



MARREL

FASSI GROUP



THE POWER OF EFFICIENCY

MARREL.COM

MARREL AT ITS BEGINNINGS

AN INVENTIVE SPIRIT



ARNAUD THIEULIN

— C.E.O

Innovation and Globalization are the core of our strategy.

FOR MORE THAN A HUNDRED YEARS NOW, INNOVATION HAS BEEN PART OF MARREL'S DNA. OUR GOAL IS TO IMPLEMENT OUR CREATIVITY BY CONTINUOUSLY IMPROVING OUR PRODUCTS TO BE USED ALL ACROSS THE WORLD.

With a plant of close to 30,000 m² and a capacity constantly growing for over 10 years now, our crew works inexhaustibly to meet the demands of the continuously changing international markets. Our main product, the Ampliroll® hooklift, has become a worldwide benchmark, both in the civilian sector (environment, construction, local authorities, etc.) and in the military sector (logistics), thanks to a highly motivated distribution network and the right match of the Marrel products to the customer expectations. The coming years and the opportunities they bring are a challenge for Marrel and we are committed to take up this alluring challenge.



ROGER BOUTONNET

— CHAIRMAN

Joining forces with the Fassi Group paves the way for new commercial prospects for us and our new headquarters in Andrézieux-Bouthéon consolidates our strengths by fostering interaction between R&D, quality, sales and production. All these current synergies are the key to the success of the Marrel of tomorrow!

MARREL

KEY DATES

- 1919** Antoine Marrel created the company and invented the cable operated tipper skip
- 1935** Invention of the 1st hydraulic tipper system
- 1965** Invention of the tipper scissor
- 1970** Invention of the Ampliroll® hydraulic hooklift
- 1980** Marrel Corp., the US subsidiary is created
- 2010** Marrel enters into a 10-year contract with the French army
- 2013** Marrel joins the FASSI Group
- 2019** Inauguration of the new headquarters in Andrézieux-Bouthéon



A NEW DIMENSION

With Marrel, the FASSI Group
gains global benchmark
status in hydraulic lifting

THE FASSI GROUP WAS ALREADY A WORLD LEADER IN LOADER CRANES FOR INDUSTRIAL VEHICLES, WITH A COMPREHENSIVE RANGE OF SMALL, MEDIUM AND LARGE CRANES.

It therefore made sense to extend the Group's product portfolio aimed at an even greater competitive edge. The merger with Marrel came about quite naturally. We knew how popular their products were in terms of reliability and performance, particularly the Ampliroll® hooklift.

We share the same culture of innovation, the same industrial know-how and the same high quality standards. The synergies promptly came to light: forming a multi-product, multi-sector group and exporting the Marrel expertise on the global stage through our worldwide network. Collectively, we are fully geared to secure our high flying position in the lifting industry and recycling.

GIOVANNI FASSI

CHAIRMAN AND C.E.O. FASSI GROUP



MARREL KEY FIGURES

36
MILLION
TURNOVER



50%



AMPLIROLL® HOOKLIFT AND
SKIPLOADERS SOLD INTERNATIONALLY

PRESENT IN

46



COUNTRIES

200

EMPLOYEES



FASSI GROUP



MARREL'S BUSINESS

BENCHMARK INDUSTRIAL EXPERTISE

Longstanding expertise in hydraulics

RIGHT FROM THE START, MARREL FORGED ITSELF A REPUTATION AS AN EXPERT IN HYDRAULICS.

As early as 1935, the company launched the first hydraulic tipping system. From 1950 onwards, it registered numerous patents bolstering its pioneering position in the field of high pressure hydraulics.

Marrel's hydraulic cylinders are deeply rooted in historical know-how, ranking it one of the world's leading manufacturers of hydraulic hooklifts.



Fully in-house industrial process

HAVING AMBITION IS GOOD, EMPOWERING OURSELVES TO ACHIEVE AMBITION, IS BETTER.

Therefore, Marrel made the choice of mastering its entire production line: design, hydraulic system, fabrication, surface treatment, assembly, etc.

