SINCE 1919

HAPPY GREEN BOOK



A HOUSE OF HAPPINESS

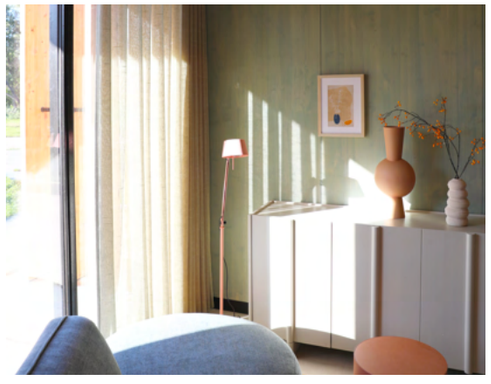
NEW!

We want to contribute to a better world for generations to come. Sustainability protects our natural environment and ecological and human health. In addition, being sustainable stimulates innovation. We want to take CSR responsibility for People, Planet and Profit.



LEEUWARDER ENTREPRENEUR AWARD

In 2024, we were awarded the Leeuwarder Ondernemersprijs! The jury called us a unique company with a royal designation, which has existed for more than 100 years. Besides our wide collection of fabrics and curtains, our focus on sustainability was seen as distinctive. Our strong vision and strategy for the future also impressed them. The jury also praised our flexibility, diversity and innovative strength, as well as our social commitment within the challenges of a trend-sensitive market.

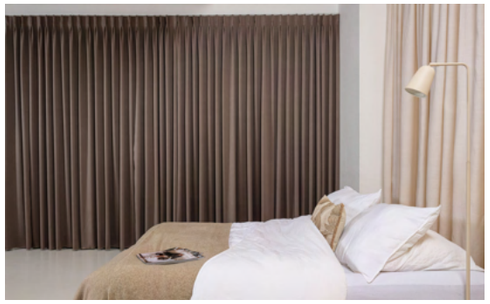


ECOLOGICAL LEVA HOME

A Leva home was festively opened in the Frisian village of Tzummarum in October 2024. This showroom home was built ecologically and we supplied the curtains for this sustainable project.

DURABLE BLACKOUT WITHOUT HARMFUL COATINGS!

Our latest innovation is a flexible sustainable blackout. Fabric Mosaic consists of 61% recycled polyester, made from 11.5 PET bottles per m2. The fabric is blacked out by a special technique, where the fabric is woven in four layers with black threads in the middle. This way, no ray of light can pass through the fabric. There is no polluting process involved, as no harmful coatings are used. That gives you a good night's sleep!



10 WOMEN TO WATCH

Despite the fact that we live in 2024, women entrepreneurs still appear to regularly encounter (financial) barriers. To increase their chances, ABN AMRO MeesPierson and jewellery brand Choices by DL have launched the 10 Women to Watch: ten women who deserve a stage for their extraordinary contributions. Johanna Jorritsma, CEO of Royal Vriesco | A House of Happiness, is one of them!



OUR SALES OF SUSTAINABLE FABRICS HAVE GROWN FROM 33% IN 2020 TO 72% IN 2025!
WE CURRENTLY HAVE 965 SUSTAINABLE FABRICS IN THE COLLECTION COMPARED TO 466 IN 2020!

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We continuously seek a balance between people, planet and profit to shape this social responsibility, even more emphatically. This is a process, not a final destination. Our Happy Green Book will therefore be continuously updated.

CSR STATEMENT

We take responsibility for the effects of our business activities in terms of People, Planet and Profit. We act in such a way as to preserve the natural environment for future generations. We account for this, aim to be an example in the market and engage with stakeholders. It concerns employment, health, education, human rights, environmental impact, innovation and economic values. These elements are consciously addressed in our business processes so that we can become increasingly sustainable and achieve our growth ambition.

We are constantly looking for a balance between People, Planet and Profit in order to shape this social responsibility, even more emphatically. This is a process, not a final destination.

PEOPLE -A House of Happiness is all about people, treating everyone with respect. With a focus on engaged employees, sustainable employability, job satisfaction and development, we encourage each other to get the best out of ourselves and transfer our knowledge. We work together with the regional MBO and HBO programmes to create an internal 'living Lab'.
-We make an active contribution to social causes, there is room for diversity and inclusiveness, as well as donations, sponsorships and volunteering.
- Our internal social enterprise; the L.A.P. studio, which employs women in need of support, is an example of this.

