



# Impact Report Becoflex 2025

*December 2025*



Who are we?

 **coverseal**  
*The 4-season pool cover*



# Who are we



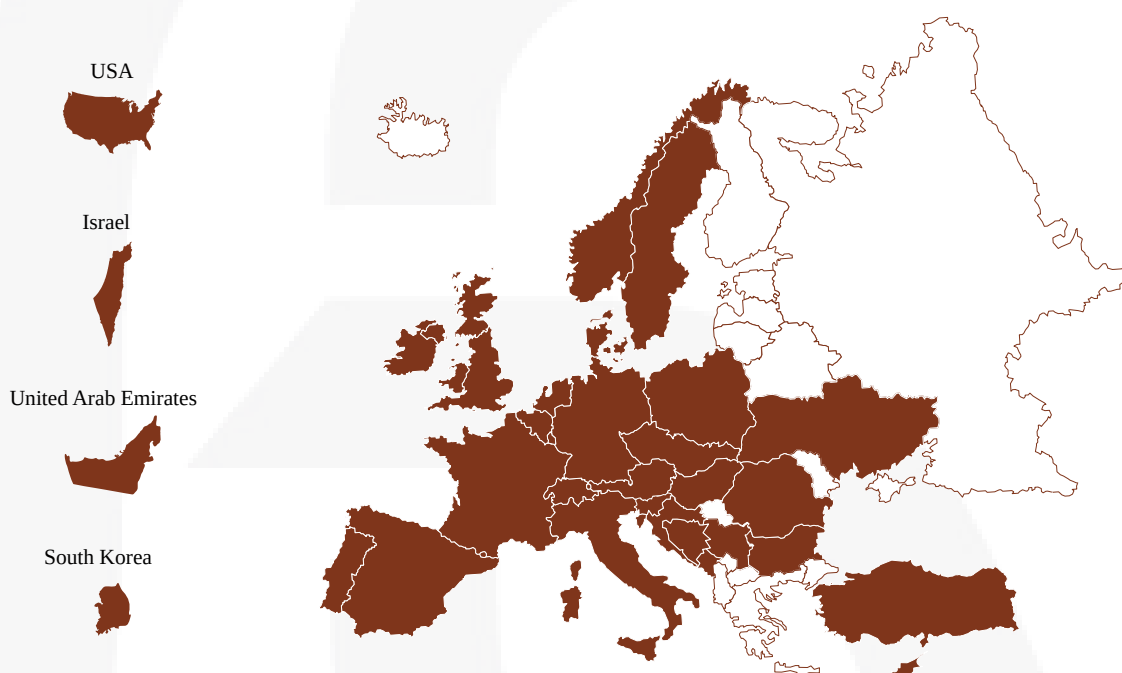
## OUR HISTORY

By creating Coverseal in 2007, Benoit Coenraets leveraged his extensive experience in the industrial sector to develop a pool cover that guarantees safety, reliability, performance, and aesthetics for future Clients. In particular, he founded “Dynaco” in 1987, a company that developed, manufactured, and marketed high-speed PVC automatic doors worldwide (Europe, USA, Japan, Russia, etc.).

Three years of research were required for this pool cover to come to life, driven by a constant desire to improve the Product. To this day, Coverseal remains unrivalled: its many advantages and clean design blend harmoniously into any environment, enhancing each pool with discretion and elegance.

## OUR NETWORK

To support the distribution of Coverseal, we rely on numerous Partners across different countries.



**Becoflex S.A. - 8, route du grand peuplier BE - 7110 Strépy-Bracquegnies**

S.A. with a share capital of 250,000€ VAT BE 0893.262.805 IBAN : BE28 3101 7843 4620 BIC : BBRUBEBB

## MISSION, VISION & VALUES

### Mission

To design the world's safest and highest-performing premium pool covers.

Rooted in our Belgian heritage and expertise, we manufacture pool protection solutions that combine safety, aesthetics, customization, and durability. We are committed to achieving excellence in every detail through continuous innovation.

### Vision

To become the undisputed reference for demanding pool owners worldwide.

