



---

# CODE OF CONDUCT

---



---

## FOREWORD

---

We, DIE KALENDERMACHER\*INNEN, are part of a networked economic system and take our role in the environment and society seriously. We are actively committed to keeping an eye on the impact of our work on these areas and to creating a fair balance between economic, ecological, and social interests. For us, this means: We act according to recognized values and principles, comply with laws, and respect international human rights and labor standards. This Code of Conduct is our guiding framework for action, and we continuously strive to implement it with dedication. This Code is based on the principles of the Universal Declaration of Human Rights, the conventions of the International Labour Organization (ILO), and the UN Guiding Principles on Business and Human Rights.

*Code of Conduct*

---

**CONTENT**

---

01 Business Integrity

Anti-Corruption

Fair Competition

Money Laundering Prevention & Trade Controls

Data Protection & Protection of Intellectual  
Property

Responsible Use of Artificial Intelligence

02 Ecological Responsibility

03 Workplace Standards

04 Human Rights

Human Dignity & Respect

Prohibition of Slavery and Human Trafficking

Prohibition of Child and Forced Labor

Protection against Discrimination / Harassment  
/ Bullying

---

# 01

---

## Business Integrity

---



We pursue exclusively legal business goals and practices and only collaborate with trustworthy and reputable business partners.

Appreciation and fairness form the foundation of our business relationships. We respect the legal, economic, social, and cultural diversity of the countries and regions in which we operate and comply with the respective laws and regulations.

---

## We adhere to the following points in our business practices

---

### Anti-Corruption

We reject any form of bribery and corruption. We neither offer nor accept advantages, directly or indirectly, to influence the decisions of business partners, authorities, or ourselves. Reasonable gifts or invitations may be given or accepted as part of customary practices. In case of doubt, any benefits must be discussed with management in advance. When dealing with public officials, consultation with management is always required. Our sponsorship and donation activities are carefully selected. They are transparent, apolitical, and must not contradict our ethical standards.

### Fair Competition

We advocate for fair and free competition. Our actions are strictly in line with applicable antitrust laws, and we do not tolerate any anti-competitive agreements. We consistently reject competitive advantages based on unfair business practices.

### Money Laundering Prevention & Trade Controls

We act in accordance with applicable import and export control regulations and comply with legal requirements for the prevention of money laundering.

---

## We adhere to the following points in our business practices

---

### Data Protection & Protection of Intellectual Property

We respect the personal rights of our employees, business partners, and customers, and ensure the handling of personal data in compliance with data protection regulations in accordance with applicable legal provisions.

We protect confidential information and business secrets of our business partners and customers from unauthorized access, misuse, or disclosure, at least in accordance with legal requirements.

In addition, we respect the intellectual property of our partners and third parties and ensure that appropriate protective measures are taken when exchanging know-how and technologies. We respect and safeguard copyrights, trademarks, patents, and prevent their unauthorized use or distribution. This includes preventing plagiarism or the theft of intellectual property rights.

### Responsible Use of Artificial Intelligence

We use Artificial Intelligence responsibly to achieve positive societal impacts. A human-centered approach and the fair handling of intellectual property and technology rights are central to this. Any form of misuse of AI is prohibited.

02

## Ecological Responsibility



For us, environmental protection is not an obligation, but has been part of our DNA since the introduction of **Concept<sup>green</sup>** more than 10 years ago. With this awareness, we conduct our business in an ecologically responsible manner and are committed to the goal of a climate-neutral future. We continuously strive to reduce the ecological footprint of our business activities and products.

---

## Ecologically responsible action means for us:

---

- Compliance with legal requirements and recognized standards for environmental and climate protection.
- The certification of our products with the most important quality seals for environmentally friendly production (e.g., Blue Angel, Austrian Eco-label, Nordic Swan, FSC).
- The continuous search for solutions that not only satisfy us and our customers but also benefit nature.
- Collaboration with innovative partners who help us make our promotional calendars even more sustainable, whether through new paper, covers, or any other idea that creates long-term sustainable change.
- We produce in Europe, with a significant portion even directly in Austria (over 30%). Local production facilities help us keep our emissions as low as possible.
- For our promotional items, we primarily use recycled paper.
- In 2023, the proportion was 80%. We have a 99,9% PVC-free product range.



## 03 Workplace Standards



We place great importance on respectful collaboration and the fair treatment of all employees. This includes adhering to high labor standards, ensuring workplace safety, and promoting equality and diversity. Our goal is to create a work environment that is appreciative and supportive for everyone involved.

---

A respectfull  
togetherness means  
for us:

---

- Our employees receive all important information regarding their rights, duties, working hours, and salaries in a clear and understandable form at the start of their employment.
- Compensation exceeds legal standards, and we ensure that all working hours, breaks, and vacation regulations are adhered to.
- We respect the right to terminate the employment relationship with proper notice and support freedom of association and collective bargaining.
- Health and safety in the workplace are our top priorities. We adhere to national and international occupational safety standards and create an environment that prevents accidents, injuries, and work-related illnesses to protect the health of our employees and third parties.
- We comply with applicable labor laws and expect the same from our business partners.
- We strictly oppose any form of abuse, intimidation, or degrading treatment.
- We condemn all forms of harassment, whether verbal or physical behavior that is demeaning or shows hostility or aversion.
- Diversity and inclusion are especially important to us. Since our founding by Louise Pitzinger, women have played a central role in our company. We recognize that diversity strengthens our business and are actively committed to equal opportunities. We reject any form of discrimination based on origin, gender, age, religion, sexual orientation, or other characteristics, and guarantee equal pay for equal work

---

# 04

---

## Human Rights

---



Respect for human rights is a cornerstone of fair and respectful cooperation for us. In all our business activities and throughout our supply chain, we are committed to ensuring that we do not cause or contribute to any human rights violations.

---

We aim to take social  
responsibility and  
contribute to the protection  
of human rights

---

### Human Dignity & Respect

We respect the dignity and rights of every individual. We condemn any form of discrimination, harassment, or mistreatment in the workplace and beyond. All employees, suppliers, and customers are treated equally and with respect, regardless of gender, origin, religion, age, disability, sexual orientation, or political beliefs.

### Prohibition of Slavery and Human Trafficking

Human trafficking or slavery are illegal. We promptly investigate any indications of such practices and ensure that they are immediately stopped. We make sure that employees and business partners neither directly nor indirectly promote or support these crimes.

### Prohibition of Child and Forced Labor.

We reject all forms of child labor as well as any type of forced or compulsory labor. All business partners and suppliers are also required to guarantee this. Our company pays particular attention to ensuring that no child labor or forced labor occurs within our supply chain.

---

We aim to take social  
responsibility and  
contribute to the protection  
of human rights

---

### Protection against Discrimination / Harassment / Bullying

Diversity is a strength for us. Therefore, we do not tolerate any discrimination, harassment, or bullying based on ethnic or social origin, national descent, skin color, gender, sexual orientation, age, religion, political orientation, membership in legal organizations, or other personal characteristics. Equal opportunities and equal treatment apply here: Everyone has the right to a safe and respectful work environment.