So in order to guarantee products of the highest quality, Marrel has invested in cutting edge industrial resources incorporating up-to-the-minute numerical control machines, 5-axis boring machines, laser cutting, welding robots and an automatic turbine shot-blasting tunnel.

A must when it comes to technological leadership!





A BESPOKE APPROACH TO STAND OUT

TUNED TO EACH SPECIFIC SECTOR, MARREL PROPOSES BESPOKE EQUIPMENT FOR GREATER HANDLING, DIVERSITY AND OPTIMISED PERFORMANCE.



Environment

Committed to sustainable development, Marrel dedicates its expertise and innovation to environmental stakeholders (waste collection, recycling, recovery). The challenge: increasing productivity of the business while guaranteeing a high level of safety in operation.



Public Works

With versatility, high performance and precision in mind, Marrel has developed a comprehensive range of products focused on the construction and public works sector. And for minimum downtime and maximum profitability, all the machines are designed to ensure utmost robustness and ease of maintenance.



Agriculture

The simplicity of use, the loading power and the robustness of the Marrel products are key characteristics for the farming sector. Add to these points the articulated jibs and you may find the perfect combination for agricultural applications.



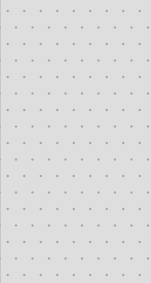
Army

Since the 1990's, Marrel has been developing original ISO container transport and loading equipment and STANAG 2413-compliant military flatracks for the armed forces. A cleverly designed Ampliroll® hooklift means the container handling frame can be stored behind the cab and the hooklift loads the flatrack onto the trailer.



Local authorities

Whether for firefighting equipment, road maintenance or winter application, Marrel has it all covered. There is a whole host of products to meet all local authority-related versatility and reliability demands. The guarantee of being operational in all seasons and in all situations.





INNOVATION AT MARREL

A STANDOUT TRADEMARK

Committed to useful innovation

Innovation runs in Marrel's genes. Right from its creation in 1919, Marrel made a mark by launching the very first tipper body with jib and cable. Thereafter, the company grew rapidly thanks to its impressive capacity for innovation: invention of the "Ampliroll®" hooklift, the skiploader and tipper scissors.

Marrel regards innovation first and foremost as an ability to provide its customers with high-performance operational solutions to make their lives easier. Their motto is: "Constant but useful innovation."



One-of-a-kind industrial culture

How does Marrel manage to create new systems tailored to the manufacturer expectations? Probably because the company has its own incomparable industrial heritage!

This in-depth knowledge of the industrial environment and its challenges means it can forward-think the specific needs of each customer's business. Another Marrel strength: its ability to go straight

from the concept to the execution thanks to a fully mastered industrial process. Once the product concept is complete, we move to the prototyping and the industrialization follows on seamlessly. Innovation at Marrel is a whole... industrial organization!

TEST CENTRE

The test centre, a real asset for the future

Focused on maintaining a constant level of innovation and staying at the vanguard of technology, Marrel has its own in-house R&D unit.

The design office and test centre are home to 12 engineers and technicians dedicated to designing, developing and qualifying new products. The research covers the hydraulic system as well as industrial fabrication or even vehicle-mounted system optimisation.

KEY FIGURE

3% OF THE TURNOVER
INVESTED INTO
R&D EVERY YEAR



To boost efficiency, the R&D teams work in close collaboration with the technical departments of industrial vehicle and public works equipment manufacturers.



THE MARREL RANGE

EFFICIENCY ACROSS THE BOARD

MARREL HAS NEVER STOPPED TO DEVELOP INNOVATIVE INDUSTRIAL SOLUTIONS FROM THE OUTSET, WITH ONE CONSTANT OBSESSION: EFFICIENCY.

Marrel is now one of the world leaders in hydraulic lifting with a vast range of products, well-known for their performance and reliability.