At Coverseal, we aspire to be the global leader in premium pool covers, protecting and enhancing every environment. We also aim to actively contribute to the preservation of water and energy resources while setting new standards of excellence.

### Values



**Ambition:** To continuously push boundaries where others see the impossible.

At Coverseal, we know no borders or limits: every challenge is an opportunity, every obstacle a springboard. What seems unattainable to others becomes our playground.

We are fearless: we dare, we move forward, and we innovate to conquer the world.



**Safety & Well-being:** To guarantee unmatched safety for our users and our employees.

Our covers protect pools efficiently and effortlessly, offering owners absolute peace of mind. Internally, we cultivate a healthy, fulfilling work environment where everyone's well-being is essential.



**Excellence:** To strive for perfection in every detail. From the choice of materials to operational execution, we guarantee impeccable quality standards. Excellence is our daily requirement, whether in the product, Customer service, or relationships with our Partners.



**Innovation:** Coverseal is far more than a pool cover: it is a technological revolution combining performance and design while redefining current standards. We constantly innovate to offer our clients solutions that are ever more efficient, sustainable, and elegant.



**Sustainability & Commitment:** We design robust, high-performance pool covers, reduce our environmental impact through responsible use of raw materials, and collaborate with local partners who share our values. Driven by the same passion, we cultivate long-lasting relationships with our commercial Partners worldwide, based on trust and mutual satisfaction.



# Our ESG vision





# Our ESG Vision

## CEO MESSAGE

*At Coverseal, we have always believed that excelling in our profession is not enough: we must also leave a positive footprint. This 2025 Impact Report reflects our deep conviction that a company can combine performance, beauty, and purpose. We move forward with ambition, placing sustainability, innovation, and people at the heart of our decisions.*

*We do not want to create “a little” impact, but real, tangible impact. Giving our time, our expertise, not just our money. Supporting projects that truly make a difference, where our expertise can have real value.*

*I am convinced that by aiming for excellence in both our products and our commitments, we are building a stronger, fairer, and more inspiring company. This report reflects a clear vision: making Coverseal a benchmark not only for the quality of its covers, but also for the quality of its impact.*

*Karim Seltane*



*“The more our investments grow, the stronger the leverage becomes. Every action now matters even more, and our behavior must live up to the promise of our Product.”*






# Governance Pillar

- Corporate culture
- Business integrity
- Safety & regulatory compliance
- Responsible value chain
- Interculturality



## 2024, structuring the foundations of our ESG approach









2024 marked a decisive step in integrating sustainability into the core of our corporate strategy. Coverseal launched a series of actions to better understand its ecosystem, define priorities, and formalize commitments:

-  **Stakeholder mapping:** identifying and analyzing the key players across our value chain to better understand their expectations and their influence on our activities.
-  **ESG materiality assessment:** identifying Coverseal's priority topics through in-depth research and internal consultation.
-  **Development of a code of ethics:** formalizing the values and principles that guide our decisions and day-to-day practices.
-  **Review of our mission, vision, and values :** strategically aligning them with our sustainable development ambitions and the company's growth trajectory.
-  **Implementation of a whistleblower policy:** strengthening transparency, accountability, and a culture of integrity across the organization.

These actions established the foundations of a solid and coherent ESG governance framework, paving the way for a more operational implementation phase starting in 2025.

## 2025, deploying and embedding ESG culture

In 2025, Coverseal continues its transformation by bringing its commitments to life through dialogue, training, and management tools. The objective: embed sustainability into every decision and every role.

-  **Internal and external stakeholder engagement:** Customers, Employees, Partners, Suppliers, and members of the Board of Directors.
-  **Sharing and embedding our mission, vision, and values:** participatory discussions to strengthen team buy-in.
-  **Code of ethics training:** raising awareness and equipping each Employee to live our commitments in day-to-day work.
-  **Responsible value chain:** rolling out a supplier code of conduct and conducting annual ESG assessments of key Partners.
-  **Strengthening ESG governance:** establishing bi-monthly meetings with department managers to ensure regular, cross-functional follow-up.
-  **Implementing an ESG dashboard:** tracking key performance indicators and continuously managing progress.
-  **Product safety and quality:** committing to **ISO 9001** certification to ensure high standards of quality and Customer satisfaction.
-  **Cultural openness and partnerships:** organizing intercultural workshops and intensifying collaboration with our Partners to share best practices.

