



WE CARE

5àsec sustainable development project
February 2013



OUR VISION

Dear Reader,

In 1968, more than 40 years ago, Mr Chavanon, a brilliant entrepreneur, had a vision. He launched a revolutionary concept in the dry cleaning business.

In the meantime, 5àsec has become the market leader within the industry, with 1,900 shops in more than 30 countries. Throughout all these years the evolution of 5àsec was driven by the core values of the concept : convenience, innovation, excellence and responsibility.

Being market leader is not only having the largest number of shops around the world. Being market leader also means being responsible: showing the example and setting the standards within the industry. We aim to act responsibly, taking care of our customers, staff and environment. Sustainable development is and must be part of our daily decisions, and everyone is concerned: management, employees and partners.

In 2011, we decided to launch a global sustainable development project within the 5àsec group: "WE CARE". The objective of this project is to convey awareness in our network and achieve tangible improvements in terms of sustainable development. It is a very challenging program since the objective is to involve the staff across 30 countries, as well as our partners and clients. We are today at the initial stage of the project. Although a lot remains to be done, the results achieved are so far very encouraging.

I would like to take this opportunity to thank all the volunteers, partners and colleagues, who contribute to supporting this program. Thank you to our customers, partners and suppliers for helping us to continuously improve.

David Sztabholz
5àsec President

SUSTAINABLE DEVELOPMENT OBJECTIVES

DEVELOP

And use technologies and processes that minimize our impact on environment

“Every component of our activity is analysed to identify any room for improvement. We are working on eco-friendly solutions for energy, packaging, solvents and materials. Our goal and commitment are to improve processes, products and systems that will be eco-efficient and ethically answer current and future generation’s needs.”

ENSURE

An optimized working environment where each member of the staff is given the opportunity to grow their personal and professional skills

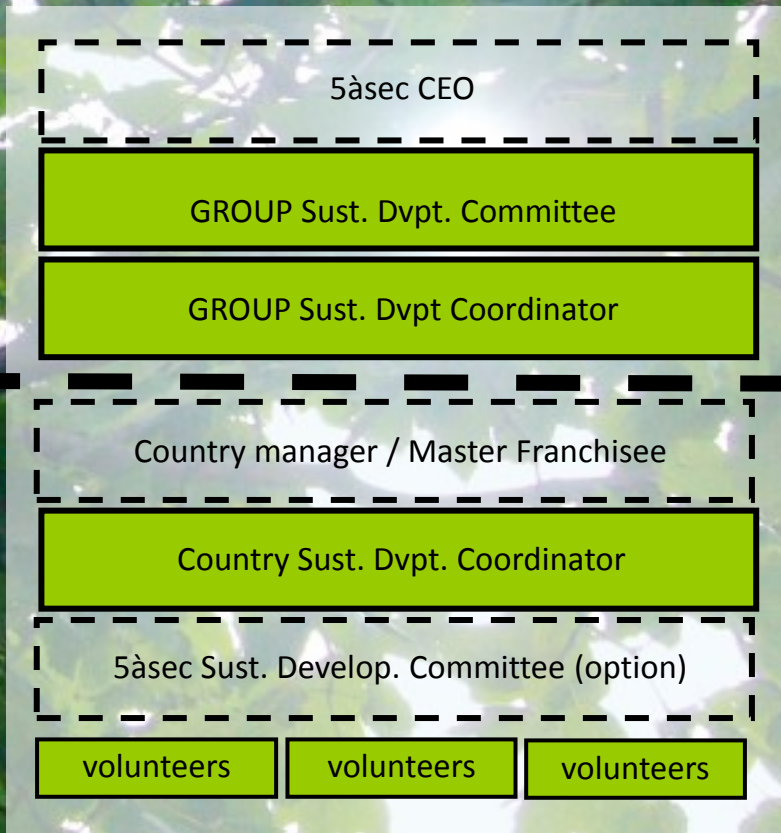
“Our staff is our expertise. Technologies keep evolving, our staff is trained all through their career to grow their professional skills and bring to our customers our savoir-faire. Our shop concept is designed with improved ergonomics for our staff and customers.”

PROMOTE

Innovation and excellence in our business and human resources management

“Since 1968, being innovative has been our continuous response to differentiate ourselves from competition and build a sustainable advantage on the market. By listening to our clients expectations and needs and by constantly improving our processes and technologies, we are implementing eco-responsible solutions.”

**VOLUNTEERS COMMIT
WITH THE STRONG BELIEF
THAT TOGETHER WE WILL
MAKE IT HAPPEN.
JUST BETTER. FOR REAL.**



SHARING

5àsec HQ (DCI) & ALL COUNTRIES

Every enrolled country has one representative in charge of the program. This person will liaise with the person in charge of the program at the group level .