AMPLIROLL® a world-renowned invention



FEATURES

When Marrel invented the Ampliroll® hooklift back in 1970, it had no idea that 50 years later, it would be a **world standard in hydraulic hooklifts**... often copied but never equalled!

The Ampliroll® hooklift combines an ingenious design with **high pressure hydraulics**, making for a range tweaked to load, transport dimensions. The streamlined design and quality materials used to produce the Ampliroll® hooklifts ensure **high performance** and **second-to-none lifespan**.

- **Powerful** tilting frame concept
- **Second-to-none** robustness of the system
- **Versatility** in the applications
- **Excellence** in quality standard



SKILOADERS

Second-to-none performance

Take a selection of very high tensile strength steel, add fully mastered fabrication and simplicity of design and you end up with a skiploader Marrel, with **one-of-a-kind performance**.



TIPPER SCISSORS

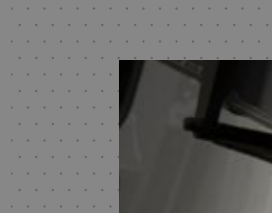
Another Marrel invention

As early as 1965, Marrel transformed the tipper body world by inventing the "tipper scissor". Ingenious design combined with high pressure cylinder production technology gave rise to this Marrel invention.

Marrel now has a fully comprehensive range of tipper scissors for rear, two and three-way tipping for industrial vehicles ranging from 3.5 to over 32 tonnes.

FEATURES

- **Performance** achieved through expertise in the manufacture of high pressure cylinders
- **Adaptability** from the simplest to the most severe applications
- **Longevity** thanks to quality materials and a fully mastered fabrication process



HYDRAULIC CYLINDERS

a benchmark model

Marrel has carved itself out a distinguished track record in reliability and performance around the world, essentially due to its expertise in hydraulics.

As a matter of fact, Marrel was among the pioneers to master high hydraulic pressure way back in 1934.

It is still today a benchmark in heavily-loaded hydraulic components.

FEATURES

- **Resistance** thanks to high pressure hydraulics expertise
- **Modularity** for multiple applications: worksite equipment, lifting and handling, civil and military aircraft, etc.
- **Intelligence** with the possibility of position sensors built into the rod



FEATURES

- **Performance** everywhere and over time
- **Flexibility** of use on the ground, in pits or for rear tipping
- **Adaptability** to specific requirements
- **Competitiveness** with reduced maintenance costs



THE MARREL SPIRIT

WHERE PEOPLE COME FIRST

— MAINTENANCE DEPARTMENT
QUENTIN, SALIM, JEREMY, STEVEN, SERGE, CHRISTOPHE AND GILLES



— JEAN-MICHEL - MECHANICS

ALTHOUGH STEEPED IN A STRONG INDUSTRIAL BACKGROUND, MARREL HAS ALWAYS PUT PEOPLE BEFORE MACHINES!

Hence the very strong corporate culture founded on strong, genuine values with dedicated manpower.

WELL-BALANCED VALUES

Because, at Marrel, it's **all about balance**, values always come in pairs.



Human Resources
— DELPHINE AND ÉLODIE

Dedication & ingenuity

Innovation is not exclusive to the R&D unit, far from it. Every employee has a wealth of creative potential that is just waiting to be tapped. We are very keen to encourage curiosity and to strive for improvement. **Progress and ingenuity are driven by universal commitment!**

Efficiency & flexibility

There is no efficiency without flexibility. This is why we are committed to developing an approach that is **both very rigorous and demanding, while remaining very flexible and receptive to change**. This is the key to sustainable success.

Ambition & humility

It is true that we aim to be a leader in our field. To achieve this, we seek to empower each and every one of our employees to achieve their goals. However, with this constant desire to challenge ourselves, we have also made humility a key part of our culture. Simply put: **always ambitious, never pretentious!**

Transmission of knowledge - an old tradition

Over the years, Marrel has grown a strong in-house transmission culture. Transmission of knowledge, transmission of practices, transmission of values. The company promotes the on-boarding of apprentices in the production process to boost knowledge sharing and uphold the company's expertise.

