



CUSTOMER SUCCESS STORY

Potter & More Partners with SupplyShift
to **Increase Supply Chain Transparency**

About Potter & Moore

Potter & Moore Innovations, a subsidiary of Creightons PLC, is one of the leading personal care manufacturers in the UK and Europe. They specialize in the development and manufacture of personal goods, including haircare, bath and body, mother and baby, fine fragrance, organic, candles, and more.

Potter & Moore started in 1749 as cultivators of lavender

How retailers and suppliers are working toward **a sustainable marketplace for all**

Potter & Moore is a supplier to an integrated healthcare, pharmacy, and retail buyer that is driving tremendous impact across the globe. Through its supplier sustainability program, the buyer has been striving to build a sustainable marketplace with the help of hundreds of suppliers across the world.

Potter & Moore shares the same goal of working toward a sustainable marketplace, and they were one of the first 100 suppliers to complete The Sustainability Insight System (THESIS) assessment, a crucial first step into the buyer's supplier sustainability program. THESIS was created by the Sustainability Consortium, and its assessment is powered by SupplyShift.

THESIS assessments help retailers and suppliers alike enhance product sustainability in their supply chains. Through the report generated in SupplyShift, suppliers can measure sustainability KPIs across 115 different consumer goods categories and 90% of consumer goods supply chains. SupplyShift does more than provide a platform for data collection, analysis, reporting, and scoring. The reporting it provides also helps suppliers benchmark sustainability performance and see the best opportunities for change.

Using THESIS to increase transparency throughout supply chains

Gary Armstrong, Head of Strategy for Potter & Moore at that time, said that THESIS is helping Potter & Moore understand benchmarks within the supply chain. Through SupplyShift, they're able to see how they benchmark against their peers, albeit anonymously. The reporting has given them insight into areas across environmental, social, and economic (ESG) efforts where Potter & Moore needs more focus.

"As a company, we consider sustainability a business strategy that includes net-zero emissions and a sustainable supply chain, among other initiatives," Armstrong added.

THESIS has helped Potter & Moore turn data into easily accessible insights, pinpoint risks, and recommend where to take action. From the insights gleaned from its THESIS assessment, Potter & Moore can take positive steps towards enabling its sustainability goals.

Transparency is a key part of the process. For example, Potter & Moore has seen a need for more transparency within certain supply chains, such as palm. They have worked with their palm suppliers, encouraging them to increase transparency. "The response from palm suppliers was very poor, but we finally got them to consider a sustainable palm route," said Martin Stevens, Group Managing Director – Manufacturing for Potter & Moore.



Potter & Moore's revenue increased by 28.9% to £61.6M in 2021

How THESIS reporting helps inform a business strategy

THESIS has since become a centerpiece for Potter & Moore's business strategy. According to Armstrong, THESIS is a very useful tool and has opened their eyes to where they need to double down on sustainable business practices.

"What I like about THESIS is it gives you the opportunity to focus on the next steps and the action plans which are key to improvement," he said. "We have found that THESIS reporting has given us performance indicators that are useful for some other customers."

Sustainability assessments like THESIS become valuable for private-label suppliers and contract manufacturers because there are so many different requirements and definitions of sustainable practices. Armstrong called the sustainable supply chain a "bespoke business" in terms of customer needs and the various reporting requirements that are attached to different customers.

"THESIS has helped us broaden the scope of what we mean when we talk about sustainability—wider ESG considerations, diversity and inclusion issues, HR concerns, etc.," Armstrong said. "But when it comes to sustainability, the data behind the reporting and the key themes are the same in many different auditing and reporting frameworks."

Because the standards and requirements vary across different value chains and suppliers, there's a bit of a learning curve for some of the suppliers Potter & Moore works with. They're hoping to introduce THESIS to more partners in the future, even if those suppliers don't have the same sustainability goals.

"Responsiveness from our bigger suppliers is good. But the producers we don't see on a large basis are more of an issue," Stevens said. "We've made progress, but not everybody is on the same type of journey as us."

During COVID-19, Potter & Moore's sales of hygiene products significantly increased



Using supply chain reporting to bring about change

It's only recently that Potter & Moore's customers have started asking about sustainability, but more are getting on board because of the structured reporting THESIS provides. It also offers suppliers guidance on where to get help when they're not scoring highly. According to the team at Potter & Moore, SupplyShift assessments like THESIS help suppliers speak the same language in that it focuses on the reporting of data—auto-calculations, scoring, mapping, analytics, and more.

“The reporting gave us insights into areas where we need more focus—greenhouse gas emissions, water use, and the overall need for a carbon roadmap to get to net zero, rather than different ad hoc projects,” Armstrong said.


THESIS reporting is more than just addressing weaker areas; it's actually about leveraging the competitive advantages you discover. For example, the reporting has shown that Potter & Moore is making positive strides in sustainable personal care formulations and packaging. Armstrong said that THESIS has given Potter & Moore confidence in a variety of ways.

“We're exploring what's out there, such as looking at B Corp certification, which is something we hadn't considered before,” he said. “In terms of people, we're looking to future talent requirements, including a Head of Sustainability that would develop an action plan for sustainable business.”

While sustainability is good for business, THESIS reporting has also provided Potter & Moore with encouragement that they're on the right path.

“Seeing the final report and that you scored well makes you feel like you aren't as inadequate as you thought,” Stevens said. “I'd encourage other organizations to try THESIS reporting and evaluate it.”

98% of palm oil derivatives purchased by Potter & Moore are sustainably sourced

A photograph of a pink tube of cream standing on a white surface. In the background, there are pink roses. The image is soft-focused and occupies the lower half of the left column.

*100% of all plastic
& cardboard waste
generated by Potter
& Moore is recycled*

How transparency can **unlock** the full view of the supply chain

The relationship between the buyer and Potter & Moore is just one example of the strong partnerships that develop between retailers and suppliers. The buyer is motivated by bringing products their customers can trust to market. But ensuring these products meet sustainability requires open lines of communication, transparency, and consistent reporting from suppliers like Potter & Moore.

THESIS reporting, facilitated through purpose-built applications like SupplyShift, makes it easy for Potter & Moore to report on their own sustainable efforts, and it's given them the confidence to develop more business strategies around responsible sourcing.

The ease of using **SupplyShift for THESIS** assessments, paired with the comprehensive THESIS reporting, can support ripple effects in supply chains as they've done with Potter & Moore. SupplyShift works with companies to develop industry-leading, responsible supply chain solutions that not only help companies get insights about their product ingredients but also help them act on sustainability data to improve their supply chain and influence others working within it.

*Potter & Moore aims to
reduce tonnes of CO₂e per £m
of cost of sales by 5% per
annum*

About **SupplyShift** **THESIS Assessments**

SupplyShift is the supply chain sustainability platform for creating more transparent, lower-risk, higher-performing supply chains. Access THESIS assessments and many others to assess suppliers, unify your data, uncover insights, and take action — all with one platform. Join a network of over 90,000 businesses driving supply chain sustainability at supplyshift.net.



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