

# COMMITTED COLLECTIVE

2024



## “FRENCH TOUCH”

FOR A FRENCH OFFER OF  
EXCELLENCE

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## CSR

CONTRIBUTING TO TECHNICAL,  
SOCIETAL, AND  
ENVIRONMENTAL PROGRESS

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## COLLECTIVE

DOING BETTER,  
TOGETHER

FRENCH  
VERSION



# FRANCE IN THE SPOTLIGHT

All summer long, the eyes of the world have been focused on France. Our country has shown that it is capable of teamwork to shine and perform.

Now seems like the perfect moment to remind you that French process and packaging equipment manufacturers also have their own collective, and to show how they work to keep our country on the podium of the world's best suppliers.

3 major international trade fairs will be held this November 2024: All4Pack in France, PackExpo in Chicago, and Gulfood in Dubai. French equipment manufacturers will be represented at these events by around sixty GEPPIA members, who I invite you to meet.

They will talk to you about their solutions, but also about everything the "France collective" is doing to support you faster, higher, stronger in each of your issues.

I also wanted to take this opportunity at the end of the year to provide an overview of the commitment of French manufacturers and equipment suppliers in terms of CSR. In the following pages, we have compiled the results of interviews with about thirty of our members.

As you read through them, you will see that our industry is committed to technical, social, and environmental progress, and relies on collective intelligence to amplify the impact of individual actions.



**Laurent Chasset**  
President of the GEPPIA

## **The interviewed members:**

Are mostly manufacturers of process and packaging machines (64%)  
As well as their French and European technical partners (36%)

Are primarily SMEs (78%)  
As well as mid-sized companies (22%)  
Most have a strong export presence, with some generating up to 80% of their sales in export markets.

# For a French offer of excellence

## The "French touch" in process and packaging equipment

The specificity of the French offer is rooted in the history of promoting the country's culinary and cosmetic expertise, as well as the development of leading French brands internationally.

« *We have always been part of the French industrial and packaging environment, and we are a long-standing member of Evolis, The GEPIIA, Elipso, as well as a BPI member of excellence. We advocate for collaboration in conquering export markets, supporting leading French brands such as Danone, Lactalis, LVMH, and L'Oréal.* » Bruno du Plessix - **Sleever**

French equipment manufacturers, for example, are recognized worldwide in bakery equipment and dairy processing, where France is the second-largest European producer. They have often been pioneers in developing innovative processing and packaging solutions requested by their customers.

« *We are not just an equipment supplier but a key partner, supporting our customers beyond the delivery of their finished products, with in-depth industry expertise.* » Margot Allart - **Panem**

« *French manufacturers have stood out for their ability to meet the strict demands of the dairy industry, which requires machines that are both hygienic, precise, and fast.* » Dominique Ledru - **Serac**

## Cutting-edge technology

French companies invest heavily in research and development to ensure their machines remain at the cutting edge of technology. Topics range from robotics to advanced automation, with the integration of artificial intelligence. All within the context of industry digitalization and growing environmental requirements:

« *French machines are designed to integrate into connected industrial environments, in line with the principles of Industry 4.0, for smarter and more flexible production.* » Laurent Corbet - **Karlville**

« *Our specialty is using technology in the service of the environment to reinvent and optimize the Bakery Viennoiserie Pastry (BVP) departments.* » Hervé Duffner - **DUNE**

## Quality and reliability

France has a long-standing industrial tradition and is renowned for the rigorous, high-quality manufacturing of its equipment:

« *The reputation of French manufacturers has been built on a combination of technological*

*innovation and industrial expertise over the last 50 years. We are proud to offer machines that combine performance, robustness, safety, and ease of use. With us, the emphasis is always on quality, durability and customer support from A to Z. We aim to provide solutions that are not only efficient but also bring real added value in terms of flexibility, productivity, and ergonomics.* » Hugo Menault - **Atecmaa Packaging**

