

A fisherman wearing a cap and a backpack stands on a boat, holding a fishing rod. The boat has an outboard motor. The background shows a calm lake and a forested shoreline under a blue sky with light clouds. The entire image is overlaid with a semi-transparent blue filter.

# Sustainability @ Pure Fishing

November 2023



# Pure Fishing

## Mission

- mission is to provide the ultimate experience for anglers and customers through leading brands, innovative products, and superior services delivering exceptional financial results by a passionate high-performance team

## Sustainability

- In order to honour our mission, we at Pure Fishing need to make the most effort to have as low impact to the environment in order for the fish population to thrive and develop. For that reason, we take on measures to constantly develop products considering the environment.

## Main focus areas of our sustainability work right now.

### Lead usage:

- One of our main programs where we taking out lead as a component and replace it with Zink, Steel or Tungsten in a variety of our products such as:
  - Jig heads
  - Lures
  - Sinkers
- This is to avoid pollution of the water when these items get lost, fall off or such
- Key focus area where all NPD's are moved to be excluding lead and we working toward be totally "lead free" within the near future.

### Packaging & Merchandising material

- Whenever and wherever we can replace plastic with carton or cardboard we do it.
- Also reducing the use of material as possible in our packaging to reduce volume in the material
- Moving into cardboard displays (pre-packed – to safeguard that the content/products within are optimized and sustainable produced vs have customers to fill them up themselves) and by this also reduce packaging waste
  - See examples

### Phthalates

- All softbites are as much as possible phthalates free

