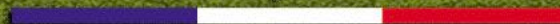




FINEST VEHICLES CARE
CAR, MOTORBIKE & BIKE



French specialist



01.

GS27, the reference
since 1968

02.

Research &
Development

03.

Marketing Strategy

04.

Commercial
Strategy

05.

Communication
Strategy

06.

CSR policy

07.

Training

08.

Conclusion



01.

GS27, FRENCH
SPECIALIST SINCE 1968



French specialist



THE FRENCH REFERENCE

For more than 55 years

Serge Gaultier the GS27 company

1968

Demonstration of GS27 products at markets and fairs in France

1968 > 1998

First teleshopping shows (M6 Boutique & Télésopping)

1998

Beginning of the distribution in specialised retail stores (Norauto, Feu Vert)

1998

International development thanks to the scratch remover (US market)

2010

Acquisition by the Winalco group, a French family group driven by a passion for vehicles, brand development and entrepreneurship in general

2010

French leader in the car maintenance products market

Today



WINALCO GROUP

A common passion: automobiles

Winalco is a family group driven since its creation by a **passion** for the automobile.

Specializing in the restoration, maintenance and beautification of all types of vehicles, the group's companies are linked by a common **expertise** combining know-how and innovation to offer their customers high-quality products, made in France.

In 2024, Winalco brings together around fifty employees spread across **4 entities**: GS27, Restom, Abnet and Spheretech.



QUALITY

INNOVATION

PASSION

SATISFACTION



1968

Pioneer in the world of car, motorcycle and bicycle maintenance products



1993

Specialist in chemistry applied to the restoration of old vehicles



1993

Designer and manufacturer of water-based cleaning solutions without solvents

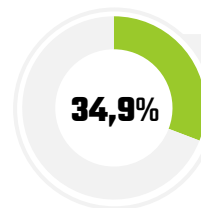


1998

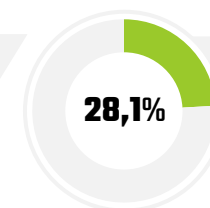
Pioneering company in engine pollutant measurement and creator of Ecomaintenance

A brand that leads the race

French leader in car maintenance products in volume and value



In value*



In volume*

A range of **high-performance and innovative products** to cover all your car, motorcycle and bicycle cleaning and maintenance needs



An **international scope** thanks to our presence on 5 continents



FRENCH MADE

Since 1968

95%

of our products are **made in France**, a guarantee of **quality** and **traceability** for our customers



Given several factors specific to the chemical industry, GS27 now subcontracts part of the manufacturing of its products with **strict and demanding specifications**, to recognized and reliable partners.



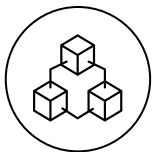
Specializing in **fine chemicals**

This “hybrid” situation between manufacturing and subcontracting gives us **flexibility** and **agility**. In the event of a problem with one of our partners (fire, malfunction of a production tool, etc.), we can transfer manufacturing to other partners quite easily.

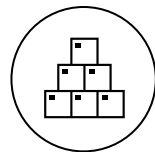


LOGISTIC TOOL

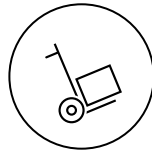
Modernity and reactivity



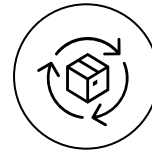
Warehouse based in
Tauxigny (37)



2.5 linear km of
storage on
3000m²



Optimized order
preparation time



Securing supplies
(anticipation of 4 to
6 months)

SHIPPING CONDITIONS

5 WORKING DAYS*

7 WORKING DAYS*

WAREHOUSE

FRANCO 1000€

SHOP

FRANCO 600€

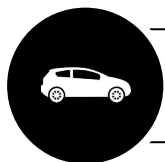
Possibility of having logistics flows transit through distributors within the group with proven and convincing experience, according to **your own logistics specificities**. (conditions valid for the French market)

* Except promotional offers



OMNICHANNEL PRESENCE

As close as possible to our customers



Auto Centres

Wholesalers



Specialised retail
(Car - Moto - Bike)

Petrol Stations



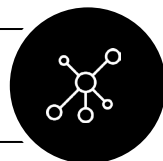
Food
Superstores

DIY
Stores



E-commerce
GS27.com

Marketplaces



02.

