

# Leverage of ISCC Certified Products in the North American Market

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# Overview of the reviva Product Line

## Product Environmental Benefits

- 50% recycled content in major housing components
- Packaging 100% paper based and recyclable
- Integral battery designed for easier removability at end of life
- Stood up Terra Cycle Program for end of life product recycling.





# Value of ISCC – Claims Substantiation

**BLACK+DECKER**

**reviva™**

**12V<sup>MAX</sup> LITHIUM ION**

Cordless Drill/Driver  
Perceuse-visseuse sans fil au lithium-ion 12 V MAX\*  
Taladro/destornillador inalámbrico de iones de litio de 12 V MÁX\*

**50%<sup>\*\*\*</sup> certified recycled material\*\***

Tool housing made with Tritan™ Renew

**8**  
This product contains an amount of recycled material\*\* equivalent to the weight of 8 16.9 fl-oz single-use plastic bottles\*\*\*

**Drills over 200 HOLES on a single charge**

**eco DESIGNED**  
Our Commitment to Sustainability  
**RECYCLABLE PACKAGE**

REVCCDD12C

\*Maximum initial battery voltage (measured without a workload) is 12 volts. Nominal voltage is 10.8.  
\*La tension initiale maximale du bloc-piles (mesurée sans charge de travail) est de 12 volts. La tension nominale est de 10.8 volts.  
\*\*Recycled material is certified through a third-party mass balance allocation process.  
\*\*Le matériau recyclé est certifié via un processus d'allocation de bilan massique tiers.  
\*\*El material reciclado está certificado mediante un proceso de asignación de equilibrio de masa realizado por terceros.  
\*\*\*Assumes average 16.9 fl-oz single use bottle weighs 0.36oz.  
\*\*\*Présume qu'une bouteille à usage unique de 500 ml (16.9 oz) pèse 10 g (0.36 oz).  
\*\*\*Se assume un promedio de 500 cc (16.9 onzas líquidas) en un solo uso con una botella de 10.2 gramos (0.36 onzas).  
†5/16" diameter twist drill bit into 1" pine.  
†Foret hélicoïdal de 7,94 mm (5/16 po) de diamètre dans du pin de 2,54 cm (1 po).  
†Broca de taladro giratoria de 7,9 mm (5/16 pulg.) de diámetro en pino de 2,54 mm (1 pulg.).

\*\* Recycled material is certified through a third-party mass balance allocation process.

# Value of ISCC – End User Promotion (Amazon)



## Climate Pledge Friendly Certifications



We partnered with a wide range of external certifications, including governmental agencies, non-profits, and independent laboratories, and created our own certifications to help us distinguish more-sustainable products. We focused on certifications that are reputable, transparent, and have a focus on preserving the natural world. We will routinely evaluate and reassess the certification landscape to ensure we include the best partners to help you shop for more-sustainable products.

### Learn about sustainability certifications in Climate Pledge Friendly



**GreenCircle Certified: Life Cycle Assessment Optimized** verifies reductions in product life cycle impacts through product or manufacturing improvements.

Shop GreenCircle Certified: Life Cycle Assessment Optimized products



**GreenCircle Certified: Recycled Content** verifies a product is made of at least 50% recycled material.

Shop GreenCircle Certified: Recycled Content products



**Green Seal** certified products have reduced climate and environmental impacts at one or more stages of their lifecycle.

Shop Green Seal certified products



**ISCC PLUS** certified products are created using raw materials like recycled plastics and bio-based materials, which can reduce fossil fuel consumption

Shop ISCC PLUS certified products




**Leather Working Group** certification promotes more-responsible leather production and is committed to driving positive environmental change.

Shop Leather Working Group certified products

# Value of ISCC – End User Promotion (Amazon)

Tools & Home Improvement › Power & Hand Tools › Power Tools › Drills › Drill Drivers



BLACK+DECKER reviva 12V Cordless Drill, 230 lb Torque, Made from Recycled Material (REVCDD12C), White

Visit the BLACK+DECKER Store

4.6 ★★★★★ 27 ratings

Climate Pledge Friendly

-7% \$46<sup>48</sup>

List Price: ~~\$49.99~~

prime Overnight

FREE Returns

Get \$60 off instantly: Pay \$0.00 ~~\$46.48~~ upon approval for the Prime Store Card. No annual fee.

