

For the fourth year running, the LVMH Group is taking part in Green Week, the largest annual conference on European environmental policy, which will run from June 3 to June 5, 2014. The theme chosen for this year is the circular economy and the efficient use of resources and waste.

In this third practical guide, we take a close look at the waste-recycling platform CEDRE, which is used by the Group's perfume and cosmetics companies and by Louis Vuitton.

In December 2009, the LVMH Group set up a dedicated waste recycling platform. It is located in Pithiviers, not far from where waste is produced by our perfume and cosmetics Maisons.

CEDRE – CENTRE ENVIRONNEMENTAL DE DÉCONDITIONNEMENT, RECYCLAGE ECOLOGIQUE (ENVIRONMENTAL RECYCLING CENTER)

This platform sorts, recycles and recovers all of the waste produced by the manufacture, packaging, distribution and sale of cosmetic products. This recycling platform accepts several types of waste: obsolete packaging, obsolete alcoholic products, promotional materials, testers used in stores, and empty packaging returned to stores by customers.

After the perfume and cosmetics companies and Sephora, Louis Vuitton began using the CEDRE platform in 2011.

In 2013, CEDRE treated approximately 1,660 tons of waste and was able to sell on various materials (glass, cardboard, wood, metal, plastic, alcohol and cellophane) to a network of specialist recyclers.



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CEDRE (France).

The waste is fully traceable. It also gets around the need for destruction under bailiff supervision. Each pallet is identified by a barcode and each material on these pallets is carefully traced as far as the end recycler. The weighing slip and the unpacking statement are reconciled to the nearest kilogram!

Guerlain allows its customers to return their empty packaging to its Paris stores for forwarding to the CEDRE platform for sorting and reprocessing. Customers are given information about this eco-initiative, which is also promoted on designated display stands in stores. Guerlain has continued its active collaboration with the CEDRE platform and has introduced 30 selective waste sorting processes to recover

Sustain

GREEN WEEK 2014

FOCUS ON CEDRE



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CEDRE (France).

its waste (paper, glass, cardboard and plastic), including testers and obsolete bottles. In total, 72% of the waste from its industrial sites is recovered through recycling, reuse or composting. Within the framework of its ISO 14001 certification, Guerlain increases awareness of eco-gestures on a daily basis to change the behavior of its employees and reduce the amount of waste produced.

Within the Bon Marché Group, all of the materials generated by the work that is being done on the Grande Épicerie de Paris have been recycled. For the first phase of the store's renovation work, the

refrigeration units and equipment from the bakery, the brasserie and the tills were dismantled and sorted (steel, glass, wood and stainless steel) at the CEDRE platform. The different types of waste (bio waste, ordinary industrial waste, oil, cardboard and glass) are processed in line with requirements and sold to special recycling centers for complete waste recovery.

At the end of 2013, a feasibility study relating to the recycling of Louis Vuitton fashion show sets and showroom displays was conducted between the CEDRE platform and the event management company.