

Tiles – EMEA centralized production

EMEA OBJECTIVES

- Move to a mix of cardboard and plastic conception, without impacting the brand DNA

PRESENTATION OF THE UNIT

- Fully Separable & Recyclable
- Easy end-of-life
- No tooling

MATERIALS

- FSC cardboard & Green Cast (100% recycled) PMMA
- Green Inks / digital printing
- Free PVC adhesive QR code
- Free VOC glue

KPIs

- Cost savings : -4% compare to last production (Spring 22)
- CO2 impact : 20 tonnes – if we would have done all production in full cardboard & plastic

HISTORICAL

	Spring 21 and before	Fall 21 / Spring 22	Fall 22
PROS	Partially recycled material Digital printing with green inks	~100% recycled material including Green Cast Digital printing with green inks QR code (adhesive stamp)	~100% recycled material including Green Cast and Cardboard Digital printing with green inks Separable Recyclable Free PVC adhesive Free VOC glue QR code (printed) 76% recycled packaging No plastic bag
CONS	Paper instructions No recycled PMMA Not separable Not recyclable Adhesive with PVC	Not separable Not recyclable Adhesive with PVC	