

## CASE STUDY

EXTENDING THE USEFUL  
LIFE OF PRODUCTS THROUGH  
AN ECOLABEL



One planet  
inform with care



# THE LONGTIME LABEL

INITIATIVE: THE LONGTIME LABEL

SECTOR OF ACTIVITY: ENVIRONMENTAL SERVICES

IMPLEMENTATION AREA: HEADQUARTED IN FRANCE, BUT  
AVAILABLE WORLDWIDE

STRATEGY FOR PRODUCT LIFETIME EXTENSION:  
ECOLABEL TO PROMOTE LONGER LIFETIME FOR PRODUCTS

Product lifetime extension is the postponement or reversal of the obsolescence of a product through deliberate intervention. The extension of products' lifetime makes a compelling case towards circularity as it enables a radical decrease in the use of natural resources and in waste generation, while preserving the economic value embedded in the products. This case study is part of a series that aim to showcase how consumer information tools can be used by organisations to address product lifetime extension.

## WHAT?

The Longtime® label is an independent label aimed at giving assurance that certified products are reliable, repairable and designed to last. The label is applied on the product and it provides information on its expected robustness and reliability, on its repair possibilities, and whether it offers efficient technical support and quality guarantees. The ultimate objectives are to encourage consumers to choose products that are robust and durable, and encourage manufactures to produce longer lasting products.



## HOW?

The Longtime® label was developed by the French-based social enterprise Ethikis ad Civis, after two years of collaborative work with consumer associations, repairers and manufacturers. It can be applied to a wide range of products, such as household appliances, electronics, tools, leisure equipment and professional equipment. Companies need to comply with [41 criteria](#) to be able to be certified against the ecolabel.



## USE OF CONSUMER INFORMATION

The label is a tool designed to inform consumers about the longevity, robustness and reparability of products, based on the understanding that consumers respond positively to product lifetime labelling.

An important aspect of the communication is to reinforce that if the product bears the Longtime® label this means that consumers will be offered a solution from the manufacturer or its distributor in case the product fails, so that product repairs can be made and service life can be extended.



Besides the application of its logo on certified products, the Longtime® label employs various tools to induce a positive consumer attitude towards product maintenance and repair, and encourage consumers to hold companies to account. For instance, the label is involved in promotion of [product buying guides](#) and consumer awareness campaigns focused on increasing the understanding of product durability. The label uses its communication channels to promote repair strategies by highlighting the economic and ecological benefits of choosing products with an extended lifetime. The label communicates to consumers through its website, [Instagram](#), [Facebook](#), and [Twitter](#). Consumers can consult all labelled products on the Longtime® [catalogue](#).

## RESULTS

Longtime® is the first label in the world to cover product lifetime extension exclusively. It is based on a thorough methodology that has led to the labelling on eight different product-families). It counts with independent control and impartial allocation to products that comply with the specifications. The label has helped six manufacturers to evaluate and improve, when necessary, their production process.

**The way forward:** This is still a new initiative, but the label is working to expand its impact further in the next few years. This includes having more international coverage and increase the number of certified products.

## Do you want to learn more?

The One Planet network's [Product Lifetime Extension Hub](#) collects resources and tools on the topic of product lifetime extension. You can access reports, case studies and other relevant materials on measures and processes to be taken by the private sector, governments and consumers, to accelerating the circular economy by extending the useful life of products.