



At Cat Coir, environmental sustainability and corporate stewardship define our approach in transforming non-toxic, recycled rubber and organic coconut hair (known as coir) into beautiful, quality household products.

Our product is responsibly produced in Kerala, India, where an abundance of rubber and coconut trees grace our land and are used to produce a variety of goods. At Cat Coir, we utilize coconut materials to produce beautiful, durable doormats. *Coir* is the name given to the coarse fibers harvested from coconut shells, and is a completely natural substitute for typical industrial materials. Coir is safe enough for your bare feet, but tough as a coconut shell to last a lifetime in even the harshest climates. To add to our product's sustainability, we fashion the durable foundation of our mats entirely from recycled rubber.

In our pursuit of environmental leadership in the production of quality home goods, we are eager to share more information about our policy with you.

Please refer to our principles and policies, which distinguish us from our competitors in Asia and worldwide, and are designed to lead the market by example:

- Identify and implement alternative business practices to minimize Cat Coir's environmental and carbon footprint, setting the bar above current environmental legislation standards, regulations and requirements.
- Engage with our suppliers and stakeholders to improve the sustainability performance of our supply chain and to reduce the amount of waste material produced.
- Recycle as much waste material as possible.
- Enhance the communities in which we operate by acting sustainably.
- Pursue continual improvement in corporate responsibility and sustainability management and performance, including incentives for employees who identify innovative strategies for sustainability.
- Achieve objectives and implement actions identified across the following sustainability priority areas: energy, waste, water, office and venue buildings, procurement, HR and administration.
- To strive to maintain a largely paperless organization. For example, we send quote documents as PDF files to avoid paper consumption.
- Avoid the use of postal services, saving the need for transportation and additional paper (envelopes). For example, we email invoices and statements of account.
- Recycle electronic equipment that is no longer of use to the company. Aim to reduce our gas heating usage.
- Keep energy usage low. For example, we make use of low energy light bulbs throughout our operations and use timers to ensure computers are shut down after work.
- Purchase products with a lower environmental impact and made with recycled products.
- Use low impact transport for travel to and from work and travel for business. For example, we use public transport to attend meetings and offer a Cycle Scheme to encourage staff to cycle to work.
- Avoid unnecessary travel by making use of instant messaging, video and audio conferencing, telephone and email.

## **Accountability**

Cat Coir regional and division presidents, management staff, chapters and interest group chairs and committee members are accountable for the implementation of this policy.



Additional Information:

We are always eager and pleased to tell you about our exclusive product. Our product is an answer to the need of many customers who are seeking products that are aesthetically pleasing, environmentally sustainable, and non-toxic for their homes. Please email us as with any questions: [Rajeev@catcoir.com](mailto:Rajeev@catcoir.com)

Sincerely,

A handwritten signature in purple ink that reads "Rajeev Karunakara". The signature is written in a cursive style on a light-colored background.

Rajeev Karunakara  
Chairman  
Cat Coir