



vieser



**We conducted our first double materiality analysis.**



**Design for Sustainability in use in new product development.**

- We completed the first sustainability roadmap.
- We collected Scopes 1, 2 and 3 (partly) emissions data.
- We started using recycled plastic in our packaging.

**Suppliers committed themselves to Supplier Code of Conduct.**

100% of the Vieser staff completed the Code of Conduct training.

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Paree  
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# Sustainability Report 2025

# Contents

- About Vieser.....3
- Message from the CEO .....4
- Our strategy .....5
- Sustainability at Vieser .....7
- Double Materiality Assessment .....9
- Climate .....11
- Resource use and circular economy .....12
- Case: Circular design playbook..... 13
- Responsible sourcing ..... 14
- Case: Partnering for lower emission.....15
- Own workforce ..... 16
- Consumers and end-users ..... 18
- Business conduct..... 19



# About Vieser

Vieser is a Finnish family-owned company that designs and sells high-quality floor drain solutions and unique design covers.

Founded in 1973 in Kauhajoki, Vieser's story began with the manufacturing of high-quality floor drain systems. The company was established by Erkki Jyllilä, who set out to solve the problem of corrosion in cast iron drains. This led to the development of an innovative product that quickly gained a solid position in Finland and across the Nordic region. From the outset, Vieser built its expertise in plastics technology and molding—capabilities that were rare at the time. Production started in Kauhajoki and continues in Finland to this day.

Vieser floor drains play a small but crucial part in prolonging the life cycle of buildings. Since 1973,

more than seven million Vieser drains have been installed in Nordic bathrooms. Vieser continuously develops its offering to provide the best solutions for customers' needs, while ensuring product compatibility and offering spare parts to support long-term performance.

We are strongly guided by our values, with sustainability embedded in our culture. Our number one value is 'Caring' with a specific articulation of the natural world being one important stakeholder to care for. Sustainability is integrated across the value chain—from product design and material choices to recyclability and innovation. Our goal is to offer stylish solutions for modern homes and improve our customers' daily lives.

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Vieser floor drains play a small but crucial part in prolonging the life cycle of buildings.



# Message from the CEO

Building a responsible business has been at the core of our strategy for several years. We view sustainable development as a long-term commitment requiring both persistence and the ability to look beyond immediate challenges. We aim to make informed decisions that support long-term value creation.

In 2020, we elevated sustainability to a key strategic priority and have since taken concrete steps to formalize our approach. Our ambition is twofold: to systematically reduce our environmental footprint and to identify opportunities to create a positive handprint. Our target is to decrease scope 1 and 2 emissions by 2030.

The construction industry plays a vital role in society, yet it is responsible for roughly one-third of global greenhouse gas emissions, largely due to material use and energy consumption. Within this context, Vieser contributes by providing durable, high-quality floor drain solutions with a technical lifespan of up to 60 years. Longevity and reliability are, in themselves, powerful sustainability factors. While uncompromising product performance remains essential, we are actively integrating recycled materials into selected components with shorter lifespans, as well as into our packaging, advancing our circular design principles.

Responsibility also extends to how we operate. Our local manufacturing model enables close collaboration with suppliers, ensuring transparency and continuous improvement. All our main partners have committed to our Supplier Code of Conduct. In addition, our responsible business practices are supported by our internal Code of Conduct, related internal training, and a whistleblowing channel.

Our culture is strongly value driven. “Caring” reflects our commitment not only to customers and employees, but also to the natural environment. “Collaboration” is visible in how we share knowledge across our organization and beyond, including our role in developing the Circular Economy Center of Excellence within Paree. “Pioneering” guides our product development, where design for sustainability is a key principle and solving real-world problems is the ultimate goal. We also recognize our social responsibility. We invest in our people and strive for equality and diversity, reflected in a leadership team where

women hold the majority, as well as across the broader organization.

As a family-owned company, we take a long-term perspective and are committed to generating a lasting, positive impact for all our stakeholders.