PLANET -We inform our customers and suppliers how we do business in a socially responsible way and what choices we make in terms of sustainability. These include recycled raw materials, fairly grown cotton and environmentally friendly dyes.
-In addition, we provide more than 50% of our own energy by means of solar panels on the roof and save more than 80% water in our textile printing company. We reduce CO2 emissions in transport and in our sustainable packaging. We control waste streams by reducing and reusing residual materials. We recycle and upcycle our textile residual materials.
-We make transparent agreements with all parties involved about the quality of our products and services and their monitoring. We guarantee the longevity of our 'green' curtains!

PROFIT -We are constantly working to make our products and services more sustainable. We believe that innovation enhances our right to exist as a company. We recognise that only as a financially sound company can we make our contribution to social and environmental issues. Our aim as a company is to keep our ecological footprint as small as possible.

Not just any curtains.





TREAT OTHERS AS YOU WANT TO BE TREATED

PEOPLE

A pleasant working environment, where we respect each other and are proud of what we make; that is important to us. Every employee works passionately on our products and for our customers. We maintain high standards when it comes to developing and manufacturing the product range. That includes innovation and diversity. Above all, we want to make a positive contribution to our living environment in various ways.

EMPLOYEE TRAINING COURSES

A House of Happiness is increasingly developing into a dynamic company. Knowledge transfer, both inside and outside the company, is important. Employees receive training in product knowledge and in turn transfer that knowledge to retailers. With the aim: to serve the customer as well as possible. A House of Happiness gives every employee the opportunity to develop further. The wishes and needs in the area of training can be raised by employees with their manager; at the annual competence interview, this is in any case a fixed topic. The wishes and needs can also arise from within A House of Happiness, for example to raise a department to a higher level. By having employees attend training courses and/or further education, they gain new experiences and are more broadly deployable. Good for their own development, but also for the future of the organisation. The target for each year is that every employee attends at least 1 day of training per year.

EMPLOYEE SATISFACTION SURVEY

The employee satisfaction survey is conducted once every two years. The aim is to gain insight into the well-being of employees, which is obtained through questions on various topics. In addition, there is room for employees to give input (anonymously) on areas for improvement. Satisfied employees commit to the organisation and are more productive. For your information: 95% of employees who completed the MTO support sustainable entrepreneurship.
A good corporate culture is important. This allows everyone to perform well. That is why, as an organisation, we like to measure where we are now. We measure this through an employee satisfaction survey. By what is filled in, we can determine which themes are important for the coming year.

OPEN CORPORATE CULTURE

All employees know that undesirable behaviour is not accepted. A House of Happiness stands for a pleasant working environment where we respect each other and take passionately pride in our work. Treat others as you would like to be treated yourself.
We believe that mutual trust is the basis for a mature working relationship, in which everyone takes their own responsibility. Our open corporate culture encourages employees to get the best out of themselves. We speak to each other about undesirable or inappropriate behaviour. We have a policy against undesirable behaviour and a policy against bullying and discrimination.

ENCOURAGING HEALTHY LIFESTYLES

Employees are reimbursed part of the subscription fee spent on a health-promoting activity or sport.



95% OF A HOUSE OF HAPPINESS EMPLOYEES SUPPORT SUSTAINABLE ENTREPRENEURSHIP



DIVERSITY IN THE WORKPLACE

What especially contributes to the nice working atmosphere is the diversity of employees. Our company employs people from different countries: The Netherlands, Iran, Iraq, Italy, Romania, Bosnia and a number of African countries. They each bring the colour and flavour of their own culture. The picture is complete with the employees of the national expertise and treatment centre in the field of violence in dependency relationships Fier. Diversity on the shop floor never actually causes any problems. Differences are allowed, as long as you treat each other with respect! The working language on the shop floor is Dutch.

