

# Empowering Growth Through Sustainable Promotions

**Phrong InterTrade 2024 Sustainability Report**





## Empowering Growth through Sustainable Promotions

More than just a report, this is a story of passion and purpose. More than 20 years, Phrong Intertrade has been on a journey—a journey to prove that sustainable business isn't just possible, it's powerful. Our 2024 Sustainability Report showcases the strides we've made in climate action, resource stewardship, and social responsibility, but it's also a reflection of the collective heart beating within our team.

We believe in the transformative power of action, and we have seen firsthand how our commitment to sustainability has created real, positive change. This report isn't just numbers and metrics; it's a testament to the dedication of every employee, the collaboration with our partners, and the trust of our customers.

We're not just talking about sustainability; we're living it. We're inviting you to be part of something bigger—a movement that inspires others to join us in creating a more equitable and environmentally sound world. Dive into our 2024 Sustainability Report and see the impact we're making together. Let's not just 'build' a sustainable future of promotion, let's ignite the **“Empowering Growth Through Sustainable Promotions”**.



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# “PHRONG”

We are revolutionizing the way businesses approach promotional products. We don't just source gifts and premiums; we deliver strategic, sustainable solutions that optimize your supply chain, reduce costs, and elevate service levels, all while prioritizing people, planet, and growth. As a part of a global network, **IGC Global Promotions**, with over 60+ local hubs across 50 countries, ensures you receive personalized service with worldwide reach. **Sustainability is ingrained in our DNA**, shaping our every action and empowering us to drive positive change. We believe in building lasting partnerships, delivering exceptional value, and fostering a future where commercial success and growth aligns with environmental responsibility. This report is a testament to our 2024 sustainability achievements and a blueprint for our continued journey towards a more sustainable and impactful future, together.



# We are committed to a “Sustainable Future” through Innovation, Sustainable Practices & Responsible Products.

**PHRONG Intertrade** provide total solution for the premiums, promotions and corporate gifts for international companies, offering sustainable promotional gifts, goodies, premiums, clothing, swag and business gifts. We are Thailand's industry leader in Corporate gifts merchandising programs, and also provide marketing support and services such as Lucky Draw campaign, Point redemption, GWP, marketing merchandise products etc., by prioritizing sustainability, creativity, compliance, and technology to drive impactful solutions.

The climate crisis is a defining challenge of our time. The relentless rise of greenhouse gases demands a paradigm shift, a collective commitment to radical change. PHRONG is not waiting for change – we’re leading it. We recognize the environmental impact of our business, and we are proactively transforming our operations to minimize that impact. We're not just reducing our footprint; we're setting a new standard for sustainable promotional practices

# Sustainability Governance

Sustainability is the driving force PHRONG, led by our dedicated Sustainability Committee. We're not just setting targets; we're creating a global movement, empowering our team to make sustainable choices everyday. We're committed to sourcing and delivering products that minimize environmental impact. Our team and our partners share this unwavering dedication, ensuring the UN Sustainable Development Goals are woven into the fabric of our operations. We invite you to be part of something bigger. Partner with us in initiatives like ForestNation and Mangrove planting projects, and let's amplify our collective impact for a sustainable future."



# Sustainable Approach & Practices



## Resource & Climate Change Management

In 2024, PHRONG continue to achieve the SEDEX SMETTA 4 Pillars certificates, ISO certification, Green Industry Certification, Cabron Emission Reduction awards, and many Sustainable Achievements. We are serious about CO2 emission, and focus heavily on how we can we reduce the environmental impact of our products, and motivate our clients to adopt a more sustainable approach.



## Employee Diversity & Inclusion

The health, safety, and well-being of our employees is non-negotiable at PHRONG. We're proactively creating a diverse and inclusive environment where everyone thrives. We're investing in our team's knowledge and know-how through our impactful trainings. We believe in empowering our people with the tools they need to succeed, because their growth drives our success.



## Community Engagement

PHRONG is committed to igniting positive change in communities worldwide. We forge powerful partnerships with charitable organizations, both local and worldwide, to drive impactful CSR campaigns.



