
**CORPORATE SOCIAL
RESPONSIBILITY REVIEW 2019-2020**

IN MOTION²

**AN INVITATION TO ACCELERATE PROGRESS
TOWARDS BETTER RETAIL**



**THERE ARE NO PASSENGERS
ON SPACESHIP EARTH.
WE ARE ALL CREW.**

Marshall McLuhan,
Canadian philosopher

BUILDING A POSITIVE FUTURE FOR RETAIL

What is the purpose of a physical store in an online world?

In a soon-to-be Asia-centered world, moving at digital-speed, enabling customers to shift away or to order in a swipe; and also enabling brands to micro-target them?

Brick-and-mortar stores will remain the **cornerstone of customer**

EMOTIONS, PERFORMANCES AND COMMITMENT WOULD BE THE PILLARS OF THIS TRANSFORMATION.

relationship, brand experience and new product promotion, especially in the Beauty and Luxury sector.

Look at DNVB (Digitally Native Vertical Brands), they are web-born, surfing fast on the ethical skincare & makeup growth, among other niche

jewel markets: many open physical stores to improve their brand impact and get better customer "feel".

Retail will re-invent itself. It will become hybrid, omni-channel with embedded digital services, ever changing.



EMOTIONS

#DESIGN
#STORYTELLING
#EXPERIENCE

Much more than a simple place of commerce, physical retail is moving away from being purely transactional to being about creating an **experiential** space that immerses consumers in the brand's culture. Stores are becoming interactive brand playgrounds that are both memorable and **Instagrammable**. Retail locations are exploration spaces that create an immersive, holistic, and unique experience for consumers. Telling the story of the brand, staging it... The store naturally becomes the privileged space for the promotion of the brand and its universe.



PERFORMANCES

#SERVICES
#OMNICHANNEL
#BRAND EQUITY

Re-inventing the basics of retail: **customer relation**. Actual sales transaction and delivery might seamlessly happen online, (by-the-way **saving time** from check-outs to advice and space from stock to content), but the purchase decision, and possibly the brand loyalty, may have been triggered by one-to-one **relationships** between staff and visitors.

True, less doors will remain and we see the drop in total store surface, but the remaining ones will operate on steroids! Either through higher spending per m² - i.e. the so-called "Wow effect!"-, or through well managed and economical refits enabling to keep surfaces shiny, even with an older - or repurposed - carcass.

On-purpose digital tools and displays will provide efficient information access, and transparency.

Transparency, coherence, commitment... **strong** customer expectations.

The store is **an integral part of the story brands tell** to their stakeholders. From its suppliers' location and well-being, to the way it was built, the type of energy it runs on, and even how it will re-purpose or recycle its elements in a circular economy. The store of the future will be linked to its **local ecosystem & community**. It will push the boundaries of ownership and functionality. It is time for the retail industry to rethink its model. More than ever, brands are taking a public stand on social and health issues by taking action, being fully transparent and using their voice to spread important messages. **Aiming for "sustainable" or "positive" goes beyond the product and brand, extending to the entire retail environment and value chain.**



PURPOSE

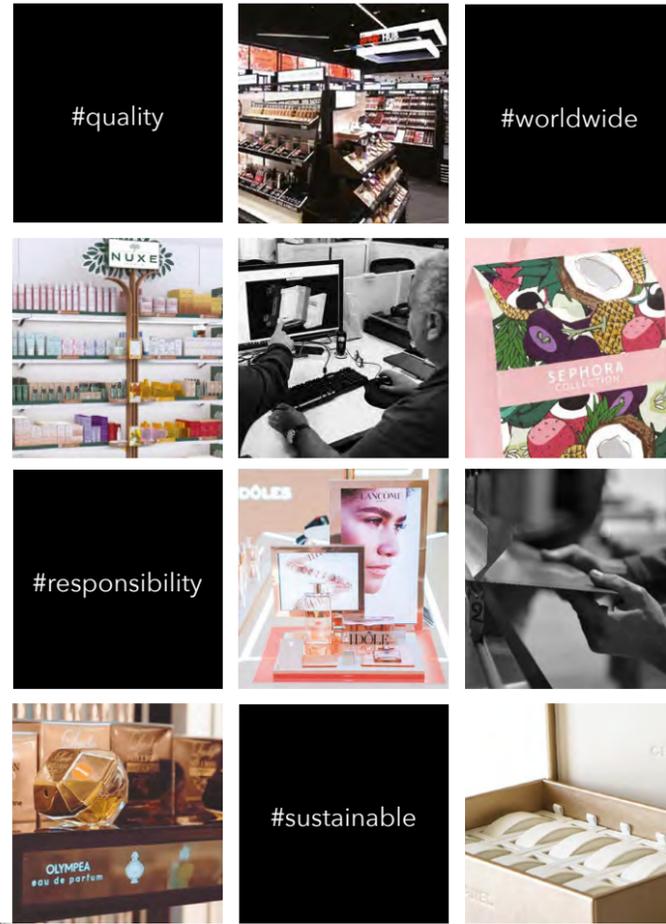
#VALUES
#COMMITMENT
#AMBITION

**IT IS A NEED.
IT IS A FANTASTIC OPPORTUNITY.
TOGETHER WE WILL DO IT!**

WHO WE ARE, WHAT WE DO...

DIAM is a **global network of local experts** in Retail, Store Design and Merchandising solutions for the Beauty and Luxury sectors.

From consulting, design, engineering, production, to installation, and in-store services, our key words are **QUALITY, REACTIVITY and EXCELLENCE.**



As entrepreneurs and industry leaders, we intend to take our full responsibility and **do our part towards a more sustainable retail.** We do it joining forces with our prestigious eco-system.

With pragmatism, ambition and scientific rigor.

...AND WHY WE DO IT

“Retail is changing. Fast.”

The Beauty and Luxury brands are key actors in this transformation. They are keeping their soul and DNA whilst also creating much more experience in stores, embracing the transformations brought by the winning trio - Digital, Asia, Local differentiation. As citizens and consumers are increasingly demanding socially conscious purposes, and more sustainable products and operations, they also reinvent products and retail. This is not only a matter of strategy, it is also the right thing to do.

DIAM has started its sustainability journey several years ago, and key steps have been taken on compliance, safety, social standards and solidarity, life cycle analysis, eco-design, production improvements, recycling and full-service offering. Our latest commitment has been to align our climate change objectives with the

COP21 Paris agreement and to the Science Based Targets Initiative. To address all the challenges we are facing, an industry-wide collaboration is necessary. This is why we are proud to have joined 155 CEOs from companies representing over 5 million employees in the #OurOnlyFuture campaign, calling for policies which pair economic recovery with ambitious climate actions; and the Business Ambition for 1.5°C campaign.

In the turmoil of a global pandemic the DIAM model is proving its resilience. Client partnerships and efficient teams are its pillars. It is made of strong human and entrepreneurial values, based on local experts in their own geography, linked together and to clients via a solid network. I would like to extend again my warmest gratitude to DIAM teams and to our clients; they are the roots of our Sustainability journey.



Now, just as the scale of COVID reality has exceeded the boundaries of what was deemed “possible”, we wish to accelerate the transformation pace. Two years ago, we published “In Motion” to share our appetite for a meaningful transition. Today, with “In Motion²”, we intend to join forces -at our modest scale- with our prestigious clients and the entire retail and POS eco-system to contribute to inventing together the retail of tomorrow. A more positive retail.

WE HAVE THIS RESPONSIBILITY.
WE HAVE THIS OPPORTUNITY.

WHAT'S NEXT DEPENDS
ON ALL OF US.

