

Press Release

April 17, 2024

Star Linen UK sets sector sustainability benchmark with B Corps certification

Star Linen UK has become one of the first in the hospitality sector to achieve B Corporation certification – joining the growing movement of companies using business as a force for good.

The prestigious certification recognises Star Linen UK's commitment to sustainable business practices and ethical standards, solidifying its position as an industry leader in environmentally conscious solutions for the hospitality sector.

Verified by B Lab, the not-for-profit behind the B Corp movement, the achievement demonstrates that Star Linen UK meets high standards of social and environmental performance, transparency and accountability alongside a commitment to goals beyond shareholder value.

The Welsh-based company - a trusted provider of quality bed linen for the hospitality, tourism and education sectors - secured the gold standard certificate in just over a year in a milestone achievement.

Managing Director Stephen Broadhurst said: "We are thrilled to achieve B Corp certification which underscores our dedication to sustainable and transparent business practices, social responsibility and ethical standards.

"It reflects the company's ongoing efforts to reduce its environmental impact and promote sustainability throughout its operations and signifies a new era of commitment to sustainability within the hospitality industry, setting a benchmark for responsible business practices.

"For me, personally, it's where the sustainability journey really begins and we look forward to partnering with like-minded businesses in the sector to create a more sustainable and ethical future for all."

Star Linen UK is based at Ystrad Mynach, near Caerphilly, and is the chosen supplier of bedding, bathroom, dining and kitchen products to leading hotels, laundries, universities, holiday parks and spas.

B Corp Certification assesses the entirety of a company's operations and currently covers five main impact areas: Governance, Workers, Community, Environment and Customers.

Star Linen UK integrates sustainable practices into its operations and has been carbon neutral for the last two years having implemented energy-efficient practices, transitioned to environmentally certified products, and minimised waste through robust recycling initiatives.

At the heart of the company culture is a profound commitment to employee well-being. The company ensures fair wages for all employees, provides a comprehensive benefits package including professional development opportunities, and supports holistic well-being through initiatives including free gym membership and counselling services.

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Customer satisfaction is also paramount, with a dedicated focus on enhancing the customer experience and exceeding expectations. The company actively seeks feedback through platforms including Feefo to continually improve its services and products, ensuring that customer needs are at the forefront of its operations.

Community engagement is a pillar of Star Linen's 'Star Way' sustainability journey. Through initiatives focused on job creation, sourcing from local suppliers, and various philanthropic endeavours, the company aims to make a positive impact on local economies and community welfare.

The B Corp certification process is rigorous, with companies required to reach a score of 80 points in the B Impact Assessment while providing evidence of responsible practices relating to energy supplies, waste and water use, worker compensation, diversity, and corporate transparency. A business must also legally embed its commitment to purpose as well as profit in its company articles.

Chris Turner, executive director of B Lab UK, says: "We are delighted to welcome Star Linen UK to the B Corp community. This is a movement of companies that are committed to changing how business operates and believe business really can be a force for good.

"We know that Star Linen UK is going to be a fantastic addition to the community and will continue driving the conversation forward."

Star Linen UK is now part of a growing community of over 8,500 businesses globally that have been certified as B Corps. The B Corp community in the UK is one of the largest and fastest growing in the world with over 2,000 companies spanning a range of different industries and sizes.

Names include The Guardian, Innocent Drinks, Patagonia, Tony's Chocolonely, The Big Issue, Finisterre, Elemis, and Sipsmith Gin.

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Photo:

Released on behalf of Star Linen UK by d'Arcy PR. For more information contact Kim d'Arcy – kim@darcypr.co.uk or call 07802 400494

Notes to Editors:

- Star Linen UK provides the highest quality products and delivers exceptional customer service.
- We strive to ensure the world sleeps better with our hotel grade linen, dines better and enjoys greater comfort.
- Star Linen, a trusted provider of bed linen for the hospitality industry, is certified Carbon Neutral by Carbon Neutral Britain and is proud to have achieved B Corp certification, marking a significant milestone in its sustainable journey, known as the Star Way. <https://star-linen.co.uk/blogs/sustainability>

About B Lab: B Lab is transforming the global economy to benefit all people, communities, and the planet. A leader in economic systems change, our global network creates standards, policies, tools, and programs for business, and we certify companies — known as B Corps — who are leading the way. To date, our community includes over 780,000 workers in over 8,500 B Corps across 98 countries and 162

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industries. More than 280,000 companies manage their impact with the B Impact Assessment and the SDG Action Manager. B Lab has created and led efforts to pass over 50 corporate statutes globally that enable stakeholder governance, with over 10,000 companies using the legal framework. To learn more and join the movement, visit www.bcorporation.net.

About B Lab UK: As part of this global non-profit network, B Lab UK's purpose is to redefine success in business through building a community of engaged businesses, raising awareness of the B Corp movement and influencing change in the UK economy. [Find out more.](#)

About B Corp Certification: [B Corp Certification](#) doesn't just evaluate a product or service, it assesses the overall social and environmental impact of the company that stands behind it. To achieve B Corp Certification, a company must meet a score of at least 80 points on the B Impact Assessment, an evaluation of a company's positive impact, and pass a risk review, an evaluation of a company's negative impact; change their corporate governance structure to be accountable to all stakeholders, not just shareholders; and exhibit transparency by allowing information about their B Corp Certification performance to be publicly available on their B Corp profile on B Lab's website. B Corps recertify every three years and once certified, are expected to increase their score over time as they progress towards becoming more equitable, inclusive and regenerative businesses.