

A visit under the spotlights!

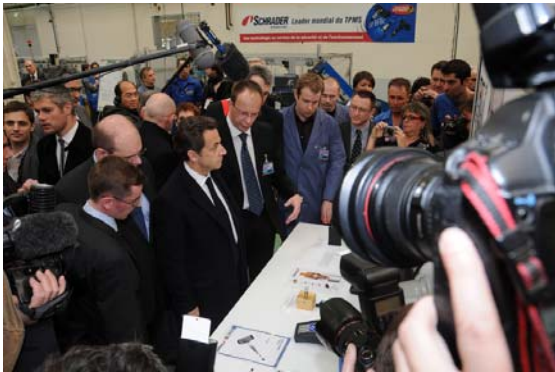
On March, 9th 2010, the French President, Nicolas SARKOZY came to visit Schrader plant in France during an official trip in the Franche-Comté Region.



Beyond any political consideration, it was a great honor to welcome the French President in Pontarlier. The last visit in our city from a Head of State was back in 1962!

The theme of his trip was to discuss about employment and professional training.

Schrader Pontarlier was chosen out of several other local companies thanks to its innovative image, the importance given to apprenticeship and the good management during the crisis period.



This visit has been carefully prepared and a designated itinerary was planned throughout the factory to show the Company at its best: the products, the machines and the innovation that Schrader International can be proud of!

When Nicolas SARKOZY (together with Government Officials, his communication team and about 30 journalists!) arrived at the factory, Jean-Michel Bolmont (SVG President), Damien Tournier (Plant Manager) and Lionel De Chalain (HR Manager) welcomed him at the door and tried their best to have him followed the “official” program. Soon, the employees were positively surprised

by the warm attitude and charisma of the French President, then, the atmosphere became almost hysterical.

A Pop Star wouldn't have done any better!

He presented the image of a President particularly close to the working class and to factory workers: more than 250 employees were present that day and he shook hands with almost all of them and congratulated them for their good job!

He finished his 30-minute visit by a speech, surrounded by journalists and employees where he insisted of the fact that Industry is the future of a country and that no-one can live in a country with no factory: “we live from our work and not on welfare” – he said.

The week after, Nicolas SARKOZY sent a personal letter to Jean-Michel Bolmont to thank him and Schrader team for welcoming him in their plant. He particularly appreciated the quality of the exchanges he had with the employees during the visit.

This event has been really positive for Schrader Pontarlier and more generally for Schrader Valves Group. The media coverage has been great locally and nationally in the printed press, on TV and on Internet! It was a great occasion to promote Schrader brand.



Schrader SAS / Mars 2010

