



Hattrick's

Best-in-Class

B2B Edit

Pioneering businesses showing  
us **#thiswayforward** in 2024

hättrick





## A better B2B world.

The majority of B2B sales and marketers (62%) admit they've likely contributed to greenwashing. Many (68%) are consciously keeping their company's sustainability efforts on the low. We believe this is partly because there's few brands we can take inspiration from in the B2B world.

With standouts such as Patagonia, Lush, Tony's Chocolonely, IKEA and Tesla hogging the limelight on sustainability leadership it can be hard to see what 'good' looks like without a huge consumer profile and marketing budget to boot.

Our 'Best-in-class B2B Edit' line-up are leading by example and acting ahead of time to help transform industry.

Not all of these businesses are B Corps. None of these organisations can claim to have entirely sustainable operations. But what they have in common is a genuine commitment to doing better business. And an inspiring story to share.



# Our Best-in-class B2B Edit.

Learn how to take a leaf out of these change-makers' books and be louder and prouder about just how far your organisation has come.



Accelerating the clean tech revolution



Raising the bio-materials' bar



A more equitable way to do business.



Because only by championing progress over perfection can we make B2B an altogether more inspiring space for us all.



Innovating to improve worklife balance.



Turning post-use flooring into 'next life' surfaces.



Making Net-Zero construction a reality.







# Caveat on carbon

Decarbonisation is just one of several hugely complex planetary challenges. In selecting our shortlist we've chosen to hero companies that are tackling sustainability in its broadest sense.

We're shining a light on great industry initiatives that are making an impact in different ways - reflecting the B-Corporation's five pillars of:



Here we highlight what these businesses stand for, why they stand-out and how they stand-up to scrutiny.

In the hope that more B2B companies demonstrating strong social and environmental performance will join the movement to show others #thiswayforward - through transparency and accountability.



# Breaking down barriers to clean energy adoption.

[company.airahome.com](https://company.airahome.com)

Launched in the UK in 2023, Aira is a clean energy-tech company on a mission to accelerate the decarbonisation and electrification of residential heating.

Its goal is to switch five million homes 'off gas' across Europe over the next decade.





### Stands-for:

#### Making eco the easy option

Heat pumps have a PR problem. The technology has been heating Scandinavian homes for decades, but it's new for a nation that's almost entirely dependent on gas central heating and has been led to believe that our housing stock isn't suitable for such systems.

So, Aira set out to bust the myths – and genuine barriers to adoption – that are stalling wider uptake across the UK market:

- **Monthly payment plans.** Aira is tackling the barrier of high upfront costs with accessible monthly payment plans and zero upfront costs.
- **A simple and hassle-free process.** Aira has set out to streamline the historically complex and disjointed process with an all-inclusive offering. Everything from the initial home survey and system design, to grant and planning applications, through to the installation and 15-years aftercare – with the Aira Heat Pump – is included.
- **Aesthetic design and low sound.** Aira debuted their own intelligent heat pump in March 2024 with sleek, 'Scandi' aesthetics, advanced technology and a quiet running sound, challenging preconceptions around visual appeal and noise.



### Stands-out:

#### Committed to closing the green skills gap

Aira is committed to building out the green skills workforce with plans to hire 8,000 clean energy-tech roles in the UK over the decade. Since launch, Aira has opened two Aira Academies in the UK and recently entered into partnership with education and training organisation, RNN Group, with four apprentices having recently joined Aira's Sheffield Academy.

According to parliamentary research there were only 3,000 qualified heat pump engineers in the UK in 2022. Aira spotted an opportunity to upskill the country's 151,000 gas certified engineers to quickly increase capacity and future-proof careers.

What's more, knowing that the average plumber is in their mid-to-late 50s, Aira's collaboration with RNN provides a renewables path for apprentices closing the green skills gap even further for the next generation.



