

New label

“Robust, repairable, recyclable, verified by AFNOR Certification”

It's over with empty words!

Faced with the ills of overconsumption – planned obsolescence, single use – what alternatives? AFNOR Certification sheds light on consumer choices by launching “Robust, repairable, recyclable, verified by AFNOR Certification », A label to help them reduce the ecological footprint of their purchases. It is aimed at manufacturers and reconditioners.

“Our product has excellent shock resistance”, “Our product is 90% recyclable”, “Return your old device: it will be dismantled and the spare parts will be collected to be reused or recycled”. So many allegations that AFNOR Certification will endeavor to verify on behalf of the brand that requests it, based on the ISO 17029* standard. A range of objective evidence (historical data and information) can be used: laboratory test report, recycling process audit, etc.

What criteria is the label based on? *“Robust, repairable, recyclable, verified by AFNOR Certification »?* The robustness criterion concerns the solidity, reliability and performance of the product when used. Repairability questions its evolution and is capable of encompassing the repairability index provided for in the AGEC law. Recyclability, for its part, is also understood in terms of reuse or revaluation. Finally, the sustainability strategies of manufacturers or reconditioners such as a circular economy project management system (XP X 30-901 standard), obsolescence management (NF EN 62402 standard) or even a policy of Sustainable purchases or societal commitments can also be taken into account by the label as elements in anticipation of the sustainability index, planned for 2024 by the AGEC law.

* ISO 17029 specifies general requirements and principles relating to the competence, consistent operation and impartiality of bodies carrying out validation/verification as conformity assessment.



A label that can be explained in a flash

By flashing a QR code indicated on the product, the consumer instantly accesses the specific and detailed checks covered by the label. *“Our label aspires to a strong educational impact. It allows us to become aware of the thousand and one possible lives of the same product, over time. It further commits manufacturers to the path of eco-design and provides the second-hand market with benchmarks of confidence.”* underlines Julien Nizri, general director of AFNOR Certification.

The verified commitment that makes the difference

The Allibert group (ETI), bathroom designer, has already adopted the “Robust, repairable, recyclable, verified by AFNOR Certification” label: *“It's been more than 30 years since we integrated eco-design, it's really in our DNA. In our French factory, bathtubs and whirlpools are manufactured, without fiberglass, from 50 to 80% recycled materials, and 95% of our scraps and waste are recycled internally. Thanks to this unique technology, we limit our ecological footprint and*

let's promote the circular economy. The label undeniably constitutes a guarantee of quality from which our professional and individual customers will benefit. comments Pierre Rouy, category manager.

Just like Recy'Clo, a start-up born from an intrapreneurship program within the La Poste group, which sells second-hand electric bicycles after reconditioning. *"We are in a fast-growing market, where reconditioning is often abused. This is why we wanted very early on to set up a standard with a high level of requirements for reconditioning. With this label, communities and companies will be able to entrust us with their fleets of bicycles to be reconditioned with the certainty that the work done will meet precise criteria, a real guarantee of confidence in products which must combine quality and safety.* conclude Jean-Marc Pierret and Stéphane Massonnot, project managers.

About AFNOR Certification

AFNOR Certification is a leading independent third-party organization in France thanks to its certification and evaluation services for systems, services, products and skills. A subsidiary of the AFNOR association, it has been a historical observer of the social responsibility approaches of organizations for more than 10 years. CSR labels and assessments, circular economy and eco-design assessments, biodiversity certification... AFNOR Certification offers a local service thanks to 40 agencies on five continents and 13 regional delegations in France. It mobilizes 1,600 qualified auditors to meet the needs of its clients on more than 60,000 sites around the world. AFNOR Certification runs the NF certification system and offers several signs of confidence such as AFAQ certification, the Diversity and Professional Equality labels and the European Ecolabel. <https://certification.afnor.org>

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