

## ALMOST 100 YEARS OLD, THE DELABIE GROUP IS KEEPING IT IN THE FAMILY

THE 4<sup>th</sup> GENERATION PREPARES TO TAKE UP THE REINS



From left to right: Patrick DELABIE, Luc DELABIE, Alice DELABIE and her husband Vincent BOGARD

**The French group DELABIE, established in 1928, remains a 100% family-owned company as its 100<sup>th</sup> anniversary approaches. The European market leader manufactures and exports its taps and sanitary fittings for non-domestic buildings to 90 countries.**

Alice DELABIE and Vincent BOGARD join the family-owned Group as Area Sales Managers.

In this role, they will learn all about DELABIE's products and markets. Their goal is to become experts, master the brand's product offering and gain an understanding of the needs that they fulfill. They will learn how to get the products specified, recognising the needs of architects, design teams, installers, merchants and public and commercial places in general.



**Alice DELABIE** is the great-granddaughter of the Founder Georges DELABIE. Graduating from EM Lyon Business School in 2016, where she specialised in finance and law, Alice DELABIE began her career with a financial consulting firm. After several years, she entered a family-owned investment management firm before joining the DELABIE Group in January 2024.



**Vincent BOGARD** is Alice DELABIE's husband. A graduate of the prestigious École Polytechnique (a university in Palaiseau, France, specialising in science and engineering) and is a member of the Corps des Mines (an elite corp of engineers destined for leading roles in the civil service). He began his career with a large manufacturing company before joining the public sector where he was, notably, an advisor to Jean Castex (former French Prime Minister), during the COVID-19 crisis. He also participated in the deployment of an economic recovery plan within the Ministry of the Economy.

### A FAMILY HEIRLOOM

Almost 100 years old and the DELABIE Group remains **family-owned**, 100% owned by the two current directors, Luc and Patrick DELABIE.

The DELABIE manufacturing journey began in **1928**, when Georges DELABIE bought a tapware foundry in Friville-Escarbotin, in the Somme region of France. In 1947, Jean DELABIE joined his father Georges and together they created the numerous taps and valves that would make the brand's name. Jean's three sons - Jean-Claude, Gérard and Luc - embarked on the adventure in 1964, 1969 and 1987 respectively. The three brothers gave the Group its international dimension by abandoning the domestic tapware market to focus on **washroom fittings for public and commercial places**.

Finally, Patrick DELABIE, Jean-Claude's son - representing the 4<sup>th</sup> generation, joined the company in 1995. He worked his way through the ranks before taking over as Group Technical Manager.

**NEARLY 100 YEARS OF INNOVATION!**

Initially specialising in domestic tapware, DELABIE quickly positioned itself in the market that now constitutes its core target:

**Public and Commercial Places.**

Over time, investment in Research and Development (R&D) has led the brand to establish itself as mark of quality. In less than a century, DELABIE has become the **European market leader** in tapware and sanitary fittings for the non-domestic market, and a **key global player**.

The group now exports to more than **90 countries**, from its **French production site** in Friville and its various subsidiaries abroad. Paris Philharmonie, Quai Branly Museum, Stade de France stadium, Southmead Hospital in Bristol, Eurostar terminal in London, Jules Bordet Institute in Brussels, Sanctuary of Mecca, Prisons of the Kingdom of Saudi Arabia, ICC tower in Hong Kong... DELABIE products are installed anywhere in the world where quality is essential.

DELABIE operates in a challenging market with five product ranges: Public and Commercial Places; Hospitals and Retirement Homes; Accessibility and Hygienic Accessories, Stainless Steel Sanitary Ware; and Specialist Water Controls. Usage, hygiene, water saving, design, waterborne pathogenic bacteria, reparability: more than 40 employees in the R&D department are working with these parameters on a daily basis. Electronic and time flow technology, thermostatic mixing valves, cistern-less flush systems... within the Group, innovation is non-negotiable.

**DELABIE, manufacturer's expertise**

DELABIE, a 100% family-owned French company, founded in 1928, is the European market leader in water controls and sanitary equipment for public and commercial places. The company offers five product ranges specifically for this market: Commercial water controls, Hospital water controls, Accessibility and Hygienic accessories, Stainless steel sanitary ware and Specialist water controls.

Over 2,000 DELABIE manufactured items, including international references, are exported from its factory in France to more than 90 countries.

The company has 9 subsidiaries worldwide: Germany, Austria, Benelux, United Kingdom, Spain, Portugal, Poland, United Arab Emirates (Dubai) and China (Hong-Kong).

For many years, DELABIE has placed ecological concerns at the heart of its philosophy, offering products that are as stylish as they are responsible and sustainable.

For our facilities, production methods, dematerialization, packaging, employee commitment... DELABIE is proud to have received the ECOVADIS silver medal in 2023.

**How do you explain the longevity of your company?**

**Luc DELABIE:** DELABIE, which I am lucky enough to manage today, was created my grandfather. Our family-owned business has survived a century, continuing to grow despite crises, wars and revolutions. Our success is based on 3 pillars: the right product choice for each generation; the quality of our product; and, of course, our colleagues who have chosen to embark on a career with DELABIE.

They are, first and foremost, united and motivated teams who are deeply invested in progress. There is a sense of commitment and duty towards previous and future generations. We have been given **a torch, and we must pass it on to future generations!** DELABIE is a large family that shares a common dream of success. We owe our achievements to the men and women who have embodied the Group's family values for almost a hundred years.

**What is it that motivates you to take over a century-old family-run manufacturing business? It seems easy. Is it enough to be part of the family?**

**L.D:** Obviously, it is not enough to be called DELABIE to run the business. You need to have the profile, then the skills that are built over time. It's like sport, you don't become world football champions by chance. Nor overnight.

And you don't become a world champion because your father was a world champion. You don't become a great conductor or a good architect by chance.

To practice any profession correctly, you must have the right profile. A family business requires a very strong commitment from everyone, at all times, and over a long time. But it is incredibly satisfying!

**Alice DELABIE:** Joining a century-old family business like DELABIE means embracing a collective history, sharing values that have spanned generations and that unite all our colleagues. Our motivation is rooted in the desire to actively contribute to the economic vitality of a region, to perpetuate the heritage of a French manufacturing company.

It is much more than a question of parentage; it's a mission, a weighty responsibility that falls on us.

**Vincent BOGARD:** DELABIE's ability to endure undoubtedly depends upon its development and the ambition to always aim higher.

We are, therefore, guided by the desire to continue this exceptional, entrepreneurial adventure, and to write the next chapter of this French manufacturing success story.

We face a major challenge, but it is precisely this challenge that motivates us every day.

**Find DELABIE on these social networks**



**CONTACTS**

**PR**

Carole ARMSTRONG

Tel. (01491) 821820

carole.armstrong@delabie.co.uk

**ADVERTISING**

Ulysses IVERSON

Tel. +33 (0)3 64 50 91 10

ulysses.iverson@delabie.co.uk