

**ORAPI**

# The irresistible rise of a leader



As the French industrial hygiene and maintenance market leader, the ORAPI Group, which was established in 1968, plans to double in size and enter the European Top 5. Its acquisition strategy and international vision support this ambition. Norbert Dentressangle supports the company with its transport and logistics operations.

It was in 1968 that Guy Chiffot founded ORAPI - Office de Recherche et d'Application des Produits pour l'Industrie - with two partners. The company then specialised in the manufacture of technical products for the servicing and maintenance of machines. Its main tasks were un-jamming, cleaning, lubricating, protecting and assembling. *"We started with 3 or 4 products in 1970 and currently market about 2,000,"* says Guy Chiffot, current CEO of the company.

After spending 10 years setting up and developing a sales network, the founder of ORAPI acquired a majority stake in the company in 1992. In 1994, the company opened its first manufacturing plant in Vaulx-en-Velin (Lyon), together with a research and development laboratory dedicated to technological innovation. In order to guarantee its development on an

international scale, ORAPI entered the stock exchange in 2000. This introduction has supported its acquisition strategy at international level.

**Six factories around the world**

In 2002, as part of its quest for growth, ORAPI entered a new market: professional hygiene. *"In 12 years, we have acquired 25 companies within this market. Hygiene currently represents 70% of our turnover."* ORAPI now manufactures 90% of its products and its production facilities have to keep abreast of this rapid growth. The group has invested in six new factories: two in France and 4 others in Birmingham, Montréal, Singapore and Kuala Lumpur. *"We chose to bring our industrial facilities closer to our customers, as our products are classed as dangerous and their transport is highly regulated,"* explains Guy Chiffot.

ORAPI has relied on Norbert Dentressangle to distribute its products throughout France for 5 years. *"When it comes to transporting our products, our partner perfectly meets our expectations in terms of volumes and times,"* says Guy Chiffot. *"We have also entrusted the management of our logistics centre in Saint-Vulbas, close to our head office, to Norbert Dentressangle. We are greatly satisfied with our transport and logistics partner because of its rigorous standards, know-how and expertise."*



Industrial maintenance



Industrial laundries



Contract cleaning companies

## Key figures

- Founded in 1968
- 800 employees, including 450 sales representatives
- R&D: 25 employees, 3% of turnover
- 114 million Euros turnover in 2009
- Export: 40% of turnover
- Approx. 2,000 products marketed
- 7 factories: Saint-Vulbas, Vénissieux and Valence Nord (South-East France), Birmingham (UK), Montréal (Canada), Singapore, Kuala Lumpur (Malaysia)
- 21 sales offices with over distributors around the world
- 2 million customer users

## Transport and logistics going for growth

**In order to support the rapid development of ORAPI, the transport and logistics organisation has to be responsive.**

Norbert Dentressangle takes care of the distribution of ORAPI products all over France - from single pallets to full loads - from its three manufacturing plants to supermarket chains and manufacturers. *"For ORAPI, we take care of the A-Z transport, with our own resources, thus guaranteeing the traceability of all dispatches,"* stresses Denis Fayet, key account manager for distribution. *"Moreover, our distribution network is 100% ADR, in other words certified for the transport of dangerous substances by road. We are currently looking at European distribution and Overseas transport."*

In addition, since December 2009, Norbert Dentressangle has been running the logistics hub in Saint-Vulbas (South-East France). On a surface area of 8,800 Sq.m, the team takes care of the acceptance of finished products, stock management and order preparation for ORAPI - ranging from retail to packages and complete pallets. ORAPI is growing rapidly and plans to develop its logistics activities. In order to assist this development, Norbert Dentressangle combines local support with the power of a major group.



Hotels, local authorities, catering



Hospitals and health



Detergents and cleaning products for transport equipment

**Hygiene and maintenance: ORAPI's 6 fields of expertise**

"Norbert Dentressangle is able to support us in our development. Not only does our partner provide us with guaranteed transport and logistics resources, it also has the capacity to adapt to our volumes, as we make further acquisitions."

**Thierry Pourcel**  
Director of Purchasing, ORAPI Group