RECOGNISED TRAINING COMPANY

As an approved training company, we meet the following conditions:

1. We offer the student a good and safe workplace in line with his education. There, the student practices the profession he is training for, with the work processes and activities that go with it.
2. We appoint a practice trainer who knows the requirements of the course and is able to train and coach the student on the shop floor. We make time, space and resources available for the on-the-job trainer to carry out his task.
3. We are willing to cooperate with the school and SBB (Samenwerkings-organisatie Beroepsonderwijs Bedrijfsleven) and we provide the necessary information to this end.
4. We agree to our company details being listed on Stagemarkt.nl, the website where students look for an apprenticeship (internship or apprenticeship job) in the mbo.

WIJ LEIDEN VAKMENSEN OP
Erkend leerbedrijf

L.A.P.

L.A.P. Atelier is an initiative of A House of Happiness and Fier. It employs women who could use a helping hand. The high-quality leftover fabrics from A House of Happiness are reused by L.A.P. and transformed into handmade, sustainable and authentic products. A House of Happiness offers L.A.P. a pleasant and safe workplace where they can make use of all facilities.

L.A.P. Social impact in 2023

Love. Attention. Progress. That's what the L.A.P. Atelier stands for. In our social enterprise, participants work towards a new future after a life of violence. In our professional sewing workshop, they produce beautiful, sustainable flag lines from high-quality leftover fabrics from the curtain industry and gain valuable learning and work experience. L.A.P. Atelier is an initiative of the aid organization Fier and the curtain manufacturer A House of Happiness.

Our participants in 2023:

44 women and men; on average, they participated for **8** months. On average, they were **29** years old; the youngest was **15**, the oldest **60** years old.

Did you know...
a total of **3200** square meters of leftover fabric has been processed and reused? That's the same as the total area of museum halls in the Fries Museum!

Social impact after participating in L.A.P. Atelier

- **41 percent** of the participants who exited the program (7 out of 17 exits) have found paid employment or are in a work trajectory with the municipality or the cooperation partner Young Capital;
- **13** participants have improved their language skills;
- **1** participant has taken a step towards becoming a fashion designer and is now undergoing training in that direction;
- **All** exiting participants have received a certificate of participation.

Volunteers

- **6** volunteers
- **8** interns



Over 17 kilometers of flag line made!

Highlights in 2023

- The L.A.P. Atelier celebrates its 5th anniversary. The Friesch Dagblad wrote an extensive article about it for which they interviewed one of the participants;
- Working integrally with the treatment teams within Fier by holding periodic evaluations and sharing them with the treatment team;
- Participants start with a six-week module in which they discover their talents and interests to make a good career choice;
- Major orders from Bol.com and A House of Happiness.

Do you also want to contribute to a better future for victims of violence? Buy a sustainable flag line via:

www.lapatelier.nl



PLANET

Treating the earth well is also our responsibility. Like us, the next generation must be able to enjoy all the beauty our planet has to offer. Sustainability is therefore close to our heart. Indeed, it is in our DNA. Within our capabilities, we contribute as much as possible to a liveable world. Together we go for green!
Working sustainably is our starting point; a precondition even. We have found that if you show how important this is to you, you also inspire your suppliers and customers. Fortunately, sustainable products are selling better and better. People appreciate it when a product has a good story to tell.

PRODUCT

At A House of Happiness, we take craftsmanship seriously. We love quality and customisation. But also functionality. Curtains that make you really happy. Such as our collection of insulating, flame-resistant, soundproof and blackout curtains. What also makes you really happy is our vision of sustainable entrepreneurship. We do not burden the environment unnecessarily, which is why we use recycled polyester from PET bottles and cutting waste from t-shirt production in our curtains. In addition, our cotton velour curtains are made of high-quality cotton with the Better Cotton Initiative label. Ecologically grown, pesticide-free and the farmers involved receive fair compensation.

Circular collection

As a market leader in sustainable items, we have taken the next step in our circular collection here. We have circular curtains in the collection that are partly made from recycled cutting waste from our own production.

Innovative circular curtains with which we make the world a little more beautiful. And so we have come full circle.
We can proudly say that we are the first in the market to achieve this.

Bio-based collection

We have also expanded our sustainable collection to include bio-based fabrics. Bio-based fabrics are made from natural materials. They are made from renewable resources, which means that they absorb CO2 as they grow and regrow quickly after harvesting.

