



ROBIN

ANNO 1927

CRÉATEUR *&* COULEURS



Welcome



CEO
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CRÉATEUR *DE* COULEURS



The castle of Useldange

- Paint specialist since 1927 -> 95 years
- Factory in Useldange (L)
- 100% Luxembourg shareholders
- 105 Employees
- Turnover 2021: 27 mio €

3 locations



Headquarter and factory in Useldange



Showroom and warehouse in
Leudelange



Showroom and distribution center in
Bissen

6 divisions



Research & Development



Long term strategy:
To escape the fossile era

ECONOMIE CIRCULAIRE

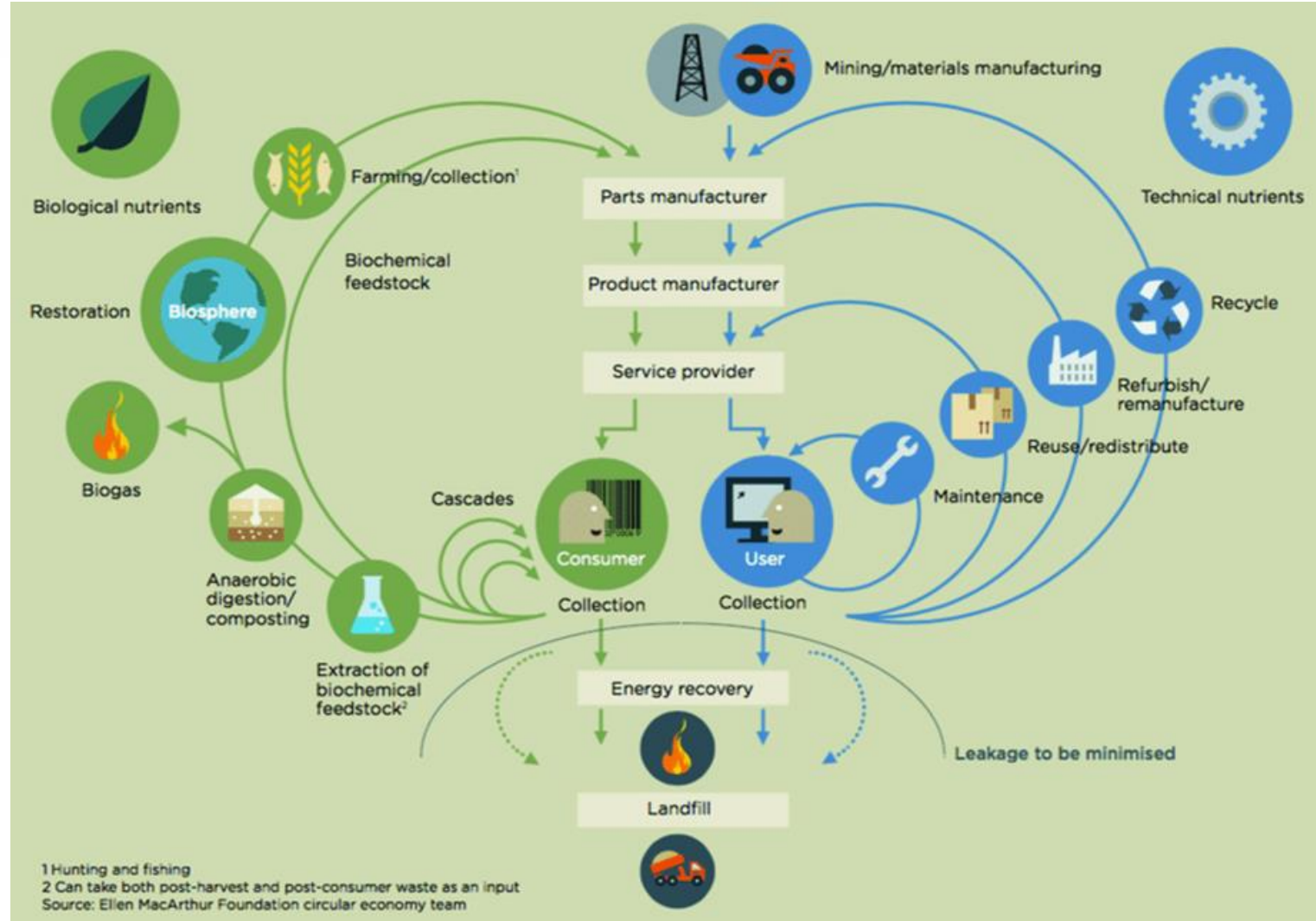
CIRCULAR ECONOMY

C2C

Cradle-to-cradle

KREISLAUFWIRTSCHAFT



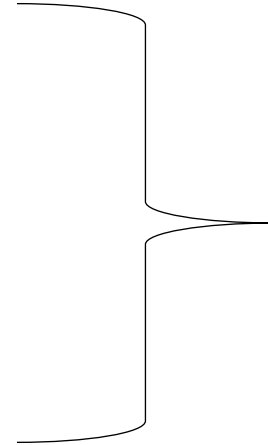


WHY ?

