



OPTEL
Technologies pour un monde meilleur



PRESS RELEASE
For immediate release

OPTEL to Host Beehives!

Québec, June 20, 2017 – OPTEL embarks on a project that is as original as it is beneficial: urban beekeeping. By installing beehives on the roof of their headquarters in the Québec Metro High Tech Park, OPTEL takes concrete action in regard to sustainable development.

Urban beekeeping contributes to local honey production, pollination, and overall perennial greening. Bee population is waning around the world, and urban beekeeping is designed to prevent these tiny tireless workers from going extinct while raising awareness about the vital role they play in the environment. As pollinating insects, bees have a major impact on the cultivation of fruits, vegetables, and nuts – when all is said and done, one-third of our food production hangs upon their pollination!

The beehives will be installed and the honey harvested with the help of [Alvéole](#), a social business specializing in urban beekeeping and founded in Montréal in 2012. Their goal? Changing, one beehive at a time, the urban landscape of Canadian cities.

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About OPTEL GROUP

Now a Certified B Corporation, OPTEL is a leading multinational provider of traceability systems, and its mission is to use its innovative technologies to create a better world through responsible capitalism. The company's renowned solutions ensure the quality of consumer health products and help stop counterfeiting of pharmaceuticals and medical devices throughout the world. OPTEL is also adapting its technologies to create efficiencies in various other sectors – from health-related industries to smart manufacturing and more, all can benefit from global traceability. OPTEL's expertise will allow diverse industries to measure, inspect, control and track a variety of elements to improve quality and make better use of resources. For more information, visit optelgroup.com.

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