RESEARCH &
DEVELOPMENT

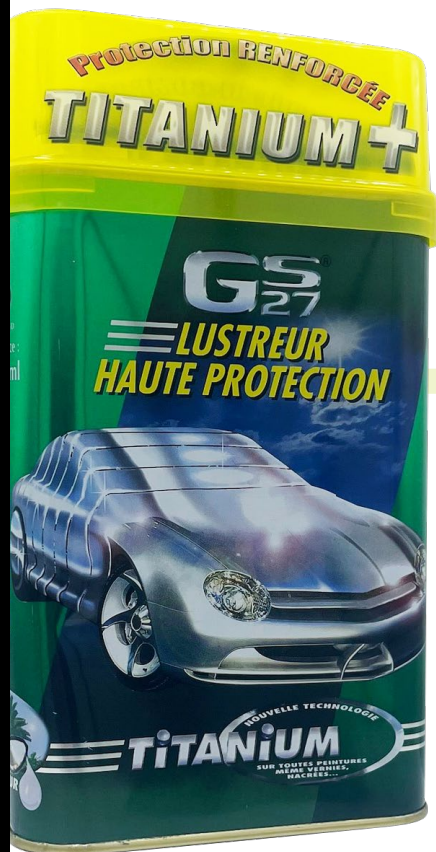


French specialist



ALWAYS INNOVATE

To reinvent yourself



INTEGRATED R&D & LABORATORY

Ability to develop technical and innovative products internally



EXPERTISE IN FINE CHEMISTRY

Regular adaptation of our formulas to follow technological developments

INNOVATION IN THE GENES

Titanium Technology, Ceramic, products certified by Ecocert



DYNAMISM AND INVENTIVENESS

We work daily to meet the new demands of our customers



TECHNOLOGICAL EVOLUTION

And continuous improvement



› To offer you products that allow you to obtain results **close to those of a professional**, with ease and at home.

ENRICHED FORMULAS

- › GS27 Shampoos: **19 to 21% active ingredient** compared to 9 to 11% on average (comparative measurement carried out on many competing brands)
- › GS27 Polishes & Glossers: their **solvent formula** allows the product to be applied under high heat and to work for longer without the risk of "swirls" on the bodywork compared to the water-based formulas of many brands (less effective).



› **Improve the user experience** as with the Shampoo Evolution + connection (dilution to the correct dosage on a simple water pipe).

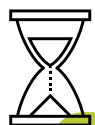
CHEMISTRY EXPERT

Integrated into the Winalco chemistry division

► Created in 2023, the Winalco chemistry division **brings together the specific know-how** of each of the group's entities to move forward on future projects and provide technical solutions to subjects requiring multiple knowledge and cross-functional skills. To achieve this, Winalco has an **engineer** specializing in a key field within its 4 entities.



CHEMISTRY POLE



Average development
of a new formula

9 TO 12 MONTHS OF RESEARCH



Chemist, specialist in
automotive cosmetic
solutions



Chemist, specialist in
the **restoration** of old
vehicles



Chemist, specialist
in very high quality
detergents



Engine engineer,
specialist in **engine**
diagnostics and
cleaning solutions

GS27 FORMULATION

The brand's DNA

INTERNAL DEVELOPMENT OF OUR FORMULAS

› **All our formulas are developed internally**, within our chemistry division. They remain the property of GS27, which then markets them exclusively in its target markets.

SAMPLING

› Before marketing, our products in development are declined in several samples. These samples undergo a series of **rigorous tests** in our washing area to guarantee their performance and their **high level of quality**.

PROVEN TESTS

Thanks to our latest generation equipment, we carry out **in-depth tests**, aligned with the **highest standards** on the market. For example, they allow us to:

- › ensure that our products perfectly fulfill their function while remaining easy to use;
- › assess the level of shine and/or water repellency on our bodywork products (shampoos, polishes, protectors);
- › guarantee the compatibility of a formula on different materials, particularly the most sensitive: Alcantara, suede, leather, carbon, covering, etc.;
- › control the intensity and persistence of our air fresheners.



QUALITY CONTROLS

And regular product testing

> All our products meet a **strict performance requirement**. This is assessed in 2 ways to guarantee a high level of excellence: through **comparative tests** with the best products on the market and via **consumer panels** according to the product type.

> Our products are manufactured according to **ISO 9001 standards**, they comply with the quality procedure linked to this standard: increased requirements in terms of safety, production procedure and quality control.



Regular audit of our manufacturing sites



Thorough control upon receipt of a new product (packaging, label, formulation, quality)



Random check on products in stock



Production records kept for at least 2 years according to the ISO 9001 standard



Traceability ensured with batch numbers



REGULATORY WATCH

Anticipate rather than undergo changes

- › Our Research & Development department is also responsible for **anticipating regulatory obligations** in order to always remain compliant on the French market, but also internationally.



