

# Brondell®

## Feels Better Already

Brondell Impact Report





Feels better already.

## Summary.

We're proud of the impact we've made on the environment, our communities, and our customers. This report is a deep dive into who Brondell is as an organization, as well as the work that we've done to make a difference for our planet—and everyone who calls it home.

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## Making an impact—that feels better already.

### A letter from Brondell's President.

For over two decades, Brondell has been committed to manufacturing products that provide customers with peace of mind in their spaces.

We launched our business in 2003 with bidet toilet seats, bringing a higher level of hygiene into the bathroom, reducing the need for toilet paper, and driving sustainability in a space we all take for granted. Since then, we've brought planet-friendly solutions to the entire indoor ecosystem with advanced water filtration systems, air purifiers, and high-performance, water-saving showers and kitchen faucets. The result is cleaner, safer air and water in every space while saving vital natural resources.

In 2022, we realized that—while this work was impactful—we could do more for the environment by joining forces with 1% for the Planet and ForestNation.

Through our product partnership with 1% for the Planet, we donate 1% of sales on select bidet attachments to environmental nonprofits working to make a difference around the world. Our team has donated hundreds of volunteer hours to 1% for the Planet nonprofit partners to make an even greater impact—building and maintaining a community park in San Francisco, cleaning Bay Area beaches, and packing food for those in need.

In conjunction with ForestNation, we host our annual Plant-A-Tree program. Through this exciting program, each purchase from our website during the month of April helps fund the planting of a tree in Tanzania, East Africa. To date, we've helped get 4,900+ trees planted in the Brondell Forest—which now covers an area larger than 9 football fields.

Helping the planet means improving the lives of the people who live here, too. We're proud of our contributions to those in need of support, whether it's donating bidets to veterans with lowered mobility or providing air purifiers to seniors impacted by wildfires.

And that's not all. Brondell's foundation is built with care: for our planet, our community, our customers, and our team. And that feels better already.

**Steve Scheer, President of Brondell**



# Meet Brondell.

**Our mission.**

We're committed to happier, healthier people—and a more sustainable future for all.



## About us.

With over 20 years in the industry, we pride ourselves on leveraging the most innovative technologies to deliver thoughtful, science-backed designs that improve everyday spaces and routines—from breathing and drinking to bathing, washing, and flushing. Our award-winning products help provide better wellness and hygiene for the home, office, and beyond, delivering healthier air, safer water, and cleaner washes.

We know that caring for ourselves and our surroundings is one and the same. That's why every product, system, and tool we create provides welcome relief, long-term health benefits, and a more sustainable footprint. Because healthier homes and a healthier planet means a happier existence—and that's better for everyone.



## Designed with integrity.

### A Letter from Brondell's Senior Manager of Brand & Design.

Appearances can be deceiving—especially when it comes to a product's environmental impact. In an era where bold claims are easy to make but difficult to verify, Brondell delivers promises backed by straightforward, accessible data. To us, transparency isn't just a buzzword. It's the foundation of how we communicate our impact.

Leading Brondell's Brand & Design department means witnessing in real time how sustainability goals flow throughout our company. It starts at the source with Product Development and Engineering, who work from ideation to launch on products designed to protect our planet's resources. It ripples through every team, from Sales to Marketing and beyond. Our Brand & Design department then crafts an honest message from that momentum—defining how our designs integrate sustainability into everyday routines.

From our product partnership with 1% for the Planet to our water-saving showerheads, bidets, and faucets, we're committed to delivering the full, unfiltered picture. Greenwashing has no place here; we believe that trust is built on truth. Brondell's copywriters and designers ensure that our sustainability initiatives, performance claims, and certifications are easily verifiable and shared with integrity. For us, it's not just about selling products—it's about earning your trust, one thoughtful choice at a time.

Erin Addiego, Senior Manager of Brand & Design

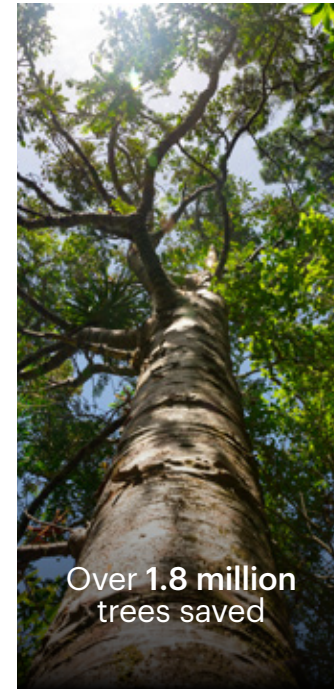


# Brondell cares...

...for our planet.



