

PRESS KIT

4th QUARTER 2019



1ST EUROPEAN LABEL
FOR PRODUCTS DESIGNED TO LAST

longtimelabel.com



From over-consumption to waste

Unreliable and un-repairable equipment, aisles without objective information, unreachable after-sales service, spare parts that are too expensive or non-existent...

So many everyday situations with multiple consequences: the replacement of the product that impacts household income, the deteriorating brand image of manufacturers, resources that are depleting, waste that is harmful to the environment....

FACED WITH PLANNED OBSOLESCENCE OF PRODUCTS, THE CONSUMER EXPRESSES A REAL NEED FOR REINSURANCE:

- 92 % of consumers want information on the lifespan of products¹
- 56 % on average (up to 128%) more sales are generated on a product with an extended lifespan²
- 44 % only of products that fail are repaired³
- 71,5 % of French consumers are concerned with responsible consumption (compared to 60,5 % in 2016)⁴
- 55,1 % of French consumers say they rely on labels and certifications to ensure that a product is truly sustainable⁵



1 & 2: EESC study on « The effects of displaying the duration of use of products » (2016).

3: Ademe study on the lifetime of electrical and electronic equipment (juillet 2012).

4 & 5: Greenflex Study - The French and responsible consumption (2017).



LONGTIME® - THE 1ST LABEL WHICH IDENTIFIES AND ENHANCES THE VALUE OF PRODUCTS **DESIGNED TO LAST.**

It applies to **manufactured products**: household appliances, electronics, electro-portables, furniture, leisure equipment, professional equipment.

The LONGTIME® label is a tool designed to clearly **inform consumers** on the durability, robustness and repairability of manufactured products. It **encourages manufacturers** who focus their industrial efforts on quality and durability of their products.

Created in 2018, the LONGTIME® label is based on 41 criteria, making it possible to assess more than just the repairability of products. These criteria are organized in 3 main pillars: robust design, repairability, warranty and after-sales service. The label is awarded to the product impartially, after an evaluation audit by an independent control body.

It is an independent label, developed by the Ethikis ad civis cooperative in consultation with multiple stakeholders: environmental and consumer associations, repairers and manufacturers.

THE OBJECTIVES OF THE LONGTIME® LABEL

- ✓ PRESERVING THE ENVIRONMENT
- ✓ GUIDING THE CONSUMER
- ✓ VALUING MANUFACTURERS' GOOD PRACTICES



LONGTIME®
labels products that are **robust,**
repairable and **designed to last...**

A MAJOR CHALLENGE THE PLANETARY RESOURCES

The concept of sustainability applied to manufactured products refers mainly to the of raw materials used, and the energy utilized for their manufacturing and their use. **The end of life impact of these products is rarely taken into account.**

On a global scale, within just a few decades **our raw material consumption has exploded to over 60 billion tons per year today.** At the other end of the chain, the premature or unjustified replacement of manufactured products increases the quantity of WEEE (Waste Electronic and Electrical Equipment), with a disastrous environmental impact.

THE AMBITION OF THE LONGTIME® LABEL

By encouraging consumers to make better purchasing decisions, and by encouraging manufacturers to make better production choices, **LONGTIME® wishes to influence the preservation of the planet's resources.** The objective is twofold: to highlight products that make optimal use of resources, and to reduce premature waste.

It is not a question of looking for « immortal » products but rather of fighting against too short lifespans for some products, to reduce overconsumption, and to break the cycle of disposables and waste. **Repairability, robustness and access to spare parts are major requirements to preserve our environment.**

A NEW INITIATIVE

The creation of an independent label to encourage manufacturing and consumption of sustainable manufactured products is an unprecedented initiative.

Applicable in France, Europe and internationally, it responds to the challenges of sustainable development and contributes to the growth of responsible consumption, by facilitating the choice of the consumer at the time of purchase.