COTTON · BAMBOO · JUTE · LINEN · WOOL

2014 — 1st durable fabric, under the green hook

2016 — 1st durable fabric as strip under green hook, available in a wide range of colours

2017 — 1st 100% sustainable collection, under the green hook

2021 — 1st circular curtains partly made from recycled cutting waste from our own production

2024 — 1st sustainable collection with bio-based fabrics

2025 — 1st smooth durable blackout without harmful coatings



Water-saving printer

We are proud to tell you that we have a digital fabric printer with the latest modern technology in Leeuwarden! Also, no agents containing harmful substances are used during the fabric printing process. We can print directly on our curtain fabrics without any environmentally polluting pre- or post-treatment and the ink we use is water-based and biodegradable. We have more than 90 fabrics in the collection with a Vriesco water-saving print.

Safe working conditions and no forced and child labour

All partners we work with comply with the BSCI standard. BSCI (Business Social Compliance Initiative) aims to improve working conditions, including: the right to form a union, safe working conditions and no forced and child labour.

95% of our curtain fabrics have a homogeneous composition

Why is this so important to us? Because we recycle our residues wherever possible! Homogeneity is the property where a substance possesses a solid, consistent composition, with uniform properties.

AS WE RECYCLE OUR RESIDUAL WASTE WHEREVER POSSIBLE, IT IS IMPORTANT THAT OUR CURTAIN FABRICS HAVE A HOMOGENEOUS COMPOSITION.

To recycle our cutting waste, our material must consist of 100% processable materials. Our recycling specialist can therefore only process our residues if we supply them in one and the same homogeneous composition.

Cushions

To leave as little residual material as possible, we effectively turn A-quality fabric into luxury designer cushions.

Durable inseam labels

These make it easier to recycle curtains in the future. The QR code will take you to the webpage where you will find information on how to use your curtains sustainably when you no longer want to use them.

Sewing threads

Our sewing threads are produced from 100%PET, with Oekotex® and GRS certification.

Curtain hanger

The curtain hangers are made of recycled cardboard, the article cards are made of recycled paper and the article card covers are made of recycled plastic. We have managed to reduce the amount of packaging material per sample.

Weighted cord

Transparent curtain fabrics always come with an aggravation cord. In our fabric samples, we minimise the use of aggravation cord, by providing one colour instead of all fabric colours with aggravation cord. By doing so, we save at least 10,000m of aggravation cord per collection. So that's 20,000m of aggravation cord on an annual basis!

