

Message from the president

«We do not inherit the land from our fathers, we borrow it from our children» These words from Antoine de Saint-Exupéry take on even greater meaning today. This was the spirit of the French “Grenelle de l'Environnement” where the focus was on measuring and the environmental performance of products and services, providing consumer information on their carbon footprints, reducing the environmental impact of companies...

The Lafuma Group had anticipated this movement well over fifteen years ago and further underscored its reputation as a socially committed player with the 2008 launch, under the Lafuma brand, of the new “Pure Leaf Grade” label designed to emblazon its eco-designed Pure Leaf collection.

In setting up its own system of measurement, the Lafuma Group adheres to a global movement today towards more responsibility in responding to consumer demands for information. The ecological impact of product lines are clearly identified for consumers

I would like to reconfirm our commitment to the Global Compact. For Lafuma it is an added advantage in making progress on the path of sustainable development.

Philippe Joffard-Lafuma

Our eco-label « Pure Leaf Grade »

In 2008 Lafuma launched ecological labeling on its eco-designed products in the « Pure Leaf » collection. The goal is to provide the maximum information to the general public until solutions are found for responsible consumption.

In creating its own «Pure Leaf Grade» measurement system Lafuma endeavors to provide the information that consumers are seeking. This measurement system communicates clear information on the ecological impact of products (textiles, equipment, footwear, garden furniture), from raw materials to end-of-life, from manufacturing to transport. The Pure Leaf Grade was developed through the expertise of Lafuma teams who have been working on sustainable development projects for 15 years.

The impact of a product on its environment is symbolized by poplar leaves. Just by looking at the label the consumer can easily evaluate how eco-friendly the four product phases are: raw materials – from extracting materials to fabric rolls – energy consumption used for the product’s manufacture, transit of the product from the assembly site to the Lafuma logistics center (Drôme, France) and information on the product’s life duration and its possible recycling.

Calculations of a product’s global eco-grade are based on 4 strategic sustainable development guideline objectives at Lafuma:

- A careful selection of raw materials
- Control in the manufacturing processes, especially as regards energy consumption
- A carefully planned transport strategy
- Taking into account the global lifecycle of the product, right from the drawing board

The interest of this grading system is two-fold. First it informs consumers. Second, it is an internal marker for the teams developing products. It is an effective tool in our continual-improvement strategy, it clearly sets out the eco-identity of each product according to four key criteria and allows us to focus on areas where there is room for improvement. The evaluation of the product's impact on the environment reveals the weak areas in the production of certain products, which can result in increased eco-friendly awareness and efforts.

Results and outlook

1) Results

The « Pure Leaf Grade » was developed in 2008 and launched on a selection of 10 products for the Winter 2008-2009 collection.

Information on this grading system is included on our website www.lafuma.fr / under the Sustainable Development heading. This information is also made available to the public in the Lafuma brand stores.

The initial reaction of customers is globally positive when they come across a label and they see the information.

However, we are aware of the fact that customers do not automatically think about asking for this type of information (except for customers who are well-informed, willing to make informed purchases).

2) Outlook

The Summer 2009 Pure Leaf collection, representing 16% of the Lafuma offer, will sport this new grading system. Lafuma is planning to have all its collections labeled in this manner by 2011.

Efforts will also be directed at improving the visibility of this tool, especially through a site that will be entirely dedicated to sustainable development at Lafuma and with more information made available at brand stores.

This grading system will be extended to the other brands in the Lafuma Group. It is indeed a Group project. The different group brands will use this measurement tool for their collections, especially at Oxbow where its eco-designed products labeled « Naturally Committed Grade » will be graded as of winter 2009-2010.