- Personal belief and engagement
- Legal aspects ex. green deal
- Customer demand
- Physical necessity: limited resources
- Geopolitical reasons: control of raw materials
- Employees motivation

NEW BUSINESS MODELS

- Sharing
- Product as service
- Repair
- Reverse logistics
- Product design



employment

EXAMPLE : SHARING IN PAINT



LEGAL + POLITICS

- Club of Rome – 1970 – The limits to Growth
- The Hannover Principles, Design for Sustainability (Expo 2000)
- UN Sustainable Developments Goals (SDGs), 17 Goals - 2015
- EU 12/2015 life programs
- ISO TC 323
- Thought leaders:



Michael Braungart (59)

- German chemist
- Engineering professor



William McDonough (66)

- American architect and designer

C2C BY ROBIN

« GETTING OUT OF FOSSILE ERA »

1. VERDELLO – *Tall oil based Wall paint*



2. LUXLIN – « *Water cleaning paint* »



3. ROBINLOOP – « *The paint which dies* » ; recycled paint



Verdello®

La première peinture 100% biosourcée

2013 ENVIRONMENTAL AWARD WINNER

CRÉATEUR  COULEURS

www.verdello.lu

100% european wall covering paint

Components and origin:



Tall oil

France



Colza oil

France



TiO₂

Finland



Calcium
carbonate

Spain

Shop Green
SuperDrecksKëscht®



5 Levels of Certification

Verdello® certified

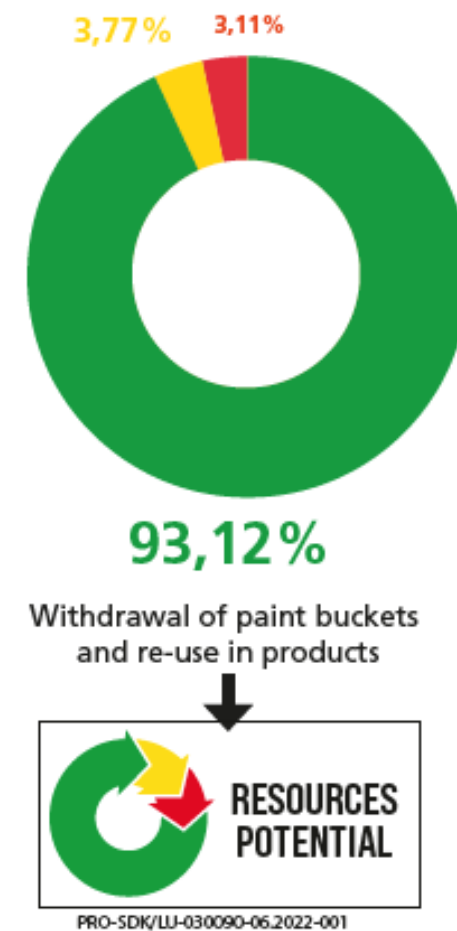


Cradle to Cradle Certified Product Scorecard	
MATERIAL HEALTH	Bronze
MATERIAL REUTILIZATION	Bronze
RENEWABLE ENERGY & CARBON MANAGEMENT	Gold
WATER STEWARDSHIP	Bronze
SOCIAL FAIRNESS	Silver
OVERALL CERTIFICATION LEVEL	Bronze

Resources potential

Verdello®

Return of the products and reuse in the new production process



Luxlin®

The water protecting paint

ENVIRONMENTAL AWARD WINNER 2017





3 actors

Water suppliers + Agriculture + Industry



CRÉATEUR *DE* COULEURS

Luxlin®

Water protection area



+

Linseed oil



=



LUXLIN wood stain



« The paint which never dies »

Recycled paint:

- Luxembourgish consumers
- Only white + water-based
- Aligned to Robin quality

ENVIRONMENTAL AWARD WINNER 2021



1st sorting at SDK, 2d sorting at ROBIN



FABRICATION AND FILLING



READY TO USE !



