

HADDAD BRANDS: FINDING SPACE TO GROW AT E-VALLEY

Being based in the suburbs of Paris presented blockers to scaling for Haddad Brands. As the leading global licensee for iconic children's wear, the company knew that meeting global demand requires operational excellence, however, it was operating with limited physical space preventing expansion. In addition, it was facing staff recruitment and retention issues caused by a location that was unattractive and hard to reach. Therefore, the company's growth trajectory was stifled.

Relocating to E-Valley has addressed these challenges head-on. Transitioning from two separate sites to a 74,000 sq.m. facility has transformed Haddad Brands' logistics operations. This strategic move has provided access to a highly skilled local workforce, with the added advantage of excellent transportation links, ensuring seamless connectivity to the site. This significantly broadened the available talent pool allowing the team to double in size.

E-Valley's dedicated on-site team played a crucial role in a smooth relocation. From making necessary modifications and handling the installation of an EXOTEC robotics system to ensuring reliable security is provided by reputable companies, Haddad Brands' needs were met with precision.

With a shared commitment to sustainability, E-Valley also supported Haddad Brands with eco-friendly initiatives, including the installation of five electric charging stations and efficient waste and recycling management systems.

“The establishment of environmentally friendly infrastructure and employee wellbeing initiatives allows us to operate in optimal conditions.”

– Michel Benchetrit, CEO, Haddad Brands.

By teaming up with E-Valley, Haddad Brands has overcome logistical barriers to scaling by creating an ideal environment for sustainable growth and operational efficiency. In addition to improved logistics operations, sustainable initiatives that strengthen Haddad Brands' ESG strategy have helped enhance the company's industry reputation.

Get in touch to learn more about how E-Valley's strategic location and expert support can help your business grow.

