



N Brown Group plc

N Brown launches Green Polyethylene despatch bags

N Brown Group plc, the digital fashion and homeware retailer, whose strategic brands are JD Williams, Simply Be, Jacamo, Ambrose Wilson and Home Essentials, has shifted its delivery packaging to Green Polyethylene ("Green PE") despatch bags, improving the sustainability of its packaging whilst reducing its carbon footprint.

The move is part of N Brown's four-year sustainability plan and follows the announcement in November 2020 of its commitment to the BRC Climate Action Roadmap, which is supporting the retail industry to hit net zero carbon emissions by 2040.

Green PE is a bio-based plastic, manufactured from polymer derived from sugarcane and therefore produced from an entirely renewable source. The despatch bags, manufactured by Duo UK, are also recyclable and their sustainable properties mean that N Brown will save an estimated 112 tonnes of carbon per annum.

Following a successful trial of Green PE despatch bags last Autumn, N Brown launched the Green PE despatch bags on 1st March 2021, replacing 90% of its packaging. The roll out of Green PE bags will be extended to 100% of its packaging by the end of 2021.

Sarah Welsh, CEO of Retail at N Brown said:

"We believe online fashion should be sustainable, and a key element of that is reducing the use of plastic across the delivery process. We are very excited to have rolled out Green PE packaging, an innovative solution which will immediately reduce our carbon footprint. In future, we want N Brown to be known for using sustainable packaging across our brands which ties into the BRC Climate Action Roadmap which we are proud to be committed to."

About N Brown Group:

N Brown is a top ten UK clothing and footwear digital retailer. Our strategic brands are JD Williams, Simply Be, Jacamo, Ambrose Wilson and Home Essentials and our financial services proposition allows customers to spread the cost of shopping with us. We are headquartered in Manchester where we design, source and create our product offer and we employ over 1,900 people across the UK.