



2024 IMPACT REPORT

Sustainable packaging that works for your business and the planet.





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LETTER FROM BENEFIT OFFICER

As we enter our 16th year of operation in 2025, we're proud to reflect on a journey that's been sustainable not just because of the compostable products we provide, but because of how we treat all stakeholders in our business, from our employees and customers to our partners and the communities we serve.

2024 marked our second full year as both a New Hampshire Benefit Corporation and a Certified B Corporation. We joined these organizations to hold ourselves to a higher standard—to remain a force for good, regardless of the financial climate.

This commitment continues to yield real benefits, particularly as we attract and retain talented individuals who care deeply about making a difference.

Our donations in 2024 reached even farther, supporting hunger relief and food reclamation projects in New York City, Maryland, and California.

Organizations we supported financially included Rethink Food, San Diego Scoop Festival, and Meals on Wheels.

These contributions help connect our mission with the broader global community, reinforcing our belief that sustainable business is about more than just products—it's about people.

Good Start Packaging and our network of partners continue to prove that businesses that do good for the planet thrive. We're grateful for the support of all our stakeholders.

Sincerely,



Ken Jacobus
CEO & Benefit Officer
Good Start Packaging



WHO WE ARE

Good Start Packaging is on a mission to provide businesses with the most environmentally responsible solutions paired with exceptional service.

We're committed to building lasting client relationships through education, transparency, and shared values. We strive to foster a culture of continuous growth and positive change, for both our customers and our team, encouraging progress towards a more sustainable world. We are a catalyst for a cleaner future, because every good choice begins with a Good Start.



OUR VISION

Our vision is to help build a world without disposable plastic by inspiring our clients and communities to operate and live sustainably. We aim to become the leading supplier of compostable packaging solutions for foodservice operators everywhere.

OUR VALUES



TREAD LIGHTLY

The future of our planet depends on the actions we take today. To minimize our environmental footprint, we only carry the most sustainable packaging and constantly innovate in our own operations.



INTEGRITY FIRST

We treat our clients, suppliers, and employees the way we want to be treated, always. Internally, that means competitive wages, great benefits and a supportive team culture. Externally, this means clear pricing and an honest, solutions-focused approach.



EMPOWER & INSPIRE

When our clients succeed, we do too. Careful listening, collaboration, and respect are our playbook for mutual success. Together, we can create lasting impact and grow stronger side by side.



CONTRIBUTE

We are committed to making the world a better place. Compostable packaging is just the start. We donate 20% of profits to charitable organizations working to feed communities, advance human rights, and protect the planet.

2024 B IMPACT ASSESSEMENT



GOVERNANCE (13.5) evaluates a company's overall mission, engagement around its social/environmental impact, ethics, and transparency

WORKERS (24.3) evaluates a company's contributions to its employees' financial security, health & safety, wellness, career development, and engagement & satisfaction.

COMMUNITY (32.8) evaluates a company's engagement with and impact on the communities in which it operates, hires from, and sources from. Topics include diversity, equity & inclusion, economic impact, civic engagement, charitable giving, and supply chain management.

