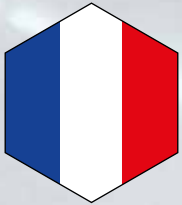


BBi

Bricolage
**Bâtiment
Industrie**

QUINCAILLERIES, FOURNITURES INDUSTRIELLES ET NÉGOCES TECHNIQUES | REVUE MENSUELLE N°136 - JUILLET 2016 |

ISSN 1627-1068



EN 2016, UNE RAFALE D'INNOVATIONS

EXAGON 400 CC/CV

POSTE DE SOUDAGE MULTIPROCÉDÉS (6 EN 1)



Fabricant français
depuis 1964



GYS offer a complete range of plasma cutters, for all requirements. The GYS Plasma Cutter 125A offers a highly advanced three-phase machine that can cut metals of up to 57mm thickness.

Forging forward

GYS is continuing along its path of investment in personnel and infrastructure, the latest stage being the development of a cutting edge aftersales centre. Facilitated by the company's expansion into new global markets, GYS is constantly working to improve its products, while investing and implementing advanced modern technology to fuel future growth. This strategy has enabled GYS to record a double digit growth in the past year, an almost unheard of feat for an SME in the industrial sector.



The industrial sector has delivered a double digit growth to GYS and helps to drive technology development. Pictured is Hervé Barbaroux, French Commercial Director and Damien Cupif, Industry Commercial Director.

GYS expansion and development over the last decade is clear to see, both in its infrastructure and product ranges; with the company unrecognisable from the business seen at the turn of the millenium. In 2016 alone, GYS has invested €5 million in its Laval based headquarters in North West France; expanding both

its buildings and machinery. The GYS site is now a gigantic 40,000 m2 facility, with plans still in place to expand further- the current facility is based on 500 employees, with ambitions to increase this considerably. Overseas, GYS continuously identifies new markets and countries to conduct business in; working more closely with its distribu-



In 2016 GYS invested €5 million in the Laval site.

tors and ensuring GYS continues to develop as a global brand in Welding, Battery Maintenance and Car Body Equipment. In 2016, GYS produced a €70 million+ turnover and 15% increase in what many see as a stagnant welding marketing with industrial welding becoming an ever more important sector in GYS' sales and future ambitions. "Historically the GYS brand has been perceived as a dynamic secondary brand. However, in 2016 I believe that for many of our distribution partners we have become their primary brand for welding and industrial cutting requirements. Innovation and high quality technologically advanced machines have allowed GYS to convey our expertise in Welding. Our business will continue to invest heavily in research and development as well as aftersales, to ensure our partners know GYS is a brand that is both innovative and offers the very best in customer service and sales support" explains Bruno Bouygues, CEO of GYS.

Industry driven growth

Although the journey has been long and demanding, in 6 years GYS has managed to evolve from toolshop alternative to a global leader in industrial welding. GYS continues to be the number one option for toolshops, while also making huge leaps into industrial welding – the company aims to achieve over 50% of its sales in this area in 2017. "Nowadays, we see the industrial welding range which consists of our welding

and plasma cutting equipment helping to drive the growth of the GYS group. As a company, we have succeeded in progressively transforming GYS into a global technology partner, covering a wide range of welding and cutting solutions. I have to thank and praise all members of the GYS team and our group partners, who have bought into our vision and helped us achieve our successes – without them, none of this would have been possible" 2014 saw the recruitment of technical sales specialists, whose expertise in the cutting and welding world have been showcased via 'roadshows' all across France – with technical support and demonstrations in conjunction with GYS' extensive dis-

tributor network. "Distributors have evolved, it is simply not enough for them to see a product in a catalogue – they want to see where and how the product is produced, they want to see the complete range and learn more about the company. GYS had to adapt to this, demonstration vans have allowed us to take the GYS experience to them, we are able to showcase directly to our customers the quality and innovation our products provide to the end-user. The more demonstrations we do in partnership with the distributors, the more our strategy becomes clear: We want to be the first port of call to distributors, working together to increase their business and providing a full sales service", underlines Hervé Barbaroux, French Commercial Director. The GYS Sales Force in France consists of 37 area sales managers alongside over 30 sales administration staff in the Laval Headquarters who conduct the order processing ensuring the highest quality of sales and customer service possible. "Employees within GYS Head office must be dynamic, as they are a source of direct communication with our customers. With a highly efficient office which contains many experts in the world of welding and cutting. This mix of dynamic personnel with expertise in the field offers customers a high-quality sales service which is unique in France – something that is appreciated by our customers" commented Mr Barbaroux.



