

Lord of the France



Neil Pulsford

Who are GYS? PMF wants to know and you will definitely want to know...so we asked the company's UK Commercial Director, Neil Pulsford, to put us in the picture.



This is a good question because if you were to ask anyone in the major European countries you would find that GYS is a very well known brand. However, in the UK we are relatively unknown. We are in fact market leaders in France and other markets, but we have never sold before in the UK.

GYS is a French industrial company, family owned, and a manufacturer of battery chargers and welding machines. We are based in Laval (not far from Le Mans) and employ around 400 people. We have 3 product ranges: battery support products, which comprise a 28 page catalogue covering battery chargers from low cost consumer products, through to high specification professional chargers, starters, boosters, testers and diagnostic battery support units; welding machines, covering a wide range of industrial, MMA, TIG and MIG machines, including specific products highly suited to car body repair; and finally our third product catalogue, specifically for the car body sector, comprising advanced spot welding machines and dent pulling equipment. For this third range we are working with Stanners equipment, a market leading specialist in this field, who can provide the full service of demonstrations and technical and training support to the bodyshop.

Crossing the channel

We have just started to approach the UK marketplace – mailing our catalogues and naturally by advertising in *PMF* and *PMM*.

For battery chargers, starters and boosters, we believe we have a lot to offer all sectors of the industry. We are a true specialist in these products and of course customers are dealing with the manufacturer themselves. We have a UK presence (our UK centre is in Warwick) for sales and technical support.

Battery chargers can sometimes be a forgotten product. A lot is written on the advances in vehicle electronics and

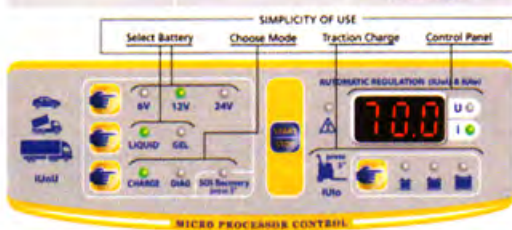
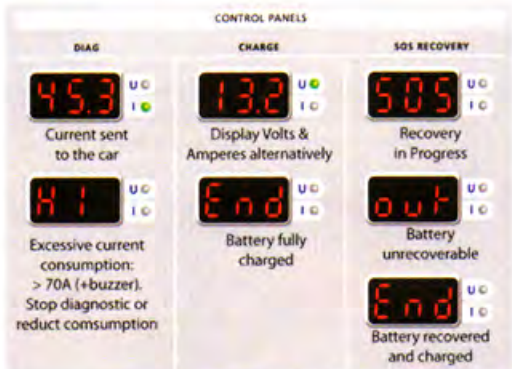
changes in battery technology, but of course this affects how you should care for the battery and this rarely receives the consideration the technology warrants.

Top sellers

Amongst our top-selling products is the Batium range of Micro Processor Controlled Professional Chargers. These cover 12V and 24V applications and all come with a multistage charging curve and some with battery de-sulphation modes also.

Another popular product is our GYStart 724E, a high quality automatic 700amp 12 and 24V starter charger, with remote control enabling operation from the driver's seat.

The Inverter 70 Battery Support Unit stands out as a milestone product. It is a professional workshop tool to support vehicles during diagnostic work and offers a very high specification at a competitive price. On top of this, it is also an extremely high specification charger and will support the vehicle during a battery change and run a powerful de-sulphation program on struggling batteries. It's a great all-round tool that will appeal to diagnostic workshops whilst at the same time being a highly useful product for general workshop use too. We have featured it strongly in advertising and it really is creating a lot of interest. In general, across the range, GYS offers top quality products, of a high specification and still at good prices.



Want to know more?

■ For more information on the range of products manufactured by GYS, or if you're interested in becoming a UK distributor for the company request **055** or visit www.readerlink.co.uk