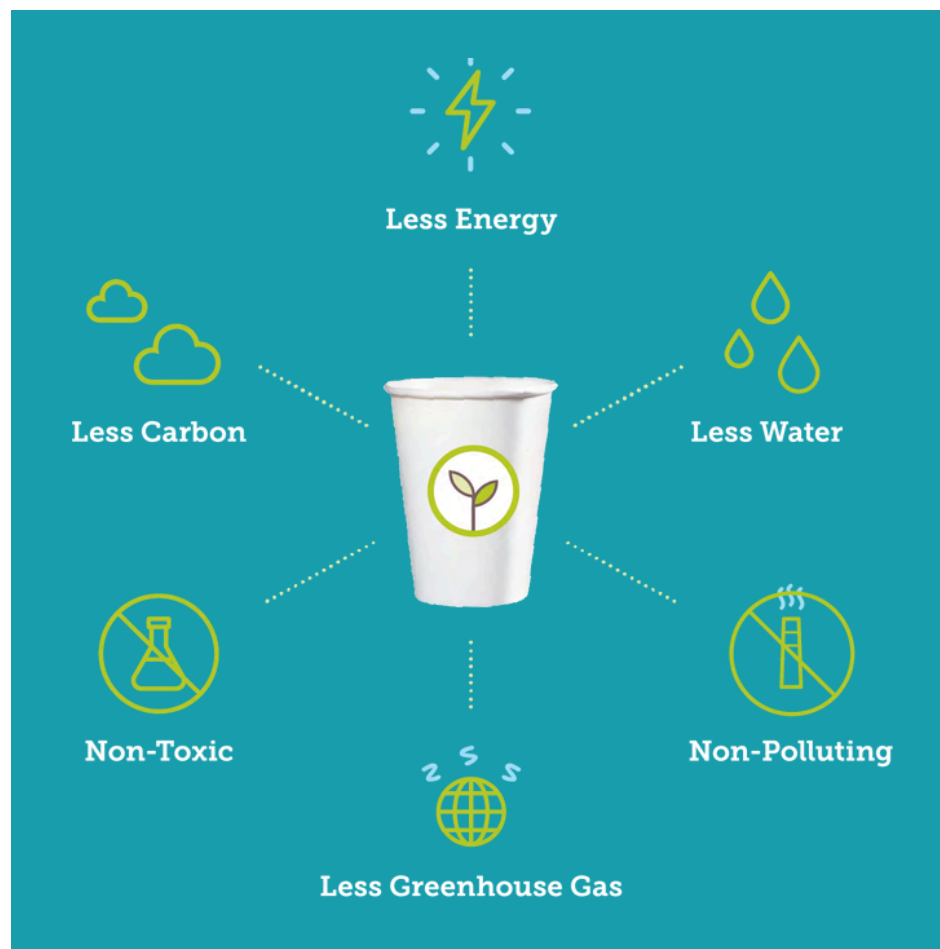
ENVIRONMENT (20.4) evaluates a company's overall environmental management practices as well as its impact on the air, climate, water, land, and biodiversity. This includes the direct impact of a company's operations and, when applicable, its supply chain and distribution channels.

CUSTOMERS (2.1) evaluates a company's stewardship of its customers through the quality of its products and services, ethical marketing, data privacy and security, and feedback channels.

ENVIRONMENTAL IMPACT

In 2024, we replaced over **50 million** plastic and foam takeout products with plant-based alternatives.

We carry only the most sustainable food service products available that have been independently tested and certified by organizations including the Biodegradable Products Institute (BPI), TÜV AUSTRIA (TUV), and Compost Manufacturing Alliance (CMA). These certifications ensure our products meet rigorous standards for compostability, responsible sourcing, and environmental stewardship, so you can serve your customers with confidence and care for the planet at the same time.



[Compared with polystyrene-based alternatives]

ENVIRONMENTAL IMPACT

Our products are green, and so are our business operations.

11.375 tons of CO2 offset for our 2024 office and sample warehouse electricity use.

In 2024, our optional work-from-home policy helped save over **6,040** gallons of gasoline, the equivalent of reducing 53.69 metric tons of CO2 emissions.

ALL manufacturing partners we work with are required to sign our code of conduct outlining our expectations of how they treat employees and the environment.

EMPLOYEE WELLNESS

At Good Start Packaging, our team isn't just part of the company—they define who we are. We're deeply committed to employee satisfaction and creating an environment where people feel valued, supported, and empowered.

We offer meaningful career development opportunities, a strong sense of autonomy, and a collaborative culture where ideas are shared and voices are heard. Above all, we trust our team to do great work—and give them the space and support to make it happen.