**Susanna Sucksdorff**

Vieser Oy





# Our strategy

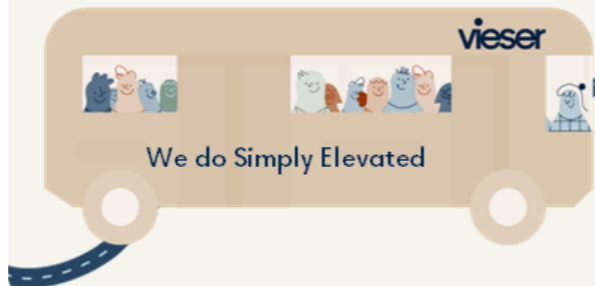
Our mission, “Simply smart living for a better tomorrow,” guides us in delivering smart bathroom solutions to our partners across our current market areas. Alongside our domestic markets, Scandinavia remains a key focus, as we address the needs of diverse stakeholders, from construction professionals and channel partners to homeowners.

We are moving towards operational excellence, solid growth and market leadership in design drains by following our Simply Elevated approach and grounding our decisions in our core values: Caring, Collaborative, Dedicated and Pioneering.

## 2026-2028

Towards operational excellence, solid growth and market leadership in design drains across the Nordics

“  
Alone we can do so little, together we can do so much



# Simply smart living

for a better tomorrow

CARING

COLLABORATIVE

DEDICATED

PIONEERING

Win with innovative and future-proof product development

Excellence in production right partners to ensure quality

Win in logistics and warehousing – Ensure efficiency and availability

Drive New Vision for Growth

Prepared for the future of  
Urban sustainable solutions  
Digitalization of built environment  
Changing customer needs

**Together we will develop:**  
Pan-Nordic Sales Excellence  
Pan-Nordic Operations  
Insight management & Future Casting  
Innovation to Impact  
Sustainability

# Value creation



\*corporate tax, value added tax (VAT), withholding tax, source tax and pension costs



# Sustainability at Vieser

For Vieser, sustainable development means a commitment to long-term goals and clear operating models throughout the entire business. Sustainability and profitability are both important to us, and we strive to maximize both.

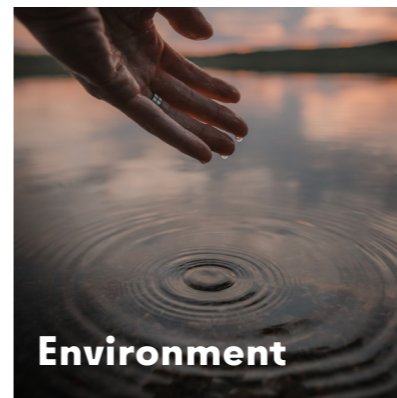
Sustainable values are rooted in our origin story and prevalent in our everyday activities. Our values – Caring, Collaborative, Pioneering and Dedicated – support sustainable development. Sustainability has been one of our key strategic focus areas since 2020 when we did our first materiality assessment.

For us, sustainability is not just a choice, it is also critical to our market access and long-term business success. It is important to continuously reduce our footprint while increasing our handprint both in our own operations and through collaborations with our supply chain. Innovating sustainable products and services to disrupt norms and meet evolving market demands is crucial

to our success. Being responsible strengthens the brand, builds credibility, cultivates trust and engages our stakeholders.

Our sustainability approach is structured around environmental, social, and governance priorities that guide both daily operations and long-term development. We work to reduce our climate impact and advance circular solutions in collaboration with our supply chain. At the same time, we invest in people by fostering an inclusive workplace, safeguarding health and safety, and promoting responsible sourcing. Robust governance ensures that these efforts are carried out ethically and transparently, supporting trust and measurable progress.

