

## G.PIVAUDRAN IS TESTING RECYCLED ALUMINIUM

### G.PIVAUDRAN IS EXHIBITING AT THE "ADF&PCD AND PLD PARIS 2020" TRADE SHOW (BOOTH B20).

French firm g.pivaudran has been designing and manufacturing innovative tailor-made metal components, primarily using aluminium, in the perfume, cosmetics and spirits sectors worldwide.

At g.pivaudran, metal is used in its purest form.

With years of experience and technological expertise, **for several months the company has been testing the possibility of integrating recycled aluminium into its production**

### ALUMINIUM, AN INFINITELY RECYCLABLE MATERIAL

Alongside its aluminium suppliers, g.pivaudran initiated reflection and technical trials to understand in what proportions it would be pertinent to integrate recycled aluminium into its assembled parts, without altering the possibilities of this material from a development perspective.

### ENCOURAGING RESULTS

*"The process is accelerating and today we can announce that the first trials undertaken by our teams on new rolls of aluminium **have allowed us to go one step further**. We are making progress. **We are in the midst of a second wave of trials** and continuing to work so as to guarantee our clients reliable, high quality and sustainable production for solutions made entirely of recycled aluminium", indicates Marc Pivaudran, Chair of g.pivaudran.*

### RECYCLED ALUMINIUM INTERESTS BRANDS

*"By working upstream with our clients, we may soon be able to offer brands products made from recycled aluminium in the responsible luxury sector", adds Marc Pivaudran.*

*"The challenge today, and after the first encouraging tests, is to speed up development of innovative responsible solutions and to dare to break with certain codes in the luxury sector", explains Hervé Delaigue, Commercial & Development Director at g.pivaudran.*

During its involvement at the PCD trade show and even if this sector still needs to undergo structuring, g.pivaudran will unveil some teasers into this new field of perspectives.

### ABOUT G.PIVAUDRAN

- Since 1948, g.pivaudran, an entirely family-owned company, has been one of the main employers in Souillac (Lot)
- 200 employees spanning 2 sites (15,000 m<sup>2</sup>)
- Turnover recorded in 2019 of 20 M€ with 20% for exports
- Some of our most emblematic productions:  
Bleu et Gabrielle de Chanel, Voyage et Jour d'Hermès, J'Adore l'Or de Dior, One Million de Paco Rabanne, Déclaration de Cartier, Emporio Armani de l'Oréal, Happy for Men de Clinique, Contradiction for Men de Calvin Klein
- Key customers who have placed their trust in g.pivaudran include:  
Chanel - Hermès - LVMH - Louis Vuitton - Estée Lauder - L'Oréal - Paco Rabanne - Carolina Herrera - Cartier - Burberry - YSL