HOPING TO WORK ALL TOGETHER
TOWARDS THAT GOAL, WE WISH
YOU A GOOD READ.

Françoise Raoul-Duval, CEO



LANCÔME FLAGSHIP *Lead Certified*

MONT SAINT MICHEL'S ABBEY



FRED MONACO

DIOR HEAD OFFICE *Newilly*



LESS IS MORE
Published notebook on eco-design



BOUCHERON VENDÔME



JOINING FORCES... TO MAKE IT HAPPEN



Only joining forces will we be able to drive enough positive change. Clients, suppliers, public institutions are all essential partners in this journey towards a more responsible retail. Together we can contribute to success stories and shape a future that we can be proud of.

WE ALREADY STARTED TO ENGAGE IN COLLECTIVE PROJECTS AND WE ARE LOOKING FORWARD TO FUTURE INSPIRING COLLABORATIONS.

- 1** DIAM was a founding member of the **eco-POPAL** label in 2015, and has been working with eco-POPAL ever since. In 2020 we triggered discussions within the sector in view of a homogenization of the Life-Cycle Analysis (LCA) environmental impact evaluation methodologies.
- 2** Since 2018 we participate in a workgroup on eco-design for the POS display industry led by the **"Institut du Commerce"**, a non-profit trade association fostering improved efficiency in industries. **We greatly contributed to its publication 'Operational Guide for POS eco-design'.**
- 3** In 2019 **we developed and shared "Less is more, for a more sustainable business"**. This notebook presents our eco-design approach for POS displays and retail. Its purpose is to raise awareness and inspire our clients.
- 4** Our **Retail 3D** team offers **to our clients, a tailor-made training and coaching program** adapted to their specific business. The aim is to develop operational skills to tackle the challenges of **eco-design in Retail.**
- 5** The selection of our suppliers is key in building a sustainable supply chain. We keep improving our evaluation methods from initial screening to partnership practices, further integrating CSR criteria. An example: **at MR, we doubled our procurement (from 45% to 85%) of FSC certified cardboard from Iggesund**, when we realized their leadership in forest management and ecosystem conservation.

CSR AT THE HEART OF OUR BUSINESS



Mathieu PARFAIT
Group CSR Director

David BAGLEY
MASS CEO & CSR Sponsor

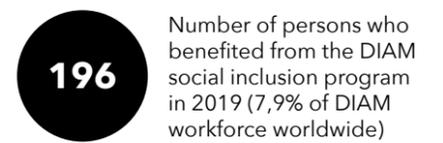
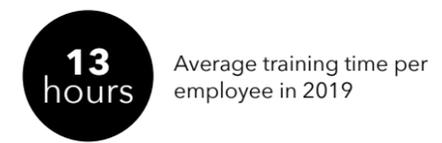
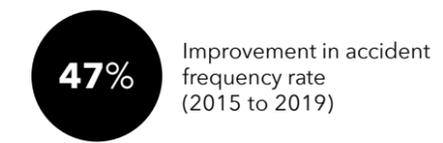
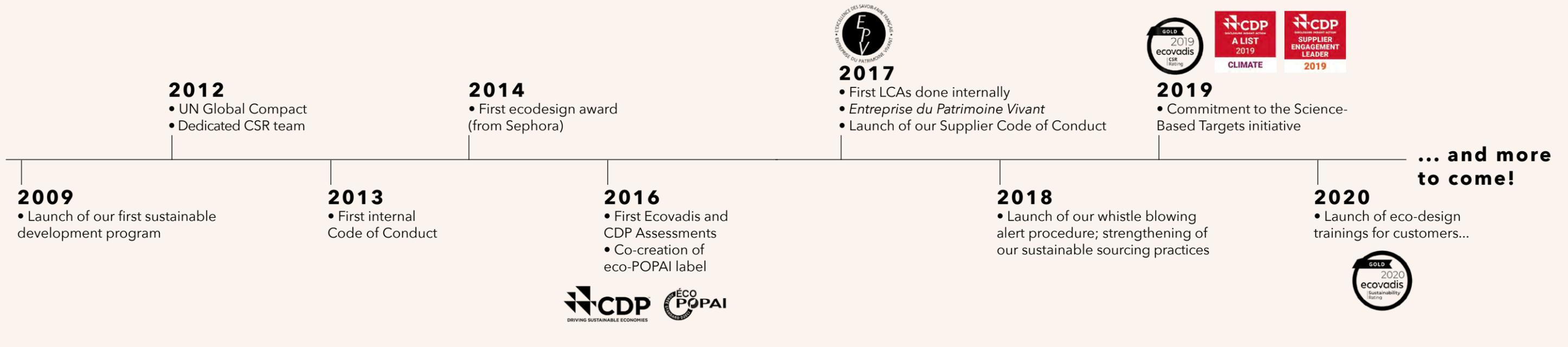
At DIAM, the pursuit of sustainability is a matter of core business. It is fully embedded into both our strategic development and our daily business practices and products. Given the stakes, we believe it is the right thing to do. Led by a small central CSR coordination team with a few local relays, our CSR approach is further supported by each and every DIAM employee, offering quality CSR solutions to our clients.



SAINT JOSEPH HOSPITAL

SOLIDARITY AGAINST COVID

In 2020, during the COVID-19 pandemic, various DIAM plants produced plexiglass barriers to allow essential retailers to remain open while keeping staff members safe. Several plants decided to design, produce and deliver face shields for hospitals, caregivers and firefighters. They brought industrial scale solutions to COVID urgent needs, **providing more than 100 000 face shields in a few weeks**. Proud of this proactivity, agility and solidarity work we would like to thank our teams and sites in the UK, Australia, France, Tunisia, USA, Poland, Turkey and Portugal for all these actions.



