



A HOUSE OF
HAPPINESS

HAPPY GREEN BOOK

Sustainable from factory to consumer



A HOUSE OF
HAPPINESS

Plastic

Karton

Polyester

Restafval

NEW!

We want to contribute to a better world for generations to come. Sustainability protects our natural environment and environmental and human health. In addition, innovation is stimulated by sustainability. We want to take CSR responsibility for People, Planet and Profit.



INTRODUCTION TO BIO-BASED COLLECTION

As a **market leader in sustainable items**, we have expanded our sustainable collection with bio-based fabrics. Bio-based fabrics are made from natural materials. They are manufactured from renewable resources, which means they absorb CO2 during their growth and regrow rapidly after harvesting.



COTTON



BAMBOO



JUTE



LINEN



WOOL

MORE NEW THINGS

- Wherever possible, we reuse. For example, we have purchased **“new” second-hand desks**, all adjustable in height. These are just as good as new desks but are sustainable.
- The **first sales/sustainability training** for retailers was a success!
- In the toilets, the **lights** come on through a **motion sensor**. This ensures that the lights never remain on unnecessarily.
- A portion of our warehouse is equipped with **lights that turn on when motion is detected**. This ensures that the lights in the quieter parts of our warehouse only illuminate when people are present.
- The last fluorescent lighting has been replaced by **LED lighting**. The steel department, the L.A.P. Atelier, and the emergency exit lighting are equipped with LED lamps.
- The LED ceiling tiles in the steel department consume 30 watts compared to the old fluorescent tubes that consume 100 watts. This **saves us 70% energy on lighting**.
- **Infrared panels** are installed under the desks at some workstations. This allows the **thermostat to be set lower**, ensuring everyone can work comfortably.

OUR REVENUE FROM SUSTAINABLE FABRICS HAS GROWN FROM 33% IN 2020 TO 63% IN 2023!

WE CURRENTLY HAVE 844 SUSTAINABLE FABRICS IN THE COLLECTION, COMPARED TO 466 IN 2020!

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Healthy and Fit

We are always looking for a balance between people, planet and profit to further shape our corporate responsibility. It is a process, not a final destination. Our Happy Green Book thus, will be updated continually.



A Prevention

B Reuse

C Recycling

D Energy

E Incineration

F Incineration

2025 OBJECTIVE

A House of Happiness aims to recycle at least 90% of its waste by 2025. This represents a jump to C on Lansink's ladder.

CSR STATEMENT

We take responsibility for the effects of our business operations in the field of People, Planet and Profit. We operate in such a way that the natural environment is preserved for future generations. We account for this, we want to set an example in the market and we want to talk to stakeholders. It concerns employment, health, training, human rights, environmental effects, innovation and economic values. These are the elements that our businesses processes are focused on, making us increasingly sustainable and able to realise our growth ambition.

We are always looking for a balance between People, Planet and Profit to further shape our corporate responsibility. It is a process, not a final destination.

PEOPLE -At A House of Happiness, people are important, as is treating everyone with respect. By paying attention to committed employees, sustainable employability, job satisfaction and development, we encourage each other to bring out the best in ourselves and to transfer our knowledge. Together with regional senior secondary vocational education and higher professional education schools, we are working on an internal living lab. We actively contribute to social goals. Diversity and inclusiveness are encouraged, and we also contribute through gifts, sponsoring and voluntary work. Our internal social enterprise, the L.A.P. Atelier, which employs women who need a helping hand, is just one example.

PLANET -We inform our customers and suppliers about our corporate social responsibility practices and the choices we make in the field of sustainability. Examples include recycled raw materials, fair-trade cotton and environmentally-friendly dyes. In addition, more than 50% of our energy is self-generated by rooftop solar panels, and we have cut water usage by 80% in our textile printing workshop. We limit CO2 emissions in transport and in our sustainable packaging. We control the waste streams by reducing and reusing residual materials. We recycle and upcycle our textile residual materials. We also make transparent agreements with all parties involved regarding the quality of our products and services and the monitoring thereof. We guarantee the durability of our 'green' curtains!

