

## First major successes in a high-potential market

- Opening of a sales office and new services for customers in North America.
- Strengthening of ties with major regional distributors.
- Commercial success of SUBLIMIS innovative textile ranges.
- First emblematic achievements for the Chargeurs Creative Collection network.

Chargeurs Technical Substrates sets its growth strategy in motion as it increases the physical presence in the United States of its two divisions:

- Senfa Technologies, which specializes in technical textiles for graphic displays and interior design;
- Chargeurs Creative Collection, a global champion in museum heritage and visitor experience solutions.

Thanks to this latest development, Chargeurs Technical Substrates (CTS) is targeting a further like-for-like increase in revenue of between €10 million and €15 million in North America alone by 2022.



" Chargeurs Technical Substrates offers our North American customers the very best technological innovation in its field which, coupled with a more ambitious and aggressive sales strategy for the continent, will strengthen the champion's development potential and make it the go-to reference on the world's biggest markets. We confidently expect Chargeurs Technical Substrates revenues to reach €100 million by 2021", said **Michaël Fribourg, Chargeurs' Chairman and Chief Executive Officer.**

" Chargeurs Technical Substrates' ability to excel and to capitalize on the full potential of the US market stems from a perfect understanding of its local culture, its market and its objectives. Today more than ever, it is vital to have a strong physical foothold in North America and to continue taking innovation in the service of emotion to the next level. It is also an opportunity to strengthen our relations with our customers, the quality of our services, and the way in which we manage our logistics to make sure we stay ahead of the competition", said **Sampiero Lanfranchi, General Manager of Chargeurs Technical Substrates.**

## SENA TECHNOLOGIES BROADENS ITS MARKET PRESENCE

To ensure that it meets its growth ambitions, Senfa Technologies is setting in place a number of benchmark partnerships with major new clients and some of the biggest names in distribution. Its innovative textiles are already used in regular campaigns by flagship brands in the US retail sector as they revamp their very high impact visual identities. In strategic terms, the division has also decided to narrow its offer around SUBLIMIS® whose unrivaled printing quality saw it voted product of the year at the 2018 SGIA Expo printing technology trade show in Las Vegas. Today, it is the new reference product on the American market, enabling the division to meet demand from printers and local distributors while also increasing its pricing power.

Senfa Technologies' commercial presence in the United States and Canada means it is able to accompany its customers in their technical and logistics requirements. The availability of local storage areas and the development of partnerships with key distributors means products are also readily available and turnaround times are in line with local market needs.

Senfa Technologies's participation at the unmissable Printing United trade show in Dallas from October 23 to 25 will also be an opportunity to pursue its sales and development in North America, which is set to become one of the biggest contributing regions to the company's bottom line.

## EMBLEMATIC PROJECTS FROM CHARGEURS CREATIVE COLLECTION

Just a few months after its launch, Chargeurs Creative Collection, the *Chargeurs Technical Substrates* division devoted to museum heritage management and visitor experience services, has built up a solid reputation in record time by taking part in the installations of some of the most emblematic exhibitions in New York, from *Frida Kahlo* and *Pierre Cardin* at the Brooklyn Museum in February and June 2019 to *Paris Capital of Fashion* at Museum at FIT in September 2019. These success stories also mean Chargeurs Creative Collection is able to position itself on promising new museum projects on the American market.

Vast and dynamic, today the US market offers growth opportunities that complement the UK and Middle East markets on which the Group is already very active.



### ABOUT CHARGEURS

Chargeurs is a global manufacturing and services group with leading positions in four segments: temporary surface protection, garment interlinings, technical substrates and combed wool.

It has over 2,000 employees based in 45 countries on five continents, who serve a diversified customer base spanning more than 90 countries.

In 2018, revenue totaled €573.3 million, of which more than 90% was generated outside France.

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