

Kensington®



# The Evolution: Launching EQ

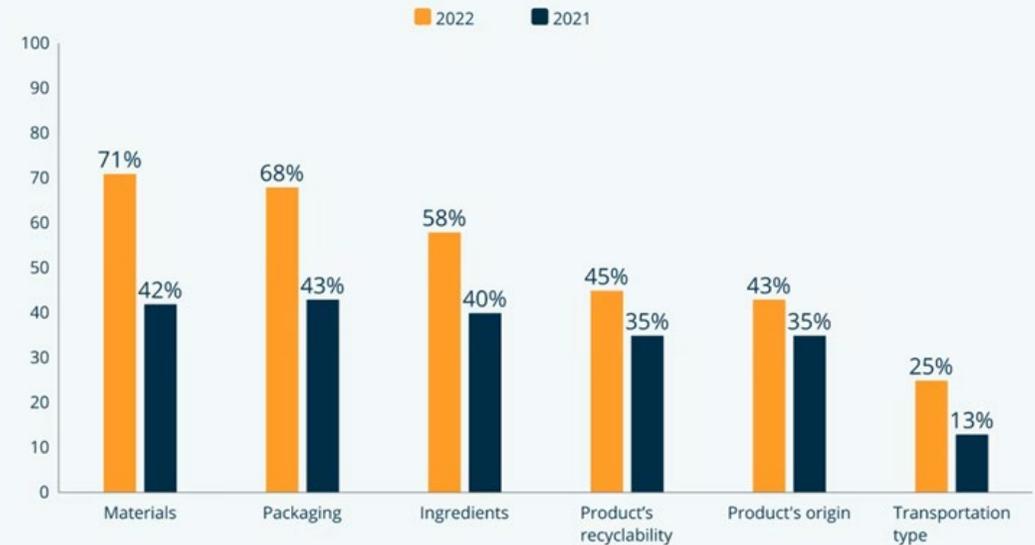
MAY 2024



# Sustainable Products are the Right Choice for Consumers

- As environmental awareness continues to grow, **the demand for Eco products will increase**, driven by a combination of personal, ethical and environmental considerations.
- **71% of consumers** are checking that a product's materials are sustainable before making the purchase.
- **68% of consumers** want the product's packaging to be sustainable.
- This trend will **increase in momentum** throughout 2024.

## Aspects of sustainability consumers look for, 2022 vs. 2021



Source: Capterra's 2022 Consumer Sustainability Expectations Survey  
Q: Which aspects of sustainability do you check before making your purchase decision? Select all that apply.  
2022 n: 725  
2021 n: 1,234



# Sustainability is **the** Choice of Younger Generations

- Capterra data suggests that **84%** of consumers purchased a sustainable product in the past 6 months.
- Nearly **every consumer** was familiar with the concept of sustainability.
- Generational differences are clearly highlighted in the choices consumers are making:
  - **Gen Z** have been raised during the time of climate change.
  - As their purchasing power increases the **greater the need** to have sustainable product choices to meet their requirements.

## Percent of consumers who have bought a sustainable product in the past 6 months, by generation

**90%**   
of Generation Z,  
adults 18 - 25

**85%**   
of Millennials,  
adults 26 - 40

**84%**   
of Generation X,  
adults 41 - 55

**78%**   
of Baby Boomers,  
adults 56 - 75

Source: Capterra's 2022 Consumer Sustainability Expectations Survey  
Q: 12. Have you purchased a sustainable product in the past 6 months?  
Gen Z n: 68  
Millennials n: 382  
Gen X n: 231  
Baby Boomers n: 77



# ACCO Brands EMEA – Vision & Strategy for Sustainable Development



## **REDUCING OUR OPERATIONAL ENVIRONMENTAL IMPACT**

We will drive down our use of electricity, fuel and our waste production and deepen our understanding of our indirect emissions with a long-term vision of achieving net zero emissions.

## **REDUCING OUR PRODUCT ENVIRONMENTAL IMPACT**

We are committed to better understanding the emissions caused by our products and packaging and driving down those emissions as far as possible in preparation for net zero emissions.

## **WORKING RELATIONSHIPS & SOCIAL COMMITMENT**

We are driven and committed workforce where everyone works towards the achievement of our sustainability goals. We aim to have a cooperative and principled working relationship with all of our stakeholders.

# ACCO Brands – EcoVadis Bronze Sustainability Rating



- The EcoVadis Bronze Medal has been successfully reconfirmed in 2024.
- Our **rating** has been **greatly improved** from being in the top 50% previously to **the top 24% of companies in our industry\***.
- It shows that our strategy delivers to continually improve year on year.
- Outstanding scoring has been achieved particularly on **environmental topics**, where we are placed in the top 8% of companies in sustainable procurement and top 9% of companies on environment.
- It confirms our **strong commitment** to and focus on these topics.



# Kensington®

The biggest impact we  
can have as individuals is  
not in our personal  
lives...

...it's by **evolving  
our business**



# Our Research Led to Use of New Materials

Made with  
Post Consumer  
Recycled  
Plastic

## PCR

Made from everyday  
consumer products

Made with  
Recycled  
Plastic Bottles

## RECYCLED BOTTLES

Shredded, melted and re-formed into  
material

Kensington®

Introducing...

