



## GOOD PRACTICES 2006



**Company:** Groupe SEB

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**Title:** A design policy which respects the environment.

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### **Principles of the Global Compact taken into account**

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Groupe SEB's design policy follows principles 7, 8 and 9 relating to **the environment**.

### **Actions**

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With 145 million products sold throughout the world in 2005, Groupe SEB is establishing itself as the market leader in small domestic appliances and is concerned about their impact on the environment and their processing when they come to the end of their service life. This is why, **from 2003, the Group has implemented an eco-design approach.**

Eco-design takes into account the impact of a product:

- during its use: by increasing its **energy performance**, and by removing **noxious substances**
- at the end of its life cycle: by ensuring, amongst other things, that it is **recyclable** and **repairable**, and by reducing the number of materials used.

#### ➤ **From the "drawing-board": eco-design.**

Since January 2005, after two years work, all of our design departments have been following our Eco-design Guide, which is genuine terms and conditions for the environment: **100% of our new products are therefore now eco-designed.**

The latest example to date, the Espressaria/Falcon XP 7200 coffee maker has come from this process: it combines high technical and environmental performances.

#### ➤ **Eco-design, for economic use**

Because power is not synonymous with performance, Groupe SEB wants to **reduce the energy consumption** of its products. For example, two-thirds of this consumption is linked to the "stand-by" mode (the indicator light, timer or clock consume energy even though the appliance is not switched on).

This is why, in 2004, without any regulation being imposed, the Group decided to limit this consumption to 3 watts, and **over 99% of this target** has now been reached. We hope to lower this figure to 2 watts by 2008.

### ➤ Eco-design for safe use

In order to guarantee the health of everyone and the respect for the environment, we have to remove noxious substances from manufactured products. The European RoHS directive (Restriction on Hazardous Substances), applicable from 1 July 2006, lists a number of dangerous materials in order to limit their use by European industrial manufacturers.

In advance of this, from 2003 Groupe SEB had started up its own list which is more comprehensive than that of the RoHS directive. **Today 100%** of the listed European products **manufactured** or **sourced** by Groupe SEB **meet this directive**.

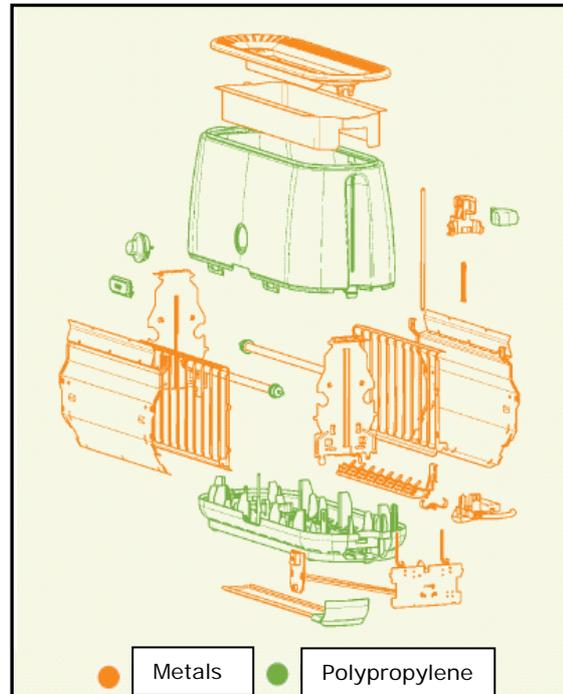
### ➤ Eco-design in preparation of the end of life of a product

So as to reduce the replacement of equipment and to make their end of life processing easier, Groupe SEB is working in several directions regarding repair and recycling.

Initially we are looking at prolonging the life cycle of our appliances. Thus more than **70%** of Groupe SEB's new products are now **repairable**. The international list of approved repairers is available with all operating instructions or by simple request from the customer service department of the country concerned.

For non-repairable products and for all products at the end of their service life, **recycling remains our priority**. Our targets for 2007, modelled on the WEEE directive (50% recyclable and an additional 20% recoverable), have been exceeded: **75%** globally of our new products (considering the mass) are now **recyclable**.

- **Homogenisation** of materials and **easy dismantling** are two other elements of the Eco-design Guide. Seb's Neftis toaster (shown opposite) is a good example: it uses a single type of plastic, and it is easily dismantled which makes sorting, and therefore recycling, easier.



### ➤ Promoting Eco-design

We have involved our suppliers in this undertaking right from the start. Today:

- all of the Group's 2060 direct industrial suppliers have been informed of our requirements.
- we have included our support for the Global Compact and our adhesion to the CECED (European Committee of Domestic Equipment Manufacturers) code of conduct as part of our general purchasing terms and conditions

- 100% of suppliers of finished or sourced products, listed in Europe, have signed the eco-declaration which means they have to keep within the RoHS European directive.
- in 2005, the number of our ISO 14001 certified suppliers increased to 22%, going up from 120 to 155. We are supporting our partners in this approach, in particular through research into financial costs and savings created.

The efforts of the Group and its suppliers in the respect for the environment are never-ending, and their annual targets are ambitious. The initial results are encouraging and open the way for the years to come, not only in design but also in production: you can consult the Group's progress in eco-production on our website (<http://www.groupeseb-devdurable.com>) or from our annual report which you can download from this website.

**Country:** Worldwide

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**Key words:** Eco-design, RoHS, the company's environmental responsibility, code of ethics, suppliers.

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