## Sustainability framework



### Climate

Set target in line with SBTi for Scope 1,2 & 3

### Circularity

We focus on circularity in New Product

Development and collaborate with our supply chain

### Collaboration

We engage our suppliers on waste and moving away from fossil and virgin materials



### Employee engagement

Keep engagement on AAA level. Great place to work, focus on well-being and inclusiveness

### Health and safety

We focus on safety culture for our workers and end customers

### Responsible sourcing

Our goal is to cooperate with suppliers who share our values and ethical principles



### Ethical business practices

Our business is run in an ethical and responsible way and expect it also from our value chain partners

### Transparent reporting

We report on our sustainability performance and goals



## Sustainability governance structure

At Vieser, sustainability is owned by the board of directors, CEO and the leadership team. The CEO bears the ultimate responsibility for the successful implementation of Vieser's strategy, including sustainability. Vieser's Board approves the sustainability targets, road map and KPIs, and the progress on sustainability initiatives is regularly reviewed in leadership meetings. Sustainability is one of the performance metrics used by top management in annual target setting.

Vieser's Leadership team evaluates sustainability risks as part of its business risk evaluation. Sustainability related risks and opportunities were also part of the Double Materiality Assessment done in 2023 and reviewed in 2024 with no changes made.

The Vieser Head of Sustainability is part of Paree Group's Sustainability Team, which consists of the subsidiary sustainability heads led by the Group Head of Sustainability. This team manages common sustainability topics and ensures related cooperation between the companies. Paree also has a Sustainability Steering group, which consists of all subsidiary CEOs, Paree Group CEO, CFO and Head of Sustainability and coordinates common sustainability matters within the group. Additionally, the Paree Group Circular Economy Centre of Excellence advances key activities and cooperation within the Group.



Strong governance turns sustainability into measurable progress.

# Double Materiality Assessment

The Double Materiality Assessment (DMA) provides the foundation for aligning our business strategy, targets, and governance with sustainability.

In 2023, Vieser conducted a DMA to identify, evaluate, and prioritize key environmental and social impacts, risks, and opportunities over the medium term, while also considering short- and long-term perspectives. The assessment covered two dimensions: impact materiality and financial materiality. Impact materiality addressed both positive and negative (actual and potential) impacts, while financial materiality focused on business risks and opportunities, including their likelihood and potential financial impact. The assessment covered Vieser's entire value chain, including both internal and external (upstream-downstream) activities. All sustainability topics within the two dimensions were scored to determine the key material topics. As a result, six material topics were identified and validated by the Vieser leadership team: climate change, resource use and circular economy, own workforce, workers in the value chain, consumers and end-users, and business conduct.

users, and business conduct. The assessment and material topics were reviewed in 2024, with no changes made. These six topics will continue to guide Vieser's sustainability efforts and reporting going forward.

## The Double Materiality Assessment identified six material topics for Vieser:



Climate change



Resource use and circular economy



Own workforce



Workers in the value chain



Consumers and end-users



Business conduct





## Stakeholder dialogue and collaboration

Stakeholder group	Key expectations	Interaction with stakeholders
Authorities and regulators	Compliance with laws and regulations	External audits, communications with authorities
Contract manufacturers, subcontractors, suppliers, service providers	Sustainable partners Contractual action Honesty and fairness	Sustainable operations Supplier assessments, supplier meetings, supplier surveys
Customers, distributors and end-users	Support to fulfill sustainability requirements from their stakeholders Operations in accordance with relevant laws and regulations Safe products for construction industry professionals and end-users	Regular customer feedback, distributor meetings, trainings, customer service (phone calls)
Local communities	Sustainable operations Compliance with laws and regulations	Answers to inquiries
Owners	Management of sustainability risks and opportunities Sustainable operations Compliance with laws and regulations	Board of directors meetings, quarterly Paree Group information sessions
Personnel	The company operates in a sustainable manner Occupational health and safety Fairness, respect for others	Employee engagement survey, regular employee meetings and updates, whistleblower channel

## Stakeholder dialogue and collaboration

Maintaining both informal and formal dialogue with our stakeholders is essential for understanding their expectations, concerns, and the broader business environment. Our key stakeholders include our owners, customers, and employees, while we also actively engage with a wider group of stakeholders listed above. Vieser is a member of Green Building Council Finland and, together with Paree Group, participates in several organizations, including Finnish Business & Society (FIBS ry), the UN Global Compact, The

Association of Finnish Work, the Chamber of Commerce, and the Family Business Association (Perheyritysten liitto). Through this engagement, we aim to contribute to discussions, deepen our understanding of systemic sustainability challenges, identify business opportunities, and support our employees' sustainability competence — strengthening both our business and sustainability performance.