## Impact at a glance.



Over **1.8 million**  
trees saved

based on bidet sales and average annual  
US toilet paper sales



Over **1 billion**  
gallons of water  
saved

based on unit sales and average usage  
and flow rates in the US



Over **31 thousand**  
kilograms of CO<sup>2</sup>  
saved

based on unit sales and average usage  
and flow rates in the US



Over **219 million**  
single-use water  
bottles saved

based on total unit sales and yearly  
national average water bottle  
consumption per US household

## Giving today for a better tomorrow.

### Why we joined 1% for the Planet.

We believe that clean air, safer water, and healthy sanitation should be available to everyone. It's what fuels us to create products that provide healthier, more sustainable experiences.

But real change means solving the problems that lie at the source—the health of the planet and the protection of natural resources. To help fix those issues, we've aligned the growth of our business with the needs of the planet.

Our product partnership with 1% for the Planet ensures that we're doing our part to help future generations thrive. One percent of every sale from our partnership bidet attachment collection supports carefully selected nonprofits giving back to the Earth.



## Our product partnership with 1% for the Planet.

### Giving back 1% of purchases on select bidet attachments.

We are proud of our product partnership with 1% for the Planet. As official members of the coalition, we donate 1% of sales of our best-selling bidet attachments. These funds go to environmental nonprofits working to advocate for clean water and reliable sanitation for disadvantaged populations around the world.



