

Groupe GUILLIN brings together all its paper and cardboard packaging companies under a single brand: WEFOLD.

WEFOLD BY GUILLIN, THE LEADER IN PAPER AND CARDBOARD FOOD PACKAGING SOLUTIONS

"By bringing together 6 leading, complementary companies under a single name, the GUILLIN Group is consolidating its unique expertise to offer its customers a 360° view of the paper and cardboard food packaging market. In so doing, it is setting a new benchmark in this market, with the aim of becoming its inspirational and innovative leader."
Sophie Guillin, CEO of Groupe GUILLIN.

AN AMBITIOUS AND SOLID PROJECT

"The launch of WEFOLD meets a real market need. This project has been designed to give our customers access to a turnkey service that is easy and efficient. It is based on the historic and fundamental principles of quality, range, service and innovation that have made the GUILLIN Group such a success." Guillaume Darbon-Guillin, Managing Director of WEFOLD.

This merger is also accompanied by an investment plan of over €20 million, commensurate with our ambitions. New industrial and technological equipment will bolster our production capacity, enabling us to produce both large series and shorter, customised runs. An advertising agency will also open up a new business model for our customers.

OUR CUSTOMERS AT THE HEART

We designed WEFOLD to strengthen our range of products and services for our customers and guarantee them the widest range of quality products on the market.

The launch of our new 35,000 m² state-of-the-art logistics centre, located halfway between the historic Gault & Frémont and Thiolat production sites, will enable us to deliver our expanded product catalogue with greater speed and flexibility.

Our customer relations will be simplified with a single point of contact able to offer the full range of solutions from all WEFOLD companies, including a personalised digitisation service.

WHY WEFOLD EXISTS

Over and above the diverse origins of the companies joining forces under the WEFOLD brand, it is the complementary nature of their know-how, their product expertise and, above all, their human values that give meaning to this decision.

The "WE" in WEFOLD symbolises the collective of our 550 WEFOLDers, the committed, high-performance employees of our six companies. The "FOLD" represents the link between our different professions.

WEFOLD will further strengthen the DNA of service, quality, responsiveness and proximity of the 6 parent companies, which will become: WEFOLD Tours, WEFOLD Blois, WEFOLD Mettet, WEFOLD Troyes, WEFOLD St Victor and WEFOLD Sibiu.

ABOUT THE GUILLIN GROUP

A French family business listed on the stock exchange, the GUILLIN Group was founded in 1972. Over the past five decades, thanks to a strategy of major innovation in the field of food protection, it has become a leading, responsible and benchmark medium-sized company in food packaging solutions in Europe. Protecting the environment, eco-design, the circular economy and the use of environmentally-friendly raw materials have always been key concerns for the Group, and are a daily priority for its 3,500 employees. Committed to protecting the oceans, the Group, a pioneer in the field, is a Founding Partner of Prevented Ocean Plastic™. Encouraging team spirit, excellence, respect, openness to progress and performance, the GUILLIN Group achieves sales of over €900m, 65% of which is exported, with 31 industrial and commercial companies.



BECOME WEFOLD BY GUILLIN