# Climate

Vieser conducted its first verified CO2 emissions calculation in 2024. This year we have calculated our carbon footprint for all three scopes and all relevant Scope 3 categories based on 2025 data.

We are reporting on Scope 3 Categories 1, 2, 3, 4, 5, 6, 7, 9 and 12 (information on Category 12 End-of-life treatment of sold products is still missing). We aim to improve the quality of the data every year in close cooperation with our main stakeholders.

Vieser’s total carbon footprint in 2025 amounted to 743 tCO<sub>2</sub>e. Scope 1 & 2 generated 35t CO<sub>2</sub>e (5%) and Scope 3 generated 708 tCO<sub>2</sub>e (95%). Scope 3 Category 1 (Purchased goods and services) stands for the majority of Vieser’s emissions (89%). Purchased services were mainly calculated based on spend as information was not available from most service providers.

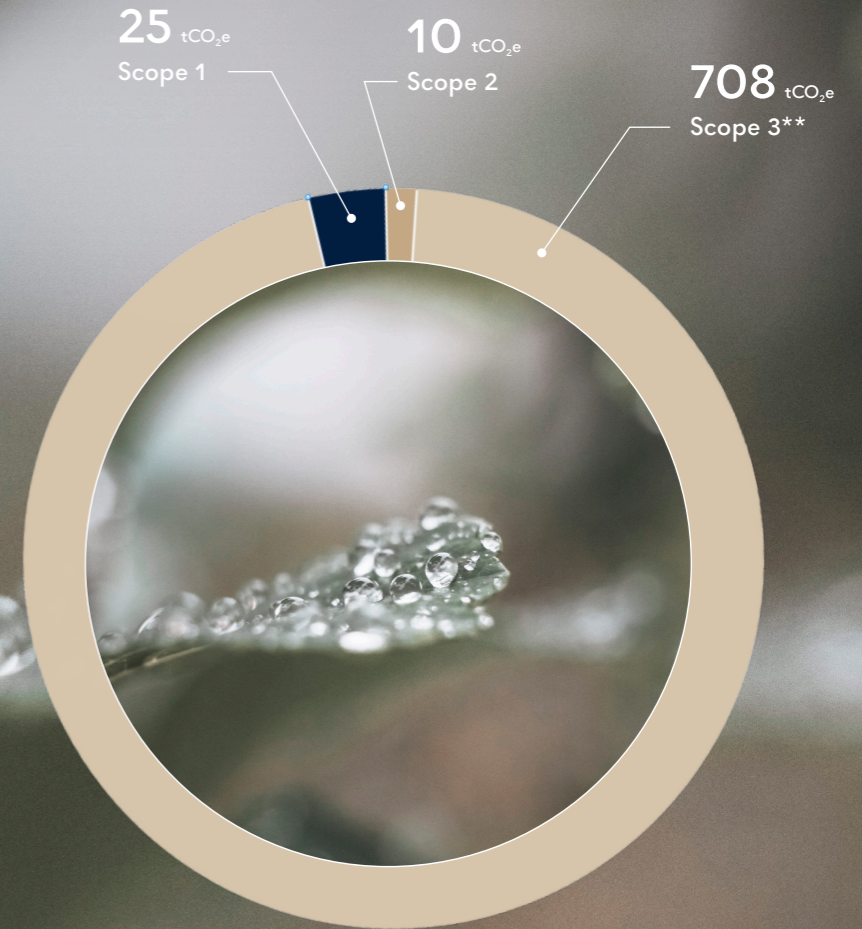
Vieser reduced its CO<sub>2</sub>e by 9% compared to 2024. The reduction mainly came from Purchased goods and services. Vieser focuses on decarbonization and aims to set SBTi-aligned

targets in 2026 and start executing action plans in 2027, in close cooperation with its main suppliers. Emissions reduction opportunities guide our supplier selection.