Shop Green
SuperDrecksKëscht®

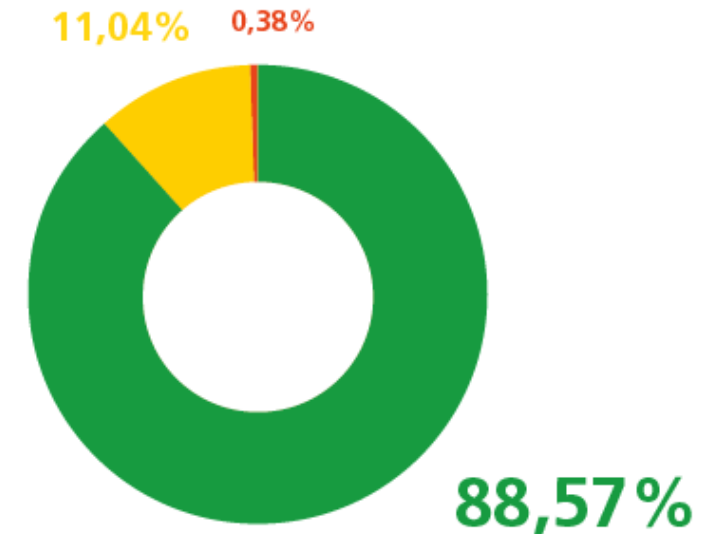


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Resources potential

ROBINLOOP

Production of the product RobinLoop from used paints and varnishes



Production of the product RobinLoop
from used paints and varnishes



PRO-SDK/LU-030090-07.2022-001

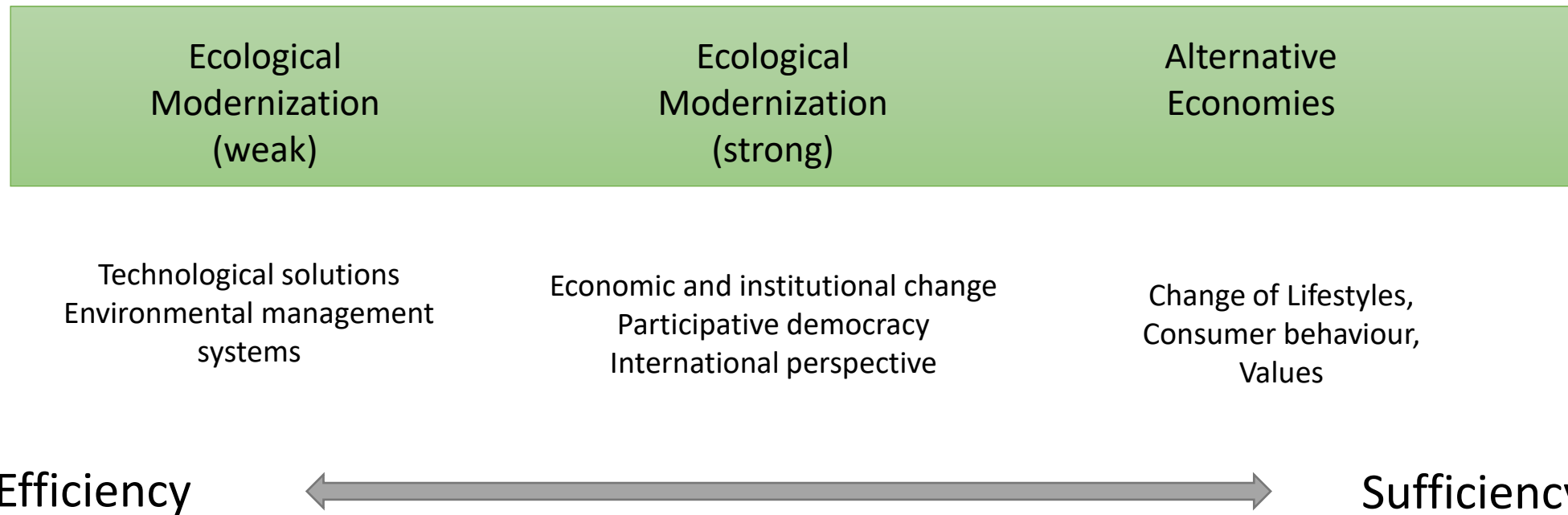
FINAL REFLECTIONS, DISCUSSIONS, QUESTIONS ?