FreshSpa® Comfort+ Essential Bidet Attachment



EasySpa® Essential Bidet Attachment



SimpleSpa® Eco Essential Bidet Attachment



SimpleSpa® Eco Advanced Warm Water Bidet Attachment

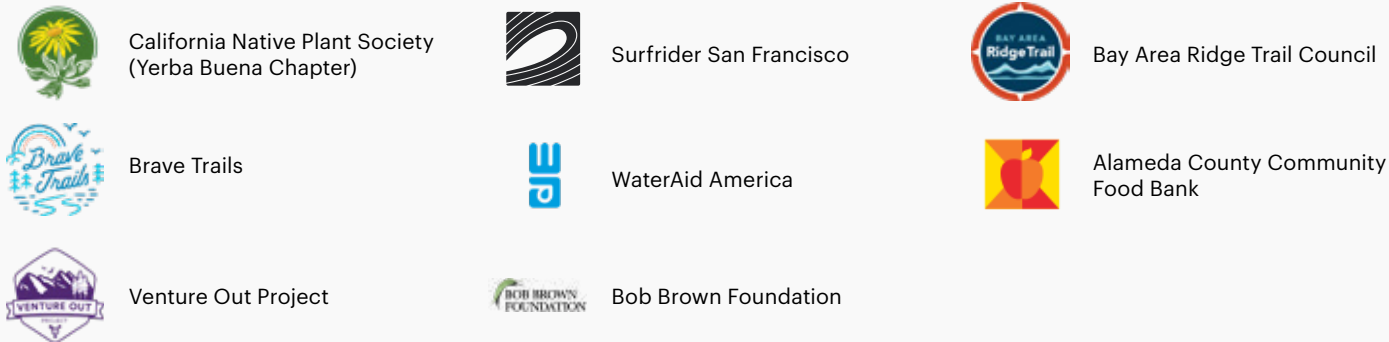


PureSpa® Essential Bidet Attachment

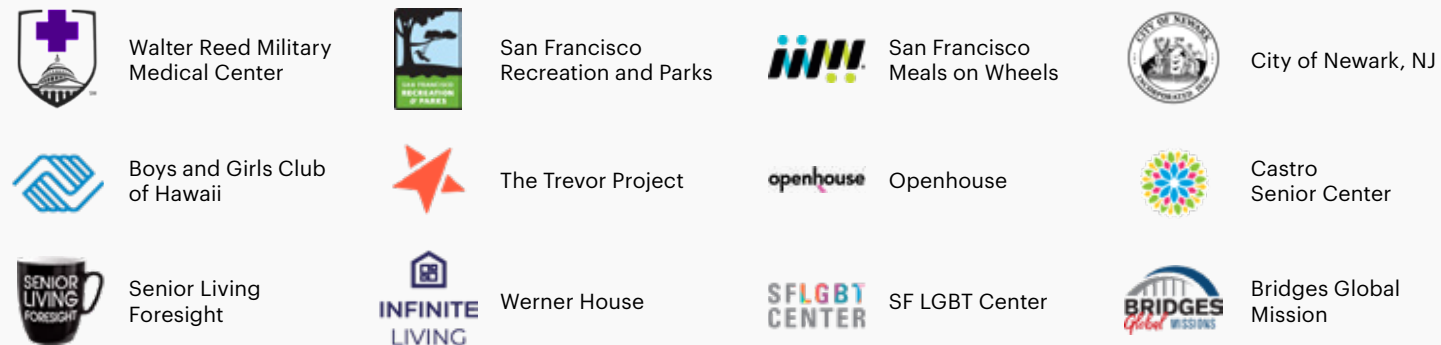


SimpleSpa® Essential Bidet Attachment with Nozzle Control

Our 1% for the Planet Environmental Nonprofit Partners:



Other organizations we've supported:









## Our partnership with ForestNation.

### Growing the Brondell Forest together.

Outside of volunteering in our local communities, we have been working to make an environmental impact on a bigger scale, inspiring our customers across North America to get involved.

Every spring, in partnership with ForestNation, we host our Plant-A-Tree program. For each qualifying purchase made on Brondell.com during the month of April, ForestNation plants a tree in Tanzania, East Africa to help restore natural habitats and ecosystems. To double down on this effort, we also send a seed packet from ForestNation with each qualifying purchase so our customers can plant a tree in their local communities. To date, we're proud to say that we've helped provide over 190 work hours to local communities and planted over 4,900 trees through this program—that's a forest larger than 9 football fields.

### The Impact of the Brondell Forest so far:

-  **4,900 trees planted** in the Brondell Forest
-  **4,932 total trees** grown through our program
-  **122.50 tons** of CO<sub>2</sub> absorbed yearly
-  **490.00 tons** of oxygen created yearly
-  **196 work hours** created in local communities
-  **4.90 hectares** of land reforested





## More than a bidet.

### A letter from Brondell's Director of Marketing.

Through my years of working at Brondell, people have asked me jokingly "What is it like marketing bidets for a living?" My response always starts with this—"It's inspirational."

Bidets have a profoundly positive environmental impact. By reducing reliance on toilet paper, they help preserve old-growth forests, which are essential for our planet's health. They also minimize the need for harsh chemicals and fossil fuels required to manufacture and transport toilet paper around the globe.

Since selling our first bidet in 2003, Brondell has helped save over 1.5 million trees. But we didn't stop there—we've partnered with ForestNation to create the Brondell Forest in Tanzania, East Africa, contributing to global reforestation and sustainability efforts.


Bidets also make a difference in personal wellbeing. They provide independence in the bathroom for seniors and people with mobility limitations—providing an easier way to clean after toileting. They can also provide relief to postpartum mothers, and anyone dealing with gastro inflammatory afflictions. At the end of the day, for anyone using the bathroom, bidets offer better hygiene and elevated experiences.

A Brondell bidet is not just a bidet—it is a sustainable solution for you and the world.

Geoff Dunlop, Director of Marketing



...for our community.



We're passionate about creating lasting change and building strong relationships with nonprofits in our community. We're committed to hands-on volunteer work both as an organization and as individuals.



## Planting the seeds of change.

### Volunteering with California Native Plant Society.

We love to partner with nonprofits in our community, and the Yerba Buena chapter of the California Native Plant Society (CNPS) is one of our favorites. CNPS is focused on education and volunteer activations that help promote native biodiversity in our local gardens and parks. Each year, in honor of Earth Day, we partner with CNPS and the Visitacion Valley Greenway (GOAL) to help maintain the grounds at the McLaren Park Native Plant Garden, planting native greenery and flowers, removing debris and waste, and more. Seeing the impact of multiple years of work and getting to volunteer with friendly faces makes our hearts grow fonder and stronger.



*I love our annual Earth Day volunteering! Nestled in an underappreciated area of San Francisco is this hidden gem called McLaren Park. The best part is returning year after year to see the results of our work. It's quite rewarding! For me, it's even more special as I grew up and raised my son in this neighborhood.*

**Tiffany B.**, Brondell Customer Support Manager

## Filling plates and hearts.

### Volunteering at Alameda County Community Food Bank.

Alameda County Community Food Bank (ACCFB) passionately pursues a hunger-free community where residents don't have to worry about where their next meal is coming from. Each year, the organization distributes millions of pounds of food to the local community—enough to feed more than 60,000 individuals per day. Brondell teams volunteer at ACCFB's warehouse—packing food and building kits that get sent to over 400 food pantries, hot-meal programs, senior centers, and nonprofits.