Vieser has conducted its carbon footprint calculation according to the standards and guidance described in the GHG Protocol (GHG Protocol version 2004, amendment 2013). OpenCO<sub>2</sub>net Oy has performed a limited assurance on greenhouse gas (GHG) emissions inventory (Scope 1, 2 and 3) for the year 2025 for Parea Group and its subsidiaries, including Vieser.

For further information on carbon footprint calculations and verification please [see](#).

## Total GHG emissions



## GHG emissions, tCO<sub>2</sub>e

	2025	2024	2023
Scope 1	25	30	30
Scope 2*	10	10	17
Scope 3**	708	769	533
Total	743	809	580

\* Market-based Scope2 figures have been used in calculations.

\*\* In 2025 & 2024, we have included all relevant categories (1, 2, 3, 4, 5, 6, 7, 9 and 12), and included services in addition to products in Category 1.

# Resource use and circular economy

Vieser is committed to reducing the use of virgin resources and working towards a circular economy, which is also one of our material focus areas. We aim to reduce our footprint and increase our handprint.

In 2024 Vieser started using recycled plastic for chosen products in production which amounted to 1,3 tons in 2025. We also switched to recycled plastic in packaging, the material can of course also be recycled.

One of the major ways of impacting circularity is through product design. Vieser has started utilizing a Circular Design handbook at an early R&D stage when it is still possible to influence the final product. Vieser Kaita, a new linear floor drain to be launched in 2026, was the first NPD project to use this handbook.

As Vieser does not have its own production facilities, collaboration is the most efficient way towards circular economy. Vieser is focusing on closer collaboration with suppliers, customers and other key stakeholders, working towards a future where materials are reduced and recycled.

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Vieser will focus on closer collaboration with suppliers, customers and other key stakeholders working towards a future where materials are continually reused and recycled.



## Case

# Circular Design Playbook guiding sustainable product development

In 2025, Vieser published its Circular Design Playbook to define clear principles for responsible product design. The playbook is based on the understanding that a product's environmental impact is largely determined in the early stages of development, making it essential to consider recyclability and the use of recycled materials already at the very beginning of the design process.

With this initiative, Vieser emphasizes designing products that use fewer resources, last longer through repair and reuse, and are easy to disassemble and recycle at the end of their life. These principles are systematically integrated into Vieser's product development process and are followed in the design of new products. As part of Vieser's broader sustainability program, the Circular Design Playbook provides concrete, actionable guidance for teams, supporting the company's journey towards a more sustainable and circular future.

Head of R&D, Innovation and Quality, Vesa Lappalainen, states: "Vieser Kaita, a new linear floor drain, is our first larger-scale project in which we systematically implemented circular design principles. During the project, we succeeded in significantly reducing the number of single-use components, incorporating the use of recycled materials in the final product, and increasing the multi-functionality of individual components through a so-called 3-in-1 principle."



# Responsible sourcing

At Vieser we are committed to sustainability, and we expect the same from our partners.

We aim to select only suppliers whose social and environmental standards are consistent with our own and who act in a way that is consistent with the principles and values of our Supplier Code of Conduct.

Our main first-tier suppliers are based in Finland, covering over 90% of our procurement; the rest are based in Western Europe. In 2025, our main first-tier suppliers signed our Supplier Code of Conduct and 98% of our product purchase spend was with the signed suppliers.

At the end of the day, our goal is to promote sustainability in collaboration with our partners and work together towards decarbonization.

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90% local sourcing, 100% shared standards.



## Case

# Partnering for lower emissions

Approximately 90% of our total carbon footprint originates from Scope 3 emissions, making the sustainability performance and commitments of our suppliers especially significant. We actively seek partners who share our ambition to advance sustainability and reduce emissions throughout the value chain.

In 2025, we selected SP Moulding Finland as a new manufacturing partner. A key factor in the decision was their strong commitment to sustainability, particularly their investment in renewable energy. SP Moulding Finland has

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At Vieser, responsible partner selection plays a critical role in reducing our environmental impact.

significantly increased the use of solar energy in its production, contributing to a lower carbon footprint for the products we bring to market.