If the "Made in France" label has long been an important element for manufacturers, it is also becoming significant for some partners of French equipment manufacturers:

« *We are proud that the entire range of Aventics group's electro-distributors is now manufactured at our French site in Bonneville and can therefore be labeled Made in France.* » Laurent Callens - **Emerson**

## **Flexibility and customization**

French manufacturers do not hesitate to offer machines tailored to the specific needs of each customer. They also stand out by the flexibility and adaptability of their solutions:

« *In our packaging end-of-line business, our packaging machines are renowned for their high capacity to adapt and evolve, something you don't necessarily find with foreign manufacturers, for example, on the American continent, where they mainly offer standard machines.* » Eric Gautier - **MG Tech**

« *French machines are known for being robust, efficient, and flexible, capable of meeting the high production demands of our industrial customers. This is achieved by professional teams in France with advanced technical expertise and a passion for their work, allowing them to meet clients' expectations perfectly.* » Grégory Boillot - **Tecma Aries**

## **Support**

French manufacturers also emphasize the involvement of their teams, offering close support throughout the project, as well as during the operational phase for after-sales service and training needs. This is particularly what allows them to stand out in complex projects:

« *French machine builders and industrialists have a major advantage compared to many other countries: their balance between pragmatism and quality of service. We are able to design and commission highly complex machines with a very high level of quality, while meeting deadlines and making choices that are beneficial for the client in the long run.* » Baptiste Amato-Gagnon - **Psyple**

« *We are able to offer a good ratio between product quality, selling price, and manufacturing and delivery time. Besides, we are known for our rigor in project management, from the first contact with clients to the commissioning of the equipment.* » Eric Gautier - **MG Tech**

# Contributing to technical, societal, and environmental progress

The vast majority of companies we surveyed (82%) have initiated internal actions to reduce their environmental impact, improve employee well-being, or foster relationships with local ecosystems. More than a third have formalized a CSR (Corporate Social Responsibility) approach, and several have been awarded labels or are regularly assessed by third-party organizations. Listed companies, on the other hand, are preparing to meet the requirements of the European CSRD directive, which came into force on January 1, 2024.

« We have been committed to a structured approach since 2018, and since 2024, we have been following the AFNOR Engaged CSR framework (AFAQ 26000 model). Our vision is based on the idea that economic performance must go hand in hand with a positive impact on society and the environment. It is essential to adopt an ambitious CSR approach, not only to meet the growing expectations of our customers but also to offer our employees a sustainable and fulfilling work environment. This approach is part of our 2024-2026 roadmap as an improvement axis for the company and society as a whole. » **Pascal Hervault - Ifm France.**

« Since joining the United Nations Global Compact in 2013, the Serac group has sought to act responsibly in collaboration with its stakeholders (both internal and external partners) within the environment in which it operates. It has committed to a global sustainable development approach and has been producing a Declaration of extra-financial performance (DEFP) report every year, since 2018-19. A carbon transition plan aimed at reducing the group's greenhouse gas emissions is currently being developed. It will support the new 2024 strategic commitments on climate change and compliance with the CSRD directive and the ESRS standards, which will apply to the group starting from the 2025-26 fiscal year. » **Dominique Ledru - Serac**

« For 2024, we have decided to formalize the actions already in place and are currently awaiting the rating from the Ecovadis organization. In 2025, we will continue to structure our CSR approach to clearly share our actions with our customers and suppliers. » **Stéphane Chiry - Stoppil**

« Our CSR approach, and its roadmap 2024-2028, is based on the Sonepar Group's raison d'être: "For future generations, we give energy to progress" with 6 flagship commitments including gender balance, continuing education, the circularity of products or the sustainable customer journey. To engage its employees and act on its ecosystem, Sonepar France has also deployed strategic responsible partnerships, particularly in favour of product reuse, training, disability and diversity. » **Aurélien Liénard - Sonepar**

