



2024

IMPACT  
REPORT

Certified  
  
Corporation



*Proudly Entertaining Generations Since 1919*



# CONTENTS

**INTRODUCING OUR IMPACT REPORT**

WELCOME	2
THE GIBSONS WAY	3
OUR PURPOSE AND VALUES	4
MATERIALITY ASSESSMENT	5
BECOMING A B CORP	6

**IDENTIFYING OUR IMPACT**

**PEOPLE**

PIECING TOGETHER	10
CHARITY PARTNERSHIPS	11
COMMUNITY FUNDRAISING	12
THE GIBSONS TEAM	14
FIRST CLASS CUSTOMER SERVICE	15
WELLBEING BENEFITS OF PUZZLES	16

**PLANET**

PERFECT PUZZLE PROJECT	18
ECOSYSTEM & BIODIVERSITY PROTECTION	19
OUR CARBON IMPACT	20
HEAD OFFICE SUSTAINABILITY	21

**PRODUCT**

SUPPLY CHAIN	23
IN THE WORDS OF OTHERS	24
A WORD FROM OUR PARTNERS	25

**THE MISSING PIECE**

OTHER ACCREDITATIONS	26
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## WELCOME

We are proud of our progress in 2024 and delighted to share it with you. Following certification in November 2023, we've continued to prioritise our efforts on behalf of our people and the planet. As a family business, being a part of something meaningful and rigorous keeps us on a trajectory of continuous improvement and positive change.

With updated B Corp standards shortly being introduced, we have continued to focus on positive change whilst we understand their requirements. This report celebrates that work and the important moments in our B Corp journey.

My heartfelt thanks once again to our dedicated team and everyone who has supported us over the last 105 years.

We look forward to continuing our story...

*Kate*  
Kate Gibson, MD



## THE GIBSONS WAY

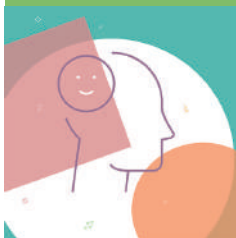
We've grown a lot over the last ten decades, however our core values remain the same.



**'Bringing people together' underpins everything we do, but what really matters to us?**

### WELLBEING

Being a great place to work matters to us. This is important stuff, right? Training, development and a wellness scheme are central to our Wellbeing Strategy.



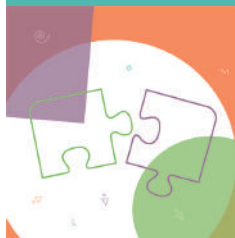
### COMMUNITY

As a family business, we believe in giving back to our community. We are proud to support charities and local organisations.



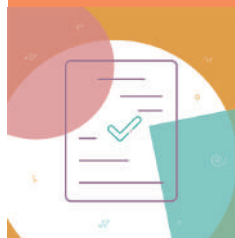
### DIVERSITY & INCLUSION

Gibsons is committed to cultivating a culture of diversity and inclusion. We work with a range of artists and inventors, as well as advocates and organisations who can help us to learn and empower us to change for the better.



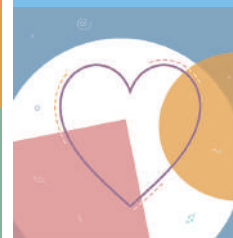
### COMPLIANCE & ETHICS

It's our duty to know our supply chain inside out so that we are aware of our environmental and social impact. We have been auditing our processes and partners as well as updating our own policy, to provide further reassurance that our practices are ethical and compliant.



### HEALTH BENEFITS OF JIGSAW PUZZLES

There's no doubt jigsaws are a fun family pastime, but there are so many mental and physical benefits too.



### ENVIRONMENTAL IMPACT

We have worked hard to become a more sustainable business and have already made significant progress. Read on to find out more!