As SP Moulding Finland describes their approach: “Our investments in solar energy are a central part of our sustainability program. Since 2021, we have expanded our solar power capacity significantly, enabling us to produce carbon-neutral energy for our operations and reduce annual CO<sub>2</sub> emissions. SP Moulding Finland has been CO<sub>2</sub> neutral on energy since Jan 2024. Scaling up renewable energy has been a concrete and effective way for us to lower our environmental impact while supporting long-term climate targets.”

By collaborating with partners like SP Moulding Finland, we take meaningful steps toward reducing Scope 3 emissions and ensuring that sustainability is embedded across our entire value chain.



# Own workforce

As a value-driven organization, Vieser considers its personnel its greatest asset, whose well-being is at the heart of value creation.

HR services are provided by Paree Group, focusing on engagement, well-being, and continuous development across talent management, leadership, and culture.

the end of 2025, women represented 59% of employees and 57% of management positions—strong figures in a traditionally male-dominated construction sector.

## Caring for employee well-being

Vieser conducts an annual employee survey with an external partner to improve engagement and guide development actions. The results support management in strengthening performance and addressing improvement areas.

In 2025, the People Power Index reached an excellent level of 80.2 / AAA. Vieser has exceeded the Finnish employer benchmark for six consecutive years (2020–2025)\*

## Competence development

Vieser’s competence development aims to identify and cultivate the skills essential for implementing our strategy and achieving our annual targets. We promote equal access to learning through initiatives such as the Paree Group Sustainability Day and the “Regulatory Framework for the Clean Transition” course. Employees are also provided with group-wide webinars on topics including social media, leadership responsibilities, AI principles, and diversity and inclusion. These initiatives showcase our proactive approach in providing valuable skills to our employees.

## Equality and diversity

Vieser is committed to promoting equality, preventing discrimination, and cultivating an inclusive work environment. Guided by our values, our aim is to foster diversity and inclusion. At



### Vieser People Power index

**80.2 / AAA**

(Paree Group Average: 71.1;  
Finland norm: 69.9)

\* Eezy Flow Oy.

## Occupational health and safety

Vieser’s organizational culture places a high value on safety, quality and continuous development. The well-being of our personnel is key, and we invest in it in several ways, for example, by organizing trainings or talks on topics such as resilience and stress management tools and by taking care of the ergonomics at the office.

Dependent on local practices, employees have access to comprehensive occupational health services, including entry health checks, periodic health checks, workplace surveys and medical care. Additionally, we provide health insurance for all personnel, and follow-up and analyze sick leaves and their causes.

## Personnel demographics

	2025	2024	2023
<b>Total number of employees 31 December</b>	17	17	18
<b>Employees by personnel group</b>			
White-collar	17 (100%)	17 (100%)	18 (100%)
Blue-collar	0	0	0
<b>Employees by employment contract type</b>			
Permanent employees	17 (100%)	17 (100%)	18 (100%)
Temporary employees	0	0	0
<b>Employees by age group</b>			
Below 20 years	0	0	0
20–29 years	0	0	0
30–39 years	5 (29%)	6 (35%)	8 (45%)
40–49 years	4 (24%)	4 (24%)	4 (22%)
50–59 years	7 (41%)	7 (41%)	6 (33%)
Over 60 years	1 (6%)	0	0
Average age of employees, years	47.5	46.2	43.7
<b>Newcomers</b>			
White-collar	1 (100%)	1 (100%)	5 (100%)
Blue-collar	0	0	0
<b>Leavers</b>			
White-collar	2 (100%)	0	5 (100%)
Blue-collar	0	0	0
<b>Attrition rate (white-collar, 12 months rolling)</b>	6%	0%	17%
<b>Retirements</b>			
Retirement (old age pension)	0	0	0
Retirement (other)	0	0	0
Average retirement age	n/a	n/a	n/a