National strategy for the reduction, reuse, re-employment and recycling of single-use plastic packaging.



Protect human health and the environment from the potential risks of chemical substances.



Donnons ensemble une nouvelle vie à nos produits.

Service to reduce the environmental impact of packaging and paper, transforming them into new resources.

- › Among the 300 references in the GS27 catalog, **none contain carcinogenic, mutagenic or toxic substances (CMR)**. If a regulation changes a component of an existing formula to CMR, it is systematically substituted by a component falling within the scope of the regulation.

2021

Replacement of PFAS in products containing resins (Textile & Leather Waterproofing) before the ban in July 2023

2023

Substitution of morpholine (corrosion inhibitor) in all our aerosols before its transition to CMR substance in 2024

- › We are trying to **anticipate** the entry into force of these new standards at least **one year in advance**

03.

MARKETING STRATEGY



French specialist



CARE LINES FOR VEHICLES

Cars, Motorbikes & Bicycles

+ 55

Years of innovation
and products expertise

10

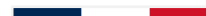
Products ranges
Cars, Motorbikes & Bicycles

+ 280

References
in the catalog

95%

Of our products from
French manufacturing



1

Exterior
Cleaning

2

Decontamination

3

Polishing
Renovation

4

Polishing
Protection

5

Regular
maintenance

6

Interior
Cleaning





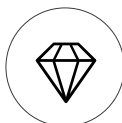
Washing, renovation, polishing, finishing: the GS27 range covers all your car maintenance needs



Ease of use



Quality



Performance



Innovation



For an **optimal use** of the GS27 products



GS27 LEISURE

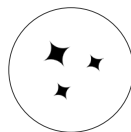
GS27 expertise at the service of your freedom



A concise range **designed to meet the specific needs** of motorhomes, caravans, camper vans, and boats



Bodywork, rims, plastics, hull



Windows, acrylic bays, plexiglass



Interior care

Products fully designed to **make daily maintenance easier**

OUT

Concentrated formula for long-lasting and cost-effective use

IN

93% ingredients of natural origin, safe for sensitive surfaces



DISCOVER OUR 4 PRODUCTS DEDICATED TO RECREATIONAL VEHICLES AND EXPLORE OVER 280 REFERENCES TO MEET ALL YOUR NEEDS.





French Fragrances



An attractive variety, generating
impulse purchases



Harmless,
without hazard
markings



Premium quality &
perfumes of French
origin



Original &
distinctive
products

GS27 TECHNICS

Maintain your vehicle and optimize its performance



A specific range of products dedicated to **automotive maintenance**



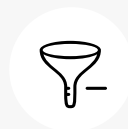
Easy to use



Professional results



A selective range of additives to **resolve mechanical malfunctions**



Reduce consumption



Reduce pollution



Improve performance



Protect the engine

GS27 MOTORBIKE

Shift up a gear with GS27



With 25 references, the Moto GS27 range ensures visibility, shine and performance on the road



Washing, shine and protection



Chain maintenance



Driver Equipment



For an **optimal** use of the GS27 products



GS27 BICYCLE

Shift up a gear with GS27



High-performance products suitable for all types of cycles and respectful of materials, even the most fragile



ECO-DESIGNED LINE

Products with low environmental impact composed of between 89 and 99% ingredients of natural origin



PERFORMANCE LINE

Innovative and technical products, based on high-performance formulas, suitable for all types of bikes



ACCESSORIES

Accessories limiting the use of plastic in favor of natural materials (wood, bamboo fibers, etc.)



HYBRID LINE

Technical products dedicated to the entire 2-wheel universe (motorcycle & bicycle) to take care of all your equipment

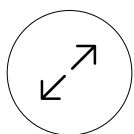
GS27 PRO

A range dedicated to professionals

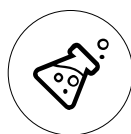


50 years of research and excellence
to satisfy automotive professionals

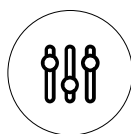
Quality and quantity
for an optimal result on all types of vehicles



Packaging
dedicated to the
professionals



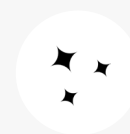
High-performance
formulations



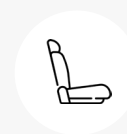
Adapted to new
materials



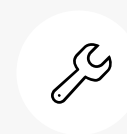
Washing



Renovation



Interior
maintenance



Technical
products

GS27 THE ESSENTIALS

A range accessible to all



A range that stands out for its **simplicity** and **clarity**

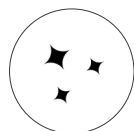
Studied Performance and **price positioning**



Washing



Renovation



Polishing



Interior
Maintenance



Non-specialised
points of sale



Attractive prices



Optimized
packaging

NEW PRODUCTS

Reinvent yourself every day

At GS27, innovation is expressed through the **new markets** it covers (two-wheelers, disinfection, industries, dealerships, professionals, etc.) as well as through its ability to regularly launch **new products**, whether improvements or new features.

