

# WHITE PAPER

COMPANY PRESENTATION

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# TOOL FRANCE

**2022**

[contact@toolfrance.com](mailto:contact@toolfrance.com)  
[www.promac.fr](http://www.promac.fr)  
[www.pieces-detachees-toolfrance.com](http://www.pieces-detachees-toolfrance.com)

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With 40 years of experience in the industrial world, Tool France remains a key player in the market for equipment for craftsmen, industrialists and metalworkers/steelworkers, adapting to the needs of each. The company is the market leader in sawing equipment and offers a wide range of products, from manual to fully automatic saws. The two fundamental principles of the French company are to combine professional quality with affordable prices.

Today Tool France is headquartered in Lisses, south of Paris, with over 7,500 m<sup>2</sup> of premises to optimise and improve their sales. The company also has an office in England.

In 2021, the company has reached a turnover of 21 million euros. Only through BtoB (business to business) sales, Tool France has conquered France and the rest of the world thanks to its quality/price ratio and its increasingly innovative and high-performance machines.

Tool France distributes four brands that meet different needs: Promac, Jet, Baileigh and Wilton and more recently, the company has launched its own brand of machine tools. In total, more than 600 machine references and 3,000 accessories.



*Old premises / Old logo (2001)*

## Contact details



9 rue des Pyrénées  
91090 Lisses



**(+33) 01 69 11 37 37**



[contact@toolfrance.com](mailto:contact@toolfrance.com)



[www.promac.fr](http://www.promac.fr)



## Opening hours

**Monday:** 8h00 - 17h00

**Tuesday:** 8h00 - 17h00

**Wednesday:** 8h00 - 17h00

**Thursday:** 8h00 - 17h00

**Friday:** 8h00 - 12h00





# TOOL FRANCE

## European contact details

*If you want to contact someone in your country, see below the european contact details :*

### UK TEAM - Unit 1a Stepnell Park - Rugby CV21 2UX - United Kingdom



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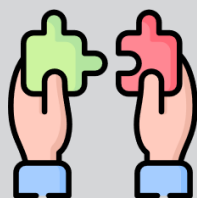
## Organisation



- **CEO: Christophe Saint Sulpice**
- European sales and marketing Director: Cédric Gental
- Purchasing/Logistics Manager: Jonathan Togni
- Technical Manager/ASS: Serge Doreillac
- ASS: Alain Jesiolowski et Inès Da Silva Alvès
- Warehouse manager: Mohammed Hamra
- Administrative and Financial Manager: Damien Noël
- Marketing and Communication Officer: Orianne Aityata
- Metal product manager: Cédric Gental
- Wood product manager: Olivier Pioche
- Store keepers: Jean Luc Bourguignon, Anthony Idir, Marvyn Henry, Badrdine Chegri, Jean François Cordier
- Head accountant: Elisabeth De Almeida
- Accounts payable: Monique Monney
- Accounts receivable: Christelle Tellier / Audrey Bonnet
- Purchasing: Franck Grosbois
- External sales: Eric Hardy, Jean-François Desfougères, Raynald Laurentie, Thierry Colin, Gérard Lefèvre, Olivier Pioche, Jean Charles Renoux, Emmanuel Petit
- Internal sales: Pascal Demay, Salima Sainte Croix, Sophie D'Agostino, Vanessa Perico, Barbara Dejean, Jessica Ramos, Inès Dasilva Alvès

