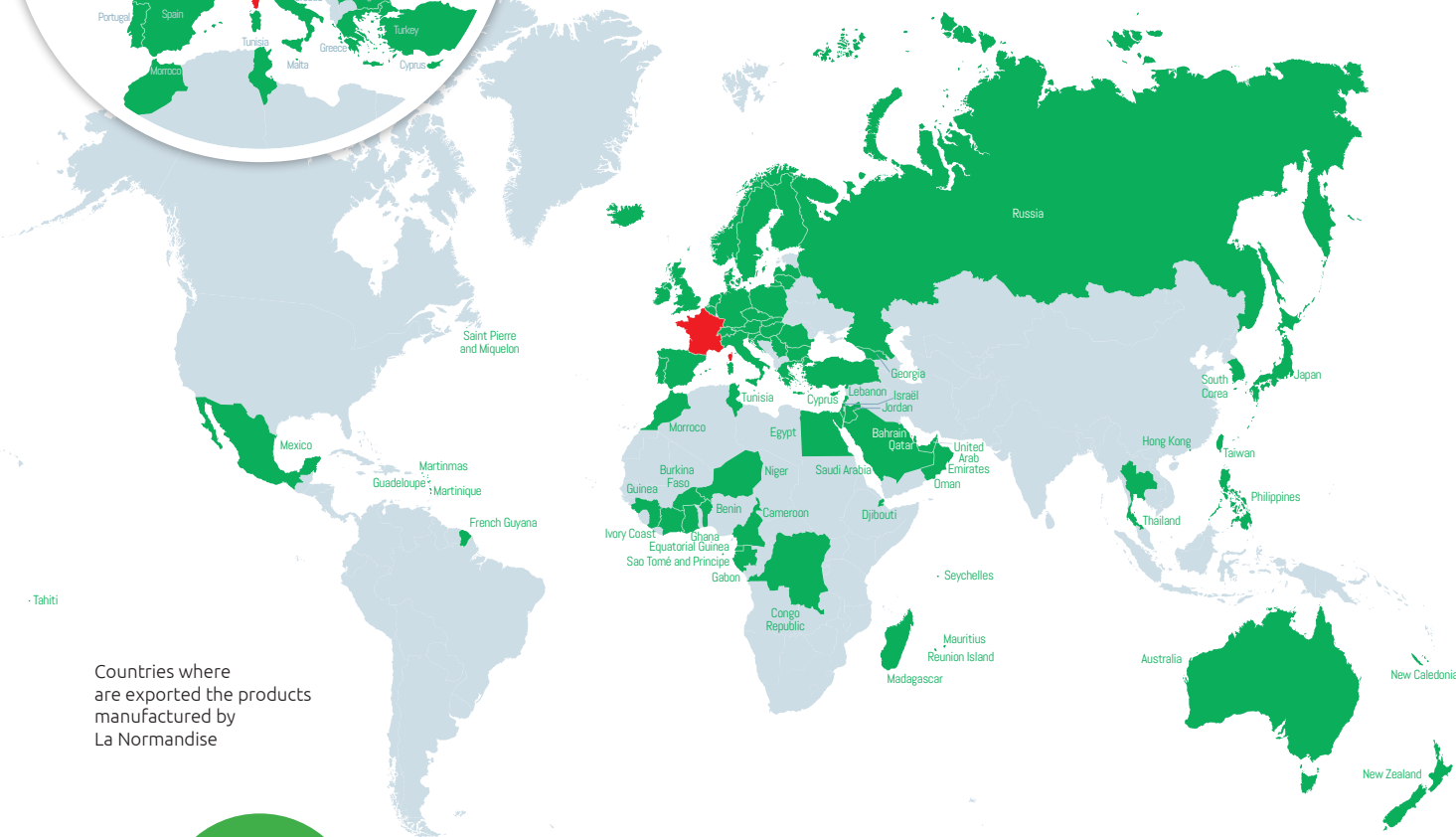


## LOCATION

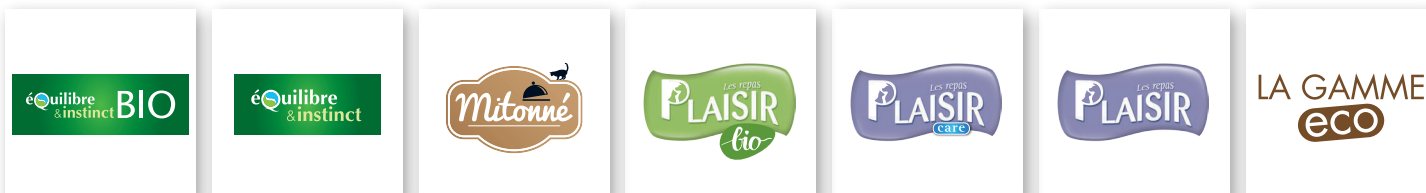
Located at Vire halfway between Le Mont Saint-Michel, the « Wonder of the West » and the D-Day landing beaches, La Normandise benefits from an exceptional environment. This strategic geographical location, halfway between the Northwest and the Ile-de-France (Paris) regions, close to Le Havre (the biggest container port in France) offers La Normandise an outstanding gateway to Europe and to the world.



Countries where  
are exported the products  
manufactured by  
La Normandise

## Our BRANDS

La Normandise has reinvented  
the “Cuisine for Animals”.  
Our dear four-legged friends eat a balanced  
diet... and they love it!



Offering the best  
for your pet

Rue de l'Allière / ZI le Maupas - 14500 VIRE NORMANDIE - FRANCE  
T. +33 (0)2 31 68 88 62 - F. +33 (0)2 31 68 03 35 - [contact@lanormandise.fr](mailto:contact@lanormandise.fr)



lanormandise.fr

## Our COMPANY



Offering the best  
for your pet



lanormandise.fr







PERFORMANCE | COHESION | QUALITY | PREVENTION



Created in 1991 by Christian and Catherine Duquesne,

La Normandise benefits from a privileged situation. Located in **Vire-Normandie**, its location and surroundings supply exceptional possibilities.

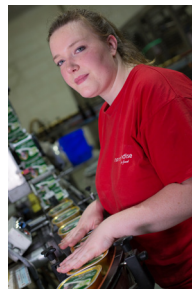
With over **25 years' experience**, La Normandise has acquired a strong reputation within pet food industry. Its **knowledge** and **expertise** satisfy millions of cats and dogs feed with products made by La Normandise.

Today, their two sons, Jean-Charles and François, have taken over the family business to **sustain and raise** the human and ethical values specific to La Normandise.

## SAVOIR FAIRE

La Normandise is a manufacturing and packaging plant specialized in the contract manufacture of highly nutritious wet and dry food products for cats and dogs.

