

1ST EUROPEAN LABEL FOR PRODUCTS DESIGNED TO LAST

« *Durability now has its own label* »





**LONGTIME®
OFFERS YOU...**

**a tool,
an approach,
a support**

LONGTIME® is the first European label that identifies and promotes products designed to last.

The LONGTIME® label is a tool designed to clearly inform consumers about the longevity, robustness and reparability of products.

It rewards manufacturers who focus their industrial effort on durability.



LONGEVITY



REPAIRABILITY



**QUALITY OF
AFTER-SALES SERVICES**

THE BENEFITS OF THE APPROACH



■ DEVELOP YOUR BUSINESS

ANTICIPATE MARKET TRENDS

Many of LONGTIME® criteria are being considered as an integral part the regulations. Being LONGTIME® label certified means **being ahead of your competitors and the regulations.**

FOSTER INNOVATION

The procedure encourages you to consider the repairability of your products from the design stage. It is a driver for innovation and **continuous improvement in your manufacturing processes.**

STAND OUT FROM YOUR COMPETITORS

The LONGTIME® Label is a way to differentiate yourself and communicate on a **crucial element for consumers:** the durability and robustness of products.

PROMOTE EXPORTS

LONGTIME® is a label with a European dimension, which facilitates the recognition and marketing of your products **across the European market.**



THE BENEFITS OF THE APPROACH



■ SHOW OFF YOUR POSITIONING

OPTIMISE YOUR COMMUNICATION

The LONGTIME® label provides a clear guide for consumers looking for durable and repairable products. It **enhances the visibility of your product** and highlights the commitment of your brand.

STRENGTHEN THE RELATIONSHIP OF TRUST

Committing yourself to the LONGTIME® approach means creating a real relationship of trust with consumers by displaying a **guarantee provided by an independent label**.

RAISE CONSUMER AWARENESS

LONGTIME® is a procedure that **allows consumers to better understand the selling price** of your LONGTIME® label certified products, and to optimise their use.

CONTRIBUTE TO SUSTAINABLE DEVELOPMENT

Integrating LONGTIME® label certification means **contributing to the preservation of resources** and the reduction of waste. You meet consumers' expectations and **strengthen your CSR approach***.



*Corporate Social Responsibility

THE LONGTIME® PROCESS

In order to use the LONGTIME® label, you must follow a multi-step process.

From preparation of the audit to use of the LONGTIME® label, our team of experts is there for you every step of the way and coordinates the actions leading to the LONGTIME® label certification of your product.

APPLICATION

1

PREPARATORY
MEETING

2

INITIAL EVALUATION:
DOCUMENT REVIEW /
ON-SITE AUDIT

3

ISSUANCE AND USE
OF THE LABEL

4

MONITORING

5

LONGTIME®



LE MODE D'EMPLOI DU LABEL



Voici le mode d'emploi pour obtenir le label !

Two independent control bodies are recognized to conduct audits according to the LONGTIME® Specifications:



• **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 sustainable development. www.ecocert.com

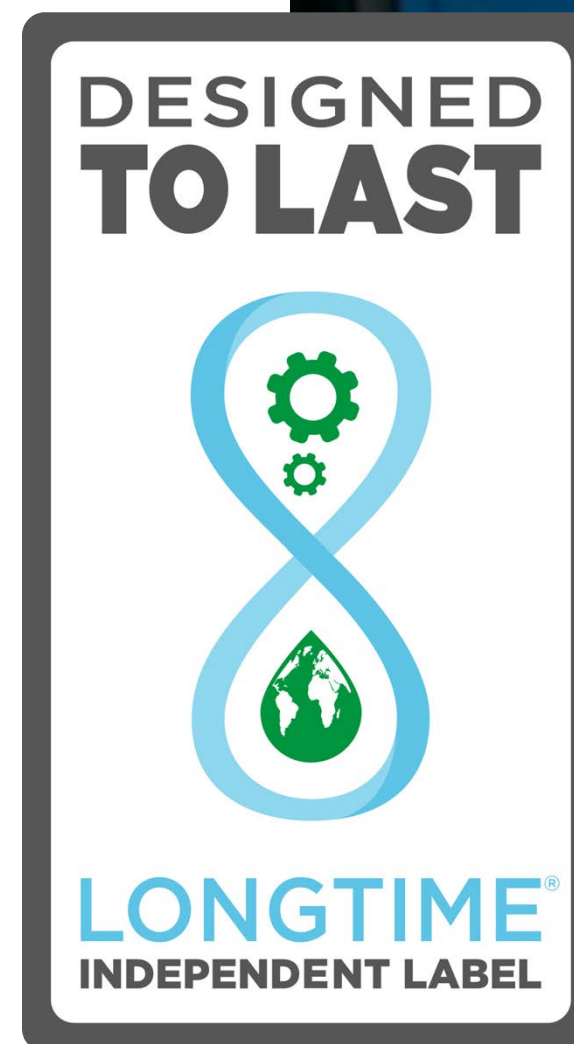
Watch the labeling process in 3 minutes!

