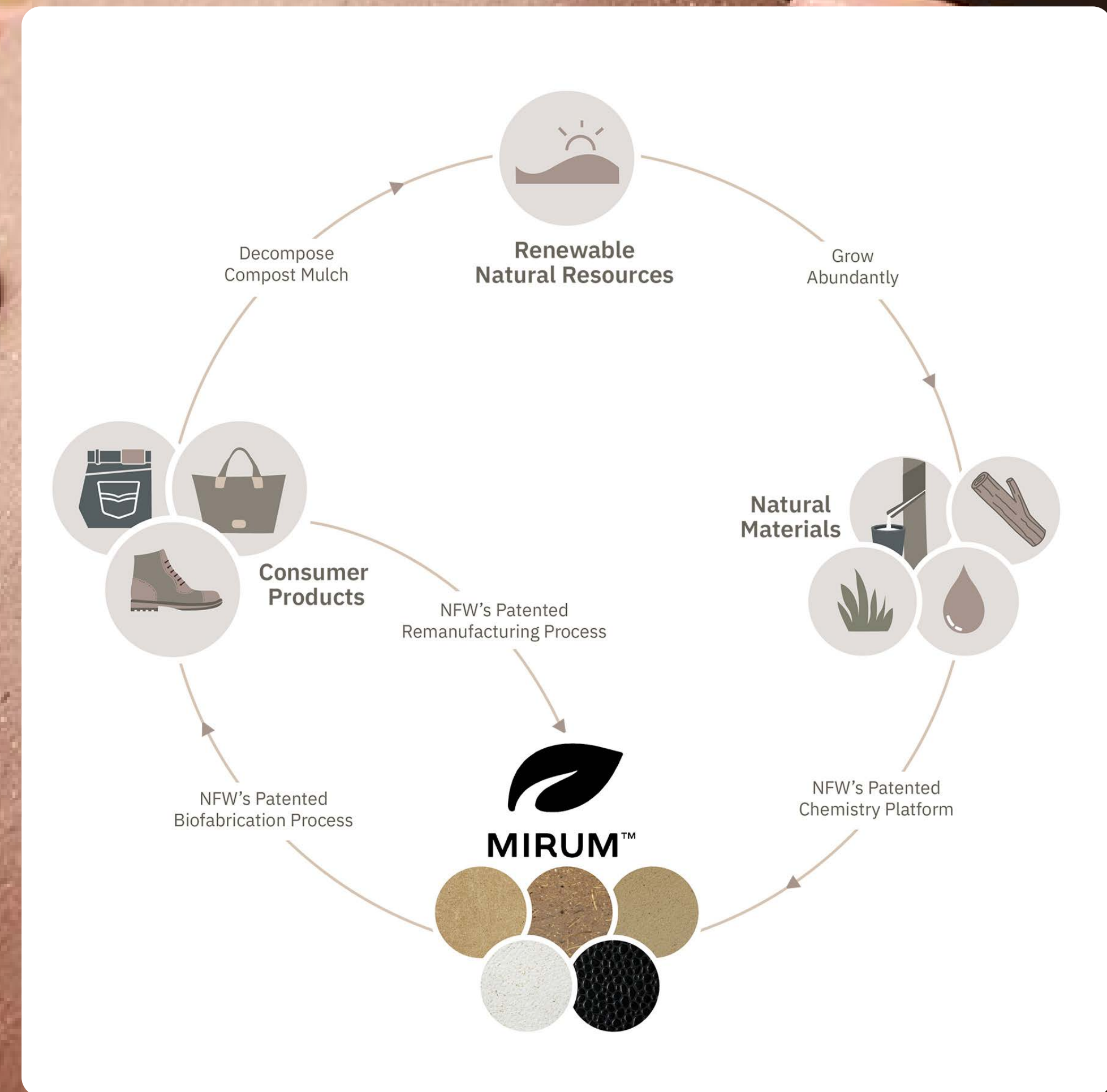
SUSTAINABILITY ISN'T ENOUGH

To sustain something, is to keep it the same. But we believe that we need to keep things moving forward. And regeneration is key. What does that mean exactly, and why is it so important? Let's break it down.

SUSTAINABLE practices seek to maintain natural systems without degrading them.

REGENERATIVE practices recognize how natural systems are currently impacted, and apply techniques that encourage abundant cycles (and growth).

CIRCULAR practices (which can include sustainable and regenerative practices) extend the life cycle of a product indefinitely, through infinite reuse.