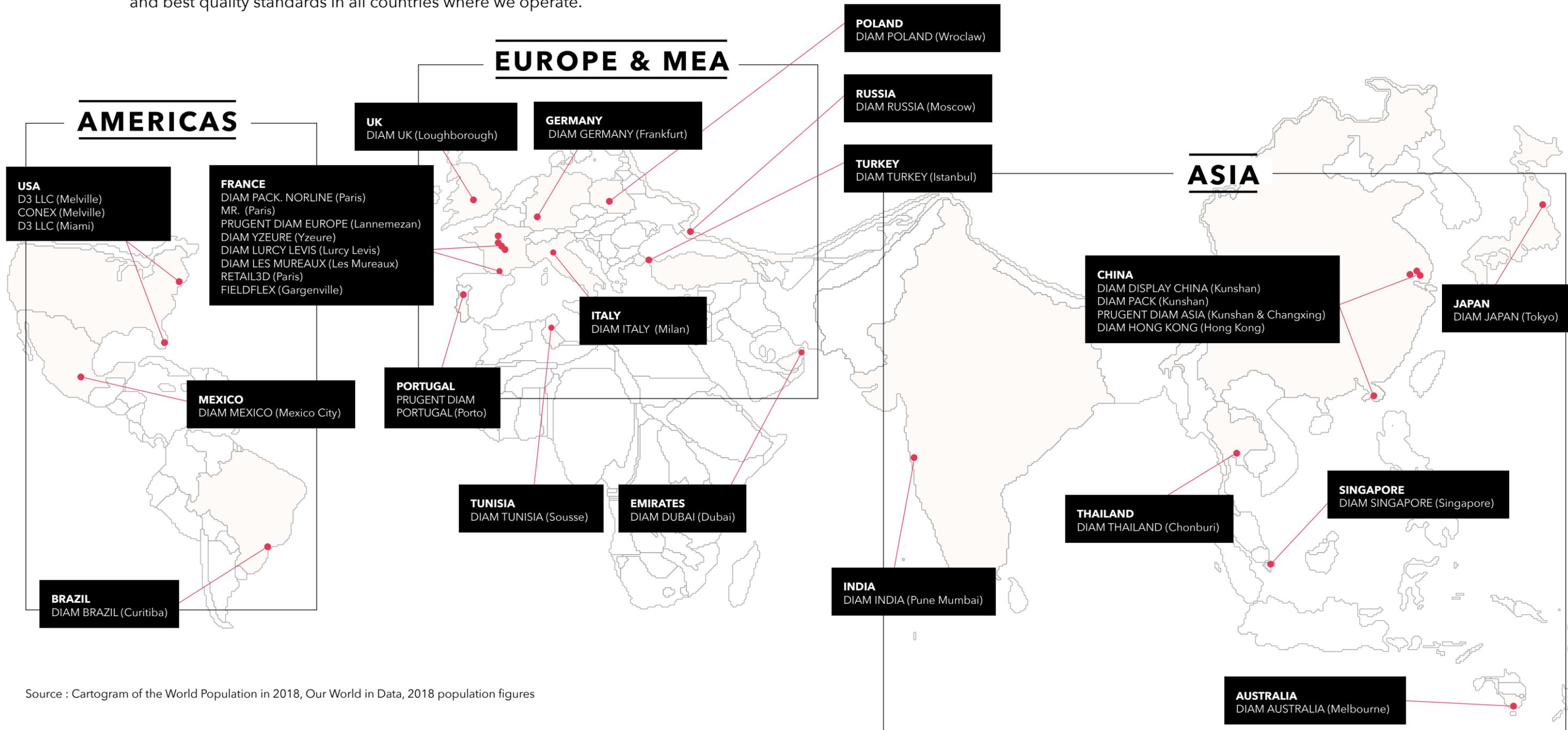
LOCAL EXPERTS EVERYWHERE

With a global reach built with local teams, we are able to assure global scale launches while tailoring each request to fit its local specificities. We UNDERSTAND the needs of each different market, EMBRACE cultural singularities, and also SHARE a common code of conduct and best quality standards in all countries where we operate.

Let's strive to look at the world from a different angle. The cartogram shows where people live, rather than where land masses are.



2 400 employees
1 080 women and **1 320** men
30 entities in **20** countries
344 M€ of turnover in 2019



Source : Cartogram of the World Population in 2018, Our World in Data, 2018 population figures



THRIVING PEOPLE

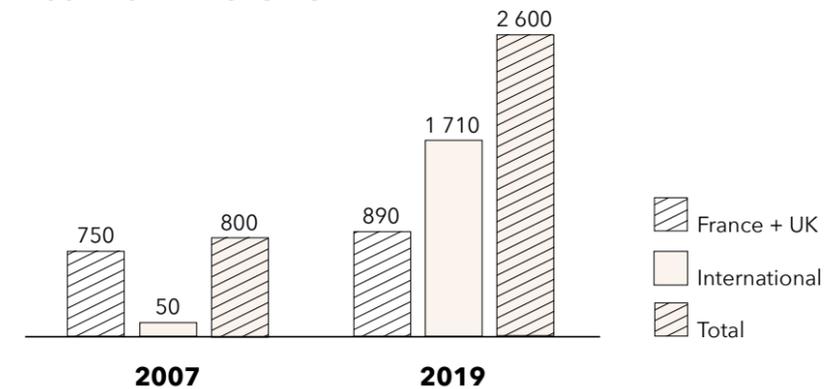
AT THE HEART OF DIAM'S KNOW-HOW

A NETWORK OF LOCAL EXPERTS

We are entrepreneurs who love to grow our teams, share best practices, apply the highest standard of business ethics across the board, operating within a single governance structure.

DIAM is present in 20 countries all over the world. Our roots stretch deep in France and England, in the Beauty sector, and we have used them as the basis to develop in new territories and markets, blending our historical culture with local know-how. We extended geographically, towards Americas and Asia, and in capabilities, notably in Shopfitting, Design & Digital & Services.

**NUMBER OF DIAM EMPLOYEES,
2007-2019 EVOLUTION**



To nourish this network and enhance DIAM's capacity to innovate, we regularly gather our experts on specific topics. We grow by working together, by sharing insights and best practices, as well as mistakes!

WHERE INNOVATIVE TECHNOLOGY MEETS TRADITIONAL CRAFTSMANSHIP

Our teams of Creators - Manufacturers is made of people with a highly diversified skillset.

At DIAM **we cherish this unique mix of craft and tech:** artisans who uphold traditional know-how (leather covering experts, engineering and tooling specialists, cabinetmakers, carpenters, graphists ...) and high-tech talents (digital editors; graphic designers, interior designers and architects; artificial intelligence experts, eco-designers, ...).

This balance is key to achieving the excellence our clients expect from us: innovation and tradition, know-how and creation, work and passion, heritage and future, local and international.



CELEBRATING OUR ENTREPRISES DU PATRIMOINE VIVANT !

Three of DIAM's entities have once again been awarded the "Entreprise du Patrimoine Vivant" label: Prugent, Norline and MR.



HUMAN INTELLIGENCE IN HIGH-TECH DEVELOPMENT

Digital embraces many in-store realities. What matters is what content, what media, what aspect, what goal you want to achieve. For instance, our CONEX teams develop new image recognition artificial intelligence software and hardware enabling customers to get all the information on a product when they place it on a display!

A DRIVE TOWARDS ECO-INNOVATION



In 2018 we launched DIAM Kick Starter, an internal challenge between teams of all business units. The aim is to promote innovation and a start-up spirit by supporting entrepreneurship: the winning team is awarded funding to launch their innovation on the market.

The winners of the 1st edition are now in the final phase of product development, **patenting a new lighting technique which drastically reduces the electrical power needed** to light displays. We are very excited by this breakthrough as electrical consumption is the n°1 climate change driver in our industry.

SUSTAINABILITY HAS BECOME A REQUIRED ELEMENT FOR ALL INNOVATION PROJECTS TO BE FUNDED.



PROMOTING WELLBEING AND PROFESSIONAL DEVELOPMENT

INVESTING IN PEOPLE

Our ambition is to train 100% of DIAM employees every year with a particular focus on safety and eco-design.

A training program is adapted locally to the different needs of every team. On average each DIAM employee received 13 hours of training in 2019. Lurcy plant is a training center certified by the French administration. It is especially useful for health and safety and forklift habilitations renewals.

In 2019 we launched an internal e-learning platform. From time management to eco-design, 27 training programs, created by our teams, are accessible to all employees.



Share of employees who have been trained in 2019



Eligible employees who had a yearly performance review in 2019



© Mikael Frivold

FOSTERING OPPORTUNITIES FOR YOUNGER GENERATIONS

► **D3 LLC** (our USA entity) is partnering with SUNY Farmingdale (State University of New York) and the Stony Brook College, opening up internship opportunities for their students.

► **Prugent DIAM**, as member of the Board of Directors at the Ecole du Bois in Nantes (France), contributes to the development of the School program, with a focus on eco-design and research of alternative and bio-sourced materials. To support the professional integration of young people we also offer the opportunity to collaborate with our team at the Lannemezan factory.

► Since 2017, **DIAM** has been offering financial support to Couleurs de Chine, an association engaged in gender-equitable access to quality education in the Great Maio Mountains villages. We're glad the 3 secondary and 2 primary school girls we've been partnering graduated this year.

