* Blum trade fair stand at interzum with its own sustainability area
* Focus on the life cycle of the furniture and resulting CO2 equivalents
* Blum's own sustainability brochure available for the first time

**Blum: Committed to sustainability**

**The fittings manufacturer demonstrates its sustainability credentials at interzum 2023**

Hoechst, Austria, May 2023. **In a separate area of its trade fair stand and on the "Boulevard of Sustainability" at interzum in Cologne, Blum is demonstrating the values of the family-run company and its commitment to sustainable business. The focus is on the challenge of precisely analysing the life cycle of the furniture in order to derive and implement appropriate measures.**

To preserve natural resources for future generations – a promise anchored in Blum's fundamental orientation statement. The family business therefore largely focuses on the 17 Sustainable Development Goals, established by the United Nations, in their day-to-day activities. In order to demonstrate and substantiate these efforts, the Austrian fittings specialist is showing its visitors at interzum 2023 concrete examples of sustainable action. Measures from areas such as energy and resources, transport and mobility as well as product sustainability are presented in a separate stand area on the North Boulevard of the trade fair centre, which this year has been christened the "Boulevard of Sustainability".

**How sustainable is furniture?**  
The company not only focuses on its own products, but also holistically on the entire life cycle of a piece of furniture – from the production of the raw materials, through all the manufacturing and assembly steps, until its usage and final disposal. This gives rise to questions such as: at which point in this life cycle are the most CO2 equivalents created? Where is the greatest potential for savings to protect the environment? What factors can Blum and its customers directly influence? At interzum, there are many points to discuss on the trade fair stand, such as the use of CO2-reduced materials or the correct storage of food and reduction of food waste.

**New: Blum sustainability brochure**For the first time, Blum is presenting a sustainability brochure for trade fair visitors, to illustrate the fittings manufacturer's commitment and measures taken over the past business year. This 80-page comprehensive brochure is based on Global Reporting Initiative guidelines; in other words, it makes defined operational, ecological and social figures transparent and quickly comprehensible and comparable. It is available from the interzum stand and online at[www.blum.com/sustainability](http://www.blum.com/sustainability).

|  |  |
| --- | --- |
|  | (Image: Blum\_SustainabilityBrochure)  For the first time, Blum has compiled information about its own sustainability measures in a brochure |
|  | (Image: Blum\_SustainabilityLogo)  The new sustainability logo represents the many big and small ideas and improvements at Blum |

Y:\Depts\MCC\Presse\_Arbeitsordner stba\_SoMe-Bilder\favicon_32.png [www.blum.com](http://www.blum.com) [www.youtube.com/user/JuliusBlumGmbH](http://www.youtube.com/user/JuliusBlumGmbH)LinkedIn [www.linkedin.com/company/julius-blum-gmbh](https://www.linkedin.com/company/julius-blum-gmbh) [www.instagram.com/blum\_group](http://www.instagram.com/blum_group)

**For questions please contact:**  
Samuel Duerr: T +43 5578 705-8106, E [presseinfo@blum.com](mailto:presseinfo@blum.com)

Julius Blum GmbH  
Industriestr. 1  
6973 Hoechst/Austria

**More press releases and digital press packs** at[www.blum.com/presse/](https://www.blum.com/at/de/unternehmen/presse/)

**Images:** Free for publication (please cite source)

|  |
| --- |
| **JULIUS BLUM GMBH**  **Manufacturer and distributor of furniture fittings:**  Lift, hinge, pull-out, pocket systems and motion technologies supported by assembly devices and e-services  **Production sites:** 8 plants in Vorarlberg**,** additional sites in the USA, Brazil, Poland and China  **Employees:** 9,400 worldwide, 7,000 in Vorarlberg  **Turnover in the 2021/2022 financial year:** 2,643.65 million euros  **Share of foreign sales:** 97%  **Subsidiaries and representative offices:** 33  **Worldwide deliveries:** More than 120 markets around the globe  *As of 1 July 2022* |