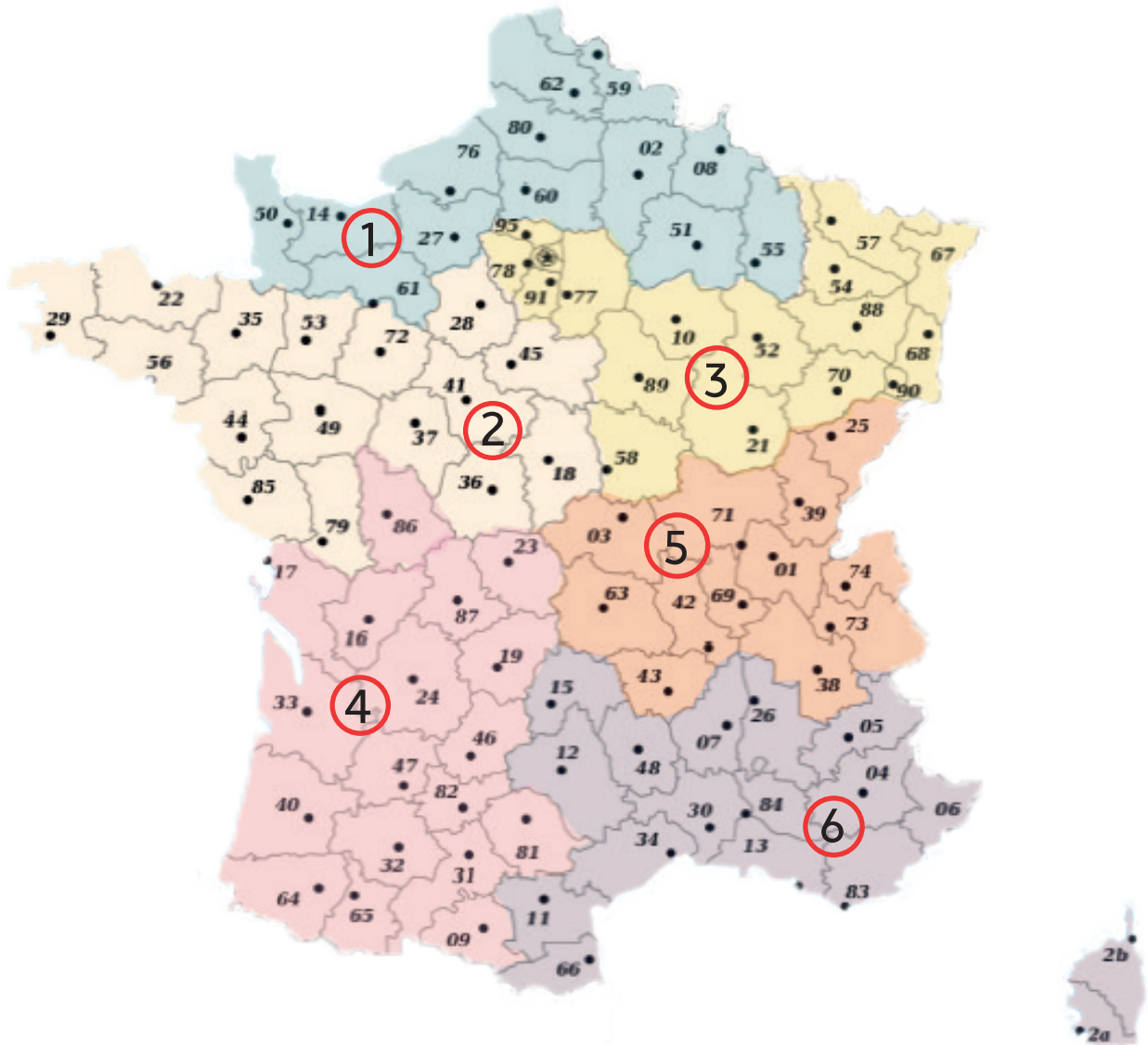


- Sales manager: Simon Craigs
- External sales UK: Caroline Olivier
- Technical service engineers: Daniel Hudson Walton et Karen Drage



**38**

total employees  
in France and England



**1- Representative : Raynald Laurentie - 0608283958 - rlaurentie@toolfrance.com**

Internal sales administrator: Vanessa PERICO - 0169113737 - vperico@toolfrance.com

**2- Representative: Jean-Charles Renoux - 0675913765 - jcrenoux@toolfrance.com**

Internal sales administrator: Sophie DAGOSTINO - 0169113737 - sdagostino@toolfrance.com

**3- Representative: Jean-Francois Desfougères - 0607537106 - jfdesfougeres@toolfrance.com**

Internal sales administrator: Inès DA SILVA ALVES - 0169113737 - idasilvaalves@toolfrance.com

**4- Representative: Eric Hardy - 0620821711 - ehardy@toolfrance.com**

Internal sales administrator: Pascal DEMAY - 0169113737 - pdemay@toolfrance.com

**5- Representative: Gérard Lefèvre - 0608759434 - glefevre@toolfrance.com**

Internal sales administrator: Jessica RAMOS - 0169113737 - jramos@toolfrance.com

**6- Representative: Thierry Colin - 0608402421 - tcolin@toolfrance.com**

Internal sales administrator: Vanessa PERICO - 0169113737 - vperico@toolfrance.com

**PROMAC®**

Promac is a brand of machine tools reserved for metalworking. To date, Tool France has more than 310 models Promac machines. This brand is recognised throughout Europe for its quality/price ratio and precision.

