



The LONGTIME® label is the first certification for products designed to last.

LONGTIME® was created to offer impartial and impactful information to consumers to help them choose products that are reliable and repairable. For manufacturers, it's a methodology to improve practices and value their effort. This virtuous system aims to reduce waste production and preserve resources. LONGTIME® is in line with European ambitions. The project has been recognised as a powerful circular economy methodology by EIT and was a finalist in the EIB Social Innovation Tournament. The team is driven by creating pragmatic tools to help all players that want to be changemakers.

Elsa Lomont is the co-founder of the LONGTIME® label and is currently CEO of the social enterprise Ethikis. Elsa has been an entrepreneur since the end of her master's degree in management. Motivated by projects that make sense, she created and managed a leisure establishment for eight years before dedicating herself to the environmental cause with determination. Her motivation: to act with voluntary forces.



**Elsa Lomont**  
Co-founder of LONGTIME® and  
CEO of Ethikis



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