# OUR PURPOSE AND VALUES

## OUR PURPOSE - WE CREATE JOY

*...through first class jigsaw puzzles and games, uniting innovation and heritage in a sustainable way*

## OUR VALUES

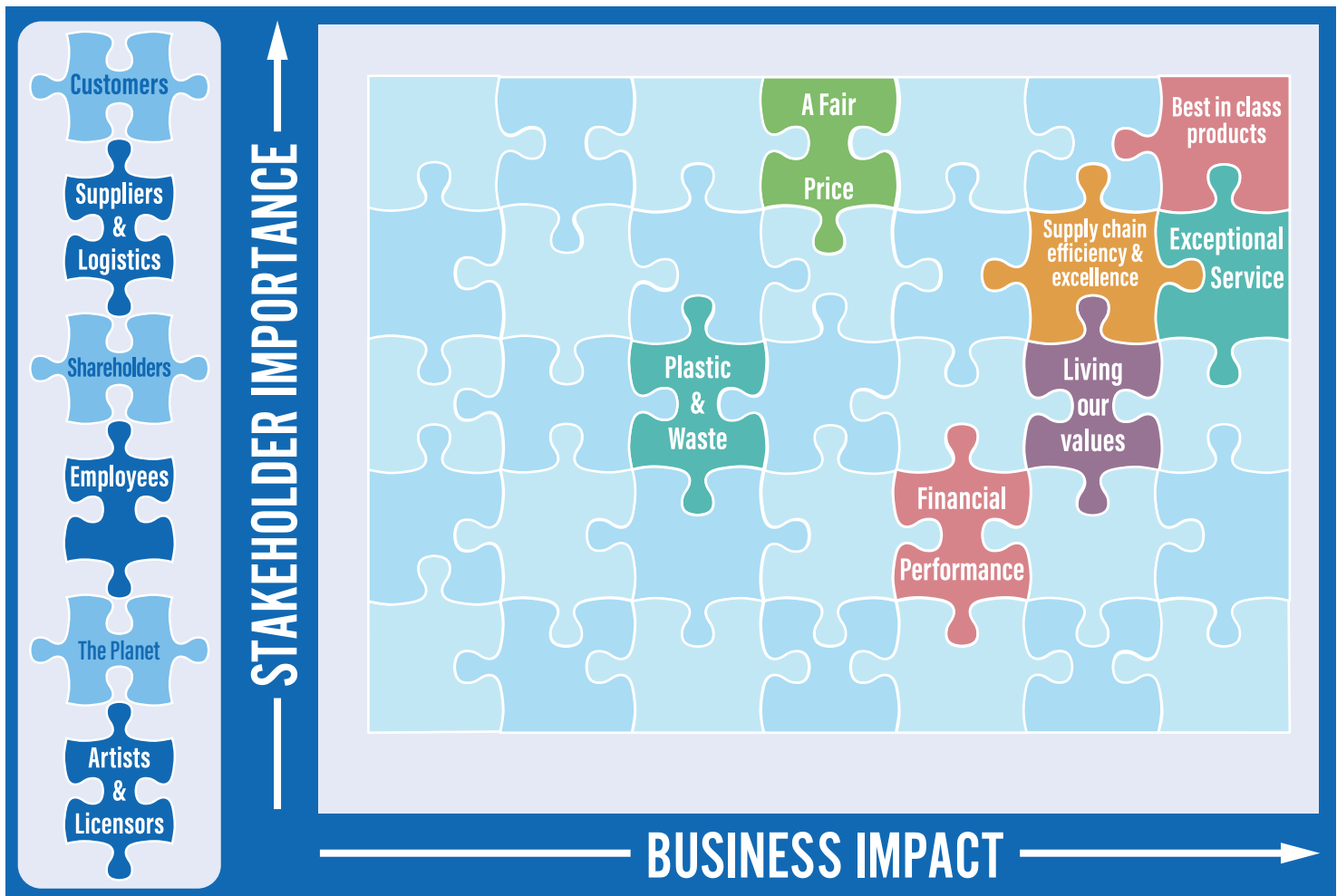
With a hundred years of experience we understand that for our company to thrive, we must live our values every single day. Together as a team we updated these in 2020 and have since built them into the fabric of the company, regularly shining a light on them.



# MATERIALITY ASSESSMENT

A Materiality Assessment helps an organisation identify the issues that matter the most to their stakeholders. The Global Reporting Initiative (GRI) defines “materiality” as the aspects of an organisation that reflect its significant economic, environmental, and social impacts, or substantively influence the decisions and assessments of stakeholders.