The GYS sales force in France consists of 37 personnel, with more than 60 people in total working in customer relations.



Amongst recent investments is a new sheet metal cutting machine. The new machine has the ability to undertake punching and laser cutting operations allowing work with thicker materials with increased cutting quality in a shorter period of time.

In the heart of one of the largest welding factories in Europe, GYS' sales administration team regularly receive training to ensure all technical questions from distributors can be answered completely and accurately. Each member of the team now has two personalised computer screens, one for administrative procedures and another for fast technical advice or after sales queries.

Aiming even higher

Today GYS regularly liaises with and seeks feedback from all its distributors, including Industrial Welding and Plasma Cutting specialists. GYS also consults with integrators who incorporate GYS products within their own unique system packages – especially those who

specialise in TIG, MIG and Plasma solutions. “Traditionally distributors and integrators do not target the same markets, integrators are among other things interested by our proximity as a French manufacturer, our expertise and also our ability to offer solutions quickly. No other company is able to offer this. Something, when there is a small technical requirement, we are the only ones able to offer a tender with competitive pricing” continues Bruno Bouygues “With integrators, we do our best to create a complete solutions package for them, offering both our machines and technical support. In this win-win partnership, we share our expertise for the benefit of both parties”. Working with these integrators has helped GYS develop its knowledge in the field of small-



The production workshop for electronic cards is now equipped with a new coating machine, which protects against build up of dust and corrosion; an important factor in areas with high humidity.

scale automation “Our engineers are working as a team with the integrators, working on various projects has enabled GYS to access knowledge we would not be able to acquire in-house, assisting us with new ideas, processes and capabilities.” A consistent increase in skills and know-how has helped GYS expand into new fields, with immediate benefits. 2017 will see the launch of a new TIG welding machine complete with both manual and automatic control, with the IT elements of the machine containing software developed with the input of several experienced integrators. GYS' entry into heavy duty plasma cutting has enabled its partners in the world of welding to expand their range and skills set, with the GYS 3-Phase 85A and 125A models leading this expansion. The GYS range of plasma cutters incorporates advanced technology and ergonomic user interfaces that allow for the operator to select the machine's settings with ease; all within a hugely competitively priced machine. “With the emergence of micro-workshops across the world, GYS is continuing to research and develop smaller, lightweight machines for smaller budgets”. 2016 saw the release of the Exagon 400 CC-CV, a revolutionary 6 in 1 welding machine offering MMA, MMA pulse, TIG, MIG – portable feeder, MIG – wire feeder and gouging; which is also compatible with automatic systems. “All the knowledge we have built in the field of automatic welding has been utilised in this machine” commented Bruno Bouygues. At the same, GYS has become one of only a few companies able to offer MMA pulse welding, which enables the



Created almost 3 years ago, the dedicated prototype workshop enables new innovations to come to life more rapidly. The workshop dedicates a third of its time to creating prototypes for the Research & Development office. The rest of the time it is dedicated to the manufacture of tools for production.



For GYS, the aftersales function has become as strategic as the sales process. GYS utilise a large team of technicians who operate from a dedicated 500m2 facility at the heart of their Laval headquarters, equipped with the necessary high-level tools and repair management systems.



All products are identified by a serial number which allows traceability. Each return is recorded in the GYS Database. In France the company commits to a return within a maximum of 5 days for out of warranty repair returns and 3 days for those under warranty.

operator in vertical-up welding, to weld without the weld pool dripping. Launched in September, the Exagon machine has allowed MIG/MAG welding either with a separate feeder with display or a Nomadfeed – a waterproof metal casing that protects the MIG wire from oxidising. The machine has allowed GYS to venture into new international applications where harsh welding conditions can be nullified by such protective covers. *“As GYS continues to globalise, we are confronted with complex issues in new market places. For example in the Middle East it is common place for welding environments to be heavily affected by sand. The nomadfeed with its protective case has offered a unique solution to such scenarios”*

Continual Progression

GYS continues to research and understand overseas markets and industries, exploring has allowed the company to enrich its product range. *“The German market requires more powerful and sophisticated products than those in the UK and France, meeting and bettering such requirements drives us to offer high-quality products”.* Moreover, the introduction of GYS by German car manufacturers and their many approvals has allowed the company to acquire approvals and sales from French car manufacturers also. Today, non-domestic markets encompass 50% of GYS' sales. *“With our collaboration and sales with integrators being mostly international based, we foresee*

a continued growth in our export sales”. GYS has 3 European subsidiaries based in Germany, Italy and the United Kingdom; all of whom have recorded strong year-on-year growth since their inception. GYS UK has recently recruited specialist technical personnel to lead their industrial departments, as the company continues to see a rise in demand for the new more advanced technical products. Increased technical personnel and knowledge has now seen the implementation of collaborative product development between the French, German and British teams. *“Each market has its own needs and requirements. As a company we must be able to take into account these individual needs and develop a unique solution that can meet such demands.*