SCAN FOR RECYCLING
synthetic

SCAN FOR RECYCLING
bio-based

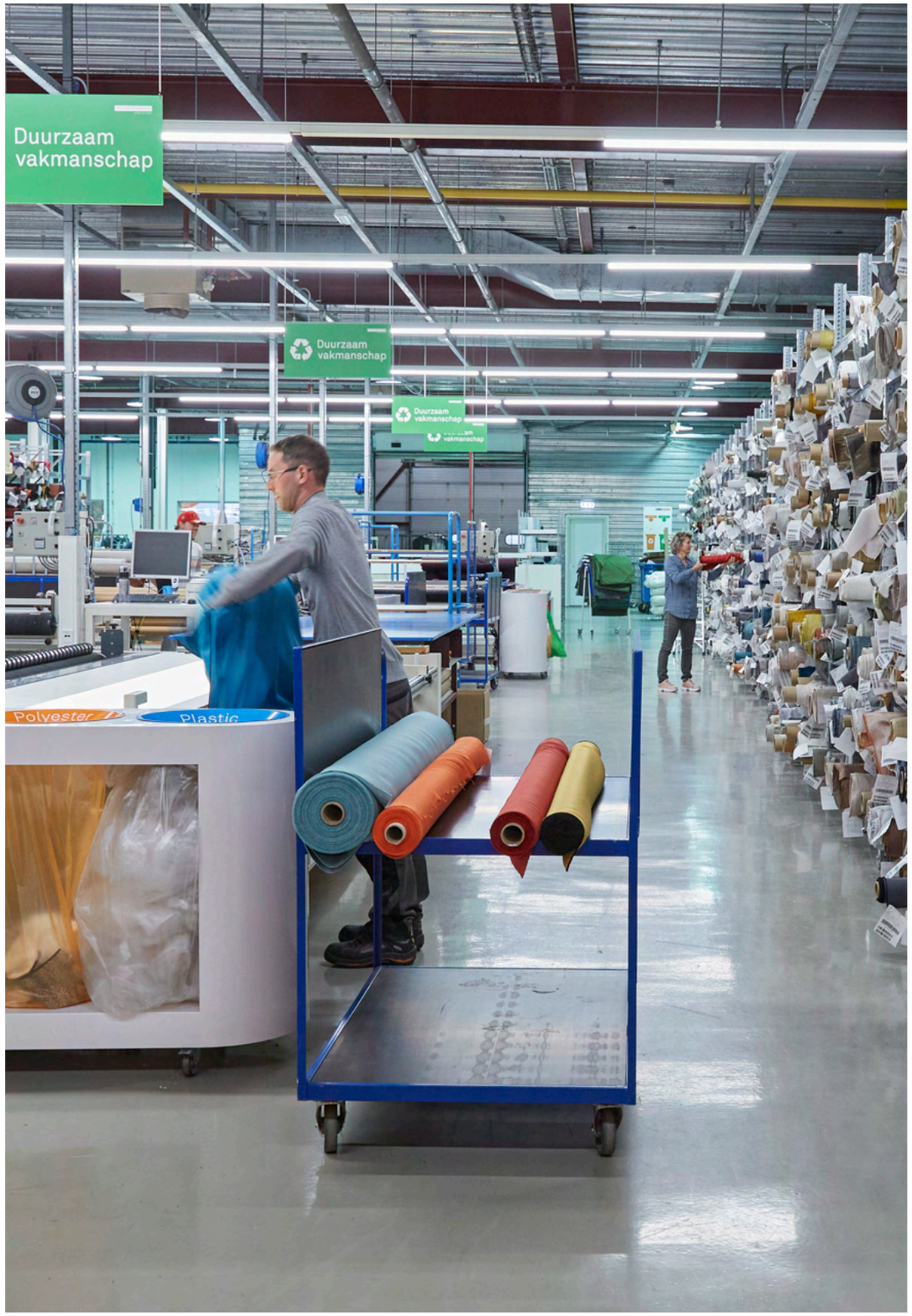
Efficient production process

We are constantly looking to reuse designs and materials. With the anniversary collection, for instance, we have breathed new life into old designs from our archive. We also bring out existing qualities in new colours and replace popular curtain fabrics for a sustainable variant. This is an ongoing development process where attention to renewable materials and designs is key.

In addition to our fair production processes, we try to design our work processes as efficiently and sustainably as possible. We have optimised the production process in our workshop, saving some 22,000 metres of cutting waste on an annual basis.



- **All sustainable fabrics from A House of Happiness can be recognised in the shop by the green hook.**
- **72% of our sales already consist of fabrics with a green hook!**
- **We currently have 965 fabrics in the collection with a green hook.**
- **We have registered our green hook with the international trademark office.**



CERTIFICATIONS

Global Recycle Standard

For recycled material, we choose Global Recycle Standard (GRS) because it is one of the most well-known and high international standards and a strongly emerging textile label.
GRS is not only about the recycled content but also looks at the ecological, social and chemical situations from environmental requirements. It is a standard for ensuring recycled materials and damage reduction in production. GRS concerns the entire supply chain.
GRS certification applies to fabrics that contain more than 20% recycled fibres and are certified for us throughout the chain. Above 50%, a product-specific claim may be made on the fabric.

Items that are certified must bear the logo, type standard, certificate number and the certifying institute. If this information is incomplete or only the logo has been used, an article is not certified.

OEKO-TEX®100

Oeko-Tex Standard®100 is a testing and certification system for textiles. The standard focuses on limiting the use of harmful substances in relation to the health of the end user.
So, although the label focuses on health aspects of the textile product, the guidelines on the use of harmful substances also touch upon the ecological dimension (natural raw materials and processes provided by nature) of sustainability.

Within the scope of Oeko-Tex®, Oeko-Tex Standard®100 is most commonly used by companies. A large proportion of our manufacturers and suppliers are OEKO-TEX®100 certified.

