

# INDUSTRIAL FLAGSHIP. From the from soccer shoes to aeronautics, Demgy finds plastic solutions

*-Pierre Boissonnat L'Impartial*

Among the companies at the forefront of innovation in our sector, Demgy group, based in Saint-Aubin-sur-Gaillon, a specialist in the manufacture of plastic parts, is equally at home in aeronautics, security and top-level sports. In recent months, the Demgy group has been very busy. At the end of 2023, it celebrated the tenth anniversary of the Dedienne Campus, which employs 148 people in Saint-Aubin-sur-Gaillon. In March, the former Dedienne multiplasturgy, presented its Reborn project at JEC World in Paris, before announcing an alliance with US group Drake Plastics. Representatives from Demgy took part in the Aircraft Interior Expo in Hamburg to talk about its latest innovations in the aeronautical field. This week, the group, which has been based in the Eure since the 1970s, demonstrated innovative solutions for mine clearance at the Eurosatory 2024 World Defense and Security Exhibition in Villepinte.



*The prototype Reborn soccer boot.*



*The Shap device is designed to neutralize explosive devices.*



*Nicolas Jacquemin, Site Manager Demgy of St-Aubin-sur-Gaillon, pictured here in front of an aeronautical part.*

## 100 million euros in sales

All this shows that the group has recovered from the pandemic and went all out.

**"Our sales amount to 100 million euros. It's a target we didn't expect to reach so soon,"**

**said the company's CEO.** said Pierre-Jean Leduc, Group CEO specializing in the manufacture of high value-added plastic parts, during a visit by Simon Babre, Prefect of the Eure department.

**"Our business is to offer solutions for replacing metal with durable plastics or composites. We work mainly with the aeronautics and automotive industries, as a direct or indirect supplier",** says Pierre-Jean Leduc.

The technologies developed by Demgy's solutions include

replace metal or glass parts with plastic parts offering the same properties.

**"In particular, this makes it possible to lighten the weight of certain aircraft and thus limit the carbon footprint of an airplane or a car"**, explains the Group CEO.

In 2020, the Group experienced contraction in business, with sales down to 54 million euros from the previous year.

63 million the previous year.

**"We were forced to implement a job protection plan (PSE) in 2020. The aeronautics industry in particular has been experiencing severe difficulties over the past few years"**, continues the manager of the company, whose customers include Boeing and Airbus.

Since then, Demgy has bounced back, as evidenced by a near doubling of sales in 36 months. A rebound also symbolized by the acquisition of Eis Aircraft, a German company, in September 2023. **"In recent years, we have made five external acquisitions,"** adds Pierre-Jean Leduc.

At the end of the pandemic, the group had almost 600 employees.

Demgy now has 800 in four countries, including 400 in France.

**Diversifying after the pandemic "It was our ability to diversify that enabled us to overcome the economic crisis that resulted from Covid. We intend to continue in this direction. The medical field seems to me to be a very buoyant market for**

**we "** continues Pierre-Jean Leduc. With this in mind, each year Demgy invests 7% of its sales in research and development.

development. This sum will be used in particular to acquire new machines for shaping plastics to order.

The premises on the In addition to the group's headquarters, Saint-Aubin-sur-Gaillon is also home to one of France's four production units: Demgy Normandie.

**"We produce parts for customers in the aeronautics, aerospace and defense sectors, as well as for consumer markets"**, explains site manager Nicolas Jacquemin.

In this factory, from its regular orders, the company creates prototypes for a wide variety of uses. While Demgy has worked for a major French luxury brand to supply plastic frames for suitcases, the plant in Saint-Aubin-sur-Gaillon has developed reusable anti-Covid masks, for example.

**Mine clearance, soccer boots...**

Most recently, Demgy has perfected a technology designed for public safety: Shap, **"a single-use device for neutralizing improvised explosive devices"**. The device resembles a well-known plastic box used to carry food. To use it, deminers place the booby-trapped parcel in the box, then fill it with water to eliminate the threat.

As a sign of its 360-degree diversification, the group is collaborating with Decathlon to design Reborn, a cleated shoe for footballers. These experiments are carried out at the Demgy site in Nantes. **"The prototype has been tested by 1,500 players in various divisions. If it proves**

**If the results are conclusive, the product could be marketed in the near future"**, says Corinne Demange, the Group's Marketing Manager. This pair of cleats is also symbolic of the turning point in sustainable development taken by Demgy in recent years.

**"Used sports textiles recovered by Décathlon (socks, clothing, etc.) are the raw material used to manufacture these studs"**, explains Nicolas Jacquemin. **Recycling, the future of the industry plastic**

The creation of this shoe is not the only illustration of the virtuous circle that the company is trying to set in motion.

Demgy in recycling.

**"Recycling is the future of the plastics industry. Many companies have positioned themselves in this market, particularly for simple plastics used for packaging or yoghurt pots. Now we need to develop the industry for more sophisticated plastics"**, Pierre-Jean Leduc pleads with the prefect. Recently elected to the presidency of Polyvia, a trade association for the plastics and composites industry, Demgy's CEO will be keen to put this issue on the table.

Demgy in figures: 800 employees in France, Germany, the United States and Romania. Sales of 100 million euros by 2023, 62% of which will be generated internationally. Outlets: 40% aeronautical, 30% automotive, 15% industrial, 7% medical, 8% other (sports, leisure, consumer).

**A special structure**

Since 2004, the Demgy Group





(formerly Dedienne) is managed and owned by a team of executives assisted by banking partners and financial investors. "At the time, we set up a Management Buy-Out to create Dedienne Plasturgie, which would later become Dedienne Plasturgie.

Dedienne Multiplasturgy then Demgy," explains Pierre-Jean Leduc, who piloted the redemption. The structure has remained with the Normandy-based group ever since. ■

