



BEHIND THE LABEL:

Our main ambition is to reach a « zero plastic » goal. From the selection of raw materials, right down to the choice of our partners, our packaging and the optimization of transportation.

We favor local manufacturing and short distribution channels:

Libeco **linen** carries the Masters of Linen® quality label. It certifies that the linen was entirely made in Europe with a guarantee of transparent production processes and traceability. This label was introduced by (and is monitored by) the European Confederation of Flax and Hemp, or CELC.

. All Laoureux **wool** felts are made from 100% merino wool fibre. For nearly a century, they have worked daily to promote the French wool industry. Laoureux received the EPV label in 2019.

. Normandy, France based Filt has been making woven **cotton** bags, and other woven cotton goods since 1860. They also received the EPV label.

. The canopy has been designed to combine technology and ecology. Our **recycled PES** fabric comes from Sasytex, located in Rhone-Alpes, a French specialist in the development and production of custom technical textiles. The cotton cords come from STN-tressage in the north of France.

. The **leather** strap comes from scraps of horse saddles from the Voltaire group in the Basque Country.

. The **cork** handles come from Portugal which concentrates 34 percent of the world's area of cork oak forest.

. We started sourcing the **harness** in China. The cost of the moulds for a 5-point harness buckle in France is estimated at 45k euros, to which must be added the price of the linen straps: we will consider an investment next year.

. Having found no manufacturer in France, the **wheels** come from Taiwan. Just like the steel tubes, we called on Taiwanese players who have acquired real expertise over the years, particularly in the field of frame manufacturing. The quality made the last players in the industry migrate to Taiwan. However, things are taking a new turn, leading the way for the return of part of the production to Europe. We are working with MILC Industries to relocate frame production to France.

. **Manufacturing, assembly & logistics:** We have chosen to centralize the majority of workstations in one place, at MILC Industries, located near Tarbes in order to reduce transport volumes, encourage employment in the basin and relocate French industry and its expertise.

. The **making** of the hammocks and canopy was entrusted to a young company SOBELE - JO2D. The seats and canopy are then sent to MILC for final shipment. All the players in the production chain are within 1 hour of each other, thus limiting the environmental impact. Our press studs also come from France MK Majuscules.

Our target is to source 100% of our materials in France within 5 years and we are working on the complete recycling of «La belle poussette».