



SUSTAINABILITY, *PART OF OUR DNA*

A-BOOTH SUSTAINABILITY REPORT 2023



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We are a company that works internationally with a great diversity of people. We work with the best people in the industry, regardless of background, gender, orientation, race or religion.

Chris van Dam | CEO A-Booth





FOCUS ON SUSTAINABILITY

A-Booth is a General Service Contractor servicing Exhibition & Events throughout Europe. Since its establishment in 1999, the company has been dedicated to building best in class trade show and event concepts. By utilizing modular booth construction, incorporating modern techniques, and fostering ongoing innovation, A-Booth positions itself as the most attractive exhibition construction partner in the industry.

With a focus on sustainability, A-Booth aims for maximum results with minimal negative impact on our planet. This commitment to sustainability has been present from Day 1 even when sustainability was not such a prominent social issue. However, founders Peter Noordman and Jaap-kees Snoeij were already aware that modular booth construction would be a significant leap forward in what we now refer to as the "Planet" aspect. When the opportunity arose in the new millennium and A-Booth started building its inventory, they made the transition to modular booth construction and gradually phased out wood construction over the following decades.

Sustainability has played a crucial role in every major step of A-Booth's history. During the construction of the current office and warehouse in Oostzaan in 2012, gas connections were eliminated. The building is highly insulated, generates its own energy through solar panels, which is used for heating with a heat pump.

Today, sustainability in its broadest sense is deeply ingrained in A-Booth's DNA. The company has awareness, concrete policies, and set objectives for both daily and long term operations. In the near future, this commitment to sustainability will be transparently reflected in the company's reporting.





MISSION

*Our mission is to build and enhance
the best exhibition concepts in
Europe.*



VISION

Through the utilization of modular booth construction, the integration of modern technologies, and ongoing innovation, A-Booth aims to become the most attractive exhibition partner in the industry. With a strong emphasis on sustainability, A-Booth strives for maximum results with minimal impact on our planet.

CORE VALUES

A-Booth adheres to four core values, in the strategy and daily operations.



RELIABILITY

We are a reliable and dedicated partner committed to going the extra mile for our customers. We do what we say and say what we do. This approach extends to how we treat our employees, as well as the suppliers we choose to work with.



QUALITY

Our people are true heroes! Together, we deliver the best service in terms of booth construction to our customers. We achieve this by utilizing top-quality materials and working with partners known for the quality of their products.



INNOVATION

We are creative in innovating exhibition concepts and strive to stay ahead of industry developments. We achieve this by employing new materials, developing new techniques, and optimizing our processes.



SUSTAINABILITY

Sustainability is essential for preserving our planet, benefiting future generations, and ensuring the success of our company. We consider it our duty to set our own course and be at the forefront of developments in this field.

SUSTAINABILITY POLICY

In early 2023, A-Booth commissioned an external party to conduct a sustainability assessment within the company. This assessment focused on five aspects of corporate social responsibility: process, good governance, people, planet, and profit. These five areas align with the Sustainable Development Goals (SDGs) developed for countries and adopted by the United Nations.

Based on the assessment, A-Booth is developing its sustainability policy for the coming years. The primary focus areas include good governance, people, and planet.



PEOPLE





GOOD GOVERNANCE

*Open communication
builds trust.*

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PLANET

GOOD GOVERNANCE



A-Booth adheres to the following principles of good governance:

- **Accountability:** *A-Booth takes full responsibility for its impact on society and the environment. A-Booth can be held accountable for its actions and provides an account of its activities.*
- **Transparency:** *This is closely related to being accountable. A-Booth is transparent in its decisions and activities that affect society and the environment. This does not include information protected by laws or information that could harm commercial, security, or privacy interests. In this age of modern media, transparency is necessary, and open communication builds trust.*
- **Ethical behaviour:** *This is based on honesty, fairness, and integrity in all actions. It implies a commitment to consider the interests of stakeholders and to treat people, animals, and the environment with care.*
- **Stakeholder interests:** *Respecting the interests of stakeholders is a fundamental principle of sustainable business. This includes customers, employees, shareholders, directors, suppliers, banks, civil society organizations, local communities, etc.*
- **Rule of law:** *Respecting the rule of law means that A-Booth complies with laws and regulations, even if enforcement by the government is limited or absent.*
- **International norms of behaviour:** *Legislation does not always guarantee sufficient protection of the environment or society. Therefore, A-Booth respects international norms of behaviour (such as OECD guidelines and human rights treaties).*



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A strong society and the quality of life and development of the community.



