

Cognac, 23 November 2023

GREGOIRE opens its fully-renovated factory.

Thursday 23 November 2023 marked the opening of GREGOIRE's newly-renovated factory in Châteaubernard (Charente, France), coinciding with the centenary of the birth of Mr Edmond Grégoire, who established the factory on the same site 51 years before.

Since its acquisition by SDF Group in 2011, the company has continued to expand globally. Thanks to the highly successful introduction of its GSE straddle tractor and the increasing need for versatility in order to enable efficient production of the different ranges and models, the site was in need of reorganisation.

Accordingly, the area dedicated to production now spans a total of 17,000 m²; the site also now features a reception area of 1,000 m², the various offices have been reorganised, and the infrastructure as a whole has been modernised. This new configuration builds upon the solid foundations laid by the founders of the company, but it also marks a new stage in its evolution - one which should enable it to successfully meet the many challenges posed by a constantly-changing market.

This full refurbishment of the office spaces will also help to support the training initiatives rolled out by the company, creating suitable training areas for the induction of 10% of apprentices and students on work experience.

David Causse, Business Unit Grape Harvester Machinery Director, explains: "We made a major investment in our facilities 18 months ago. Today, we have completed the renovations planned for our site, and are in a position to expand our production capacity. The next stage will see us focusing on our commercial development, which will enable us to continue to pursue the challenge undertaken by our teams to be ready on time - I am proud of the work we've done. "

At the opening of the site, Vittorio Carozza, Honorary Chairman of SDF Group, Lodovico Bussolati, CEO, Monique Grégoire and her family were all present, along with a number of local and national representatives, including Sandra Marsaud, Member of Parliament for Charente and Mathieu Labrousse, Regional Councillor for the Nouvelle Aquitaine region.

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