USE OF THE LABEL

Much more than a label...

Enjoy the positive impact of LONGTIME® Label certification on your entire ecosystem.

- ✓ Display the LONGTIME® Label on your products to be quickly identified by consumers.
- ✓ Anticipate changes in the market and take your place as a leader.
- ✓ Instill confidence in your partners and customers about the quality and durability of your products.
- ✓ Increase the motivation of your teams and enhance their involvement.



[*CESE report](#)

ABOUT THE LONGTIME® LABEL

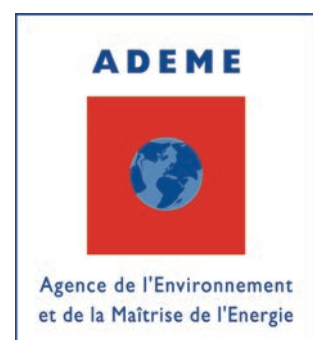
Ethikis is a social enterprise (SCOP) whose purpose is to promote ethical consumption and use.



Ethikis, the supporting organisation of the LONGTIME® Label, has developed a set of specifications with the aim of creating a reference for longevity of manufactured goods. These specifications are the result of a collaborative effort between Ethikis and the various stakeholders: environmental associations, consumer associations, repairers and manufacturers. The process of awarding the LONGTIME® Label requires the intervention of an independent control body recognized by Ethikis.

OFFICIAL SUPPORTS

LONGTIME® is supported by ADEME, Région Occitanie, BPIfrance and the European Investment Bank