EMPLOYEE BENEFITS



Comprehensive Health,
Vision, and Dental Insurance



Optional Work-From-Home Policy



Unlimited Personal Time Off



Paid Volunteer & Professional
Development Time



Flexible Spending &
Dependent Care Accounts



401K including 6% company match



Paid Parental Leave



Ergonomic Evaluations and
Office Equipment

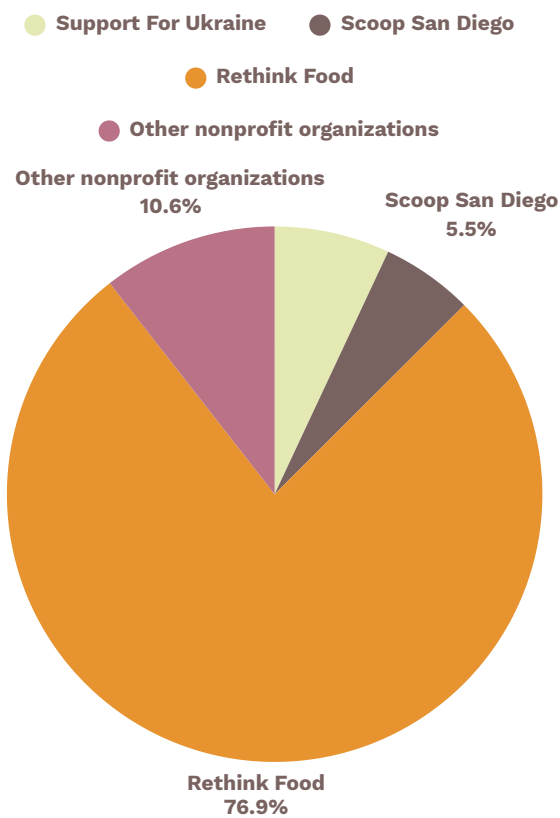
TEAM FEEDBACK

"GSP is a very progressive and flexible company for the times we are living in, creating a stress-free work-life balance. The culture feels very connected and team-driven, even with the majority of us being remote. Everyone works to help each other and jump in where needed so we all succeed."

CHARITABLE GIVING

At Good Start Packaging, giving back is at the heart of what we do. We proudly donate 20% of our profits to nonprofit organizations dedicated to feeding communities, advancing human rights, and protecting the planet. We also empower our team to make a difference—each employee receives 24 hours of paid volunteer time per year to support the causes they care about most because building a better world takes all of us.

2024 CHARITABLE DONATIONS



Over **135**
employee hours
spent volunteering
at local nonprofits
in 2024.

In June, we collected **3,585**
pieces of debris at Hampton
Beach in New Hampshire
weighing 56 lbs. We worked
alongside other NH B Corps
through Blue Ocean Society.



CHARITABLE GIVING

Rethink Food

Partner Spotlight | Rethink Food

Nearly 50 million Americans, including 1 in 5 children, face food insecurity—even as almost 40% of the nation's food supply is wasted each year. Rethink Food, a New York City nonprofit, tackles this gap by partnering with local restaurants and organizations to transform surplus food into nutritious, culturally relevant meals for those in need.

As Rethink Food's preferred food packaging supplier for 2024, Good Start Packaging contributed \$115,000 in support of their mission. We also provided compostable containers to help celebrate the grand opening of Rethink Food's new Community Kitchen in Greenwich Village.

Meals from this facility are distributed across all five boroughs, turning food waste into nourishment and community for food-insecure New Yorkers.



CHARITABLE GIVING



Partner Spotlight | Scoop San Diego

Scoop San Diego is an annual ice cream festival that brings together over 20 vendors and more than 60 flavors, serving over 40,000 samples to the community. The 2024 event raised funds for the Berry Good Food Foundation, which supports food security and education programs focused on building a local, regenerative food system in San Diego and Baja California.

To support the event's zero waste goal, Good Start Packaging supplied all compostable tasting cups and spoons. We also sponsored the exclusive VIP Lounge, providing guests with a cool space to relax and unwind. We were thrilled to sponsor this sweet celebration of community, sustainability, and flavor.



CHARITABLE GIVING

Partner Spotlight | [Meals on Wheels](#)



Meals on Wheels plays a vital role in supporting seniors in Maryland by providing nutritious meals that help combat hunger, promote independence, and improve overall health. Many seniors face food insecurity and rely on these meals to remain in their homes longer, reducing hospital visits and enhancing quality of life.

Good Start Packaging supported this mission through our partnership with Eat Sprout and Upper Shore Aging, delivering 2,000 meals weekly to seniors. Our \$8,500 donation helped Eat Sprout cover meal costs and provide nourishing meals in compostable packaging. This initiative not only nurtures vulnerable seniors but also demonstrates how charitable giving and responsible business practices can create a meaningful impact.





**THANK YOU FOR 16 YEARS OF
SUPPORT AND FOR CHOOSING
SUSTAINABLE PACKAGING**

GET IN TOUCH

Good Start Packaging
10 Corporate Drive, Suite 201
Bedford, NH 03110



Goodstartpackaging.com



Client Services: clientservices@goodstartpackaging.com
Sales: sales@goodstartpackaging.com



Phone: (866) 971-9251 (8 am-5 pm ET Monday-Friday)

