



PRESENTATION

S.F.C. JARDIBRIC



2019 Edition

THE SFC JARDIBRIC COMPANY

»»» Who are we ?

SFC JARDIBRIC is a french family company specialized in the creation, the elaboration and the design of watering & sanitary-construction products for garden centers, DIY stores and specialists.

We are present in France, Spain, Portugal, Italy and Greece. We currently develop our business with Poland, Romania and Russia.

Our head office is situated in the Technological Park of Orléans in Boigny on Bionne, in the Center region, 120 km from Paris.

Our logistic platform is integrated on a site of 45 000 square meters, near main traffic routes. It is also classified for the environmental protection.

»»» A bit of History

The **SFC JARDIBRIC** company was founded in 1990. The company is owned by the HURSIN Family Company which started its activity during the 18th century in 1792. At this time it was specialized in tannery and leather finishing.



In 1950, while being directed by Sirs Daniel and Henry Hursin the company took a new turn and converted to plastic sector and developped several companies.

Today, the HURSIN ET FILS company is still under the control of the HURSIN family.



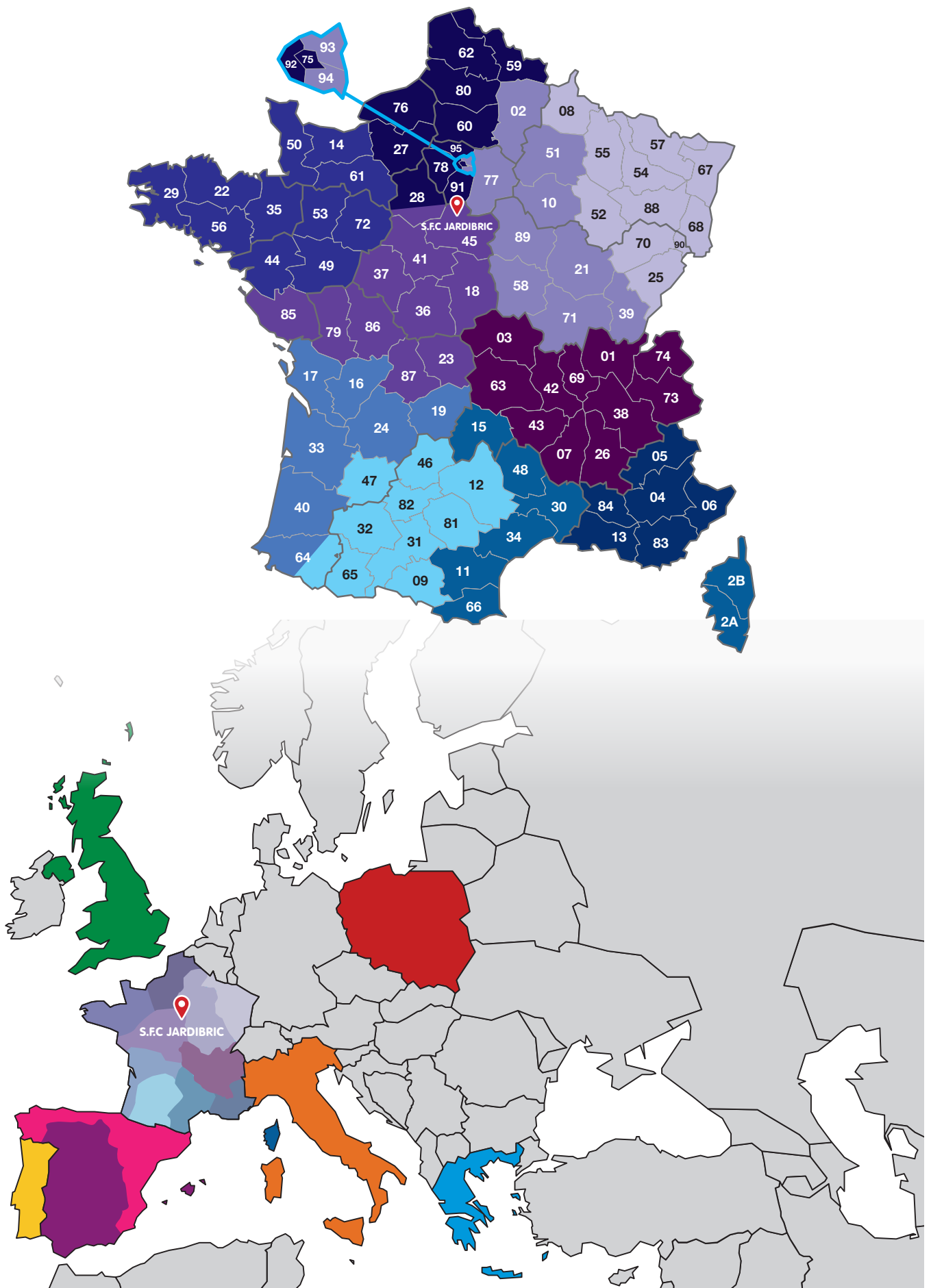
»»» Nowadays...



The current development of the company is important. 2016 was marked by an important step with the creation of a logistic platform in Boigny Sur Bionne.

This logistic base of a capacity of 8 500 pallets is dedicated to the reception, warehousing and shipping of the different products of any range. It is built on a 45 000 square meters area which grants an important development capacity.