**The Promac brand represents half of Tool France's trade, so 50% of the company's overall turnover.**

This range therefore offers a wide choice of machines divided into categories: Drilling machines (bench, column-mounted, industrial, magnetic, radial, milling, tapping), Saws (circular, portable, manual and assisted band, semi-automatic, automatic, vertical band), Lathes (metal lathes, grinding/strip, grinding/brushing, grinding wheel), Belt sanders, Grinders, Hoists, Folding, Rolling, Bending, Press as well as a range of vacuums.







JET is a brand of quality woodworking machinery. It was introduced to the range in 2008 with the aim of offering equipment for all trades and craftsmen. This brand has enabled Tool France to open its doors to the world.

To date, the brand has 90 models of JET machines and 67 tool options of the same brand.

**The JET brand represents 30% of the company's global turnover.**

This range therefore offers a wide choice of machines divided into categories:

Saws (band saw, scroll saw, radial mitre saw, construction saw, bench planer, planer/jointer), Woodturning lathes (bench, pedestal), Sanding machines (water grinding, combined belt, cylinder, double cylinder), Drilling machines (column, radial), Milling machines (router, mortising machine), Suction system, Tools (hand tools, tool boxes, sets of bits, ...).





The Baileigh brand offer a range of both metal fabrication and woodworking machinery. The brand became part of Tool France's heritage in September 2019. It is very well known throughout the world thanks to its quality, accessibility and advanced technology. To date, Baileigh brings 200 more models and enables the Pro-mac range to be extended even further.

**The Baileigh brand represents 20% of the company's overall turnover.**

This range therefore has a wide choice of machines divided into categories:

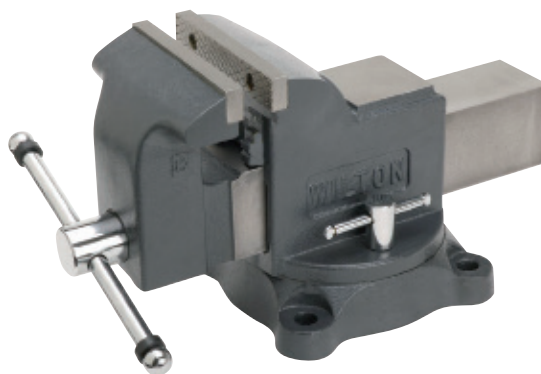
Bending machine (tube, pipe), Saw (horizontal band saw, cold saw, vertical band saw), Drilling machine (column, magnetic, milling machine), Sheet metal folding machines (manual, magnetic and hydraulic), Guillotine, Edging machine, Bending machine, Notching machine, Lathe, Milling machine, Punching/shearing machine, Press, Rolling machine, Plasma cutting table and Chamfering machine.





Wilton is a brand of vice. With Wilton, Tool France offers craftsmen the opportunity to equip themselves with quality vices to allow intensive use and easy working of materials.

**To date, Tool France has 18 models of Wilton vices.**



**NEW**

**After nearly 50 years of experience in the tool and machine tool market, Tool France is launching its own brand.**

Tool France is the exclusive supplier of the Promac, Jet, Baileigh and Wilton brands in France and Europe. The French company is very attentive to the needs of its customers and wishes to provide them with ever more innovative, robust and quality products. This is why, in 2022, they are announcing the sale of their machine tools under their eponymous brand.

The production chain of the machines is carefully controlled, from the R&D stage to the market launch.

Recognisable by its bright red colour, the Tool France machine tool will offer users a range of working possibilities and ease of use, a combination that is rare in the professional tool market.

Tool France remains true to its values and offers products with an unbeatable price/quality ratio. All the machines in the range are guaranteed for 3 years.

TFD-32TE



TFC-50S





Bianco is an Italian brand of band saws since 1982. In a very short time they have introduced on the market a wide range of manual, semi automatic and automatic cnc machines. With the aim of constantly evolving the technologies adopted for their machines, Bianco created a BTM company specialised in research and development of the best on the market. Tool France has become Bianco's exclusive distributor since 2012.

