

Lladró reaffirms its commitment with global goals for sustainable development

Sustainable beauty with locally-sourced natural materials, slow design and equality: keys to the corporate strategy of one of the most internationally famous Spanish luxury brands

FEBRUARY 2021.- The brand from Valencia, leader in the design, production and distribution of handcrafted porcelain creations, organizes, designs and plans its actions to achieve targets set in the framework of Sustainable Development Goals (SDG).

“Since our beginnings almost seventy years ago Lladró’s goal has always been to create beauty with sustainability and respect”, claimed Ana Rodríguez, CEO of Lladró. “In fact, Lladró has been applying many of today’s mandatory standards from its outset, having adopted them naturally in the understanding that it was the only way forward. With a non-negotiable, long-term focus on continuous improvement, we reaffirm our commitment with sustainability and contribute to fight for the big challenges facing our planet, developing our work from a respect for all the agents involved in the process of creation, elaboration and commercialization of our porcelains.”

This premise of committed and sustainable beauty can be appreciated across the whole company: From the raw material itself, encompassing each and every one of the entirely artisan processes carried out by the hands, minds and hearts of all the persons who make up Lladró, including the connection with each one of the people who possess one of our unique, long-lasting and artistically valuable pieces.

“Lladró does its bit to build a better present and future for everybody, and we accept our responsibility as agents of change. We will continue, improve and expand a whole series of actions and policies that foster economic, social and environmental sustainability”, Rodríguez added.

Natural materials sourced in Spain transformed by hand into unique works

All Lladró creations are made with **porcelain, a natural material** coming from a combination of three minerals: quartz, feldspar and kaolin, mixed with water. These natural raw materials are mostly sourced in Spain, which means that the impact in terms of transport is minimum, thus helping to reduce CO2 emissions. At once it also reinforces Lladró’s role in activating one of the key levers in the sustainability, revitalization and promotion of the local business fabric.

The **supply of locally-sourced** raw materials also applies to the rest of the elements used in our creations (ranging from the electrical components for our lighting collections, the natural wax for candles or the metal components in jewelry collections).

Slow design: contemporary crafts on a slow burner

Since 1953, the year Lladró came into being, all the brand’s creations are distinguished by the process of **handcrafted elaboration** that brings them life. *“A process involving sculptors, ornamental artists, technicians, painters, flower artists ... countless hands that, one by one, leave their mark, an almost imperceptible stamp that makes them absolutely unique,”* declared Nieves Contreras, Head of Design at Lladró.

The creative process that gives rise to each new model requires long periods of time—months and sometimes even years for large sculptural compositions—and a slow paused pace to guarantee the quality, attention to detail and worth of our creations. *“Our goal is not to create more but to create better. We are not after a disposable object but something “made to last”. In fact, many of our creations, and more specifically those in our Heritage category, are passed down from generation to generation”,* recalled Contreras. In this regard, Lladró provides a restoration service to conserve and repair its creations, another pillar of its focus on the **circular economy**.

Equality, inclusion and solidarity: there is no leadership with positive impact

We could say that, since its beginnings, Lladró can be written in feminine. There are few companies in which women have had and continue to have such a preponderant role. For decades, not only have they been at the very heart of all its artisan processes, but they have also occupied executive roles on a par with men. In fact, in 2020, the



company has achieved one of its goals, namely 50-50 parity for men and women in its Management Committee, thus exceeding the legal requirements by 10%. Lladró is currently expanding the equality plan agreed in 2013.

*“The conditions of the various teams, currently comprising roughly 60% women and 40% men, as well as incoming new talent, are based on the premise of **caring for and maximizing the skills brought by each and every of the members of the company** and their contributions to the present and the future of the brand,”* explained **Beatriz García, Head of Human Resources at Lladró.**

At the same time, and many years before the Law on the Rights of People with Disabilities and Social Inclusion was passed, Lladró had brought on board its teams a range of people with varied physical capacities, offering all kinds of people equality of opportunities. Over time, what originally arose from the company’s commitment and understanding of its team as a family, proved the worth of this approach and the positive impact not just on a social and ethical level but also as a business philosophy.

On the other hand, Lladró’s social commitment has led it to take part in **many humanitarian projects and to collaborate with NGOs** like UNICEF, Operation Smile, Manos Unidas, Sambala Foundation, Breast Cancer Foundation, Nido Foundation, Concordia Foundation and Payasospital, among others. *“Through a program of alliances, we wish to contribute to the work being carried out by large and small associations and institutions on behalf of the disadvantaged, in search of medical advancements, or in projects to recover crafts. This has been, is and will continue to be part of Lladró’s ongoing commitment”*, added Ana Rodríguez, CEO of Lladró.

The path to the circular economy and reducing carbon footprint

Lladró’s success cannot be explained without bearing in mind the decisive importance of **the Rs of sustainability** in its **goals for ongoing improvement: Recycling, Reuse and efficient waste treatment** and the **Reduction of environmental impact** through the responsible use of energy, water, materials, transport.

During the creation of Lladró pieces, plaster molds are used into which the liquid porcelain is poured. Once the use life of these molds is over, they are treated by a **waste management** company which works to reuse them. The plaster with which the molds are made, like the majority of materials made from combining minerals, is **infinitely recyclable** if the chemical composition of the plaster is not altered in the process.

Likewise, Lladró **purifies the water** it uses in making porcelain paste: all solid sediments are purified, which are then also **treated responsibly**, and the water is returned clean to the system. On the other hand, the liquid paste we take from the molds during the process of making the fragments for the pieces **is reused** for making bases or fragments, while the varnish decorating many of our creations is **recycled** through the use of water curtains.

Lladró also works constantly to improve its packaging, **reducing the consumption of plastic**. This measure has already been successfully implemented in the line of home fragrances while ensuring the correct conservation of the perfumes in these creations.

“These are just some of the steps, gestures and actions aligned with our company philosophy to continuously make things better and to continue improving the processes of recycling materials used from start to finish,” the company declared.

New challenges and projects underway

Among Lladró’s latest plans, within the framework of its positive leadership model and goals for ongoing improvement in terms of sustainable development, is to lead a **project that fosters, disseminates and preserves agricultural skills and trades**, with the conviction that working on initiatives that look after the land, the source of food, of beauty and of wisdom, is absolutely essential in order to improve the present and to look after the planet.



Lladró, 21st-century porcelain

For more than 60 years, Lladró has been cultivating exceptional know-how in porcelain at its only factory in the world, in Valencia. Sculptors and craftsmen elaborate each piece with delicacy through an artisanal process that combines ancestral techniques and a palette of unique and unmistakable colors.

Lladró also explores the enormous creative potential of this noble material through collaborations with prestigious designers and contemporary artists. Sculptures, lighting, household objects, interior design proposals and fashion accessories constitute the firm's universe.

Lladró, known worldwide, is an ambassador for Spain in more than 120 countries where it exports its porcelain through a select network of its own boutiques and distributors.

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