



## Press Release

12th September 2022

### Faiveley PLAST is changing name to FaiveleyTech

Faiveley PLAST group is uniting all of its divisions around a name change which celebrates the 30th anniversary since the first acquisition of a plastic moulding company by the Faiveley Family, and the subsequent three decades of concerted investment and development of a recognised international group with solid and complementary expertise. It also marks a transition towards a new generation of family shareholding.

Faiveley PLAST group is today becoming “FaiveleyTech, Manufacturing for a Sustainable Future”. It is consolidating its position as a resource and expert entity for all partners and clients in the Industrial, Beauty and Healthcare sectors.

#### A name-change to continue development through reinvention

For three decades, the policy of acquiring sites, tools and skills have stepped up, making Faiveley PLAST an entity with a vast level of expertise and specialist sectors. *“We wanted to mark this upskilling, ensuring that we fully express through this name-change our added value in terms of engineering and innovation in the digital and eco-responsibility domains. Our new name, FaiveleyTech perfectly summarises all of our brand names, pools together our full range of skills and gives us increased visibility to clients and partners”*, explains **Nicolas Alloin, CEO of FaiveleyTech**.

This name-change also marks the start of a brand-new chapter for the Group, with a transition in its shareholder and a new generation of the Faiveley family at the reins. This is the seventh generation who is at the controls. FaiveleyTech is turning a new page and setting out its new ambition, both industrial and human.

#### A name chosen collectively thanks to everyone’s involvement

This new name was selected by the Group’s teams, the Board of Directors and the historical family shareholder. Across each site, a working group comprising employees from various divisions considered a host of possible names, before then voting on their final choice. *“One non-negotiable point was that we wished to retain the Faiveley name, as our history and family roots are important to us. This human and family attachment deeply roots us in continuity and meaningful sustainability”*, notes **Nicolas Alloin**.

The addition of “Tech” brings the “technological” aspect, as well as a *hat-tip to “French Tech”*, to take up the ambition of reindustrialising France. *“We are convinced that France both can and must undergo this reindustrialisation. Our country is brimming with development capabilities. Our responsibility in rising to this challenge lies in expanding the expertise of FaiveleyTech®, of going further than simply transformation of raw materials, and moving towards the development of complex products, in a holistic global approach”.*

The baseline **“Manufacturing for a sustainable future”** is deeply rooted in tradition and strives to create a responsible future, and to do so across all domains. It marks continuity between the past and future.

The term “manufacturing” has the connotation of our historical expertise, involvement and application throughout our work. And the notion of a sustainable future is evocative of the current environmental considerations, combined with our desire to create lasting employment by both maintaining and developing technical and innovative expertise. The red, white and blue colour codes have also been retained. Our Group’s online presence will show the French banner with a “.fr” address to clearly show our position as a French company.

## **A new name signalling increased internal fluidity**

By adopting the FaiveleyTech brand name, the Group has made the choice to no longer use the old names for its sites and entities as integrated down the years. Sites will adopt the name of the town or city where they are located: FaiveleyTech Orgelet (formerly VPI), FaiveleyTech Annecy (formerly Eudica), FaiveleyTech Bourgoin (formerly Sepal) etc.

These new names represent a host of opportunities to further consolidate our strong territorial roots and commitment towards local life.

It is no longer about divisions, and this is the very purpose of a name change which aims to bring all divisions together and to unite around a single brand name. This pooling together of divisions will be achieved through the implementation of three Business Units which each represent the Group’s expertise – namely **Industry, Business and Healthcare** – and multi-disciplinary services such as human resources, finance and purchasing. *“Our aim is for each Business Unit to draw on the best practices of each individual, to pool together and further improve capabilities across all aspects, for collective development and emulation beneficial to us all”, explains Nicolas Alloin, CEO of FaiveleyTech.*

The Beauty, Industry and Healthcare *Business Units* each have their individual areas of expertise:

- Digital technologies and highly automated processes for the industry sector,
- Agility, creativity and virtuous materials for the beauty sector,
- Quality assurance, traceability and risk management for the healthcare sector.

