

ECONOMICS. Endupack sets up in Bosrobert

Specialised in non-slip paper used for the protection of palletized loads, the company will leave Pont-Authou to settle in Bosrobert in the Maison Rouge area. A new factory is under construction. A €5 million project.

Former tennis instructor who joined Endupack in 1990 as an apprentice, Frédéric Demonfort has grown together with the company, becoming CEO in 2007, then Chairman two years ago. He had then taken up a big challenge by taking control of the company. At the end of 2020, it is another major challenge that awaits him : the start of work for the construction of a new factory in the Maison rouge business area, close to the A28 highway, in Bosrobert.

After the validation of the building permit in September and the land purchase at the end of October, the work started last Thursday. **"We've been talking about this move for four or five years,"** tells Frédéric Demonfort. **The current site in Pont-Authou has become obsolete, with separate workshops and buildings that no longer complied with standards. We had reached the limits in terms of production capacity. It was really necessary to operate in a more modern building which meet international criteria."**

The current site located in Pont-Authou was initially dedicated to the textile business, for bedding blankets sold in large supermarkets. The former president Bernard Agnan had taken over the Delaporte company that has gone into receivership. **"He wanted to straighten out the textile activity while being innovative at the packaging level and diversifying customers,"** says his successor.

The concept that made Endupack successful was born at this time : the creation of a non-slip sheet which, placed between two layers of products, prevents the boxes from slipping when they are transported on pallets.

"I arrived at that time, I had no business experience, but Bernard Agnan was looking for someone pugnacious to launch this activity," explains Frédéric Demonfort. **The first customer ordered 500 sheets, then the business grew month after month with regular customers."**

The textile part did not regain the hoped-for vigor and was sold in 1993. Protective packaging, on the other hand, is expanding. **"We launched a new generation of separator sheets in 1995, investments had to be made and we had a global vision by building up a network of exclusive distributors in as many countries as possible",** adds Frédéric Demonfort.

Markets are opening up in Europe, then in the early 2000s, in North America, Asia, Australia ... With prestigious customers such as Nestlé and Procter & Gamble. **"We sell today in 52 countries, 80% of our activity is exported, including 30% outside Europe",** explains the manager. The number of machines has continued to grow, forcing the company to think about its expansion. Two others were even purchased in anticipation of the new building in Bosrobert. This one will be 6,400 m², compared to 5,000 currently in Pont-Authou, and will greatly facilitate logistics flows. **"In terms of costs, this represents a big difference, but the productivity gains will be much better,"** says Frédéric Demonfort. **We will be able to obtain new markets, it is the essential tool for our development. "**



A 3D view of the future building that will be built in Bosrobert.



Endupack will occupy nearly two hectares in the Maison rouge area, along the departmental road 438.



Frédéric Demonfort in the current offices of Endupack in Pont Authou

The president joined with two partners when he took over the company in 2018, one Canadian and one Dutch. Two people with complementary skills, in whom he has complete confidence. **"They're not just there when things are going well, they have the ability to step back. We went through turbulences, our relationship was proven in the past. It was important for me to be surrounded by people who participate in these challenges. "**

Endupack, which has 35 employees, has recruited 10% more staff in 2020. The location in Bosrobert, 7 km away, will have the advantage of not distancing employees from their environment. And to give more visibility to this industry, along the highway. **"We want to build a beautiful factory,"** insists Frédéric Demonfort. **You have to see the touch of our Dutch partner. A factory must convey the values of the company and promote it, it must not be only a production tool. On our small scale, we want to be part of this change in the vision of the industry with people who are proud to work for Endupack. "**

This is a major investment for the company, up to 5 million euros, in the midst of a health and economic crisis. A period that Endupack is going through **"without partial unemployment and without postponement of deadlines".** **"Before the crisis, we had higher ambitions, but our activity should be either the same or slightly lower than last year. It will be painless for our employees and our partners. "**

The move is scheduled for the end of the year 2021. **"And this is only a step, not an outcome",** warns Frédéric Demonfort, determined to continue the company's move upmarket.