



Groupe Novelty

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With over 40 years of expertise in the events and entertainment industry, Groupe Novelty stands as a trusted leader, continuously raising the bar and setting a new standard for innovation and excellence.

As experts in audiovisual technical solutions covering video, sound, lighting, truss, power, rigging systems, special effects and backline, our Group is constantly evolving and expanding its scope by integrating specialized brands.

Our dedicated professionals bring their expertise and signature «French touch» to every project, supporting clients across the globe with tailored solutions and a commitment to success.

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*Jacques de La Guillonnière
Founder President*



ABOUT THE GROUP

OUR EXPERIENCE

As the leading provider of technical event services in Europe, Groupe Novelty boasts the largest inventory of AV and event equipment anywhere in the continent.

Through our specialised brands and worldwide locations, Groupe Novelty offers expert know-how, tailor-made support and the latest event technology – including video, sound, lighting, power, stage structures, technical direction and backline services.

Drawing on decades of expertise and distinctive 'French touch', the group supports clients around the globe.

With a state-of-the-art equipment inventory and teams of skilled professionals, we know how to make a difference!

OUR VALUES

We craft solutions that are perfectly aligned with your needs, combining practical expertise and strong values to consistently deliver operational excellence.. At all stages in the process, our teams are service-minded and keep their sights set on success in both touch technical and human terms.

OUR MISSION

From brainstorming to scouting, consulting to R&D, design to implementation, set-up to dismantling, our mission is to excel at every stage in the value chain to promote your ideas, concepts, artists and creations.

ANTICIPATION INNOVATION *Know-How* **Kindness**
CREATIVITY **Engagement** PRIDE **Reliability** Human
Team Spirit **Expertise** SUPPORT



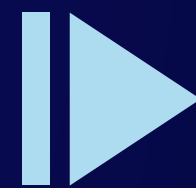
OUR SKILLS AND KNOW-HOW



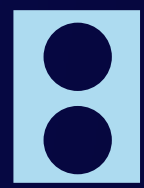
“
Expert & Specialist at your service.”

3 skills

To meet the expectations of our customers, we master the entire chain of technical services for events.



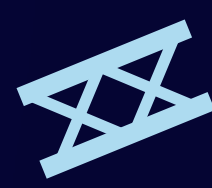
VIDEO



SOUND



LIGHTING



TRUSS



POWER

BACKLINE | SPECIAL EFFECTS | STAGES | DESIGN OFFICE | TECHNICAL MANAGEMENT

- Service delivery for events (72% of our turnover)
- AV equipment rental (9% of our turnover)
- Engineering, sales, installation and maintenance of audiovisual equipment (10% of our turnover)

OUR SECTORS OF ACTIVITY



By bringing together specialized companies and qualified experts in the entertainment industry, Groupe Novelty provides quality service in all its areas of operation.



CORPORATE

Trade Fairs
Fashion Shows
Product launches
General meetings
Conferences
Automotive



EVENTS

Sports events
International events
Ceremonies
Exhibitions
Major meetings



LIVE

Festivals
Concerts
Tour



PRIVATE EVENTS

Weddings
Wedding planners
Private parties



TELEVISION

TV sets
Live recording



FIXED INSTALLATIONS

Engineering, sales,
installation and
maintenance of audiovisual
equipment, management of
the premises by dedicated
teams.



THEATRE

Tour
Stage productions



CINEMA

Virtual set
Shooting studios

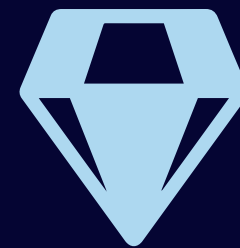
OUR CLIENTS



**COMPANIES AND
ADVERTISERS**



**EVENT COMMUNICATION
CONSULTING AGENCIES**



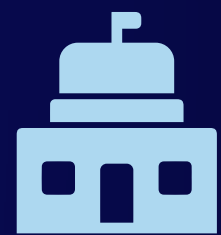
**AGENCIES SPECIALIZING
IN THE LUXURY AND
FASHION INDUSTRIES**



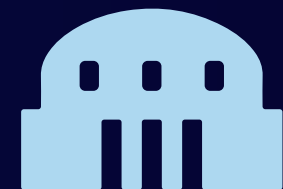
**SHOW
PRODUCERS**



**DESIGN AND
SCENOGRAPHY STUDIO**



**COMPANIES
AND LOCAL
AUTHORITIES**



**EVENT SPACE
MANAGERS**



**TRADE SHOW
ORGANIZERS**



**ORGANIZERS OF SPORTS /
CULTURAL EVENTS**



**OTHER EVENT
SERVICE PROVIDERS**

AT YOUR SERVICE



BY YOUR SIDE

With state-of-the-art equipment and skilled professionals, our teams know the secret to success.

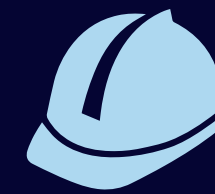
Our staff receive regular training in the latest techniques in sound, lighting, video, stage structures and power management, bringing unparalleled expertise to the planning, assembly, operation and execution of events of all scales.

