

ARRAN

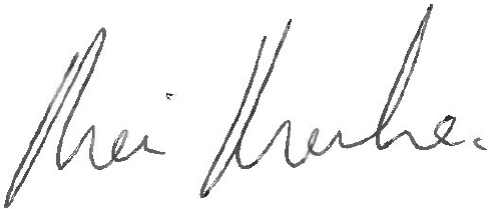
SENSE *of* SCOTLAND

We are ARRAN - Sense of Scotland and our purpose is to help the world connect with nature.

Fuelled by the wild, untouched landscape of our island, our products are designed to connect the world to the wellbeing benefits of our unspoiled Home, the Isle of Arran, with fragrances that capture a moment spent in nature.

What follows are examples of the initiatives we have undertaken, organisations we have partnered with and our sustainability promise as we live our purpose as a brand.

Many Thanks



Kevin Meechan
Chief Executive Officer
ARRAN Sense of Scotland



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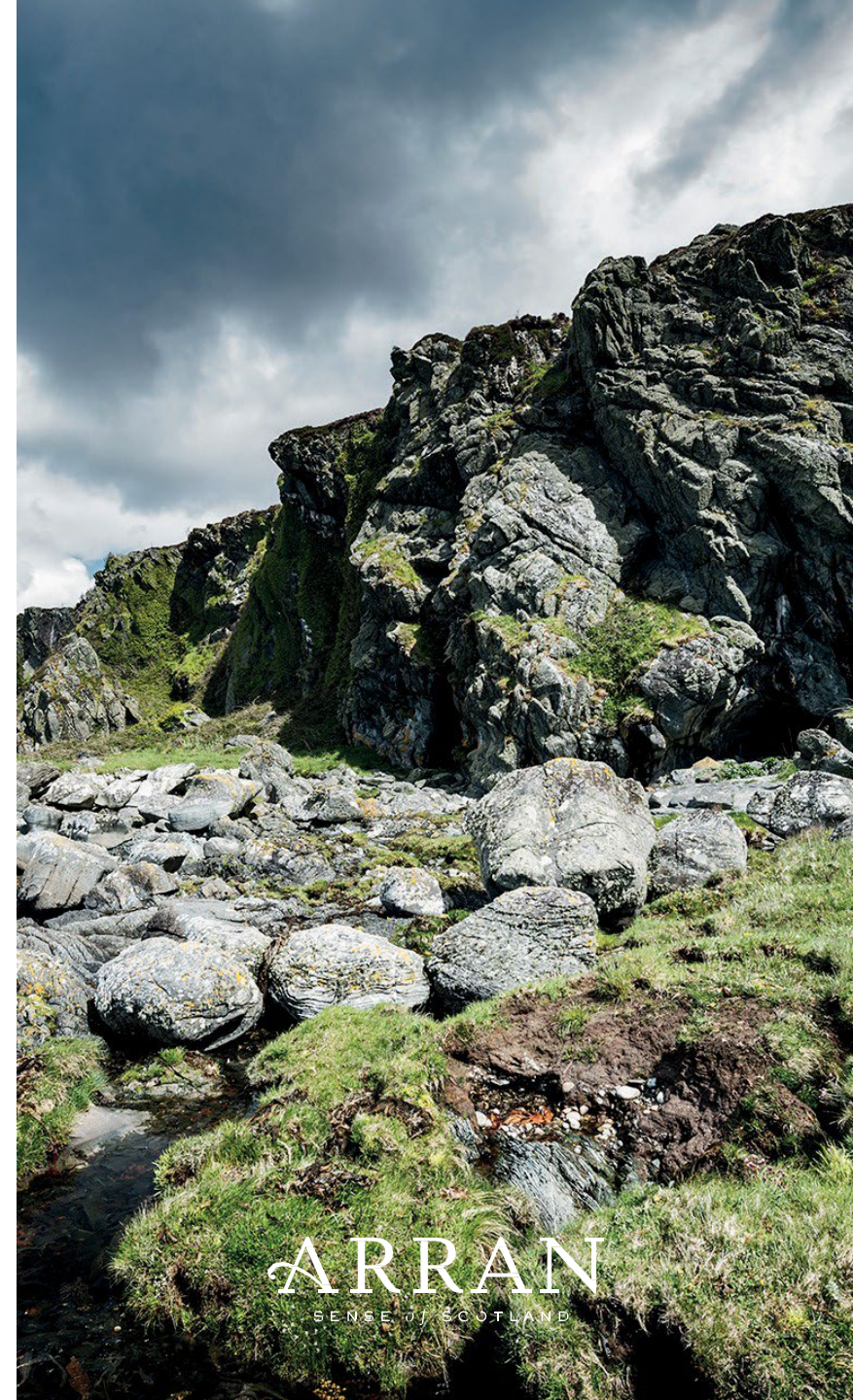
The Isle of Arran has been our heart and inspiration for over 30 years. A sense of community is core to this which we as a brand actively live and support.