PROFIT -We continuously aim to make our products and services more sustainable. We believe innovation increases our right to exist as a business. We acknowledge we can only contribute to social and environmental aspects if our business is financially healthy. Our corporate aim is to keep our ecological footprint as small as possible.

**We stick to our promise:
Making people truly happy with our curtains!**

Johanna Jorritsma
CEO/owner Royal Vriesco | A House of Happiness





PEOPLE

A pleasant working environment where we respect each other and are proud of what we produce is very important to us. Every employee shows a great amount of passion for our products and customers. We apply high standards when it comes to developing and manufacturing our product range. Innovation and diversity also form a part of that. Above all, we want to make a positive contribution to our living environment, in various respects.

STAFF TRAINING

A House of Happiness is becoming a truly dynamic organisation. Knowledge transfer, both within and outside the organisation, is important. Employees complete product knowledge training and they in their turn transfer that knowledge to the retailers. The objective is to give the customer the best possible service. A House of Happiness enables every employee to continue his or her development. Employees can discuss their training needs with their manager. This is, in any case, a fixed topic during the annual performance interview. Such needs may also originate from A House of Happiness itself, to lift a department to a higher level, for instance. By providing training and/or retraining for employees, they gain new experiences and are capable of performing a variety of jobs. That is good for their personal development but also for the future of the organisation. The annual objective is that every employee completes at least one day of training each year.

EMPLOYEE SATISFACTION SURVEY

The employee satisfaction survey is conducted once every two years. The aim is to gain an insight into the well-being of the employees, which is obtained by asking them about various subjects. Employees can also provide (anonymous) input for points for improvement. Satisfied employees commit themselves to the organisation and are more productive. For information purposes: 95% of employees who completed the employee satisfaction survey support sustainable business practices.

A solid corporate culture is important so that everyone can perform well. That is why we want to measure where we stand now by conducting an employee satisfaction survey. These completed surveys help us to determine which themes are important for the following year.

OPEN CORPORATE CULTURE

All employees know that undesirable behaviour is not tolerated. A House of Happiness represents a pleasant working environment where we respect each other and are passionately proud of our work.

TREAT OTHERS HOW YOU WANT TO BE TREATED

We believe that mutual trust forms the basis for an adult working relationship, in which everyone assumes his or her responsibilities. Our open corporate culture encourages employees to bring out the best in themselves. We hold each other to account about undesirable or inappropriate behaviour. We have a policy in place against undesirable behaviour, as well as a policy against bullying and discrimination.

PROMOTING A HEALTHY LIFESTYLE

Some of the subscription fee is refunded to employees and is spent on health-promoting activities or sports.



95% of A House of Happiness employees support sustainable business practices



Social impact in 2023

Love. Attention. Progress. That's what the L.A.P. Atelier stands for. In our social enterprise, participants work towards a new future after a life of violence. In our professional sewing workshop, they produce beautiful, sustainable flag lines from high-quality leftover fabrics from the curtain industry and gain valuable learning and work experience. L.A.P. Atelier is an initiative of the aid organization Fier and the curtain manufacturer A House of Happiness.

Our participants in 2023:

44 women and men; on average, they participated for **8** months. On average, they were **29** years old; the youngest was **15**, the oldest **60** years old.



Did you know...

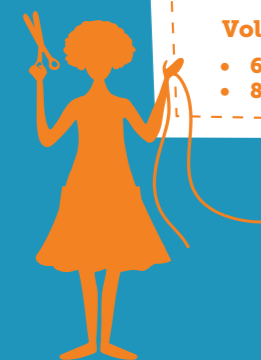
a total of **3200** square meters of leftover fabric has been processed and reused? That's the same as the total area of museum halls in the Fries Museum!

Social impact after participating in L.A.P. Atelier

- **41 percent** of the participants who exited the program (7 out of 17 exits) have found paid employment or are in a work trajectory with the municipality or the cooperation partner Young Capital;
- **13** participants have improved their language skills;
- **1** participant has taken a step towards becoming a fashion designer and is now undergoing training in that direction;
- **All** exiting participants have received a certificate of participation.