The circular potential of MIRUM®

OUR PHILOSOPHY

“We aim to reduce our impact across the board, and focus on utilizing abundant feedstocks – whether that be waste that’s already in the system, or abundant natural systems. It’s no longer enough just to sustain, we need to start implementing practices that regenerate the land that we use. Regeneration is one of many cogs in the wheel to reduce our overall impact. And technologies like MIRUM®, which are far less resource intensive, are the way forward.”



Kate

Bellroy's Materials Developer





MIRUM®

ALL NATURE, ON PURPOSE.

We set out to find a leather alternative that could both perform up to our rigorous standards, and contained no petrochemicals or synthetics. A very tall order, it turned out. Until we found Natural Fiber Welding, and their groundbreaking, plant-based leather alternative – MIRUM®.

We then spent years working with NFW, tweaking their recipe until we had developed a custom version of MIRUM® that met our high performance standards. A material that can flex and bend for years (like a wallet, for instance), while still feeling and looking great in your hand.



Luke Haverhals

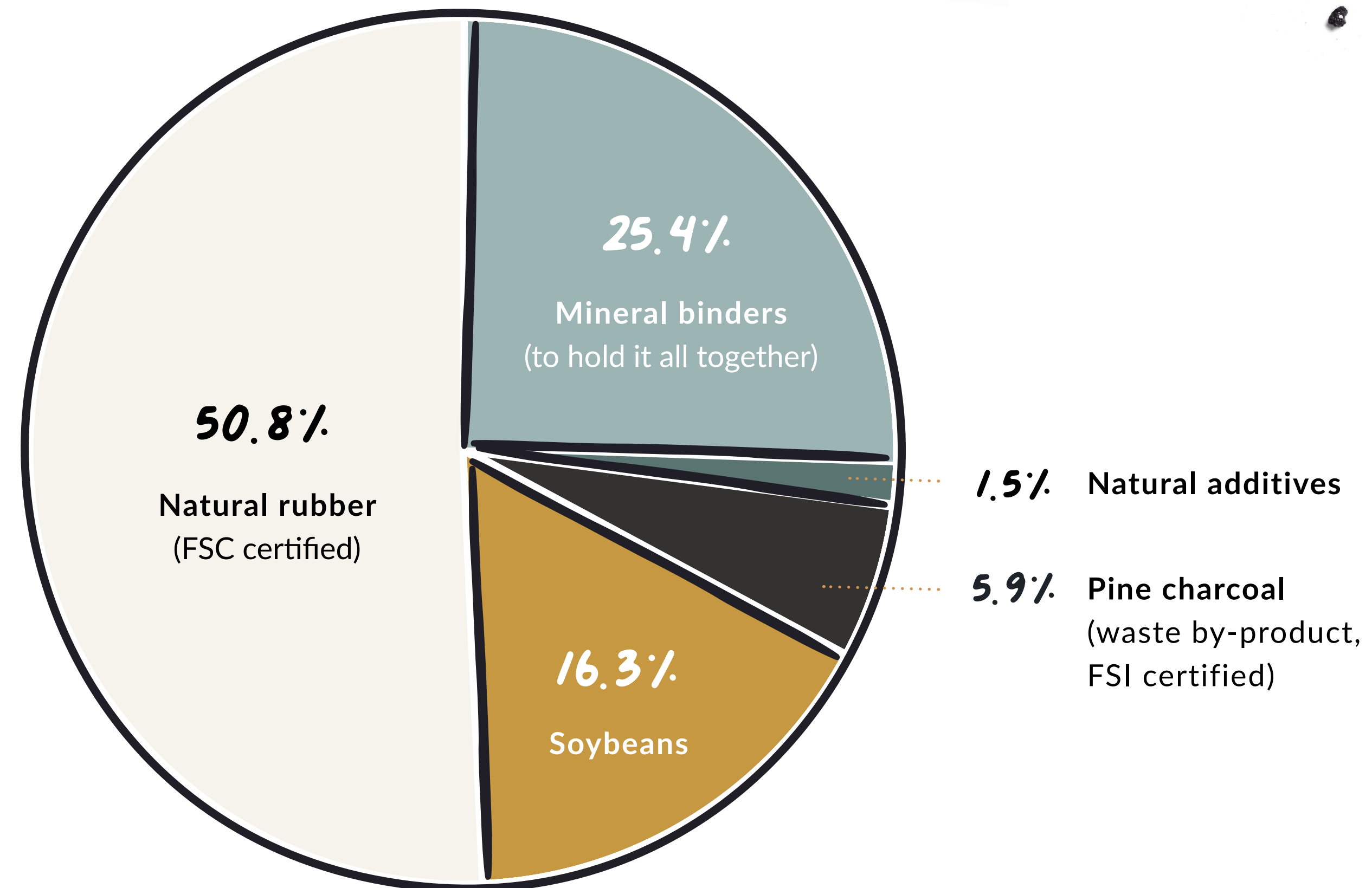
Founder and CEO of Natural Fiber Welding, Inc.

