

Impact Report 2025



Partner with Purpose™

*"We are your
Partner with Purpose™
to build brand
relationships."*



Dear Valued Stakeholder,

At Perfect Promotions, we believe the best branded merchandise doesn't just check a box—it tells your story. That's why we partner with you to create branding solutions that don't just meet your needs but also reflect your company's values.

Over the past year, we've pushed our commitment to responsible business even further—earning ISO 14001 certification and celebrating a Gold Medal from EcoVadis. We plan to keep this momentum going by building on these efforts with innovative, high-impact solutions.

We're grateful to be on this journey with you. Let's keep making an impact—together!

Sincerely,

A handwritten signature in orange ink, reading "Joan Charbonneau".

Joan Charbonneau
CEO, Perfect Promotions


Perfect Promotions, a proudly women-owned business based in Lee's Summit, Missouri, is dedicated to delivering high-quality marketing solutions.

Our team creates branded merchandise that is designed with intention. As your Partner with Purpose™, we are committed to crafting memorable brand experiences, and every project we take on is designed to leave a lasting impression while helping customers support people, communities, and the planet.

Our Progress

At Perfect Promotions, we have set ambitious sustainability goals to keep ourselves on track and always improving. With clear benchmarks, regular audits, and continuous refinement of our practices, we're on a mission to make a real difference.

Goals In Progress

Replace 100% of equipment with energy-efficient products such as ENERGY STAR-certified products		In Progress: As items become obsolete, we aim to replace them with energy-efficient products
Achieve 100% response rate from our suppliers to our Social and Environment Assessment by 2027		In Progress: 40% of vendors responded in 2024
Ensure 100% of client proposals include sustainable options, such as certified sources for all paper products		In Progress: 66% of proposals had an ESG option in 2024
Collaborate with and encourage 100% of our key suppliers to establish responsible chemical management practices in supply chains by 2030		In Progress: Added questions to Supplier Assessment to set a benchmark
Zero waste to landfill for our office by 2030		In Progress: 86% waste stream diversion rate in 2024
Provide information on responsible end-of-life and waste-reduction practices for 100% of our products		In Progress: We aim to include end-of-life information with every order

Goals We've Already Achieved

- ✓ Reduce GHG emissions by 50% from our baseline year by 2030 in accordance with our science-based target*
- ✓ Vehicle Fleet 100% electric or hybrid by 2025
- ✓ 100% of products shipped through our UPS account will be on alternative fuel and advanced technology vehicles
- ✓ 100% procurement and utilization of recycled and FSC-certified paper and packaging materials for all in-office stationery needs by 2025
- ✓ 100% of employees trained on chemicals in products and waste reduction practices used in our offices
- ✓ 100% of our products meet and exceed all applicable safety regulations and standards

*Reached goal through the purchase of Renewable electricity sourced from Green-e® Certified Renewable Energy Credits (RECs).

Our Awards & Certifications

- ISO 14001 Certified
- Recognized as a Top 10 Small Business Owner by the Greater Kansas City Chamber of Commerce
- WBENC Certified Woman-Owned Business
- Earned an EcoVadis Gold Medal





OUR PLANET

ISO 14001: Driving Sustainable Change

Guided by our commitment to sustainability, we know that making a real difference means always looking for ways to do better. In 2024, Perfect Promotions achieved ISO 14001 certification—a significant milestone in our sustainability journey. Through the process of building out an Environmental Management System (EMS), we have transformed how we work every day to reduce our environmental impact.

Our EMS is an anchor for how we think about sustainability throughout our business, from operations to our supply chain. It provides us with a roadmap and accountability for our environmental stewardship goals with clear policies, documented processes, and regular check-ins to make sure we're properly using the EMS and continuously evolving our environmental commitments.

A major benefit of pursuing ISO 14001 was introducing targeted employee training programs so that every

team member is equipped with the tools and knowledge to integrate sustainable practices into their work. Whether it's minimizing waste, using energy more wisely, or conserving resources, this initiative has helped us make sustainability a part of everything we do.

The certification process also improved how we track and report our progress on areas such as supplier assessment distribution, waste diversion, and GHG emissions reduction efforts—giving us real data to guide decisions, set goals, and stay accountable. Adding this layer of transparency and structure also increased our rating within EcoVadis, resulting in the achievement of a Gold Medal.