Volunteers

- **6** volunteers
- **8** interns



DIVERSITY IN THE WORKPLACE

A major factor contributing to a pleasant working environment is the diversity of our employees. We employ people from various countries, such as the Netherlands, Iran, Iraq, Italy, Romania, Bosnia and several African countries. They each bring the colour and flavour of their own cultures. The picture is complete with the employees of Fier (the national expertise and treatment centre in the area of violence in relationships of dependence) and BaanPlus employment agency. Diversity in the workplace never really causes any issues. Differences are okay, as long as you treat each other with respect! The working language in the workplace is Dutch. In the past we have offered non-Dutch speaking employees a language course in collaboration with Friesland College. At the time, we also won an intercultural award for our personnel policy.

APPROVED WORK PLACEMENT COMPANY

Being an approved work placement company, we meet the following conditions: We offer students a solid and safe workplace geared to their studies, where they practice the profession they are studying, including the associated work processes and activities.

1. We appoint a workplace trainer who is familiar with the requirements of the study programme and who is able to guide and coach the student in the workplace. We dedicate time, space and resources to enable the workplace trainer to carry out his tasks.
2. We are prepared to work alongside the school and SBB (short for Cooperation Organisation for Vocational Education, Training and the Labour Market) and to that end, we provide the necessary information.
3. We have approved publication of our business details on Stagemarkt.nl, the website where students look for a traineeship or apprenticeship at senior secondary vocational education level.

L.A.P

L.A.P. Atelier is an initiative by A House of Happiness and Fier. This workshop employs women who could use a little support. The high-quality remnants of A House of Happiness are transformed by L.A.P. into hand-made, sustainable and authentic products. A House of Happiness offers L.A.P. a pleasant and safe workplace where they can make use of all the facilities.



Over **17 kilometers** of flag line made!

Highlights in 2023

- The L.A.P. Atelier celebrates its 5th anniversary. The Friesch Dagblad wrote an extensive article about it for which they interviewed one of the participants;
- Working integrally with the treatment teams within Fier by holding periodic evaluations and sharing them with the treatment team;
- Participants start with a six-week module in which they discover their talents and interests to make a good career choice;
- Major orders from Bol.com and A House of Happiness.

Do you also want to contribute to a better future for victims of violence? Buy a sustainable flag line via:

www.lapatelier.nl

OUR SUSTAINABLE CURTAINS CONTAIN FIBRES FROM USED PLASTIC BOTTLES



PLANET

Looking after planet Earth is also our responsibility. Like us, the next generation must be able to enjoy all the beauty that our planet has to offer. Hence, sustainability is of paramount importance to us. In fact, it's in our DNA. We contribute to a liveable world to the greatest possible extent within our capabilities. Together, we're going for green!

Sustainable practices are our basic principle, a condition, even. Our experience is that if you show how important it is to you, you will inspire your suppliers and customers at the same time. Fortunately, sustainable products are gaining more popularity. People appreciate the fact that a product comes with a good story.

PRODUCT

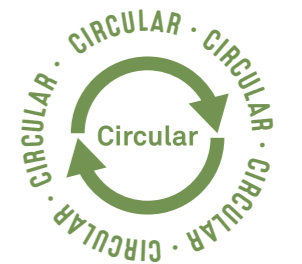
A House of Happiness takes craftsmanship seriously. We love quality and custom-made products, but also functionality. Curtains that really make you happy. This includes our insulating, flame-retardant, noise-reducing and blackout curtains.

Another thing to make you happy is our vision of sustainable business practices. We do not burden the environment unnecessarily. This is why we use recycled polyester from PET bottles and cutting waste from T-shirt production in our curtains. Also, our cotton velvet curtains are made from high-quality cotton that bears the Better Cotton Initiative label: ecologically grown, free from pesticides and the farmers involved receive fair pay.

CIRCULAR COLLECTION

As a market leader in sustainable products, we have taken the next step in our circular collection. We have circular curtains in our collection that are partially made from recycled waste from our own production. Innovative circular curtains that make the world a little more beautiful. And thus, the circle is complete.

We are proud to announce that we are the first in the market to have achieved this.



In-store, all sustainable fabrics of A House of Happiness can be recognised by the green hanger.

63% of our turnover already consists of fabrics with a green hanger!

We currently have 844 fabrics with a green hanger in our collection.

