

## LET'S HEAD TO BRAZIL WITH PLURINOX, THE NEW INTERNATIONAL EXPANSION AXIS.

**Remember Group SERAP acquired PLURINOX in September 2016. In Mai 2017, PLURINOX organized its first open house day.**

**Around sixty clients and dealers** have thus been able to discover the production site as well as the organization of this very successful company.

Emphasis was given on:

- **The different action plans** implemented to ameliorate the operational effectiveness on the site of PLURINOX.
- **The finish quality and the performances of our milk cooling equipments** in accordance with the ISO 5708 norm, brought forward during the presentations.

The open house day also enabled the 120 employees of PLURINOX to emphasize all of the efforts made since the integration into the Group SERAP **to improve the industrial organization and to show the quality of the goods produced.**

We saw **the motivation of our visitors** to participate to this event, some of whom have driven more than 1 000km to come discover PLURINOX ! All of them left convinced by our implemented policies, our training programs for our teams and our dealers in order to provide the Brazilian producers with the best products to meet this market's expectations. Our teams, with the support of Group SERAP and thanks to the implication of all, have made of this event **a great success.**

*« This first edition was a success. Everyone was delighted to take part to this new step for PLURINOX and to understand the synergies and the significance of being part of Group SERAP. We wish to replicate this experience every year. »*

**Pierre MURCIA**, Directeur PLURINOX – Groupe SERAP

**A very satisfying result** for a first experience and a lot of positive feedbacks were given with the satisfaction of having been able to exchange views about the evolution of the Brazilian market and the expectations of the milk producers and the dairy groups.

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### **A propos du Groupe SERAP**

The SERAP Group, headquartered in Gorron, is in the heart of France's largest dairy producing region, employs 500 people and currently manages 4 production sites in France, India, Mexico and now in Brazil. Specialized in stainless steel boiler making and heat exchangers, the SERAP Group is the world's second largest manufacturer of milk chillers on the farm, leading in France and in several foreign countries. The SERAP Group is represented in 80 countries through an extensive network of independent distributors, supported by its production units and commercial subsidiaries.

[www.groupeserap.com](http://www.groupeserap.com)

### **A propos de Plurinox Indústria e Comércio LTDA**

PLURINOX Indústria e Comércio Ltda, has its headquarters in Batatais, near the Ribeirão Preto sugar factory and the dairy centers of Minas Gerais and Central West, Brazil. It employs nearly 140 people. PLURINOX, with its 33 years of existence, is the unavoidable leader in the manufacture of milk cooling tanks made of stainless steel, and also in the manufacture of a wide range of industrial tanks for large milk process equipment, as well as for food, pharmaceutical, chemical and cosmetic segments. PLURINOX has a good network of agents throughout the Brazilian territory and has strong references in the agribusiness.

[www.plurinox.com.br](http://www.plurinox.com.br)