“The products Andy and the [Bellroy](#) team + [Natural Fiber Welding](#) are building together are going to literally change the world and cause large industries to bend toward regenerative and holistically sustainable practice.”

INGREDIENTS STRAIGHT FROM THE FIELD

What sets MIRUM® apart is what's NOT in it. Most leather alternatives are derived from petrochemicals. A new breed of alternatives incorporate some plant based ingredients – cactus, apple – however these almost universally add petrochemicals for stability and performance. Not MIRUM®. It's made from 100% natural, renewable inputs that can be grown again and again. With zero plastics, synthetics or other nasties. That's why we love it.

BELLROY'S CUSTOM MIRUM® RECIPE





*A PROUD B CORP
SINCE 2015*

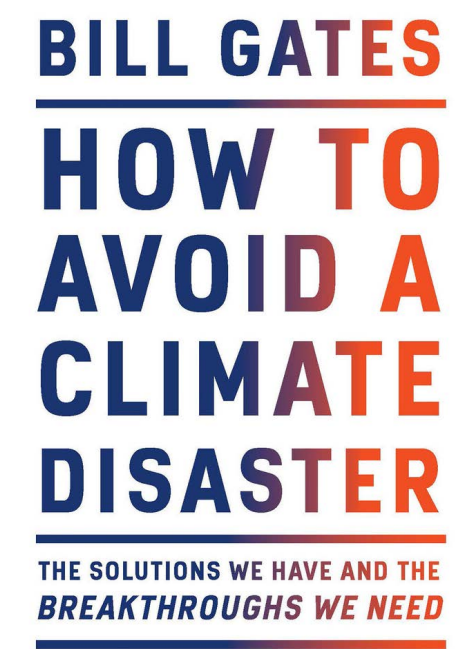


83.8 Our Impact Score



TAKE A DEEPER DIVE

Want to learn more about what drives
Bellroy's approach to sustainability?
Our CEO, Andy, rounded up his favourite
sources of inspiration.

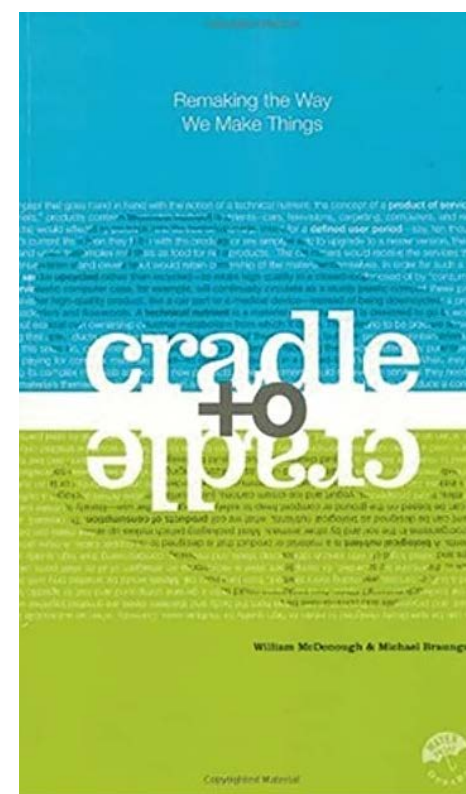


*TACKLING GLOBAL
WARMING HEAD
ON.*

How to Avoid a
Climate Disaster

Bill Gates

*A CENTRAL
RESOURCE FOR
CLIMATE SOLUTION
PROJECTS...*



*A CLASSIC, HIGHLY
RELEVANT TO
PRODUCTS.*

Cradle to Cradle,
Remaking the Way
We Make Things

William McDonough

*A BITE-SIZED
ESSAY WITH
GREAT VISUALS...*

*A FRAMEWORK
FOR PRIORITIZING.
FOUR LENSES TO
USE IN PURSUING
OPPORTUNITIES...*