

**PRESS RELEASE**

6 November, 2019

## **NA-KD announces climate compensation for all customer deliveries and returns, with immediate effect from 5 November 2019**

***Gothenburg, 6 November 2019 - NA-KD has recently accelerated its commitment to making the disruptive changes needed to build sustainability and circularity deeply into its business model. Now, they have announced a brand new initiative: to climate compensate all outbound customer deliveries and returns, with immediate effect.***

Founded 4 years ago, NA-KD is a fast growing company with an estimated annual net of €120-130 million and continuously improved operational results. The growth has been propelled by a number of successful new collaborations, launches of local sites and popular pop-up stores around Europe.

Over the last few months, NA-KD has been ramping up its commitment to greener, more sustainable e-commerce. The brand has been rolling out a wide range of activities: sustainable collections with influencers, improved recycled materials for packaging and reduced freight forwarding. Now, NA-KD are rolling out a carbon offsetting scheme to continue this commitment.

NA-KD will be working with Tricorona Climate Partner (TCP), experts in the climate compensation space. TCP will assist NA-KD in evaluating the environmental impact of the brand's millions of orders, and then help calculate the value of the required carbon dioxide offset. Based on these climate calculations, NA-KD will compensate total emissions from deliveries and returns ton by ton. TCP will be managing NA-KD's climate compensation investments.

From today onwards, the carbon emission from NA-KD's deliveries and returns will be 100% offset, at no extra cost to the customer. No matter what shipping method customers use NA-KD will climate compensate, thus creating a frictionless solution that is good for customers and the environment.

**Images:**

<https://www.na-kd.com/en/press-release-image-bank>

See folder: CO2 Climate Compensation

**Natasha Billing comments:**

*"The NA-KD Truth, our strategy for sustainability, is a priority focus area for us. So it made perfect sense to manifest this commitment by rolling out carbon offsetting for our millions of orders. This is an important part of our future, and we are proud to initiate this next stage of our sustainable journey. Just like our customers, we want to take care of this planet and leave a legacy that we can be proud of. And that's the NA-KD Truth. "*

**Founder and CEO Jarno Vanhatapio comments:**

*"Sustainability is a key part of our mission and an integral part of our future business. We know that committing to carbon offsetting in our delivery and returns will allow us to make a huge positive environmental impact quickly. We are committed to finding the right partners to work with in order to proactively reduce our impact on the planet. So we are delighted to be working with credible veterans Tricorona Climate Partner to achieve this."*

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**About NA-KD.com**

Swedish NA-KD launched in January 2016 with a goal to deliver the latest trends at an affordable price. With a close connection to the biggest influencers in Europe, NA-KD has quickly established itself as a leading fashion player for Millennials and Gen Z. Currently, NA-KD has over 8 million monthly visitors to [na-kd.com](http://na-kd.com) and 3 million followers in social media - making it one of the fastest growing brands in the world. Being truly global, NA-KD delivers the latest trends to more than 100 countries every month and is represented by over 600 retailers world-wide.