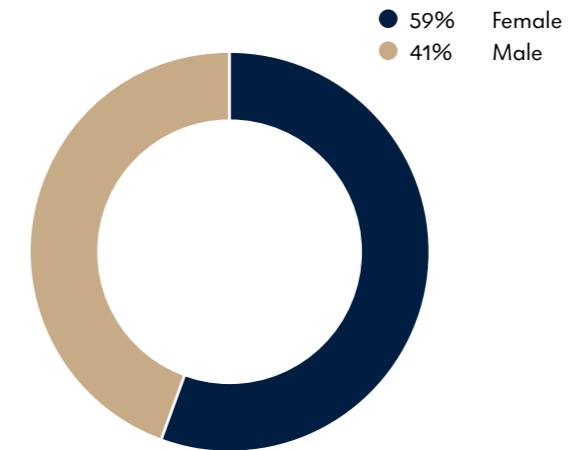
## Employee survey index

	2025	2024	2023
Employee survey response rate	95%	94%	78,9%
PeoplePower index	80,2	81.4	81.4
PeoplePower rating	AAA	AAA	AAA

## Gender distribution

	2025	2024	2023
Female	10 (59%)	10 (59%)	10 (56%)
Male	7 (41%)	7 (41%)	8 (44%)
Women in managerial positions	57%	67%	60%

## Employees by gender



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Our people are our greatest asset – personnel well-being is at the heart of our value creation.

# Consumers and end-users

For Vieser, consumers are professionals such as plumbers, HVAC engineers, architects etc and end-users are people owning and using the bathrooms.

Understanding and responding to the expectations of consumers and end-users requires continuous and open dialogue. The feedback we receive plays a key role in helping us meet these expectations and further develop our offering.

Since 2023, we have systematically collected data from customer interactions to better understand our key stakeholders and their needs. We engage with consumers and end-users through multiple channels, including our website, customer service touchpoints, and social media. Vieser has global Instagram, LinkedIn, Pinterest and YouTube accounts as well as local Facebook accounts (FI, SE and NO), where we share information and inspiration as well as interact with our consumers and end-users.

On our website, consumers and end-users can find installation and maintenance instructions, tiling examples, type approvals and certifications to help them choose and use our products safely. There are also FAQ documents and customer service contact information to help them find answers to

their questions. Reference cases and photos show different real-life examples on user cases of Vieser products.

## Quality system

Our aim is to deliver profitable growth through customer satisfaction. This is achieved by maintaining high-quality operations and offering customer-oriented products and solutions. Our claim rate is below 1%. We comply with all applicable local regulations and take responsibility for our environmental and social actions. We are committed to fulfilling the required quality and environmental standards and to maintaining a certified management system in line with ISO 9001:2015 and ISO 14001:2015.

The purpose of the management and environment system is to:

- implement the company's quality and environmental policy



- verify and demonstrate the company's ability to produce products that meet customer and legal requirements
- ensure customer satisfaction
- enable continuous improvement
- respond to the requirements of ISO 9001:2015 and ISO 14001:2015 standards.

