

BLANCHET

THE LIGHT WOODEN PACKAGING SPECIALIST

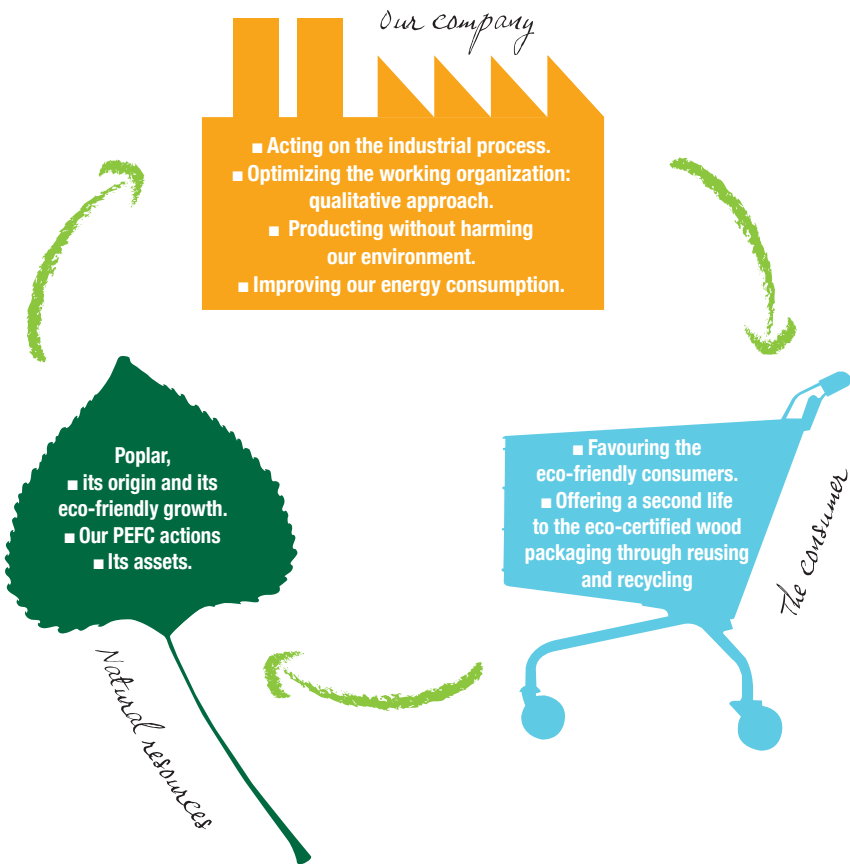
Our commitment to sustainable development

*"The development
that meets the current
needs without compromising
the future generations capacity
to meet their's"*

Mme Gro Harlem Brundtland, 1987

Our conception of a sustainable development:

a virtuous cycle which embraces **the optimized supply and waste management,** the entire **production,** control and the respect of the **end user.**



Our environmental commitment

A NATURAL AND RENEWABLE RESOURCE:

poplar

*For producing eco-friendly light wooden packagings,
Blanchet stocks poplar logs.*

Its origin and eco-friendly growth

We produce eco-friendly light wooden packaging from poplar logs. Growing in poplar plantations, utilizing this sustainable wood as our main resource notably sustains the rural market.

2006 poplar data in France:

- 1.39 Mm³, ie. 24% of the hardwood harvest (oak = 2.6 Mm³).
- 190.000 poplar producers and 244.000 acres of poplar plantations, i.e. 2% of the wooded land.
- France is the 3rd worldwide poplar producer and the leader in Europe
- Aquitaine, Champagne, Ardennes, Centres and Pays de Loire are the main poplar productions zones.
- Poplar can reach heights of up to 40 meters, about 1.5 m³, in 20 years.

Source et chiffre : SIEL (2006)

Our PEFC action

The European Certified Forests Program involves the entire wood industry, including the forest owners who are committed to eco-friendly forest management.

A HARVESTED TREE = A PLANTED TREE.

A renewable raw resource

Blanchet has been committed to stock poplar coming from French eco-certified plantations since 2005

The certification objective is to demonstrate that it is possible to reconcile the necessity to preserve our natural environment with the increasing demand for wood. In other words, our objective is both to meet our current and future wood needs and protect our environment.

This is the very concept of a sustainable development.



Poplar assets

Poplar is a natural and salubrious material. It is also suitable for food storage (15 November 1945 ministerial order). This material preserves the organoleptic qualities of food.

It does not affect the foods tastes and shows a good conservation capacity (humidity absorption and freshness return).

Furthermore, poplar naturally blocks bacterial migration from within and outside.

It is fully recyclable. Our company, in cooperation with SIEL (the light wooden packaging industry union), is a member of GROW France recycling programs.



Our environmental commitment OUR COMPANY

Better producing

Blanchet implements numerous decisions favouring both an efficient and eco-friendly production.

Our new process actions

- HACCP procedure approved by an independent auditor
- Aqueous inks utilized
- Preventive action plan
- Corrective action plan
- Implementation of a computer-aided manufacturing system

Our qualitative approach

- Constant improvement of the work stations ergonomics
- Accommodation of the work stations for limiting hardness
- Considerable automation of tasks
- Create synergies through work groups
- Acquire new skills by introducing new technology

Our endeavours for limiting our environmental footprint

- Waste processing (plastics, papers, metals)
- Waste-to-value solutions (wood wastes reused by the paper industry and power boilers)
- Processing of the silkscreen-printing screens cleaning water
- Avoiding the use of non-recyclable materials, EasyKlips® and Greenbox® are two concrete eco-friendly responses

Actions for reducing our energy-consumption

(fossil fuels reduction and energy saving plans)

- Measurement of our carbon footprint in 2008
- Member of Biomasse Normandie
- "20% energy cut" program in cooperation with ADEME :
 - Fuel oil boiler replaced by a heat pump
 - Air compressors replaced by hydraulic systems
 - Insulation of the power boiler
 - Collection of the power boiler condensation
 - Diesel forklift trucks replaced by electric trucks.
 - Preventive maintenance plan
 - Process automation

easyKlips®
greenbOX®



ADEME



Agence de l'Environnement
et de la Maîtrise de l'Energie

Our environmental commitment THE CONSUMER

eco-friendly

The consumer as the end user of our products is more and more responsive to the producers' and retailers' endeavours regarding packaging issues.



The eco-certified light wooden packaging is highly valued by consumers: 88% of them regard wood as a material expressing the most "nature" and 66% consider that it is suitable for environmental preservation. (BVA survey)

Wooden packaging is easily recyclable as a source of energy... however most consumers give it a second life as a decorative container!



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