NEW New range



+24 new products

2023



2024



NEW New range



+16 new products

NEW On average for 5 years

15 NEW PRODUCTS PER YEAR



Improvements

VISUAL IDENTITY

A complete overhaul combining premium positioning and modernity

LOGO

+

GRAPHIC CHARTER

+

BOTTLE



Logo transition to flat design, a graphic design style that uses bright colors and clean lines, eliminating depth, texture and gradient effects.



Modernization of the graphic charter, by removing effects that could complicate reading (gradients, shadows, halos) and adding the **flat logo**. Emphasized emphasis on **French manufacturing** and removal of the CLASSICS mention in favor of the year GS27 was created: **1968**.



New exclusive GS27 bottle, with more complex features, combining quality and modernity. The plus, this bottle is made of **50% recycled PET (R-PET)**. Colors: pearly green, blue and crystal. Capacity: 250ml, 500ml and 750ml.

CUSTOMER SATISFACTION

Customer satisfaction at the heart of our concerns



Rayure presque plus visible

Ce produit m'a permis d'atténuer l'indélicatesse d'une personne probablement jalouse, la rayure laissée sur le capot de mon véhicule n'est presque plus visible après traitement avec le produit efface rayure GS27.

Avis partagé par [redacted] 08/11/2022 19:35



ravie

cela fait longtemps que j'emploie les produits de GS27 et j'en suis satisfaite. Ils sont très efficaces.

Avis partagé par [redacted] 22/08/2022 21:10



Des produits de qualité

J'utilise de longue date les produits GS27 pour l'entretien de mon véhicule et j'en suis pleinement satisfait, j'ai l'assurance d'avoir un véhicule toujours propre et entretenu avec un rendu impeccable tant à l'extérieur qu'à l'intérieur.

Avis partagé par [redacted] 08/11/2022 19:26



1 790

Collected
opinions



Ça fait 20 ans que mes voitures sont...

Ça fait 20 ans que mes voitures sont soignées par GS27

Avis partagé par [redacted] 09/09/2022 11:09



Produit de très bonne qualité

Produit de très bonne qualité, ravi de mes achats, mon Tiguan est tout beau et vous remercie. Je recommande Gs27

Avis partagé [redacted] 19/08/2022 03:59



4,88/5

Average rating



Je suis satisfait de ces produits de...

Je suis satisfait de ces produits de bonne qualité, et du sérieux dans les commandes qui arrivent toujours en bon état et en temps voulu.

Avis partagé par [redacted] 26/08/2022 14:08



Surprise extraordinaire surprise,sui...

Surprise extraordinaire surprise,sui tombe à pic. Essaie de suite résultat très satisfaisant. Encore merci du cadeau 😊👍

Avis partagé par [redacted] 07/09/2022 13:10

➤ For a premium brand like GS27, **image and reputation are essential**. Customers are not only looking for high-quality products, but above all for an impeccable and **personalized experience**. Customer satisfaction, by guaranteeing a positive experience, helps to reinforce the perception of the brand as synonymous with **excellence** and **added value**.

* Verified reviews, based on orders placed on the gs27.com website



AWARDS

Received at prestigious automotive aftermarket events



GS27 PURE – Innovation Award – Sustainable product of the year

Our Pure range, certified by Ecocert*, allows consumers to limit their environmental impact, preserve water, reduce dependence on petroleum products while cleaning their vehicle, both outside and inside.



Launched in 2011, the first version of the Pure range was already a pioneer at the time, being voted product of the year just one year after its launch (2012).



Formation GS27 – Innovation Award – AI & Digitalisation



Our training service is based on cutting-edge platforms where Artificial Intelligence plays a central role.

Translating our modules into all the languages of the world: Our system uses AI to modify the language of the trainer, providing a personalized learning experience that is accessible to a global audience. This ability to cross language barriers, without losing the intonation and nuances specific to our trainer, is a major advancement in our sector.