Our team identified who our main stakeholders are within our business, and what the most important issues for them are likely to be.



# B CORP

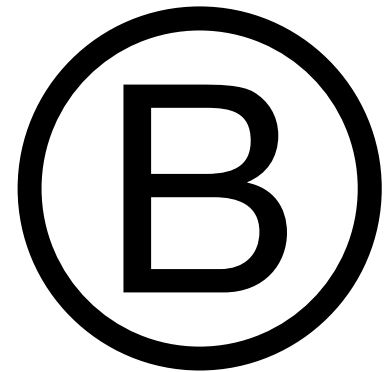
## We certified in November 2023!

With new standards now released, we will be working towards recertifying in 2026. Since becoming a B Corp in 2023, we've been encouraged to consider all aspects of our business and to embed strong ethical practices across the whole company.

We love making this a reality; be it through big decisions such as materials and supply chain, to the small stuff like where we source our coffee!

We are proud to have achieved an overall score of 113.2 for our first ever accreditation and to have rated so highly against other companies in our country (82.5) and sector (81.0). All B Corps are given a score between 80 and 200.

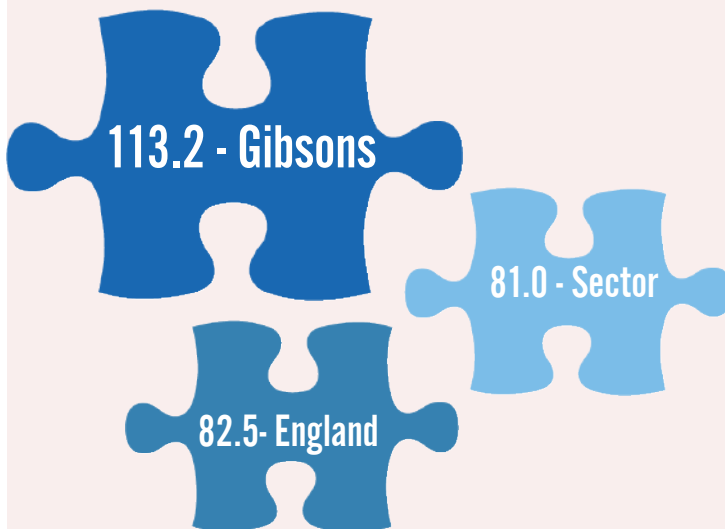
## Certified



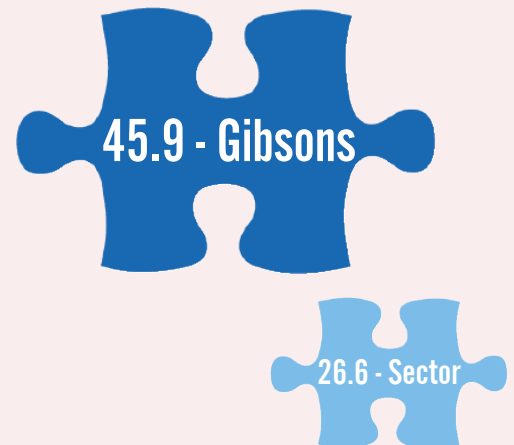
®

## Corporation

### B CORP ACCREDITATION SCORE



### B CORP ENVIRONMENTAL SCORE



# B CORP

We know more than ever that purpose very much drives business success with current and future employees – as well as clients and customers. Being recognised for meeting high standards of social and environmental performance – and held legally accountable for our ESG commitments – really matters to our people and is an attractive quality as a prospective employer too.

We love to work with other great B Corps who are all achieving amazing things. Here are just a few:

- We are using fellow B Corp **Exim Group** to ship our products across Europe.
- We work with **I Love my Job** to find brilliant people to work with us
- **Future Shift** are a small, passionate consultancy that helped us on our way to becoming a B Corp
- We buy all of our toilet roll from **Who gives a Crap**
- **First Mile** have a zero to landfill policy and we are delighted to partner with them for all our office waste and recycling requirements
- We source our coffee locally from **Chimney Fire Coffee** and it's delicious



I Love  
My Job

 **FutureShift**

 **first mile**

 **CHIMNEY  
FIRE  
COFFEE**

**who  
gives a  
crap**



# IMPACT

Whilst on our B Corp journey, we identified our three biggest impact areas, the elements that must work together to help us create a sustainable business.