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Sustainability has played a role in all major changes in the development of A-Booth. In the innovation of our product, our accommodation and recently also our growth.

Peter Noordman | CCO A-Booth



PEOPLE

1. Human Rights

This theme entails A-Booth's recognition, respect, and promotion, where possible, of the Universal Declaration of Human Rights. These rights apply to every individual worldwide and can pertain to the rights of people in other countries (e.g., child labor, exploitation, human trafficking) as well as within our own organization (e.g., discrimination and equal treatment). Instances of discrimination, unequal treatment, or bullying are very rare. Qualities are primarily considered without distinguishing based on origin, culture, or orientation. The company has a diverse workforce with employees representing various nationalities, and each department includes one or more women. Employees can always turn to the HR representative or an internal counselor. While there is no specific sustainable procurement policy, human rights are generally taken into account in purchasing decisions. An assessment has been conducted regarding the origin of the main products, and most items are sourced locally, which is why the risk of misconduct is considered to be minimal.

2. Working Conditions

Anyone working for or on behalf of A-Booth, even if the work is outsourced, falls under the category of employees. Working conditions encompass not only the health and safety of employees or training and development programs but also factors such as well-being and sustainable employability.

With 'People,' A-Booth refers to the social impact on society. A-Booth distinguishes five themes within this category

3. Fair Business Practices

For A-Booth, this aspect concerns ethical behavior in collaboration with business relations, including suppliers, customers, competitors, and government institutions. The following CSR topics fall under this theme: anti-corruption measures, responsible political engagement, fair competition, fair trade, promoting CSR within the sphere of influence, and respect for property rights.

4. Customer Interests

This core theme focuses on promoting sustainable consumption. Providing information, education, and raising awareness help customers become aware of their rights and responsibilities, enabling them to make informed purchasing decisions and consume responsibly. A-Booth maintains open communication with customers, providing honest information about the products and services offered.

5. Community Involvement

A-Booth is an active part of the communities in which the company and its employees operate. Involvement in these communities contributes to a strong society, as well as the livability and development of the community. A-Booth supports numerous community initiatives, such as food banks, local associations, Women in Exhibitions, and Alp d'Huzes. Employees are encouraged to propose their own ideas in this regard. A-Booth is also recognized as a Training Company, offering a significant number of training opportunities, including internships. Supporting local communities also involves a substantial amount of local and/or regional procurement, thereby stimulating the regional economy. In addition to our own surroundings, as a company, we aim to contribute to improving opportunities for people in other parts of the world.



A strong society and the quality of life and development of the community.

PLANET



'Planet' represents A-Booth's impact on The environment. Within this category, five themes are of importance:

1. Environmental Management

This theme is crucial for gaining sufficient control over the following four themes and ensuring continuous improvement through a plan-do-check-act cycle. By quantitatively measuring environmental performance, clearer priorities can be established, appropriate actions can be taken, and their effects can be measured.

2. Resources and Waste

A-Booth improves environmental performance by preventing pollution. This is achieved by investing in reducing emissions to air, soil, and water, as well as minimizing waste and the use of hazardous chemicals. This theme also encompasses mitigating nuisances such as noise, odor, vibrations, and light pollution. Resources are becoming scarcer, necessitating a transition from a linear to a circular economic system within a few decades. In a circular economy, resources (both biological and technical) remain within a continuous cycle, and waste ceases to exist. This shift to a circular system places high demands on product design and reverse logistics. Additionally, substantial resource savings can be achieved by transitioning to a sharing economy, moving from 'ownership' to 'usage.' Circularity is a significant focus at A-Booth, with attention given to waste prevention. Many materials are reused, such as panels, fabrics, stickers, and carpets. Panels are transported in crates to minimize packaging materials, with only about 5% consisting of new materials. The remaining waste is properly separated, and shrink film is returned at trade shows, even generating revenue. The products used by A-Booth are largely circular, designed for durability and repairability, without excessive adhesives. Materials such as wood (biobased), aluminum, and iron (highly recyclable) are extensively utilized. Customers have the option to choose Eco Pet fabric made from recycled polyester from PET bottles. A-Booth opts for rentals of items that do not need to be in stock, such as scaffolding, forklifts, aerial work platforms, lighting, LED screens, and furniture, ensuring efficient material usage.