"Getting ISO 14001 certified has been a proud achievement for us. We've enhanced our reputation and credibility with clients, partners, and stakeholders who share our passion for sustainability" said Environmental Manager, Jennifer Ayers.

As we keep moving forward, the ISO 14001 framework will stay at the heart of our ongoing efforts to operate responsibly and do our part to protect our environment.

PURPOSEFUL PICKS



Branding with Impact

We are firmly committed to branding that does more than just catch the eye—it should help our customers make a real difference. That’s the inspiration behind Purposeful Picks, a program designed to make it easy for our customers to choose more sustainable and socially responsible products. Launched in 2023, the program aims for team members to include at least one sustainable option in each proposal—from reusable and recyclable products to items

that support give-back programs or minority-owned businesses. It’s about giving our customers choices that not only align with their brand values but also support communities and the planet.

Over the past year, we’ve seen significant growth in our sustainability program,” said Madison Warran, Sales Executive. “As pioneers in this space, we’ve observed a growing demand for sustainable products, allowing us to expand the range of eco-friendly options we offer to clients.”

We love curating products made from recycled, biodegradable, or responsibly sourced materials. Over



the past year, we have provided Purposeful Picks in over 66% of our proposals, with sustainable products accounting for more than 49% of all orders. Our most popular category has been reusable drinkware. Offering these solutions is a great way for our customers to boost their brand and reduce their environmental footprint at the same time.

Purposeful Picks also include products that empower communities. Customers can choose products from brands like Terra Thread, with each purchase supporting the Feeding America campaign to end hunger, or Moop canvas bags that support a 100% women-owned business.

By choosing Purposeful Picks, our customers are sharing a commitment to positive change.



REUSABILITY

We find creative solutions that eliminate the use of single-use plastics



SUSTAINABLE MATERIALS

We prioritize environmentally conscious materials to help minimize your brand’s environmental footprint



RECYCLABLE

We identify items crafted from materials that can enter recycling processes and keep products out of landfills



GIVE BACK

We help you support meaningful causes through programs where a portion of each purchase benefits the world and your brand



SUPPLIER DIVERSITY

We track products produced by women or minority-owned companies so your brand can support diversity & inclusion



CERTIFICATION

We offer products backed by a recognized certification demonstrating your brand’s commitment to sustainability

OUR COMMUNITY

Making a Lasting Impact Through Community Service

We don't just see giving back as a responsibility—we see it as an opportunity to make a real difference. Community service is at the heart of our Perfect Promotions' company culture, and in 2024, we stepped up our efforts by offering our employees two paid days off to dedicate to volunteer work—empowering our team to make a positive difference in our community.

Leading the charge on this initiative is our Community Service Coordinator, Alexis Perez, who oversees volunteer requests, tracks participation, and organizes opportunities so that every team member can give back in a way that is important to them. "I love seeing the impact we have on the communities and seeing smiles on



their faces," says Perez. "It is great to see that a small part of our day can mean the world to someone else." From teaming up with Giving Grove to support urban farms to working with Harvesters to fight food insecurity, we are all in when it comes to initiatives that truly make a difference and create lasting change for the industry and our communities.

Looking ahead, we are excited to keep the momentum going by encouraging everyone to use their volunteer days and organizing a company-wide service event. We are always ready to give back and look forward to finding even more opportunities to expand our reach in ways that really matter.



We pride ourselves on being a small business that has a significant impact.

HERE ARE A FEW WAYS THAT WE SUPPORTED THOSE IN NEED THIS YEAR:

- **Urban Farming:** Our employees happily got their hands dirty at Global One Farming and Giving Grove during our company-wide volunteer days. These organizations empower volunteers to plant and care for urban gardens for communities facing food insecurity.
- **Harvesters:** We hosted a food drive in our offices that resulted in 122 pounds of donations to support Harvesters, a nonprofit that supplies food and essential household items to those in need.
- **Parade of Hearts:** We were proud to support Parade of Hearts—a public art experience showcasing heart sculptures by local artists—by donating merchandise and volunteering our time at the event. This community event celebrates diversity, spreads joy, and uplifts local nonprofits.
- **Big Slick:** In addition to our CEO sitting on the board, we were honored to create branded merchandise, donate volunteer hours, provide financial support through donations and merchandise, and help organize the annual fundraiser for a local children's hospital as part of this year's Big Slick Celebrity Weekend.



perfect
Promotions
a merchandising agency

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