These actions aim to strengthen Coverseal's overall consistency, transparency, and performance, while reinforcing its role as a responsible player in the outdoor well-being sector.



## KEY FIGURES

**1** CODE OF  
ETHICS  
ADOPTED

**1** ESG CUSTOMER  
CONSULTATION  
CAMPAIGN

**1** ISO9001  
AUDIT

**1** SUPPLIER CODE  
OF  
CONDUCT

**25%** OF EMPLOYEES  
INVOLVED  
in ESG working groups

**100%** OF MANAGERS  
TRAINED AND  
ACTIVELY INVOLVED  
in the ESG approach

## Vision 2026

With a comprehensive view of our ecosystem, we aim to focus our efforts on the most critical issues for our business, our sector, and our environment. **Our ambition is to foster open and transparent dialogue with our stakeholders in order to better understand our impact and move forward together.**

**Quality and safety will remain at the core of our priorities.** We will continue to certify our products in line with the most demanding standards, ensuring high levels of quality and meeting the expectations of our Customers and Partners.

Finally, we place particular importance on the **strength of our relationships with Partners and Suppliers.** Together, we aim to build a responsible value chain that generates positive impact, both environmentally and socially.



Becoflex S.A. - 8, route du grand peuplier BE - 7110 Strépy-Bracquegnies  
S.A. with capital of 250.000€ VAT BE 0893.262.805 IBAN : BE28 3101 7843 4620 BIC : BBRUBEBB

# Social Pillar

- Employee health & well-being

- Safe employment

- Training & skills development

- Employee engagement

- Diversity, equity & inclusion

- Consumer safety

- Local sourcing and local roots





## 2024, placing people at the heart of development








In 2024, Coverseal strengthened its commitment to creating a stimulating, caring, and meaningful work environment. Believing that sustainable performance begins with people's fulfillment, we focused on well-being, inclusion, and local anchoring.

-  **Workplace well-being and quality of life:** development of sports facilities and relaxation areas, and access to healthy food directly on site.
-  **Community engagement:** involving Employees in the selection of supported organizations and encouraging volunteering.
-  **Diversity and inclusion :** building a fair, inclusive, and respectful work environment for everyone.
-  **Local anchoring:** promoting local employment, supporting the regional economy, and valuing short supply chains.
-  **Training and professional integration:** welcoming interns and young talent to provide enriching first professional experiences.
-  **Listening and continuous improvement:** implementing regular internal surveys through the Ebloom tool to monitor workplace climate and team engagement.
-  **Product safety and quality:** maintaining a high level of reliability and innovation to meet Customer expectations.

These initiatives reflect our commitment to combining collective well-being, social responsibility, and industrial excellence.

## 2025, Strengthening well-being and engagement culture

In 2025, Coverseal deepens its social approach by expanding initiatives related to health, training, and collective engagement.

-  **Health and sport initiatives:** participation in sporting events, training sessions, and activities that promote both physical and mental well-being.
-  **Solidarity:** introduction of an annual volunteer day and the structuring of a donation fund in collaboration with nonprofit partners.
-  **Responsible purchasing:** redefining our local and sustainable procurement policy, involving all departments.
-  **Continuous training:** developing internal skills and strengthening prevention related to workplace health and safety.
-  **Diversity and inclusion:** internal diversity reporting and continued actions to foster a fair and respectful work environment.
-  **Dialogue and engagement:** regular monitoring through Ebloom and integration of employee feedback into action plans.
-  **Customer and Partner satisfaction:** implementing structured feedback tracking and corrective actions to ensure the quality of our relationships.

These initiatives mark a new step toward a company where economic growth goes hand in hand with shared human progress.