In terms of external training, Marrel has its own **approved training centre** with a team of trainers offering targeted modules on maintenance, repair and on-vehicle equipment installation. These courses cater for a wide audience: fitters, repairers, users, etc.



— OLIVIER - WELDING WORKSHOP

Strong brand attachment

Marrel is different because of its special bond with its employees.

And the long-term careers of the employees within the company vouches for this.

Sometimes even 2 generations of employees: father & son, work together in the company! Marrel is very eager to create a pleasant and stimulating workplace for its employees... and this is paid back in loyalty worth underlined as a rare thing in the industrial world!



Block release students

— LÉO, LOUIS, JOANNY, MATHILDE, QUENTIN AND VICTOR



— ANDRÉ - TEST CENTRE



Father & son
— JEAN-CLAUDE AND FABRICE

MARREL & QUALITY

UTMOST STRINGENCY

Certified quality

Quality has always been top priority at Marrel, continuously seeking to outperform the standards of the profession.

Therefore, quality certification is an essential step in this respect. The Marrel factory gained the ISO 9001 certification in 2002, and the UTAC certification is under way for its installation centre.

STANDARDS



Certifications have also been put in place for the welding and painting processes. The ultimate goal is to make Marrel a label of quality!



Constantly striving for improvement

Being ISO 9001 certified is essential... but not enough! This is why Marrel has developed an ongoing quality improvement policy.

Right from the design, Marrel products undergo tests at the Andrézieux-Bouthéon Test Centre by way of 24,000 cycles to obtain the Marrel label of quality and reliability.

Similarly, with legislation-compliant installation on vehicle optimisation in

approved centres with a complete range of tools required to achieve quality installation: instruction manual, training, component standardisation.

Stringency at all levels, at all times embody the "made in Marrel" quest for excellence.



MARREL & THE ENVIRONMENT

THE WILL TO BE RESPONSIBLE

The ISO 14001 certification in 2021

While the ISO 9001 certification was a must for Marrel, ISO 14001 quickly proved to be a priority.

The company therefore formalised an environmental management system encompassing the improvement of its environmental performance, strict compliance of obligations and the achievement of environmental objectives with the implementation of an action programme to deliver this.

Environmental- centric

In addition to the ISO 14001 certification, Marrel is naturally environmental-centric particularly given that the environment and waste collection are its primary lines of business.