« Emerson uses a model that organizes its sustainability efforts into three main pillars: Greening Of Emerson (how we improve our internal environmental sustainability performance), Greening By Emerson (how we support and encourage our clients' decarbonization and environmental sustainability efforts), and Greening With Emerson (how we promote collaboration among stakeholders). This framework has been positively received by clients, employees, investors, governments, and the communities with whom we partner. » **Laurent Callens - Emerson**

**Socaps**, a long-standing service partner of The GEPPIA, has gone a step further by adopting the status of a mission-driven company, formulated as follows: « Guided by our cooperative principles, we undertake together to technically support the positive transformation of industries and their prosperity. »

*« As a mission-driven company, we share an annual public mission report that provides access to our objectives, actions, and results. » Julie Adrien.*

## **Eco-design, reducing manufacturing impact, and refurbishing machines**

Regarding eco-design, the industrialists interviewed mainly mentioned two areas of focus: optimizing the use of raw materials (especially metals) and integrating energy-saving components:

*« We have internalized the production of the parts that make up our machines to optimize the use of raw materials (such as stainless steel) but also to improve quality. We have implemented recycling for all metallic waste from our production. In 2023, we recycled over 33 tons of metals (aluminum and stainless steel). » Brunehilde Thomas - **CDA***

*« We are working on the design of our machines with the goal of using less material. We optimize their operation to reduce the number of parts needed for manufacturing while maintaining the same performance; we produce on demand without holding stock; we reuse certain parts to create prototypes or test machines. » Sophie Lefevre - **Kriska Industrie***

These efforts complement everyday eco-friendly practices:

*« For several years, we have had a baler for our PE film and cardboard waste. At the beginning of this year, we put in place several color-coded bins and procedures/explanations to staff for the proper management of waste in our offices and also the refectory for staff staying for lunch at the company (with the establishment of a composter)..Finally, we are currently replacing all the interior lights in our company (offices and workshop) by changing all fluorescent tubes to LEDs (with motion detectors), allowing us to save energy. The goal of these approaches is that the small efforts made by everyone contribute to the challenges of sustainable development. » Jérôme Galpin - **Farbal***

Eco-design and daily actions are part of a global approach to reducing greenhouse gas emissions, for which manufacturers and equipment suppliers are focused on collecting precise data:

*« In 2024, we decided to start a carbon footprint audit, supported by an external company, in order to adopt a proactive, sustainable, and economically viable approach while addressing global climate challenges and preparing for future requirements. » Eric Gautier - **MG Tech.***

« In 2023, we launched a unique initiative in France in collaboration with Cetim: the analysis of the environmental footprint of our equipment. Through a Life Cycle Assessment (LCA), we have evaluated all aspects of our machines, from manufacturing to end-of-life, to highlight the most problematic areas in terms of energy consumption. Promising results are emerging, such as a 20% reduction in CO2 emissions for an eco-designed model. We plan to generalize these improvements to all our machines. » Laurent Fournier - **Zalkin**

« We are working on reducing energy consumption at our industrial site, particularly water consumption and the decarbonization of the energy used, but also at customers' sites by offering several alternatives for reducing utility consumption and decarbonization. The expected savings can reach 20% of consumption. » Matthieu Cillard - **Steriflow**

« We have been ECOVADIS Gold since 2022. We have reduced our GHG emissions by 65% between 2018 and 2023. Our goal is to achieve NET ZERO GHG emissions by 2045 across scopes 1, 2, and 3, with a 90% reduction in GHG emissions (scopes 1 and 2) by 2030, and a 25% reduction in GHG emissions (scope 3), approved by the SBTi (Science Based Targets initiative). » Laurent Callens - **Emerson**

« The Iwis group has committed to being carbon neutral by 2040 for scope 1 and 2 emissions and to reducing scope 3 emissions by 50% by 2040. » Christian Bellone - **Iwis**

« We have formalized our KPIs according to a framework we call DEGREE, with D for Decarbonization as the first chapter. Our results are published and available for download on a dedicated platform. » Bruno Bouard - **Siemens**

