



## Senfa presentation



# Agenda

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1. Group profile
2. Senfa's activities
3. *New 5-meter wide production line*



# 1. Group profile

# Chargeurs today

## ▶ A global manufacturing and services group

- ▶ More than 90 % of sales outside France
- ▶ 1,600 people in 32 countries on 5 continents
- ▶ 11 industrial sites in 6 countries on 4 continents
- ▶ Revenue of € 478 million, end 2014

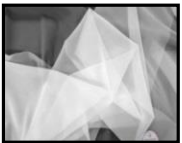
## ▶ 4 operating segments with leading positions



**Protective Films : n° 1 worldwide**  
Temporary protection of surfaces



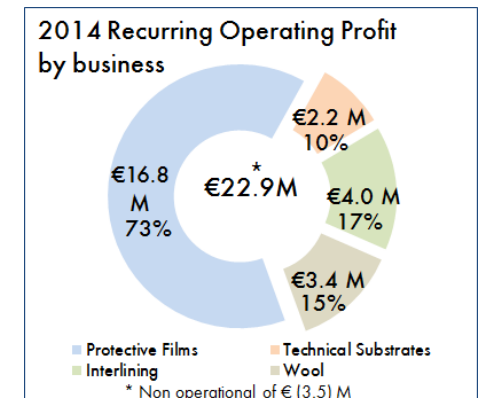
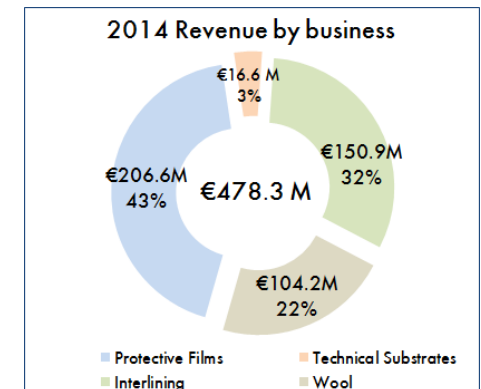
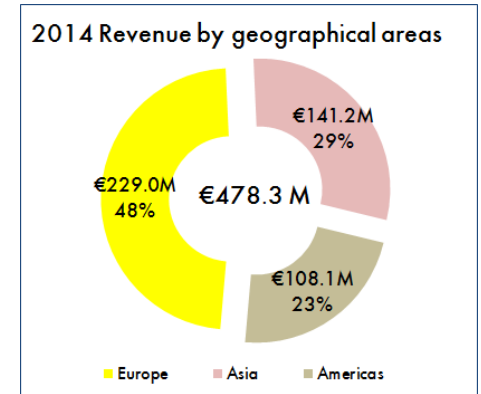
**Technical Substrates**  
Functionalization of technical substrates



**Interlining : n° 2 worldwide**  
Interlining for clothing



**Wool : n° 1 worldwide**  
Top making and combed wool sales



# Acceleration of operational profitability: end 2015

1. Performance consolidation over first nine months of 2015
2. Pursuit of a profitable growth strategy
  - ▶ Derived from its innovation dynamic, manufacturing excellence, cost discipline and assertive marketing
  - ▶ For the benefit of its customers and shareholders
3. Launch of a new 5-meter wide production line (Chargeurs Technical Substrates)

Recurring Operating Profit 2015 objective raised from €26 million to €27 million (rise of 3.8%)



- ▶ 2012 and 2013, decrease of revenue due to new equity method for wool partnerships



- ▶ First half year 2014, introduction of a « recurring operating profit » in the consolidated income statement to provide a better view of the recurring performance



## 2. Senfa's activities

- ▶ **Unique experience** in the coating of technical textiles over 40 years, an **established and international reputation** and an activity at the borders of 2 specialties: **Textile and Chemicals**
- ▶ A **€16.6 million** revenue in 2014 in a global market of digital printed textile substrates with double-digit growth potential for 2015, as estimated by the World Textile Information Network (Wint)
- ▶ A staff of **79** employees on Senfa production site, located at Sélestat in Alsace (France)
- ▶ A strong culture of innovation opening up new application fields and an **R&D** department at the heart of the business strategy, representing **4.7% of revenues** with **€784 K** and nearly **10%** of the workforce
- ▶ Some key facts:
  - ▶ **1973** Creation of **SENFA**
  - ▶ **1995** Acquisition by **Chargeurs**
  - ▶ **2001** Investment in a coating line + 3m20 technology
  - ▶ **2002** Creation of the **SAFLEX** department (technical clothing market, PPE)
  - ▶ **2005** Creation of the **DECOPRINT** department (digital printing market)
  - ▶ **2011** Creation of the **SCENEVENT** department (scenic market)
  - ▶ **2015** Investment in a coating line + 5m technology

# Some very promising opportunities

## ▶ 4 businesses in functionalization of technical substrates:



### **Decoprint**

- ▶ Digital printing substrates destined to advertising promising market (frame advertisements, signage, wall covering, and artwork reproduction)
- ▶ Perfect technological competence and significant international growth potential



### **Senfa**

- ▶ Substrates for home furnishings (waterproof tablecloths, non-stain upholstery fabric, anti UV and blackout curtains)
- ▶ Integrating various simultaneous or independent functions (ex: Thermal, acoustic, blackout substrates)



### **Scenevent**

- ▶ Coated textiles with technical applications for creative spaces (stage curtains, set design, wall cladding...)
- ▶ New business answering requirements of entertainment, event and audiovisual professionals



### **Saflex**

- ▶ High technology protective clothing and PPE (personal protective equipment) sold on the French market (firefighters, army, police, sports)
- ▶ High level of recognition for nearly 10 years



## Decoprint



## Sceneevent



## Senfa



## Saflex



- ▶ Senfa has received numerous awards for its high-quality innovations:
  - ▶ **September 2015**, Decoprint received the Innovation Award in the Alsace Innovation Awards for its product “Estompe”(fabric able to filter electromagnetic waves in a targeted manner) that could have new applications (nurseries, hotels, hospitals or other places for wave sensitive individuals ...)
  - ▶ **May 2015**, Decoprint won the prestigious EDP Award (European Digital Press Association) in the category “**Best textile media for digital printing in aqueous ink**” with its product Aqualight, during the Fespa Digital Exhibition in Cologne and at Expoprotection in November 2014
  - ▶ **May 2014**, Pearl, a must-have in the Decoprint range, was awarded the EDP Award for “**Best textile media for digital printing**” at the Fespa Digital Exhibition in Munich
  - ▶ In **2013**, the product “Innovent” won the award in the “Tried and Tested Innovation Company” category of the Alsace Innovation Contest. “Innovent” is 100% black-out, thermal, sunlight reflective, acoustic, sound-absorbing product with fireproof properties (M1)
- ▶ In **July 2015**, Senfa has been awarded the AFAQ Eco-Design label with the indicator “tried and tested” highlighting the maturity of eco-design in the business process. With Level 3 evaluation (out of four levels) proposed by AFAQ AFNOR, Senfa is the first company to obtain this score in Alsace





### 3. New 5-meter wide production line

# Inauguration of a new 5-meter wide production line

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- ▶ Chargeurs has invested **€7.5 million** to equip Senfa with a new 5-meter wide production line, which is unrivaled in France for its ability to deliver high value-added applications
- ▶ Very promising growth potential:
  - ▶ In advertising, decoration and furnishing
  - ▶ Ability to generate additional revenue with the **3m line**
- ▶ Inauguration and sales launch by Q4 2015

Our **objective**:

➔ Consolidate our leading positions in Europe



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