



GSE

A global player in
Corporate real-estate

PRESS RELEASE

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GSE TO BUILD A BUN FACTORY FOR BAKERS EAST BALT / BIMBO QSR

In Plessis-Pâté, south of Paris, GSE will build a new factory for Mexican industrial bakery company Grupo Bimbo. It will be the third French factory of East Balt / Bimbo QSR, the group's quick service restaurant division, following those in Fleury-Mérogis (opened in 1991) and Aix-en-Provence (2010).



A bun factory for fast food restaurants

GSE won the call to tender issued by East Balt / Bimbo QSR and its project management assistant, Batyom, thanks to the project designed by architect Stéphane Aubey and Cérés Ingénierie for the technical part. Delivery is scheduled for October 2018.

With a total surface area of 118,000 square feet, part of the buildings will be used for offices and social facilities (changing rooms, toilets, relaxation area) covering 10,000 square feet. The other 108,000 square feet will include a storage area for raw materials and finished products, as well as the production area itself.

Optimization of logistics

This new project has two objectives for East Balt / Bimbo QSR. The bakery group needs to increase its production capacity in France. In addition, it aims to optimize its logistical flows to improve its presence across the country.

An HQE-certified factory

The project will be certified High Environmental Quality (HQE) to the "Very good" standard. Thanks to the Building Management System (BMS), energy use will be controlled and temperatures stable throughout the building. Solar factors will also be taken into account and managed, in order to optimize light transmission and the provide daylight in the production area, for the comfort of the workers.

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 360 people and generated revenues of €480 million in 2016, 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 EAST BALT / BIMBO QSR

Headquartered in Chicago, East Balt / Bimbo QSR (Quick Service Restaurant), Grupo Bimbo's new fast food division, is a global industrial bakery company represented on four continents, with 20 sites in 12 countries. In Europe, East Balt / Bimbo QSR operates in France, Italy, Switzerland, Ukraine and Russia. East Balt / Bimbo QSR specializes in making hamburger buns.

The division's 1,500 employees generate revenues of €400 million. It has operated in France since 1991, when it opened its first production line at the Fleury-Mérogis site. East Balt / Bimbo QSR posted revenues of €67 million in France, from the sale of 800 million hamburger buns.

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