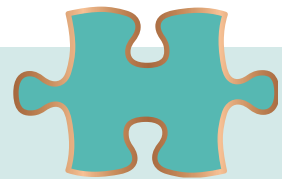
We continue to focus on our three biggest impact areas:



## PEOPLE



## PLANET



## PRODUCT

# PEOPLE

People are at the heart of our company, making a difference every day to what we can achieve. We are committed to supporting our customers, team and the wider community in a number of ways:



## PIECING TOGETHER COLLECTION



## CHARITY PARTNERSHIPS



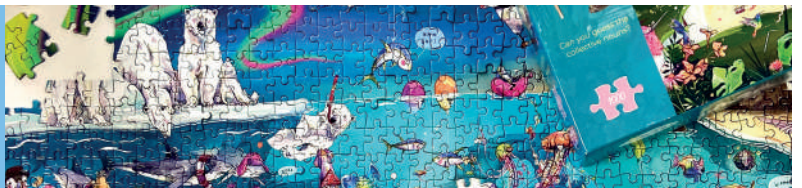
## COMMUNITY FUNDRAISING



## THE GIBSONS TEAM



## FIRST CLASS CUSTOMER SERVICE





# THE PIECING TOGETHER COLLECTION

Around 50 million people are estimated to be living with dementia around the world, a disease that can be isolating for them and their family, friends or carers. The Piecing Together Collection was created to provide those living with dementia, limited fine motor skills or visual impairments with a fun activity that can be enjoyed alone or with a loved one.

Images are designed to be age appropriate but accessible for all



An internal image is included to act as guidance while completing the puzzle



Large, easy to handle pieces



Range of different piece counts to suit different abilities



The box acts as a frame for the puzzle



Images are designed to evoke memories and spark conversations

Our goal was to create a puzzle that can bring people together during these difficult times. We undertook thorough research and development when designing this collection, which included care home visits, liaising with Age UK Centres and teaming up with Zoe Wryko, Consultant Geriatrician and member of the expert team on Channel 4's award-winning TV show, Old People's Home for 4 Year Olds.

The puzzle images were chosen specifically to evoke fond memories from years gone by to spark conversations with loved ones and reminisce around topics that may be long forgotten.



# CHARITY PARTNERSHIPS

As a family business, we are proud to support our local community and champion causes that align with our values.



"It is hugely important to us that if we make a profit, we donate a percentage of that profit to charity. Previously, we have consulted with our team about where they would like to see the monies going, often causes that are close to their hearts. We've also pledged to grow our fundraising year on year, through a range of initiatives."

*Kate*

Kate Gibson, MD



**"We're truly grateful to Gibsons Games for collaborating on the 'Portsmouth Flypast' puzzle. This partnership directly supports Help for Heroes' mission, helping veterans, service personnel and their families to live well after service. Thank you for your dedication to our cause." - Dave Fairweather, Trading Senior Operations Manager at Help for Heroes**

Over the past year, our partnership with Help for Heroes has helped to raise over £3500. Portsmouth Flypast, a 1000 piece jigsaw puzzle by Matthew Emeny, commemorates the bravery and sacrifice of those who took part in the D-Day landings. 6th June 2024 marks the 80th anniversary of D-Day, the largest naval, air and land operation in history, which departed from Portsmouth in 1944.

7% of the selling price of this 1000 piece jigsaw puzzle will be donated to Help for Heroes.

# COMMUNITY FUNDRAISING AND SUPPORT

We are proud to support our local charity Jigsaw4U, helping children, young people and families put the pieces back together. They provide a variety of services including bereavement counselling and supporting children and families through domestic abuse. Over the years, we have held fundraising events as well as providing Christmas gifts to the children supported by Jigsaw4U.

