



PRESS KIT
2021



LUMINARC[®],
A FRENCH
BRAND
AT HEART,
ENGAGED
IN AN
INTERNATIONAL
ADVENTURE

MADE IN FRANCE



Luminarc[®]





SUMMARY

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ENGAGED IN AN INTERNATIONAL ADVENTURE
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EDITORIAL

Since its origin, the history of **Luminarc** has been marked by the creation of attractive and well-thought-out tableware and cookware products that meet the aspirations of the moment, while remaining functional, practical and accessible to all. Every day, **Luminarc** manufactures in France and has an international presence, distributing its collections around the world and reflecting the many facets of its identity. But how is the brand tackling the challenges of tomorrow? What solutions does it want to bring consumers in the face of environmental issues?

These are all questions that the brand is now addressing, supported by the know-how and capacity for innovation of its parent company, the **Arc** Group, which is currently involved in an ambitious programme of responsible development.



A FRENCH BRAND AT HEART, ENGAGED IN AN INTERNATIONAL ADVENTURE

Founded in Arques in 1948, **Luminarc** is now one of the world's leading tableware brands. It shares its French style beyond the borders of France in nearly 160 countries, with 400 million glass items sold each year. Every day, the brand sets out to conquer all five continents, bringing consumers products whose shapes, capacities, colours and decorations are in line with local customs and uses



The Luminarc products manufactured in Arques have been certified “Origine France Garantie” (French Origin Guaranteed) since 2019.

Recognised for the quality of its products, Luminarc brings consumers everywhere the inventive and modern style of its collections, embodying a creative and joyful French style of living.



AFNOR Cert. 85184



A BRAND IN LINE WITH THE CHALLENGES OF OUR TIME

A desire for change is emerging everywhere and everyone wants to have a positive impact at their own level. Faced with the damage caused by disposable items, no one wants to ignore the influence of their consumption. In just 20 years, the planet has produced more plastic than in the previous 50 years, and 10 million tonnes end up in the oceans every year.



Sustainable production is no longer negotiable. Controlling natural resources, recycling, eco-design... **Luminarc** wants to provide as many people as possible with dinnerware that is in line with the challenges of our time. The brand thus demonstrates that “**made in France**” can contribute innovation for a world that functions better.



LUMINARC, PREMIUM QUALITY GLASS

Luminarc provides premium quality glass, true to the project of the founders of Arques glassware: “to bring beauty that is accessible to all”.

Consumers will find different types of glass at Luminarc, each with its own advantages and benefits.

Purity glass, a premium quality glass, **100 %** clear with **0%** colour (quality certified by the **IWA 8 AFNOR** Clear Glass Standard).

Tempered glass, which is safe, durable and resistant to shocks and temperature variations.

Opal glass, which is resistant to breakage and chipping and dishwasher safe.

Culinary opal glass, **30%** lighter than ceramics, for cooking in the oven at **250 °C**.

Whatever the recipe, Luminarc glass is free of **heavy metals, lead and cadmium**. This is the key to a perfectly healthy product for the whole family!





At the heart of the circular economy, glass continues to delight the daily lives of our customers.

Luminarc glass consists of:



- 30 % remelted waste glass
- 50 % sand
- 15 % soda ash
- 5% lime and minerals

80% of the raw materials are transported by barge on inland waterways

A BRAND THAT LISTENS TO TRENDS AND CONSUMERS

In addition to the stylish touch it brings to our daily lives, the **Luminarc** brand incorporates new consumer trends and understands what is happening in the field. When fusion cuisine pushes the boundaries of gastronomy, **Luminarc** provides new shapes and capacities for dishes, bowls or plates for cuisines from all around the world.

As loose product purchases grow in popularity, **Luminarc** is developing jars of all sizes to get rid of unnecessary packaging and move towards zero waste.



For consumers who are increasingly on the move and concerned about ensuring a healthy diet, the brand has designed ranges of watertight, functional, resistant boxes that allow food to be safely stored, heated or transported.

