



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 PRO- DUCTS **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 : LONGTIME®'S PIONEER PRODUCTS

METAL DETECTORS XPLOER DEUS AND ORX

Close to Toulouse, Xplorer designs, develops and manufactures innovative metal detectors including DEUS and ORX. A true pioneer in terms of wireless links, the company markets its detectors throughout the world.

The DEUS and ORX detectors are powerful, fast, accurate and the lightest in the world. Their architecture is patented.



Rowenta



VACUUM CLEANER ROWENTA SILENCE FORCE R064

A subsidiary of the French SEB group and established on several continents, the Rowenta brand is constantly seeking a sustainable solution for home maintenance and people's care.

The Silence Force R064 vacuum cleaner is the first electrical household appliance to be awarded the LONGTIME® label. It combines high level of performance and silence (64 dB) for deep cleaning and extreme confort.

ELECTRIC HEATER UNIV'R CHAUFFAGE PALAYER RANGE

Univ'R Chauffage designs economical, reliable and efficient radiators based on natural and French ceramics. Based in the Drôme, the company distributes its products throughout France.

The « Palayer » electric radiator is a **High Performance model** providing excellent heating comfort. A robust product, offering a rapid rise in temperature for a very slow return of heat.

UNIV'R CHAUFFAGE



DESIGNED TO LAST : LONGTIME®'S PIONEER PRODUCTS

Whirlpool
LE SENS DE L'ESSENTIEL



BUILT-IN OVEN WHIRLPOOL FUSION, ABSOLUTE AND W COLLECTION

Originating from the northern United States, the Whirlpool brand manufactures, distributes and sells its home appliances around the world. The company uses the right technologies and innovations to give families the care they need.

The Whirlpool ovens in Fusion, Absolute and W Collection ranges are robust and all feature innovative technologies. These products are very comfortable to use and save time and energy.



✓ The LONGTIME® label is affixed to products on the shelves. It can be available in French and English. It guarantees that the LONGTIME® label has been awarded and that the product meets the requirements of longevity, repairability and after-sales service quality.

BLENDER, JUICER, CENTRIFUGE AND MIXER SANTOS

In their workshop in Lyon, France, Santos manufactures 100% French electrical appliances, robust and durable, for professionals in the bar, restaurant and snacking industry, and for more than 130 countries.

Santos products are anti-planned obsolescence. They are all easily repairable and can always be reconditioned. They are silent and designed for intensive use.



Details of LONGTIME® products are available in our catalog, on the label's website.

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.

■ 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
- **2019 SIT FINALIST** (Social Innovation Tournament), organized by the European Investment Bank

■ OFFICIAL SUPPORTS

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





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.

IN PROGRESS

■ TECHNIQUE

Ethikis starts working on the following product-families : washing machine, hob, refrigerator, fan, coffee machine, food processor, e-bike, suitcase, plancha, smartphone, television. To carry out this work, the players of the repair sector are mobilized in working groups.

■ PARTNERSHIPS WITH DISTRIBUTORS

Partnerships with distribution players are being set up. To better inform and raise the awareness of consumers directly in stores, agreements are being created to promote the labeled products. A dedicated space is being developed on the LONGTIME® label's website.



CONTRIBUTION AROUND THE SUSTAINABILITY OF PRODUCTS

✓ **ADEME** DURABILITY INDEX REFLECTIONS

✓ **ONE PLANET NETWORK** THE CONSUMER INFORMATION PROGRAMME WORKGROUP

■ DEVELOPMENT OF THE COMPANY

ethikis
— ad civis —

The Ethikis team is growing ! New collaborators are hired to develop the activity:

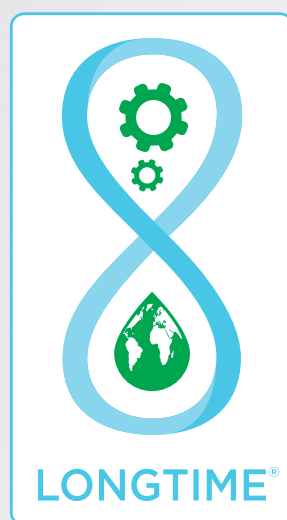
- ✓ A sales manager to support manufacturers and disseminate the LONGTIME® approach
- ✓ A partnership manager to collaborate with players towards more sustainable products

FRANCE ACTIVE
Les entrepreneurs engagés

Ethikis is strengthening its equity capital. The financing of a cooperative society is very specific. We are pleased to count « France Active Investissement » among our financiers, which intervenes in the equity thanks to equity securities.



Ethikis received the European Commission's « Seal of excellence » certificate, while it was applying for a funding application dedicated to SMEs for the project « LONGTIME®, Best practices and guideline to support and promote product longevity »



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