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Groupe SEB creates its ECOdesign label and launches in Europe a range of eco-designed products

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After being a pioneer in the reparability field with the launch of the “Ten-year repairable product” policy in 2015, Groupe SEB is now concretizing its commitment to eco-design by **introducing its ECOdesign label**.

Diane Folletet, Sustainable Innovation Product Director at Groupe SEB, says: *“The creation of this label embodies Groupe SEB’s long-standing commitment to eco-design. With this certified label, we inform consumers about products with a lower environmental impact, without any loss in their performance or the services provided in everyday life. The ECOdesign label allows us to cover the entire product spectrum of the Group’s brands, from small domestic appliances to cookware, and to gain a global vision of our products’ environmental impact.”*

Direct information for the consumer

Groupe SEB sells over 360 million products worldwide each year and is committed to minimizing their environmental impact throughout their life cycle.

To showcase the eco-design approach which began to take shape in 2003, **Groupe SEB has created its “ECOdesign” label, enabling consumers to quickly identify the most high-performance products in terms of eco-design**. The label has been certified by an independent third party with ISO14020 and ISO14021 standards.



A packaging charter has also been created to identify products that meet the eco-design criteria within Groupe SEB brands.

Our 5 eco-design criteria

- Materials with a lower environmental impact
- More energy efficiency
- Products designed to last and be repaired
- Increasingly recyclable products
- Packaging with a lower environmental impact

Launch of the first ECOdesign labelled range in Europe

This autumn, **Groupe SEB** is launching a complete range of **Moulinex-Tefal** food preparation products in Europe, manufactured entirely in Lourdes one of the 11 Groupe SEB factories in France.

The products have a fresh and intuitive design and are made of up to 65% recycled plastic. Recycled plastic is an essential part of the circular economy and can also reduce the CO₂ impact by up to 70% compared to new plastic. The products are also up to 95% recyclable. To take the concept even further, the packaging is made from recycled cardboard and the printing is done with plant-based inks. The paper leaflets have been replaced by "picto" leaflets printed inside the packaging, while the plastic bags and polystyrene have been phased out. Discover the video of the new range here: <https://youtu.be/Sf78ov299u4>

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World reference in small domestic equipment, Groupe SEB operates with a unique portfolio of 31 top brands including Tefal, Seb, Rowenta, Moulinex, Krups, Lagostina, All-Clad, WMF, Emsa, Supor, marketed through multi-format retailing. Selling more than 360 million products a year, it deploys a long-term strategy focused on innovation, international development, competitiveness, and client service. Present in over 150 countries, Groupe SEB generated sales of €6.9 billion in 2020 and has more than 33,000 employees worldwide.

SEB SA ■

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