*"This was my first time volunteering at a food bank, and I was amazed by the organization of the facility and volunteer staff. I was equally impressed by the sheer volume of produce that we were to help organize and pack for those facing food insecurity. I had a great time bonding with my coworkers and sharing this experience. I look forward to the opportunity to help my community and do this again!"*

**Cody R.,** Fulfillment Supervisor





## Investing in our local community.

### A letter from Brondell's Chief Revenue Officer.

Brondell's culture of care extends to our local Bay Area community. For several years, we have celebrated Earth Day by volunteering with the California Native Plant Society at San Francisco's McLaren Park. It has been rewarding to come back year after year to see how our efforts have impacted the community and environment. When we showed up that first year, the park was filled with trash and much of it was overgrown. Now cleaned up, and with native plants reintroduced, it's a thriving habitat for native insects and birds. We planted the seed of change, and the community has a healthy, beautiful, and fun place to share.

We have also had the honor of serving our local community in Oakland through our volunteer efforts at Alameda County Community Food Bank. When our Operations Team visited, they helped provide 20,000 meals to Bay Area residents who are dealing with food insecurity. By partnering with the food bank, we get to participate in their mission of pursuing a hunger-free community, so that no one in Alameda County has to worry about where their next meal is coming from.

Brondell shows up for its community to support happier, healthier people—and a more sustainable future for all.

Parker Benthin, Chief Revenue Officer



...for our customers.



## Our Commitment.

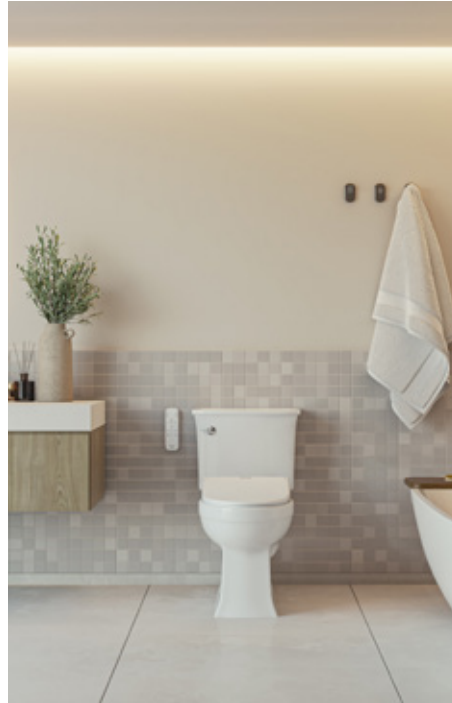
At Brondell, we promise to:

- put health first—for people and the planet
- provide peace of mind through science-backed designs
- deliver quality products at affordable price points
- invest in the communities of our team and customers
- give back to vetted nonprofits through our 1% for the Planet product partnership



# Healthy products. Happy customers.

Get to know our product categories.



**Flush.**  
Our bidets aren't just more hygienic, comfortable, and luxurious—they're a sustainable alternative for toilet paper.



**Bathe.**  
Saving water shouldn't get in the way of a good shower. Our showerheads provide the pressure you want while conserving resources.



**Wash.**  
Featuring 4 unique sprays, our all-new faucet line makes prep work and to-dos—like cooking, washing, and pot filling—a piece of cake.



**Drink.**  
Our water filtration systems seamlessly integrate into any kitchen. The result? Healthier water—plus peace of mind.



**Breathe.**  
Designed for residential and commercial spaces, our air purifiers help improve indoor quality for healthier breathing—worry free.



