



Innovation and integration drive the development of Mayenne-based GYS

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At its Saint Berthevin site in Mayenne, France, GYS has 42 electronic assembly lines.

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By dint of innovation and a highly integrated business model, the Mayenne-based group, which specializes in the design and manufacture of welding equipment and battery chargers, continues to forge ahead.

GYS

(900 employees) closed its 2023 financial year with consolidated sales of €135 million, marking further growth. This compares with sales of €123 million in 2022 (€85.55 million in 2018). And while Bruno Bouygues, CEO of the Mayenne-based group, is more cautious about 2024 given the complicated geopolitical context, he remains confident about the long term. "Over the next 10-15 years, I'm convinced that we have the capacity to take the Group towards 300 M€ in sales through organic growth alone", says Bruno Bouygues, who remains cautious about external growth.

A STRONG CAPACITY FOR INNOVATION

To continue to grow, the group will capitalize on what is today its strength: its strong capacity for innovation. "We are very attentive to our customers' needs, and support them in the development of new products, with an ability to solve unresolved problems and, as a result, generate enormous productivity gains", says the CEO, who reveals that he devotes 6 to 7% of sales to R&D, and refers to "a technological base that is unique in the world". Some twenty new products are proposed by the group every year.

A HIGHLY INTEGRATED MODEL

GYS's strength also lies in its highly integrated model, which has been reinforced with Covid. "With the disappearance of certain suppliers, we made the choice to reintegrate the manufacture of certain components." It's a model that enables the company to stay one step ahead of its competitors, and even take the lead, he assures us, by giving it "a speed of development and industrialization that is unique in Europe". And while it may have taken time for GYS to make a name for itself, Bruno Bouygues notes that this know-how is now increasingly recognized. Volkswagen, and more recently Testa, have chosen to place their trust in GYS. "10 years ago, we were knocking on the doors of the major principals. Today, they're the ones who come to us."

INTERNATIONAL BUSINESS, A GROWTH DRIVER

Finally, GYS has long been open to international business, where it now generates 60% of its activity, exporting its products to 130 countries, with establishments in Great Britain, Germany, Italy, Spain, and China, where it has a second production site for products with lower added value. "And we still have a long way to go," stresses the CEO, who has just invested €5.5 million in a 2,400 m² building near Venice, Italy, and plans to invest €3 million in Madrid, Spain, to improve service quality. "The idea is to turn them into demonstration and training facilities."

42 ASSEMBLY LINES

The opening of a new subsidiary in Eastern Europe is on stand-by. In the meantime, by investing in a 20,000 m² logistics site in Changé, GYS has given itself the means to continue to grow in Saint-Berthevin, where it currently relies on 42 assembly lines. Bruno Bouygues is convinced that demand will continue to grow. "Welding and loading are transversal to many fields, and we are the last players in France in our professions." Finally, GYS's strength is undoubtedly its 100% family-owned nature, which enables it to make long-term commitments. "We're a solid company with little debt."