

Vandoren and the Environment



We at Vandoren have received many questions recently concerning ecology and the new packaging. We are very serious about preserving our natural resources for future generations and would like to share with you the steps we have taken toward this goal.

The cane used to manufacture reeds is a 100% natural plant. We use no fertilizer or pesticide during its growth and no chemical components during its transformation into reeds. The shiny part of the reed, it should be mentioned, is not varnish but the bark of the cane. Any leftover cane resulting from reed manufacturing is completely reused as either compost in our plantations or fuel for the boiler that heats our factory. No other energy source is therefore necessary in terms of heating. Our high performance boiler, installed in 2006, gives off only water vapor and CO₂ into the atmosphere. It is important to note that this CO₂ exhaust is of plant, not fossil origin and that its atmospheric evacuation contributes in no way to the greenhouse effect. The quantity evacuated during combustion is, in fact, completely compensated for by the quantity of atmospheric CO₂ absorbed by the plant during its two-year growth. Finally, one last point: the logo on the back of the reed is printed in edible ink, of no danger to the environment.

The reed protector is made from 100% recyclable polypropylene (bearing the triangular PP5 mark).

The film. The choice of our supplier was determined not only by their ability meet our technical demands linked to Flow Pack performance in protecting the reed, but also with a regard for ecological considerations (the supplier of the film is an ISO 14001 certified company concerned with environmental management). Our cellophane on the outside of the box is of a very common type made from polypropylene. Moreover, we are currently pursuing research on the use of biodegradable or compostable film. We should point out here that the thickness of the film we use effectively limits waste volume in comparison with other packaging solutions like airtight boxes, tubs or other procedures for maintaining hygrometry.

Concerning boxes and cardboard packaging along with all our printed matter, we have decided to charge their manufacturing to a company strongly committed to ecological concerns. This group, ISO 9001 certified since 2004, has obtained the IMPRIM'VERT label and was one of the first French businesses to sign the world business pact instigated by the UN in July 2000 on the initiative of Mr. Kofi Annan. Concretely, this year, a first objective has been achieved by using paper certified by the PEFC (Program for the Endorsement of Forest Certification) and the FSC (Forest Stewardship Council). This means that the paper comes from trees planted expressly for paper production and does not contribute to deforestation. Moreover, trees are systematically replanted in each section as they are felled. This procedure has also been applied to inks, fixatives, developers and solvents, where toxic products are replaced by others less polluting in nature (for example, the use of offset inks instead of habitual UV inks).

Vandoren's commitment to the environment goes much further than simply our products and their packaging. We should like to mention that electric vehicles are used to get around our production site in Bormes les Mimosas and that Mr Van Doren, the initiator of this procedure, drives a hybrid car.

Vandoren[®]
PARIS

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