Pelly Butiksinredningar AB

Pelly offers shop fitting and store interior design solutions for retail chains in the Nordic region. The company was founded in 1939 and has its head office, sales office and warehouse in Falkenberg, as well as a sales company in Lørenskog, Oslo. With a turnover of around SEK 230 million and around 50 employees, Pelly continues to develop sustainable solutions for the future of retail.

Pelly's climate report – for a sustainable value chain

Pelly's climate report is a central part of our work to reduce our climate footprint throughout the entire value chain. The aim is to create deep insight into our emissions and initiate concrete actions that drive the business towards climate neutrality.

By analyzing the results, we lay the foundation for taking the right actions in business development, efficiency improvement and implementation of new technology.

We also place stricter demands on our suppliers to ensure progress at every stage.

This long-term commitment allows us to restructure our operations in a strategic and sustainable manner.

Actions 2025 and goals 2026

The most important actions we have taken during the year are:

- All company cars have now been converted to electric
- We have introduced six items in SSAB Zero, a recycled steel with up to 70% lower emissions, and initiated collaborations with key customers to increase the demand for this steel
- We have begun transforming our transports to fossil-free alternatives and we have the goal of achieving 100% by 2030
- We see a clear increase in our offering of circular solutions for steel articles and next year we can present figures on the savings in carbon dioxide emissions from this area
- By starting new key initiatives we will actively work towards clearer targets linked to the results of the climate report
- During 2026 we will work to also obtain the weight and/or carbon footprint of our wood and plastic products.



100% fossil-free company cars

After 3 years, all fossil-powered company cars have now been replaced with electric cars, and we will see significantly lower emissions from here.

Analysis, follow-up and commentary

In the fourth year of climate reporting, we now see clear and positive trends in our operations, partly because we are getting more reliable figures but also the effects of our measures. In scope 1, we see that the emissions from our company cars have continued to decrease, down 16%, despite the fact that the total distance of miles driven has increased by 21%. This is entirely due to our transformation to electric cars where we have increased the number of miles driven by 57%.

In scope 2, we see that the consumption of electricity in Norway has decreased and this, in combination with the reduction of the residual factor, has resulted in a decrease in the emissions from there.

We also see a decrease in emissions in scope 3.

Part of this decrease applies to our purchased steel items and is derived from updated and more reliable emission factors rather than actual emission reductions. Since the metric does not yet cover 100% of the items purchased, we expect the figure to rise next year as the data quality improves. Demand for Pelly Nova (our items made from SSAB Zero) is increasing step by step. We are entering 2026 with a clear objective: to begin the conversion and report an increase in products made from this decarbonized material. At the same time, we are seeing increased demand for our circular solutions, which is pleasing. Emissions from our transport are steadily decreasing. The implementation of all outbound transport being fossil-free in 2026 will drive this development and we will see the full impact of this in 2026 results. In areas such as packaging and business travel, the footprint is still high. These activities are now prioritized in our 2026 action plan with a requirement for measurable reductions during the year.

Emissions CO2e (tonnes)	2022	2024	2025
Scope 1	**18**	**10**	**8**
Company-owned and leased vehicles	17,8	9,7	8,1
Stationary fuels	0,1	0,2	0,2
Scope 2 (market-based emissions)	**21**	**31**	**25**
Electricity	20,6	30,8	25,2
Scope 3	**380**	**8 153**	**4 975**
Purchased goods and services	18,5	7 840,3	4 670,4
- Paper and printing	0,1	0,04	0,04
- IT	9,2	5,3	6,3
- Packaging	9,2	23,6	26,5
- Material (steel)		7 811,4	4 637,6
Upstream emissions for fuel and energy-related activities	26,0	21,6	20,1
Upstream transportation & distribution	294,2	259,3	250,7
Waste	0,2	0,5	0,4
Business travelling	16,5	9,0	11,3
Commuting	24,7	21,9	21,7
Water	0,06	0,03	0,05
Total emissions (market-based emissions)	**419**	**8 193**	**5 008**
Biogenic carbon dioxide (tCO2e)	139	149	154
Location-based emissions scope 2 (tCO2e)	2,5	1,8	1,8
Number of employees	50	49	50
Total emissions/Employee	**8,4**	**167,2**	**100,2**
Turnover, SEK million	249,9	235,9	225,5
Total emissions/Sales SEK million	**1,7**	**34,7**	**22,2**

Comment: An updated emission factor for steel explains the difference between the years and therefore they are not directly comparable and overestimated in 2024.

Pelly Nova – Continued development towards the climate-smart alternative

Slowly but surely, we are increasing the number of items in Pelly Nova - Our products made from SSAB Zero, a recycled steel with a minimal footprint.