BECOMING A VOLUNTEER

Not a job, a natural interest !

All volunteers decide to promote the charter in their shop or office through discussions, papers, presentations, workshops, exchanges, results, recommendations, actions. And they enrich themselves and their community.

THE PRINCIPLE

The program has a central coordinator to whom the country representative can refer. However, we very much count on high level of interaction within the community to share best practices and make it a real success!

ENJOYING THE NETWORK

For the first year, we started an internal web platform , linked to best practices, information, technical sheets, contacts... The platform will be fed with more and more tools to facilitate exchanges.

CHALLENGE 2012-2013



Reduction of Hangers

Our activity as designed today requires the use of hangers. To maintain a good quality of ironing and to ensure stable prices, we mostly use hangers made of iron. However, they are often trashed to bin at the costumers' house.

This year, amongst other initiatives, we decided to challenge our shop network on the hanger consumption and recycling.

Therefore, in a nutshell, we encourage our customers to take hangers back to our stores if not needed. The implementation of this initiative is flexible.

For example, in Switzerland, the cost of the hanger is charged to the client, who can get his money back when returning the hanger. In Spain and Argentina, a 'returning container' is made available in the entrance of the shop.

In each shop running a hanger recycling program, we aim at decreasing by 35% hanger renewal.

REDUCE USE OF PLASTIC CONSUMABLES

A close-up photograph of a person's hand holding a clear plastic bag filled with folded clothes. The background is a blurred beach scene with sand and water under a bright sky.

REDUCE USE OF PLASTIC

Plastic is a material that is very useful but also damageable for the environment when not recycled.

Communicating towards our customers about the solutions we can implement together is essential.

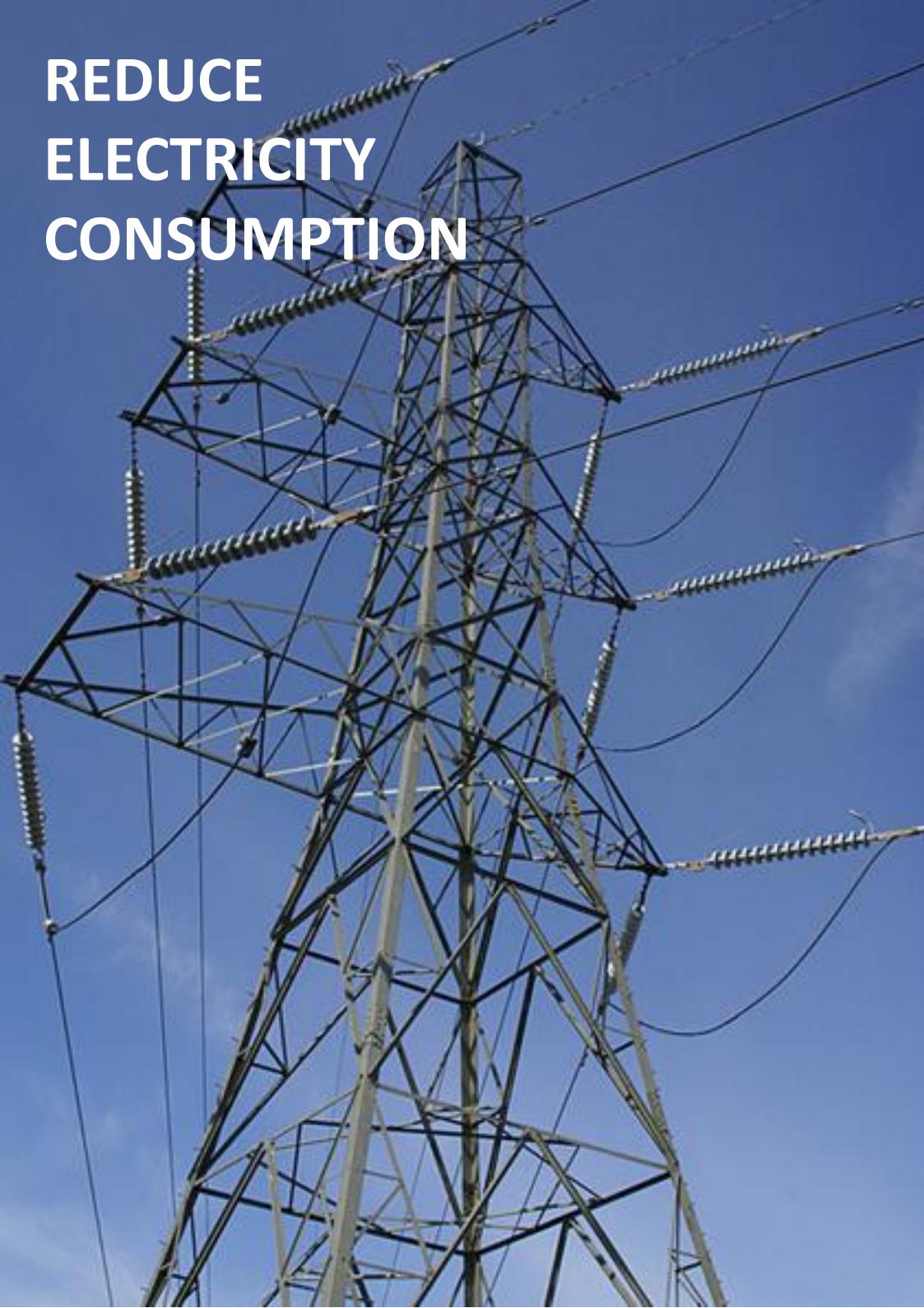
Different kind of plastic bags are used in 5àsec shops. Plastic is mostly used to wrap garments at delivery.