### Stands-up:

#### It's written in the warranty

Aira's belief in the technology and its novel 'direct-to-consumer' approach is reflected in its warranty confidence. Offering an industry first 15 year Comfort Guarantee with its own heat pumps, customers and colleagues alike can be assured that Aira is here for the long haul.

This bold move is testament to the company's commitment to breaking down every barrier possible within their control. Against a backdrop of unpredictable government policy, the UK's sky high electric costs and the need for planning and EPCs to be reformed, Aira is going all out to instill consumer confidence in heat pumps.



## Phasing out fossil-fuel plastics

[floreon.com](https://floreon.com)

Born from a successful Knowledge Transfer Partnership (KTP) with The University of Sheffield, Floreon has been pioneering plant-based plastics since 2011.

In 2024, with the company's first commercial application in-market, the potential for Floreon's most promising development is taking off in a transformative way.





### Stands-for:

#### End-of-life thinking

Floreon's suite of bio-based materials are made from renewable sources, such as sugarcane and corn. There are many other substitutes for conventional plastics made from similar feedstocks but Floren has advanced research and development in this area by making a composition that can be used for exceptionally demanding engineering applications.

Existing plant-based polymers are largely used for single-use consumables, such as packaging, cups, coffee pods and cutlery. Floreon's breakthrough has led to the highest performing bio-plastic yet, while still retaining optimum recyclability. Most critical to Floreon's mission, this avoids 'downcycling' and instead opens up a whole new world of opportunity with supply chain partners seeking proven solutions that address end-of-life treatment too.

What's more, Floreon technology results in a carbon footprint that is seven times lower than traditional oil-based derivatives. It also enables end-user manufacturers to drive down Scope 2 and 3 emissions due to less energy intensive operations - reducing processing temperatures by up to 40°C.



### Stands-out:

#### Leading on low-carbon, fire-retardant bio-plastics

Up to now there was a major gap in the market for a bio-plastic boasting proven fire retardancy. Additives used to control flammability are undesirable and also make disassembly difficult.

Floreon Thermo-Tech is the first halogen-free PLA (polylactic acid) compound to achieve the UL94V-0 rating - meaning it is certified safe for plastics materials for parts in devices and appliances. The biggest upshot being that the team has harnessed a bio-based alternative that not only offers comparable, but superior properties, for applications where health and safety has to go hand-in-hand with environmental concerns.

This is an especially exciting development for aviation, building and construction, automotive, rail and other industries where fire safety is paramount.



### Stands-up:

#### Securing the funding to go further

Floreon Thermo-Tech's broad potential has already received significant backing. Northern Gritstone - a private equity firm balancing profit and purpose - recently invested £2M alongside £250K from the government-funded Centre for Process Innovation (UK-CPI).

Now, the team is celebrating its first commercial application with Morph Bricks, who are working with Floreon to enhance an ingenious modular building system that is transforming the furniture and fit-out sector.

With Floreon Thermo-Tech, Morph Bricks can now provide offices, schools, leisure settings and more with added fire retardancy options.

This winning partnership, built on a like-minded quest to achieve uncompromised performance and promote genuine recyclability and reuse, is just the beginning for Floreon and a technology portfolio that can outperform plastics' fossil-fuel counterparts.





## A more equitable way to do business.

[scottbader.com](https://scottbader.com)

This global chemistry company provides structural materials solutions for several sustainable markets, including e-mobility and renewables.

While heavy investment in its facilities ensures progress is being made in the way Scott Bader manufactures, it's the company's ownership and governance that sets the business apart.



### Stands-for:

#### Strong social impact

Founder, Ernest Bader, made it his life work to build a business – for good. He understood that companies must strive for more than financial performance and saw the value in balancing commerciality with more community-minded initiatives.

Through its charitable arm, the company takes a ‘think globally, act locally’ approach where each site receives an allocation of funds based on the number of colleagues to enable them to support local projects that address social and environmental issues.