In 2024, we held two special events for some of the children supported by Jigsaw4U. The children joined us to play games, enjoy craft activities and spend time with our team. We even encouraged them to invent their own games! Some of the children had never played a board game before. As well as giving their parents and carers a break, the events gave our team a chance to engage with the important work of Jigsaw4U.

**"It was a joy to be involved in adding some festive magic and spread the love of gaming. The kids all had a blast, and we even have some budding game inventors!"** LHL - our Games Developer



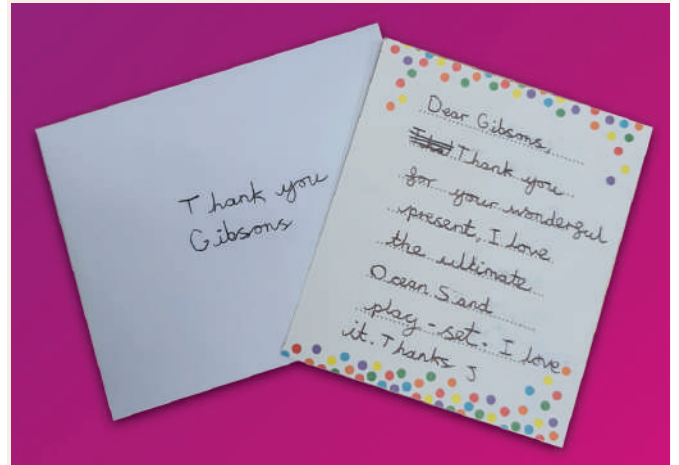
Once again, our team bought Christmas gifts for some of the children.



# COMMUNITY FUNDRAISING AND SUPPORT

Here are some of the other ways we look to help our community:

- At the end of 2023, we had a Defibrillator fitted on the outside of our building ensuring 24 hour access to this life saving equipment. Our team took part in life saving training.
- We allow our team a volunteering day to support an organisation of their choice



In the summer of 2024, we held a team building day at a local community farm. After a morning of strategy and discussing how we can do more as a B Corp, we went onto the farm and planted leeks and picked garlic.





# THE GIBSONS TEAM



## WE CREATE JOY

*Through first class jigsaw puzzles and games uniting innovation and heritage in a sustainable way*

Our people are at the heart of everything we do and we are committed to creating an environment which allows people to flourish and achieve their full potential, where every employee understands what is expected of them and the important part they play in our success.


We believe we should all be open to learning every day, encouraging our employees to spot the smaller opportunities each of us brings one another, to supporting them in professional training programmes such as ACCA or CIM diplomas and leadership development programmes.

As a business, we know that we will (and do) make mistakes along the way, but listening to our people is hugely important. Our Culture Club and monthly surveys give our team an opportunity to share their views and help shape the future of the company.

Here are just a few of the other things we feel strongly about:

- Providing a bonus based on the company's profits
- Hybrid and flexible working
- Support sessions e.g. personal finances, wellbeing and work-life balance
- Talking about periods and the menopause and having a policy in place to reflect this
- Having a trained Mental Health First Aider to offer all of our people support and guidance with any mental health issues
- Considering what wellness means to our people and embracing the changing landscape of employee wellbeing

We are proud that two thirds of our leadership team are women. We believe we are better being a diverse group of people, happy to challenge each other to help us evolve and get better at what we do.



# FIRST CLASS CUSTOMER SERVICE

We know we can make a difference every time we connect with our customers. We understand the importance of a speedy response and to find positive solutions for them.



We are proud to have had a **4.9 star rating** on Trustpilot in 2024.

"The subscription service is brilliant a fast service every month. It's interesting to see what the puzzle will be. If by chance it's not a subject I want to do I give it to charity shop who can hopefully charge a bit more for an unopened one."

Rated 4.9/5 15,608



★ Trustpilot

"I needed to find puzzles suitable for our quiet time group in our retirement complex! I ordered 4 puzzles and they were here within 48 hours and proved to be top quality. Thankyou. The large pieces were handy for less than nimble fingers and the better defined animal outlines were useful to help out together."

