



1ST EUROPEAN LABEL
FOR PRODUCTS DESIGNED TO LAST

« Durability has its own label »



LONGTIME® OFFERS YOU...

a tool,
an approach,
a support

LONGTIME® is the first European label that identifies and promotes products designed to last.

The LONGTIME® label is a tool designed to clearly inform consumers about the longevity, robustness and reparability of products.

It rewards manufacturers who focus their industrial effort on durability.



LONGEVITY



REPAIRABILITY



**QUALITY OF
AFTER-SALES SERVICES**

THE BENEFITS OF THE APPROACH



■ DEVELOP YOUR BUSINESS

● ANTICIPATE MARKET TRENDS

Many of LONGTIME® criteria are being considered as an integral part of the regulations. Being LONGTIME® label certified means being ahead of your competitors and the regulations.

● STAND OUT FROM YOUR COMPETITORS

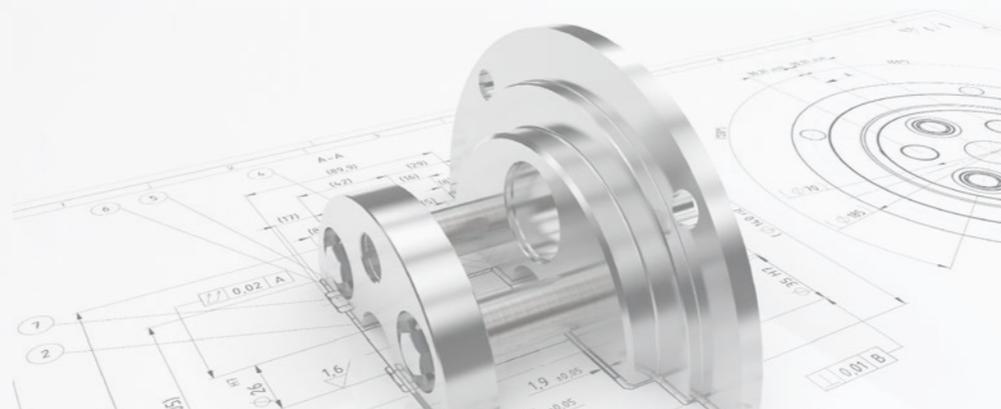
The LONGTIME® Label is a way to differentiate yourself and communicate on a crucial element for consumers: the durability and robustness of products.

● FOSTER INNOVATION

The procedure encourages you to consider the reparability of your products from the design stage. It is a driver for innovation and continuous improvement in your manufacturing processes.

● PROMOTE EXPORTS

LONGTIME® is a label with a European dimension, which facilitates the recognition and marketing of your products across the European market.



THE BENEFITS OF THE APPROACH



■ SHOW OFF YOUR POSITIONING

● OPTIMISE YOUR COMMUNICATION

The LONGTIME® label provides a clear guide for consumers looking for durable and repairable products. It enhances the visibility of your product and highlights the commitment of your brand.

● STRENGTHEN THE RELATIONSHIP OF TRUST

Committing yourself to the LONGTIME® procedure means creating a real relationship of trust with consumers by displaying a guarantee provided by an independent label.

● RAISE CONSUMER AWARENESS

LONGTIME® is a procedure that allows consumers to better understand the selling price of your LONGTIME® label certified products, and to optimise their use.

● CONTRIBUTE TO SUSTAINABLE DEVELOPMENT

Integrating LONGTIME® label certification means contributing to the preservation of resources and the reduction of waste. You meet consumers' expectations and strengthen your CSR approach*.



*Corporate Social Responsibility

THE LONGTIME® PROCESS...

In order to use the LONGTIME® label, you must follow a multi-step process.

From preparation of the audit to the use of the LONGTIME® label, our team of experts is there for you every step of the way and coordinates the actions leading to the LONGTIME® label certification of your product.

APPLICATION

COMMITMENT

PREPARATORY MEETING

INITIAL EVALUATION:
DOCUMENT REVIEW /
ON-SITE AUDIT

COMPLIANCE REVIEW

ISSUANCE AND USE OF THE LABEL

MONITORING

1

2

3

4

5

6

7

Two independent control bodies are recognized to conduct audits according to the LONGTIME® Specifications:



- **APAVE CERTIFICATION**, a subsidiary of Apave, a leading company in the control of technical, human and environmental risks. www.apave-certification.com



- **ECOCERT ENVIRONNEMENT**, a subsidiary of Ecocert, a certification body specializing in sustainable development. www.ecocert.com



...IN 7 STEPS

APPLICATION

1

You receive all the LONGTIME® documentation and provide information on the product(s) you would like to propose for LONGTIME® label certification via the « application form ».