## Resource & Climate Change Management

Here are the approach and practices we initiated and taken in order to achieve our goals for our Sustainable Environment, and our performance.





# Approach and Practices for Climate Change Management:

- Digitize our communications, drastically reducing paper waste and championing a paper-light future.
- Pioneer virtual collaboration, eliminating unnecessary travel and significantly curbing our global carbon footprint.
- Empower our team with energy efficiency expertise through targeted training, driving a culture of sustainable energy practices.
- Champion a sustainable revolution by aggressively adopting renewable energy, implementing energy-efficient processes, prioritizing green transportation, and maximizing resource conservation.
- Engineer flawless production through rigorous quality control, eliminating waste and setting a new standard for responsible manufacturing.



# Approach and Practices for Climate Change Management:

- Pioneer eco-technology in our operations, like “EcoCloudDesign” to drastically reducing our environmental footprint.
- Forge strategic alliances with sustainable organization, like our partnership with Forest Nation, to combat CO2 emissions and drive tangible environmental restoration.
- Together with our global IGC network, to actively leading initiatives and campaigns that slash CO2 emissions across our operations.
- Revolutionize promotional products by introducing innovative, low-impact materials, sustainable potions, prioritizing biodegradable and recycled solutions.
- Engineer a waste-free future by sourcing durable, high-quality products that maximize lifespan and minimize environmental impact.
- Empower local communities by prioritizing Fair Trade (eg. Fair Trade Cotton) and sustainable sourcing, building ethical and resilient supply chains.
- Cultivate a global culture of climate consciousness, empowering our members to champion responsible consumption and drive lasting change.



# Sustainable Economic & Ethical Approach & Performance:

- Revolutionized our procurement, mandating sustainable practices and forging partnerships exclusively with suppliers who share our unwavering commitment to environmental responsibility.
- Pioneered a new era of promotional products, championing sustainable and circular designs that minimize environmental impact and maximize product lifecycle.
- Building sustainable and transparent supply chains, fostering trust and accountability at every touchpoint.
- Uphold the highest ethical standards, conducting our business with unwavering integrity and unwavering responsibility.
- Enforce a strict Code of Conduct and combat corruption, ensuring transparency and accountability of our supply chain.
- Operate with absolute legal compliance and integrity, preventing any conflict of interest across our operations.
- Guarantee the highest standards of data protection, security, and privacy, safeguarding the trust of our clients and stakeholders.

# Prioritize Sustainable Options

PHRONG champions sustainable marketing by proactively curating eco-conscious product options for clients. We partner closely with many manufacturers to seamlessly integrate new innovative sustainable product into our proposal, our campaigns, while our design teams engineer innovative, environmentally friendly merchandise and packaging solutions, prioritizing efficiency and minimizing impact.

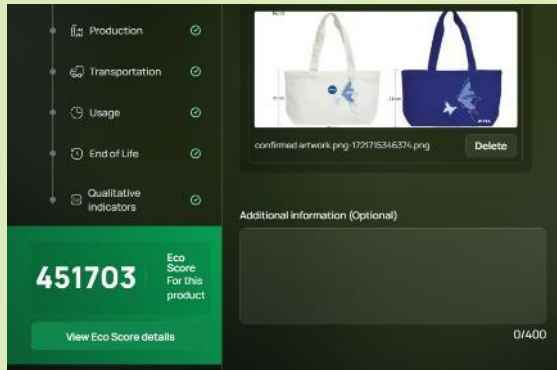


# Utilizing Technology to reduce carbon emission



## Campaign objective

Utilize EcoCloud Design Technology to identify the amount of carbon emission of each products and project, and to identify and propose the substitute material that help reduce the amount of CO2 from each project.



