

Safety

A long-term commitment

Safety is a fundamental value at Loxam. In 2018, to embody this commitment, we placed accident prevention and safety at the heart of our strategy.

Our HSE policy 2018-2020

A 6-point plan to eradicate dangers and reduce risks:

- organisation and certification;
- team coaching;
- accident monitoring and communication;
- maintenance and inspections;
- innovation;
- customer support.

A new identity to work in full confidence

A new logo



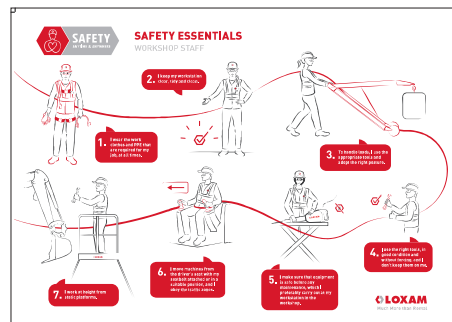
This logo has the weight of an **official label** which represents our historical focus on promoting safety and protecting the **health of workers**, both inside and outside the company.

The message “Safety, Anytime & Anywhere” was designed to be simple and effective. It leaves no room for doubt: Loxam is a responsible equipment rental company.

Safety-specific branding

Introduction of a safety-dedicated branding environment to give more legitimacy to communication.

Creation of specific documents such as the “Safety Essentials” which use illustrations to remind people of fundamental safety principles in each job.



Major events organised all year long

Safety Challenge

Goals:

- offer a platform to people who guarantee the everyday safety of all our stakeholders,
- highlight initiatives already conducted or in their infancy,
- share best practices and thus together help to enhance safety, anytime and anywhere.

What next?

All the award-winning ideas are to be examined in detail in 2019 to consider their widescale deployment.

8,000 Group employees invited to take part in the Challenge

300 entries received

28 Awards made

Safety meetings

Goal:

- Gain the involvement of our external stakeholders in sourcing innovation.

The event

- Organisation of a presentation followed by round tables divided up into five themed workshops:
- handing over equipment;
 - training;
 - information sharing;
 - equipment development;
 - working on the public highway.