## Reviews from Brondell customers.

*My Nebia shower is perfect for my family (and my dog). It provides a great shower experience, and I also feel better conserving water in my community.*

**Sarita, Brondell.com customer**

*How did we live before our Swash 1400? It provides exceptional hygiene in the bathroom. And we're using less T.P. which is better for our forests.*

**Michael, Brondell.com customer**

*I purchased this filter because of its certifications to remove PFAS, which the EPA says is in our drinking water. Now my ice, water, and coffee are safer. I'm loving it!*

**Kenneth, Brondell.com customer**

*This past summer, we experienced local wildfires for the first time. We found the Revive and it has been an awesome addition to our home. The humidifier is perfect for my young daughter's nursery, and we use the air purifier in common areas to filter out smoke and wildfire particulates that invade our space.*

**Richard, Brondell.com customer**





## Saving water—together.

### 1 billion gallons and counting.

In 2024, we hit an impressive milestone and it's all because of our customers. Using our Nebia showerheads, they have saved a combined 1 billion gallons of water. How do we know? We crunched the numbers and based them on sales and the flow rate averages of our patented water-saving technology. We're so excited to have accomplished this monumental sustainability achievement and look forward to many more gallons saved.





Backed by science,  
inspired by you.

## A letter from Brondell's Vice President of Product Development and Engineering

Our research and development projects focus on innovative technologies and sustainable practices. From our water-saving bidets to our Nebia shower products, each product is crafted with the well-being of our customers and the planet in mind. We're proud of our progress in developing products that significantly reduce environmental impact, including bidet attachments and toilet seats made with 65% and 10% recycled ABS plastic, respectively.

We rigorously test and certify our products to ensure they meet the highest standards of quality and safety. We back our claims with certifications from nationally recognized labs, ensuring our products are scientifically validated. This commitment guarantees that our customers receive products that genuinely contribute to their health and well-being.

Your trust and satisfaction motivate us to continue pushing the boundaries of what's possible. We're grateful for your support and are committed to maintaining the high standards you have come to expect from Brondell. Together, we can make a positive impact on our health and the environment.

Thank you for being a part of the Brondell family.

Brian Inami, Vice President of  
Product Development and Engineering



# Individual impact.

## Individual impact.

Our teammates who volunteer and donate to additional causes.

### Lee K.

A member of 3 climbing advocacy groups—**Carolina Climbers Coalition**, **American Alpine Club**, and **Access Fund**—Lee impacts the mission to protect climbing areas on public and private land, as well as educate the public on sustainable climbing practices.

### Sarah C.

As a passionate advocate for women's access to health services, Sarah is a recurring monthly donor to **Planned Parenthood**—an organization that provides a number of family planning services across the United States.

### Daniel V.

Volunteering at the **South Side Community Garden** merges some of Daniel's favorite hobbies—gardening, learning and teaching others about sustainability, and creating green spaces for the community to share.

### Jolie N.

Through her regular volunteering efforts with the **Girl Scouts of the USA**, Jolie helps ensure that girls in her community are empowered to develop the skills and tools they need to succeed.





## Care within Brondell—and beyond.

### A letter from Brondell's Chief Human Resources Officer.

Our culture is one of genuine care, and respect, inclusion, and empathy are the driving forces behind it. In this modern time, we understand that everyone has their own personal needs and goals, and we provide our employees with compassion, flexibility, support, and encouragement to pursue a healthy and fulfilled life.

Since inception, Brondell has proudly supported numerous noble causes, and has continuously given to those in need. Our employees are inspired by our leadership and by Brondell's commitment to make a change in the world, and they passionately partake and give back to their communities.

Outside of work, our employees take the time to contribute to communities and organizations in our community. Over the years, our employees have made monetary and volunteering donations to both big and small charitable organizations such as UNICEF, The American Red Cross, American Cancer Society, CAF America, Aids Life Cycle, The Humane Society of US, Women's Reproductive Rights Assistance Project (WRRAP), Black Female Project, The Trevor Project, and many others. Through their independent community work, they spread the genuine care we foster at our company to their local communities.

We are proud to inspire and enable our amazing employees to support the causes they believe in, and we look forward to making a positive impact in the years to come.

Stoja Djakovic, Chief Human Resources Officer



Thank you.



## Looking back and driving forward.

### A letter from Brondell's Content Marketing Lead

Taking a moment to reflect on the last year, it's impossible not to be inspired. Through our products and partnerships, Brondell's impact on our community and the planet has been nothing short of an amazing feat. With the help of our passionate nonprofit network, the dedication of our leadership and teammates, and the opportunities given to us by a number of community partners and customers, we're able to say we've made a difference.

The best part is that we're not done yet—not even close. Whether it will be through our future community partnerships, our product partnership with 1% for the Planet, or our next patented innovation in healthy and sustainable living, we're eager to continue our mission of caring for the planet and everyone who calls it home.

On behalf of the Brondell team, we thank you for the chance to make an impact.

Kali Cox, Content Marketing Lead



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