With home cooking gaining in market share in all households, **Luminarc** provides cookware dishes that are 30% lighter than ceramic dishes, not to mention extremely resistant and stackable.



THE SOLUTIONS OF **TOMORROW** AT YOUR FINGERTIPS

Luminarc offers a wealth of glass solutions that can be reused at will to change the indoor world, starting with the home. On the agenda: affordable prices, a variety of shapes and styles, and products that are more practical, more resistant, more versatile, healthier and ever more accessible.



In 2021, **Luminarc** is launching **Vidiris**, a collection made of 75% waste glass called cullet, in a range of colours, collected at

the Arc factory for re-use. This virtuous circle makes it possible to avoid the emission of several tonnes of CO2 per year. The **Vidiris** collection thus illustrates the possibility of sensible and efficient management of resources. In keeping with the times, the circular economy is becoming a reality.



 VIDIRIS

THE HISTORY OF LUMINARC

❁ 2020



- * Creation of opal with material effects

❁ 2018



- * Release of culinary opal: Smart Cuisine
- * Creation of coloured opal



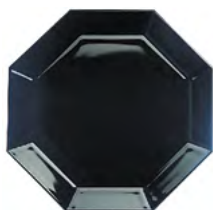
❁ 1990

- * Invention of decorated transparent glass dinnerware



❁ 1980

- * Release of black glass



❁ 1958

- * 1st production of white opal glass and development of extra-strong tempered glass



❁ 1948

- * Birth of the Luminarc brand, Lum' for light and Arc in reference to the small town of Arques
- * 1st decorated glasses



❁ 1825

- * Creation of the "Verrerie d'Arques"



2019



- * Certification Origine France Garantie (Guaranteed French Origin), for Luminarc items manufactured in Arques

2009

- * Release of the 1st range of glass storage containers



1982

- * Conquest of the international market



1960



- * Record broken with the balloon glass: more than 900 million units sold

1950



- * Arcade, the 1st first stackable glass, creates space in cupboards.

- * Lemon squeezer and butter dish: flatware sets are booming!



- * 1st industrial machines in France for blown glass

1939

- * "Luminarc", the glassware barge supplies the furnaces with the sand and silica required for the manufacture of glass

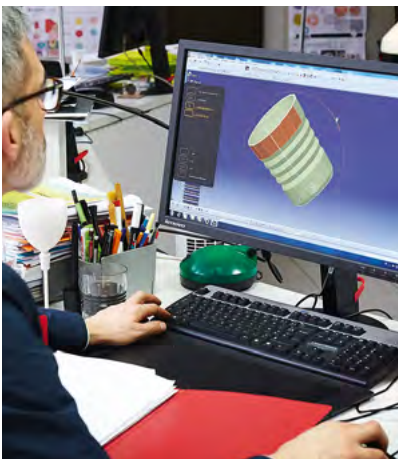


LUMINARC IN 2050

For some years now, the questions of functionality and use have been at the heart of the design of **Luminarc** products and have made the brand a big success. However, **Luminarc** is now taking another step towards its future, with the sole objective of providing new solutions to user expectations in an environmentally responsible manner.

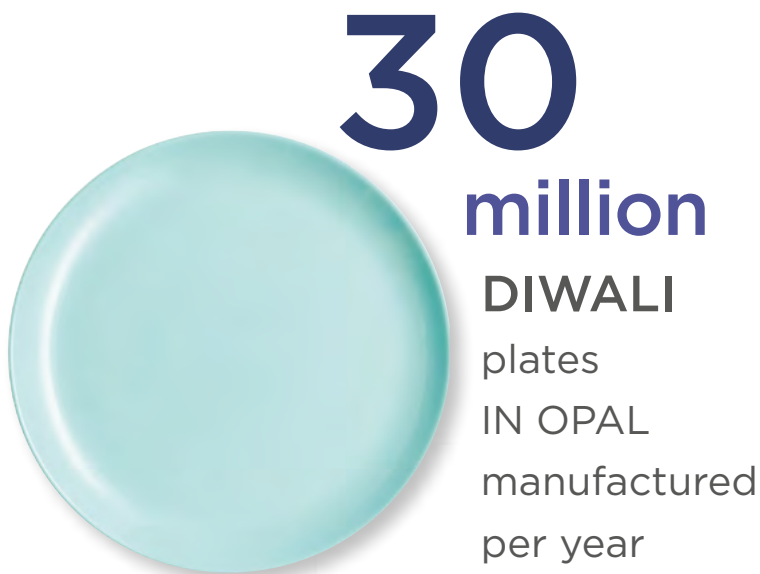


To achieve this goal, **Luminarc**'s ambition is to eco-design 100% of its products by 2025.