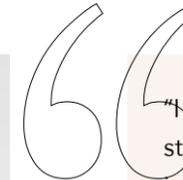


IN-HOUSE MOBILITY

To foster in-house mobility, since 2013, we conduct systematic annual reviews of employees' performance and expectations at work, to help them in their professional development.



Snuelen WOXTOVICZ
Operations manager



"I joined DIAM in 2013 as a Projects Leader when DIAM Brazil was a startup with no plant yet in Brazil. The same year, I spent two weeks in the USA to learn the process model for Project Management and Engineering. In 2018 I was nominated Operations Manager, overseeing Production and Project teams, and in 2019 I became General Manager for Brazil. The whole journey has been a very enriching experience. Despite the difficulties, I have remained engaged and passionate. I always try to do my best to make the company grow locally, sharing the knowledge I received so far with my team and making them evolve with me."



"I started my journey with DIAM in 2016 as a senior graphic designer in DIAM Turkey, working for brands such as Maybelline, L'Oréal, Rimmel, MaxFactor... As the business grew I focused on designing all type of gondolas, and on the printing process. There I used my previous experience in the printing field. In 2020 I moved to France in order to get closer to our clients, and make the process of artworks development and visuals approval faster and more agile."



Mohamad MOLOD
Graphic design manager



44%

**IMPROVEMENT
IN TWO YEARS**

of our loss-time accident
frequency rate.¹

**SAFETY
DAY**

Safety starts with behavior.
Each year, all plants organize
a Safety Day to promote
safety awareness, rules and
behavior.

IMPROVING WORKING CONDITIONS IN SUPPORT OF HEALTH AND WELLBEING

Our first responsibility is to provide a safe and healthy workplace for 3 000 people all over the world, including temporary workers. While considering the specific socio-economic conditions of each country, we work on a common principle, for social and work conditions policies.

Every Monday, safety indicators are discussed at the ExCom level. Analysis of incidents, best practices and protocols are shared with the entire group, triggering progress and risk prevention actions in all sites. Each site is audited internally every 18 months on an audit grid inspired by SA 8000 and ISO 45001 international standards.

¹ At 6.4, DIAM's accident frequency rate is four times better than the wood and furniture industry average of 25.

SOCIAL INCLUSION IN ALL ITS SHADES

DIAM contributes to offering equal job opportunities to disadvantaged people.

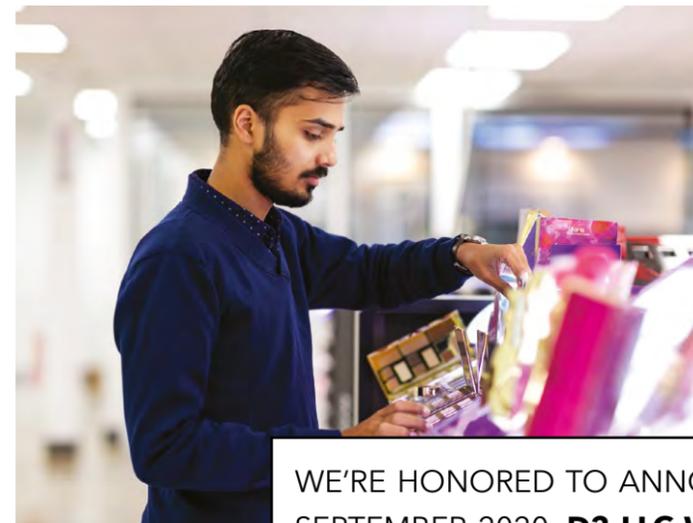
► In **Poland**, offenders from a local prison who have completed more than 50% of their prison term are offered the opportunity to work at DIAM to begin their transition back into the community. Over the course of the initiative we have engaged 27 offenders onto the program and we'll keep a steady 6 FTE rate for the upcoming 3 years.

► In **France**, at our Prugent site in Lannemezan we combine the need for cabinet makers skills with social inclusion. With a successful partnership between *Pole Emploi* (the French public employment service), the Occitanie Region and the local CFA (French apprenticeship training center), we set up an in-house training school for local jobseekers. 8 people were trained in 2019 and 3 of them have been hired.

► DIAM's involvement in the "École de la 2^{ème} Chance des Mureaux" in the Île-de-France region (**France**) dates back to 2015. DIAM is mobilized to support this school offering training and professional education to young adults aged between 18 and 25 who drop out of the education system without a diploma or qualification.

► Since 2016, D3 LLC, our site in Melville (**USA**), has been partnering with Life's WORC, a nonprofit organization that supports people with learning disabilities and autism based in the State of New York.

We offer professional trainings and internships which can lead to full-time positions within the company for skilled and qualified people with disabilities.



WE'RE HONORED TO ANNOUNCE THAT IN SEPTEMBER 2020, **D3 LLC WAS AWARDED REGIONAL WINNER FOR NATIONAL DISABILITY EMPLOYMENT AWARENESS MONTH** BY THE NEW YORK STATE EDUCATION DEPARTMENT- (NDEAM) AWARD.

IN CHINA, DIAM EMPLOYS WORKERS FACING VARIOUS TYPES OF UNDER PRIVILEGE, WITH A SPECIFIC FOCUS ON PEOPLE LIVING WITH DISABILITY. DIAM DISPLAY CHINA WELCOMES 26 UNDERPRIVILEGED WORKERS.

25%

share of **DIAM UK** full time
equivalent workforce coming
from social inclusion agencies

196

196 people benefited from the
DIAM social inclusion program in 2019
(7,9% of DIAM workforce worldwide)

PRESERVING THE PLANET

ACCELERATING THE PATH TOWARDS A MORE SUSTAINABLE RETAIL

In 2020, the world is entering the crucial Decade of Action, to deliver the Sustainable Development Goals (SDGs) by 2030.

We want to play our full role in this movement. It starts by taking responsibility for reducing the immediate environmental impacts of our own activities. But this is not enough. The magnitude of the change needed requires to work closely with all the retail value chain.

Consider our carbon footprint. In 2019 DIAM emitted 201 kt of CO2 equivalent, of which only 2% is in our direct operations (scopes 1 & 2). In 2017, we committed to a 5% per year intensity improvement. **Between 2016 and 2019, we have decreased our scopes 1&2 emissions by 38% when our sales grew by 37%**, resulting in a 55% intensity improvement over 3 years. This was made possible by efficiency efforts and a massive switch towards renewable electricity consumption. We are very proud that in 2020, the Carbon Disclosure Project (CDP) recognized our performance by awarding DIAM an 'A-' rating.

We are aware that our business' environmental impacts extend beyond climate change. Biodiversity loss is staggering and, although DIAM has a limited impact on biodiversity, we will strive to integrate its protection in the next development of our environmental strategy. In this report we focused on the most prominent issues: CO2 emissions, waste and water consumption reduction.

TAKING ACTION TOGETHER ON THE CLIMATE IMPACT OF RETAIL

2019 DIAM GROUP CARBON FOOTPRINT (TOTAL: 201 kt CO₂eq.)



ENERGY CONSUMPTION (SCOPES 1 AND 2)

Thanks to energy efficiency measures and the sourcing of renewable energy, we save over 5 000 tons CO₂ eq. every year. Our direct carbon impact only represents 2% of the total.



RAW MATERIALS

The issue of raw materials is crucial in our business and often features among the 1st questions clients ask us. However, the solution rarely comes from miraculous novel materials. Errors, such as pollution displacement can result from a lack of in-depth analysis. Solutions may emerge from innovative designs and functionality switches as with perfume refill fountains for instance. **In plastics, "bio" does not necessarily mean better, but "recycled" does: it halves the impact vs. virgin plastic!**

One DIAM employee is fully dedicated to the sourcing of new materials to help move forward on this challenge.

