

# PANAGET

manufacture française de parquet  
DEPUIS 1929



Press release - May 2019



## PANAGET, 90 YEARS OF EXPERTISE

90 years ago, in 1929, Panaget began manufacturing wood flooring in Bourgbarré, near Rennes in Brittany, France. Over the decades, its passion for wood and industrial manufacture grew together, without ever compromising its artisan expertise. Now and in the future, the company will work hard to retain its position as the leading French manufacturer of wooden flooring.

A spotlight on this 90-year-old jewel of French artisan industry, which has an international presence.

### *Panaget, local roots*

Panaget started out as a family business in Brittany at the end of the 1920s. In 1995, it was acquired by a German holding company, before going back to being 100% French in 2011, when it was taken over by five of its managers and 14 employees.

*At the end of 2018, CEO and Managing Director Jean-Luc Roy stepped down. Carole François (CFO) replaced him as CEO. Yves Maillaud (Commercial Director) and Jean-Marie Touzé (Director of Production) took over as joint Managing Directors.*

Today, Panaget has 170 employees across two sites, Bourgbarré and Redon, in the Ille et Vilaine department.

The historic Bourgbarré site, spread over 11 hectares, has been specially developed for the production of two-strip, dual and single-stave plank, and fixed-length wood flooring unique to Panaget.

The factory in Redon was opened in 2005, and is located just an hour away, thereby increasing employment in the local area. It produces 90mm, 139mm and 184mm single-strip wood flooring, of various

lengths. These can be combined in packing, although packing sizes are consistent.

Annual production is over 900,000m<sup>2</sup>, 97% of which is made with French oak, and the other 3% from other woods (walnut, teak, robinia and, since early 2019, flamed beech). Production comprises 95% engineered wood floor and 5% solid wood floor. Panaget designs and produces a wide range of flooring to meet every need. The flooring is distributed with professional traders and specialist stores and retailers in more than 30 countries.



## Strategic investments

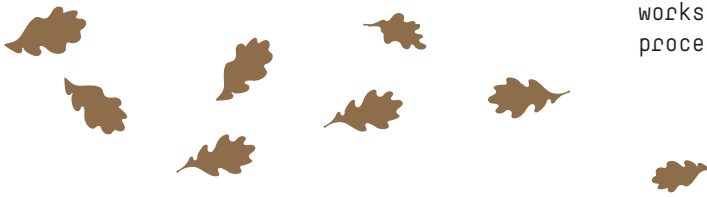


During the last five years, the company saw the need to become international and invest in the production plant, in order to respond to the demand.

**2015:** subsidiary opened in the US and 10,000 m<sup>2</sup> of stock placed with logistics provider.

**2015/2016:** 2 million euros were invested to create new finger-joint production lines and new robotic filling lines, as well as changing the ERP system.

**2018:** 3.5 million euros invested to set up a workshop to optimise the top-layer sawing process.



## Quality and innovation

"As a leader in our field, we have to anticipate trends and needs, and be ready with new products to launch," explains Yves Maillard, current managing director. "To stand out from the competition and also, with regard to production in Asia, we need to focus on quality and innovation." Panaget is positioned in the mid-range and high-end for engineered wood floor, continuing the French tradition of high-quality wood floor, using only noble wood: French oak.

Since 2011, Panaget has been working with Sophie Briand-Collet, an independent designer who is adding real value to the brand, by designing and creating feels and finishes that are adapted to the latest trends in interior design. "If we capitalise on our ability to adapt and all the expertise built up over the years, we will come up with new innovations. It's important to remember that new products represent 12% of our sales each year," explains Yves Maillard.



## International presence



Panaget has been exporting for many years and is now present in more than 30 countries, most notably the United Kingdom, the United States, Switzerland, the CIS and China: these are the main countries where it plans to grow during 2019-2020.

Panaget also participates in several international fairs, such as Domotex in Germany, Mosbuild in Moscow and NWFA in Texas. International sales represent 16% of the total turnover.