The team at **Arc Design**, the group's integrated design studio, is already working with this objective in mind. Thus, the use of a glass or a plate and its entire life cycle are studied, in order to take into account the real impact of each Luminarc item on the environment, from its creation to its production method and distribution. Product development is based on the design thinking innovation method, which enables precise analysis, throughout the process, of what is expected by the user. The Luminarc brand is a testament to the resilience of a major French manufacturer, mobilised in the face of environmental challenges; it proves that it is possible to manufacture for as many people as possible, without producing new gadgets that are not based on a real need.

LUMINARC IN A FEW FIGURES



30,000

mugs sold,
in support of
research into Covid 19
for the **PASTEUR**
Institute in Lille



600,000

FANS

worldwide



PRODUCTS
DISTRIBUTED

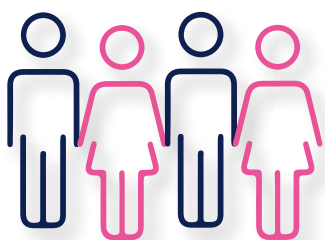
IN MORE THAN

160 COUNTRIES

4,500

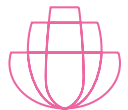
EMPLOYEES

in Arques in France



Luminarc®

latabledarc



3.0

latabledarc.com

ABOUT US

Luminarc is the flagship brand of the Arc Group. Present in more than 160 countries, it offers products adapted to local uses and customs on all five continents and incorporates new consumer trends. It brings consumers the inventive and modern style of its collections, embodying a creative and joyful French style of living. Sold in supermarkets, speciality shops and through e-commerce (latabledarc.com), **Luminarc** provides a wide range of glass tableware and cookware products, accessible to all. It had a turnover of €210 million in 2019 and participates in the Arc Group's commitments in terms of sustainable production and development, for a more responsible daily life.



www.luminarc.com

Luminarc

Arc employs over 7,500 people worldwide, including 4,500 in France. The Group, which hails from Arques in the Pas-de-Calais department of France, had a turnover of €€811 million in 2019. Thanks to its glass-making expertise, it has expanded into the international market and now distributes its complete tableware concepts in more than 160 countries.

The Group is active in the consumer and hotel and restaurant markets through the brands in its portfolio: Luminarc®, Arcoroc®, Arcopal™, Cristal d'Arques® Paris et Chef&Sommelier®. For over 40 years, the Group has also been serving professional customers (industrialists, wholesalers, manufacturers of semi-finished and finished products and service providers) with a wide range of solutions tailor-made to meet their specific needs (for industry, advertising, premiums and customer loyalty programmes). Arc is present worldwide through its production sites (France, USA, China, United Arab Emirates), distribution subsidiaries and liaison offices. The Group strives to balance economic requirements, social responsibility and respect for the environment. It is committed to sustainable development and joined the UN Global Compact in 2003.

2022 International Year of Glass

The United Nations has proclaimed 2022 the “International Year of Glass”, highlighting the role of glass in scientific, economic, artistic and cultural fields. A material of the future in terms of energy savings, the fight against climate change and the circular economy. Glass is essential to many vital technologies, facilitates the transition to a more sustainable world and brings beauty our lives.

Find out more on: iyog2022.org



www.luminarc.com



PRESS OFFICE - CLC Communications

Laurence Bachelot : l.bachelot@clccom.com

Charlène Brisset : c.brisset@clccom.com

Diana Niasse : d.niasse@clccom.com