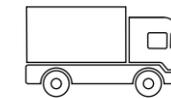
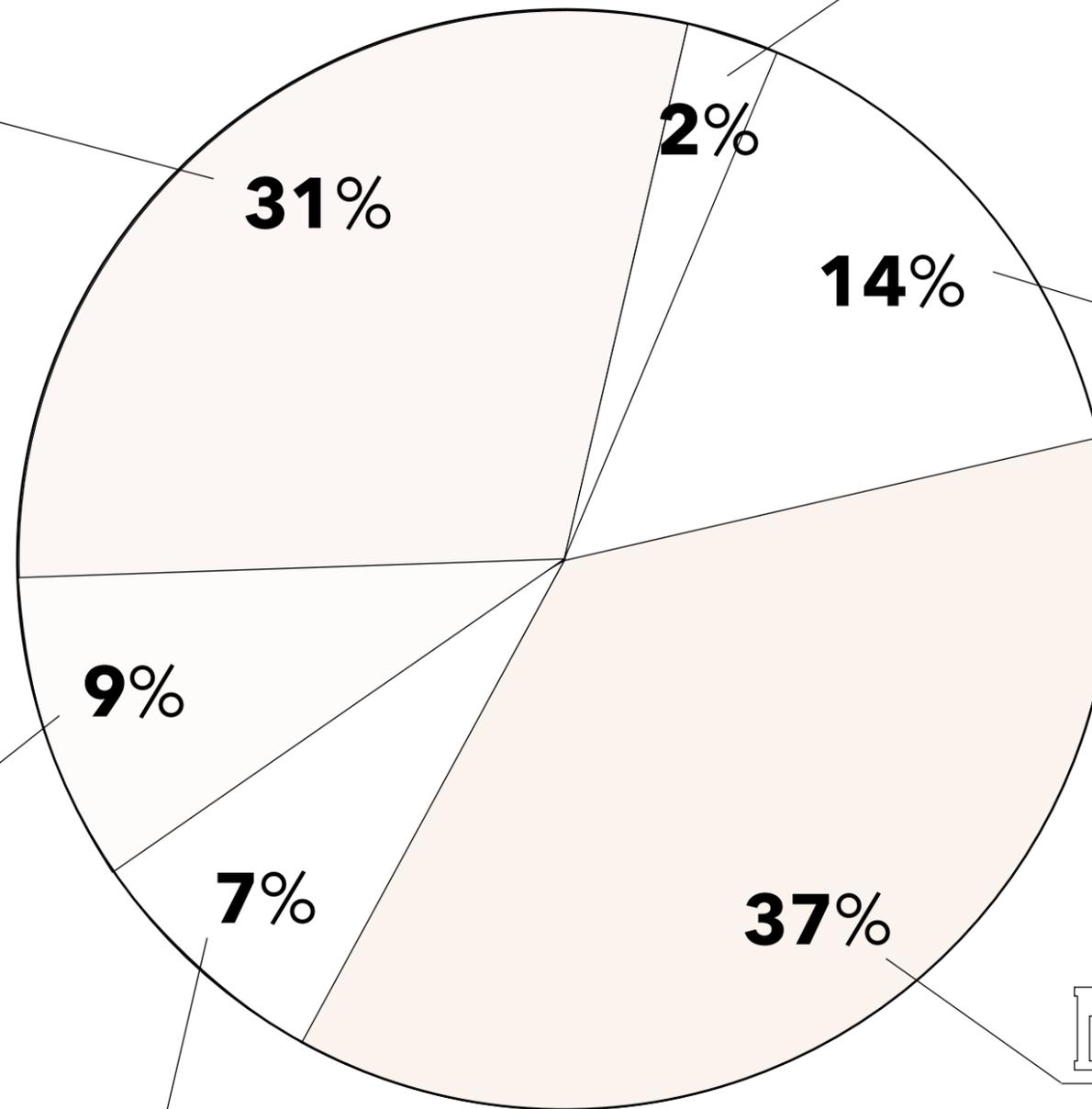
CIRCULAR ECONOMY



POST STORE MANAGEMENT

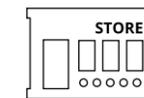
To date, very few POS displays are actually recycled in proper conditions enabling a true circular economy. It is not easy and costs money, but has great favorable impact. **DIAM already dismantles and recycles over 500 tons worth of products every year.** We must find a way to extend such recycling to the full range of our operations worldwide. **Together with retailers, brands and producers, we can do it!**

OTHER



TRANSPORTATION

Transportation and logistics should be a no brainer, using best in class technology, it has very low impact, even on very long distances. But when time-to-market shortens, it is often convenient to ship by air freight to save time. This is very impactful and finding alternatives for transportation is crucial. For example, in 2019, we decided to substitute our distribution line between Istanbul and France (80% of our Turkish production) from truck to direct sea shipping. This resulted in a 250 tCO₂eq. saving in the first year!



USE IN STORES

This is the impact of the electricity consumption of POS products in the stores.

Our efficient lighting solution can save over 50% for the same lighting (number of lumens) delivered where it matters. To go even further is possible. It would mean for brands to review their light usage and for stores to switch massively to renewable electricity. Many brands and stores already lead in that direction.

IMPROVING WATER RESILIENCE

The water cycle and local availability will drastically change over the next decades. It is our responsibility to act on it for both mitigation and adaptation.

DIAM products do not use water in their use phase, and we have a limited process water usage, mostly for cooling injection presses and cleaning serigraphy nets. Most of our water footprint comes from our offices, from sanitary usage. We have a relatively modest net water intake of 72 000 cubic meter globally, which is equivalent to the average yearly consumption of a French village of 1 300 inhabitants.

We closely monitor the net water consumption of our plants and put it in perspective with the hydric stress levels of the local water basins, also taking into account the

