



**GSE**

A global player in  
Corporate real-estate

Limay (west of Paris)

**PRESS RELEASE**

16 October 2018

## **BECARRE AND GSE INAUGURATE THE NEW IMPLUS HEAD OFFICE**

IMPLUS, a leader in sports, fitness and outdoor accessories, has taken over its new head office in Limay (west of Paris). Built by GSE and BECARRE, the building is owned by CORUM. The inauguration took place on 20 September in the presence of Eric ROULOT, Mayor of Limay, Laurent ASTY, CEO of BECARRE, and representatives of GSE, CORUM and the M3 architecture firm.



### **A new 13,500 m<sup>2</sup> multi-use site**

Located in the Limay-Porcheville industrial park, the new building triples IMPLUS's storage capacity and provides more user-friendly offices, designed by architects M3.

This site, built through a partnership between developer BECARRE and global contractor GSE, consists of a 12,000 m<sup>2</sup> warehouse and a remarkable 1,500 m<sup>2</sup> office building.

Investor CORUM selected global contractor GSE to meet the challenges of a tight deadline and provide expertise in the construction of commercial buildings.

For the warehouse, GSE provided its exclusive Modulog concept, which offers very competitive overall costs and meets the highest standards of the market.

**IMPLUS head office in Limay, France: key facts**

Warehouse: 12,000 m<sup>2</sup>

Offices: 1,500 m<sup>2</sup>

Lessee: Implus EU

Investor: Corum

Architects: M3

Engineering & Design: GNAT

Structural works: GSE

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**ABOUT MODULOG**

Whether they are logistics providers, shippers or investors, Modulog provides project owners a smart storage facility that maximises operational efficiency. Modulog is a warehouse concept that guarantees very competitive overall costs and is positioned at the higher end of the market's standards, guaranteeing long-term value from the investment. Its flexibility meets the various needs of GSE's customers. Moreover, MODULOG's semi-standardised construction process minimises execution time.

To develop the Modulog concept, GSE's marketing team collected detailed insight into clients' needs, which our R&D department translated into creative design engineering. This innovative approach is based on the know-how we acquired over more than 40 years as a general contractor in logistics real estate.

Modulog is intended for the large-scale projects of major logistics operators as well as SMEs from 6,000 m<sup>2</sup> up.

This construction system offers:

- Performance
- Competitiveness
- Flexibility
- Scalability

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**ABOUT GSE**

GSE is a major player in commercial property and the leader in the "turnkey" market. GSE oversees all design, construction and/or renovation work with a promise on price, deadlines and quality.

The company is managed by CEO Roland Paul. It employs 367 people and generated revenues of €429 million in 2017, carrying out a total of 70 projects.

A division dedicated to agribusiness accompanies the industrial companies on their management of flows, logistics, storage, process and cold equipment. GSE has a very high expertise / know how of high-bay storage with the implementation of automated stacker cranes.

GSE RÉGIONS, a member of the GSE group (formerly CCR), is the leading French national network of design & build turnkey contractor. Its 12 branches located throughout France build real estate projects for industrial, tertiary, logistics and commercial SMEs.

GSE is established in Europe and China.

## **ABOUT BECARRE GROUP**

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Founded in 1998 by Chairman Christian Bertetto, holding company Bécarré Group owns various companies in the real estate industry. Bécarré, an independent real estate developer, handles the group's historical core business.

A founding member of Les Promoteurs du Grand Paris (Grand Paris Developers), Bécarré operates mainly in the Paris region, but also in the French overseas departments. The group has a majority of institutional clients (70%). In 2017, it generated revenues of €162 million in residential and commercial real estate.

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