OEKO TEX®
STANDARD 100
2105104
Centexbel

- **Logo**
- **Standard 100**
- **Certificate number**
- **Certifying institute**

Global Recycled Standard

At least 50% GRS recycled polyester, certified by Control Union - CU1108051

Items with ≥50% recycled fibres.

Recognisable by the following information on the article card:

- Logo
- Quantity of recycled fibres
- Certifying institute
- Certificate number

PACKAGING

Reusing curtain covers and hangers
The curtains are sent to shops on a hanger in a Non Woven curtain sleeve. A deposit is paid for this and when the sleeve and/or hanger is returned, the retailer receives the amount back.
Over 90% of the hangers and covers we supply to customers when shipping orders **are returned.**



hangers made of
100% RECYCLED POLYSTYRENE

40.684 CURTAIN COVERS,
(re)used

80,000 METRES OF TUBE FOIL PLASTIC
saved on an annual basis!



Boxes
Our white boxes have been replaced by a sustainable brown variant, with the **FSC label.**

Tape
The plastic tape has been replaced with recycled paper tape this year.
So we save 225km of plastic tape a year!

Straps
The straps we use for our rolls of fabric will be replaced with straps made from 100% recycled PET bottles.
We use 10 kilometres of straps every year!

Packing slip envelope
Our packing slip envelope is now made of **rice paper** rather than plastic.

Transparent film
Our rolls of fabric come wrapped in transparent film that is **fully recyclable**.

Pallet exchange system
Whenever possible, we work with all our transport partners using the pallet exchange system. This means that if a transport partner delivers 5 pallets of goods, we give the transport partner 5 empty pallets. This way, the **pallets continue to circulate in the network**, instead of a huge pile growing, from which pallets have to be thrown away at some point.

INTERNAL

Sorting waste
The Waste-Sorting Programme is a fi rst step in the direction of waste recycling. This means waste is sorted straight away, so that it can be recycled more easily.



Recycling cutting waste
All our cutting waste is separated so that we can recycle our waste at our recycling specialist wherever possible! 95% of our curtain fabrics have a homogeneous composition, the cutting waste from these fabrics is neatly sorted and collected throughout the year so that we can recycle our cutting waste at the end of the year.

Our cutting waste is processed into:
1. New products made by the L.A.P. Atelier
2. Circular curtains partly made from recycled cutting waste from our own production



From TL to LED lighting
All fluorescent lighting in the office and in the canteen has been replaced by LED lighting.

In the production warehouse, we are going to replace the existing 180 fluorescent lamps on the rail system for 90 Led lamps that also fit on that rail system.

We are thus reducing power consumption from 116 to 55 watts and that 90x.In the steel warehouse and the archive attic, the last fluorescent fixtures have been removed and replaced by LED lighting.
Previously, consumption was almost 6000 watts, now 1000 watts. A saving of 5 kW per hour.

In the storage attic near the canteen, half of the fluorescent lighting has been replaced, the rest will follow soon. Saving 1500 Watts

In the workshop, 33 induction lamps of 250 Watts each are installed. This reduces CO2 emissions by 62%.

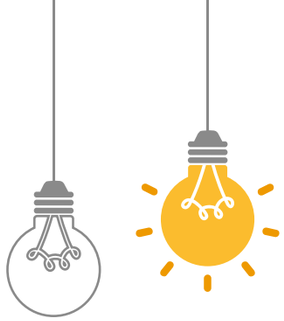
All emergency lighting and emergency running lights replaced with LED emergency luminaires.

New central heating system
The old central heating system has been replaced for a new one

Waste bins reduction
We have reduced the number of bins per ward to 1 bin per ward.

IN DOING SO, WE SAVE 5,000 PLASTIC WASTE BAGS ON AN ANNUAL BASIS.

Cleaning
Our cleaners use 100% sustainable resources bearing the Eco label. Our toilet paper and hand towels are made of recycled paper with FSC label.



BESPARING
3.125 TL lampen per 25 jaar
11.343 kWh per jaar
6420 Co2 per jaar

Met deze hoeveelheden CO2-besparing creëren we een positieve impact van 292 bomen per jaar!