## Results

33%

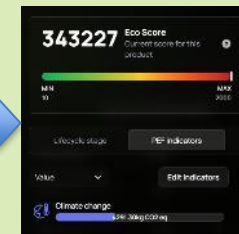
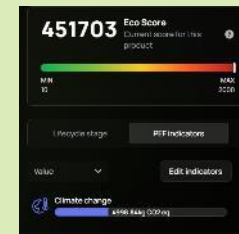
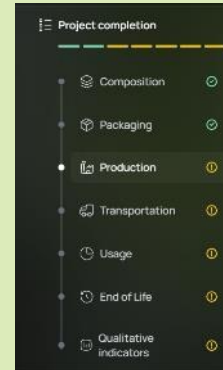
Reduce the amount of CO2 from project

70%

Increase In the use of sustainable material

100%

Increase in growth of brand awareness

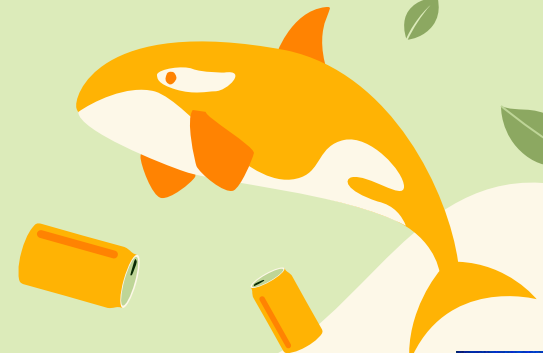


# “Transforming Waste: Recycled Material Innovation in Action” :



PHRONG empowers clients to eliminate waste by pioneering recycled initiatives, leveraging creative design and cutting-edge production methods for impactful, sustainable promotional merchandise. We've proven this commitment through a range of successful projects.

Our team is relentlessly exploring advanced recycling techniques, paving the way for a new generation of upcycled promotional products, set to launch in the coming year.



# Green Packaging that Protects More Than Your Product

PHRONG initiate collaborative packaging innovation, partnering with customers and suppliers from inception to engineer packaging solutions that are not only product-perfect but also planet-positive, maximizing efficiency, cost-effectiveness, and environmental responsibility.

We delivers tangible eco-advancements, implementing biodegradable packaging, recycled cartons, pioneering material-reducing designs, and utilize FSC-certified packaging, guaranteeing responsible sourcing and minimal environmental impact.

FSC certification represents our unwavering commitment to sustainable forestry, ensuring our packaging supports biodiversity, empowers local communities, and drives a responsible, circular economy.



# Performance Highlights 2024

➤ **>100 projects**

Sustainable Promotional Products completed

➤ **>100,000 units**

Products produced from Sustainable or recycled materials delivered

➤ **>100 SKUs**

New sustainable premiums introduced & promoted





# Our Sustainable Performance & Certifications



## UN Global Compact

“As a part of IGC Global Promotion, we are committed to upholding the Ten Principles of the United Nations Global Compact.”



## Green Industries

“Green Industry Certification demonstrating our dedication to adopting an internationally recognized operation and Corporate Social Responsibility (CSR) endeavors ”



## SMETA 4 PILLARS

“PHRONG is SMETA 4 PILLARS audits, which evaluate against 4 sustainability pillars: Labor Standards, Health & Safety, Business Ethics, and Environmental Sustainability.”



## Ecovadis

“Our Ecovadis score demonstrating our commitment to sustainable practices and ethical standards across environmental impact, labor and human rights standards, ethics, and procurement practices ”



## ISO

“We are ISO9001 certified since 2023, emphasizing our commitment that our quality management practices, and our consistent and continually improved.”



## TGO - LESS

“We have been awarded TGO – LESS (Low Emission Support Scheme) on our CO2 reduction campaign to annually planting mangrove forest”



## Employee Diversity & Inclusion

Here are some of the approach and practices we have taken to achieve our goals for our Sustainable Employee Diversity & Inclusion goals and performance.

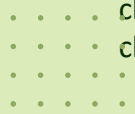
# Approach and Practices for Employee Diversity & Inclusion :

- Champion a culture of belonging by embedding diversity and inclusion awareness into the core of our global team.
- Empower women to lead, driving towards gender parity in leadership and leveraging the strength of our majority-female workforce (our organization's workforce are 70% women).
- Enforce an unwavering zero-tolerance policy, ensuring a safe and respectful workplace free from discrimination and harassment for every employee.
- Guarantee the health and safety of our workforce through comprehensive support, training, and proactive measures.
- Cultivate an equitable workplace where anti-discrimination and equal opportunity are fundamental rights, not just policies (80% of our organization's manager and management level are women).
- Invest in our team's holistic well-being through robust professional development, training, and work-life balance support.
- Ignite employee engagement and stakeholder collaboration to forge a vibrant, tolerant, and inclusive workplace ecosystem.
- Create positions and promote employment opportunity in the organization for the underprivileged members of the community, including disabled and retired elders.