The LONGTIME® label also promotes a whole new economy, more responsible, more committed and less harmful: it supports the repair sector, a local field of activity and not very relocatable, and encourages the circular economy.

LONGTIME®
consume differently
to produce differently



A NEW, CLEAR AND RELIABLE GUIDE FOR A WIDE RANGE OF PRODUCTS

The LONGTIME® label is a new approach, designed to guide consumers towards durable and repairable products.

This label applies to a wide range of products: household appliances, electronics, portable electrics, furniture, leisure equipment, professional equipment,... from the electric scooter to the drill, via the coffee machine or smartphone.

Faced with the lack of precision in product claims, LONGTIME® is the first label that offers a clear guide to facilitate consumer choice around 3 main requirements: robustness, repairability, warranty conditions and after-sales services.

In store or on the Internet, the label makes it possible to identify at a glance a coffee machine, a computer or a drill that is durable and repairable.

✓ No false promises however, a LONGTIME® product can break down. If this is the case, everything has been put in place for the product to be repairable and extend its lifetime.

AN ANSWER TO THE ECONOMIC AND ECOLOGICAL EXPECTATIONS OF CONSUMERS



The LONGTIME® label provides an answer to both, economic and ecological concerns of consumers in the face of planned obsolescence.

The label integrates household budgetary constraints by providing clearer information on the longevity/price ratio of the products at the time of purchase, and by reassuring them on the repair possibilities.

By guiding the consumer towards robust and repairable products, the label also contributes to reduce waste and the production of premature and environmentally harmful waste. **It is a benchmark for more responsible and sustainable consumption.**



A VALORIZATION AND PROGRESS TOOL FOR THE MANUFACTURER

The label is intended for all manufacturers who wish to voluntarily submit a product to the standard and integrate the challenges of sustainability.

The objective of the label is to promote the most demanding companies, and to encourage other manufacturers to improve their practices.

It highlights the responsibility of manufacturers, who are determined to extend the life of everyday objects, to make them more robust and easier to repair.

By integrating these challenges from the product design phase, the label encourages manufacturers to evolve their practices and, ultimately, to contribute to the reduction of premature waste.

✓ LONGTIME® IS A POSITIVE APPROACH WITH THE OBJECTIVE OF A MORE RESPONSIBLE CONSUMPTION AND PRODUCTION.

THE LABELLING PROCESS OF THE PRODUCT



To be able to use the LONGTIME® label, the manufacturer must commit to a process with several steps:

1. The manufacturer submits its request for labelling to Ethikis ad civis.
2. After studying the application, the manufacturer is put in contact with the independent control body of its choice for the initial assessment.
3. The control body carries out the on-site audit and issues an audit report. If the product is conform, the control body shall send the manufacturer the label certificate.
4. If non-conformities remain, the manufacturer receives a list of possible corrective actions to be mitigated before a new audit by the control body.
5. Once the product has been declared compliant, it can be marketed with the LONGTIME® label on packaging, ILV, websites...
6. Three-year product monitoring begins as soon as all criteria have been validated.

The LONGTIME® label is a valorization tool that facilitates the identification of sustainable products and creates a bond of trust between the manufacturer and the consumer.

REQUIREMENT AND IMPARTIALITY

FOR A RELIABLE AND INDEPENDENT LABEL

DEMANDING SPECIFICATION

To develop a relevant tool, the cooperative Ethikis ad civis consulted closely for 2 years with consumers, manufacturers, environmental and consumer associations, and repairers, and relied on the expertise of a consulting firm to develop the control grid for the specifications.

Around its pillars, robustness / repairability / warranty conditions, the LONGTIME® specification defines 41 objective and verifiable criteria, such as the removable nature of the product, the quality of after-sales service, the availability and price of spare parts, or guarantees exceeding the minimum standards in force.

