



## **Press Release**

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### **40 years of innovation**

5àSec Group celebrates this year, its 40<sup>th</sup> anniversary. Established in 1968, 5àSec became the world leader in retail textile care. With over 1,700 stores in 25 countries, and a turnover of 275 million euros, its' European and International development is continuously growing.

At present, 5àSec has 7,000 employees, receives more than 120,000 customers daily, handles more than 300,000 pieces and on average, opens a new store in the world every 3 days. While maintaining its' franchise model development, almost 20% of 5àSec stores in Europe are currently owned by the group (274 outlets out of 1'121), on which they can rely to continue its development and better serve its franchisees network.

"Created in 1968, the 5àSec group has developed a unique concept of textile care shops which guarantees quick service and quality to the customer. The policy of simplifying the price list to 5 prices has been a strong and recognized feature of the chain. Thanks to the passionate work of many professionals, 5àSec experienced a steady development in France and internationally to become the world leader it is today, "Says Olivier Bédât, Chairman and CEO of 5àSec.

Indeed in 1968, Roger Chavanon, visionary creator, came up with the idea to democratize dry cleaning services. That same year, he opened the first 5àSec shop in Marseille and only one year later, another shop was set up in a shopping mall. For the first time, a brand offered a quick dry cleaning and ironing service of quality at a competitive price.

The brand positioning was on purposely precursor by moving from dry cleaning to textile care, while following consumers' lifestyles changes. And if the business is still mostly done by hand, 5àSec, with its integrated research center, has constantly innovated in order to be at the forefront of services. It has for example launched the service Ironed by hand in 1982, the Alteration Service in 2003, Anti-dust mites treatment in 2006 and Maxima in 2007. It now covers the entire textiles range.

Therefore, this concept has enabled 5àSec to settle in Switzerland in 1970 and then in Benelux in 1972, based on a development with a focus on openness and on adapting to the needs of new customers. The brand is now present on 4 continents.

Over the past 10 years, the number of stores under the brand has more than doubled, with a steady growth of more than 100 new stores per year. The arrival in 2003 of Olivier Bédât to the presidency of the group surrounded by a new management team has enabled the expansion of the 5àSec brand. Moreover, the introduction of new services like the Privilege card, the opening of new stores as well as the redemption of chains of other competitor, promoted continuous development and therefore the brand and its reputation as well.

It is this new environment that has motivated ING Parcom Private Equity to become the majority shareholder of 5àSec in partnership with the investment fund Quilvest and the management team. The 5àSec group's strategy is to carry on with its dynamic development through a network of corporate and franchised stores in the textile care industry through organic expansion as well as targeted acquisitions.

Olivier Bédât adds, "In 2010, our goal is to reach 2000 stores with a turnover over 300 million euros".



**Service Presse 5àSec. Trimedia**

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