



SUPERGA BEAUTY

Supplying beauty

CSR INITIATIVE Superga Beauty innovates with GOGREEN.

Superga Beauty, manufacturer, packager, and supplier of promotional objects for cosmetics brands, is stepping up its CSR initiative with the introduction of GOGREEN, the very first dedicated eco-design tool for promotions and gifts.

This exclusive tool, created for Superga Beauty by QUANTIS Group, an expert in environmental strategy, evaluates the environmental impact of manufactured products (bags, cases, accessories) as early as the design phase.

"Environmentally-friendly initiatives are firmly rooted in our company's ethos. We developed GOGREEN in response to questions asked by our clients and to offer support in their CSR strategies in a pragmatic and objective manner" outlines **Leslie BRÉAU MENIGER, Director General - Superga Beauty.**

GOGREEN has been available to Superga Beauty clients since March and is a genuine commercial asset for brands who are attentive to CSR initiatives proposed and implemented by beauty suppliers.

A RELIABLE METHODOLOGY

In the creation of GOGREEN, teams used Ecoinvent data, which is a database operated in over 40 countries across the globe. Used as a reference in the majority of lifecycle analysis tools, it is unbreachable database, an essential prerequisite. It includes data from all stages of the lifecycle, including end of life.

- How to improve the carbon footprint of our Gift campaigns?
- How to understand the effect of changing a material?
- Is it best to use cotton or hessian?
- What about PU?

A MARKET-ORIENTED RESPONSE

In practice, GOGREEN quantifies the carbon footprint and water consumption of each manufacturing campaign, taking account of the entire product lifecycle. Over 200 materials are listed, as well as 40 transformation processes and 20 decorative processes.

"We can simulate design and material options to best assess their carbon footprint"

"To improve a product profile, we can activate 5 different levers: material, closure, decoration, packaging, shipping"

"Not only does the tool guide us in our developments, but also in our innovation"

"Our aim is not to replace our clients, but to offer clarification in their choices, and allow them to measure progress and communicate with consumers" explains **Leslie BRÉAU-MENIGER.**

WITH GOGREEN :

An example of the improved environmental impact of a toilet bag for a campaign of 100,000 units.

- **10 litres of water saved per toilet bag**, by changing the material, equating to 250 Olympic swimming pools
- **Carbon footprint reduction of 20%**, through removal of the metal eyelet which is the equivalent of 70 return trips from Paris to New York
- **More responsible sourcing** through use of RPET which uses recycled plastics



Initial version



Optimised version

ABOUT SUPERGA BEAUTY

For almost 20 years, Superga Invest has worked for major luxury and beauty brands. Originally specialising in two business areas, logistics and cosmetic packaging for the luxury industries, the French family group Superga Invest, founded and directed by Alain Bréau since 2001, reorganised its beauty division, under the banner of SUPERGA BEAUTY. SUPERGA BEAUTY, a beauty supplier, is organised around three distinct divisions: **Sub-Contracting** (manufacture of care products & perfumes, filling, packaging, copacking), **Promotion & Retail** (design and manufacture of packaging, luggage, brushes and dispensers), **Full Service** (manufacturing, brand-free products, Full Buy). Superga Beauty owns 5 industrial sites based in the Hauts de France and has a team of some 350 employees spanning 3 continents, and works to best meet client requests and requirements. Its agility and stringency are rooted in its core activities and have allowed the group to take up the position of key player in the cosmetic supplier domain. Superga Invest Group today has turnover of 100 million euros with a workforce of 1,000 employees.

SUPERGA BEAUTY INDUSTRIE | SUPERGA BEAUTY PROMOTION & PACKAGING | SUPERGA BEAUTY FULL SERVICE

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