Waste processor
Our waste processor Omrin has been voted the most sustainable company in the Netherlands 2019 by the expert jury! This is what Omrin itself says about it: ‘Omrin (the Frisian word for “cycle”) wants to be the most sustainable and circular waste and raw materials company. By not talking endlessly, but by working together and just doing. Almost all our vehicles are already running fossil-free, on green gas from waste. Unique in the industry. We process household waste from over 1.2 million people. About three quarters of that is already recycled and sustainably processed. Also unique in our country. Omrin is a pioneer in the circular economy and inclusive society. How? Through innovation, communities and northern common sense. Every day, over 700 people work extremely hard on behalf of Omrin to create a beautiful, clean and sustainable world.’

Fairtrade coffee
Our coffee is fair trade. We have also replaced our plastic coffee cups with glass and porcelain cups. This saves us at least 30,000 plastic cups a year!

Gardener
Our gardener uses 100% sustainable resources. All our garden waste is reused or composted.

Bags
Instead of plastic bags, bags are made from leftover material from the collection.

Corporate stationery
Our corporate identity printing is printed on recycled paper, made from 100% recycled fibre.Our printing paper is made from agricultural waste.

716 solar panels
Per year, the panels on our roof generate 162,500 KWh, which is more than half of our annual electricity consumption.

Electric fleet
Sustainability is very important to us; it is in our DNA. Therefore, it is really only logical that we have already upgraded more than half of our fleet with fully electric cars.





PROFIT

Corporate social responsibility (CSR) is doing business with attention to people, planet and profit, in other words with attention to people, the environment and society, but without losing sight of the profit motive. In fact, by doing business in a socially responsible way, a company is better prepared for the future, it saves costs and can respond more quickly to the market. Moreover, you get positive publicity, which puts your brand in a good light, attracts new employees to come and work for you and will eventually lead to more customers.
People, planet and profit should be harmoniously combined in the company.

KNOWLEDGE SESSIONS WITH RETAILERS

In these sessions, we engage in conversations with a small group of entrepreneurs and Royal Vriesco about topics related to the market and our brand. Various subjects are discussed collectively, allowing us to learn from one another. For instance, what will the curtains market look like in five years? We also share the latest developments and consumer market statistics with the retailers.

A HOUSE OF HAPPINESS TRAINING COURSES

Many of our partners have attended training sessions from A House of Happiness. These are held at our branches in Leeuwarden and Eindhoven and last approximately one day. Customers and their employees can, for example, take the Basic Textile Knowledge Course or From Cut to Customization. Afterward, they will know everything about fabrics and processing techniques. Our new Sustainable Sales Training offers insights and strategies that enable you to sell not just products but also a lifestyle aligned with the growing demand for eco-conscious consumption.



ATELIER BOSNIA

Curtains are handcrafted with great skill. This is a labor-intensive process, which is why we decided to expand our operations to other parts of Europe. We appointed a young couple to manage the operation—he oversees business operations, while she focuses on communication, among other things. The region where they live offers limited employment opportunities for young people, with an unemployment rate of around 20%, causing many to move abroad.

Our ambition for the coming years is to steadily increase production and the number of employees in Bosnia. We are also fostering connections with local educational institutions, as there is a textile training program nearby. So far, 15 students from that program have completed internships with us, and two graduates have joined our workshop team.



INNOVATION

We believe that innovation strengthens our existence as a company, and we are continuously working on it. For instance, through the acquisition of our water-saving digital printer and the development of our unique fabrics with added value.

A RECYCLED, BLACKOUT FABRIC THAT IS ALSO SUN-BLOCKING ON THE REVERSE SIDE IS ONE OF OUR UNIQUE IN-HOUSE INNOVATIONS.

In the autumn of 2018, we introduced a unique flame-retardant version of this fabric under the green hook, the Solarflex. Additionally, our collection features many other innovative fabrics.

HEALTH AND FITNESS

We encourage initiatives for exercising together. In June 2024, colleagues participated in LOOP Leeuwarden, the largest running and walking event in Fryslân.
At the initiative of employees, we also sponsor both large and small sports clubs.

TV COLLABORATION

We appeared on the TV program Doe Maar Duurzaam on SBS6.

SOCIALLY ENGAGED WITH MULTIPLE CHARITIES AND SUSTAINABLE INITIATIVES







6th edition HAPPY GREEN BOOK

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A HOUSE OF HAPPINESS

NOT JUST ANY CURTAINS.