

Bourgeois Ecodesign as a performance mechanisms

An energy consumption decreased by 35%, a reduced weight of 10%, recyclability exceeding 90%: these results are telling for Bourgeois. The secret: use of the Maieco ecodesign method to optimise its baking ovens.

The company Bourgeois launched a global ecodesign approach for its new oven Zenith during renewal of its ranges. From the outset, it called on Cetim to provide support during the process. A multidisciplinary project group involving all the stakeholders concerned with the project was set up. Firstly, the group defined the environmental profile of the product in order to assert the significant impacts as regards raw material, manufacturing, product use, its recyclability as well as hazardous substances, transport and packaging.

More than 90% recyclable

This approach demonstrated the high environmental impacts of the "use", "raw materials and recyclability" sections and to a lesser extent that of the "packaging and transport operations". Following this phase, the SMI was able to define the priority progress strategies and performance monitoring indicators in terms of environment as well as mechanics. Guy Babolat, the director of Bourgeois is satisfied with this new oven: *"we reduced its energy content by 14%. It consumes approximately 35% less energy than the previous model and we reduced its weight by 10%. Furthermore, due*



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to implementation of new recycling systems and the effort made to separate components, its recyclability rate exceeds 90%." This performance allowed the company to bounce back and to approach markets with extremely good assets both in terms of innovation as well as differentiation.

A first

Guy Babolat also likes this new model as: *"it anticipates the entry into force of future European standards in the energy field and guarantees compliance with directives concerning elimination of dangerous substances."*

The company which has mastered the Maieco methodology can now use it on its own when it will develop new products. As for Cetim, which awarded its first Cetim-environment certificate to Bourgeois, it will continue to provide its technical expertise as required depending on the needs.

OUR CUSTOMER

Corporate name:
Bourgeois

Activity:
manufacturing of professional baking ovens for catering, local authorities and hospitals

Sales turnover:
EUR 9 million in 2009,
50 % of which from exporting

Workforce:
70 people

Cetim's asset

The Maieco (organisational training method for integration of ecodesign) methodology developed by Ensam and Cetim was used as a basis for drawing up standard NF E 01-005 "Mechanical products – Ecodesign methodology" thanks to the joint efforts of FIM, UNM and Cetim.