ethikis
— ad civis —



Member of the legislative working group on the reparability index



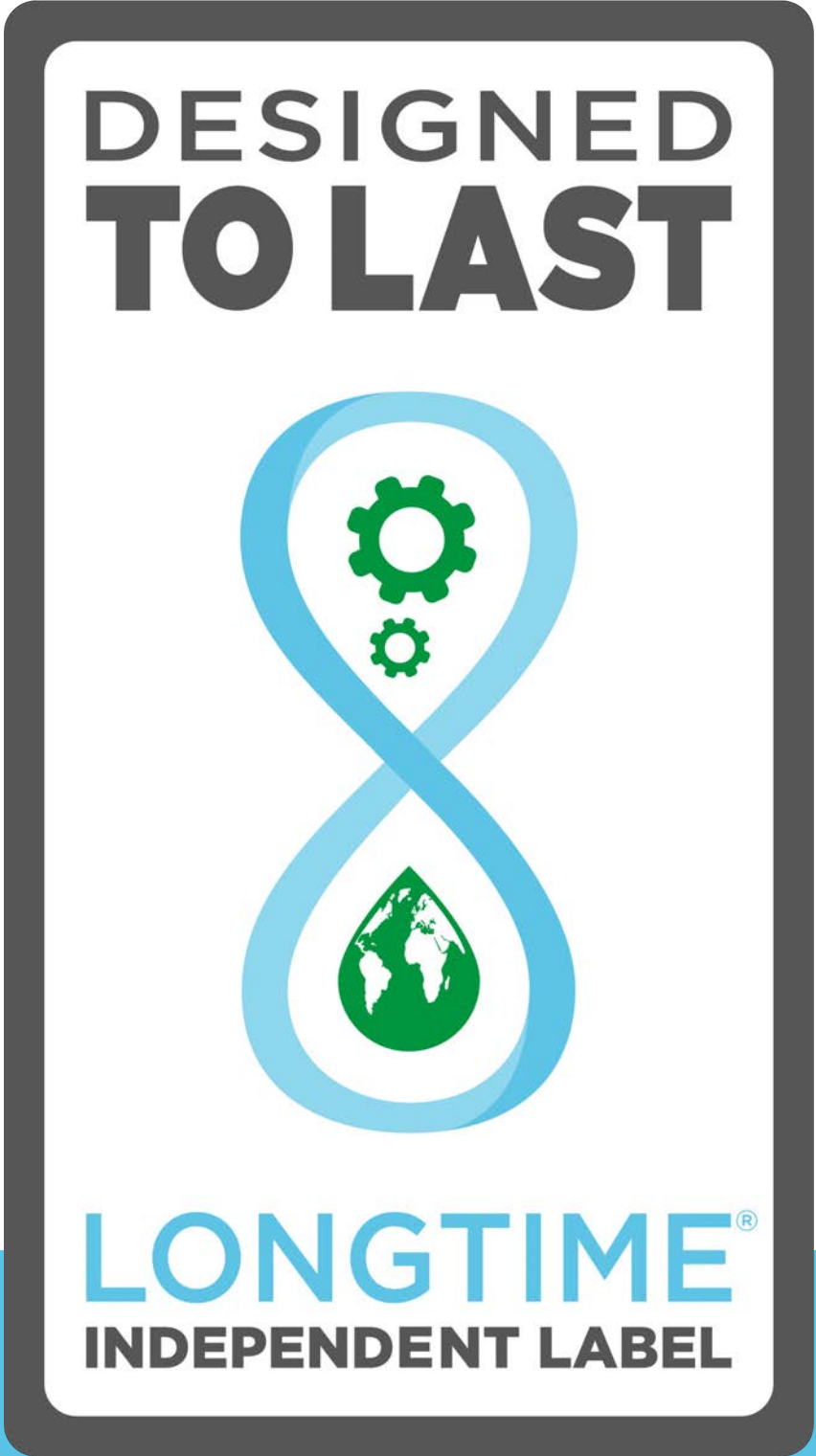
ECOS Member (European Environmental Citizen's Organisation for Standardisation)



Member of the Product Lifetime Extension working group
LONGTIME® is a « study case ».

LONGTIME® PIONEERS

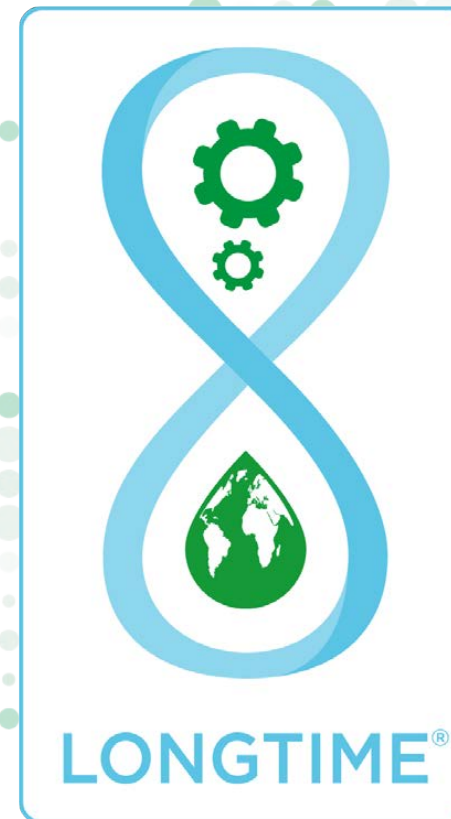
The LONGTIME® label is operational since October 2019. The first labeled products show the wide variety of categories that LONGTIME® can cover, offering a unique benchmark of durability. The diversity of companies also proves that the approach is accessible to SMEs and large companies alike.



Ongoing certifications:



Target of
20 Pioneers by 2022



The label for products designed to last

longtimelabel.com

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