

HUGO BOSS

SUSTAINABLE PACKAGING GUIDELINE VO2.1

Updated May 2024



WHAT WE STRIVE FOR REMOVE, REDUCE, SOURCE & DESIGN SUSTAINABLY

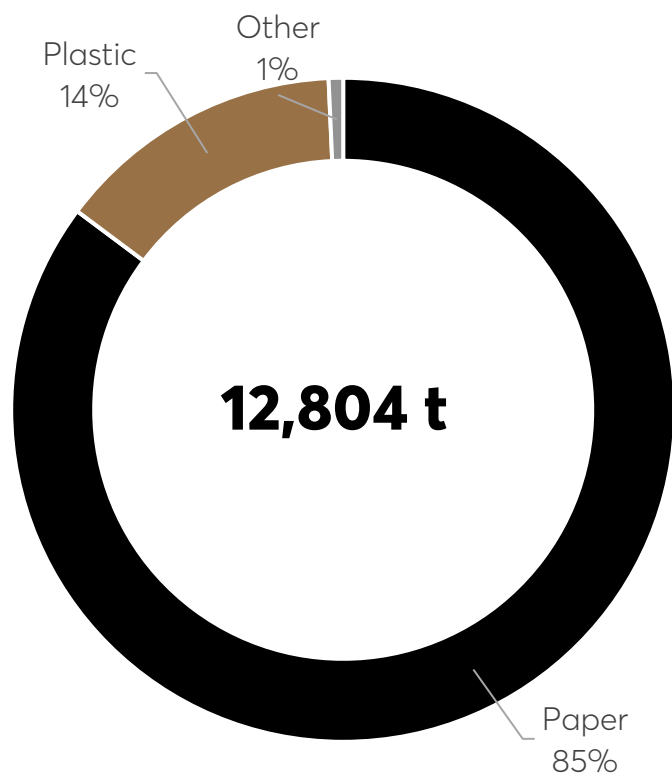
At HUGO BOSS we continuously strive to reduce the impact on the planet by...

- increasing the share of more sustainable materials
- reducing packaging to the absolute minimum required
- enhancing circularity via recyclable & reusable solutions.



PACKAGING MATERIALS USED IN 2023

The proportion of recycled and/ or certified content in our packaging has been increasing constantly over the past years.



PACKAGING MATERIAL OVERALL:

- › 85% renewable resources
- › 15% non-renewable resources

PAPER PACKAGING:

- › 70% recycled content
- › 93% certified fibers

PLASTIC PACKAGING:

- › 48% recycled content

KEY EVALUATION CRITERIA FOR SUSTAINABLE MATERIAL OPTIONS

REDUCING IMPACTS ON THE PLANET

1. PROTECTION OF THE WORLD'S FORESTS AND REDUCTION OF ENVIRONMENTAL IMPACTS

Given the high relevance of paper to package and protect our products we are committed to protecting ancient and endangered forests. To do so we will use Canopy's [Ecopaper database](#) and [The Paper Steps](#) as a guide and apply FSC® as the highest available standard for paper.

Negative climate impact, water consumption, resource depletion and the loss of biodiversity and habitats due to deforestation were defined as critical criteria to be considered. Publicly available studies and information are used to support the evaluation of these environmental impacts.

2. LEGAL REQUIREMENTS AND COMPLIANCE

The selection of packaging materials is also based on recycling, recyclability and reusability requirements, which not only help reduce environmental impacts but also help to reduce disposal and licensing costs as well as plastic taxes.

3. CIRCULARITY AS INTEGRAL PART OF THE SOLUTION

Besides direct environmental impacts mainly driven by production, also re-usability and recyclability play a central role in reducing waste and saving resources.