We have registered our green hanger with the international trademark office.

2014

FIRST SUSTAINABLE FABRIC UNDER THE GREEN HANGER

2016

FIRST SUSTAINABLE FABRIC AS A STRIP UNDER THE GREEN HANGER, AVAILABLE IN A WIDE RANGE OF COLOURS

2017

FIRST 100% SUSTAINABLE COLLECTION UNDER THE GREEN HANGER

2021

FIRST CIRCULAR CURTAINS PARTLY MADE FROM RECYCLED CUTTING WASTE FROM OUR OWN PRODUCTION PROCESS

2025

OBJECTIVE: A PRODUCT COLLECTION, 90% OF WHICH CONSISTS OF SUSTAINABLE FABRICS WITH A GREEN HANGER.



Water-saving printer

We're proud to say we have a digital fabric printer with the latest modern technology in Leeuwarden! Also, during the printing process, we no longer use products that contain harmful substances. We can print directly onto our curtain fabrics, without the need for environmentally harmful pre- or post-treatment, while the ink we use is water-based and biodegradable. We currently have more than 100 fabrics with a Vriesco water-saving print in our collection.

Safe working conditions and no forced and child labour

All our partners meet the BSCI standard. BSCI (Business Social Compliance Initiative) aims to improve working conditions, which include being entitled to set up a trade union, safe working conditions and no forced or child labour.

92% of our curtain fabrics are of a homogeneous composition

Why is this so important to us? Because we recycle our residual substances whenever we can! In the case of homogeneity, a substance is of a permanent, consistent composition, with uniform properties.

BECAUSE WE RECYCLE AS MUCH OF OUR RESIDUAL WASTE AS POSSIBLE, IT IS IMPORTANT FOR OUR CURTAIN FABRICS TO BE OF A HOMOGENEOUS COMPOSITION.

To be able to recycle our cutting waste, our material must consist of materials that can be fully processed. In other words, our recycling specialist can only process our residual substances if we deliver it in one homogeneous composition.

Sustainable Sew-In Labels

This ensures that curtains can be more easily recycled in the future. Through the QR code, you can access the webpage where you can find information about the sustainable disposal of your curtains when you no longer want to use them.



SCAN FOR RECYCLING
synthetic



SCAN FOR RECYCLING
bio-based

Sewing threads

Our sewing threads are made entirely from PET and are Oekotex® and GRS certified.

Curtain hanger

The heads are made of recycled cardboard, the specifications cards are made of recycled paper and the specifications cards sleeves are made of recycled plastic.

Weighted cord

Transparent curtain fabrics always come with a weighted cord. We minimise the use of weighted cords in our fabric samples by adding the cord to only one colour instead of all of them. This saves us at least 10,000 metres of weighted cord per collection. That is a staggering 20,000 metres of weighted cord each year!

Efficient production process

We are always looking to reuse patterns and materials. For the anniversary collection, for example, we gave some old designs from our archives a new lease of life. We also issue existing qualities in new colours and replace popular curtain fabrics with sustainable versions. This is a continuous process of development that focuses on renewable materials and designs.

Apart from our fair production processes, we also try to make our work processes as efficient and sustainable as possible. This year, we optimised the production process in our workshop, reducing cutting waste by approximately 22,000 metres per year.



CERTIFICATIONS

OEKO-TEX®100

Oeko-Tex Standard®100 is a testing and certification system for textiles. The standard focuses on limiting the use of harmful substances in relation to the health of the end user. Although the label therefore focuses on health aspects of the textile product, the guidelines for the use of harmful substances also have interfaces with the ecological dimension (natural raw materials and processes provided by nature) of sustainability. Within the scope of Oeko-Tex®, Oeko-Tex Standard®100 is most commonly used by companies. Many of our manufacturers and suppliers are OEKO-TEX®100 certified.

Global Recycle Standard

For recycled material, we choose the Global Recycle Standard (GRS) because this is one of the most well-known and high international standards, as well as a strongly emerging textile quality mark. GRS is not only about recycled content, but also looks at ecological, social and chemical situations from an environmental point of view. It is a standard for the assurance of recycled materials and reducing damage in production. GRS concerns the entire supply chain. GRS certification applies to fabrics that contain more than 20% recycled fibres and are certified for us throughout the chain. From 50%, a product-specific claim may be made on the fabric.