« Wuppertal is the largest site of the Schmersal Group. That means it has the greatest leverage to make things happen, and that's exactly what we're focusing on. Whether it's the underground energy plant with cogeneration facility, the company daycare, the reuse of plastic waste in the injection molding workshop, or the beehives on the roof: we consistently pursue the goal of keeping our Corporate Carbon Footprint (CCF) as low as possible in order to contribute to making life on our planet livable for all. The examples presented in the latest sustainability report illustrate the levers we are activating here in Wuppertal—and the level of commitment from our employees in this area. » Philip Schmersal - **Groupe Schmersal**

The last thing for improvement is the refurbishment of machines to give them a new life, which is now a more feasible option than it was a few years ago.

« The reuse of equipment is a constant concern, so we do not waste anything! We also have a specialized team in the rehabilitation of used machines that, after more than 20 years of service, are updated to start a new life with another customer. » Gregory Boillot - **Tecma Aries**

« We also offer a range of refurbished machines to our customers » Hugo Menault - **Atecmaa Packaging**

## Promoting quality of life in local ecosystems

In addition to employee safety, which of course remains the top priority for any industrial company, there has been an increasing focus in recent years on implementing measures to promote a balance between personal and professional life and individual fulfillment.

Work on the feminization of the workforce and gender equality is also an important area of progress:

« *We are a multicultural company where one-third of the workforce is female. Our gender equality index is 84/100, and our pay gap index is 36/40.* » Léa Chantelauze - **Newtec Bag**

« *Siemens SAS achieved a gender equality score of 91/100 for the 2023 fiscal year. We are committed to a zero-tolerance strategy for everyday sexism, with the implementation of targeted actions and educational tools. Gender balance, diversity, and inclusion are issues we are deeply committed to. In 2023, we recruited 40% of our apprentices from priority urban areas (QPV) and placed over 1.2 million Euros in orders with IAE/ESAT EA structures.* » Bruno Bouard - **Siemens**

French manufacturers and equipment suppliers are also deeply integrated into the local economic fabric, which they help to nurture. In this industry, short supply chains, mutual assistance, and stakeholder communication have long been in place:

« *We prioritize short supply chains, not only for ecological reasons but also to strengthen our local ecosystem. We believe that working with partners who share our values, on a human scale, allows us to build lasting and mutually beneficial relationships. At Thimon, we don't do business at any cost. Our partnerships, whether with our suppliers, employees, or customers, must be a win-win for everyone. Profit is, of course, necessary, but it must come with respect, trust, and shared benefits.* » Yohann Gaidon - **Thimon**

« *Located in the heart of the Normandy countryside, Zalkin has capitalized on its location and the region's industrial resources. The company sources 80% of its parts locally, and this proximity to local subcontractors offers several advantages: shorter lead times, an optimized carbon footprint, and the promotion of French industrial expertise. We export to 120 countries, and more than 80% of what is manufactured comes from Montreuil-l'Argillé.* » Laurent Fournier - **Zalkin**.

« *We regularly collaborate with local initiatives. Recently, we introduced our company to job seekers from the Centre Val de Loire region, and we offer professional training contracts to pass on our expertise.* » Hugo Menault - **Atecmaa Packaging**



# Innovation as the driving force behind technological progress

All the companies we interviewed, without exception, consider environmental and social progress to be a growing demand from their customers. Therefore, they naturally integrate these two dimensions into their R&D projects and new products, with the most advanced companies having done so for over 15 years.

## Sleever

A recycling solution for all primary packaging and a partnership for compostable sleeves

Sleever has been committed for over 15 years to providing a sleeve + machine solution that enables the recyclability, in either open or closed loops, of all primary packaging.

For **PET** packaging, Sleever has developed the **Combisteam LDPET®** solution: a steam-shrink technology machine using a sleeve that enables the closed-loop recyclability of **PET** bottles.

