

Press Release

Paris, October 7, 2014

France

New kitchen product typifies the circular economy

Castorama, the leading DIY and home improvement brand in France, now sells kitchen counters made from fully recycled materials. By choosing Veolia, the brand is able to recover the wood waste from its own stores to manufacture kitchen counters sold in all its outlets. A tangible example of the circular economy from Castorama and Veolia.

A model kitchen counter putting the circular economy into action

The new *Cooke & Lewis Infinite* kitchen counter **sold exclusively by Castorama** is fully manufactured **from renewable resources**. It is the first time that a laminated counter has been manufactured completely from recycled materials comprised of 35% wood and 65% plastics. **Thanks to Veolia's expertise**, the waste generated in stores from cutting products to order is collected and transformed to produce a new, high-quality, so-called secondary raw material used to manufacture kitchen counters.



Fully manufactured in France, this day-to-day object delivers positive benefits: the wood composite provides improved water resistance and it weighs 40% less. Also as it is recyclable, it is a perfect illustration of the circular economy.

Castorama and Veolia: an innovative partnership

Castorama and Veolia **pooled their respective expertise** to design a wood flour composed of recycled wood and plastics that could be used industrially.

The combined know-how of Veolia and Castorama's teams led to a quality product that ensures the smallest possible environmental footprint.

"It was a **truly co-constructive effort** by the Veolia teams and all the other stakeholders in the value chain," says Christophe Guyader, Director Materials and Component Development at Kingfisher France. "Quality control analyses, product formulation and industrial processes lie at the heart of this partnership, and **we no longer talk about waste but rather secondary raw materials.**"

To ensure the initiative's future, the two partners signed a five-year contract to supply 1,000 metric tons a year.

A positive initiative illustrating the commitment of two companies



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The circular economy is becoming crucial at a time of dwindling resources. Initiatives such as this by Castorama and Veolia allow **raw materials to be reused, and that conserves natural resources.**

“Our services operator business is evolving into that of a supplier of renewable resources,” says Bernard Harambillet, CEO Waste Solutions for Veolia in France. “We are committed to proposing solutions that save resources and to developing the circular economy.”

Through its purchasing practices, Castorama is a responsible company that reconciles improved housing with environmental protection. “We are committed to becoming ‘Net Positive,’ which means taking up the challenge of **not simply protecting the environment but actively seeking to have a positive impact on the planet,**” explains Sophie Vandecasteele, Director Corporate Social and Environmental Responsibility for Castorama and Brico-Dépôt. “This commitment requires sustainable innovation. The **circular economy model enables us to speed up our transformation in this direction.**”

The kitchen counter has been available since July 2014 in 102 Castorama stores for 149 euros (3000 x 650 x 38 mm).

About..

Castorama, a member of the Kingfisher group, Europe’s leading home improvement brand, is a leading brand in its sector in France with revenues of €3.4 billion incl. VAT and 12,600 employees. Its 102 stores sell 50,000 products designed to improve the home with new innovative solutions that are simpler, faster and more intuitive for all home improvement projects. At Castorama, we think that everyone should have the right to live better. We want everyone to be able to improve their home without effort, without complexity and without compromise. Castorama, we believe that everyone has the right to live better. That is why we want everyone to be able to improve their home effortlessly, simply and without depriving themselves.

Veolia group is the global leader in optimized resource management. With over 187,000 employees* worldwide, the Group designs and provides water, waste and energy management solutions that contribute to the sustainable development of communities and industries. Through its three complementary business activities, Veolia helps to develop access to resources, preserve available resources, and to replenish them.

In 2013, the group Veolia supplied 94 million people with drinking water and 62 million people with wastewater service, produced 54 million megawatt hours of energy and converted 38 million metric tons of waste into new materials and energy. Veolia Environnement (listed on Paris Euronext: VIE and NYSE: VE) recorded consolidated revenue of €23.4 billion* in 2013. www.veolia.com

(*) 2013 pro-forma unaudited figures, including Dalkia International (100%) and excluding Dalkia France. Excluding Transdev employees and revenue currently under divestment.

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