3.

Energy and Water

Our dependence on fossil energy sources leads to resource depletion, pollution, and climate change. Furthermore, reliance on foreign powers jeopardizes energy security. In the coming decades, an energy transition from fossil fuels to sustainable energy is necessary. The government has made agreements regarding this transition in the Energy Accord, and businesses must also participate, not only for environmental reasons but also to mitigate business risks. A-Booth places great emphasis on energy conservation. LED lighting and sensors are extensively used, and all equipment operates automatically, turning on and off as needed. Heating has been reduced by one degree due to high energy prices, and in the summer, underfloor heating is turned off completely. A-Booth generates its own electricity through solar panels, covering a significant portion of its own consumption. Green energy is also purchased.

4.

Climate Change

This theme addresses the direct and indirect emissions of greenhouse gases such as CO2 and methane. Companies need to consider their greenhouse gas emissions as they contribute to climate change. Every company emits greenhouse gases and is affected by the consequences of climate change. Therefore, companies should focus on reducing emissions (mitigation) and adapting to a changing climate (adaptation) to mitigate business risks. The Climate Agreement contains agreements between the Dutch government and over 100 parties on measures to reduce greenhouse gas emissions. A-Booth's buildings in Oostzaan and Zaandam do not use natural gas; instead, they are heated with a heat pump. The process of greening the fleet began in 2023, with electric transportation vehicles used in the warehouse.

5.

Natural Environment

The increasing demand for natural resources and pollution has resulted in the loss of natural habitats and a decline in biodiversity on Earth, leading to severe disruptions in ecosystems. Therefore, A-Booth considers the origin of materials in its procurement process and gives preference to natural and ecological products. For example, paper and coffee are certified sustainable.



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A lot of attention is paid to the prevention of waste

A-BOOTH

SUSTAINABILITY ROADMAP

1999

Establishment of A-Booth B.V.
Initiation of modular booth construction



2012

Construction of sustainable
warehouse and office in Oostzaan



2023

- Introduction of the Environmental Barometer
- Commissioning of a sustainable second warehouse in Zaandam
- Installation of an additional 504 solar panels at both company locations



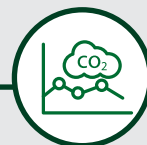
2020

Implementation of sustainable
reusable frames from Aluvision



2026

50% CO₂ reduction
compared to 2022



2030

100% CO₂ reduction
compared to 2022



SUSTAINABLE DEVELOPMENT GOALS



Based on the Sustainable Development Goals (SDGs) of the United Nations, we have formulated the following objectives:



- Good balance between work and relaxation
- Resting place onsite for A-Booth staff
- Food and overnights arranged for jobs abroad
- Stress and absenteeism prevention
- Affiliated with a good occupational health and safety service



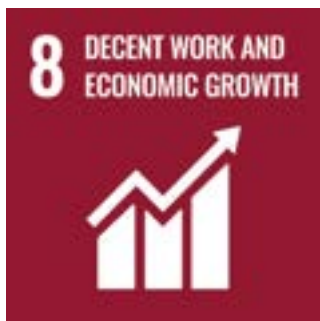
- Facilitate education, offer flexible working hours
- Stimulate and facilitate employees to obtain (safety) certificates.
- Develop study assignments within our company.
- Accredited training company



- Encouraging participation in and sponsoring of women's networks within the event industry
- 100% of our departments employ women
- Staff of all ages and origins



- Fully electric and CO₂ neutral business premises
- 144 solar panels on the roof
- Heat and cooling pump
- Motion sensors in the building
- Internal transport fully electrically driven



- Fair and equal pay for employees and suppliers
- Good work-life balance
- Encouraging reasonable working hours within the industry
- Safe working environment for our employees
- Providing housing
- Provision of workwear and shoes



- Promoter of modular stand construction within the event industry
- Challenge and choose our partners on sustainability



- Equal opportunities and pay for everyone regardless of gender, cultural background and sexual orientation



- Use of recycled and recyclable materials
- Glass and porcelain instead of plastic
- Cleaning the Syma 30 panels with reusable cloths that are washed
- Separating and recycling our industrial waste



INNOVATION



RELIABILITY



QUALITY



SUSTAINABILITY

A portrait of Simon de Jong, a man with a beard and mustache, wearing a dark jacket with an 'A-Booth' logo. The background is dark grey.