For **HDPE** packaging, Sleever has developed the **Combisteam LPPE®** solution: a steam-shrink technology machine using a sleeve that enables the open-loop recyclability of **HDPE** bottles.

For the makeup market, Sleever developed the **Multiflexshrink®** solution: an electric-shrink technology machine using sleeves containing up to 50% recycled materials in their composition.

Sleever has also recently announced a co-development partnership with **CARBIOS** to bring to market the first Home Compost biodegradable sleeve labels. These films will offer an eco-designed solution for packaging without a dedicated recycling stream, and will expand the use of sleeves in various applications, such as labeling, packaging, and securing products for both the luxury and mass market markets.

*« Our commitment for over 15 years to developing eco-designed packaging solutions to meet the needs of brands has naturally brought us closer to CARBIOS. After 4 years of development, we are proud to have established this partnership. This innovation complements our offering to markets focused on strengthening their impact on the circular economy and opens real opportunities in international markets. »* Eric Fresnel, Président of the **Sleever® Group**

## DUNE

### 97% less plastic for bread and pastry packaging

Every day, **large and medium-sized supermarkets** package thousands of bread products in plastic containers. To help them anticipate the end of single-use plastics, scheduled for 2040 in France, DUNE, a designer and manufacturer of automated packaging solutions for bread and pastries in large supermarkets, has created **VISIODUNE**.

« *With VISIODUNE, up to 10 tons of plastic no longer pass through French hypermarkets, and up to six times less CO2 is released into the atmosphere. By significantly reducing plastic use in large supermarkets, our solution promotes responsible and sustainable consumption that aligns with our clients' CSR policies* », said Hervé DUFFNER founder and CEO of **DUNE**.

After its success with large and medium-sized supermarkets, DUNE is taking on a new challenge: equipping the food industry with **NEPTUNE**, a 100% automatic and versatile packaging machine.

## CDA

### A solution to recycle adhesive label backings

**Daisy** is the star of recycling at CDA. This machine was specifically designed to separate adhesive labels from their backing: the **glassine**. It allows companies to recycle glassine, as an open-loop recycling channel has been established in France.

The operation of Daisy is simple: once the strip passes through the machine, a push-button starts the cycle. The labels are then peeled off the liner and applied to a cylindrical core (chosen by the user), while the glassine is rolled up on itself. At the end of the process, 2 separate rolls are created: one formed by the labels stuck together and the second by the glassine (label-free) wound on itself. These dense rolls can be easily stored and sent for recycling.

## Meler

### Up to 50% reduction in adhesive consumption with foaming

The application of adhesives is an essential process in many industries, including packaging. Meler, an expert in this field, focuses on innovation to continuously improve its technical, economic, and environmental performance.

In this specific area, Meler is working on both improving the energy efficiency of its melters, such as the **Micron+** range, and reducing the need for raw materials with foaming technology. This technology consists in introducing microbubbles of ambient air into the adhesive to reduce its consumption while maintaining the same volume.

By combining these two approaches, it is possible to save up to **30%** in energy consumption and **50%** in adhesive consumption.

### **Tecma Aries** Using all the possibilities offered by cardboard

« *We are working on various projects around cardboard* », explains Grégory BOILLLOT, President  
« From milk cartons instead of plastic film, to replacing plastic rings for cans with cardboard clips or plant-based fibers, and using the precision of the latest generation of robots to reduce the thickness of the cardboard... these are some of our achievements ».

Tecma Aries also focuses on **ergonomics** to allow its customers to produce with less effort. The company integrates **articulated robots** for the automatic loading of consumables and is working on using **autonomous mobile robots** to transfer materials from one station to another.