THE ASSURANCE OF INDEPENDENT CONTROL

In order to be able to use the LONGTIME® label, the product must be evaluated by an independent control body. The audit covers the 41 criteria defined in the LONGTIME® specifications. When the product is in conformity, it can be marketed with the LONGTIME® label.

Two independent control bodies are recognised to carry out audits according to the specifications of the LONGTIME® label:



- **APAVE CERTIFICATION**

A subsidiary of Apave, a leading company in the control of technical, human and environmental risks.

www.apave-certification.com



- **ECOCERT ENVIRONNEMENT**

A subsidiary of Ecocert, a certification body specializing in sustainability.

www.ecocert.com



LONGTIME® IS...

- ✓ 41 DEMANDING CRITERIA
- ✓ 3 PILLARS: ROBUSTNESS / REPAIRABILITY / WARRANTY CONDITIONS
- ✓ 1 INDEPENDENT AUDIT
- ✓ 1 SINGLE LOGO FOR ALL PRODUCT TYPES

DESIGNED TO LAST THE LONGTIME® PIONEERS

XPLORER DEUS AND ORX METAL DETECTORS

In Castanet Tolosan, close to Toulouse and residing in a passive energy building, **Xplorer designs, develops and manufactures innovative metal detectors including DEUS and ORX.**

A true pioneer in terms of wireless links and with complete control over its value chain, Xplorer has marked a technological breakthrough by launching its range DEUS in 2009, a range of fully wireless detectors.

By placing as much importance on technological performance as on the lifespan of their products, **Xplorer proves that it is possible to combine leisure and high-tech with reliability and robustness.**



After two years of development and consultations, Ethikis ad civis culminates its efforts with the commercialization of these first labeled products, and confirms the operational launch of the LONGTIME® label. Ethikis also demonstrates its firm intention to work on a wide range of products to remove the shadows from durability and open it up to all goods. Other products are currently going through the labelling process.

VACUUM CLEANER ROWENTA SILENCE FORCE R064

Originally from Germany and now a subsidiary of the French SEB group, Rowenta is constantly seeking a sustainable solution for home maintenance and people's care.

By submitting a first range of vacuum cleaners to the LONGTIME® standard, Rowenta independently validates its commitment to repairability.

Designed and developed in Ecully, and then produced in Vernon, the **Silence Force R064 vacuum cleaners is the first small electrical household appliance in Europe to be awarded the LONGTIME® label.** Evidence that also this product category can offer products designed to last.

Rowenta
SILENCE FORCE R064



LONGTIME® was born after the meeting of two citizens (Elsa LOMONT and Florent PREGUESUELO) determined to act on the environmental and social issues of our time. The criteria of the label are the result of collaboration with many actors concerned by extending the lifespan of our consumer goods: environmental associations, amateur and professional repairers, manufacturers and consumers.



> Elsa LOMONT « Committed entrepreneur and after being co-manager of a leisure activities company, I am excited to develop this project, which is very meaningful for our generation and the current challenges of our society. Working for a common cause is a driving force in my professional projection. »

> Florent PREGUESUELO « Citizen sensitive to ecological issues, I decided two years ago to take a turning point in my professional life after 10 years in the world of health services. The time had come for me to combine my technical background, my values and aspirations. Curious and touch-all, I embarked on this adventure with the desire to move the lines. »

Ethikis ad civis, a participatory cooperative, is the structure that manages the LONGTIME® label. Its purpose is to promote ethics in the fields of sustainable consumption and use. It plays an important role in supporting manufacturers and providing information to consumers. Ethikis ad civis is an actor of the SSE (Social Economy and Solidarity) movement.



THE IDEA SPROUTED...

... in the portable screwdriver section of a store specializing in DIY. In the midst of all these products, we wondered :

« Why isn't there a trustworthy label of household appliances? »

The project of the sustainable quality label was born.

The starting points were...

... the observations on planned obsolescence and the increase in premature waste.