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We have been separating waste at A-Booth for years. More than 93% of our waste stream is offered sorted.

Simon de Jong | Warehouse employee at A-Booth

A portrait of Alisha Raghosing, a woman with long blonde hair, smiling, wearing a dark blazer over a red top. The background is dark grey.

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On our side, we deliver 10,000 kilos of printing on canvas per year. We now recycle 100% of that.

*Alisha Raghosing |
Marketing & Ecommerce Manager*

Transport is responsible for a large part of the emissions of gases, including CO2, in our industry. That is why we have started with the full electrification of the A-Booth fleet.

Jaap-Kees Snoeij | COO A-Booth

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INNOVATION

A-Booth stands for innovation, quality and reliability. These values are in line with care and attention for a better future. And so it is only logical for us that we are committed to sustainability. We are closely involved in the event industry's mission to reduce its ecological footprint and contribute to the 17 Sustainable Development Goals of the United Nations.

In order to reinforce our sustainability ambition – *"In 2030, A-Booth will have achieved a 50% CO₂ reduction compared to 2022 and by 2050 at the latest we will be completely CO₂ neutral"*, we focus on working with standard stand construction modules, working from a CO₂ neutral premises, reduction of industrial waste and sustainable transport. At the beginning of 2023 we had our CO₂ footprint mapped out and based on this, we will develop a targeted policy.

MODULES

1. Aluminium frames
2. Interior frames
3. MDF panels
4. PALBOARD
5. Forex panels

For the design of the stands we work together with various partners, such as;

- Electricity, lighting, image and sound
- Furniture and carpet
- Tendon cloths with print
- Stickers and other graphics

A-Booth sees it as a duty to continue to challenge our partners to continue to develop in the field of sustainability. By asking them We do this by asking them about this, by staying informed ourselves and by constantly talking to waste processors, looking for new opportunities.

For the prints on fabric, for example, we continue to look for a high-quality way of recycling. Currently, the tendons are removed and the tendon cloths are shredded into punching bag and pouf filling. However, the prints on fabric are 100% PVC-free, this means a huge waste reduction, because products made of polyester are often 50% lighter than comparable PVC. In addition, we offer our customers the option for ECO PET cloths. These fabrics are made of recycled polyester. The yarn used for this is sustainably produced from recycled PET bottles without this changing the properties of the textile.

A-Booth works with multiple types of aluminum frames. The advantage of aluminum is that it is lightweight, which results in less space and CO₂ emissions during transport. We currently have a large stock of ready-made walls and frames that we use time and time again, according to the needs of our clients.



SUSTAINABILITY

ALUVISION

- Profiles are extruded in BeNELux, Hydro Drunen.
- The frames are 75% made of recycled material
- Production in Belgium according to EU standards, product delivery from Belgium
- The frames are fully reusable and designed to last.
- 100% recyclable material without loss of quality
- Plug and play modular system, no tools needed for assembly
- Highest precision standards in aluminum frame and LED tile production
- Anodizing does not affect the recycling process and ensures a maintenance-friendly product because it stops the natural separation of grease (inherent in aluminum). No greasy fingers, so less use of soap and water
- Anodized according to Qualanod certification
- Can be fully covered with only polyester tendon cloths, which makes the use of PALBOARD unnecessary.

OWN ALUMINIUM

- The frames are produced by Aludex, product delivery from Zeewolde, the Netherlands
- The aluminium comes mainly from Spain
- The frames are fully reusable and designed to last
- Anodized according to Qualanod certification.

SYMA 30

- The frames are fully reusable and designed to last.
- 90% recyclable without loss of quality
- Plug and play modular system, only a ratchet is needed for assembly
- Production in Europe, product delivery from Switzerland.
- When using tendon cloths, an (aluminum) smart frame is hung on the wall by means of plastic hooks. These come from KunststofPlus from Zoetermeer.

PIXLIP

- Production in Germany according to EU standards, product delivery from Germany
- The frames are fully reusable and designed to last
- Plug and play modular system, no tools needed for assembly
- More than a third of the frames are made from recycled aluminium
- Aluminium supplier is located in the immediate vicinity of production, avoiding long transport routes and the associated environmental impacts
- Use of LED technology; low power consumption, no toxic or pollutants such as mercury.