### Stands-out:

#### A pioneer of the employee-ownership model

Alongside John Lewis, Scott Bader was one of the first British companies to become an employee-owned (EO) organisation and trusteeship – way before any attractive tax breaks were introduced.

Fast forward some 70 years and this EESG (employee, environmental, social and governance) leader is leveraging its pioneering business model as an enabler for sustainable progress.

Having gone through the deep transformation necessary to operate with greater integrity, Scott Bader is now building on these strong social foundations to get future-fit and help facilitate wider systemic change.



### Stands-up:

#### Every colleague's voice counts

With no shareholders, only stakeholders, and the leadership including non-executives, as well as employee executives, those at the top are heavily steered by the people delivering at every level of the organisation.

Any major strategic decisions are put to employee members within key governance groups and this accountability ensures that there are clear checks and balances in place.

What's more, as one of the first manufacturers in the world to have already obtained the International Standard for Diversity & Inclusion (ISO 30415), Scott Bader continues to show others the way forward – over a century since the company's founder set a precedent that more modern, more equitable businesses have only, relatively recently, started to follow.





# Turning post-use flooring into 'next life' surfaces.

[tarkett.co.uk](https://www.tarkett.co.uk)

Tarkett is a global flooring manufacturer on an ambitious decarbonisation drive. The company has committed to driving down its GHG emissions by 30%, by 2030, across its entire value chain.

Like most organisations, the biggest hurdle is addressing scope 3 emissions, which account for 90% of Tarkett's footprint. On a mission to 'show the way to better floors' Tarkett is boldly working with suppliers and customers to unashamedly address the uncomfortable truths that continue to stall progress.



### Stands-for:

#### Embracing the Circular economy

Tarkett's journey to recycle their products began in 1957 and they've been championing Circular Economy principles for over a decade.

A long-standing partnership with the Cradle-to-Cradle Products Innovation Institute ensures healthy materials that are proven to be environmentally desirable. Importantly this means Tarkett can hold its suppliers to account and influence everything from product ingredients through to more sustainable packaging and logistics.

Working to C2C design principles has also led to Tarkett launching the lowest circular carbon footprint carpet tile on the market and a new 'circular carbon calculator' is helping designers and specifiers to translate confusing data and account for the full lifecycle.



### Stands-out:

#### Unrivalled recycling technologies

**Tarkett is the only flooring manufacturer in Europe with the capability to recycle vinyl and linoleum installation offcuts, post-use carpet tiles, post-use homogeneous vinyl and post-use Linoleum - all within their own operations.**

Currently, only 1% of building products are reused in North West Europe. Tarkett is helping to tackle the problem with its unrivalled recycling technologies.

As of 2022 the company has recycled 145,000 tonnes of rubbish into beautiful flooring. This equates to circa. 7.4% in the UK and, though this is comparably high for the category, Tarkett is not afraid to admit: we're simply not recycling enough!

Though Tarkett invests significantly in its own take-back infrastructure these facilities are nowhere near capacity and the company is driving initiatives that are helping to grow their ReStart (recycling programme) volumes year-on-year. For example, working with installers to educate this group on using solutions that are easier to lift and recycle.



### Stands-up:

#### Backed by the Science Based Targets Initiative (SBTi)

**Tarkett was the only flooring manufacturer listed in The FT's Top 500 European Climate Leaders in 2023.**

In the same year, the company's climate goals were also approved by the SBTi and awarded leadership status by the CDP (Climate Disclosure Project). Recognising the urgent imperative to continuously advance their sustainability efforts, their goal is to achieve an exemplary A rating by the year 2025.

Alongside gaining independent verification, Tarkett is proactively pursuing collaborations that genuinely drive progress. One such 'open source' development led to 60%+ GHG emissions reduction in the production of vinyl flooring.

Tarkett embarked on this bio-based initiative with no intention of protecting any IP. The resulting technologies are being leveraged by other flooring companies and was awarded 'Gold' by The Natural Step's Senior Sustainability Strategist.





