

SERAP Industries awarded €700,000 through the "France Recovery" Plan

SERAP Industries is one of 25 companies in the Pays de la Loire region to have recently obtained a grant as part of the Recovery Plan launched by the Government in September 2020. This financial aid of €700 K will enable the industrialisation of its new range of energy-efficient milk cooling tanks.

On Tuesday 15 December, Jean-Francis TREFFEL, Préfet of Mayenne, accompanied by Jean-Marc ALLAIN, Mayor of Gorrion, Guy MÉNARD, Mayor of Ambrières-les-Vallées, and Bruno LESTAS, President of the Bocage Mayennais district, visited the SERAP Industries production site in Gorrion to discuss the France Recovery Plan. Representatives of the BPI (the operator in charge of the dossier) and of the Pays de la Loire DIRECCTE (regional directorate for companies, competition, consumption, work and employment) were invited to participate, as were two other companies in the Bocage Mayennais district, My Pie and SUMCA, also winners with this Plan.

During these exchanges, SERAP Group CEO Éric BOITTIN presented the SERAP Group and its innovative project for a new range of energy-efficient milk coolers, the result of the "Tank 2020*" project launched in 2017. This new range will be more expensive to buy, but the energy saved will generate a payback in a few years. This project is financially supported by the environmental agency ADEME. It is being implemented as part of a consortium involving SERAP Industries, the research organisation, Pôle CRISTAL, the economic interest grouping Bretagne Élevage, the Institut de l'Élevage and two customers, LACTALIS and TERRENA. The consortium's task is to oversee the project's specifications and ensure that it leads to a marketable innovation, while meeting ADEME's energy savings and environmental protection requirements.

The "**Tank 2020**" project, now in the industrialisation phase and scheduled to go on sale in September 2021, requires **short- and medium-term investments totalling €1 million**. SERAP Industries thus applied for and obtained a **€700 K state subsidy**, i.e. 70% of its budget, within the framework of Support for Industrial Investment in the Recovery Plan Territories.

This grant will enable SERAP Industries to:

- more rapidly upgrade its industrial tool by integrating all the new machines needed to industrialise the new range of milk coolers resulting from the "Tank 2020" project, and enable the growth of the boiler-making activity generated by the sale of these products;
- create 25 new production jobs in 3 years, in line with accelerating sales, to match its production capacity to its commercial development;
- buy and install photovoltaic solar trackers to offset the energy impact generated by hiring these 25 employees through the electricity they produce.

The project's spin-offs within the territory include:

- **reducing the energy consumption of dairy farms** and thus the cost of milk production and the constraints of electricity distribution at peak times (morning and evening);
- providing SERAP Industries with the means to **gain market share in Europe**, where electricity costs more than in France;
- **creating 25 sustainable production jobs in the North-Mayenne basin**, as these sophisticated products will be manufactured in France (SERAP is already looking for 18 people, including 6 qualified boilermakers, 2 refrigeration specialists, 4 manual production operators and a maintenance technician);
- **consolidating SERAP's industrial activity** in the Mayenne Bocage district in the long term.

* This project has been financed by the French Government as part of the recovery plan.

The SERAP Group will unveil its commercial identity at the SPACE exhibition in Rennes in September 2021.



From left to right: Florent LEPERT (BPI), Jean-Marc ALLAIN (Mayor of Gorrion), Jean-Francis TREFFEL (Prefet of Mayenne), Patrick PERSON (SERAP Group), Jean-Rémy COUSIN (Les Rillettes Gorronnaises), Éric BOITTIN (CEO of SERAP Group), Sébastien RICO (My Pie), Adrien GOUD (My Pie), Jean-Michel SABLÉ (SUMCA), Trevor HIRD (SUMCA), Guy MÉNARD (Mayor of Ambrières-les-Vallées), Bruno LESTAS (Bocage Mayennais district).

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About the SERAP Group

The SERAP Group, based in Gorrion, in the heart of France's largest dairy production region, employs 500 people and currently manages five production sites in France, India, Mexico and Brazil.

A specialist in stainless steel boiler production and heat exchange, the SERAP Group is the world leader in farm milk coolers and number one in France. It is represented in 80 countries through a large network of independent distributors, which are supported by its production units and commercial subsidiaries.

www.groupeserap.com

Press contact:

Nathalie MAUCOURT: 02.43.08.27.82/nmaucourt@groupeserap.com