Items that are certified must include the logo, standard type, certificate number, and the certifying institute. If this information is incomplete or only the logo is used, an item is not certified.



**STANDARD
100**
2105104
Centexbel

Logo

Standard 100

Certificate Number

Certifying Institute



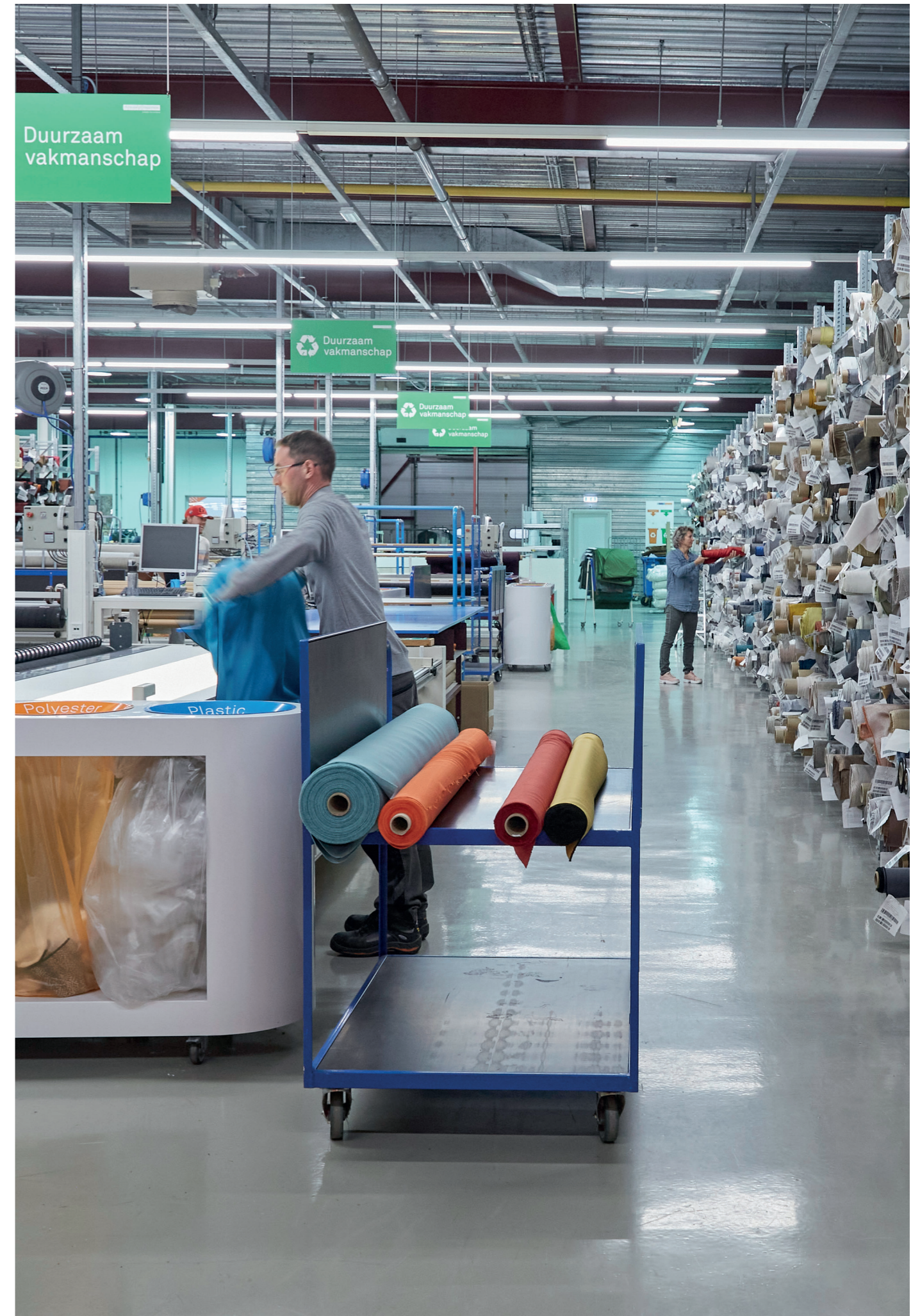
**Global Recycled
Standard**

At least 50% GRS recycled
polyester, certified by
Control Union - CU1108051

Items with ≥50% recycled fibers.