Accelerate design with AI: Integrating AI into our design processes enables faster content production and customization at scale. This translates into an increased ability to meet the specific needs of our customers, tailoring training to their unique requirements in record time.

04.

COMMERCIAL STRATEGY



French specialist



FRENCH SALES TEAM & BACK-OFFICE

As close as possible to you



CUSTOMER SERVICE

Luisa **BAPTISTA**



EXPORT MANAGER

Gaëlle **ROBERT**

THEIR MISSIONS

- › Our export team responds to the requests of our B2B customers, providing them with advice and expertise. During their visits and during trade shows (Automechanika, AAPEX, EICMA, ...), they play a commercial role, ensuring that the **assortment** is in place and that our products are always available to the end customer, both in terms of permanent referencing and seasonal promotions.
- › They also have a mission of **information and training** on the products thanks to the modules that they can present you.
- › These store visits also allow us to carry out **competitive monitoring** and stay abreast of market trends.



INTERNATIONAL PRESENCE

We are trusted by 62 clients



52 CLIENTS

4 CLIENTS

1 CLIENT

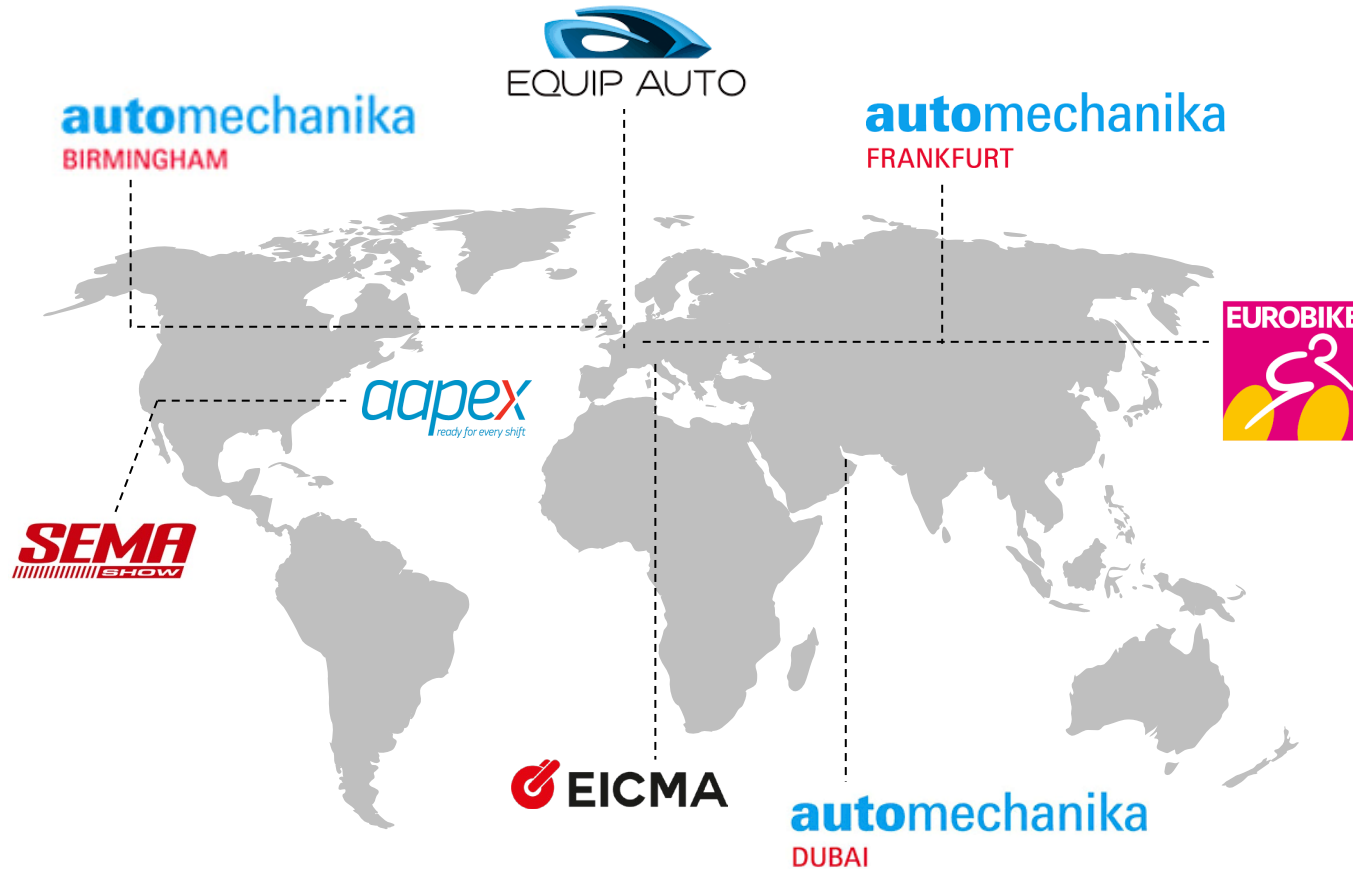
3 CLIENTS

2 CLIENTS
Private Label



INTERNATIONAL TRADE SHOWS

Prospect and strengthen brand awareness



**+ REGIONAL TRADE SHOWS
ACCORDING TO DISTRIBUTORS**



AFTER-SALES SERVICE PROCEDURE

For the professionals and the end-users – Procedure for France

1

DEFECTIVE PRODUCT

PRODUCT UNDER WARRANTY



1

4

STORE

2

3



Customer > ① Return the defective product to the store with **proof of purchase**.

Store > Collection of information and recovery of the defective product. ② The center makes its request for support by email so that it can be studied by GS27 at contact@gs27.com, attaching:

- > Copy of proof of purchase
- > EAN13 barcode
- > Photo of the defective product
- > Batch number of the defective product

GS27 > ③ Study of the file and decision-making. ④ **If agreed:** replacement of the product and sending to the center for delivery to the Customer.

PRODUCT OUT OF WARRANTY OR WITHOUT PROOF OF PURCHASE



1

STORE

2



Customer > ① Return of defective product **outside the warranty period** or **without proof of purchase**.

Store > ② Collection of information and transfer to contact@gs27.com by attaching :

