



TOURNAIRE

Produit le meilleur, protège l'excellence

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Press release

TO SUPPORT ITS DEVELOPMENT IN FRANCE AND ABROAD, TOURNAIRE IS MOVING INTO THE 2.0 ERA

Grasse, 12 November 2014 – Tournaire is a company specializing in the design and manufacture of ground-breaking solutions for the creation and protection of high-added-value products for a large number of companies in all sectors: flavors and fragrances, cosmetics, human and animal health, food processing and dietary supplements, crop protection, and many others, both in France and abroad.

With the advent of Internet 2.0, the social networks have revolutionized enterprise strategies and structures. Aware of the new opportunities offered by these developments, Tournaire has rethought its strategy, becoming a “connected” enterprise and enhancing the commitment of its 240 employees. Tournaire is thus one of the first companies in Grasse to adopt such a clear web 2.0 position and take advantage of all the functions now available.

> A NEW VISUAL IDENTITY AND SIGNATURE TO SUPPORT THE CORPORATE BRAND

The first stage was the adoption of a new visual identity to strengthen the corporate brand: the global image of a company with a long history and a strong presence along the whole of the value chain, from process engineering for natural raw materials to the design of exceptional packaging products.

This new visual identity is associated with a brand platform that asserts Tournaire’s vision: **high-quality products deserve high-quality processing and protection**, and also its determination to serve its many clients by **continuous innovation so as to push back the technical limits of processes and materials, thereby offering best-quality solutions and strongly developing international business.**

This vision and determination are reflected in the strategic promise that forms the Group’s new signature: **“Produce the best, protect the most”**.



> THE RENEWED WEB SITE AND THE CREATION OF A DIGITAL ECOSYSTEM

To support and underline this development, Tournaire has totally renewed its web site (www.tournaire.fr), launched a specialized process & materials blog, and designed a powerful digital ecosystem.

The new site in 3 languages – French, English, Spanish – is now linked to the major social networks:

Facebook, Twitter, LinkedIn, Viadeo, Youtube and Google +, making it possible to engage in a broader and more direct dialog with the target audiences and also to develop a community both in France and abroad.

Tournaire is aware that today a company's influence depends not only on the volume of its sales but, more and more, on the size and quality of its community

> THE COMMITMENT OF TOURNAIRE'S EMPLOYEES, THE FIRST AMBASSADORS FOR THE BRAND

Because they are the first relays and the leading ambassadors for the company, Tournaire's employees have been made fully aware of this significant digital orientation:

- An in-house meeting was held to present the new graphic charter, the new web site and the social networks that have been set up; a guide to the use of social media was distributed to 240 employees;
- On a voluntary basis, training sessions were organized to enable everyone to be present and active on the company's social networks.

In this way Tournaire's digital transformation has been shared and adopted by all interested employees.

As Luc Tournaire, Chairman of the board, declares: *"We are fully aware that our environment has undergone far-reaching changes and that web 2.0 is now part and parcel of our way of working and communicating. Among the companies in our region, in our sector of activity and more particularly as a family company known for its discretion, Tournaire is no doubt the first player to have gone so far in the integration of these new modes of sharing, co-production and collaboration."*

Having chosen to go down this 'digital road', and thanks to its new communications strategy, Tournaire has new resources available to provide strong support to its development in France and internationally."



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About Tournaire

Tournaire came into being in 1833, along with the first perfume plant distilleries in Grasse. Over the years Tournaire has continually acquired new expertise as the perfume industry has developed, to meet the specific needs of its clients. Today the Tournaire Group is structured around two divisions: the **Equipment Division** specializing from the start in the design, manufacture, installation and commissioning of pilot or production units for complete, made-to-measure processing of natural raw materials; and the **Packaging Division**, which offers the largest range of technical packaging systems on the market (pure aluminum, co-extruded plastics, or glass), with the highest levels of quality, service and safety.

Present in more than 70 countries throughout the world, Tournaire has 240 employees, mainly on its Grasse site, and in 2013 had a turnover of € 52 million, 65 % in international markets.

Discover Tournaire on its web site: www.tournaire.fr

And on the social networks:



<https://facebook.com/GroupeTournaire>



https://twitter.com/Groupe_Tournaire



<https://plus.google.com/u/0/+GroupeTournaire>



<https://linkedin.com/company/tournaire>



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