



# 2026 Impact Report

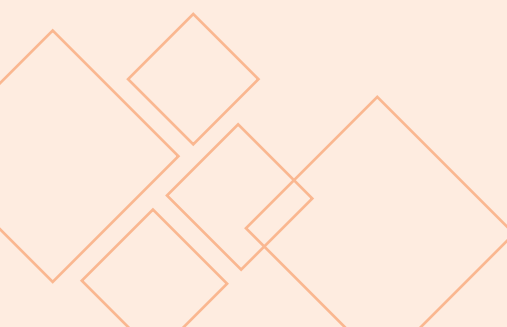


# Our Business Overview



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

Our team promotes products that are 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.



# Letter From the CEO

Dear Valued Stakeholder,

Our commitment to sustainability and community is shaped by our desire to do right by our neighbors and by everyone who interacts with our products. From mindfully curating our product selection, to composting organic waste in our office, we live our values in all that we do.

As our sustainability program continues to evolve, we have taken steps to expand our influence across our industry, speaking about sustainability at events and partnering with vendors to champion practices that protect our environment.

We were thrilled in 2025 to be recognized at #59 on the PPAI 100 list. This accolade, along with maintaining our EcoVadis Gold Medal, signals to us and to our clients that we are on the right track, and that we are offering meaningful leadership in our industry.

We pledge to continue to keep sustainability as a living commitment—continuously expanding our efforts to deliver products with purpose. Cheers to another year of action, together!

***Joan Charbonneau, CEO***



# Our Progress

Our sustainability goals keep us focused on the areas where we can make the most impact. Tracking our progress helps us stay accountable and continue raising the bar.

Goal	Progress
Ensure 100% of equipment replacement purchases are with energy-efficient products such as ENERGY STAR-certified products	As items become obsolete, we aim to replace them with energy-efficient products
100% of our suppliers respond to our Social and Environment Assessment by 2027	68% of vendors responded to survey
100% of client proposals include sustainable options, such as certified sources for all paper products	87% of proposals had a sustainable option
100% procurement and utilization of recycled and FSC-certified paper and packaging materials for all in-office stationery needs by 2025	77% of paper and packaging materials were FSC or other sustainable certifications
Collaborate with and encourage 100% of our key suppliers to establish responsible chemical management practices in supply chains by 2030	The Supplier Code of Conduct addresses proper chemical management
Zero waste to landfill for our office by 2030	80% waste stream diversion rate
Provide information on responsible end-of-life and waste-reduction practices for 100% of our products	We aim to include end-of-life information with every order. Product End of Life instructions rolled out in August 2024. We have requested that all orders now have end-of-life instructions in box.

## GHG Emissions Yearly Progress

Summary	2024	2025
Scope 1	17.7	17.0
Scope 2 location based	6.8	8.4
Scope 2 market based	0.0	0.0
Total Emissions (Market Based)	17.7	17.0
% Change (Market Based)	-4%	



### Goals Achieved



100% of products shipped through our UPS account will be on alternative fuel and advanced technology vehicles



Reduce GHG emissions by 50% from our baseline year by 2030 in accordance with our science-based target



100% of employees trained on chemicals in products and waste reduction practices used in our offices



Vehicle Fleet 100% electric or hybrid by 2025



100% of our products meet and exceed all applicable safety regulations and standards

# Our Awards & Certifications



[Click here to see our EcoVadis Sustainability Rating page:](#)



# Advancing Sustainability In Our Industry

At Perfect Promotions, we believe in the power of collaboration. Sustainability can't be achieved by one company; it takes every organization doing what they can to strive for change.

## Vendors

As a distributor, the relationships we have with the companies that manufacture, package, and ship our products are key to our success. Through their direct control over products, they have an enormous opportunity to influence sustainable practices. More formally, our Supplier Code of Conduct and Supplier Assessment outline our expectations for our vendors to engage in responsible practices. The Supplier Social Assessment asks about labor practices, environmental certifications, carbon emissions reporting, climate risk planning, and other responsible practices. It provides an avenue for encouraging vendors to consider implementing strategies where gaps exist. We also periodically engage vendors on specific requests, such as adding end of life instructions—like recycling or donation options—to product packaging. When vendors make a change, it benefits not only us and our customers but all businesses who use that supplier.

## Working With Clients

Our Purposeful Picks products provide clients with the opportunity to select a more impactful product option based on one or more of the following characteristics: Reusability, Sustainable Materials, Recyclability, Give Back, Supplier Diversity, or Certification. We aim to offer at least one Purposeful Pick option in each proposal to proactively encourage clients to select a more responsible product. We internally track how many purposeful picks are offered, as well as how many are selected to measure the impact of our efforts.