## LES CHIFFRES

**1** VOLUNTEER  
DAY

**25000** € IN IMPACT  
DONATIONS

**2** NEW SPORTS AND  
RELAXATION  
facilities

**3749** TRAINING  
HOURS

**44** HOURS OF TEAM EVENTS  
(TEAMBUILDING, STAFF DAY,  
TEAM MEETINGS, ETC.)

**1** TEAM RACE  
12km & 21km,  
Nivelles

## Vision 2026

At Coverseal, we place people at the heart of everything we do. **The well-being, health, and safety of our employees are essential to us.** We aim to continue strengthening our commitments so that everyone can thrive in a safe, stimulating, and supportive work environment.

Product safety also remains an absolute priority, especially when it comes to protecting children. **We pay particular attention to ensuring the reliability and quality** of every pool cover we manufacture.

We aspire to foster an **open and collaborative corporate culture**, where everyone can express themselves, share ideas, and contribute to the company's development. Finally, we want to offer our teams the opportunity to get involved in community initiatives and to strengthen our ties with the local communities around us.

Becoflex S.A. - 8, route du grand peuplier BE - 7110 Strépy-Bracquegnies

S.A. with capital of 250.000€ VAT BE 0893.262.805 IBAN : BE28 3101 7843 4620 BIC : BBRUBEBB



