

GORRON: SERAP GROUP ESTABLISHED SUCCESSFULLY ON THE BRAZILIAN MARKET

Located in the French Gorron, the Serap Group led by Eric Boittin continues to flourish. In September 2016, it acquired a plant in Brazil, which allowed it to establish a strong industrial and commercial foundation on the Latin American market.

The small shop producing milk tanks created by Michel Boittin in the early sixties in Pontmain has grown outstandingly. Nowadays the Society for Agricultural Development and Production (Société d'études et de réalisation agricoles (SERAP)) is present on all the continents. After opening branches in India, 2009, and Mexico, 2015, the Company from Gorron enhanced its presence on the Latin American market by the acquisition of Plurinox Company, manufacturer of milk coolers and tanks for processing applications (ice cream and cosmetics production, blood storage, etc...).



Eric Boittin, President – CEO of the SERAP Group.

“The Company has been exporting products to the Brazilian market since 1996. However, due to the crisis in 1998, the government’s protectionist policy forced 30% custom duties for imported goods. It took two years to receive payment for the last order. As a result, nothing happened from 1998 to 2009”.

Eric Boittin

However, the SERAP Group management wanted to keep the Company’s presence on this promising market holding the 5th world position in milk production. It offered the tanks manufacturer to supply 2-3 high volume tanks (6 to 12,000 liters) annually. *“This partner was producing small vessels to satisfy the demand on the market of 800,000 small-scale farming units dispersed over a territory twice as larger as Europe”.* They lacked equipment for manufacture of high-volume vessels and they were not interested in investing in machines to manufacture goods that cover only 1% of the industry.

While consolidating its plans for the future, the SERAP Group does not forget the French market. In 2016-2017 it opened an industrial site in Macon for manufacture of cosmetics and pharmaceuticals goods. *“It is a long-term decision; Macon is not far from Lyon and the chemical corridor”.*

The secret of the SERAP Group is simple: be in the right place at the right time.

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About SERAP Group

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.groupe-serap.com

About 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