Identified by the following
information on the product card:

- Logo
- Amount of recycled fibers
- Certifying Institute
- Certificate Number



40,684 CURTAIN COVERS

reused

80,000 METRES OF TUBE FOIL PLASTIC

saved on an annual basis!



hangers made from 100% RECYCLED POLYSTYRENE

PACKAGING

Reuse curtain covers and hangers

The curtains are sent to dealers on a hanger in a non-woven curtain cover. A deposit is payable and once the cover and/or hanger are returned, the dealer's deposit is returned.

Boxes

Our white boxes are replaced with a sustainable brown version. Our packing boxes are FSC certified. We will be replacing 30,000 white boxes per year.

Tape

Plastic tape was replaced with recycled paper tape, saving 177 kilometres of plastic tape per year!

Straps

The straps we use for our rolls of fabric will be replaced with straps made from 100% recycled PET bottles.

We use 10 kilometres of straps every year!

Packing slip envelope

Our packing slip envelope is now made of rice paper rather than plastic.

Transparent film

Our rolls of fabric come wrapped in transparent film that is fully recyclable.

TRANSPORT

We have chosen the most sustainable transport option for our goods. That is why our goods are partially transported by truck, boat and train.



INTERNAL

Sorting waste

The Waste-Sorting Programme is a first step in the direction of waste recycling. This means waste is sorted straight away, so that it can be recycled more easily.

Recycling cutting waste

All our cutting waste is separated, which enables us to recycle our waste wherever possible at our recycling specialist! 92% of our curtain fabrics are of a homogeneous composition; the cutting waste of these fabrics is sorted and collected throughout the year so that at the end of the year, we can recycle our cutting waste.



Our recycled fibres are largely used in the non-woven industry. The most significant areas of application are the car industry and white goods. Below follows a non-exhaustive sub-division into main groups: Non-woven felt

1. Car industry Inside of car roofs, dashboard, door panels, etc.
2. White goods Insulation of washing machines, dishwashers, air-conditioning systems, etc
3. Drainage Filter material for drainage systems
4. Acoustic panels/insulation Dividing walls in offices, upholstery, conference units, subfloors
5. Felt products Felt processed into end product.





SAVING

3,125 fluorescent lights per 25 years
11,343 kWh per year 6420 CO2 per year

Thanks to these CO2 reductions, we create a positive impact of 292 trees per year!

From fluorescent to LED lighting

All fluorescent lighting in the office and in the canteen has been replaced with LED lighting.

In the production warehouse, we are going to replace the 180 fluorescent lights on the rail system with 90 LED lights that are also compatible with that rail system. This will reduce the power consumption from 116 to 55 watts – and that's times 90!

The 33 250 watt induction lamps now hanging in the studio represent a 62% reduction in CO2 emissions.

Cutting down on waste bins

We have reduced the number of waste bins in each department to one per department.

THIS WAY, WE USE 5,000 FEWER WASTE BAGS EACH YEAR.

Waste processor

Our waste processor, Omrin, was named the most sustainable business in the Netherlands in 2019 by an expert panel. This is what Omrin had to say: "Omrin (the Frisian word for 'cycle') wants to be the most sustainable and circular waste and raw materials company. Not only by talking but by working together and getting on with it. Nearly all of our vehicles are fossil-free, running on green gas from waste. It's unique in the sector. We process the domestic waste of more than 1.2 million people. About three-quarters of that are already being recycled and sustainably processed. That's also unique in this country. Omrin is a pioneer in the circular economy and inclusive society. How? Through innovation, communities and northern common sense. Each day, more than 700 people are working on a beautiful, clean and sustainable world on behalf of Omrin."

Digital invoices

Thanks to digitalisation, we print 10,000 prints per year instead of 100,000! All our paper bears the FSC quality mark.