EQ



# The EQ Manifesto: We Will Evolve... **With Purpose**

- The **EQ Manifesto** is a declaration of Kensington's program for new product development:
  - We will work to ensure every new product in our range will be better than its predecessor.
  - We will innovate with principles of **longevity, efficiency, disassembly** and adopt a **cradle-to-cradle approach**.
  - Our products will not only retain quality and value but **align with evolving market requirements & trends**.

Every new product will be **more sustainable** than its predecessor

Longer lifecycles  
**Increased durability & Modular design**

Packaging will be **FSC certified** as standard

Where possible, plastic will be **removed from packaging**, otherwise we will use **100% recycled material**

# The EQ Range Solves Every Workplace Need



- 50+ SKUs: A comprehensive portfolio of products made from recycled materials



**TRACKBALLS**



**MICE**



**KEYBOARDS**



**LAPTOP RISER**



**LAPTOP BAGS**



**DOCKING STATIONS**



**LAPTOP LOCKS**

post-consumer recycled plastic

# Mice



**MY630 EQ  
RECHARGEABLE  
ERGO MOUSE**

**K72482EU**



**MY430 EQ  
RECHARGEABLE  
MOUSE**

**K75507EU**



**MY310 EQ  
WIRELESS  
MOUSE**

**K72481WW**



**MY230 EQ  
RECHARGEABLE  
MOUSE**

**K75303WW**



**MOUSE-IN-A-BOX®  
WIRED MOUSE**

**K72480WW**

post-consumer recycled plastic

# Keyboards



**KB675 EQ  
TEN-KEYLESS  
WIRELESS KEYBOARD**

**K75491..**



**KM270 EQ  
WIRELESS KEYBOARD  
& MOUSE SET**

**K75560..**



**KM150 EQ  
WIRELESS KEYBOARD  
& MOUSE SET**

**K75562..**



**KB150 EQ  
WIRELESS  
KEYBOARD**

**K75561..**



**KB100 EQ  
WIRED  
KEYBOARD**

**K63727..**

made from recycled plastic bottles

# Backpacks and Briefcase



**SIMPLY PORTABLE EQ  
16" LAPTOP  
BACKPACK**

**K60392WW**



**SIMPLY PORTABLE EQ  
14" LAPTOP  
BACKPACK**

**K60392WW**



**SIMPLY PORTABLE EQ  
16" LAPTOP BRIEFCASE**

**K60390WW**

made from recycled plastic bottles

# Sleeves



**SIMPLY PORTABLE EQ  
16" LAPTOP SLEEVE**

**K60395WW**



**SIMPLY PORTABLE EQ  
14" LAPTOP SLEEVE**

**K60394WW**



**SIMPLY PORTABLE EQ  
12" LAPTOP SLEEVE**

**K60393WW**

post-consumer recycled plastic

# Docking Station



## SD4781P EQ USB-C® and USB-A Dual 4K Docking Station

- **Recycled material** - includes **73% post-consumer recycled plastic**
- Supports USB-C® and legacy USB-A laptops
- Dual 4K video via HDMI 2.0 and DP++ 1.2
- Enables dual monitor support for M1/M2/M3 MacBooks
- 100W Power Delivery for compatible laptops
- Secure screw lock keeps USB-C® host cable in place
- Up to 10Gbps data transfer speeds
- 1 x USB-C® and 5 x USB-A ports
- Windows, macOS and Chrome OS compatible



K32810EU



post-consumer recycled plastic

# Docking Station



## SD4842P EQ USB-C® Triple Video Driverless Docking Station

- **Recycled material** - includes **73% post-consumer recycled plastic**
- Supports up to 3 x 1080p monitors @ 120Hz via 2 x HDMI and 1 x DP 1.4 ports
- 100W Power Delivery for compatible laptops
- Hard-wired USB-C® host cable
- Up to 10Gbps data transfer speeds
- 2 x USB-C and 3 x USB-A ports
- Windows compatible



K32810EU



Made from stainless-steel

# Laptop Lock



## NanoSaver® EQ Keyed Laptop Lock

- Stainless steel construction aimed at reducing our environmental impact
- Secures new HP, Lenovo and Asus devices using the Kensington Nano Security Slot
- Slim lockhead allows ultra-thin laptops to lie flat and won't block ports
- Pivot & Rotate hinge provides freedom of movement, allowing for easy key insertion
- Register & Retrieve™ program



**K60630WW**

# It's Not Only Product – Our Packaging is Evolving Too...



**Smaller packaging** requires fewer raw materials and helps cut logistic CO2 emissions.



**Soy ink** is biodegradable and can be removed easily during the paper recycling process compared to traditional inks, using soy ink aligns with consumer preferences for sustainable and eco-friendly products compared to petroleum-based ink.



**FSC certification** ensures that the wood or fiber used in packaging comes from responsibly managed forests.

**Plastic-free packaging** (or 100% recycled plastic) helps reduce the environmental impact of plastic pollution, especially in oceans, rivers and ecosystems.

Kensington®

Thank You