- The right to use resources
- Circular economy versus consumer society
- Transition is slow
- Dilemma between ecological products / expected quality / accepted costs

Is circular economy the magic remedy?

Efficiency versus Sufficiency

Possible options of « Greening » economy



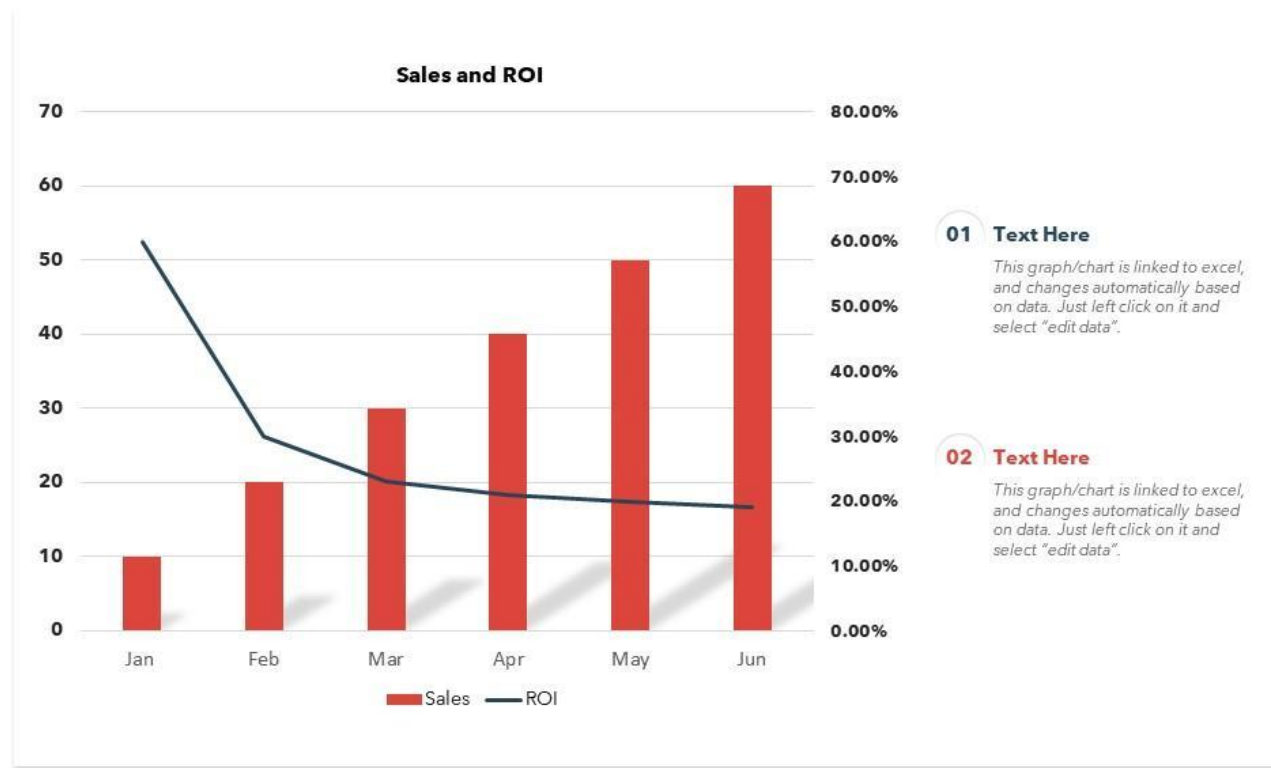
LITERATURE TIPS

- Web page :
 - Ellen Mac Arthur Foundation: www.ellenmacarthurfoundation.org
- Books :
 - Doughnot Economics – Kate Raworth
 - *Regionalwährungen* – Bernard Lietaer & Margrit Kennedy
 - *The Power of Just Doing Stuff* – Rob Hopkins
 - *The Ascent of Humanity* – Charles Eisenstein
 - *The Upcycle* – Michael Braungart & William Mc Donough
 - *Le Pari de la Décroissance* – Serge Latouche
 - *Alexander von Humboldt und die Erfindung der Natur* – Andrea Wulf

R.O.I.

Sales and ROI Financial Graphs

This graph/chart is linked to excel, and changes automatically based on data. Just left click on it and select "edit data".





THANK YOU FOR YOUR ATTENTION !