PACKAGING TARGETS 2025

STATUS 2023

In 2023, we achieved two of the seven targets set in 2020. We continue our efforts towards reduction and more sustainably sourced packaging feedstock to achieve our targets until 2025:

	TARGET	2023	2022	2021	2020
REDUCE & REMOVE	By 2022, increase share of reused transport packaging in outbound shipments by 3% compared with the base year 2019	Achieved 2022: ~50% cartons are reused in outbound shipments			
	By 2025, reduction of single-use plastic used in packaging by 10% (per item) compared with the base year 2019	Reduction by 4%	Reduction by 8%	Reduction by 6%	Reduction by 1%
	By 2025, reduction of packaging paper by 5% (per item) compared with the base year 2019	Increase by 3%	Reduction by 2%	Increase by 2%	Increase by 1%
	By 2025, reduction of metal in packaging by 30% (per item) compared with the base year 2019	Achieved 2023: Metal packaging has been almost eliminated (>1% total packaging)			
DESIGN & SOURCE RESPONSIBLY	By 2025, 100 % of plastic packaging is made of recycled or other sustainably sourced material	48%	47%	47%	42%
	By 2025, 100 % of packaging paper comes from sustainably managed forests and/ or is made of recycled material	93%	90%	89%	87%
	By 2025, >80 % of the packaging paper comes from recycled material	70%	69%	68%	66%

MATERIAL GUIDANCE FOR PAPER PACKAGING

MANDATORY STANDARDS TO BE APPLIED

PAPER STANDARDS

- ✓ **FSC-certified** paper only
- ✓ **FSC Recycled** standard, whenever possible (otherwise FSC 100% or FSC Mix)
- ✓ **Mandatory bleaching Elemental Chlorine Free (ECF).** Processed Chlorine Free (**PCF**) or Totally Chlorine Free (**TCF**) **recommended**
- ✓ Compliance with HUGO BOSS **Packaging RSL**
- ✓ Water-based ink and water-soluble adhesives

- We are committed to use **recycled paper content whenever possible and to source virgin fibers from certified sustainable forestry only**. Thereby we aim to minimize the risks of deforestation and biodiversity loss, and also to reduce carbon footprint and water usage.
- To **ensure packaging recyclability**, additives like laminations, adhesives, prints, inks etc. need to be evaluated carefully.
- **Next-generation (NextGen) cellulosic fibers** might be an exception to FSC-certified paper and must be evaluated case by case. Next Gen fibers made from agricultural residues like grass or wheat straw or alternative feedstocks like algae. Other relevant factors like farming conditions must be considered before choosing these alternatives.

- × Avoidance of dark coloring (esp. carbon black)
- × Avoidance of composites, such as laminations and secondary materials not easily detachable from paper

MATERIAL GUIDANCE FOR PLASTIC PACKAGING

MANDATORY STANDARDS TO BE APPLIED

PLASTIC STANDARDS

- ✓ 100% **certified post-consumer recycled** (PCR) plastic
- ✓ Accepted certifications: **GRS, RCS, RecyClass** (formerly EuCertPlast), **Plastic Second Life (PSV)** or equivalent third-party certification (e.g. Intertek, SGS, TÜV)
- ✓ **Recyclable** plastic
 - Widely-used plastics, e.g. PE, PP or PET
 - Water-soluble adhesives
 - Transparency vs. dark coloring or metallization
 - Minimized use of additives (e.g. anti mold)
- ✓ Compliance with HUGO BOSS **Packaging RSL**

× No PVC

× No oxo-degradable plastics

× No biodegradable nor compostable plastic

- Plastic packaging must be further reduced on-going.
- Optimal recyclability is an essential standard to be respected and re-usable alternatives should be prioritized over single use solutions whenever possible.
- Whilst our clear priority is to use post consumer recycled (PCR) plastic whenever possible, limitations in terms of material quality, availability and price competitiveness are acknowledged. Thus, post-industrial recycled (PIR) will be used exceptionally and evaluated case by case.
- Biodegradable and compostable alternatives are currently out of scope due to lack of sorting and processing infrastructure at the local levels.
- Bio-based alternatives that are recyclable must be evaluated on a case-by-case basis.
- Tiny plastic parts such as hangtag strings or clips, that cannot be recycled because of their small size, are neglected here yet should be avoided whenever possible.

GUIDANCE FOR OTHER PACKAGING MATERIAL

- Other packaging materials used by HUGO BOSS, such as **cotton, leather, beech wood or metals** show considerably higher environmental impacts than paper or plastic. When quantities are relevant, suitable substitutes should be considered – especially for packaging that is not designed for re-use.
- Due to these **other materials representing <1% of all HUGO BOSS packaging** no specific standards have been defined, yet the following applies overall:
 - Minimum material standards: Compliance with HUGO BOSS Packaging RSL
 - Additional guidance: Recycled and/ or sustainably sourced content should be used whenever possible.