Rated 4.9/5 15,608



★ Trustpilot

"Had a missing piece from a present I was bought for Christmas. Contacted Gibsons and they arranged for a replacement to be sent the same day. A fast and efficient resolution to my problem so thank you for your prompt and efficient customer service. The first one I have ever had missing a piece so wouldn't put me off buying Gibsons."

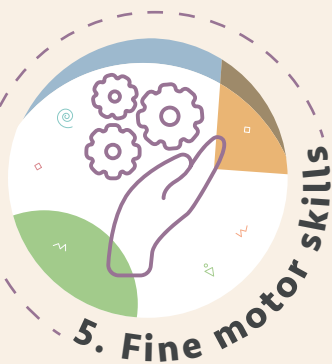
Rated 4.9/5 15,608



★ Trustpilot

# WELL-BEING BENEFITS OF JIGSAW PUZZLES & GAMES

Jigsaw puzzles and games aren't just a fun hobby. They can play an important role in combatting loneliness, by providing a focus and distraction and have many other mental and physical benefits too:



# PLANET

We recognise that making and selling games and puzzles has an impact on the planet and want to minimise this as far as possible. In recent years we have stepped this up a gear, ensuring we consider the planet in every decision big or small. We've been focusing on:

**Improving the sustainability of our products**

**Protecting trees**

**Reducing our carbon impact**

**Our head office**



**We create joy through first class jigsaw puzzles and games,  
uniting innovation and heritage in a sustainable way**

We want to do more – as part of an eco-conscious future where our customers can lead a sustainable lifestyle and still have fun.



# THE PERFECT PUZZLE PROJECT

Since setting out in 2020 to achieve the perfect and 'most sustainable' jigsaw puzzle, we are proud to have come such a long way. During that time, we have:



- Replaced shrink-wrap plastic on the outside of our boxes with bio-degradable seals (saving over half a million metres of plastic per year)
- Reduced the size of our puzzle boxes by an average of 29%, lowering the carbon emissions when transporting our products from factory to warehouse

- Always transported by road, never plane
- Manufactured them in the UK and Europe
- Ensured we use vegetable-based inks
- Always used recycled board



*In 2024, we are excited to be phasing in paper bags to hold the pieces inside the puzzle boxes.*



We've been working hard to replace all single-use plastic in our games too. Many of them now use paper 'belly bands' to secure playing cards and a cardboard insert has replaced plastic ones.

Several of our games are entirely manufactured in Europe to help reduce our carbon emissions and are secured with the same biodegradable tabs as our puzzles.



# ECO-SYSTEM & BIODIVERSITY PROTECTION

We continue to partner with One Tribe funding rainforest protection projects that store carbon from being released into the atmosphere.

For every order that is placed through our website, we make a donation to protect 100 square metres of rainforest, the equivalent of five trees.

**To date we have protected over 1,500,000 trees.**

When running special promotions, it's an opportunity to double our efforts e.g. on Black Friday, we will double the number of trees we protect from sales on that day.



**13** CLIMATE ACTION



**15** LIFE ON LAND



**17** PARTNERSHIPS FOR THE GOALS



**1,500,000**

trees protected

**TR[1]BE™**

# OUR CARBON IMPACT



SCIENCE  
BASED  
TARGETS

DRIVING AMBITIOUS CORPORATE CLIMATE ACTION

Since 2022, we have measured the carbon we produce. With this knowledge, we have signed up to the Science Based Targets Initiative (SBTI) and aim to reduce our carbon emissions by 5% year on year, to achieve our net zero target in 2045. Interrogating our data using the greenhouse gas (GHG) standards will allow us to take a holistic approach, whilst ensuring we take action on the areas that will have the biggest impact.

Science-based targets provide a clearly-defined pathway for companies to reduce GHG emissions, helping prevent the worst impacts of climate change and future-proof business growth.

Targets are considered 'science-based' if they are in line with what the latest climate science deems necessary to meet the goals of the Paris Agreement – limiting global warming to 1.5°C above pre-industrial levels.