During the COVID-19 Pandemic, we have gifted over **£100,000** of product in support of the mental wellbeing of front line workers. We recognised the impact of the pandemic on these workers who were putting their health on the line every day to keep us safe & well. As a team and a Brand, we wanted to do our small part to support them and show the appreciation of a grateful nation.



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During the early stages of the pandemic, soap and hygiene products were in short supply, particularly for more remote communities in Scotland. To support the physical wellbeing of communities on our Island Home of Arran, we gifted thousands of soap & hand care products to all Island residents to ensure they had access to these essentials during the initial pandemic peak.



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Hospitality was one the industries impacted most during 2020 and the pandemic. To support the industry and its workers, we partnered with a number of organisations across the UK in an initiative to drive UK ‘staycations’. Our “Unite on Wellbeing” initiative supported hotel bookings across the country and encouraged people to take much needed respite in support of their mental wellbeing.



Our Purpose

We are ARRAN Sense of Scotland and our purpose is to help the world connect with nature.

In living our purpose we look to partner with business' and charitable organisations that share and demonstrate this purpose. In 2021, our Brand partnered with Alzheimer Scotland, Scotland's largest Dementia Charity. Connecting patients with nature is a key aspect of what the charity stands for to support not only those effected by dementia but the wellbeing of those around them.

During 2021, ARRAN Sense of Scotland raised over £20,000 in support of Alzheimer Scotland and the amazing work they do. This fundraising included the team walking over 250 km around our beautiful Island Home as part of the annual 'Memory Walk' event.



In helping the world connect with nature, ARRAN Sense of Scotland launched our “Reconnect with Nature” campaign in June 2021

This was our brands single biggest media investment to date featuring advertising across primetime TV, Radio and a fully integrated, multi-channel digital marketing campaign.

This campaign sought to promote caring for your own physical & emotional wellbeing.....breathe, slow down and be transported to our unspoiled Island Home of Arran.

[ARRAN Sense of Scotland | Our Purpose – LINK](#)

[Reconnect With Nature | ARRAN Sense of Scotland - LINK](#)





Lorraine

FEATURED PRODUCT



GQ

FEATURED MENS PRODUCT



Bafta Scotland

GIFTING PARTNER



Wimbledon

Product Partner



Scottish Women's Football Awards

GIFTING PARTNER



London Fashion Week

PRODUCT SPONSOR



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Prestigious Hospitality Partners

ARRAN Sense of Scotland works with a number of prestigious hospitality partners, enhancing their premium brands while marketing ARRAN to a new network of consumers on a daily basis



Our Sustainability Journey

At ARRAN Sense of Scotland, we're committed to protecting our natural environment and are actively working towards reducing our carbon footprint.

Working with TAP (Think About Plastic) as a Gold accredited partner, we are proud to support the 'Plastic Free Community' status of the Isle of Arran

From 1st February 2022, all of our products will be manufactured using 100% PCR (post-consumer recycled) materials, eliminating virgin plastic from all our bottles

All of the secondary packaging across our range consists of either fully recyclable tin or board

Our Eco-Friendly Refill products help our consumers reduce their own plastic consumption by up to 76%

We operate a 100% Carbon Neutral online distribution centre

No plastic is used in our online packing materials, all of which are fully recyclable

During 2022, all of our manufacturing centres will move to using 100% renewable energy

Working with a broad network of premium hospitality & hotel partners, we actively support them in transitioning to a refill amenities program to drive their own sustainability agenda

An in-house team of experts undertake all of our Research & Product Development with sustainability as a key focus

At ARRAN Sense of Scotland, we are immensely proud of the inroads we have made in this critical area and we remain fully committed to the continuation of this journey

[Our Eco-Friendly Commitments \(arran.com\)](https://www. arran.com)



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