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## **Texen makes the ecological transition the cornerstone of its development**

**Since its creation in 1981, Texen has carved its place as a leading player in the global luxury and beauty packaging space. Starting in 2021, its roadmap involves continuous improvement for all of the pillars of corporate social responsibility.**

Driven by the conviction that it is urgent to protect the planet, Texen is continuing with its mission: “transforming virtuous materials into positive experiences.” The group has committed to investing in optimizing the product and consumer experience by favoring the circular economy. Subsequent to a global strategic review, Texen has implemented a new governance built around a strong industrial, marketing and sales framework.

### **A partnership approach**

In line with brands’ aspirations, the company has initiated a partnership approach with the players of the sector or from other domains, like trend consultancies, innovative materials manufacturers, scientists or suppliers of precision engineering. This ecosystem of experts serves Texen’s sustainability mission and allows the company to become an actor for change.

### **A manufacturing base combining flexibility and sustainability**

For several years, Texen has been investing in optimizing its performance with technological tools, investigation methods and cutting-edge professional expertise. This approach has been recognized, for example, by its ISCC certification and an Ecovadis Gold ranking. The R&D department is evolving, ever more important thanks to the support of the applications laboratory (TexenLab). Thanks to a strong, homogenous industrial offer, the group is able to develop the same product reference in different regions with the exact same quality specifications. This re-localization approach responds to brands’ demands for products with a reduced environmental footprint and enhanced supply chain security.

Aiming towards “better production,” the **SMART® (Speed, Modularity, Agility, Reliability by Texen)** process involves the optimization and automation of production lines in order to meet the challenges of CSR thanks to flexible industry. Their modularity offers a compromise between competitiveness, the optimization of industrial facilities, a reduction of intermediary stock and waste generation, and includes the use of high solid varnish. Beyond a reduction in solvent use, these production lines allow for a reduction in average production times and a minimized environmental impact thanks to reduced logistics flows.



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### **Transformation and interface expertise**

Thanks to the expertise of partners like Roctool, the **BESST (Beauty Experience Sensation Surface by Texen)** technology allows for optimization in the transformation of components – even the thinnest – giving them an ultra-premium esthetic and high-shine finish. The Texen Lab has dedicated equipment for creating prototypes in the same conditions as for industrial transformation, which allow the raw material to remain fluid, filling the mold flawlessly. This innovative process resolves, among others, the challenges linked with using recycled resins. Additionally, Texen's expertise also includes research into the interaction between materials, décors and finishes in order to guarantee the same quality right through a product's life cycle.