



TEFAL LAUNCHES THE WORLD'S FIRST PAN RECYCLING PROGRAM: 20 MILLION UTENSILS COLLECTED IN FRANCE BY 2027

Tefal announces the launch of the world's first collection and recycling program for used kitchen utensils, of all brands. This ambitious initiative aims to collect up to 20 million pans in France by 2027, transforming them into new products through an innovative and responsible recycling process.

A world first in the service of the environment

A leader in sustainable innovation, Tefal is setting up an unprecedented industrial system to ensure the mass collection of used cooking utensils. This project is based on more than 10 years of experience in collection and recycling, with more than 2 million pans already recovered. Tefal is now moving to a national scale to create a true circular recycling loop.

A national collection network accessible to all

From the first quarter of 2025, Tefal will deploy large-scale collection operations in partnership with the main distribution brands (Auchan, Leclerc, Carrefour), and will also develop a network of collection points in waste disposal sites and stores. This system will allow consumers to easily drop off their used utensils, whether they are Tefal brand or not.

A rigorous recycling process located in France

The collected pans will be sorted and recycled according to strict quality and safety standards. The materials, particularly aluminum, will be upcycled using processes mastered by French industrial partners. This recycling saves more than 90% of energy compared to the production of virgin aluminum.

Technological innovations at the heart of the process

To optimize this industry, Tefal has filed three patents dedicated to improving the sorting of materials, the food compatibility of recycled materials and reducing the environmental impact. These innovations increase the efficiency of the recycling chain and guarantee the quality of finished products. In 2024, nearly 50% of the aluminum used in the Haute-Savoie plant had already been recycled. The goal is to reach 60% recycled materials in products and packaging by 2030.

A strengthened commitment to a sustainable industry

This unique initiative meets consumer expectations in terms of sustainable development and is fully in line with Tefal's ESG strategy 2024-2030. By creating the world's first recycling program for kitchen utensils, Tefal confirms its pioneering role in the transition to a circular and responsible economy.

“With this world first, we affirm our commitment to reducing our environmental impact and meeting the growing expectations of our consumers. This unique supply chain strengthens French industrial sovereignty and paves the way for more sustainable consumption,” declares **Stanislas de Gramont, CEO of Groupe SEB.**

Next key dates - 2024

23 January after market closes	Provisional sales 2024
27 February before market open	2024 Results
24 April after market closes	Q1 2025 sales and financial data
20 May 2:30 p.m.	Annual General Meeting
23 July after market closes	First-half 2025 sales and results
23 October after market closes	2025 Nine-month sales and financial data

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World reference in small domestic equipment and professional coffee machines, Groupe SEB operates with a unique portfolio of 40 top brands including Tefal, Seb, Rowenta, Moulinex, Krups, Lagostina, All-Clad, WMF, Emsa, Supor, marketed through multi-format retailing. Selling more than 350 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 €8 billion in 2023 and has more than 31,000 employees worldwide.

SEB SA ■

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