# SUSTAINABILITY AT HQ

Here are some of the ways we make the Gibsons Head Office a sustainable place to work:

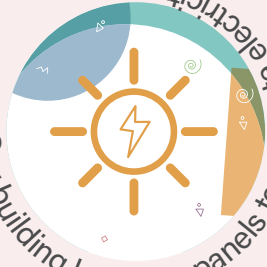
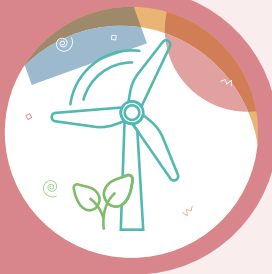


75% of our office waste is recycled thanks to First Mile.



The 25% of waste that is not recycled is transported to an Energy From Waste facility where it's safely incinerated. The process generates electricity and heat that powers homes in the UK, and by-products residues are used in the construction industry.

Our energy is sourced from a renewable energy supplier that use sustainable methods such as solar, wind and hydro.



Our building has solar panels to generate electricity.



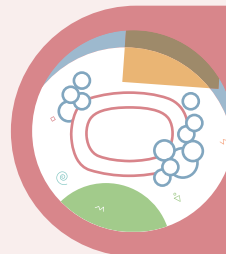
Our Cycle2Work scheme encourages our team to cycle to work.



We use LED energy saving light bulbs in our office.



We get our milk delivered in reusable glass bottles.



We use bars of soap and responsibly-sourced toilet paper as well as air-dryers.

# PRODUCT

Gibsons puzzles are made from the thickest board on the market to ensure each piece slots satisfyingly into place. We hope that our puzzles will be pieced together and our games played over and over, so the quality of the materials and their longevity really matters to us. We recognise that this can sometimes cost a little more, but this is part of what makes us special, and our customers love a premium product that lasts.

"Gibsons is the best. It offers a great range of high-quality products at competitive prices, and purchasing online is easy. It is also an environmentally conscious business. If, like me, you love jigsaws, you'll love Gibsons."

Rated 4.8/5 15,608



★ Trustpilot

# PRODUCT JOURNEY

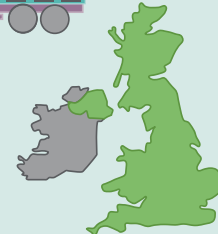
## RAW MATERIALS

- 100% recycled board
- Responsibly sourced paper
- Biodegradable stickers
- Vegetable based inks



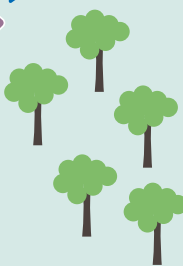
## MANUFACTURING

- All our puzzles are manufactured in the UK & Europe
- Transported by road, never plane (in Europe, we use fellow B Corp, Exim Group)
- Smaller boxes for reduced carbon emissions



## END OF LIFE

- Shareable - we encourage customers to pass on their puzzles once they've finished with them
- Our puzzles are 100% recyclable



## CUSTOMER PURCHASE

- For every order that is placed through our website, we make a donation with our partner, One Tribe, to protect 100sqm of rainforest, the equivalent of five trees
- 100% recyclable packaging

# SUPPLY CHAIN



At Gibsons Games we aim to source responsibly. We have long-standing relationships with our partners and we care about the impact we have on the people who make Gibsons products. We value these relationships and work to ensure that there are fair wages and decent working conditions throughout our supply chain.

We require all suppliers to sign our Code of Conduct.

Our Ethical Trading Policy ensures we are committed to ensuring ethical and social compliance within our supply chain. We encourage our suppliers to be open and honest about ethical issues they may face, and we will work in partnership with co-operative and socially responsible suppliers and factories to help them achieve any required improvements.

We have a zero-tolerance approach to modern slavery and are committed to acting ethically and with integrity in all of our relationships with our suppliers, to ensure modern slavery is not taking place within our business.



# IN THE WORDS OF OTHERS

We've already discussed the mental health benefits of jigsaw puzzles and games. Here some of our customers share the importance of puzzling in their life...

MB

The board they use is strong and the colours vibrant. I only just discovered how calming and mindful jigsaw puzzles are at the start of the first lockdown. So thank you Gibsons.

CB

Super quality jigsaw, the pieces go together well and the picture guides are great After trying other makes that were more expensive but were very loose fixing together the Gibsons are a joy to do! Love doing 1000 piece puzzles ! Will recommend these every time!

