

# DICKSON CONSTANT

Business Case



| Textile



HAUTS-DE-FRANCE REGION

# DICKSON CONSTANT :

## REINFORCING INDUSTRIAL INFRASTRUCTURE IN EUROPE



- **Year of creation:** **1836** in Dunkirk
- **Sector:** Technical textiles
- **Status:** Leader in indoor and outdoor fabrics made in France
- **Year acquired by the Glen Raven group:** **1998**
- **Sites:** Headquarters in **Wasquehal** + **6** offices in Europe
- **Employees:** **600** employees worldwide
- **Production:** **100,000 m<sup>2</sup>** of fabric per day

### THE GLEN RAVEN GROUP

- **Nationality:** American
- **Sector:** Technical textiles
- **Status:** World leader in technical outdoor textiles
- **Total number of employees:** **3500**
- **Sites:** **46** sites in **22** countries

### LOCATION ISSUE:

The Dickson Constant production site in Wasquehal is close to saturation with no possibility for expansion. The construction of a second factory is vital to meet rising European demand and increase production capacity.

2 solutions were considered for the creation of the industrial site:

- **setting up a new site in Europe**
- **strengthening the company's presence in the Hauts-de-France region**



# COMPANY

## LOCATION



## CONTEXT

Unable to expand its current site in Wasquehal, Dickson Constant reviewed **different locations in European countries**. The company first considered building a factory in Portugal.

Nord France Invest and its partners convinced the company director not to rule out the possibility of capitalising on **the company's regional presence**.

## LOCATIONS CONSIDERED BY THE GROUP

- Portugal
- France (Hauts-de-France)

Project deadlines did not allow for the consideration of a greenfield operation in Hauts-de-France. **The company's concern was to be operational as quickly as possible**. It was therefore necessary to move fast to find an agile solution.

The teams from the Nord region suggested a previously unexplored avenue: **finding an existing building**.

# COMPANY

## LOCATION



## SPECIFICATIONS

### ACCESSIBILITY:

- Within a **1-hour maximum radius of the existing site** (in Wasquehal)
- Near the **A2 motorway**

### SITE :

- Minimum surface area of **10,000 m<sup>2</sup>**
- **Minimum land reserve of 7 ha** for future development

## THE IDEAL SITE

The Nord France Invest teams felt that they had found a suitable solution among the identified options.

A modern building completed in 2004 that used to house a spinning mill was available **in Hordain, only 45 minutes from the Dickson Constant site.** With a surface area of **15,600 m<sup>2</sup>**, the site had the added advantage of having a **10 ha land reserve** to ensure the desired possibilities for expansion.

## THE GROUP'S DECISION

The opportunity to create a new facility in Portugal was abandoned in favour of the building in Hordain. This stance allowed the group to **maintain and even optimise its operational schedule.** The new site **was made fully operational within 9 months.** This was one year ahead compared to the Portuguese project, allowing **the orders already in progress to be fulfilled.**

