

20 MILLION EUROS IN A NEW FACTORY

25/10/2023



Grad® to conquer new markets and take performance to the next level

The Grad® brand of the Burger&cie Group has established itself as a key player in the clip-on system for decking and cladding. The company is now investing in a new factory to increase its production. Grad® is facing growing demand and must continue to expand internationally. Work began at the end of 2022, employees will be able to benefit from it from January 2024 (expected date).

Accelerating international development

This €20 million investment marks Grad®'s determination to make a mark on the international stage. This project is supported by the commercial development led by the brand in recent years: recruitment of 5 people in the USA, 15 people in Germany, and a constant development of sales teams throughout Europe and around the world. This year, the company set itself the challenge of conquering the English market with ongoing recruitment.

Production capacity multiplied by 10 in 2028

At the beginning of 2024, this project will increase the company's production capacity by 4 and 10 times in 2028. The goal is to set up new and more efficient machines, to automate the feeding and rail unloading of machines by AMR technology (Autonomous Mobile Robots). To achieve this, Grad® plans to invest every year in new machinery. The objective is to eventually have a make-to-order production. This will limit inventory and improve productivity. Above all, this development will help the brand to create and maintain employment in Alsace.

Revenue target

2022



24M

2025



50M

2028



100M



© Thomas Weber

A well thought-out construction

In order to increase the production capacity by 20,000 ml per week (and up to 100,000 ml in the long term), the plant will offer a production area of 6,500 m². The workshop will accommodate 40 people divided into three teams. As for the offices, 1720m² will be reserved for them. They will be arranged in 4 open spaces that can accommodate 40 people each. More ergonomic and brighter, the workshop will offer a 100m long glass wall and the offices will be fully glazed. To give a warm and aesthetic look to the factory, its exterior will be clad with MOSO® varibo bamboo, one of our partners. The company, constantly concerned about the comfort of its employees, wanted to make their workspaces conducive to well-being and productivity. Grad® is embarking on a real transition towards increased environmental performance and industrial excellence. The company will therefore be equipped with approximately 2800m² of rooftop solar panels to limit its energy consumption and environmental impact.

GRAD® - BURGER & CIE

Z.I. Bois l'Abbesse
68660 LIÉPVRE - FRANCE
+33(0)3 89 58 45 45

www.gradconcept.com



PRESS CONTACT

Praud
Baptiste
06 30 63 45 84
bpraud@gradconcept.com