



PRESS RELEASE - 21 MAY 2015

BAROMETER OF EUROPEAN FLAX 2015

FLAX – A GREEN AND INNOVATIVE FIBRE

A leading player in its economic, social and environmental ecosystem, could European Flax be the Champion of Sustainable Development? The BAROMETER OF EUROPEAN FLAX 2015 offers an original insight.

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FLAX HELPS THE PLANET TO BREATHE

Every year, the growing of Flax in Europe results in the capture of 250,000 tons of CO₂, which is a saving equivalent to driving a Renault Clio around the earth 62,000 times.

RAIN WATER IS ENOUGH FOR EUROPEAN FLAX! If tomorrow, all French people bought a linen shirt instead of a cotton one, it would save the equivalent of all of Paris's drinking water for a year. Another striking point to the argument: buying a linen shirt corresponds to a saving of thirteen 1.5 litre bottles of water!

With 81,300 hectares of flax fibre cultivated in 2014 amounting to 80% of the world's production, Europe is the N°1 name when it comes to this Continental speciality. The growing area extends from Caen to Amsterdam and boasts the same environmental virtues: zero irrigation, zero defoliant, zero waste, but especially ZERO GMO. A commitment undertaken by all flax producers, all signatories of the EUROPEAN FLAX Charter, the qualitative visa for European flax fibre in all its applications.

HAS EUROPEAN FLAX ALWAYS BEEN THE FIBRE OF THE FUTURE?

Between product performance and market reality, flax composites are poised to make a decisive leap. What is a composite? Two or more materials that by combining their properties create new ones. By incorporating technical flax textile fibres in these new-generation composites, the resulting reduction in weight, for the same strength level, leads to a reduction in fuel consumption.

LIGHTEN UP!

In aviation, all it takes is an airplane cabin interior and its service trolleys to be made using flax to deliver a weight reduction allowing for substantial savings in fuel. Around 2.1 million litres a year, the equivalent to 2555 Paris to New York return flights.

As for the automobile industry, if all the cars sold in the EU in 2014 had integrated a frame of flax composites it would have resulted in 462 millions litres of fuel saved per year, equal to the quantity of fuel consumed making 5.7 millions return journeys in a Renault Clio between Lille and Marseille.



LINEN, A FIBRE FOR DEMANDING CONSUMERS

Purchasers of linen are a reflection of the product they're buying: twice as committed as the rest of the population (29% vs 14%), they carefully read the labels, and 61% say they are ready to pay more for a certified product, contributing to the emergence of a new collaborative society through the exchange of goods and services (22% vs 14%). A pioneering population in line with the demands of societal change: naturalness and comfort, local and renewable resources, bio-sourced innovation and durability!

**In order to make an inventory of the European flax industry's strengths, CELC turned to the expertise of BVA and BIO by Deloitte to undertake a unique investigation. The BAROMETER OF EUROPEAN FLAX 2015 provides, and puts into perspective, socio-economic, technical and environmental information about the different stages of the life of flax: its cultivation, its transformation and its consumption*



BVA and Bio by Deloitte have joined forces to respond to the demands of the European Confederation of Flax and Hemp to carry out the BAROMETER OF EUROPEAN FLAX 2015. This approach is in line with collaborations in the area of sustainable development on behalf of the ADEME (European Week for Waste Reduction, managing WEEE, impact of telecommuting, etc.). BVA brings its marketing knowledge to the issue of sustainable development and BIO by Deloitte its expertise and know-how in documented research and information analysis.

www.bva.fr
www2.deloitte.com



The European Confederation of Flax and Hemp (CELC) is the only European agro-industrial organization bringing together and federating all the stages of production and transformation for flax and hemp. It is the specialized spokesperson for 10,000 European enterprises in 14 countries, overseeing the fibre from plant to finished product. Founded in 1951, the CELC is a source of pioneering thought, economic analysis, industry consultation and strategic direction.

www.europeanflax.com

