

Aréa press release

Toulouse, september 2026

(SECOND) LIFE IS BEAUTIFUL

Aréa's founding values (integration, inclusion, environmental responsibility, etc.) and its actions in these areas earned the company a CSR Award from Ameublement français, the French furniture industry association, in 2025. In keeping with its convictions, the company has finalised its "Seconde Vie" offering, dedicated to the maintenance, repair and refurbishment of its products. Giving customers the option of maintaining and repairing their products rather than replacing them is part of the urban furniture manufacturer's commitment to combating planned obsolescence.

If we want urban furniture to last longer, what better way than to extend its lifespan even further? The quality of the materials, construction and finishes, combined with timeless design... Aréa's urban furniture is renowned for its ability to withstand the various forms of wear and tear caused by the passage of time. With "Seconde Vie", the company has decided to go a step further and extend the lifespan of its products even further. Replacing a wooden slat or steel section, changing the container of a litter bin, replacing the gas strut of a retractable bollard, applying a fungicidal wood stain, touching up paintwork, re-passivating a polished stainless-steel component... with this offering, almost anything is possible for customers who are committed to "making things last"...

"Tracking down anything superfluous, avoiding waste, eliminating anything that could potentially shorten the lifespan of our products... Aréa has followed common-sense practices since its creation, practices that today would be described as resource-efficient or responsible. Because offering products that stand the test of time is the first step towards consuming less. Preparing our carbon footprint assessment led us to consider a second step: we have always paid close attention to the repairability of our products, but we are now going further by formalising a truly comprehensive offering that enables our customers to maintain, repair or repaint their Aréa urban furniture. That is how our 'Seconde Vie' programme was born," explains Pascal Moquay, Managing Director of Aréa.

ABOUT ARÉA

Founded by Michel Boudou in 1987, Aréa designs and manufactures urban furniture in Toulouse, with its products now installed in various capitals around the world. An innovative family-owned company, Aréa was the first to offer solutions that take a holistic approach to the public realm, covering everything from litter bins and barriers to tree protection systems and benches. This focus on consistency and fluidity is also reflected in the company's design, characterised by a genuine quest for meaning and harmony. Built around four major families — The Tree, The Street, The Pause and The Escape — Aréa's offering aims to contribute to individual wellbeing and better living together through products that naturally foster social interaction, tranquillity and quality of life in public spaces. Aréa currently employs around 50 people and generates annual revenue of €15 million.

For further information: www.area-streetfurniture.com