# Innovating to improve worklife balance.

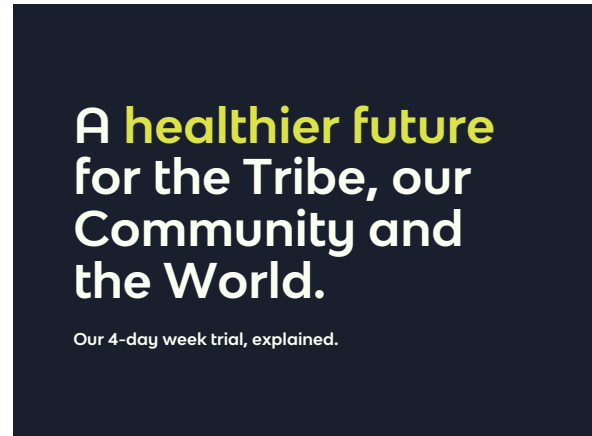
[tylergrange.co.uk](https://tylergrange.co.uk)

An environmental consultancy with seven UK offices set-up to do business differently.

The four founders quit the corporate scene to continue their passion but in a more considered way that is the exception, not the rule, in an industry that's in high demand and prone to professional burnout.

Tyler Grange's expert services span ecology, arboriculture (trees) and landscape planning, so sustainability is intrinsic to their offering but it's their unique approach to broader societal issues that is instilling a stand-out culture and making waves in a more traditional sector.





### Stands-for:

#### Belonging to a tribe

When Tyler Grange (TG) was founded 13 years ago the management team wanted to create a better place to work where everyone benefits from a sense of belonging. Moreover, they wanted to be part of building a healthier future for employees, communities and the world.

They saw it as an opportunity to set better expectations of employers, endorse values alignment and support increasingly fierce talent acquisition.

To do so they knew they needed to go beyond offering the usual perks and make fundamental changes to the consultancy model to energise and empower their tribe to go further, faster.

Using the B-Corporation framework Tyler Grange grew up into a business that is consistently showing others what it means to be in-balance.

### Stands-out:

#### Trailblazing the 4-day working week

The greatest impact has been implementing a 4-day, 32-hour working week.

Following a six month trial period, employees were formally invited to enjoy a more flexible working pattern in December 2022. This means that everyone has Fridays as a non-working day on the same - and even heightened - pay as the regular five day routine.

All employees are entitled to this and all of the company's competitive benefits as soon as they join the TG tribe and the bold move - especially for a client services team - is paying off in time, money and exceptional business outcomes.

### Stands-up:

#### The statistics say it all

Since TG took up the 4-day week the business has seen a 21% in productivity and a 70% reduction in absenteeism. From a wellbeing perspective the team reports to be 18% less tired and 10% happier. Leading to a more fulfilled, productive and profitable workforce.

On the face of it, this revolutionary way of working appears to be a 'no brainer' but for businesses beholden to traditional economic models and an insatiable appetite for growth at all costs, it can seem an impossible leap.

There have undoubtedly been challenges - TG has lost and gained clients as a result - but ultimately the team is benefiting from their learnings and adapting along the way. A growing body of evidence is supporting how this approach is nurturing healthier people - and planet - while sustaining even higher performance and as a frontrunner this consultancy is already, rightly, reaping the rewards.





# Making Net Zero construction a reality.

[lowcarbonmaterials.com](https://www.lowcarbonmaterials.com)

A young, dynamic and determined team founded Low Carbon Materials (LCM) to make a direct and positive impact in one of the world's heaviest carbon contributing industries: construction.

Their mission is to develop materials that help drive down emissions and offer a use for waste.

Bringing together the next generation of innovators to revolutionise a sector that's been slow on the sustainability uptake and supporting major players in speeding up the pace of change by providing pragmatic solutions with proven environmental benefits.





