



**GREENLINE**



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**SUSTAINABILITY CONSISTENTLY  
THOUGHT THROUGH.**

 **SCHUCH**



# One label, one vision: GREENLINE

## Sustainability from tradition

As a family business with a history of almost 130 years, we are aware of our responsibility to preserve the environment. Our actions are oriented towards long-term goals and have been consistently aligned with the principle of sustainability for a long time. Procurement close to the site, a high level of vertical integration and the responsible use of limited resources as well as high-quality, durable products are the pillars of this strategy. Focusing on the sustainable design of our products is the next step on the way to climate neutrality. Our new GreenLine sustainability label is the logical consequence - a new idea based on an old tradition.

## FOR THE ENVIRONMENT, OUT OF CONVICTION

All our luminaires are characterised by high energy efficiency and long service life. We place great value on quality in development and production out of conviction. This means that luminaire components can also be replaced with no issues. We do not offer disposable luminaires\*! This saves resources and reduces waste. With the new GreenLine product line which spans across all series we are bundling these sustainability criteria in a single label and drawing attention to particularly sustainable products from our range.

\* Exception: PRIMO XR due to their airtight design.

### GREENLINE – THE SCHUCH SUSTAINABILITY LABEL



GreenLine stands for excellent sustainable products in our range. For the classification of the luminaires, we use 13 verifiable and objectively measurable sustainability criteria. They are closely aligned with the expected future European ecodesign requirements for sustainable products resulting from the Green Deal and the Taxonomy Regulation. In doing so, we always think one big step ahead. With the GreenLine products, we meet the requirements of tomorrow already today.

## WE PROVIDE A FRAMEWORK FOR SUSTAINABILITY

### 9 basic requirements, 4 additional requirements, 1 claim

Our requirements for the GreenLine label are strict, objectively measurable and are permanently adapted to the latest developments. Only luminaires from our range that meet all criteria without restriction are awarded the GreenLine label by us.

#### BASIC REQUIREMENTS:

- 1 Recycled material content  $\geq 50\%$
- 2 Modular assembly
- 3 Use of standardised Zhaga-compliant LED modules
- 4 Interchangeability of ECG and LED modules
- 5 Decomposability at the end of the service life
- 6 Recyclability  $\geq 80\%$
- 7 Upgradeability
- 8 Product guarantee at least 5 years
- 9 Spare parts availability at least 10 years

#### ADDITIONAL REQUIREMENTS:

- 10 100% recycled paper packaging
- 11 Long service life  
L90 > 100,000 h for outdoor luminaires | L80 > 100,000 h for indoor luminaires
- 12 High system efficiency  
> 140 lm/W for outdoor luminaires | > 150 lm/W for indoor luminaires
- 13 ULOR = 0 for outdoor luminaires





# THE EU REGULATORY FRAMEWORK

The criteria set for our GreenLine label are not simply a set of good intentions. Instead, they are based on the EU's environmental and sustainability efforts, which have been given a concrete framework in the form of the Green Deal, the Taxonomy Regulation and the Ecodesign Regulation.

## Green Deal:

- The EU has committed to making Europe the first climate-neutral continent by 2050.
- By 2050, there should be no more net greenhouse gas emissions in the European Union.

## Taxonomy regulation:

- It is part of the Green Deal and sets binding standards for sustainable business.
- With this regulation, the EU is pursuing various environmental goals, such as more climate protection or the sustainable use of resources.

## Ecodesign Regulation:

- It is a key part of the EU's efforts for greener and more recyclable products
- The regulation supports sustainability goals such as circular economy, energy efficiency and recyclability.



# OUR **GREEN**LINE LUMINARIES:

## A major step into the future

LED luminaires from SCHUCH have always been high-quality, efficient and durable. The comprehensive consideration of sustainability aspects has played an important role in this for many years. To make it easier for you to recognise the outstandingly sustainable luminaires in our range at a glance, we have introduced the GreenLine label. It identifies all SCHUCH luminaires that meet the specially defined, particularly demanding sustainability criteria. Many product ranges already successfully established on the market now carry the label - and the trend is rising. A special highlight, however, is the new VIA outdoor luminaire.

## VIA A HIGHLIGHT OF SUSTAINABLE PRODUCT DESIGN

The new VIA outdoor luminaire does not simply meet the GreenLine minimum requirements, but goes beyond them in many ways!



**100%**  
Tool-free component  
exchange of electronic  
power supply unit and  
LED module

**80%**  
Recyclability

Up to **71%**  
Recycled content



Folgen Sie uns:



**...with passion for excellent lighting!**



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