- > Details of the complaint: product concerned, EAN13 barcode, problem encountered, date of purchase if known
- > Customer contact details: first and last name, telephone number, email address

GS27 > ③ **Direct contact** with the Customer to guide them according to their problem.

3

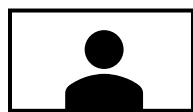


AFTER-SALES SERVICE PROCEDURE

For the professionals and the end-users – Procedure for France

2

BROKEN PRODUCT



Customer > **1 Return of broken product** to store with or without proof of purchase.

1



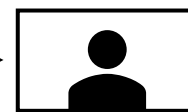
STORE



GS27 > **No support.**

3

USAGE PROBLEM – RESULT DISPUTE



Customer > **1 Complaint** after using a GS27 product: ineffective product, damage caused after application, etc.

1



STORE

3

2



Store > **2 Inform the customer** so that they can **contact GS27 directly**:
> By email: **contact@gs27.com**
> By phone: **02 47 73 77 77**

GS27 > **3 Complaint processed directly.**
4 Follow-up of the file communicated to the store concerned.

4



> All our products allow **traceability** (batch number) guaranteeing the **monitoring** of non-conformities (stock verification, analysis of production batches, verification of raw materials used, etc.).



05.

COMMUNICATION STRATEGY



French specialist



COMMUNICATION STRATEGY

360° visibility

GOALS

- › Implement **multi-range communication** supported by an **omnichannel presence**
- › **Develop the notoriety of GS27** through an impactful, ambitious and multi-network communication plan



E-
REPUTATION



SOCIALS ADS



TV



PRESSE



WEB

MEDIA PLAN

A 360° visibility

 TV CAMPAIGNS	 PARTNERSHIPS	 BLOG
 RADIO	 TRADE FAIRS	 SOCIAL NETWORKS
 PRESS INSERT	 INFLUENCER MARKETING	 CONTENT CREATION
 WEB CAMPAIGNS	 BRAND AMBASSADORS	 SOCIAL ADS
 PRESS RELATIONS	 NEWSLETTERS	 E-REPUTATION
 CLICK HERE TO VIEW THE 2024 MEDIA REVIEW 		 COMMUNICATION BENCHMARK

COMMUNICATION BENCHMARK

Actions carried out in France

ACTIONS		COST					SONAX		ProTech	Vulcanet		
TV		€€€€€	✓	X	X	X	X	X	X	✓	X	X
Press		€€€€	✓	✓	X	X	X	X	X	✓	X	X
Website	@	€	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Blog		€	✓	✓	✓	✓	✓	X	X	X	X	✓
BtoC Fairs		€€€€€	✓	✓	X	X	X	X	X	✓	✓	X
Partnerships		€€€€	✓	✓	✓	✓	✓	X	✓	✓	✓	✓
Facebook		€						X				
Instagram		€						X				
Tik Tok		€				X		X		X	X	
Youtube		€					X					
Influencers		€€€€	✓	✓	✓	X	✓	X	✓	✓	✓	✓