# Social Approach & Performance

- Established a rigorous human rights due diligence framework, proactively identifying and eradicating potential risks throughout our supply chain.
- Guaranteeing absolute ethical integrity: 100% eradication of child labor, forced, and compulsory labor across our entire supply network.
- Empower transparency and accountability by establishing secure channels for reporting human rights violations within our supply chain, ensuring swift and decisive action.



In 2024 We received the Supplier Solidarity Sourcing awards from the customer - L'Oréal Thailand on Sustainability & Responsibility Sourcing (for the 3rd consecutive years)





## Community Engagement Approach

- Invest directly in the future of local communities by funding impactful educational initiatives.
- Forge powerful alliances with local NGOs, mobilizing our team to volunteer and drive sustainable community development projects.
- Promote local products and sourcing to empower communities, build resilient partnerships, and foster deep, lasting engagement, and create job opportunity and income to the local communities.



# Social and Community Engagement

Here are some of the Social and Community Engagement approach and practices we have taken



# Community Engagement Approach

PHRONG is taking direct action against deforestation both locally and internationally. In Thailand, we initiate our campaign to annually plant mangrove trees in Samut Songkram coastal area. We also do the same internationally through our strategic partnership with Forest Nation ([www.forestnation.com](http://www.forestnation.com)). This collaboration is driving real change in communities impacted by environmental degradation, fostering sustainable livelihoods, and empowering local leaders, especially women. The campaign is actively planting seeds of change in Tanzania and beyond. These initiatives are not just about offsetting emissions; they're about demonstrating our commitment to environmental stewardship and engaging our stakeholders in building a greener, more equitable future.



# Annual Mangrove planting campaign:

Every year, PHRONG continue to plant 1,000+ Mangrove trees in the coastline near our office/warehouse to increase the forest area, further protect the coastline environment, and to offset their carbon footprints In 2024, we planted 1,400 trees.





# Sustainable & Responsible Sourcing

PHRONG enforce our ethical sourcing through our commitment to Fairtrade cotton, a globally recognized certification for sustainability, human rights, and environmental stewardship. Our partnership with Fairtrade ensures that every product – from promotional towels to t-shirts and bags – meets stringent economic, environmental, and social standards. We're not just offering high-quality cotton products; we're driving a movement for responsible agriculture and production practices that uplift communities and respect our planet.



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# Stakeholder Engagement

PHRONG is building a sustainable future through deep, collaborative partnerships. Our teams actively engage with stakeholders, customers, organizations, and NGOs, listening and learning to shape our shared sustainability vision. Each year, we sponsor educations for children around Thailand, and in 2024, we sponsored education and funds for children of Myanmar migrant workers in Samut Sakhon. We're not just supporting initiatives; we're co-creating impactful strategies and together, with our partners and communities, we're committed to building a sustainable legacy for generations to come.





## Our Future Outlook & Goals

At PHRONG, we are not just setting goals; we're pioneering a sustainable future. We're driven to become the leader in green and sustainable promotional product design, while simultaneously cultivating inclusive workplaces built on equity, respect, safety, and the celebration of diversity. We are revolutionizing product development by prioritizing recycled materials, specifically those certified by GOT Global Organic Textile and GRS Global Recycled Standard, ensuring sustainability from the very genesis of our products.

Furthermore, we're investing in cutting-edge production technology to minimize waste and defects, guaranteeing unparalleled efficiency and product quality for our clients. Our commitment extends to aggressive carbon emission reduction, guided by a strategic roadmap and complemented by innovative carbon offsetting solutions. We're not just adapting to the future; we're shaping it.



# Thanks

**Do you have any questions?**

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