... the examination of food label codes to create a simple and effective tool for evaluating consumption goods with regard to their robustness, reparability, warranty and after-sales services. Finally, this tool promotes waste reduction and encourages better use of resources and raw materials.

That's how the drafting of the specifications began.

A common sense document which spells out what seems essential for a durable product. Coupled with research work and subject to the contribution of actors involved in product lifespan extension; the foundations of the LONGTIME® tool have been laid.

■ A QUALITY APPROACH WITH A LOCAL EXPERT

The establishment of the audit grid, based on the LONGTIME® specifications, is one of the main steps in the implementation of the label. It allows to objectively check the requirements of the label. Ethikis ad civis has chosen to work with Ecocert Expert Consulting, which has significant expertise in the development of private labels. In addition, Ecocert, whose headquarters are located in the French Occitanie region, is a company whose commitments are in line with the label's message.



■ RECOGNITION OF INSTITUTIONS

- Winner of « My Project for the Planet », awarded by the **French Ministry for the Ecological and Inclusive Transition** in May 2018, among 420 projects submitted to the vote
- Quoted in the report « For a more sustainable consumption » by **Thierry Libaert, Advisor to the EESC** (European Economic and Social Committee) in December 2018
- Winner of the « Coup de Coeur » prize at the Young Entrepreneurs Competition, submitted by the **Regional Union of SCOP Occitanie** in February 2019
- « Coup de cœur » of the **France Active** Commitment Committee OFFICIAL SUPPORT

■ DES SOUTIENS OFFICIELS

LONGTIME® is supported by ADEME, the Occitanie Region and BPI France.



■ NETWORK

The actors consulted during the development of the specification framework and the associative partners are also involved in communicating the label to the public and professionals.



IN PROGRESS

■ RECRUITMENT

In order to prepare the launch of the LONGTIME® label on the European market, Ethikis welcomes since 1 September 2019, Ms. Daniela Liebetegger as International Development Manager.

■ PARTNERSHIP WITH CONTROL BODIES

Since March 2019, LONGTIME® has entered into partnerships with two leading organisations in the world of certification, in order to offer future candidates for the label the choice of their inspection body:

- **APAVE CERTIFICATION**
- **ECOCERT ENVIRONNEMENT**

■ PARTICIPATION IN THE «DISPLAY OF PRODUCT REPAIRABILITY» WORKING GROUP

As part of the measures of the « Circular Economy Roadmap » presented by the Secretary of State to the Minister for the Ecological and Inclusive Transition, Ms. Brune Poirson, and coordinated by ADEME (French Environment and Energy Management Agency) and CGDD (Office of the Commissioner General for Sustainability). This work aims to establish a repairability index on consumer goods for better consumer information.

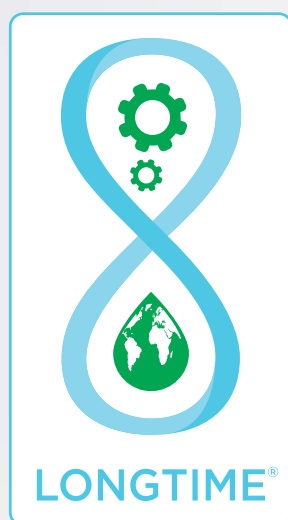
COMING SOON

- ✓ CONVENTION OF « L'ENTREPÔT DU BRICOLAGE »
- ✓ DEPLOYMENT OF LONGTIME® IN EUROPE AS OF LATE 2019

■ EXHIBITIONS AND EVENTS

- ✓ **PLATE 2019 at Berlin from 18 to 20 September 2019**
- ✓ **CHALLENGE « RIEN DE NEUF » at Toulouse 28 September 2019**
- ✓ **Conference at Media library of Toulouse 11 October 2019**
- ✓ **Social Innovation Tournament at Dublin from 22 to 24 October 2019**
- ✓ **ANNED 2019 of TBS at Toulouse 22 October 2019**





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