COMMITMENT

2

You receive the quote: the cost of the service is determined by the costs of product evaluation and use of the brand. You commit yourself to the process.

PREPARATORY
MEETING

3

We carry out a preliminary review of the product(s) and you prepare the audit independently or supported by our team.

INITIAL EVALUATION:
DOCUMENT REVIEW /
ON-SITE AUDIT

4

You start working with the control body for the initial evaluation.

COMPLIANCE
REVIEW

5

You receive the audit report and the LONGTIME® Label certificate, or any corrective actions to be taken.

ISSUANCE AND USE
OF THE LABEL

6

You can display the LONGTIME® Label for the marketing of products that have been inspected and deemed compliant: labelling, packaging, POS, websites, etc. and use the communication tools offered by LONGTIME® to highlight your commitment.

MONITORING

7

The control body verifies the correct implementation of corrective actions. Triennial monitoring starts as soon as all criteria are validated.

USE OF THE LABEL

Much more than a label...

Enjoy the positive impact of LONGTIME® Label certification on your entire ecosystem.

- ✓ Display the LONGTIME® label on your products to be quickly identified by consumers.
- ✓ Anticipate changes in the market and take your place as a leader.
- ✓ Instill confidence in your partners and customers about the quality and durability of your products.
- ✓ Increase the motivation of your teams and enhance their involvement.

[*Economic, Social and Environmental Council Report](#)



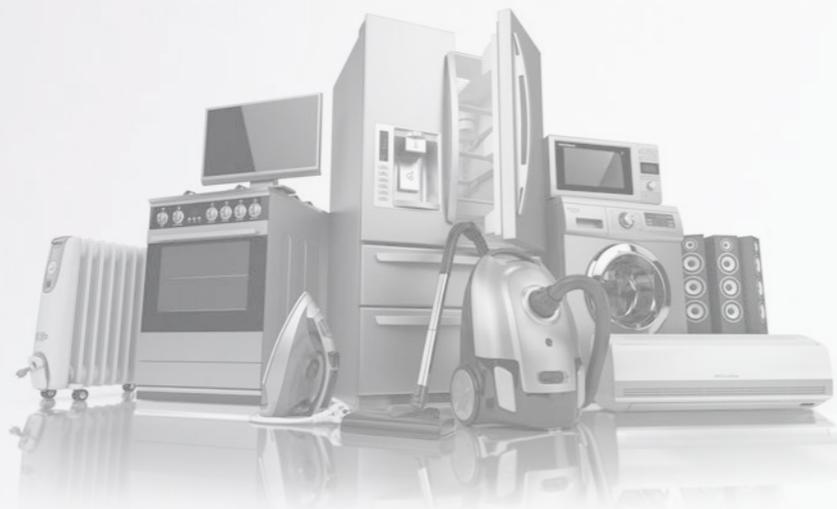
WHY

AN INSPECTED LABEL?

A label is a sign of quality intended to identify and guarantee certain properties of a product or service. It is based on a set of specifications that defines specific levels of requirements, associated with a logo and a registered trademark.

The label, in the form of a logo, is affixed to the products complying with the specifications, after an inspection by an independent body.

The label promotes recognition of the manufacturer who has voluntarily committed to the procedure, and a guarantee of trust for the consumer.



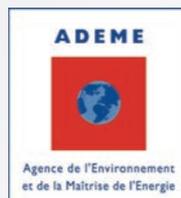
ABOUT THE LONGTIME® LABEL

Ethikis, the supporting organisation of the LONGTIME® Label, has developed a set of specifications with the aim of creating a reference for longevity of manufactured goods. It is based on three pillars: robust design, repairability and warranty/after-sales service.

These specifications are the result of a collaborative effort between Ethikis and the various stakeholders: environmental associations, consumer associations, repairers and manufacturers. The process of awarding the LONGTIME® Label requires the intervention of an independent control body recognized by Ethikis.

OFFICIAL SUPPORTS

LONGTIME® is supported by **ADEME, Région Occitanie and Bpifrance.**



PRIZES & AWARDS

- « *Mon projet pour la planète* » Laureate, awarded by the **Ministry of Ecological and Solidarity Transition** in May 2018
- “Coup de Coeur” prize at the **URSCOP** Young Entrepreneurs competition in February 2019
- «Coup de Coeur» of the **France Active** Commitment Committee
- Finalist of the Social Innovation Tournament organised by **European Investment Bank Institute**, final jury in Dublin in October 2019



The label for products designed to last

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