Fair trade coffee

Our coffee is fair trade. We have also replaced our plastic coffee cups with glass and porcelain mugs. This has reduced the number of plastic cups by at least 30,000 per year!

Gardener

Our gardener uses 100% sustainable products. All our garden waste is reused or composted.

Cleaning

Our cleaners use 100% sustainable products that bear the Eco quality mark. Our toilet paper and towels are made from recycled paper that bears the FSC quality mark.

Green shoppers

Canvas shoppers are used instead of plastic bags. These are made from recycled material and can be reused.



Corporate stationery

Our corporate stationery is printed on paper made entirely from recycled fibres.

716 solar panels

The panels on our roof produce 162,500 kWh per year, which is more than half of our annual electricity consumption.

Electric vehicle fleet

Sustainability is of paramount importance to us, it is in our DNA. That is why it is only logical that we have already upgraded half of our fleet with fully electric cars.



PROFIT

Corporate social responsibility (CSR) stands for business practices that focus on people, planet and profit, in other words having consideration for society and the environment, without losing sight of the profit motive. Stronger still, corporate social responsibility ensures that a business is better prepared for the future, provides cost savings and enables it to anticipate and respond to market trends more quickly. It also means positive publicity, which benefits the brand, may entice new employees to come and work for your company and, will ultimately result in more customers. People, planet and profit must be harmoniously combined in the organisation.

KNOWLEDGE SESSIONS WITH RETAILERS

During these sessions, we talk to a small group of business owners and Royal Vriesco about subjects that relate to the market and our brand. We discuss various subjects, so we can learn from each other. For instance, what will the curtain market be like five years from now? We also include the retailers in the latest developments and figures of the consumer market.

A HOUSE OF HAPPINESS TRAINING

Many relationships have attended a training session at A House of Happiness. These are offered at our locations in Leeuwarden and Eindhoven and typically last about a day. Clients and their employees, for instance, can take the Basic Textile Knowledge course or From Cutting to Confection. Afterwards, they'll have comprehensive knowledge of fabrics and processing techniques. Our new Sustainable Sales Training provides insights and strategies that enable you to sell not just products, but also a lifestyle that aligns with the growing demand for environmentally conscious consumption.



BOSNIA WORKSHOP

Curtains are traditionally made by hand. This is a labor-intensive process, which is why we thought it wise to spread our wings elsewhere in Europe. We appointed a young couple as the management board. He looks after the business operations and she is responsible for communication, among other things. Young people in that area hardly have any job prospects. The unemployment rate is high at about 20%, and many young people move abroad. Our ambition is for production, and thus the number of employees in Bosnia, to gradually grow in the next few years. We have also looked to link up with a local school, which offers a textile training programme. 15 students of that training programme have already completed an internship and two of them, who completed the textile training, now work in our workshop.



INNOVATION

We believe innovation increases our right to exist as a business and that it is a continuous process. Examples include the purchase of our water-saving digital printer and the development of our unique added-value fabrics.

A RECYCLED FABRIC WITH BLACK-OUT PROPERTIES AND A HEAT-RESISTANT BACK IS A UNIQUE IN-HOUSE INNOVATION.

In the autumn of 2018, we also introduced a unique fire-retardant version under the green hanger, the Solarflex. Our collection carries numerous other innovative fabrics.

HEALTHY AND FIT

We encourage initiatives for joint sport activities. For instance, we regularly took part in the Millennium Run and we swam to raise money for research into ALS. At our employees' initiative, we sponsor big and small sports clubs, from the Thialf ice rink to the rowing club in Mantgum and a club in Sint Annaparochie that plays Frisian handball, somewhat similar to cricket ("kaatsen"). Each sponsorship is linked to an employee. We also sponsor a top athlete, Jesper Hospes, a Dutch speed skater.

TV COLLABORATION

Our sustainable curtain fabrics can be seen in the TV show Green Make Over on SBS6.



DONATIONS

Maarten van der Weijden Foundation, De Voedselbank, the L.A.P. Atelier and another € 2,000 distributed across several charities.



SOCIALLY INVOLVED IN SEVERAL CHARITIES AND SUSTAINABLE INITIATIVES.



A HOUSE OF
HAPPINESS

NOT JUST

ANY

CURTAINS.