

Sustainability statement updated version 23/03/2026

At Initial Incentives, sustainability is a key part of how we do business. Following the incorporation of Brand Matters into Initial Incentives, we have expanded our global operations, with offices and warehousing in Porto, as well as storage facilities in the United States and Taiwan. As we grow, we remain committed to doing so in a responsible and sustainable way.

We aim to offer products that are better for the environment, including those made from recycled, biodegradable, and responsibly sourced materials. We carefully select our products to ensure they are high quality, so our customers don't have to compromise when making more sustainable choices, as well as having competitive pricing so sustainable products can be for all budgets.

We are working to reduce our environmental impact across all areas of our business. This includes cutting down waste, improving energy efficiency in our offices and warehouses, and making our supply chain more efficient. By having facilities in Europe, America, and Asia, we can reduce shipping distances and lower the carbon impact of transporting goods. To help reduce this, we have also planted over 10,000 trees and avoided over 100 tonnes of CO₂e with the help of our customers to help reduce our and their footprints.

We also focus on reducing packaging and reusing materials wherever possible with the help of our cardboard shredder. We support recycling across our operations and work with logistics partners who offer lower-carbon delivery options.

Our product range continues to grow to meet demand for more sustainable options. We offer items made from recycled plastics, organic fabrics, and other eco-friendly materials, with a focus on reusable products that help reduce single-use waste.

As a business, we also want to have a positive impact in the communities where we operate. We are committed to responsible practices, building strong relationships, and doing business in the right way.

At Initial Incentives | Brand Matters, sustainability is an ongoing process. We will continue to improve, find better solutions, and help our customers make more responsible choices for the future.