We launched initiatives across the world to reduce plastic consumption such as giving back clothes without plastic wrapping them or proposing re-usable textile covers.

As an example, in Switzerland, the re-usable textile cover was launched in 2010, and we can report that 88.5 % of our customers in Switzerland are in favor of this initiative. 71.3% of them bought the eco-friendly 5àsec cover.

Since 2011, due to the introduction of re-usable textile covers, plastic consumption was reduced by 50 % per cleaned garment.

This initiative is now being studied for global implementation.



REDUCE ELECTRICITY CONSUMPTION

REDUCE ENERGY CONSUMPTION

Generating electric power is one of the most polluting activity in the world and the best way to reduce it is to consume less.

To regulate dry-cleaning solvent temperature, we inject cold water into an independent circuit, ensuring that water purity remains intouched. The water becomes warm and we can therefore re-use it in the washing machines avoiding then to consume power to heat up the water.

We also created an innovative system that contributes to reduce energy consumption in 5àsec shops. It is called the L-Solutions washing technology. It optimizes the use of our washing machines, allowing an average reduction of 9% in power consumption.

A correct maintenance of the equipment is also very important. In some cases, water softeners or anti-lime systems are used to avoid excessive calcareous which may interfere with heat transfer and increase energy consumption.

In the new 5àsec shop concept, high consumption light bulbs were changed by energy saving lamps with the same quality of lighting.



MORE SHOPS WITH WATER TANKS

RECYCLING WATER

Water is a vital resource for life, as such, we work with it in a highly responsible way.

Initiatives such as water recovery systems or the installation of automated washing systems like L Solutions allowed to significantly reduce water consumption.

The L-Solutions washing technology, developed by 5àsec has so far reduced water consumption by 14% compared to standard programs.

In the coming months, it is expected to allow an extra 17 % reduction. All shops are being progressively equipped with the L Solutions.

Besides the L Solutions system, water used to cool down the dry-cleaning machines can be re-used in the washing machines.

As an example, in Portugal, where one third of the network is currently equipped with water recovery systems, hot water from dry-cleaning machines is also recycled to be used in the washing machines.

In Bogota, Colombia, where it often rains, they installed water recovery tanks on the shop roof. After filtering, the water can be used in washing machines.

The initiative of water recovering and recycling is strongly encouraged in the entire 5àsec shop network as it helps reducing water consumption between 30 and 40 % in a shop.



TRAINING FOR EVERYONE!

TRAINING

At 5àsec, an organized training structure is enforced worldwide, with a central department at the Group level and training managers operating at the country level.

Trainings are taking place in every country where we are located.

The reference documents and training supports for the core know-how are created centrally. Local initiatives and developments are welcomed and taken at the central level if adaptable.

5àsec's know-how is given through different courses in different areas. Also, training paths are defined for each job and employee. We constantly improve trainings based on market evolution and consumers' needs.

More recently, we launched an international e-learning platform.

It is an innovative internet based training tool that allows digital training and provides our staff with a lot of flexibility in their learning process. Being present in 30 countries around the world, this tool helps us reach all the shops everywhere where we are located, from Mumbai to Ushuaia.

Since we launched the online program early this year, 1 employee out of 5 has already benefited from it.

Next year, our goal is to spread the online method to more countries and double the number of online trained employees.



**THANK
YOU!**