   X **Account Status / Weighted Score:** Number of Followers + Post Frequency + Post Quality

  **USA Social Network**

A HISTORIC INVESTMENT

For mutual growth

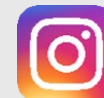
- › **Media as strategic pillars** : At GS27, mainstream media has always been at the heart of our strategy, playing a vital role in ensuring our visibility and strengthening our market leadership position. More recently, the web and social networks have naturally found their place in our 360° communication.
- › **Benefits for our customers** : Thanks to our historical media expertise, we support our clients throughout the sales lifecycle. This approach maximizes the visibility of products and their sustainable integration in the minds of consumers.
- › **Presence on a wide range of media** : Being present on a wide range of media allows us to reach a diverse audience and increase our reach, thus strengthening our reputation with all types of consumers..
- › **A necessary investment** : Although the media strategy represents a significant cost, it is essential to our success. These significant investments guarantee optimal visibility, both for GS27 and for our partners, promoting mutual growth.



CLICK HERE TO VIEW THE 2024 MEDIA REVIEW



Follow GS27 on social media!



06.

CSR
POLICY



French specialist



CSR POLICY

Combining economic, social and environmental performance

ENVIRONMENTAL MANAGEMENT PROGRAM

› Implemented since 2020 to improve the environmental impact of GS27 on 3 main axes :



**EMISSIONS
MANAGEMENT**



WASTE MANAGEMENT



ENERGY MANAGEMENT

ENERGY MANAGEMENT

› Implemented since 2023 in order to include sustainability criteria in the design of our products to minimize their ecological footprint over their entire life cycle. :



