

Paris, 27 May 2019

## Launch of the new Chargeurs Group Website

- A new tool at the service of the global strategy pursued by the Chargeurs Group
- Digital innovation as the core of the « Iconic Ignition » program
- A platform dedicated to key stakeholders

*"In rolling out a new strategy driven by **iconic brands**, Chargeurs is bolstering its **upscale positioning** over the long term and driving its **high value-added expansion**. Consolidating our marketing offering goes hand in hand with a reinforcement of our digital activities through the launch of our new website. This will contribute to the deployment of our global strategy of better serving our customers, job applicants, partners and investors."* **said Michaël Fribourg, Chairman and Chief Executive Officer.**

## CONTINUITY IN THE STRATEGY OF OFFERING ICONIC HIGH VALUE-ADDED ICONIC BRANDS

The launch of the group's new website **www.chargeurs.com** is the first milestone in a strategy that aims to the Group's becoming an iconic player. True to its values of innovation and cutting-edge technology, this new platform has been redesigned to facilitate access to all information about the Group. Equipped with intuitive browsing capabilities and revisited ergonomics, its graphic and editorial content is in line with the top-of-the-range positioning of the Chargeurs brand. The new website offers its users a responsive multi-media interface – on one's computer, tablet or cell phone - so that users can live a unique digital experience.

## BEEFING UP OUR DIGITAL STRATEGY

The site's sleek design aims to highlight the unique know-how of our business lines. It thus provides the best example of the world of our brands. Social and Environmental Responsibility, which is intended to promote the basic tenets of the Chargeurs Group's strategy, has pride of place: each business line intends to offer its customers solutions that protect the environment and are consistent with the Group's values, in line with the company's signing of the United Nations Global Compact. Also, the site highlights the diversity of our employees, our know-how and the quality of our customer service.

Last but not least, the group's communication is being revamped with more visuals and video clips to ensure greater interactivity. To this end, the website will be enriched with new tools such as Twitter, Facebook, LinkedIn or Instagram. In this way, everyone will be able to follow the group's buoyant development and current events as well as its international expansion, latest innovations and the success of its partnerships.

## 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

CHARGEURS has more than 2,000 employees based in 45 countries on 5 continents, who serve a diversified customer base spanning more than 90 countries.

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

**CONTACT - [www.chargeurs.fr](http://www.chargeurs.fr)**

Group Corporate Communication • +33 1 47 04 13 40 • [corporatecom@chargeurs.com](mailto:corporatecom@chargeurs.com)