The latest in the GYS industrial range, the Exagon 400 CC/CV is a multifunctional inverter machine (MMA, MIG/MAG, TIG Lift and Gouging). With a high duty cycle (400A @ 60%) and numerous welding settings, it is the ultimate welding machine for versatility and high performance even in the most demanding environments.

For GYS, being a global brand has allowed us to continually understand and utilise knowledge from all over the world. From each new requirement, we find a new solution. A principal GYS ethos is to continue to be proactive and attentive to the ever-changing markets” adds Bruno Bouygues. Outside of Europe, GYS has well established subsidiaries in China and India, with a newly formed Moroccan office also blossoming. “GYS continue to invest in personnel across the globe, we look for those who can bring technical and commercial knowledge to our industries and customers. In the international market, GYS cannot compete solely on price, today we have to offer cutting edge innovation, technology and service, whilst promoting our strong brand identity”

Aftersales, a strategic asset

In France and indeed across many of its subsidiaries, GYS’ continued growth and development has enabled the business to invest both in the team and in particular its Aftersales function. “Aftersales has become as much a strategic process as sales itself. The demonstration of a reliable and fast organisation has become a market requirement and an important differentiation factor at a time when products are becoming increasingly technical”. The aftersales process has become even more crucial with machines now integrating extremely complex and sophisticated electronics; with distributors not always having the in-house capabilities to deal with them. “As a partner to our many distributors, GYS ensures we provide quality customer support so that our customer’s experience stays at a very high standard” adds Hervé Barbaroux.

Naturally, the emphasis on Sales Support is not a new thing for such a modern company. GYS’ commitment to continuous improvement of its technical infrastructure has allowed the brand to implement complete traceability of its products, allowing instant information sharing with distributors. The journey begins with the creation of an automatic quotation system for customers who have returned an out of warranty machine to aftersales; with



Today GYS product portfolio meet the needs of many different markets, especially those in the industrial sector. GYS provides professional solutions for welding and cutting, automotive battery maintenance and Car Body Welding systems.

a dedicated quality department performing a complete examination to determine any issues. “A quality after-sales enables a more peaceful and clear dialogue between the various parties involved. After-sales can often be a source of immense stress to the customer, so GYS strive to ensure that problem management is good to maintain a healthy and trusting relationship with the customer”

The company of the future

For the management team of GYS, it is impossible to project the company’s long term future without ensuring a focus on the business in the next few years, as the world of business and technology constantly evolves. Alongside updating its spare parts ordering process, GYS has now added QR codes to all electronic cards on its machines. This will allow access to technical data-sheets, updates and approvals/conformity certifications at the click of a button directly from a smartphone or computer. “There is no doubt the world is changing, we have seen how machines now contain more and more software and slowly a complete network is being created. We must embrace these changes and help support the welding industry to meet the ever-demanding expectations of our customers. The digitalisation of our manufacturing processes is the first step towards this”

Agnès Richard

their responses tracked and recorded by the system to ensure the best customer service. To accelerate the repair process, every Monday the GYS Sales Team are sent a list of all outstanding quotations where the customer has not given a reply – allowing those in Sales to call their customer and ensure a speedy solution. A brochure has also been created to showcase the expertise of aftersales and introduce the department to existing and prospective customers. In Laval, the 17 Aftersales technicians employed by the company now have a dedicated 500m2 workshop, exclusively for technical repairs – with the administrative side of the repairs team housed nearby to support customers. A new system has been put in place to allow distributor to track their repairs in real time, so they can closely monitor the progress and relay this back to their customer. “This highlighting of our Aftersales service also slows us to be more demanding to our distribution partners, we are now encouraging them to offer machines on-loan while the original machine is sent for repair” adds Hervé Barbaroux. Beyond customer satisfaction, the approach of continuous improvement is very much centred also on products. In accordance with the company’s ethos of high quality, all products are identified by a serial number which allows for traceability – all product returns are recorded onto a database. Specialist analysis of return products is also undertaken for those returned less than 15 months old, with