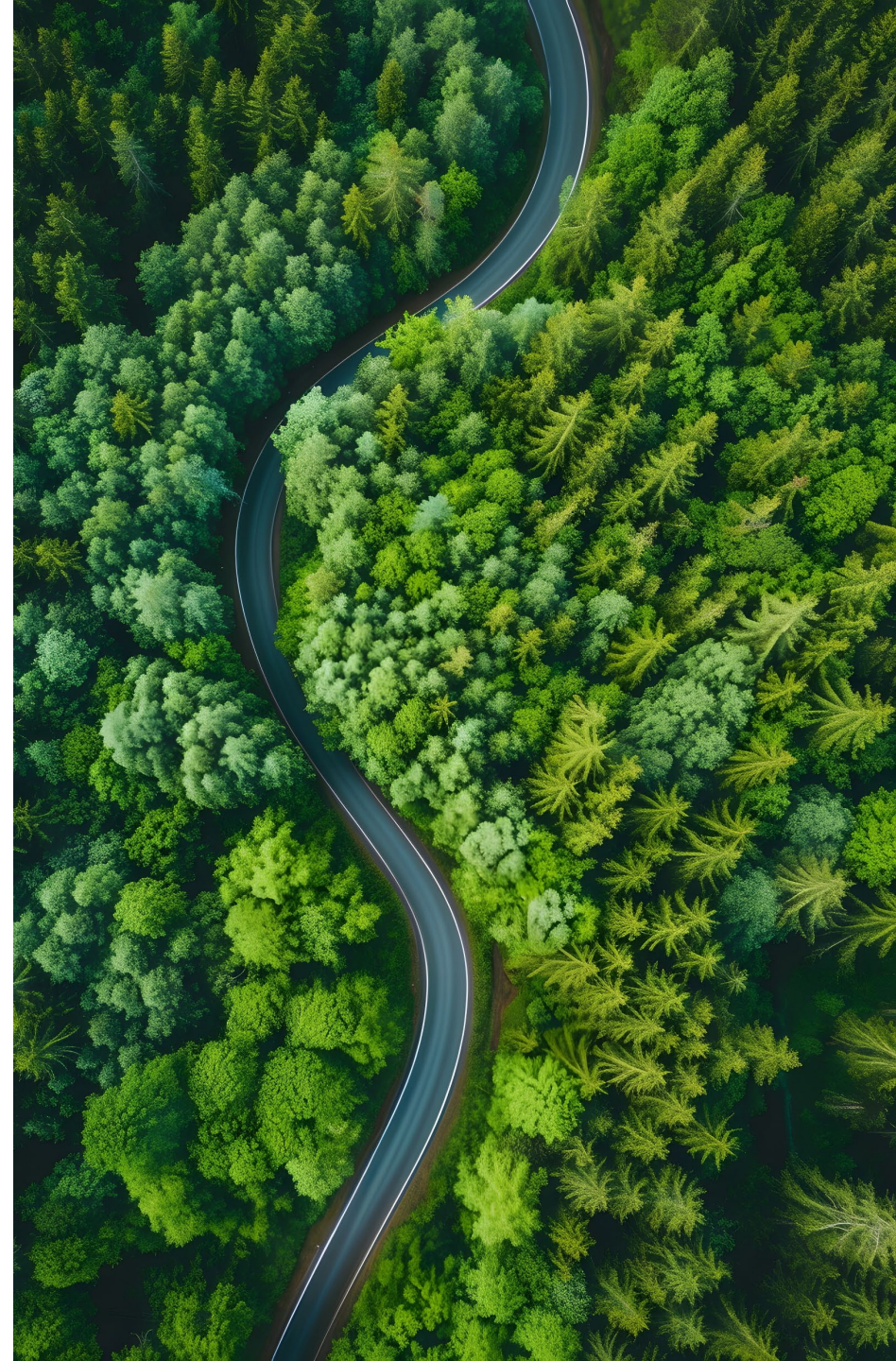
PRODUCTS



PACKAGING



COMPANY



CSR POLICY

And in reality ?

2011 | Launch of the Déocar range

1st brand to offer a complete range of air fresheners without health hazard labeling



2011 | Launch of the Pure range

Certified by Ecocert*, formulas with up to 100% natural ingredients, plant-based bottles, recycled paper labels, allergen-free fragrance

2023 | End of plastic in our wipes

1st brand to offer wipes made from 100% viscose (natural fibers): available for the maintenance of plastics, leather and windows



2023 | Ecolabel Certification

We are the only player to offer a bicycle chain lubricant certified by Ecolabel (composed of 89% plant-based ingredients)

2024 | Change for bottles in 50% RPET

Gradual switch to bottles made from 50% recycled PET (250, 500 and 750ml sprays and 500ml bottles)



2024 | Air Label Score Certification

1st **A+** certified product on the French market, in the auto maintenance section (low emissions in the passenger compartment)

07.

TRAINING
DEPARTMENT



French specialist



MODULES ADAPTED TO ALL NEEDS

Boost your skills with GS27

- › GS27 offers **distance** and **face-to-face training**, adapted to the specific needs of client companies. Our professional training aims to strengthen the skills of employees, thus improving productivity, quality of service while boosting the store's turnover..
- › Remotely, the MOOC (Massive Open Online Course) allows flexible learning, on a large scale, thanks to our online platform. It offers you rich and varied content to train at your own pace. E-learning training, accessible at any time, thus allows personalized learning, facilitating the **assimilation of knowledge**. The GS27 training includes 4 formats :

MICRO LEARNING

Offers short, focused modules, promoting rapid and effective assimilation of knowledge, even with a busy schedule.

LE-LEARNING

Offers short (15 minutes on average), dynamic and accessible sessions, optimizing learning while adapting to tight schedules.

RAPID LEARNING

Allows you to create short and interactive training courses, facilitating the rapid acquisition of key skills and adaptability in business.

FACE-TO-FACE TRAINING

Promotes direct exchange, human interaction and hands-on learning, strengthening engagement and collaboration.

- › Professional training is a strategic investment for companies, contributing to their competitiveness and team loyalty. By offering this training to your employees, you develop their motivation and loyalty.

And at GS27, this service is completely free!



More than 230 training courses offered since the beginning of the year

08.

CONCLUSION



French specialist



WHY CHOOSE GS27 ?

Our key factors for your success

High performance formulas

- › Quality components
- › Significant proportion of active ingredients, coloring, perfume

Ease of use

- › Products designed for easy and quick application
- › Use for all

Technological monitoring and R&D

- › Marketing monitoring and trend analysis
 - › Regular comparative tests
- › Innovation in formulation and packaging

Proven effectiveness

- › + 55 years of expertise
- › 1790 positive reviews collected
- › An average rating of 4.88/5

French Made

- › 95% of products made in France,
- › Promote local sourcing and French know-how



CSR commitment

- › Actions aimed at reducing our impact on the environment (Ecocert, Ecolabel, RPET, etc.)
- › CSR approach undertaken within the Group

Customer service +

- › Expertise and responsiveness in the answers provided to the questions asked
- › Internalized after-sales service management

Prestige

- › 360° visibility in the media and on the web to strengthen our brand image