

## JJA continues the rollout of The Good Living Score and extends it to all Atmosphera products

After the successful launch of The Good Living Score on 5five products, the JJA Group is taking a new step in its eco-social design approach by extending this unique system to all products of its Atmosphera brand. From now on, 100% of the 8,000 Atmosphera references on the website are rated according to The Good Living Score, marking a major step toward greater transparency and responsibility in the home sector.

### A unique evaluation tool for more informed choices

Launched online in June 2025, The Good Living Score reflects JJA's commitment to guiding consumers toward more responsible and informed choices. Based on a comprehensive eco-social design approach, the score evaluates the environmental and societal impact of each product through six key criteria: transport, materials, potential lifespan, recyclability, repairability, and manufacturing conditions. The impact scale covers five levels, ranging from 'very low impact' to 'strong negative impact'.

Developed internally by JJA, this methodology has been audited and validated by AFNOR, ensuring its reliability and robustness.



### 8,000 Atmosphera products evaluated through The Good Living Score

The full integration of The Good Living Score into Atmosphera products marks a major acceleration in the score's deployment. After 5five, this new step demonstrates the momentum JJA has created to integrate impact evaluation into all its design, purchasing, and distribution decisions.

Internally, The Good Living Score has become a collective management tool, involving CSR teams, buyers, sales teams, suppliers, and customers. It makes it possible to measure the proportion of eco-designed products, guide development choices, and track progress.

'Extending The Good Living Score to all Atmosphera products is a key milestone: it shows that this responsible evaluation approach is no longer a pilot project, but a true internal standard. Atmosphera is our broadest and most emblematic brand: by making it 100% scored, we reaffirm our commitment to enabling more informed and responsible consumption. This step reflects a collective commitment—from our teams, partners, and consumers—to drive sustainability forward across the sector,' explains Judith Laloupo, CSR Director of the JJA Group.

**After 5five and Atmosphera, The Good Living Score will be rolled out on the Hespéride website on February 4.**

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### About JJA and the JJA Group

JJA is a specialist in stylish and affordable home decoration and equipment, through its brands Atmosphera, Créateur d'intérieur® (interior decoration and furniture), Hespéride® (garden furniture and Official Furniture of Roland-Garros), and 5five Simply Smart® (home equipment). The company was founded by Paul Abiteboul in 1976 and acquired in 1998 by his son Jacques-Olivier Abiteboul, who has led it ever since.

The JJA Group also includes four other companies: Luance (door and window accessories), Tendance (bathroom accessories), STOF (decorative and upholstery fabrics), and hōma (50 home decoration and household goods stores in Portugal and Spain). The JJA Group is a family business with 2,500 employees and generates €1.2 billion in revenue.



More information: [www.groupe\\_jja.com](http://www.groupe_jja.com)

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