*“Each area of excellence exists to assist the others. The fact that we operate in three separate domains represents genuine added value, as issues and requirements are transversal. The bridges between these three sectors each represent opportunities to develop and innovate, as required by our clients”, underlines Nicolas Alloin.*

## Transversality and transparency: two keys to the development of FaiveleyTech

For both partners and client entities, our reorganisation into *Business Units* will bring greater transparency to our internal processes combined with increased competitiveness on the international stage. Each factory has its own expertise, and the clients' projects will benefit from this pooling together. Clients will have a sole point of contact within FaiveleyTech who will offer them the opportunity of manufacturing in one or more sites with specific expertise for their projects, in a more global and unified manner.



*“In this new era for FaiveleyTech, we want each site to make a clear contribution to the upskilling of each individual. This is a collective upskilling process, which unites all of our teams around a sole strategic vision. Our employees want to take their position within a strong group, driving ambitions with tangible resources. We are also banking a great deal on teamwork and synergies: this is a choice we already made some time ago, but which we will further expand and accelerate ensuring each individual wants to be involved. We are striving to create added value for all of our clients, and above all to ensure our teams are proud”.*

The development of FaiveleyTech has also been driven since January 2022 by a BPI accelerator. Accompaniment is scheduled for 18 months. This support will allow us to begin shared projects to allow factories to upskill. The first projects to be undertaken are those aimed at developing the foundations of a multi-Business Unit organisation, with support services for operations and, finally, innovation.

**The transition to FaiveleyTech is much more than a simple name change. It is the result of a whole new group vision, which will offer meaning to employees and clients alike. Through this change, FaiveleyTech wants to ensure the loyalty of employees, assist in their upskilling and attract new talents, which is a key challenge for industrial companies today.**

### **Decoding our new brand signature**

FaiveleyTech is a single word, representing a single entity. Its blend of upper- and lower-case lettering assists with legibility, and is aimed to showcase our humility. The choice of the word “Manufacturing” in our baseline further reflects this simplicity, which is rooted in the past and pays respect to the involvement and application of all Group stakeholders at all levels. Retaining the name “Faiveley” was, moreover, a prerequisite. The “i” with its link between the root and the point, symbolises the injection of a plastic part, which is one of our mid-caps core professions. The addition of the word “Tech” signifies the importance of technical expertise and technology, and positions the group in an industrial setting. “Tech” also has a strong connotation of both innovation and future, and more precisely an optimistic and eco-responsible future, which is further consolidated by the rest of the baseline with the expression “sustainable future”. The idea of looking forward into the future is also symbolised by the italic lettering of FaiveleyTech, which gives off a dynamic feel. Finally, the red, white and blue colour coding showcases the pride and ambition of FaiveleyTech to increase the outreach of France, both nationally and internationally.

### **More about FaiveleyTech Group**

FaiveleyTech is an international group, founded in France, and specialising in plastic injection with high added value on exacting, selective and/or standardised markets in the industrial, healthcare and beauty sectors. It is chaired by CEO Nicolas Alloin and the Faiveley Family, shareholder of Faiveley Transport - Wabtec, world leader in railway equipment, and also owner since 1825 of the Domaine Faiveley (Nuit-Saint-Georges) producer of Burgundy wines.

1992: First acquisition by the Faiveley family of the factory at Grand-Perret (France).

1995: Acquisition of VPI (France).

1996: Acquisition of SEPAL (France).

2002: Creation of FPS (Slovakia)

2004: Acquisition of EUDICA (France).

2005: Creation of SIBO (China)

2019: Acquisition of SOCOPLAST (Switzerland and Italy).

2022: Choice of FaiveleyTech as unique trading and brand name.

### **FaiveleyTech Press Relations**

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