# Business conduct

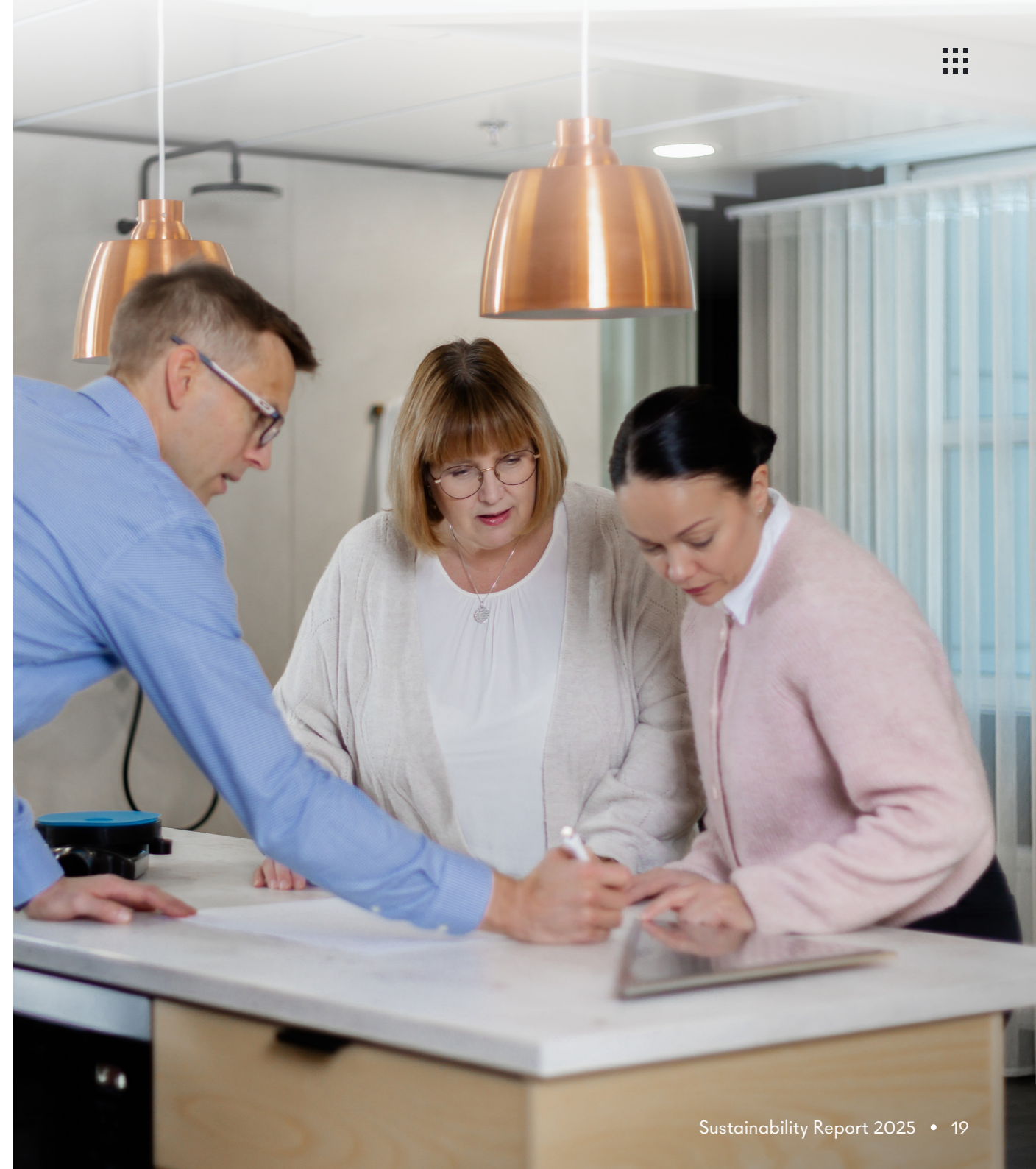
At Vieser, we consider responsibility a collective endeavor. Knowing and following applicable laws and regulations is a basic requirement for all of us.

Our Code of Conduct applies to all employees, management and board members. It defines our expectations on topics such as anti-corruption, environmental responsibility, human rights and the prevention of harassment. The Code is supported by additional policies and guidelines, including our environmental policy. All Vieser employees complete Code of Conduct training and testing every two years, and new employees are trained during onboarding. The eLearning platform is available in Finnish and English.

We use our Supplier Code of Conduct as criteria for evaluating and sustaining relationships with suppliers. Our commitment is to do business with partners whose social and environmental standards align with our own, adhering to the principles and values outlined in our Supplier or Distributor Codes of Conduct. Vieser is part of Paree Group's whistleblowing channel,

which is available to both internal and external stakeholders of the entire group. Through the First Whistle grievance channel, reporting of concerns can be done in good faith, anonymously if desired and without any fear of reprisal. All reported cases undergo a thorough investigation and follow-up. In 2025, no notifications related to Vieser were submitted through the channel.

Vieser did not make any political contributions in 2025. Lobbying is done through industry associations.





Vieser has a crucial role to play in prolonging the life cycle of buildings with first-in-class floor drain solutions.

Vieser's products have been manufactured in Finland since the beginning, 1973.

**vieser.fi**

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