

CHEREAU

NEWS

JANUARY 2024**EDITO**

New year, new range

Ladies and Gentlemen, dear customers, dear partners,



A few days ago, at our annual plenary meeting, gathering our employees and families, I was able to address the years of crisis that we have just been through. I was able to thank them for their commitment to producing at all costs in order to avoid shutting down the plant and deliver your equipment as quickly as possible. Now it's time to thank you too, for your patience and loyalty.

While we have done our utmost to serve you, we have to admit that we have not been able to avoid late vehicles, generally because we did not have all the parts to deliver them.

The outlook for 2024 is much brighter, with supply disruptions now behind us. And while the geopolitical situation - I'm thinking in particular of what's happening in the Red Sea - suggests that further shortages are not impossible, I'm confident in our ability to improve things. There is one condition, however, and that is that we manage to recruit the staff we need by the end of 2023 to meet our customers' demands.

The other area where we have been constrained in recent years is pricing. Today, energy prices have stabilised, and raw materials have stopped rising, or even fallen for some, so we're taking advantage of the launch of our new SmarTrailer range to significantly enhance our offering without increasing prices.

The world of industrial bodywork, like the world of temperature-controlled transport and transport in general, is going to face major changes in the coming years: digitalisation, energy transition, difficulties in recruiting staff - these are all challenges that we will have to face together. The new SmarTrailer has been developed with this in mind, to help you meet these challenges as easily as possible.

I wish you a very happy 2024 and hope to see you soon at the various events that will enable us to meet.

Kind regards.

Damien Destremau
Chairman of The Reefer Group and CHEREAU

NEW

SMARTRAILER

New CHEREAU SmarTrailer range

Presented at Solutrans, this range replaces the previous CHEREAU ranges.

This range offers an even higher level of performance with sidewalls fitted with HFO-type insulating foam and a «Performance» version using vacuum-insulated panels (VIP).

This features that will benefit both the products transported by our customers and the environment!

But SmarTrailer is also a connected semi-trailer as standard, with new functions for users and a wide choice of energy solutions for the refrigeration unit!



LET'S MEET

OUR TRADE FAIRS IN 2024:

- > **RTEX** - Stoneleigh/Great Britain, June
- > **IAA** - Hannover/Germany, September
- > **Technotrans** - Nantes/France, October



Discover CHEREAU SmarTrailer through our "video capsules" <

COMMITMENT

CSR Report

Our now traditional CSR report is being prepared and will be shared with you in June.

Here's a sneak preview of some of its contents in two short videos made at the Solutrans show during the launch of our new SmarTrailer range:

📺 Carbon emissions from a tractor/refrigerated semi-trailer combination: understanding the issues:

[Watch the video](#) ⇐

📺 Carbon emission chain: all linked! Find out how CHEREAU, its haulier customers and shippers are all linked through a carbon emission chain:

[Watch the video](#) ⇐



GOOD ATTITUDE

CHEREAU, proud to be from Manche!

For more than 5 years, we have been an active member of Attitude Manche, our department's attractiveness agency, to the point where we are now vice-chairman and representative of the business college.



It's a logical commitment, given that we, like our magnificent region, have a vocation to attract in order to recruit. From one year to the next, we need between 50 and 100 people to meet our customers' demand.

So we need to keep working to be an attractive employer, and the agency is helping us by highlighting the countless riches that surround us. What better way to blossom in life than with a good cocktail of «quality of life at work and outside work»?

🌐 To find out more:
www.attitude-manche.fr ⇐

TRAINING

Book your sessions

To support our customers who have their own integrated workshop, and our service point partners, we organise training sessions on the maintenance and repair of our products.

Don't hesitate to contact us for further information or to register via our [website](#) ⇐

Sessions 2024

MONTH	BODYWOR TRAINING	SMARTOPEN-C TRAINING	ELECTRICAL ARCHITECTURE TRAINING
JANUARY	16 to 19	09th and 10th	
FEBRUARY		06th and 07th	08th and 09th
MARCH	12 to 15	26th and 27th	
APRIL		09th and 10th	
MAY	14 to 17	28th and 29th	
JUNE		11th and 12th	07th and 08th
SEPTEMBER	10 to 13	03th and 04th	
OCTOBER		08th and 09th	10th and 11th
NOVEMBER	19 to 22	05th and 06th	
DECEMBER		10th and 11th	

WELCOME

Factory visits

Nearly 250 CHEREAU visits have been organised over the last three years.

Don't hesitate to contact us via your commercial contact or via communication@chereau.com.

We can welcome you for a «simple» visit or help you organise a seminar for your staff at our company, with the use of a meeting room, a tour of the factories, discussions with our teams and suggestions for activities in our beautiful region.



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