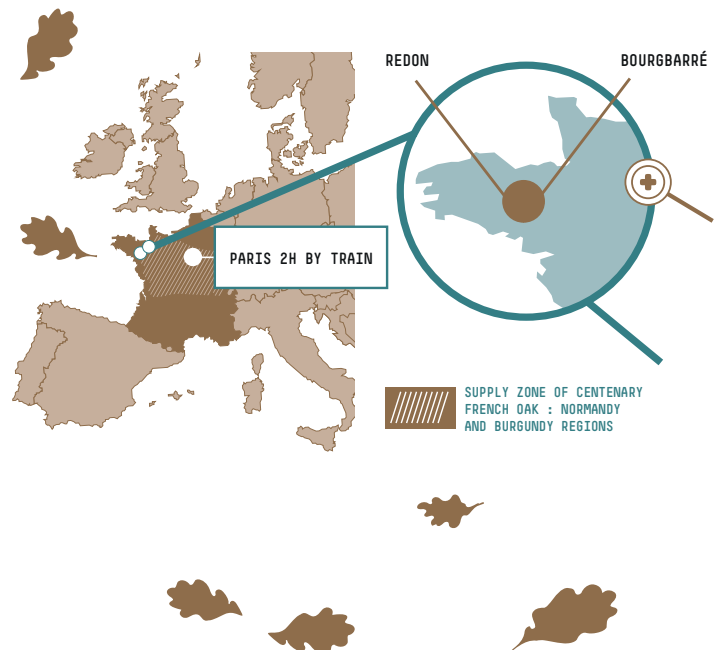
## Panaget, 100% French and 100% environmentally responsible

Panaget uses 100% French oak and all production takes place in France. "Made in France" is not just a statement, it also represents a mark of respect towards human rights and the planet.

- in 2001, it achieved ISO 9001 certification, the international quality management system standard.

- in 2002, it obtained the PEFC label, the private forest certification that promotes sustainable forest management along with 100% locally supplied French oak.

- in 2010, it achieved brand status with Parquets de France, which guarantees that consumers receive products that are exclusively made in France using French wood; wood is identifiable and traceable and comes exclusively from certified forests, with a quality process that goes beyond the regulatory requirements.



## A proactive environmental strategy

Panaget has a comprehensive quality process in place, which comprises various internal procedures and self-regulation measures to ensure the quality of its production and customer service, and it also has a **CSR strategy in place**.

How does this work in reality? First, the company has set up a selective waste sorting and it recycles sawdust and other wood chips to feed a biomass-fired boiler, an exceptional boiler that actively contributes to reducing electricity consumption, since it

produces all the energy required for the pre-dryers, dryers, press, as well as for heating the buildings. Panaget also has a hydraulic control basin and a very good carbon footprint. It has also enhanced its Bois Mural wall panel collection, with a line called Brut de Récup, a 100% natural oak covering without any treatment or finishing. In addition to being actively anti-waste, the Brut de Récup line metamorphoses discolourations, traces of sawing and knots with charm and character, for beautifully imperfect walls.

# What next?

"In the years to come, we need to capitalise on all the expertise we have built up over the last 90 years, so that we can better develop on the company fundamentals, which are the environmental and social values that our customers recognise. We need to apply the operational excellence of our factories in order to optimise our processes and management. We also need to preserve our proactive investment and innovation policy. Our strength lies in the history of this production location, rooted in this region, where we manufacture high-quality wood flooring while respecting the environment," concludes Jean-Marie Touzé.



## ABOUT PANAGET

Panaget has been making wood flooring in Brittany since 1929. Its experience and expertise has positioned the company as the leading French manufacturer of oak wood flooring. Its very wide product range, with a catalogue of 200 products in 31 shades, is designed to meet every need, and it has distributors across the globe. Panaget wood flooring is known all over the world.

Panaget wood flooring is available from specialist stores.

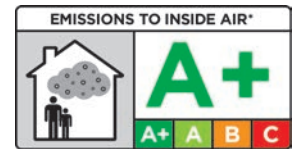
## PANAGET: OUR VALUES, YOUR GUARANTEES

### Made in France with love!

High-quality products with 100% French oak, made in France in Panaget's production workshops.

The wood used in Panaget wood flooring is PEFC certified and comes from sustainably managed forests and certified sources.

Decoration and construction products are required to give details of the polluting emissions they create. Panaget is one of the only wood floor manufacturers to be totally transparent, since it uses an independent laboratory to test its products. These are marked as follows:



\*Emissions of volatile substances which could be toxic if inhaled. These are rated on a scale from A+ (very low) to C (high).



Texas from 1<sup>st</sup>  
to 3 May 2019



Paris the 26  
and 27 September  
2019



Paris - Batimat  
from 4 to 8 November  
2019

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