**Tool France distributes 65 Bianco machine tools, around 30 BTM machines and machines on demand.**

Thus, the brand offers more than fifty industrial and competitive machines, recognised for their quality throughout Europe.







Serrmac is an Italian brand whose drilling and tapping machines have been present on the European market since 1950. Equipped with high-performance construction technology, Serrmac products are renowned for their quality and high reliability over time. Tool France has been selling the Serrmac brand exclusively since the beginning of 2020.

**Tool France distributes Serrmac brand machines. In addition, it is possible to make your own machines by shaping them with various accessories, options etc.**





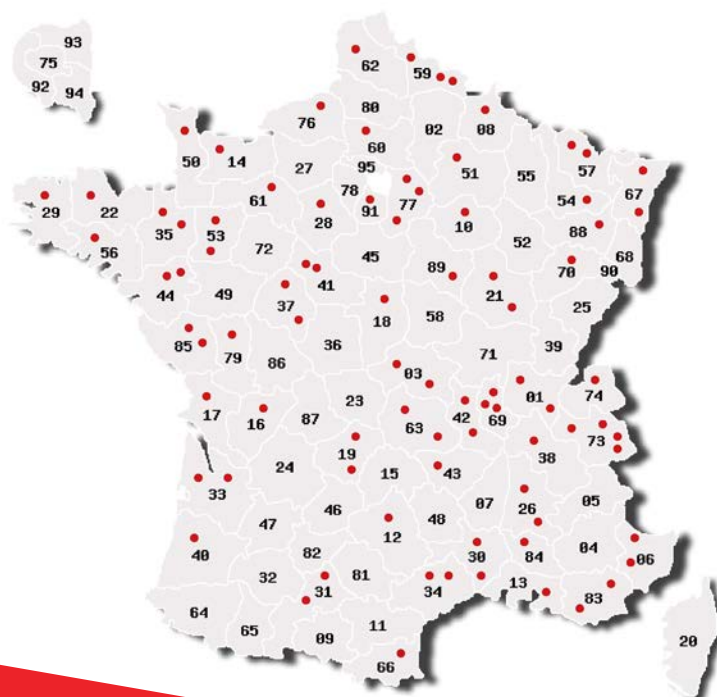
Tool France's main objective is to make the customer experience pleasant and professional. This is why they have set up an internal after-sales service and a list of after-sales service providers throughout France and Europe. The aim is to quickly provide answers to users' queries and/or to repair a machine or a damaged part. They guarantee a fast repair time so that customers are not too impacted by breakdowns.

After-sales service is free of charge if the machine is still under warranty and complies with the various repair criteria. The non-exhaustive list of after-sales services in France can be found on the Tool France website: [www.promac.fr](http://www.promac.fr).

**For any after-sales service request, please contact: DA SILVA ALVES Inès - [idasilvaalves@toolfrance.com](mailto:idasilvaalves@toolfrance.com)**

For a repair request under warranty, we need imperatively:

- The final sales invoice for the machine
- The address where the machine is located
- The phone number of a local contact
- The problem with the machine
- A photo of the machine's nameplate + the general condition of the machine (front, sides, back)





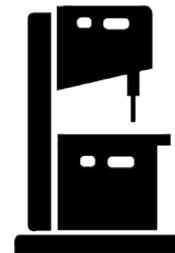
**7 500 m<sup>2</sup>**  
a floor space



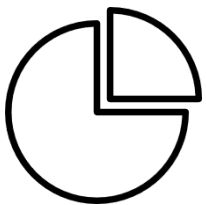
**48 years**  
of know how



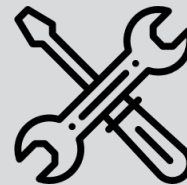
**21 millions of euros**  
for turnover in 2020



**400**  
tools machines



**11 millions of €** for France  
**10 millions of €** for export



**3 000**  
accessories



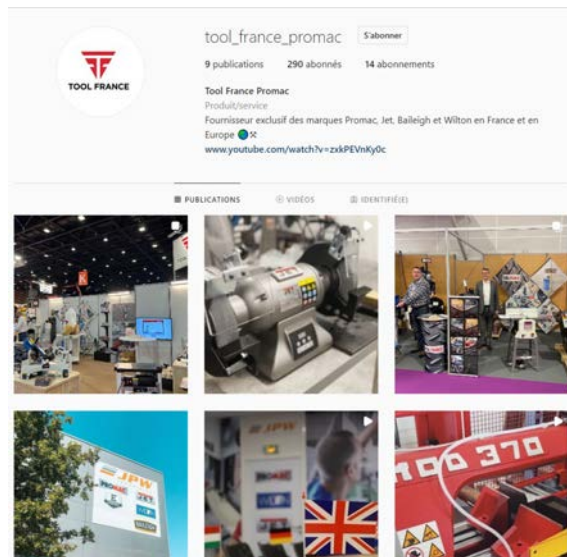
**220 dealers**  
across Europe



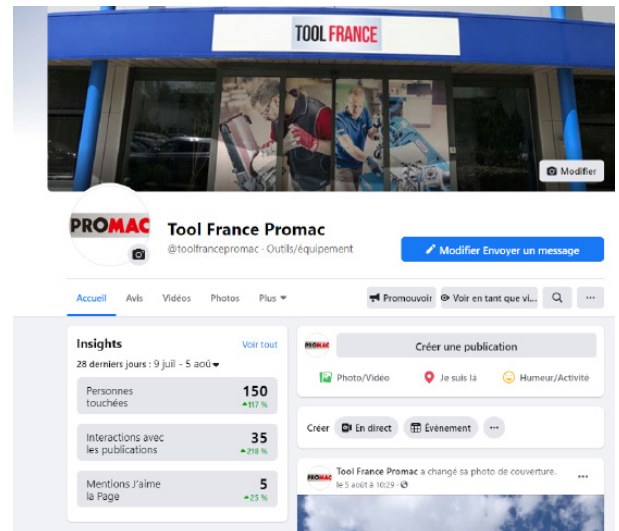
**1700 distributors**  
in France and their  
DOM-TOM



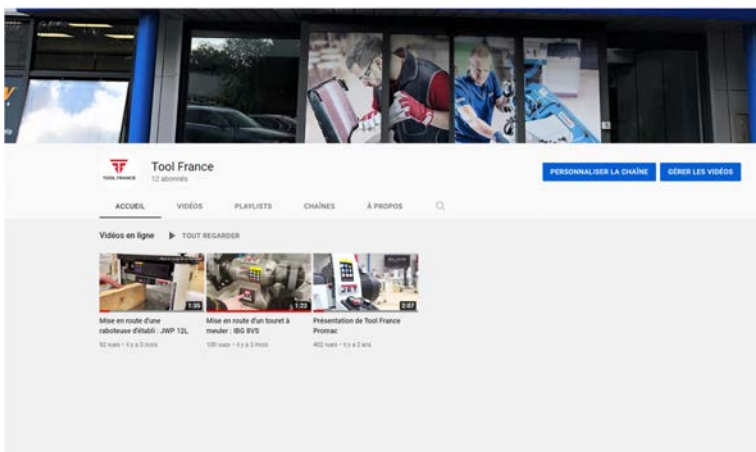
@tool\_france\_promac  
300 followers



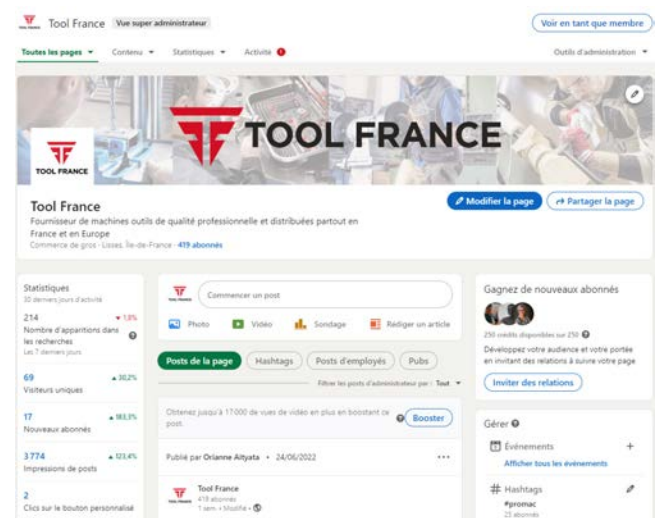
Tool France Promac  
300 followers



Tool France Promac



Tool France Promac  
450 followers

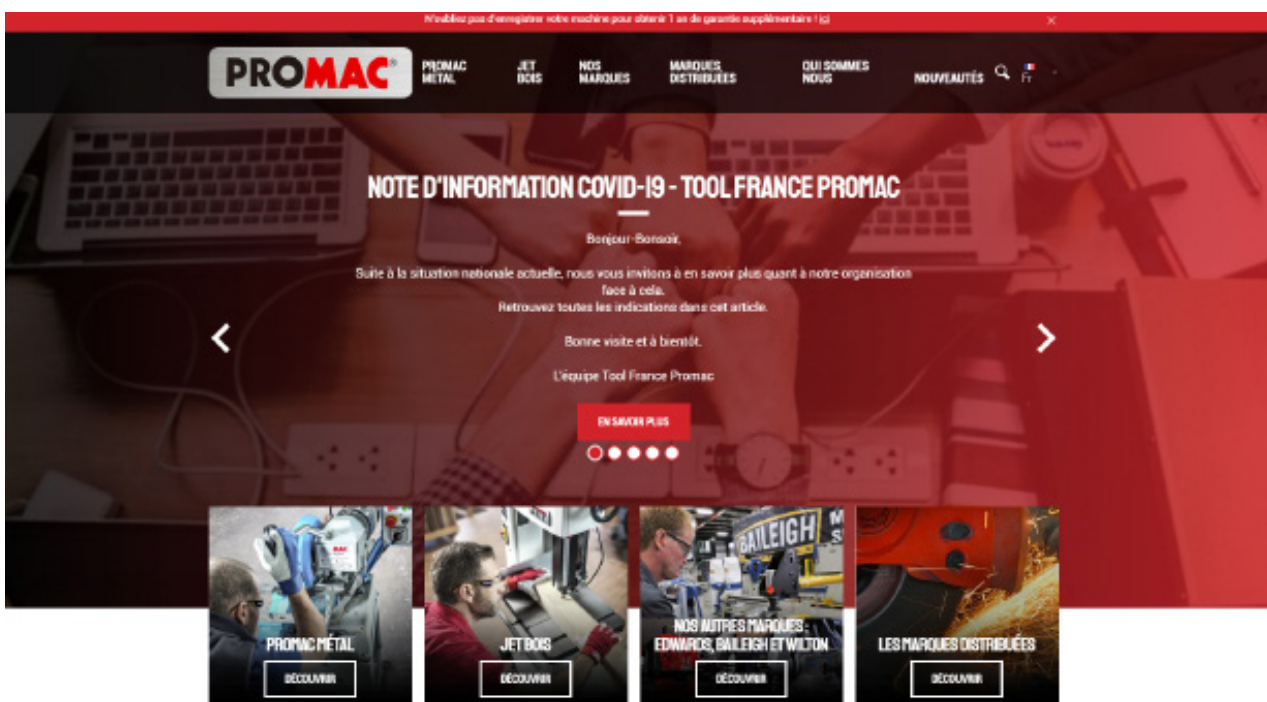




Since June 2019, Tool France has fully restored its website. Indeed it has a new look for the easy of use of its visitors. On this website, all Tool France machines appear, divided according to their brands. Thus, there is Promac metal and Jet wood. The Baileigh and Wilton brands are also included, but are directly linked to their official website. In a year and a half, the Tool France site has been visited more than 226,000 times.

When searching for a product, the technical data sheet, the user manual and the exploded view are mentioned in the three languages offered: English, German and French.

A possibility to register your Promac and JET machine in order to benefit from a 2+1 year guarantee is offered.



the link

In order to meet the high demand for spare parts and to make the sale of spare parts easier and quicker, Tool France has decided to set up an online shop. The site is aimed at private individuals, professionals, distributors and after-sales service stations with a Tool France customer account.

Professionals can create a pro account in order to benefit from all their advantages.

**In addition, the sale of spare parts via the site is only available in metropolitan France for the moment.**

For each Promac or Jet machine listed on the site, its product page with the parts list attached to it and the listing of its spare parts. The stock of each part is mentioned.



the link



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