

GUILLIN supports Fabrice Amedeo

The GUILLIN Group, European leader in food packaging solutions, is committing itself to skipper Fabrice Amedeo in the Vendée Globe 2024 as an official partner.

This is a meaningful partnership for the Group and its 3,000 employees, who have made environmental protection, ecodesign and the circular economy their historical priorities.

Aware of Fabrice Amedeo's commitment to respect, excellence and performance, it was only natural that the family business chose to support the skipper of Nexans - Art & Fenêtres, around a vision that brings them together, a common DNA, rooted in a deep respect for nature.

A common desire to preserve the oceans

The Group, a pioneer in its field, is also the founding partner of Prevented Ocean Plastic™, a plastic bottle collection and recycling programme in Indonesia. *"Since 2020, we have reintegrated nearly 1 billion bottles into our packaging to prevent them from ending up in the oceans and to raise awareness that plastic is a resource and not a waste product if it is properly collected and sorted",* explains Sophie Guillin, CEO of the GUILLIN Group. An action that echoes the oceanographic project of Fabrice Amedeo, committed to the protection of the oceans: *"With Fabrice Amedeo, we share the same vision of ecology, modern, progressive, reasoned. Since its creation, the GUILLIN Group has been linked to a natural territory that we have been preserving for 50 years by limiting our emissions as much as possible. We are committed to looking at the realities of our world with pragmatism and to acting with full knowledge of the facts based on scientific measurements. Fabrice's commitments are in line with this: to sail around the world without using fossil fuels and to take on board sensors to measure the micro-particles found in the oceans in order to create a database on which concrete analyses can be carried out and solutions proposed,"* explains Sophie Guillin.

The GUILLIN Group has also made energy transition and sobriety a priority by investing every year to ensure that its production sites are environmentally friendly: use of closed-circuit water, investment in low-consumption equipment, absence of atmospheric emissions, systematic waste sorting and recovery of energy from internal systems to heat their buildings. These measures resonate with the skipper's desire to eventually eliminate fossil fuels on board his boat in order to achieve 100% decarbonised energy, which is *"another point in common"* as Sophie Guillin is pleased to comment.

"I am very happy that the GUILLIN Group has placed its trust in me and joined my sporting and oceanographic adventure. Since the beginning of the Ocean Calling project, I have been keen to bring together a family of partners who are committed to improving their practices and leaving a better world for our children. We start from the principle that we are not perfect, myself included, since I sail on a carbon boat, but that we must collectively make efforts to improve ourselves: the manufacturers as well as the citizens. This is the spirit of this project, built around oceanographic measurements. We are going to measure the pollution of the oceans to identify what needs to be changed on land in our lifestyles to preserve the oceans, because 80% of the



pollution at sea comes from the land. We will raise awareness of ocean conservation among children in schools with an ambitious educational project. We will continue to organise waste collections on the beaches. We also have a project that is particularly close to our hearts: in 2023 I will start the races in which I participate with a recycled plastic sail. We are also going to send out a strong message about the need to recycle our waste. I know that this is an important area of work for the GUILLIN Group, whose plastic packaging has long been fully recyclable, and which incorporates a lot of recycled raw material in its PET products," says Fabrice Amedeo.

A shared objective, that of making future generations aware of the environmental cause

A few months ago, Fabrice Amedeo created an endowment fund, called Ocean Calling, whose mission is to support a series of scientific and citizen initiatives dedicated to the preservation of the oceans.

The GUILLIN Group, for whom the values of education and transmission are essential, supports the project's educational activities, which are aimed at raising awareness among young people: *"Taking action today is already good, but we want to think about transmission and education. It is essential that our children have a real understanding of environmental issues, based on experience and scientific studies. It is not a question of stigmatising a material, that is outdated, but of choosing virtuous materials, 100% recyclable and recycled, and of educating the younger generation to identify these materials and to carry out the correct sorting procedure. It is essential to explain with concrete elements and examples to make people understand, and this is the objective of the educational aspect of our partnership and the educational booklet,"* Sophie Guillin explains.

Committed to understanding the world better and acting accordingly for the protection of all

"For us, this partnership is also an act of clear-sightedness, a way of bringing out the truths as they are, of showing how essential the food packaging we have been designing for 50 years is for the protection of food and people, and how much it fights against food waste, a major scourge to be combated to limit global warming," concludes Sophie Guillin.

More information about the partnership: www.groupeguillin.fr/sponsoring/

About the GUILLIN Group

The GUILLIN Group, a French family-owned company listed on the stock exchange, was founded in 1972. In five decades, thanks to a major innovation strategy in the field of food protection, it has become a leading, responsible and benchmark mid-sized company in packaging in Europe. The preservation of the environment, ecodesign, the circular economy and the use of environmentally friendly raw materials are among the Group's historical concerns and constitute a daily priority commitment for its 3,000 employees. Mobilised to protect the oceans, the Group, a pioneer in the field, is a Founding Partner of Prevented Ocean Plastic™. Encouraging team spirit, excellence, respect, openness to progress and performance, the GUILLIN Group achieves more than €740 million in turnover, 65% of which is exported, with 32 industrial and commercial companies.



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Attachments:

