Visite de l’entreprise PELLENC

Terminale euro anglais STMG
le 12 janvier 2016
At the beginning, Pellenc was founded by Roger Pellenc in 1973, in Pertuis (France).

Pellenc group is now, a constructors of harvesting machinery, equipment, and hand-held electronic tools for fields of viticulture, speciality agriculture, and maintenance of green and public spaces in the world.
From 70’s to end of 90’s

In 1976 The launch of Hydraulic secateur

In 1983 The launch of the pre-trimmer (rewarded at the vinitech trade fair)

In 1987 The launch of the first battery powered scateurs

In 1991 The creation of Pellenc Iberica and Pellenc Australia (The 1st international distribution subsidiaries)

In 1992 The launch of the first buggy (for olive harvesting)

In 1993 The launch of the first self-propelled harvesting machine

In 1998 Creating Pellenc Slovencko (1st international industrial subsidiary)
From the 2000

2004 : launch of electric secateurs with brushless motors and lithium-ion technology.

2007 : launch of the Selectiv' Process sorting system

2008 : launch of the Winery Equipment department and creation of the “Green & City Technology” division

2011 : SMOFY Participations acquires a holding in the company

2013 : Repurchasing of Matériel PERA first eternal of the PELLENC group
PELLENC group is:

- 182 million euros of sales revenue
- 16 subsidiaries on five continents
- 8 industrial sites in France, Europe, and China
- 1,200 employees, including 120 in R&D
- 800 distributors worldwide...
In the future

In September, 2014, Somfy Participations acquires (buys back) all of group shares Pellenc, by making the 51.36% acquisition of parts still prisoners Roger Pellenc and his(her) partners. Roger Pellenc remains President of the group until 2017.
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PELLENC’S STRATEGY
PELLENC is a French firm. Its headquarters is located in Pertuis.
They are on **several markets** such as **viniculture, viticulture, olive culture** and **green spaces**. PELLENC has a competitive advantage thanks to Zerophyto's law. Actually, it runs faster than the law, as it sells its products because it decreases **25%** of their diesel fuel's consumption before it begins compulsory by the law.
Also, PELENC has factories abroad. Part of their production is made in foreign countries such as their batteries which are made in China or the machines’s cabin in Slovakia. They put some of their factories abroad because they don’t have the competences in France and not because the workforce is cheap.
PELLENÇ is interested on **setting up** in Argentina. Before, they couldn't do it because Argentina's law were **very strict** about import-export business.
Pellenc

Marketing
The turnover for 2015: 208 mil euros, last year Pellenc was worth 182 mil and thanks to their sustainable development program and for exemple their new Harvesting machines MAV today their CA is worth 208 mil euros.

They have an innovation strategy losed on new viticulture and viniculture technologies for example the vinion printing shears is really helpful for the workers because this pruning shears incorporate a baterie.

In Pertuis it’s assembly site because the batteries and are coming from the Slovensko or the china Pellenc site.
PRODUCTION in PELLENc company
PRESENTATION

So we went to Pellenc company located in Pertuis.
During this visit we saw the production site, containing 3 product lines. Wild range of materials, for small one to huge engines. They produce their own electronic engine, it’s an internalized production.
Then, they also have test phases to check if the product functions properly. Their production is deeply controlled, we saw many papers proved it.

It’s a production of a chain assemblage. The workforce in Pertuis is diverse, they are many women and men of any age which work together.
The company develops thanks to its research department new technologies, and succeed in finding new tools with a 25% decrease in full. It’s a competitive advantage for the company because it offers a product referring to sustainable development.