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GYS – A winning strategy of investment



Manufacturer since 1964

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Driven by a growth of 13% in 2017 the GYS group has continued its investment in developing sales, increasing productivity and improving customer service. This commitment to improvement gives GYS the confidence to forecast a turnover of 100 million Euro's by 2020.



Located in Mayenne, close to Laval, GYS will invest over 10 million Euro's across the three next years into infrastructures development.

A winning strategy of Investment

GYS mantra is "Invest in the future". For ten years, the French manufacturer of welding machines and battery chargers has been challenging, pushing its knowledge to its limits. GYS has used agility and open-mindedness in order to adapt and grow. The com-

pany's purpose is simple; invest into its working force and manufacturing infrastructure. Improve its expertise and competitiveness over the welding and battery charger markets in order to provide new solutions for our customers. "The GYS Group will continue to grow providing new

advanced-technology solutions to our customers. Customer needs are constantly changing and the need for new products in a growing digital world has proved a challenge but at GYS we enjoy evolving and solving problems together." Bruno Bouygues, GYS CEO



Gys has got two training showrooms for its French and foreign customers. The first one is for Car-body and the second one for welding and battery chargers as well. 70% of the product range is accessible.

Over 10 million Euro's across the last 3 years

In 2017 GYS has achieved an €83 million turnover, which mean a 13% growth. The company manages three business units with 55% of the sales coming from their welding range, 20% from the charger and 25% from the car body repair unit. Today the company employs 650 people, hundred personnel in the last 18 months.

GYS is looking to increase the forecast, achieving a €100 million turnover by 2020. Looking to increase its infrastructure with €10 million over the next 3 years.

The investment has also extended to the head office building, which now amasses to 42,000 metres squared including 25 000 metres squared of production. The refit includes a new modern and comfortable lounge for all employees to gather as well as the instalment of two state of the art showrooms.

A training room and two ultra-modern

showrooms which has been configured for Car-body, welding and battery chargers. The total surface has increased from 300 m² to 500 m². Two-third of products are now exhibited with trainings courses available.

The car-park has been increased by 110 places.

A second site building in Mayenne

Another 12 acre site has been acquired nearby, close to Saint-Berthevin. It will become the new logistics hub and will be operational by 2019. "This additional building will increase productivity and improve our customer service experience. Holding more stock will enable a swifter turnaround of delivery times to our customers, taking us from a typical 5-day average shipping time to 48 hours." Commented Herve Barroux, Sales Manager at GYS.

Investment in new software will also

be implemented to improve factory productivity and create a more efficient processes. Each contributor has a friendly terminal. "This investment was necessary to improve productivity. With digital commissioning orders we get an easier process and we optimize flows. The purpose is to accelerate the shipment into our customers. Basically, we are working on digital exchanges such as purchase orders, after sales...We gain on responsiveness and efficiency."

High investment on electronic

Due to the increasing range, industrial processes and the growth of manufacturing capacity, GYS has had to increase its investment into advanced tools for quality control. A third of the range has Surface Mount Components. Providing flexibility and a unique IMS range. In order to strengthen our component's, we have integrated a vacuum remelting furnace. "We manage the quality of





A Plasma cutter and welding equipment training showroom allows to test competence.



Trade service has been increased at Saint-Berthevin. Here is the French trade assistant service.

soldering” explains Hervé Barbaroux. It is important to note that GYS is one of the few electronic equipment manufacturers to use IMS technologies; which allow better thermal transfer of power components.

In order to control the soldering of components on circuit boards, the ETI has invested in an X ray machine. Through regular sampling, this allows GYS to check the quality of its manufacture; a task that was previously outsourced. Following technological advancements, this workshop was also equipped with 3 new 3D vision machines.

Mechanical, handling and winding workshop reinforcement

The mechanical workshops have been transformed since 2006. Though they are the smallest division they have grown 12% in the last year. The workshop operates 2 and 3 shift systems and handles 60,000 parts a month covering a range of 12,000 products. “Performance is crucial. Our machine centres are fully automated.” Once charged the automated machines can work without any technician. However new operators are still wanted into the

mechanical workshop. It is clear that the main difficulty for GYS is to recruit precision engineers.”

We also have a prototyping area solely dedicated to research and development for product improvement. “With the increase of engineers, we have improved our research & development department. Autonomy has created reactivity and low prototyping cost.” The Group has developed an automatic machine which charges all necessary tools during folding operating. The operator programs the set up and production series while the machine chooses the right tools.



French trade team have more than 80 staff. For the industrial range we have seven technical sales engineers.



Marketing & Design service includes 9 staff.