### **Balluff** Recyclable sensors and network modules

« *Many companies have taken on CSR initiatives, often following similar approaches that are available on their websites. But how many of them have already offered product ranges that meet eco-design and sustainability criteria? The Balluff group, on the other hand, has taken a major step by bringing to market a **new range of recyclable products**, including sensors and network modules, combining versatility, controlled costs, and durability. This new direction is part of the adoption of the ESPR 2024 standard, approved by the EU on July 18, which reinforces Balluff's commitment to eco-design and sustainability.* » Jules Belpomme

# Doing Better, Together

The GEPPIA is first and foremost a place for meeting and creating opportunities. It's the commitment of its members that makes it a dedicated collective.

Today, in our discussions and medium- to long-term reflections, the idea of doing better for future generations through collective intelligence is gaining ground. We are committed to reinforcing our work on environmental and societal issues in all our interactions:

## Exchanges

Our members regularly meet in different groups to share information, best practices, and feedback on specific initiatives. They pool together their networks of suppliers and partners, both local and national.

*« Our products are 100% made in France and ISO 9001 certified, with the French Tech label. Thanks to the GEPPIA, we capitalize on an environment of 100% French partners, in addition to our local partners. »* Patrice Devert - **Zenjet**

*« Steriflow aims to promote the quality of French companies' products and services and demonstrate its 4.0 dynamic. These are common axes shared by all the GEPPIA companies that promote high-quality French offerings. »* Matthieu Cillard - **Steriflow**

We also regularly invite industry users of our machines to our meetings and have built relationships with various industrial networks. All of this is done to stay as close as possible to market needs and to engage in discussions about the improvements we could initiate together.

*« In the packaging industry, any sustainable progress is the fruit of collaborations between producers and equipment suppliers. That's why we focus on building strong partnerships with our customers.. By working closely with them, we can find the best way forward and develop new solutions that strengthen our CSR efforts. »* Carlotta Pasi - **Synerlink – BW Filling & Closing**

## Reflection

Thinking together to find faster, more effective solutions to common issues, such as supply chain or recruitment issues, is also the aim of various events organized by the GEPPIA.

Developing tools to improve the visibility of French offerings internationally is part of these reflections.

« The GEPPIA is a space for meeting, sharing, and creating opportunities. It's partly thanks to this group that we create a network of professionals who share the same values. We also gain insights into topics that could challenge us, as they might be outside of our usual scope.

The GEPPIA gives us this external perspective and suggests areas of work. Finally, the GEPPIA creates favorable conditions for our business, by helping us with trade fairs and events, or communication efforts. » Yohann Gaidon - **Thimon**

« It's also a strength to look for solutions together when we are all affected by the same problems, such as the recent difficulties in sourcing raw materials and components. » Christelle Coube - **Stoppil**

## Innovation

This is the main outcome expected from working with collective intelligence. The GEPPIA helps its members stay at the cutting edge of technology by organizing strategic monitoring and workshops with experts on topics such as interoperability in Industry 4.0, cybersecurity, and artificial intelligence. The GEPPIA also directly stimulates innovation with events such as the Packathon, which already incorporates a CSR dimension.

« The GEPPIA allows us to collaborate with other key players in the industry, share best practices, and innovate together while maintaining our uniqueness. Through these exchanges, we reinforce our competitiveness by staying at the cutting edge of technological advancements and market trends, enabling us to continue offering our clients differentiated and high-quality solutions. »

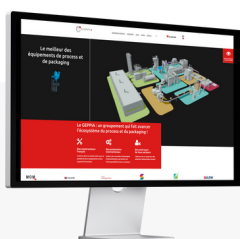
Pascal Hervault - **Ifm France**

« The GEPPIA is a driving force behind a strong dynamic that stimulates its members, ultimately allowing them to develop distinctive advantages against international competition. »

Jérôme Galpin - **Farbal**

« The GEPPIA members demonstrate their intelligence by capitalizing each other's uniqueness and combining their strengths to offer industrialists reliable, turnkey solutions to develop their businesses. » Baptiste Amato-Gagnon - **Psyycle**

**CONTRIBUTING MEMBERS**



Find all the members of our collective  
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