

Aréa press release

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ARÉA REWARDED FOR ITS COMMITMENT TO WORK IN PRISONS

Street furniture designer Aréa is one of the first 10 companies in France to be awarded the PeP.s (Produit en Prison.s) label. This is the only scheme guaranteeing responsible and inclusive manufacturing conditions for products and services produced in prisons*. This recognition rewards over 35 years of commitment to those who are furthest from employment: prisoners and disabled workers. A demanding and rewarding choice.

Working in these environments is sometimes the subject of misunderstanding or posturing. Yet the facts are simple: excluding these people from employment is tantamount to excluding them altogether (economically, socially, humanely...) and is a kind of double punishment. Despite progress towards a more inclusive society, people in these situations are all too often left to their own devices when it comes to employment. And too few companies take the initiative to offer employment in these environments, which do not have all the traditional characteristics of the world of work. Ever since it was founded, Aréa has sought to use its activities to promote integration or reintegration. Spread over 4 sites around Toulouse, Aréa's production involves 45 prisoners and 40 disabled workers alongside its 55 employees.

«These environments can be demanding in terms of organisation, but they are rewarding for companies that want to create value outside the purely economic sphere. It was my father who got to grips with the subject back in 1987, when he integrated into his organisation the Centres d'aide par le travail (CATs) - which became Établissements et services d'aide par le travail (ESATs) - as well as work in prisons from 1997. He had the opportunity to work with a sheltered workshop and was touched by this powerful human experience. In keeping with his convictions, he didn't hesitate to extend his thinking to prisoners. Without knowing it, he brought Aréa into the field of what was not yet called CSR. More than ever, we remain faithful to this commitment, which is, in fact, at the heart of our DNA.» explains **Laure Boudou, Managing Director of Aréa.**



ABOUT ARÉA

Founded by Michel Boudou in 1987, Aréa designs and manufactures street furniture in Toulouse, which can be found in various capitals around the world. Innovative, the company was the first to propose solutions that take into account the entirety of the public space to be treated, from the litter bin to the barrier, including plant protection and benches. This concern for homogeneity and fluidity is reflected in the design, marked by a real quest for meaning and harmony. Built around 4 main families (the tree, the street, the break and the escape), Aréa's offer aims to contribute to individual well-being and to living together well via products that spontaneously generate social links and appeasement. Aréa currently employs 70 people and has a turnover of €10M.

For more information: www.area.fr

ABOUT LAURE BOUDOU

Managing Director Laure Boudou is an architect by qualification, and is responsible for the design of all our products. Working alone or with her brother Gilles, since 2009 she has contributed to the company's harmonious development by constantly reinventing the Aréa brand through the creation of over 40 new references. While the production facilities have been thoroughly modernised, Aréa has also broadened its range of materials, notably with the recent introduction of aluminium.

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