WASTE RECYCLING

Unusable aluminium frames/residual waste is offered to our waste management partner for recycling; De Roeck Recycling B.V. from Zaandam. The interior of the frames is carefully removed and, if possible, reused by us, otherwise also offered to the right recycling partner.

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Interior frames

- Plastic interior comes from KunststofPlus from Zoetermeer, a service-oriented, innovative plastic injection moulding company. They manufacture high-quality semi-finished and finished products based on injection moulding of thermoplastic plastics. (ABS & nylon)
- Metal interior comes from SYMA-SYSTEM from Switzerland or from Draaierij Bitter B.V. from Almere
- Other (bolts/screws etc.) Würth Nederland B.V. from 's Hertogenbosch or Het IJzerhuis from Zaandam.

3

MDF panels

- Mainly used in combination with Syma frames
- Production and product delivery from Germany
- The MDF boards are provided with a layer of foil so that they last longer
- Cleaned after use with water and, if necessary, environmentally free soap, (wipes are washed after use and reused again)
- If rejected carefully sorted and offered to our waste processor; GP Groot who then shreds this and processes it into new wood (e.g. chipboard).

4

PALBOARD

- Mainly used in combination with Aluvision frames
- Made from 70% recycled material
- 100% recyclable
- Manufactured with processes that comply with the European Regulation on production and trade in chemicals (REACH) and Directive 2011/65/EC,(ROHS), which relates to the restriction of the use of certain hazardous substances (lead-free)
- Produced through a 'Closed-loop' production with only 1% waste
- If rejected carefully sorted and offered to GP Groot.

5

Forex

- Self-extinguishing PVC foam boards, light weight, forex lends itself well to print
- Applied to all types of aluminum frames, especially ideal for nameplates, signage etc.
- 'Clean' forex (free of printing foil) can be 100% recycled. Our forex supplier A-Sign works together with supplier Vink who can process all (residual) waste into granulate and then turn it into high-quality plastic products (closed-loop)
- Heathland b.v. in Utrecht is a good partner that can remove printed circuit film from the forex plates in order to be able to recycle them 100%.



INNOVATION



RELIABILITY



QUALITY



SUSTAINABILITY



CO₂ Neutral Premises



The business premises, 2500 m² at the Oostzaan location (2012) runs entirely on electricity. There is no gas connection in the property. The building is equipped with 144 solar panels with an annual yield of 36,000 kilowatts. The heating and cooling is done via so-called heat / cold pumps, placed on the roof. 1 kilowatt of electricity provides 3 kilowatts of heating/cooling. The offices are equipped with LED lighting with motion sensors, which limits the stealth consumption. From April to October, the daily production runs almost on solar energy.

REDUCTION OF INDUSTRIAL WASTE AND SUSTAINABLE TRANSPORT

A-Booth is located 16 kilometers from the RAI, on the A-7 on the border of Amsterdam. The location was deliberately chosen in 2011 to be even closer to various roads. The property is easy to reach for everyone.

Due to the introduction of new transport containers in 2013 for wall and fascia elements, we can load trailers much more efficient, the new wall crates are placed vertically and ensure a 100% load factor. This is almost the same with the fascia panels. As a result, we use much less plastic for packaging.

The transport with trailers is provided by Vels Transport Oostzaan, located next to A-Booth. Hiring after need, resulting in fewer transport movements.

TRANSPORT

Internal transport: forklift trucks , sweepers and pump trucks are electrically powered.

Since the commissioning of the building, A-Booth has saved approximately 250 tons of CO₂ (25 tons annually). We supply over-production of electricity back to the grid.

WASTE RECYCLING

All waste streams are separated into wood, paper/cardboard, plastic, metal, aluminium, electronic equipment, residual waste. We rent cleaning wipes, which are cleaned and used again.

Only porcelain crockery and steel cutlery are used in the premises, coffee is made with a bean grinder. We sprinkle coffee grounds over our green strip. The dishwashers and coffee machines run largely on solar energy.



JOIN OUR SUSTAINABILITY, JOURNEY

We invite you to join us on our sustainable journey. Together, we can embrace the power of sustainability and make a lasting impact on the world. Explore our booth solutions, learn about our sustainable practices, and be a part of the movement toward a greener and more sustainable future with A-Booth.

Let's create a better tomorrow, today

