



## The independent label LONGTIME® unveils the names of the first labelled products.

Devices from the brands Rowenta and XPlorer are awarded the LONGTIME® label, a European label against planned obsolescence.

Created in 2018 and supported by ADEME (French Environment & Energy Management Agency), LONGTIME® is the independent label that allows you to identify with certainty the products designed to last. Beyond to the reparability requirements, LONGTIME® imposes longevity and after-sales service criteria, and is only assigned to a product after an independent inspection.

### A guide for consumers, a recognition for manufacturers

The Rowenta Silence Force R064 vacuum cleaners from the SEB group, and the DEUS and ORX metal detectors from XPlorer, become the first European products to be awarded the LONGTIME® label.

To obtain the label, the products have been evaluated by an independent control body and declared compliant with the criteria of the label's specifications.



XPlorer metal detectors feature a major reliability innovation for the sector, based on advanced technologies that are a priori sensitive, but for which the manufacturer has worked to ensure longevity. An achievement confirmed by the award of the LONGTIME® label.

"The LONGTIME® label confirms the commitments we have made since the creation of our company, to guarantee our customers the quality and robustness of our products. Receiving this external recognition is a satisfaction for the whole team. » **Alain Loubet, CEO XPlorer**



The Rowenta Silence Force R064 sled vacuum cleaners are the first consumer household appliances to be awarded the label. With the LONGTIME® label, SEB hopes to attract new consumers who are sensitive to responsible consumption.

These products can now display the LONGTIME® logo, in stores or on the Internet. For consumers, the label is a simple and clear way to identify products that are truly durable, robust and repairable. For companies, it is an opportunity to have their efforts recognized in the fight against planned obsolescence, from the product design phase to the implementation of a quality after-sales service.

"We are proud that two French companies are the first to benefit from the label. Whether it is a large group or a local SME, the label is a tool for all manufacturers who voluntarily commit themselves to the approach, to design products that are sustainable over time. » **Florent Preguesuelo, co-founder of the LONGTIME® Label.**

## Rigorous specifications and independent control

Launched by the cooperative Ethikis ad civis in 2018, LONGTIME® is the first quality label that identifies products designed to last, breaking with planned obsolescence. It provides European consumers with reliable information and allows manufacturers to stand out.

The label is awarded after an independent audit and is based on specifications including 41 criteria, built around **3 fundamental pillars: durability, repairability, and guarantees and after-sales service**. It applies to a wide range of manufactured products: household appliances, electronics, portable electrical appliances, furniture, leisure equipment, professional equipment. *"Our objective is to create a bond of trust between the manufacturer and the consumer, by offering a credible and demanding label. We address consumers' economic and environmental concerns, and encourage manufacturers to adopt good practices."* Elsa Lomont, co-founder of the label

**With these first labelled products on the market, Ethikis ad civis concretizes two years of development and consultations, and confirms the operational launch of the LONGTIME® label. Other products are in the process of being labelled.**

## About

### LONGTIME® by ETHIKIS AD CIVIS

Founded in March 2017 by Elsa Lomont & Florent Preguesuelo, the Toulouse-based cooperative Ethikis ad civis wishes to contribute to the development of responsible consumption and production. It has developed the LONGTIME® label with the ambition of reducing waste and the production of premature waste to help preserve our planet. The LONGTIME® label contributes to guide consumers towards products designed to last.

It is supported by ADEME, the Occitanie Region, BPIfrance

For more information: [www.longtimelabel.com](http://www.longtimelabel.com)

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### XPLORER

XP Metal Detectors, a French company based in Toulouse since 1998, is one of the major players in the metal detection industry. XP designs and manufactures innovative metal detectors in more than 50 countries around the world. In a constant search for new performances, XP relies on a total control of the value chain, from the design of its detectors to their distribution and their production entirely carried out in France. A true pioneer in terms of wireless links, XP Metal Detectors marked a technological breakthrough by launching its DEUS range in 2009, a range of fully wireless detectors.

### ROWENTA

A German specialist in steam and heat since 1909, Rowenta has been creating respectful solutions dedicated to home and personal care. The company was acquired in 1988 by the French group SEB, headquartered in Ecully in the Rhône region.

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