# Purposeful Picks in Action



Reusability



Sustainable Materials



Recyclable



Give Back



Supplier Diversity



Certification



Cotopaxi® Abrazo Fleece Jacket



Herschel Eco Laptop Backpack

## Industry

Our CEO, Joan Charbonneau, collaborated with industry peers at events such as the Women's Leadership Conference and shared insights on sustainability reporting efforts such as EcoVadis. By detailing Perfect Promotions' experience and the positive benefits realized through our sustainability program, she was able to influence other distributors to consider pursuing sustainability reporting and action.



*Conversations with Joan have been both practical and inspiring. She has a unique way of breaking down sustainability and ESG into actionable steps, which has directly influenced how we think about progress and accountability in our business.*

-Amanda Clay, President and Co-Owner  
Walker-Clay



The company was also profiled as one of the PPAI Top 100 in 2025, which identifies leaders in the space, based on factors such as financial strength, employee satisfaction, sustainability and corporate responsibility.



*Perfect Promotions is a great case study because the impact it has made on the community and world around it is anything but small. In fact, the Missouri-based company not only received high marks in PPAI 100's Responsibility category, but, according to PPAI Research, its scores in that category were on par with the top companies on the list.*

-PPAI



# Values in Action:

## Supporting After School Programming with the Police Athletic League

Actively participating in our local community is something we feel proud and privileged to do. In September we provided meals to the participants in the Police Athletic League (PAL) of KCK's after-school program for youth ages 8-18.

We catered in dinner from Tarahumaras Mexican Restaurant #2, a local favorite, and served the participants and the family members picking them up for the evening. Our team enjoyed connecting with the kids and seeing the positive benefits of the PAL program through their enthusiasm and warm welcome.



*Participating in the PAL event was truly an amazing and rewarding experience. It was so inspiring to see everyone come together to support the community and give back to such an impactful organization. Seeing the smiles on all of the children's faces made the experience even more meaningful.*

— Kenzi Jones —

*E-Commerce Account Manager*

Our team also toured the PAL facility, which was converted from a former church into a center hosting programs from physical fitness and gardening, to arts and crafts and bicycle build and repair. These programs foster confidence and community building for the youth, and offer positive interactions with local police officers who lead the programs.

Throughout the year, we also supported our community through:



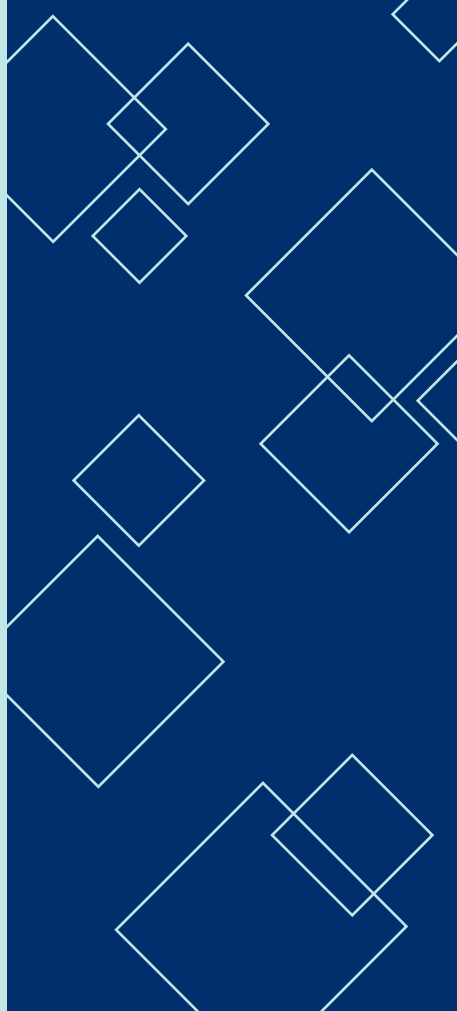
**Financial and In-Kind Donations to:**

- Big Slick
- Parade of Hearts
- Heart to Heart International
- Variety KC
- PAL KCK
- Children’s Mercy
- Benedictine College
- KC CAN!



**Volunteer Activity:**

- Pinnacle Retreat
- Wildwood Outdoor Education Center
- Mothers Refuge
- KC Pride Fest
- Bridging the Gap/Heartland Tree Alliance
- PPAM Pints & Promos
- 201 kits for Building Hope for Autism Foundation
- Roughly 30+ diaper/pull-up kits for Coldwater Lee’s Summit/Little Blessings Diapers





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a merchandising agency

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