

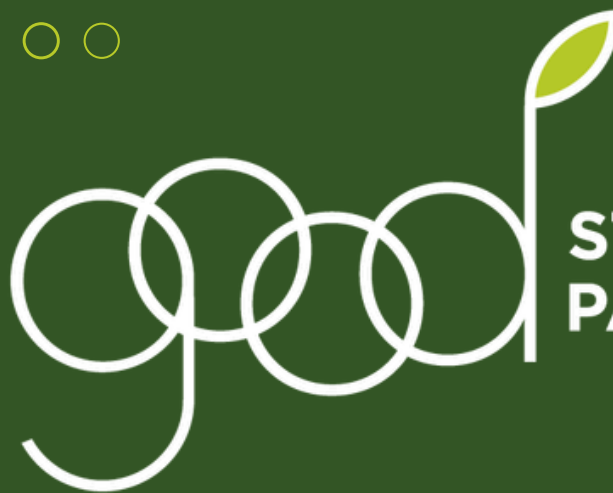


IMPACT REPORT

2025 ○○○○○○○○

Certified

Corporation



**START
PACKAGING**

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LETTER FROM BENEFIT OFFICER

As we enter our 17th year, I'm proud of what we've built and how we've built it. Our growth has been shaped by a simple belief: long-term success comes from doing right by our people, our partners, and the communities we serve.

In 2025, we faced a challenging economic environment that tested that belief. It required discipline, focus, and a willingness to make difficult decisions to ensure the long-term health of the business.

At the same time, we continued to move the business forward.

We expanded our product offering with new, thoughtfully developed collections of sustainable packaging, with an emphasis on U.S.-sourced products. We also continued to invest in education for our clients, helping them navigate an increasingly complex landscape of materials, certifications, and regulations.

This work is grounded in our commitment as both a New Hampshire Benefit Corporation and a Certified B Corporation, now in our third full year.

But being a "force for good" isn't always straightforward. Last year, it meant balancing external giving with the internal investments needed to keep Good Start Packaging strong for the long term.

Put simply: doing good also means staying in business to do it tomorrow.

Even so, we continued to give back.

In 2025, we supported organizations including:

- Gather
- Move for Hunger
- The Water Project

Our team also contributed over 120 volunteer hours across New England, reinforcing that our impact goes beyond our products.

Looking ahead to 2026, we're doubling down on our team, on our values, and on making it easier for our clients to source sustainable packaging with confidence.

Thank you for being part of the journey.

Sincerely,



Ken Jacobus
CEO & Benefit Officer
Good Start Packaging





WHO WE ARE

Good Start Packaging makes sustainable packaging simpler and more accessible for businesses, pairing environmentally responsible solutions with exceptional service.

We build lasting relationships through education, transparency, and shared values, helping our clients make better packaging decisions with confidence.

Internally and with our customers, we're committed to continuous growth and meaningful progress toward a more sustainable future.



OUR VISION

Our vision is to reduce the world's reliance on disposable plastic by helping businesses transition to more sustainable alternatives. We aim to be the leading supplier of compostable packaging solutions for foodservice operators, making better choices more accessible at scale.

OUR VALUES



TREAD LIGHTLY

The future of our planet depends on the actions we take today. To minimize our environmental footprint, we use only the most sustainable packaging, prioritize US-made containers, and continually innovate in our 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 promoting from within. 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. Sustainable packaging is just the start. We donate 20% of profits to charitable organizations working to feed communities, advance human rights, and protect the planet, and hold quarterly community service events.



B IMPACT ASSESSMENT



With a B Impact Score of 90.7, Good Start Packaging demonstrates a strong commitment to building a more sustainable and equitable future. This score reflects the rigorous B Impact Assessment, which evaluates our environmental practices, employee experience, community impact, and governance.

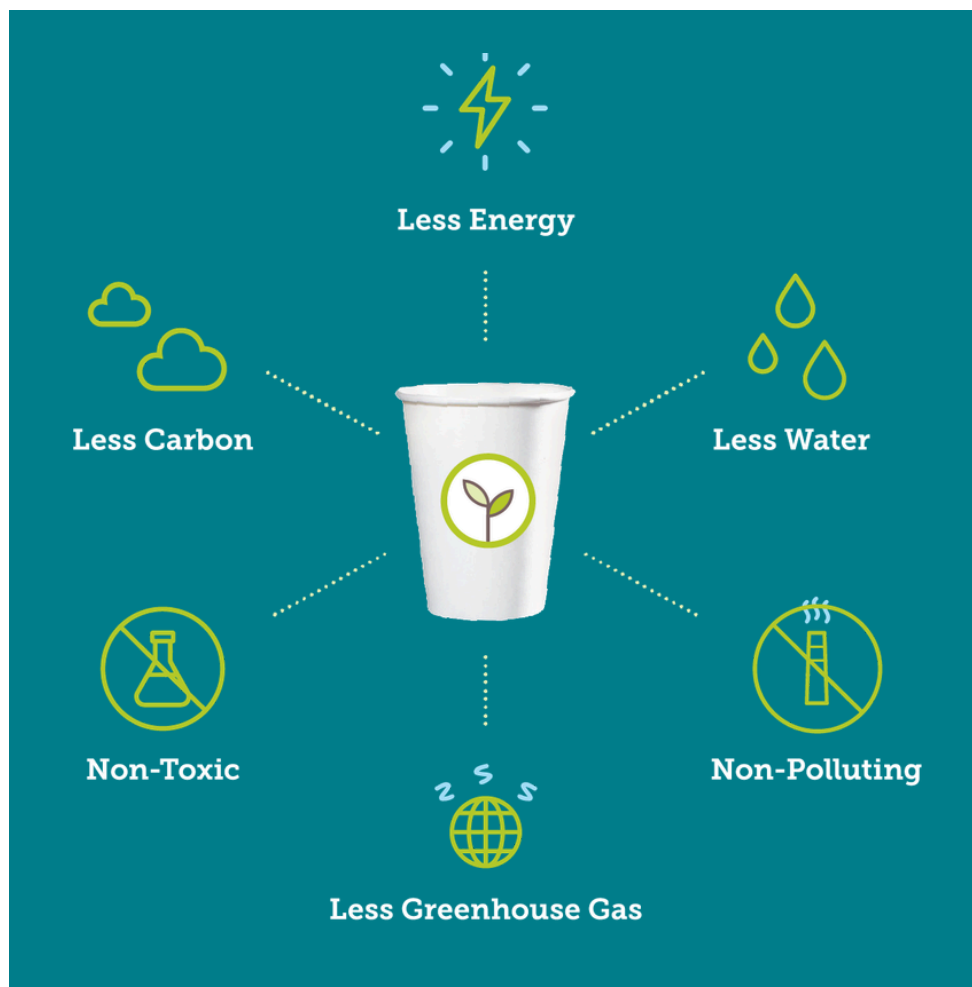
In June 2025, we successfully recertified for the first time, reaffirming our commitment to these standards and to continuous improvement, raising the bar for accountability while strengthening our role as a leader in purpose-driven, sustainable packaging.



