

# PIERRE ROCLE SAS

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# History

- Founded by Pierre Rocle in 1856 ,the company has remained in the same family .Originally specialised in silk, production and tools has evolved to become one of the major european polyester weaver .

From traditional handlooms to new generation airjet looms ,the modernization of our production tool is the core of our success and a guaranty of know-how and quality .



The modern production facility based in Tarare includes the weaving in 300 cm or more ,the spinning and the dyieng .The flexibility of the production enables both short and long series

With more than 400 persons in our confections places in Romania and Tunisia we are able to transform our fabrics into ready made articles .



# Activity and Strategy

From its headquarter based in Tarare / France , Pierre ROCLE sas distributes its production in more than 30 countries around the globe .

In 2010 the turnover increased by 10 % thanks to the wholesalers and distributors clients. Products are distributed either directly or through importer / distributors .

The strategy is based on servicing the clients , which implies :

- low minimas
- fast service : all the goods are stocked permanently
- fast delivery : our logistic partner , offers a rapid and efficient service , including tracking .

A good service is nothing if the products don't fit the markets . Rocale launch every six months a new collection including basics , embroideries , jacquard and flame retardant voiles . Our industrial integration enables a total adaptation to local markets , in terms of fabrics , quality , color and confection .

# Products renewed every 6 months



# Rolls of Fabrics

Flame  
Retardant

15 products ,with an average price of 4€ .Many widths available from 90 cm to 420 cm

Basics

Basic voiles or poly-leinen at prices starting under 3€ in 300cm .Many widths available from 90 cm to 420 cm

Embroideries

High End products designed in France for exclusive clients .Price vary from 6€ to 10 €

Jacquard

High End products designed in France for exclusive clients .Price vary from 6€ to 10 €

Fantasy  
STripes

One of the most creative section of Rocle's creations .

Organza

The original french made organza ,which guaranties quality ,color and aspect duration .Starts at 4€ in 300cm.

# Ready Mades



Voile Panels

Our historical product ,declined in several hundreds version ,from low end to high end .



Heavy curtains

Heavy curtains starting at 10€



Blinders

Blinders matching our voile panels



Creative items

Very creative small window curtains



Accessories

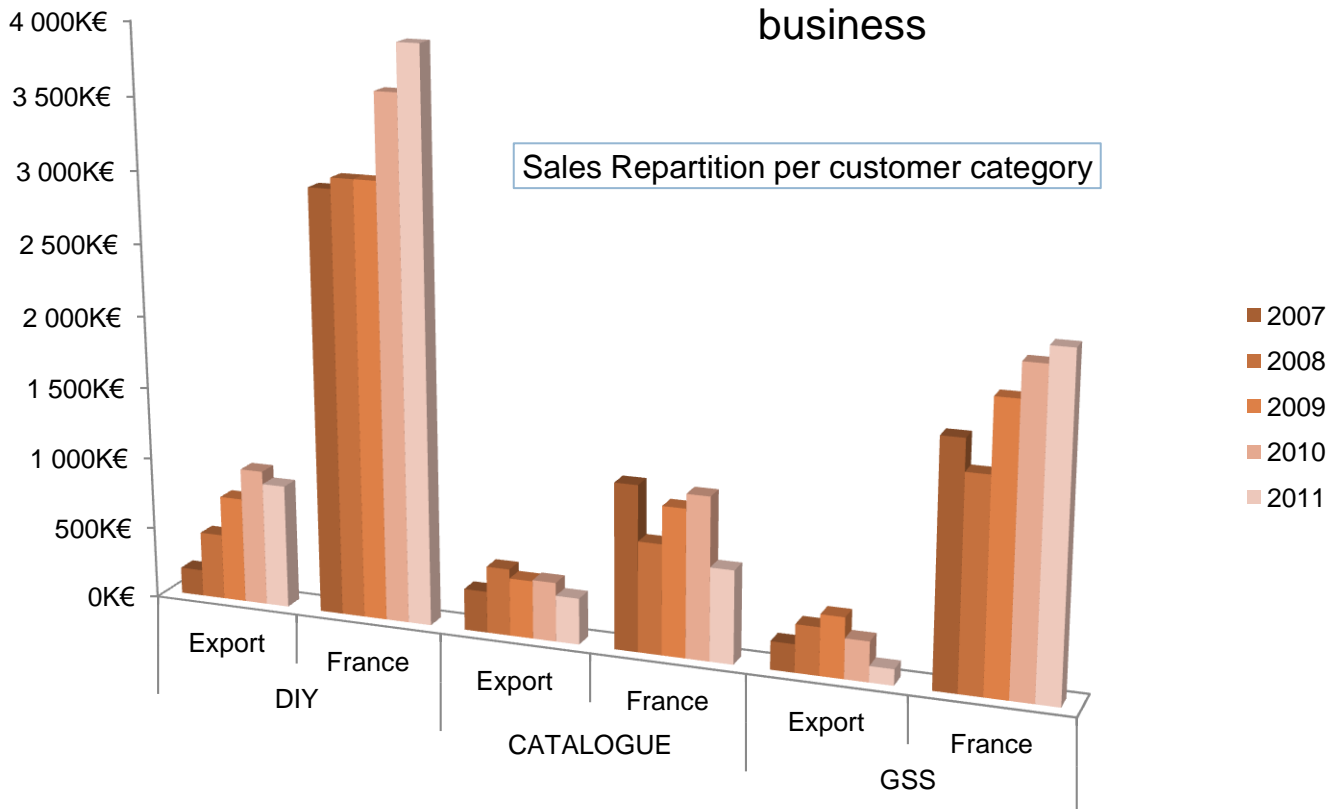
Tie Backs ,string curtains ,we try to cover all the window needs



# Key Figures

- Date of Creation : 1856
- Turnover in 2011 : 10 M€
- Employees : 55

DIY has become our core business



In 2011 Pierre Rocle produced roughly 1 million square meter of curtains and distributed more than 900 000 ready made to its 2154 clients in 34 countries .

# Success reasons

