



## PRESS RELEASE

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Villepinte (northeastern Paris suburb)

### **GSE COMPLETES THE RENOVATION AND EXTENSION OF THE AUCHAN SUPERMARKET IN VILLEPINTE**

After seven months of works involving a complete makeover and a major extension, Auchan reopened its supermarket in Villepinte, the first of the French international retail group to include all the new Auchan concepts.

Built by GSE, the fully revamped building will now serve as the group's "Audastore", i.e. the "Auchan Dare Store", a laboratory for the company's supermarket format. It opened on Tuesday, October 3, 2017.

#### **A 360° project**

GSE supported Auchan throughout the project, from the design phase to all the renovation and extension works: refurbishment of the parking lot and of the whole façade, full rearrangement of the site and building (including the 90° rotation of the line of cashiers), and the inclusion of the new Auchan concepts.

*"The building's layout and architecture were rethought from the ground up, maximizing its visibility and ensuring its lasting presence in the re-developed outskirts of the town. In addition, the technical solutions and the phasing of the works by GSE Ingénierie delivered a top-quality building with limited disruption to the store's operation. Auchan reopened less than five months after it closed,"* reported Thierry Pinchinot, Sales Manager, GSE Ingénierie.

The works were carried out in two phases. From late February to late April 2017, the store remained open. Preparatory works were conducted for new floor space in a 500 m<sup>2</sup> area initially intended as a storehouse. It now provides, over two floors, 500 m<sup>2</sup> of offices and a cold storage / labs area of the same size. Then, from May to September 2017, the demolition and reconstruction work in the sales area, the new storehouses and the mall (with two new shops) required the store to close for five months.



### **Refurbish the supermarket and redevelop the city outskirts**

The old site had become obsolete and no longer reflected the habits and expectations of customers in the Paris region. Moreover, its location on the outskirts of the city deserved a more contemporary and appealing architecture, that would promote both the Auchan brand and the city of Villepinte.

The works, which required the demolition and reconstruction of 1,600 m<sup>2</sup>, i.e. a third of the store, increased its visibility from the road.

### **The first supermarket to include all the new Auchan concepts**

The project also involved restructuring all areas, combining for the first time on a single site all the new concepts of the Auchan Supermarché format. This new trend included the full modernization of the site: large, bright bay windows, outdoor wood paneling, sober colors and an improved indoor layout for welcoming customers.

All the outdoor areas were re-designed for maximum parking capacity, including recharging stations for electric cars and the renovation of all green areas.

The reopening is already a success, with significant increases in the store's footfall and turnover.

## **ABOUT GSE**

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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 360 people and generated revenues of €480 million in 2016, carrying out a total of 70 projects.

GSE operates in Europe and China. The company has a network of 12 regional offices across France, making it the country's largest Global Contractor network.



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