ENVIRONMENTAL IMPACT

In 2025, we helped replace over **50 million** plastic and foam takeout products with plant-based alternatives.

We carefully source products that meet the highest standards for sustainability, independently tested and certified by organizations including the Biodegradable Products Institute, TÜV AUSTRIA, Compost Manufacturing Alliance, and NSF. These certifications ensure our products meet strict criteria for compostability, responsible sourcing, and environmental performance, so our clients can serve their customers with confidence.



[Compared with polystyrene-based alternatives]

ENVIRONMENTAL IMPACT

Our products are green, and so are our business operations. From responsible sourcing and efficient logistics to minimizing waste across our supply chain, we're intentional about reducing our footprint at every step, because sustainability shouldn't stop at the product itself.

9 tons of CO2 offset for our 2025 office and sample warehouse electricity use.

In 2025, our optional work-from-home policy helped save over **6,838** gallons of gasoline, the equivalent of reducing 60.77 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 defines who we are. We're committed to creating an environment where people feel valued, supported, and empowered to do their best work.

We prioritize meaningful career growth, autonomy, and a collaborative culture where ideas are welcomed and voices are heard. Above all, we trust our team and give them the space and support to succeed.

BENEFITS



Comprehensive Health,
Vision, and Dental Insurance



Optional Work-From-Home Policy



Competitive PTO Package



Paid Volunteer & Professional
Development Time



Flexible Spending &
Dependent Care Accounts



401K including 6% company match



Paid Parental Leave



Ergonomic Evaluations and
Office Equipment





GIVING BACK

All Good Start Packaging employees receive three days of paid volunteer time each year, and we organize quarterly service projects near our headquarters in Bedford, NH to create consistent, team-driven opportunities to give back. In 2025, our team contributed over 120 hours of volunteer service to our local community.

This commitment ensures community impact isn't occasional, it's embedded in how we operate, empowering our team to support local organizations and drive meaningful change beyond the workplace.



COMMUNITY IMPACT

Spotlight | Gather

Gather is a Portsmouth-based nonprofit dedicated to advancing food security in welcoming, dignified ways for individuals and families across the Seacoast region of New Hampshire and southern Maine. Through programs like its Pantry Market, Mobile Markets, and prepared meals initiatives, Gather expands access to nutritious food while fostering meaningful community connection.

We are proud to support Gather through both charitable giving and hands-on volunteer engagement. Our team regularly contributes time to food preparation and distribution, while financial support helps sustain and grow these critical programs. This partnership reflects our deep commitment to strengthening local communities, improving access to food, and putting our values into action.



COMMUNITY IMPACT

Spotlight | Move for Hunger

Every community deserves access to nutritious food, yet hunger still impacts millions across the U.S. Move For Hunger tackles both food waste and food insecurity by rescuing unopened, non-perishable food from moving companies and delivering it to local food banks and pantries.

In Tampa, this work comes to life through partnerships with organizations like Feeding Tampa Bay, helping ensure rescued food reaches thousands of residents in need while keeping it out of landfills.

We're proud to support this impact through financial contributions that help expand their reach.



COMMUNITY IMPACT

Spotlight | The Water Project

Globally, 1 in 9 people lack access to clean water. In the communities served by The Water Project, it's often 9 out of 9.

In parts of Kenya, accessing water is a daily burden, especially for women and girls who spend hours collecting water that may be unsafe. This limits education, food production, and overall health.

The Water Project addresses this by funding and implementing sustainable solutions such as wells, hand pumps, sand dams, and rainwater systems, thereby delivering reliable access to safe water for drinking, sanitation, and agriculture. We're honored to support clean water solutions that are improving health, opportunity, and daily life for nearly 2,000 people in the Mbitini, Kasioni, and Kilela communities.





THIS IS JUST THE START.






Thoughtful packaging.
Real impact.
Let's keep going.

Thank you for being part of the journey.



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)