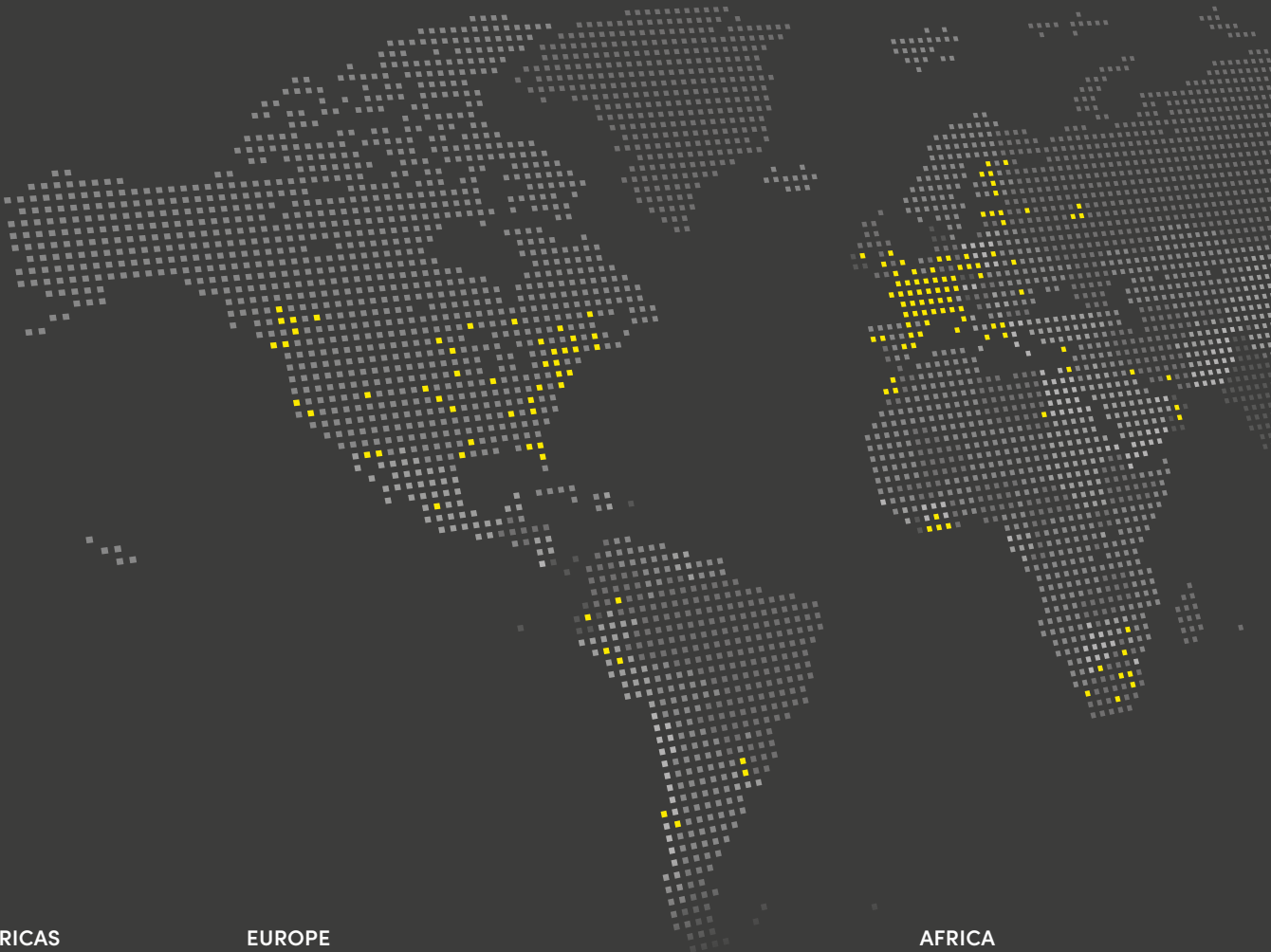
Both internally and externally, the company therefore endeavours to drive environmental-friendly practices including waste treatment, cutting energy bills, development of low-impact transport, etc.

All these are positive initiatives supported by Marrel on a daily basis that help to preserve our beautiful planet!

MARREL FASSI GROUP NETWORK

A POWERFUL MULTI-PRODUCT NETWORK

BY JOINING THE FASSI GROUP IN 2013, MARREL HAS GAINED A WORLDWIDE DISTRIBUTION NETWORK.



AMERICAS

Canada
Chile
Colombia
Ecuador
Mexico
Peru
United States
of America
Uruguay

EUROPE

Austria	Germany	Portugal
Belarus	Greece	Romania
Belgium	Hungary	Russia
Cyprus	Ireland	Slovakia
Czech Republic	Italy	Slovenia
Denmark	Lithuania	Spain
Estonia	Malta	Switzerland
Finland	Netherlands	United Kingdom
France	Poland	

AFRICA

South Africa
Algeria
Ivory Coast
Morocco
Tunisia



ASIA/MIDDLE EAST

Hong Kong
India
Israel
Jordan
Kuwait
Libya
Oman
Saudi Arabia
Singapore
United Arab Emirates

OCEANIA

Australia
New Zealand
Tahiti

A joint network with the Fassi Group in France and internationally

FRANCE

50 FASSI/MARREL dealers
in France

70 service centres
for equipment maintenance
and repair

10 people
dedicated to driving
the sales network

INTERNATIONALLY

70 distributors
across the world

27 new importers
since 2013

52 countries
where are products
are sold

14 people
dedicated to driving
the sales network



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