# Environnemental Pillar

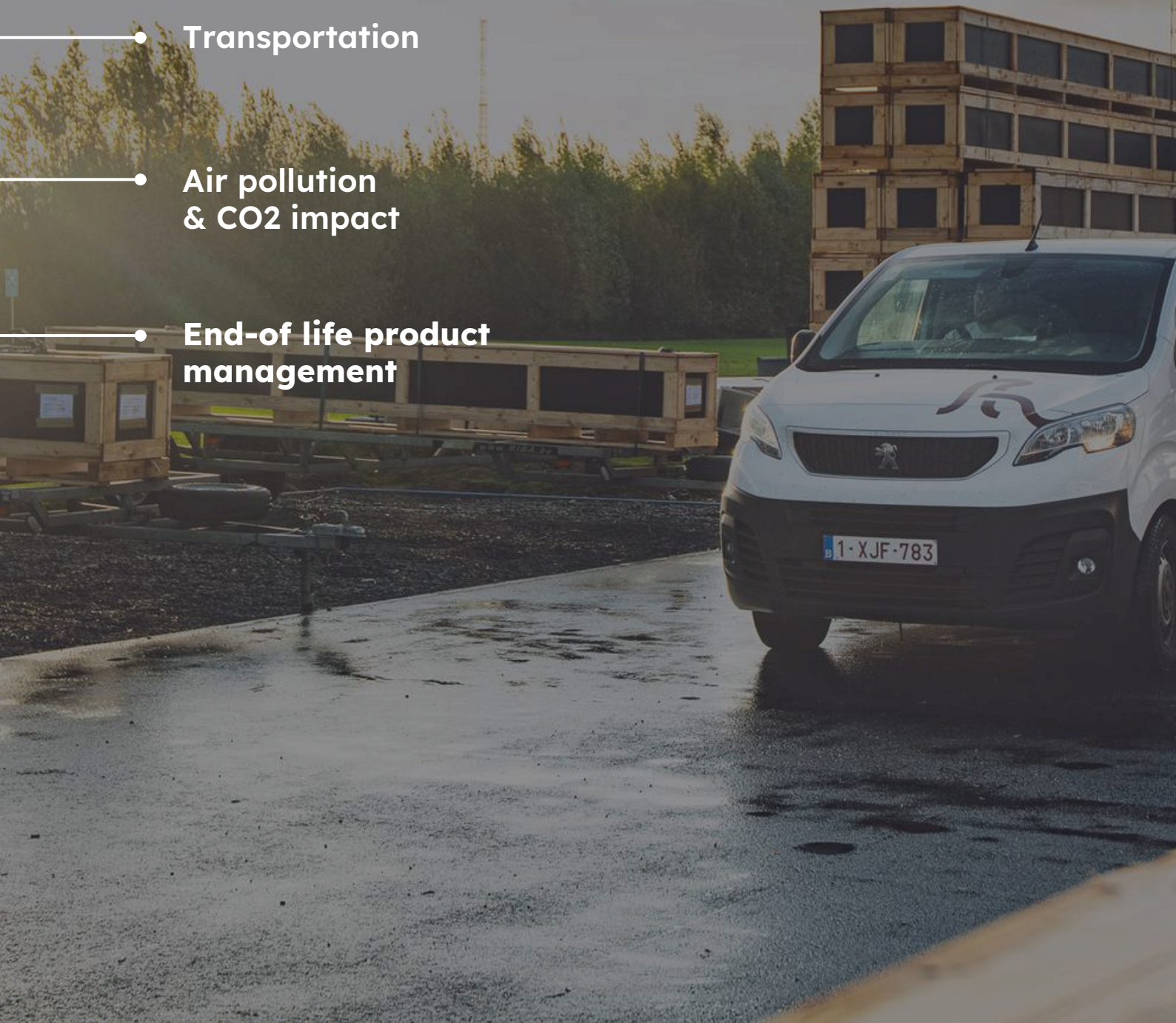
- Ressource management

- Incoming  
& outgoing resources

- Transportation





- Air pollution  
& CO2 impact

- End-of life product  
management



## 2024, measuring to take more effective action









In 2024, Coverseal laid the foundations of its environmental strategy by seeking to better understand and manage its carbon footprint. This first step made it possible to identify the most relevant levers for reducing our impact.

-  **First carbon footprint assessment:** comprehensive evaluation of our emissions to identify the main sources of impact.
-  **2025 action plan:** development of an environmental roadmap based on the results of the carbon footprint assessment.
-  **Sustainable mobility:** launch of a reflection on home-to-work commuting to encourage more responsible alternatives.
-  **Transport and logistics:** analysis of upstream and downstream flows to optimize deliveries and reduce emissions linked to the supply chain.

These initial steps helped structure our climate commitment and engage teams in a collective reduction effort.

## 2025, taking concrete action to reduce our footprint

In 2025, Coverseal enters an action and implementation phase. After measurement comes scaling up, with tangible initiatives to reduce emissions and strengthen our environmental performance.

-  **Carbon footprint – year 2 :** monitoring the evolution of our emissions and evaluating the first results.
-  **Emissions reduction:** deployment of concrete actions across the different departments.
-  **Responsible logistics:** establishment of a new distribution partnership in France to optimize routes and limit transport-related impact.
-  **Environmental policy:** adoption of a formal framework defining our environmental commitments and priorities.
-  **Renewable energy:** installation of solar panels on site.
-  **Water management:** implementation of a rainwater harvesting system.
-  **Internal awareness:** mobilizing teams around eco-friendly actions and environmental culture.
-  **Waste sorting and recovery:** improvement of sorting practices and reduction of waste at the source.

These actions mark a key milestone in Coverseal's environmental transformation, reflecting our determination to act concretely for a more sustainable future.



