

Sustainability in Production



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About This Report

We appreciate you taking the time to read our 2012 sustainability report. The details of this report are intended to provide you with an overview of our vision for a sustainable future, our commitment to achieving this vision, the means in which we have and will continue to engage our employees, suppliers and community to better understand and help them achieve their sustainability goals, and to share with them the progress we have made in achieving our vision. Given the extent of our sphere of influence in the world, the impact we can have as we stride toward and reach our vision.



Letter from the Managing Director

Shelter Solutions has enjoyed 12 years of continued success and now considers itself a leading provider of street furniture in the UK. We plan to sustain our success for the future by building value, sourcing green and doing right. That's our sustainability vision – How we propose to continue delivering quality products to a green world.

You may expect that a company's sustainability report will only be about the environment. In fact the environment section of our report is the longest section. Put simply, that is because we still believe we have a lot to do. But sustainability doesn't just mean "Going Green". True sustainability is measured in the company's impact on the people it touches, the impact on the world around us and its ability to achieve continued growth and healthy profit.

We address true sustainability under the headings, Building Value, Sourcing Green and Doing Right. Setting sustainability goals that are ambitious, but achievable, is challenging. We're not there just yet, but we are much closer than ever before.

As we look to the future, it is clear we still have much to learn. We are more aware than ever of our impact on those whose lives we touch. It is now our objective to act upon that awareness, translating it into successful company initiative.

Our sustainability efforts are a work in process. Every journey starts with a first step. We take pride that our journey is well underway. Thank you for your interest in our company and our future.

Sincerely,



Jon Massie
Managing Director
Shelter Solutions



Shelter Solutions Vision

We will sustain our company in a fiercely competitive economic climate by believing in and supporting our employees who, in turn, will ensure our performance exceeds that of our competitors. We will achieve this through three simple policies

*Did You Know?
Shelter Solutions
continually drive down the
amount of waste material it
sends to landfill through its
philosophy “Reduce, Reuse,
Recycle”*

Building Value – Our success depends on exceeding customer’s expectations. We will build value for our customers by achieving the lowest cost, highest quality and best service in our industry. To do this, we must lead our core markets with superior products, grow steadily, spend wisely, keep debt low and protect our investments.

Sourcing Green – We will reduce our environmental footprint, even as we grow. By doing so, not only will we sustain our business, but we will also help sustain the communities in which we work and the world in which we grow.

Doing Right – We will promote a culture guided by ethical values. We will endeavour to live up to those values, even when it might be difficult. When we make mistakes, we will be transparent and responsive to our critics.

“With every accomplishment, there is more work to do. We are committed to raising the bar, regardless of whether we reach our targets on our first try”



Working towards sustainability

Success Stories

- Partnering with local businesses, Shelter Solutions have adopted a strategy to reduce our carbon footprint, by sourcing all of our raw materials within a 20 mile radius of factory in Merseyside. Shelter Solutions are already reaping the rewards of this strategy, not only reducing our carbon footprint, but reduce delivery costs across the board allowing Shelter Solutions to continue to build value for our customers.
- Shelter Solutions recently partnered with a pallet vendor to recycle broken pallets. As a result we have significantly reduced the amount of waste we send to landfill.
- Shelter Solutions recently invested in new cutting and drilling equipment for its plant in Merseyside. Not only has this investment increased productivity, but also reduced the amount of energy used, reducing our carbon footprint as well as utility bills.
- Shelter Solutions regularly supports local council events, providing free cycle storage and sponsoring local cycling events. Not only does this promote cycling but also the Shelter Solutions brand in our local community.
- Shelter Solutions continually work towards combining customer deliveries, and limiting the use of vehicles where ever possible. Shelter Solutions hope that in the future this will help to reduce our carbon footprint, as well as reducing delivery costs.

“Our success depends on exceeding customer’s expectations. We will build value for our customers by achieving the lowest cost, highest quality and best service in our industry.”



