

SERAP Group accelerates its growth with the acquisition of Robert BAS

SERAP Group has acquired Robert BAS, a food processing equipment maker with a thirty-year history. The company is based in Ain, eastern France, and employs 35 people. SERAP has chosen to bring Robert BAS into its group as part of its strategy to grow and develop its process equipment business serving the food, pharmaceutical and cosmetics industries. In addition, the group will be able to capitalise on the new skills, experience and client portfolio that Robert BAS brings with it to further diversify its business.

Robert BAS, 30 years of knowledge and expertise

Robert BAS designs and builds process, boilermaking and mechanisation equipment for the food processing, cosmetics, pharmaceutical and biotechnologies industries. With a head office north of Lyon, an office in northern France and a branch in western France, it makes use of its countrywide presence to maintain excellent customer relationships and offer a responsive service.

An acquisition poised for success thanks to synergies

The Robert BAS acquisition will further SERAP Group's development strategy thanks to a number of synergies:

- Robert BAS, a fast-growing business, will benefit from SERAP Group's established foundation to enhance its image with its customers and win larger contracts in its specialist areas,
- the two organisations have complementary reputations with which to develop a name for operational excellence and working as a preferred partner with their customers,
- the two entities will pool their skills and share engineering and sales expertise,
- the various SERAP Group subsidiaries outside France will have access to Robert BAS's processing expertise in order to meet growing emerging-country demand for quality equipment.

Robert BAS's experienced and respected management team will continue at the helm of the business, making a successful integration far easier to achieve.

A logo incorporating the two companies' corporate identities has been created. It celebrates the coming together of the two businesses and uses Robert BAS's visual identity to demonstrate its place within SERAP Group.

SERAP Group CEO Eric Boittin said,

"I am delighted to welcome Robert BAS and its staff to SERAP Group. For thirty years now, the company has been known across France and recognised for its expertise in designing and producing turn-key solutions, for food processing in particular. Its portfolio of customers and partners, and their loyalty, are its strongest assets.

Robert BAS's business activities dovetail perfectly with those of SERAP Group, and much of the know-how used is identical."

Robert BAS Managing Director Mikaël Prochasson said,

“The integration of our company and all our staff into SERAP Group is an excellent opportunity for Robert BAS.

From my very first meeting with SERAP Group, it was clear that the two businesses shared common values centred on relationships, quality and continuous improvement. The size of the group will give us a stronger financial base and a wider support structure. This, together with the shared values, will offer us a solid foundation from which to grow. Our company has been operating independently in the food processing industry for thirty years now, and I am pleased to be part of this new phase which will see it develop further as part of a well-known group.”



The handover between Robert BAS former Chairman Jean-Marc Galland and SERAP Group CEO Eric Boittin with, to the right, Robert BAS Managing Director Mikaël Prochasson.



The new Robert BAS logo



About Robert BAS

Robert BAS has 30 years' experience in designing and building bespoke boilermaking and mechanisation equipment for industrial operators in the food processing, cosmetics, pharmaceutical and biotechnology industries.

With long-standing expertise in its sector, 35 staff and a 4,500 sqm manufacturing facility, the Robert Bas team focuses on working closely with its customers and offering innovative solutions.

www.robertbas.com

About SERAP Group

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, SERAP Group is the world leader in farm milk coolers and number one in France. It is represented in 100 countries through a large network of independent distributors, which are supported by its production units and commercial subsidiaries.

www.groupeserap.com

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