**N°1** Petfood private label pouches and alu trays manufacturer in France.



## EXPERTISE



We manufacture products composed of **100% raw meat & fish**, sourced in Europe (90% from France including 60% fresh) following drastically - from slaughtering to manufacturing - hygiene and traceability regulations. We offer more than **500 recipes** available, varied and balanced, with precise and meticulous specifications, from very simple to most complex, in multiple formats.



chunks



fillets



pâté / terrine



mousse



treats

## COMMITMENTS

- › Food safety,
- › Client satisfaction
- › Optimization of processes
- › Safety of personnel
- › Respect of environment
- › Optimization of energy performance



Net contractual photographs

## KEY FIGURES

**N°1**  
Pet food private label  
pouches and alu trays  
manufacturer in France  
(3<sup>rd</sup> in Europe)

**110+**  
million euro  
sales in 2018

**65%**  
export sales

**650**  
employees

**65 000**  
m<sup>2</sup>  
total area

**600**  
million  
pouches per year

**300**  
million  
alu trays per year

**200**  
tonnes  
of meat used per day

**90 000**  
tonnes  
of finished products  
per year

**2 500**  
Pallets  
shipped per week

## KEY DATES

**1992**

La Normandise delivers its first food alu tray.

**2001**

The company focuses on making small bags or freshness pouches, investing in a new product line.

**2005**

The site doubles its manufacturing space and increases from 12 000 m<sup>2</sup> to 24 000 m<sup>2</sup>.

**2007**

La Normandise triples its freshness pouch production capacity up to 500 million units per year.

**2008**

La Normandise launches its premium brand « Equilibre & Instinct ».

**2013**

La Normandise produces over 525 million units.

**2017**

A new production line is installed with a capacity to produce 100 million pouches per year.

**2018**

Extension of the main buildings: + 12 000 m<sup>2</sup> for the factory + 9 000 m<sup>2</sup> for the distribution center.



DISTRIBUTION CENTER



- › 17 000 m<sup>2</sup> for storage, receiving, loading and shipping
- › 24 000 pallets capacity
- › 25 loading docks
- › 3 500 m<sup>2</sup> dedicated quality control area
- › Open 24/7