

# Marrel - 100 years

A century of history and innovation ...  
and a new head-office to celebrate!

MARREL - Press release 19 september 2019

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# 1919-2019

## A great industrial adventure, born under the sign of innovation

Already in 1919, Antoine Marrel and Auguste Colonna - the co-founders - had in mind to revolutionize the transportation in inventing the first tipper to cable.

Since then, the company never stopped working to innovate and innovate again.

In 1935, Marrel Invented the first hydraulic rear tipper, then the first Multibenne in 1950 which leaves to the contractors the deposit on the ground and the exchange of skips with only one vehicle.

In 1970, Marrel launches the Ampliroll, the world reference in the hooklift which has made the reputation of the brand.

Over the years and challenges, the company has been transformed to adapt to changes in its markets.

Integrated to the Italian industrial Group Fassi, Marrel is today a world leader in hooklifts and hydraulic cylinders with 50% of its sales in the export and a commercial presence in 46 countries, all over the world.

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# 2019

## A new ultra-modern head-office in Andrézieux-Bouthéon

In 2019, Marrel wanted to go further by bringing together all technical, R&D, industrial, commercial and administrative functions, within of a single building of 1400 m2.

The head-office was designed in participative mode, combining a group of employees upstream of the design to identify everyone needs and create an open living space, and promoting exchanges between employees.



# 19 september 2019

## An inauguration event to mark 100 years

The new head-office was inaugurated on Thursday 19 September in the presence of more than 550 guests including Prefect Mr Evence Richard, President of Saint-Etienne Métropole Mr Gaël Perdriau, the Mayor of Andrézieux-Bouthéon Mr Jean-Claude Schalk and the Departmental Councilor of Loire Mr Sylvain Dardouiller.

All the guests were welcomed by Roger Boutonnet, President and Jérôme Semay, CEO of Marrel. All the leaders, sales and technical managers of the 120 French and international dealers made the trip with 30 countries represented.

On the program: visit of the 25,000m<sup>2</sup> factory and its 3 production units, visit of the showroom of 300m<sup>2</sup> tracing the 10 decades of the company, inauguration of the new head-office and celebration of 100 years.

This moment has been also the opportunity to reveal the new visual identity of the group.

### Marrel in figures

**200** employees

€ **36** million turnover in 2018

**50%** of exported production

**3%** of turnover invested in R&D every year

Commercial presence in **46** countries





**MARREL**

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