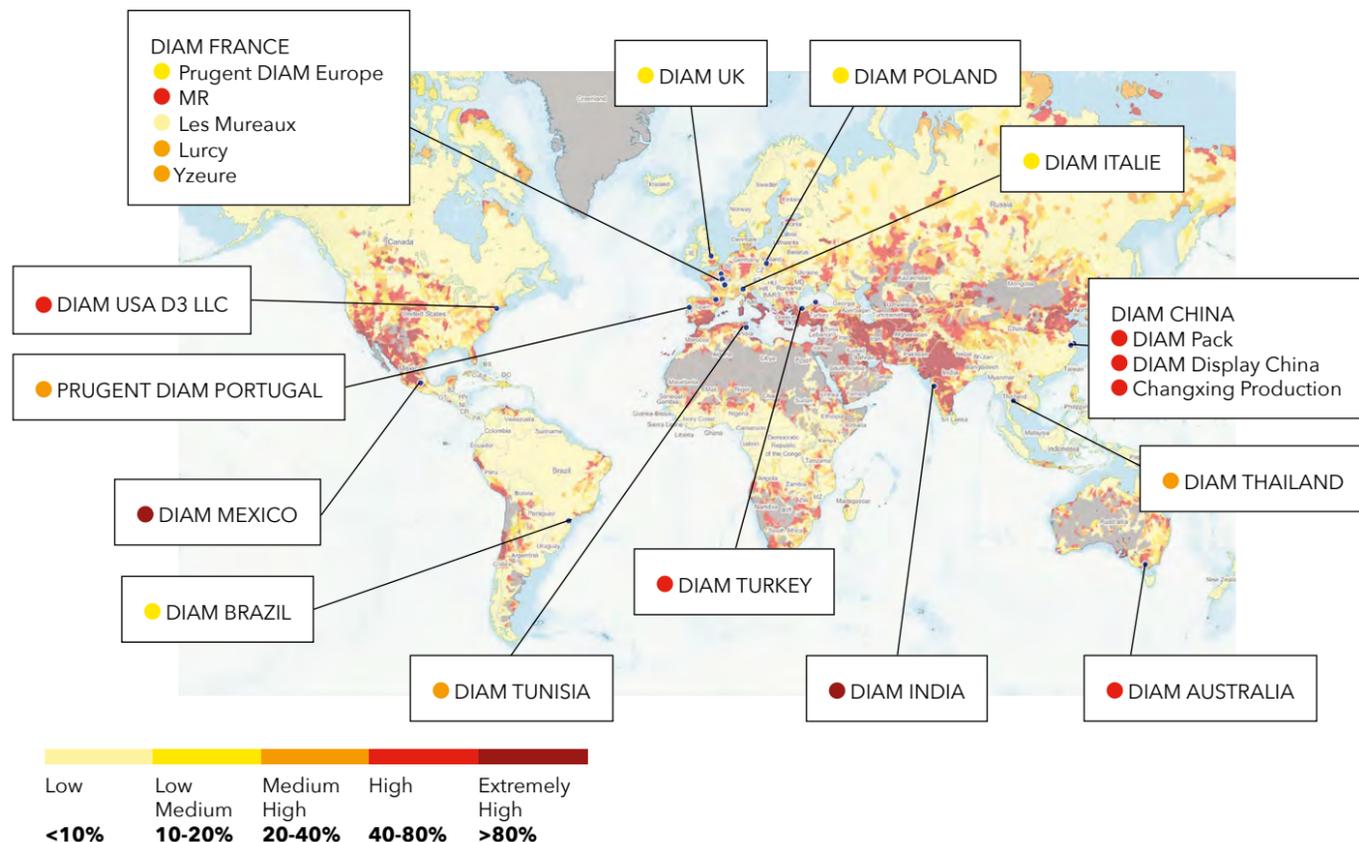
water intensity. This gives us a clear priority action list:

we have a 5% per year improvement goal on water intensity and improved by 9% in 2019 vs 2018. For instance, Yzeure (France) had a high-water intake in 2018 due to a cooling failure, they now run on close circuit process water and a new cooling processor.

With years, the pressure will increase. Today we have two plants in extreme water stress areas (Mexico DF and Pune, India). They have very limited water intake. By 2040 WRI's Aqueduct projections would put 7 of our plants in extreme water stress areas. **We will intensify our efforts on water to adapt and mitigate that threat, focusing first on the high volume, high intensity and high stress area plants.**

With years, the pressure will increase. Today we have two plants in extreme water stress areas (Mexico DF and Pune, India). They have very limited water intake. By 2040 WRI's Aqueduct projections would put 7 of our plants in extreme water stress areas. **We will intensify our efforts on water to adapt and mitigate that threat, focusing first on the high volume, high intensity and high stress area plants.**

DIAM LOCATIONS WATER STRESS EXPOSURE, 2019



LEADING THE WAY TO A LOW-CARBON ECONOMY



© Joshua Williams / Unplash

“

DIAM is proud to be among the first 400 climate leading companies world-wide with a validated 1.5°C SBT ambition.

Our targets and action levers are clear: on our direct scopes we will improve the energy efficiency of our factories and use even more renewable energy than today (87% renewable electricity used in 2019). On our indirect scopes (supply chain and products), we will carry on our strong stance on eco-design based on life-cycle assessments. We will specially focus on raw materials and circular economy, with a 80% recycled plastics use target by 2030 and on decreasing the electrical power needed to use our products in store.

This is a crucial fight for DIAM, and for the planet. This will help us to go faster in our sustainability transformation. It will impact the way we do business in every aspect”.



Francoise Raoul-Duval
Francoise Raoul-Duval
 CEO DIAM GROUP



A GLOBAL CARBON REDUCTION OF 25%
 ON THE FULL SCOPE 1+2+3 CARBON FOOTPRINT
 OF DIAM BETWEEN 2019 AND 2030.

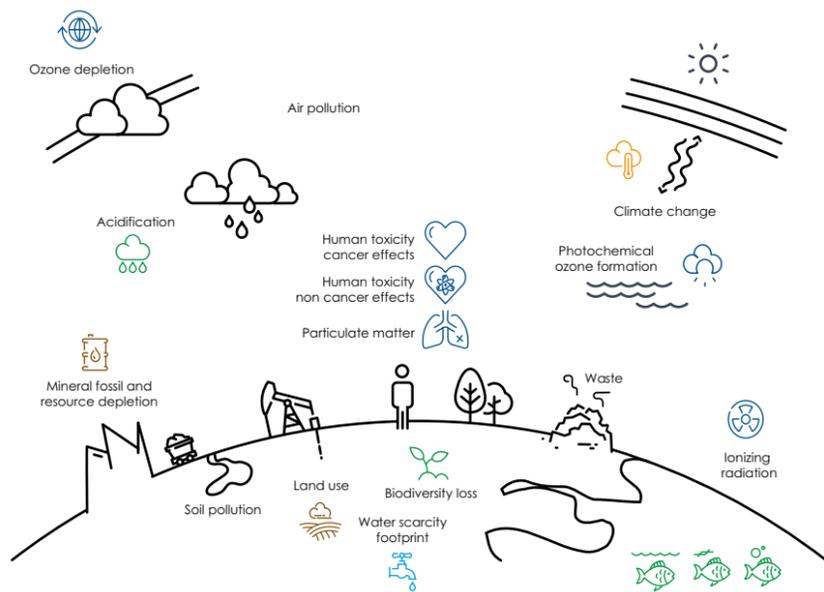
DIAM commits to reduce absolute scope 1 and 2 GHG emissions 46% by 2030 from a 2019 base year. DIAM commits to reduce absolute scope 3 GHG emissions from purchased goods and services and use of sold products 46% within the same timeframe.

FOCUS ON ECO-DESIGN

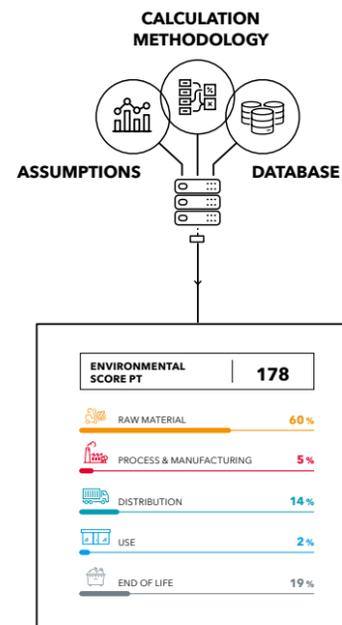
FROM UNDERSTANDING WHAT MATTERS...

We cannot rely on intuition alone to guide us in reducing our environmental impact. **Life-Cycle Analysis (LCA)** evaluates and compares the environmental footprint of products over their full life cycle - from the sourcing of raw materials to the end of life. It **reveals where to act to come up with real solutions**; and it can provide a common language for all actors in the value chain to work together effectively and coherently.

Since 2017, we have developed our capacity to undertake LCAs on all the spectrum of environmental indicators, and have performed over a hundred of them. We develop training materials that help our teams "see" the impact of products and offer improved solutions. We like it so much that we actually **propose trainings to our clients**. We also work with experts and trade associations to share a common language and methodology in Retail.



