



**GROUPE
SEB**

Better living

Press Release

Ecully, 29 May 2018

Rowenta, Tefal, Krups, Moulinex, Calor and Seb: the major brands of Groupe SEB win the Social Responsibility and Environmental Awareness Award at the European Business Awards

Having been selected to represent France in the “Social Responsibility and Environmental Awareness” category at the European Business Awards (EBA) in March, Groupe SEB was named category winner at the final award ceremony, which was held in Warsaw on the 25th of May. <https://www.businessawardseurope.com/>

Competing against 112,000 companies from 34 European countries, Groupe SEB was selected thanks to its reparability policy for its brands: Rowenta, Tefal, Moulinex, Krups, Calor, and Seb. A key player in the circular economy, the Group has placed the reparability of its products at the heart of its Sustainable Development strategy.

“We are proud of having won this award, which is outstanding recognition of the Group’s commitment to the durability of its products. Repairing products rather than throwing them away is beneficial both to the consumer (cost savings) and the environment (cutting the use of resources and waste)” said Alain Pautrot, Director of Consumer Satisfaction. *“With 93% of small electrical appliances repairable, this is a victory for all our teams, who have been making reparability an integral part of our product development process for more than 10 years now.”*

With products designed from the start to be easy to take apart and rebuild, Groupe SEB manages to individualise as many parts as possible, allowing only the malfunctioning part to be repaired. This approach is applied across a network of 6,500 certified repair centres worldwide, with more than 40,000 spare parts available 10 years after the product is no longer manufactured.

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You can also find us at www.groupeseb.com



World leader in small domestic equipment, Groupe SEB operates in nearly 150 countries with a unique portfolio of top brands including Tefal, Rowenta, Moulinex, Krups, Lagostina, All-Clad, and Supor, marketed through multi-format retailing. Selling some 300 million products a year, it deploys a long-term strategy focused on innovation, international development, competitiveness and service to clients. As of December 31 2017, Groupe SEB has around 33,000 employees worldwide.

SEB SA ■

SEB SA - N° RCS 300 349 636 RCS LYON – with a share capital of €50,169,049 – Intracommunity VAT: FR 12300349636

ALL-CLAD | ARNO | ASIAVINA | CALOR | CLOCK | EMSA | ESTERAS | HEPP | IMUSA | KAISER | KRUPS | LAGOSTINA | MAHARAJA WHITELINE | MIRRO
MOULINEX | OBH NORDICA | PANEX | ROCHEDO | ROWENTA | SAMURAI | SCHAERER | SEB | SILIT | SUPOR | TEFAL | T-FAL | UMCO | WEAREVER | WMF