OUR SALES ORGANIZATION



>>> FRANCE

SALES MANAGEMENT


Nicolas KONSTANT
Sales Manager

Sabine MORAT
Sales Office Manager


Alexandre GESELL
Assistant Sales Manager


SALES FORCES


 **Frédéric FAÏS**
Ouest
14 - 22 - 29 - 35 - 44 - 49 - 50 - 53 - 56 - 61 - 72


 **Dominique BUSSENAULT**
Centre Ouest
18 - 23 - 28 - 36 - 37 - 41 - 45 - 79 - 85 - 86 - 87

 **Krystell URVOY**
Sud Ouest
16 - 17 - 19 - 24 - 33 - 40 - 64


 **David LACKO**
Midi Pyrénées
09 - 12 - 31 - 32 - 46 - 47 - 64 - 65 - 81 - 82

 **Christophe FAYOLLE**
Languedoc Roussillon et Corse
2B - 2A - 11 - 15 - 30 - 34 - 48 - 66

 **Mickaël VICENTE**
Sud Est
04 - 05 - 06 - 13 - 83 - 84

 **Philippe FAISSOLLE**
Rhône Alpes
01 - 03 - 07 - 26 - 38 - 42 - 43 - 63 - 69 - 73 - 74

 **Alexandre GESELL**
Nord Est
08 - 25 - 52 - 54 - 55 - 57 - 67 - 68 - 70 - 88 - 90

 **Nicolas GALLOIS**
Paris Ouest et Nord
27 - 28 - 59 - 60 - 62 - 75 - 76 - 78 - 80 - 91 - 92 - 95

 **Julien NICOLAS**
Paris Est et Bourgogne
02 - 10 - 21 - 39 - 51 - 58 - 71 - 77 - 89 - 93 - 94

>>> EXPORT

SALES DIRECTION / KEY ACCOUNT MANAGER

Alicia SAYAS
Key Account Manager

Carina MENDES
Central purchasing Assistant

Aude FENAILLE
Administrative Assistant

SALES FORCES


 **Marcos REYES**
West Spain

 **Marcos ABELLAN**
East Spain

 **José Manuel SANTOS**
Portugal

 **Nathalie DUQUESNOY**
Italy

 **Artur WILIŃSKI**
Poland

 **Shaun HARTLEY**
United Kingdom

STORES FOLLOW-UP

Manuela CHUET
Sales assistant for stores

OUR RANGE OF PRODUCTS

We pay particular attention on 3 ranges of products :
1ST PRICE / MIDDLE OF RANGE / TOP OF RANGE.

»»» WATERING PRODUCTS

SURFACE WATERING

TUBES HOLDERS

TUBES

CONNECTORS

SPRAY GUNS

SPRINKLERS



DRIPPING WATERING SYSTEMS

DRIPPERS

MICRO SPRAYING

MICRO IRRIGATION



UNDERGROUND WATERING

TIMERS

CONNECTORS

ROTORS

SPRAYS

TUBES



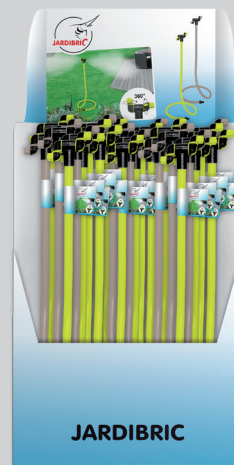
MISTING SYSTEMS

SETS

MISTING SYSTEM ON PEG

PORTABLE MISTING SYSTEMS

CONNECTORS



>>> SANITARY PRODUCTS

SANI

DISPOSAL OF WASTE WATER

OTHERS



CONSTRUCTION - WATERPROOFNESS, PROTECTION, PIPES MARKING

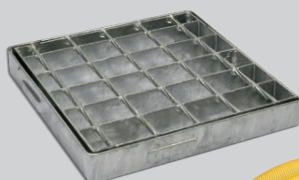
DISPOSAL OF RAIN WATER

MANHOLES AND CULVERTS

CAST IRON SEWER COVERS

PIPING AND DRAINS

OTHERS



THE JARDIBRIC'S PLUS



»»» Innovation

Innovation and creativity are key factors for competitiveness of our partners.

This is why **Jardibric** makes market innovation one of its priorities.



*Elected 2017 Jard'innov® by the professionals**
Drip pump watering timer – **JARDIBRIC**,
Golden Trophy in the category Watering and spraying

* Media & Garden Study - Group J realized between March and April, 2017; votes expressed by a representative sample of 59 people made up of referencing buyers of the garden Distribution networks

»»» Our Partnership

PERSONNALIZED SERVICES FOR THE STORES :

- ✓ Regular follow-up of shelves
- ✓ Help to implantation
- ✓ Merchandising
- ✓ Sellers training
- ✓ Quotations for personalized underground watering systems
- ✓ Knowledge of the watering market and technical advice supplied by our sales force...

TECHNICAL SUPPORT AND DEVELOPMENT

Technical Support Department :

We answer to all your questions.

Research and Development department :

We realize quotations for underground watering projects.

Marketing and Infography Department :

We take any of your didactics, merchandising plans, datasheets creation requests....

»»» Merchandising

The communication tools to promote sales (implantation plans, Information on Points of Sales, didactics, display, etc.) are one of the strengths of **SFC JARDIBRIC**.

We pay particular attention to the implementation of a real commercial support for stores.

- ▷ Implantation plan
- ▷ Color Code
- ▷ Information for Points of Sales
- ▷ Stickers
- ▷ Display boxes



STORES OWN BRANDS

The different stores own brands we propose to our partners make **SFC JARDIBRIC** a discrete reference on the watering market and this over the 20 past years.

EXAMPLES OF STORES OWN BRANDS

SURFACE :

GEOLIA



JARDILAND



BOTANIC



BRICORAMA



COFAQ



LECLERC



TECHNICAL FAMILIES :

GEOLIA



BOTANIC



IRRIJARDIN



NOTES

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