ALL ENVIRONMENTAL FACTORS MUST BE CONSIDERED



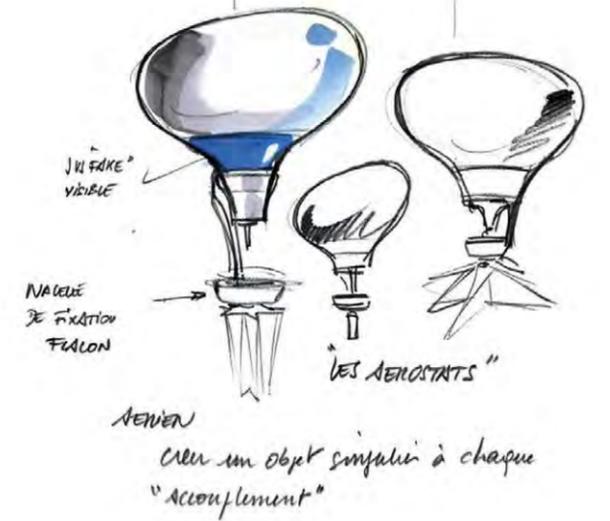
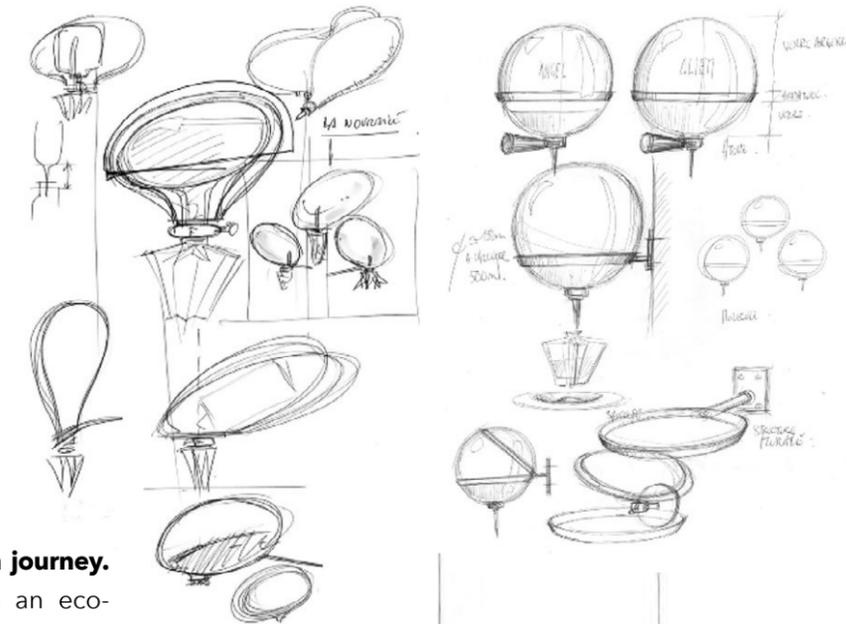
Example of a full shop environmental score

Two LCAs are only comparable if they were calculated using the same methodology and functional unit.

...TO ECO-DESIGN

LCA is just the beginning of the eco-design journey. Our insight on LCA helped us to develop an eco-design check-list that helps to improve displays design. We shared and improved it with our customers and the trade association "Institut du Commerce". At DIAM, our teams constantly search new technical improvements. We not only try to eco-design the products, reducing the input of materials, re-thinking shapes and uses; we also want to think anew the business model, working with our suppliers to reduce the environmental footprint of the supply chain, and with clients, retailers and other local partners to collect and to reuse or recycle the products at the end of the lifecycle.

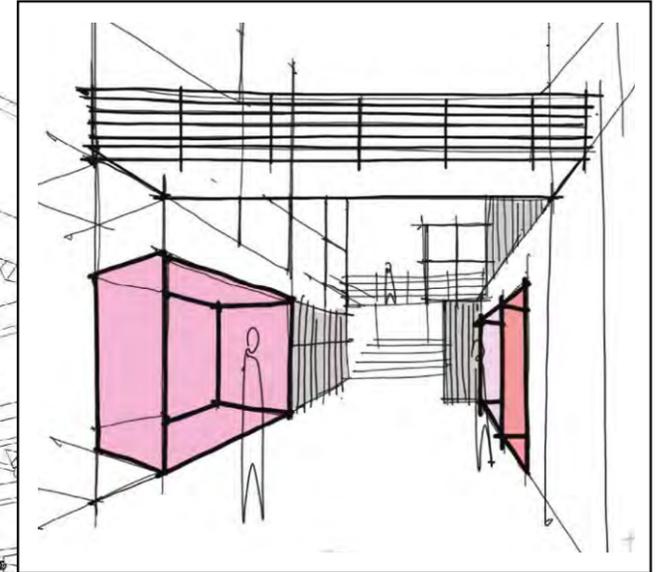
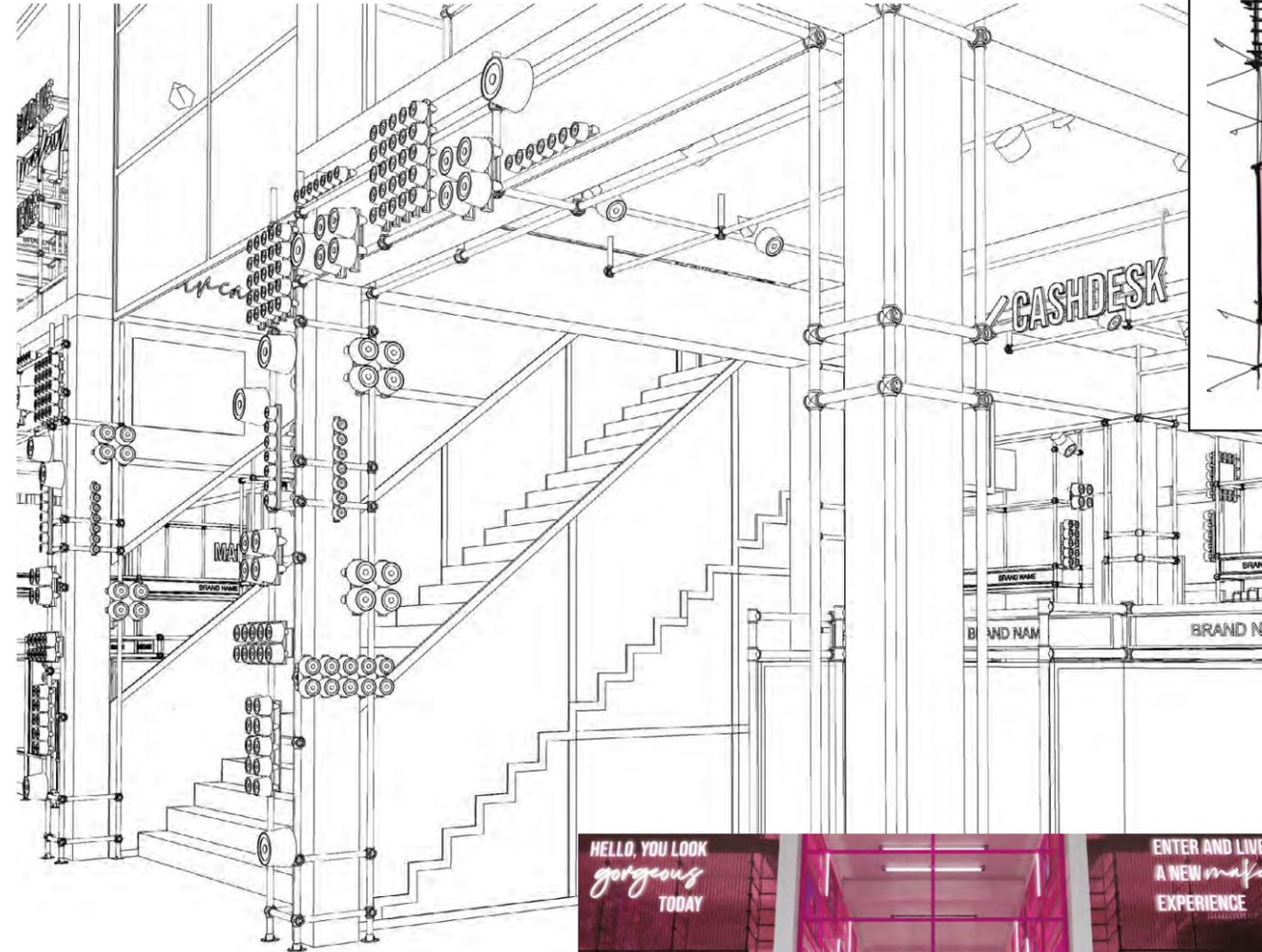
« ENABLING A PERFECT REFILL IN STORE WITH AN APPEALING DESIGN UNLEASHES THE POTENTIAL FOR LIMITLESS REUSE OF PERFUME BOTTLES AND ENVIRONMENTAL IMPACT REDUCTION. WE ARE PROUD TO HAVE BEEN ABLE TO CO-CREATE THIS FOUNTAIN »
Pascal SAILLANT
 Creative Director, DIAM