### Stands-for:

#### Small changes leading to big impact

A UK-based small business with international aspirations LCM is a 14-strong team already making a big impact.

Recognising the role and dependency of concrete on the built environment, which accounts for circa. 8% of global emissions, the capable entrepreneurs applied their chemistry doctorates into devising innovative ways to tackle climate change.

Knowing that even incremental progress across such a vast industry space would lead to significant and long-lasting impact. Their first step was unlocking the technology to reduce the reliance on carbon intensive, lightweight aggregates for a multitude of uses.



### Stands-out:

#### Game-changing innovation

LCM launched their first and flagship product, OSTO®, in December 2022.

Made from waste products, which would have been incinerated, this alternative aggregate sequesters and stores CO2. It can be used in concrete mixes, screeds and resin-based applications to support the value chain in driving down direct and indirect emissions through more considered specification.

The potential is especially exciting as OSTO® is a drop-in solution that can replace traditional carbon intensive materials without impacting on any aspect of a project.

There is also a pipeline of new product development underway that is making it easier for the teams designing and delivering our infrastructure to access the materials to build a better world.



### Stands-up:

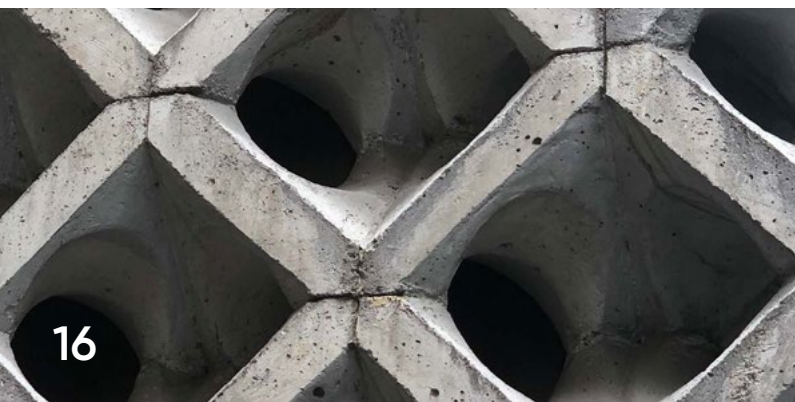
#### High profile backing

LCM's achievements in such a short space of time are indicative of the belief in the business's purpose, technical excellence and commercial viability.

A series of awards wins, alongside securing investment and business acceleration support, shows that their mission is a much needed industry development - with the backing of a formidable ecosystem.

Perhaps the greatest testament to the potential scale and impact of their IP is LCM being a frontrunner for the Earthshot prize in 2022. Acknowledging their 'innovative work to tackle climate change and lower emissions', this prestigious accolade is headlined by Prince William and widely renowned as being the ultimate environmental award.

High profile collaborations with the National Highways and major contractor, Skanska, are also gaining momentum and making in-roads with some of the industry's most influential players.





# Feeling inspired to share your story?

Often it's the unsung heroes that are actually making the biggest strides.

Hattrick can help you shine a light on the great stuff that is perhaps already underway.

**Our certified Net Zero masterclass** can help you understand the confusing language surrounding decarbonisation. You'll come away feeling more confident about interrogating the sustainability claims your organisation (and competitors) are making.

**Our certified carbon literate copywriters** can help you find the words to tell your journey in an authentic way that won't jeopardise your reputation.

**Our content auditors** can evaluate your existing marketing materials to suggest any potential watch-outs. You can also count on our editorial skills to help you spot the things you should be shouting louder and prouder about.

**Our insights team** can strengthen and simplify your broader sustainability messaging to make sure you're building your sales and marketing communications on solid and consistent foundations.

**Our experienced PR professionals** can get your story out there and build a respected thought leadership presence.

**Our awards writers** have a brilliant track record in helping you get the recognition you deserve in the spaces most important to you and your teams.



# Get in touch

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