EL

Quick delivery. Good quality products. My mum has dementia and can no longer do jigsaws with 500/1000 pieces. Great to find jigsaws with age appropriate images (ie not for children). My mum is thrilled!

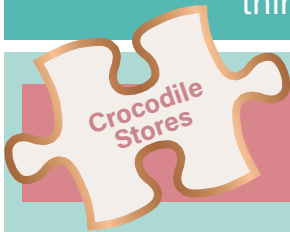
BL

My wife and I are both in our early seventies,we wanted an active to pass away the winter days,we decided to try jigsaws we tried different makes of jigsaws we were never that happy with most them,the we were shopping at a shop called Charlie's in Queensferry in north wales and we found Gibson jigsaws we thought thy were fantastic,the art work was fantastic and we now only use Gibson puzzles,thank you Gibsons.

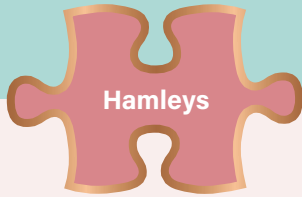


# A WORD FROM OUR PARTNERS

We work with partners across the globe from suppliers to event organisers, to artists and licensors. We love working with others who understand what we are trying to achieve, who think beyond today and join us on a journey to be better together.



Our ongoing partnership with Gibsons is a true collaboration, where open and honest conversation, respect, and a mutual drive for success really matter.



I wanted to take a moment to sincerely thank you and your team for the dedication, consistency, and professionalism you've shown throughout our partnership. Your support has played a key role in helping us meet our goals and deliver value to our customers at Hamleys.

We deeply appreciate the quality of service and collaborative spirit that you've brought as one of our key brands, and we look forward to continuing this strong relationship in the years to come. Your contributions have truly made a difference, and we're excited about the opportunities that lie ahead as we grow together.



As one of our key licencing partners, we are immensely proud to work with Gibsons. We have shared values and both are family businesses. The team at Gibsons make the entire process from concept to finished products a seamless journey and we are excited to see this creative partnership continue to flourish.



Gibsons has been a trusted partner of All Jigsaw Puzzles for many years, consistently delivering beautifully crafted, UK-made puzzles that align with our core values of quality, sustainability and customer satisfaction. Their diverse range delights puzzlers of all ages and their professional, friendly team makes collaboration seamless. Together, we bring meaningful, planet-friendly puzzling experiences to our community.

# OUR GOALS



We've achieved a great deal in the last few years, but there is so much more we can do.

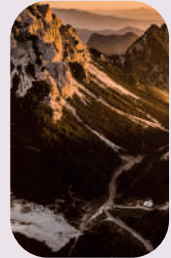
1.

With new B Corp standards being released imminently, we will be working towards recertification under the new standards in 2026.



2.

We are committed to reducing our carbon emissions by 5% year on year

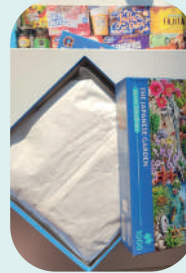


3.



To maintain at least 75% of units purchased in the UK and Europe. If produced further afield, we commit to working with ethical partners and to always consider the impact of the materials we use.

4.



We will be ensuring all the jigsaw puzzles in our core range are produced in paper bags by the end of 2025.

5.

We are working on a project using recycled plastic, for launch in 2026.



6.

We commit to a teaching project every year, ensuring pupils from local schools are educated on jigsaw puzzle design and games production as a career.



# OTHER ACCREDITATIONS AND ASSOCIATIONS WE ARE PROUD TO BE A PART OF:



Green Mark

Menopause Workplace  
Pledge

Sedex

Mental Health First Aid

Cycle to Work Scheme

Charitable Giving

Better Business Act

Proud to be a  
**Sedex**  
Member





*Proudly Entertaining Generations Since 1919*

 gibsons\_puzzles

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 Gibsons Games

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 gibsonsgames

 [www.gibsonsgames.co.uk](http://www.gibsonsgames.co.uk)

 [hello@gibsonsgames.co.uk](mailto:hello@gibsonsgames.co.uk)