FROM INSPIRATION... TO POWERFUL REALISATIONS

It takes two phases to build a new project: an artful inspiration phase of materials and senses exploration; and an orchestrated materialization phase in which each part fits its exact timing and purpose.

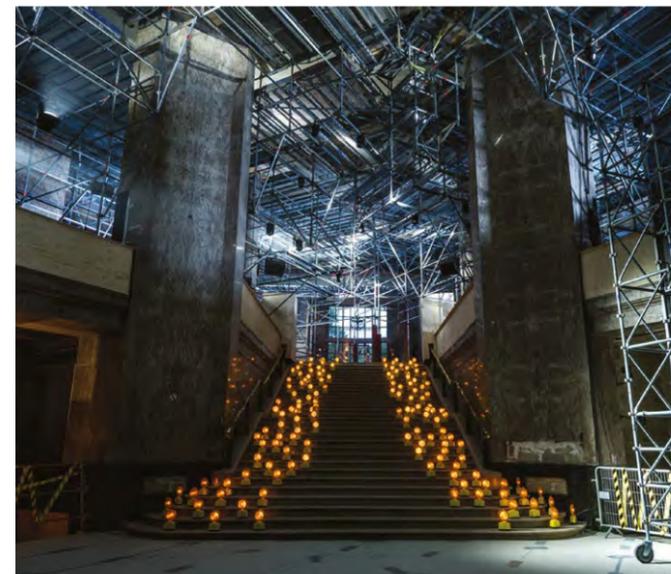
80% OF THE ENVIRONMENTAL IMPACT IS SETTLED AT THE DESIGN PHASE.



WE SUPPORT YOU IN MAXIMIZING BRAND APPEAL, WHILST MINIMIZING ENVIRONMENTAL IMPACT

WHOLE LIFE CYCLE OPTIMIZATION

- Less weight = - 25%
- Transport optimization
- Surface treatment (less VOC)
- Light efficiency = -25% power consumption
- Use of only certified papers & cardboards
- Use of recycled material
- Separable material for recycling : dissociability
- Disassembly instructions



LOOPING THE LOOP OF CIRCULAR ECONOMY

The point of sale display industry is terribly linear, with very low rates of recycling.

The sector generates around 100 000 tons of waste per year in France alone. This waste is often mismanaged, especially on the update kits and modules, which are hard to collect and recycle, as they are scattered, low-value objects. And yet, we could save up to a third of their environmental impact by looping the loop. We have yet to find working solutions to bring about a circular economy at scale at the level of our industry. DIAM's most advanced "circular" operations are probably located in the UK, USA, Brazil, France and Germany, though we are currently working on creating "circular solutions" all around the world. **Our goal is to offer local recycling solutions in all countries where we have an industrial presence.**



SOME SUCCESS STORIES FROM AROUND THE WORLD

Our UK operations are a brilliant example of our efforts: **for the last 10 years, over 2,000 units per year, representing about 5 000 tons of recycling material have been recycled, with less than 1% sent to landfill.**

In 2019 we invested in the USA to launch our "back to D3" program and are now able to dismantle products, grind them, send the plastic chips to a chemical plastic recycler and re-use the material in a closed loop! D3 has collected and recycled 20 tons since mid-2019 and we aim to reach 25 tons by the end of 2020. This achievement was also made possible by the support of our clients who have been willing to pay a higher price to fund the collection, recycling and production of new recycled plastic.

"RE-" IS THE KEY



RE-THINK

When beautifully eco designed dismantable recyclable displays end their short life on sidewalks and eventually in landfill something is **WRONG**, we must re think the full chain.



RE-PAIR

Capable teams of "MacGyvers" can rejuvenate displays to last longer in stores and maximize sales at the same time!



RE-USE

Why not ? Aren't luxury goods supposed to last forever ?

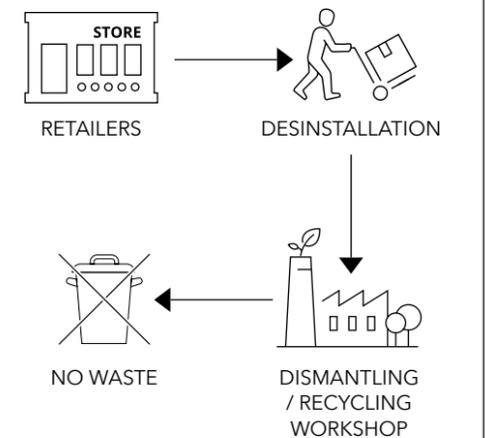


RE-CYCLE

Multi-materials displays can be recycled at high ratios if they are designed for disassembly and manually disassembled ideally in social inclusion workshops.

RE-ORGANIZE LOGISTICS

Circular economy solutions will emerge when end of life costs are budgetted with purchase capex and post store displays are seen as a resource, not waste.



YOUR KEY CONTACTS

DAVID BAGLEY

CEO DIAM Mass

BRUNO BLIN

Prestige Europe Sales

RAPHAÈLE BRIAND

DIAM Group HR

CYRIL CABARET

DIAM Prestige Europe MD

EMMANUEL DARTOIS

Prugent DIAM Europe MD

LOUIS DUPÉRE

CEO DIAM Americas

STÉPHANE MICHEL GROSJEAN

CEO DIAM APAC

MARGARET HILL

Mass Europe Sales

SÉBASTIEN LEPODER

Americas CSR

MATHIEU PARFAIT

DIAM Group CSR

CHRIS PEACE

Mass Europe CSR

CLAIRE MARIE PEDERSEN

D3 President

FRANÇOISE RAOUL DUVAL

CEO DIAM Group

NATHALIE ROSENBLUM

Retail 3D & Eco Design Training

DAVIDE RUSSO

DIAM Mass East & Central Europe MD

ROMAIN TISON

DIAM Group LCA Expert

ERIC TOLLEMER

DIAM APAC PMO & Prugent DIAM Asia MD

& full DIAM team



CECILE TOMBARELLO, External Communication
contact@diaminter.com
WWW.DIAMINTER.COM