Building Value

The financial challenges experienced in 2012 have highlighted the importance of sustainable business development. Business leaders from across industries saw a change in operating conditions on an unprecedented scale. Despite the financial realities we all now face, Shelter Solutions are able to continue its efforts to build Value. We contribute much of our success to our own definition of “Operational Perfection”.

*Did You Know?
Shelter Solutions have undertaken a major initiative to reduce carbon emissions by sourcing all raw materials from within a 20 mile radius of our manufacturing plant in Merseyside.*

Operational Perfection – Operational Perfection is a company strategy based on lean manufacturing. Through this strategy Shelter Solutions relentlessly strive to cut waste out of all its products, processes and procedures in every area of our business, and in doing so, Building Value, Source Green, and Do Right.

Operational Perfection is not a program, a slogan or a passing fad, Operational Perfection is a culture. It is a long standing culture here at Shelter Solutions that will continue to improve over time. Operational Perfection is the foundation in which Shelter Solutions will build its future success on as a sustainable organization.

Increasing Profitability – Our continued commitment to Operational Perfection enable us to improve efficiencies, which in turn decreases costs, increases profits and builds Value. By continuing to build Value through Operational Perfection, we will support our other sustainability initiatives of Sourcing Green and Doing Right.



Sourcing Green

Reduce, Reuse, Recycle. These are not just three words. They are the main objective of each and every Shelter Solutions employee.

Shelter Solutions conducts its operations in a manner that consistently conserves resources and minimises our impact on the environment. With aggressive goals for a sustainable future, we have a vision and a plan. Despite the challenges that undoubtedly lie ahead, we shall continue to strive to increase our process efficiency and green procedures, from first touch to last.

Why Source Green? – Expectations have changed. Not only ours, but those of our customers, our community, our suppliers and the world at large. We are expected to do our part, both individually and collectively, to protect the environment in which we live.

The aim of reducing our environmental impact remains a key focus for Shelter Solutions. In a world that is increasingly concerned with global climate change, we realise the importance of discovering new methods, and improving existing methods, to reduce resource consumption and impact to the environment. And, while we are proud of our small successes, we know there is a lot more work to be done. We will remain focused and continue to look for additional opportunities to further improve.

Strong environmental leadership is essential, and its growing importance is clear to our employees. The future of Shelter Solutions depends upon our vigilance and the management of our resources. Sourcing Green not only has a positive impact on our community, it makes good sense for our business.

How Are We Making It Happen – Environmental management will lead to sustainable business development. To this, we are committed.

Shelter Solutions will strive to ensure close cooperation at every step of the production process, from purchasing to manufacturing, including our relationships with suppliers, customers, business partners and communities. Through this close cooperation, we strive to manage the production process so that we have a full understanding of the limitations of the way we use and source all our resources. This will help us to minimise waste, minimise our carbon footprint, influence our suppliers to reduce their respective carbon footprints and innovate green-enabling products and procedures.



Doing Right

Shelter Solutions is committed to **Doing Right**. That commitment recognizes the need to promote a culture of respect and pride amongst our employees in order to continue to grow.

*Did You Know?
Shelter Solutions are
regularly audited on all
environmental aspects of
manufacturing to ensure we
continue to reach our goals.*

The ethical values have come from the top-down, as well as the bottom-up. Our management establishes expectations and accountability, but we also must engage every employee to get them to support these shared values, which ultimately will contribute to the sustainability and success of our company.

Skilful management ensures that our company's values and commitments are implemented and fulfilled. It also guides and even defines the responsibilities of all the roles of our company, from the managing director to every Shelter Solutions employee. Good management has at its core trust and transparency. In order to earn that trust and exhibit that transparency, there must be strict accountability built into all our values, practices and procedures. This is true at all levels of production and services, and is key to our future sustainability.

Doing Right Requires Transparency – Creating a culture, where transparency and responsiveness are highly encouraged, and not feared, is Shelter Solutions mission. We are committed to operating with transparency in every aspect of our business. We place the highest values on ethics, integrity, transparency and accountability across all areas of our company processes. We are guided by these principles with every decision we make.