Win-win Partnerships

Today GYS is able to cater all manual welding needs whether for hobby or professionals. The company is now developing strategic partnerships with integrators and industrial contractors to develop customised solutions in welding and charging. "Our global approach is to develop industrial products that meet our clients needs. The R&D department listens to our industrial clients, especially when designing complete welding solutions: whether that be manual, automatic or future robotics. Our key asset is our state of the art technology and our ability to invest time in finding the right solutions to their problems", explains Herve Barbaroux.

The objective is to develop and expand welding synergies in order to provide welders with turn-key solutions. "Faced with shortages of skill within the field of welding all over Europe, we are working to transfer sections of welding intelligence into our machines whilst ensuring the simplicity of their use for our customers. Our current industrial welding equipment is designed to have

multiple levels of sophistication and can be used by novice users as well as integrators who require specific welding parameters."

New products have also been announced, with the arrival of the new plasma cutters (45A single phase and 70A three phase). "Like the recently released 400 A generators (Exagon 400 CC / CV, Neopluse 400 & Titan 400 DC), the new Tig Titanium 400 AC / DC will have a brand-new interface developed in conjunction with our programmers, electronic engineers, design department and our learned experience over the years.

A massive need of chargers

In regards to the chargers, technological partnerships have been agreed with several car and truck makers in order to increase awareness around the new types of material used in the industry. "We are witnessing major technological changes to the automotive industry where energy storage to start and run cars is evolving rapidly. "GYS is

an historical partner in the field of battery chargers and has a role to play, for example in the development of chargers for lithium batteries." GYS is also developing specific charging curves for different specific markets such as motorbikes, nautical or motorhomes. «We are also looking to expand the connectivity of our products in order to make it easier to update software and respond quickly to specific customer needs. First with our GYSflash Pro and by 2019, the voltage range of our chargers will be extended to 36V and 48V.

Finally, GYS is working with forklift battery manufacturers, especially on lithium technology. «These chargers have an increased distribution rate as the batteries of these materials need to be recharged regularly», says Hervé Barbaroux.

A strong partnership with the distribution

Developing partnerships with major end-user accounts is key but the group is not aiming at selling direct, unless there is a very specific



A CMS third line has been implanted into the electronic service in order to provide a better flexibility to the industry. This new line has got a vacuum melting furnace which improves welding quality.

technological requirement not covered by our current range. "Our goal is to work with distributors and continue to bring the technology advances to their customers".

GYS also uses social media to help customers learn about its product and have a dedicated employee who develops video tutorials on You Tube, this online activity is also incorporated within their easy to use redesigned web site which features everything you need to know about each product in their catalogue.

France also employs around 80 people in customer service. "We

have changed the way we work with distribution by providing a dedicated industrial sales force. This new team are committed to supporting the distribution channel through training sessions, work out days, product demonstrations and factory tours." Adds Herve Barbaroux. "GYS's strength in Europe, is the network we have created in order to become closer to our customers."

As a result of this strong involvement of GYS within the field, brand awareness is beginning to grow. «For over two years now, we have been seeing a greater recognition of users

regarding the design and ergonomics of our machines. The proximity and the technical expertise made available to us have also allowed us to gain a lot of credibility and has enabled us to become a preferred brand."



Thanks to X-ray machine GYS is able to check its process quality.



The electronic workshop is still improving in order to get advanced technology. It has got three new 3D machines which check welding flatness and the components location.



Mechanical workshop has had a strong growth since 2006. Each year it has two new machines on average. GYS focuses on its machining centre in order to increase independence.



Our sheet metal workshop has got a new machine which optimises its bending operations.

A presence in 120 countries

Today, more than half of GYS sales are generated outside the borders of France.

GYS is present in around 120 countries

and directly owns several sites over

Europe. The German office, which

opened in 2006, currently have 60

employees and the UK office, which

opened in 2012 now has over 30

employees. An office has also just

opened in Italy where they have a commercial presence, after sales and

training division. "The strengthening of our Italian office allows us to occupy more of the market share in

a country where the Italian manufacturers dominate." Says Herve Baraboux. In addition, since March

2018, a new Portuguese employee has been hired and will be based in Lisbon, providing better local

support for local customers. "At a time when Europe is accelerating, GYS must be completely European.

Given the many groupings in distribution structures, we must be able to support our customers in their

European strategies. " GYS also has a subsidiary in Shanghai, China which manages a sourcing office, a

factory for entry-level products and a commercial service that allows the company to sell its equipment

within the Asian markets. The other exporting countries are managed through importers by the ETI export department.





Research & Development



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