




OUR JOURNEY TO A BETTER FUTURE.

SUSTAINABILITY APPROACH | 2025

By sailors, for sailors.
doylesails.com



An underwater photograph showing a diver in silhouette, viewed from below, swimming upwards towards a bright light source at the surface. The diver is wearing a wetsuit and fins. Numerous fish of various sizes are swimming around the diver, creating a sense of movement and life in the ocean.

The journey to a better future, is a constant journey and our approach to 2025 is no different. Sustainability is a key pillar of our operations and we are looking to take on some new projects and engage with organisations that align with our goals whether that is our sail manufacturing or our fringe operations.

Our by sailors, for sailors ethos, highlights the importance of our people in our business and the sustainability of those people help Doyle Sails thrive. Investment in the people of the marine industry is an added focus of our sustainability as well as our efforts in the environmental sector.

LIVE OCEAN
FOUNDATION



WaveWellness

OUR GOAL:

Be a business that is working towards contributing to the circular economy.

WHY IS THIS IMPORTANT TO US?

We are looking at spots where we can improve waste in our business, across all our areas. Our sail offcuts are minimized due to our unique mapping but are actively looking for ways to reuse and recycle offcuts, old sails, and waste from our inward and outward materials.

2024 PROGRESS

- Over 400,000 squares of LDPE backing liner diverted from landfill every year.
- Efficiencies in manufacturing with a resin mixing machine has reduced wastage with only measured amounts being mixed.
- Improvement in shrink wrap for freight utilised being a sugar cane wrap with recyclable properties.

BY MARCH 2026

- Investigate alternatives to wrapping and shipping pallets for export in order to meet new EU regulations at a minimum.
- Continue to grow our Circular Luggage projects to promote a wider reach and give more sails a second life.
- Continue to minimize wastage across our manufacturing process.
- Engage with our suppliers in their management of materials especially shipping materials and how we can reduce wastage up and down our supply chains.
- Investigate recycling and reuse options for retired sails throughout the globe to mitigate the freighting and footprint of end-of-life projects.

LONG TERM:

- Conduct Life Cycle Assessments with the goal of developing a lower impact fabric or material to fit within our product range.
- With our successful Stratis Sail Art printing removing painting from 95% of our sails, to progress the final 5% and additionally print on nylon sails. This removes the harmful effects of using toxic paints in our production line.

OUR CHALLENGES:

- Managing multiple supply chains means collaborating with suppliers whose processes we may not directly control, having to encourage adaptability.
- Currently, our clients prioritize performance over sustainability, presenting an opportunity to innovate and align future R&D projects with sustainable solutions as demand allows.
- Ensuring our clients receive their membranes and finished sails in pristine condition remains a key focus when changing shipping materials.



OUR GOAL:

To minimise of emissions and work towards being a carbon reduced business.

WHY IS THIS IMPORTANT TO US?

Our company and the planet are being affected by climate change and every business should be doing what they can to reduce waste, emissions, and impact even if it's only a little bit at a time.

PROGRESS 2024

- We acknowledge our transport emissions is one of biggest parts of our footprint due to our geographic distance from suppliers and clients.
- As our lead times have increased with demand, clients are starting to order far enough in advance that seafreight can sometimes be an option that we utilise when possible.

BY MARCH 2026

- Continuing to change our fleet of forklifts and vehicles to electric to mitigate the use of LPG/fuel.
- Continue to use shipping partners that are offsetting emissions and have their own sustainable plans.
- Use sea freight whenever possible and lead times allow for the longer transit time.
- Continue to use Stratis Sail Art as our primary form of branding sails to limit the harmful toxins that are released when painting sails.
- Investigate options around 100% renewable energy providers for our primary loft and manufacturing plant.

LONG TERM:

- Conduct Life Cycle Assessments with the goal of developing a lower impact fabric or material to fit within our product range. There is limited demand for this currently.
- Explore options beyond just our New Zealand factory for reducing and offsetting our total carbon footprint.

OUR CHALLENGES:

- Our global supply chain and export markets present logistical challenges, but they also makes us efficient and strengthen partnerships.
- Our manufacturing process has continuously evolved, and while change takes time, we remain open to innovation as greener technology in the composite industry continues to advance.



OUR GOAL:

To engage in our community to promote pathways into our sport and support the mental wellbeing of those already in the industry.

WHY IS THIS IMPORTANT TO US?

Sailing as a sport is at the heart of our business. Without pathways into the sport, or support to keep those in the industry, the sustainability of the sport will dwindle.

PROGRESS 2024

- In 2024, we partnered with Wave Wellness, an innovative wellbeing platform for superyacht crew. This is an industry first to support the wellbeing aspect of working in the industry.
- We have strengthened our partnership with Royal Akarana Yacht Club to continue to support their youth pathways in NZ and encourage our loft network to do the same.

BY MARCH 2026

- Ensure we are promoting what our partnerships are doing that relate to our values and goals.
- Utilise our reach to help our locally owned lofts, support their local yacht clubs and sustain their own businesses.

OUR CHALLENGES:

- Our diverse team, with varying skill sets and ambitions, presents an opportunity to create flexible and tailored development pathways rather than a one-size-fits-all approach.
- With Doyle Sails being bespoke and high performance, it can be a challenge to reach the grass roots audience, we need to keep working at the early brand awareness at the younger age.



OUR GOAL:

To upskill and develop our staff to their best potential, providing a workplace that people want to stay and grow in.

WHY IS THIS IMPORTANT TO US?

We know the importance of growing our work force and developing apprentices through hands on experience with our expert sailmakers and other staff, providing an inclusive workplace helps create an environment where staff want to stay and grow.

PROGRESS 2024

- We have continued staff engagement pieces such as newsletter, quarterly staff lunches and have added crew uniform pieces to strengthen sense of belonging.
- 17% of staff have had an internal role change over the last three years has promoted longevity of staff and professional development.

BY MARCH 2026

- Engage our staff into some community events such as tree planting with Southern Spars.

LONG TERM:

- Develop a programme for all professional development and training, not just in our sailmaking programme.

OUR CHALLENGES:

- Variance in people, skill sets and ambitions means it will not be a one plan fits all for development and upskilling.