# ASSETS OF THE HAUTS-DE-FRANCE REGION

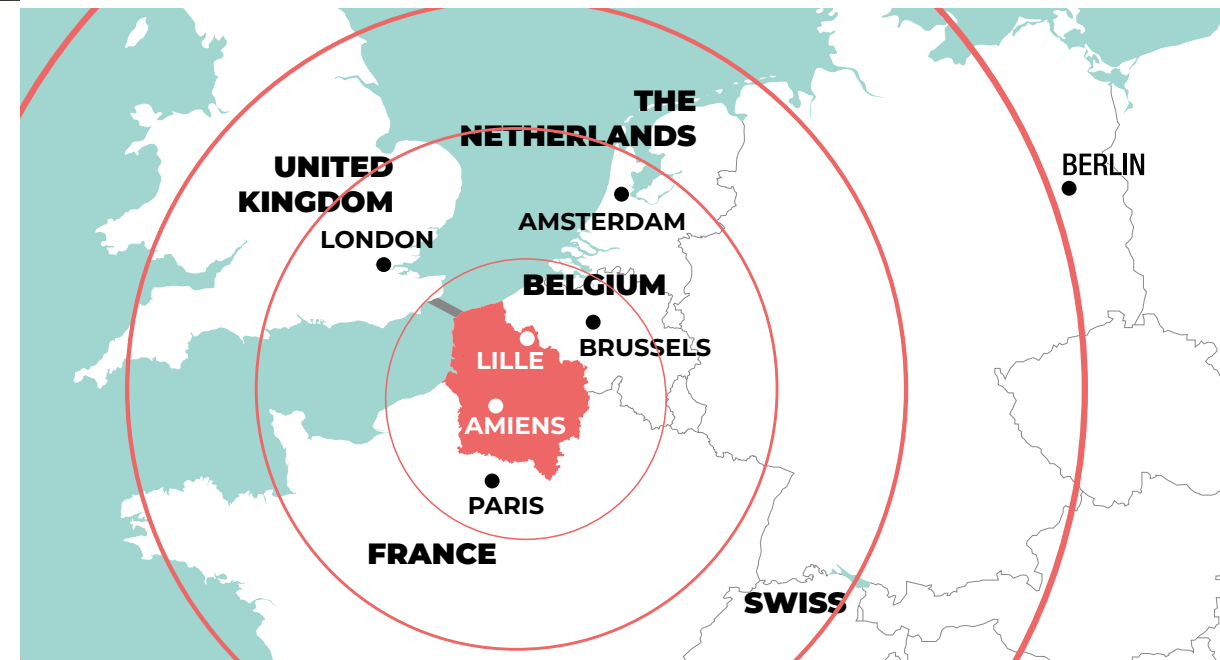


## WORKFORCE ASSETS

- Considerable recruitment possibilities for the desired profiles
- Operators on the new site can be trained at the Wasquehal site

## GEOGRAPHICAL ASSETS

- Integrating the historic site in the region
- Location at the centre of Europe: possibility to deliver throughout the EU in less than 48 hours







## SECTOR-SPECIFIC ASSETS

- Presence of the **textile ecosystem**
- Existence of **textile-specialised brownfield sites**

## ECONOMIC ASSETS

- **Concerted and effective support** from public partners coordinated by Nord France Invest
- **Reduced production timeframe** thanks to the collaboration of the 2 sites
- **Pooling of resources and proximity of technical teams** with the Wasquehal site



# ACCELERATED PROCESS

TO BECOME OPERATIONAL IN ONLY 9 MONTHS

## 29<sup>TH</sup> SEPTEMBER

First discussions with the company and drawing up specifications

## 8<sup>TH</sup> OCTOBER

Shortlist of sites selected and first visits carried out by Dickson Constant

## NOVEMBER

Discussions between the company, the owner of the site, CAPH, and Nord France Invest

## JANUARY

Renovation work on the building

## FROM JUNE TO DECEMBER

Goal of 100 employees on the site

SEPTEMBER 2020

2021 JUNE

## 2<sup>ND</sup> OCTOBER

The company is sent the offer file listing the location solutions identified by the "Invest In Hauts-de-France" network

## 15 – 30<sup>TH</sup> OCTOBER

- Discussions with the regional and state services, CAPH agglomeration, and Nord France Invest in order to determine financial support.
- Technical visits with the company at the same time

## 2<sup>ND</sup> DECEMBER

Company decision to set up in Hordain

## 14<sup>TH</sup> JUNE

Business begins

# ACCELERATED PROCESS

OWING TO THE INTERVENTION OF NORD FRANCE INVEST



## SUPPORT PROVIDED BY NFI AND ITS PARTNERSHIP NETWORK

- **Search for the location solution:** identifying potential sites, organising visits to the selected sites
- **Partnership mobilisation** (state and regional services and CAPH) in order to validate an overall support proposal
- **Mobilisation of financial support packages**
- **Facilitation of administrative procedures:** accelerated procedures



« I am very happy to see this ambitious and innovative project take shape in Hauts-de-France. It brings a new dimension to our company and allows us to ensure our long-term growth by relying on competent teams that have already proven themselves. This new factory, equipped with the latest technology, will allow us to better meet the changing needs of our customers »

**Eugène Deleplanque,**  
Dickson Constant CEO





A portrait of Sophie Morel, a woman with short, curly brown hair and blue eyes, smiling slightly. She is wearing a black blazer over a white shirt and a pink patterned scarf. Her arms are crossed. The background is a blurred office setting with vertical lines.

## YOUR CONTACT

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