## LES CHIFFRES

**72%** OF ENERGY SELF-  
PRODUCED AND  
CONSUMED ON SITE

**212** SOLAR PANELS  
INSTALLED

**2<sup>nd</sup>** CARBON  
FOOTPRINT  
ASSESSMENT

**32%** OF THE FLEET  
ELECTRIFIED

**40%** LOCAL  
PARTNERS

### Vision 2026

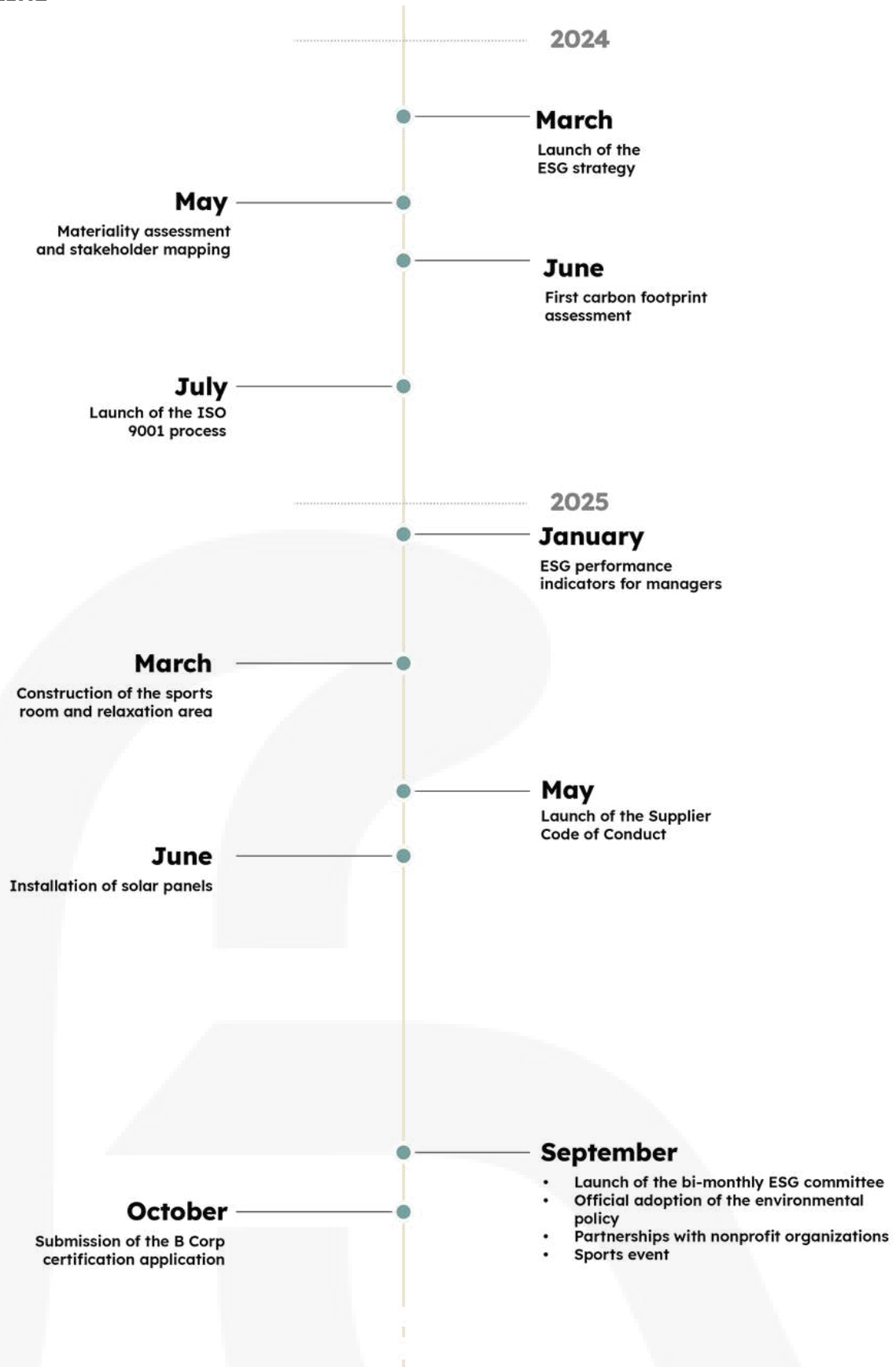
After conducting an initial assessment, we are determined to implement concrete actions to **reduce our environmental impact**. Although we are still at an early stage of this process, we firmly believe that each step forward will be a source of learning and progress.

We also want to place strong emphasis on internal awareness, convinced that everyone can contribute to reducing our impact through everyday actions, even outside the professional sphere.

Finally, we are committed to adopting a pragmatic approach: **doing better with less and focusing our efforts where our impact can be most meaningful**.



## TIMELINE





*At Coverseal, we believe it is possible to do business differently: with high standards, transparency, and purpose.*

*This impact report reflects our journey toward a more sustainable model, where performance is measured as much by values as by results.*

*We continue our commitment with a shared goal: to move forward every day toward becoming an impact-driven company, proudly combining innovation and responsibility.*

*Thank you very much.*  
*Coverseal*