

## Challenges:

Cables Direct, a leading UK-based supplier of computer cabling and connectivity products, faced increasing pressure from customers, partners and regulators to demonstrate stronger sustainability practices, and identified a need to formalise its ESG commitments while maintaining efficiency and reliability in its operations.

### Key challenges included:

- Reducing environmental impact across logistics and product lines,
- Enhancing employee engagement and wellbeing in a hybrid working environment,
- Meeting customer expectations for ethical sourcing and supply chain transparency.

## Impact:

Cables Direct implemented a structured ESG framework across the business, led by the technical and operations teams.

### Key initiatives included:

**Environmental:** shifted product packaging to 80 per cent recycled materials and introduced a cable recycling scheme for bulk B2B customers, reviewed delivery logistics by partnering with carbon-offset couriers and optimised warehouse operations to reduce energy usage by 15 per cent,

**Social:** introduced a wellbeing programme for staff, including mental health support, access to flexible hours and training in emerging technologies, piloted a new internal communication platform and intranet to foster collaboration and knowledge sharing,

**Governance:** developed an internal ESG policy mapped to the UN Sustainable Development Goals and embedded it into procurement and supplier evaluation processes, strengthened data protection practices in line with ISO 27001 guidance.

## Value gained:

- Strengthened customer trust and retained key B2B contracts with ESG-conscious procurement criteria.
- Reduced annual packaging costs by 12 per cent through material and supplier changes.
- Improved employee retention and satisfaction, particularly among technical and warehouse teams.
- Created a baseline ESG report to inform strategic planning and investor discussions.

## Fact box



### Company

Cables Direct Ltd

### No of employees

< 50

### HQ

Unit C, Heage Road Industrial Estate,  
Ripley, Derbyshire, DE53GH

### Website

[www.cablesdirect.co.uk](http://www.cablesdirect.co.uk)

### Main contact

Neil Waterfall  
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### Services

Importer/distributor

### About

*Established in 1993, Cables Direct Ltd has become a leading UK distributor of high-quality computer cables and connectivity solutions. The company has built a reputation for reliability, speed and technical expertise, delivering exceptional service. As a trusted partner to major data centre solution providers, Cables Direct Ltd commits to solutions that meet the highest standards.*

### Future proofing:

Cables Direct plans to expand ESG reporting with an annual impact statement and aims for ISO 14001 certification by 2026, and intends to further digitise internal operations via a new intranet and AI-powered tools to support remote work, streamline compliance and lower paper-based processes.