



## Guided an office supplies business to B Corp certification by first articulating their purpose and then capturing impact

### Case Study: Redbox

With around 35 staff based on the outskirts of London and operating nationally, REDBOX Group has been offering interiors, office supplies and print solutions to its customers for over 30 years. The company's values of 'listen, care and deliver' have always been at the heart of its approach to business.



REDBOX operates in a sector where purchasing decisions are often driven by price alone. Junxion was invited to help address the external factors impacting its business by finding a way to articulate REDBOX's caring approach to its people, customers and the wider environment. The process involved working with senior management as well as a working group drawn from across the business, helping them to appreciate the value of a clear social purpose. This was followed by over a year's work advising REDBOX on how it could increase its positive impact, and guiding the company through the B Corp certification process, including successfully certifying REDBOX as a B Corp. REDBOX now has a framework in place to enhance the positive impact they have on their people, their clients and the environment.



At REDBOX, we've historically struggled to convey how passionate and caring our business is. Junxion helped us articulate and share our ethically good story and to model a new culture of philanthropy while also helping us to gain a greater market position for our sustainable products and services. This work culminated in becoming certified as a B Corporation. I would highly recommend the team at Junxion if your company needs help in using its business as a force for good.

**MATTHEW LETLEY,**  
MANAGING DIRECTOR, REDBOX GROUP

## The Business Challenge

REDBOX had always had a strong sense of social responsibility, actively contributing to local charities and being a responsible employer. Based on a growing awareness that the products they choose, package and transport to clients have an environmental impact, and the knowledge that existing and potential clients were now placing more demands on their suppliers to be socially and environmentally responsible, REDBOX launched a line of more environmentally friendly products. Nonetheless, the REDBOX team felt they had not articulated the story that reflected their values and purpose as a business, and they wanted to back up their positive words and good intentions with more evidence of their positive impact. They were keen to make more of a difference.

Junxion empowered REDBOX to share their core message more effectively, from helping them to understand the value of being clear about their purpose to supporting them in becoming a Certified B Corporation.

## How We Helped

Working with our partners at Ethical Goods Ltd., we set up a workshop that showcased the actions of a number of purpose-led businesses from around the world. The whole of the REDBOX team was subsequently involved in suggesting and finalising purpose statements for the business.

We then moved into helping REDBOX to more effectively capture the impact it has through the B Corp Impact Assessment. The process started with a full analysis of the company's operations and establishment of REDBOX's baseline score. From there we created an action plan of improvement and worked with REDBOX to complete all the actions, ultimately enabling them to reach the demanding 80-point threshold needed to certify on the assessment. Following this, we advised on the required legal changes and finally, supported the business through the verification stage.

## Measuring Success

By becoming clear about its purpose and through the process of certifying as a B Corp, REDBOX has found a way to bring their team even closer together and to increase its positive impact. Genuinely keen to help the less fortunate in society and inspired by the suggestion in the B Impact Assessment, the company made a formal commitment to donate at least 20% of profits each year to charity. The process has helped REDBOX improve the market position of its sustainable products and services and has been instrumental in securing new clients.

Becoming a Certified B Corporation has given REDBOX a framework to bring to life all elements of its purpose, and to more effectively 'care about you, the environment and their people'.



Interested in becoming B Corp certified or using B Corp to inform your strategy? Reach out to [Mike Rowlands](#) in Vancouver, [Shayla Meyer](#) in Toronto, or [Adam Garfunkel](#) in the UK to start a conversation.