Brand	BLACK+DECKER
Power Source	Battery Powered
Voltage	12
Amperage	15 Amps
Color	White

Roll over image to zoom in

VIDEO

\$46<sup>48</sup>

prime Overnight

FREE Returns

FREE delivery Overnight 7 AM - 11 AM. Order within 7 hrs 6 mins

Deliver to Jolly - Long Beach 90802

In Stock

Qty: 1

Add to Cart

Buy Now

Payment Secure transaction

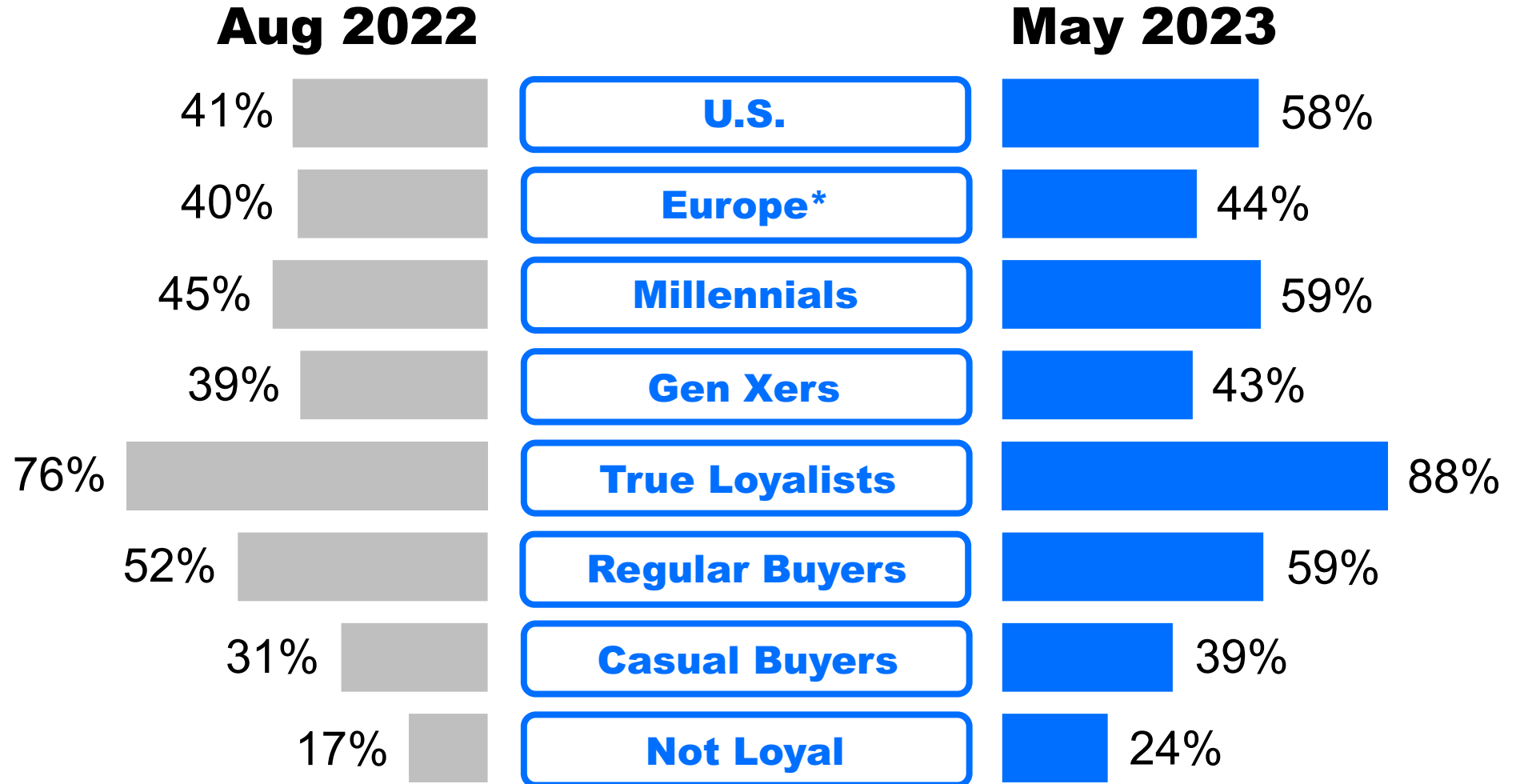
Ships from Amazon.com

Sold by Amazon.com

Returns Eligible for Return, Refund or Replacement within 30 days of receipt

# Brand Beliefs

Consumers who say Black & Decker is a **sustainable** brand



# What the future looks like for more sustainable offerings

**reviva**

**SUSTAINABILITY PRIMARY**

- ❑ Voltage & Integral Small Market
- ❑ High Engagement (Social, PR)
- ❑ Excellent Retailer Distribution
- ❑ Great Product
- ❑ I.D. Polarizing

**PRODUCT SECONDARY**



**PRODUCT PRIMARY**

- ❑ 18V Detachable Pack = Mass Market
- ❑ User Led Spec & Performance
- ❑ Elevated Features & Position
- ❑ New B+D I.D.
- ❑ Mass Distribution

**SUSTAINABILITY SECONDARY**



# Planned 2024 Launches with Tritan Renew

BLACK+DECKER  
**reviva**™



18V LITHIUM ION  
**POWER  
CONNECT**  
BATTERY SYSTEM



**BRUSHLESS**



# Discussion/ Q&A

**StanleyBlack&Decker**