This training means they are able to adapt to any situation to ensure a successful outcome.

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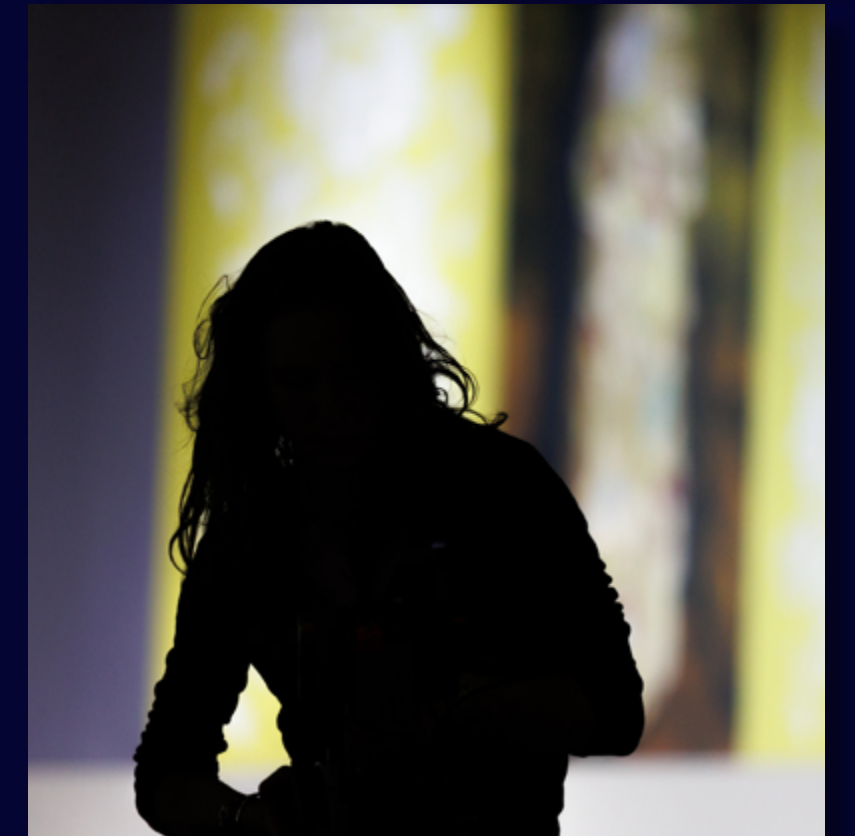
With a state-of-the-art equipment inventory and teams of skilled professionals, we know how to make a difference.

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OPTIMUM SECURITY

Safety is our priority for every production, no matter the size. Rigorous standards in place for set-up and equipment usage ensure secure, successful delivery at every one of our 15,000 annual events.



OUR LOCATIONS



EUROPE

**BORDEAUX • CAEN • CANNES • LYON • MARSEILLE •
NANTES • NICE • PARIS • STRASBOURG • TOULOUSE**

**BARCELONA • BRUSSELS • DAMMAM • DOHA • DUBAI • LISBON
LONDON • MADRID • MARRAKECH • MILAN • MONACO • RIYAD**

MIDDLE EAST



A GROUP TURNED TOWARDS THE WORLD

The Groupe Novelty supports its clients internationally.

We are committed to exporting our services and know-how worldwide.

We bring to our clients a quality service and the «French Touch» that makes all the difference, with an office and a stock of material within each warehouse.



Saudi National Day (Saudi Arabia)



Vogue x Snapchat (London)



Nissan convention (Spain)



Dior Cruise (Mexico)

OUR BRANDS



novelty

Your trusted technical partner for corporate events, fashion shows, expos and everything in between.



France's leading technical service provider for large-scale indoor and outdoor events.



Live entertainment expert specialising in technical solutions for live events, television productions and fixed installs.

teamagine

Scenographic research and development office.



Supplier of stages and event structures to some of the biggest shows in France.

De Préférence[®]

Excellence in sound design



Backline specialist supplying concert tours, festivals, TV shows, film shoots and more across Europe.

alabama

Provider of video projection, broadcast control, media server, LED display and image capture solutions to events in France, the Middle East, Africa and Asia.

POTAR

Artist-first pro AV for concerts, tours and festivals.

BEST AUDIO
& LIGHTING

French distributor of leading AVL brands including Meyer Sound, Avid, Solid State Logic, Elation, Magmatic and Obsidian.



Lighting supplier for TV productions.



Specialist in stage effects for nearly 25 years.



Offers a comprehensive service of technical solutions in energy distribution and production.



Backline rental specialist and provision of rehearsal studios



Backline rental specialist and provision of rehearsal studios



Technical consultations and rigging solutions.

OUR FLAGSHIP BRANDS

novelty

- Turnover of €165M
- Agencies in Paris, Cannes, Toulouse, Bordeaux, Nantes, Lyon, Caen, Strasbourg, Monaco, Brussels, London, Milan, Barcelone, Madrid, Lisbon, Dubai, Riyadh et Doha
- 550 permanent employees and more than 500 temporary staff each month
- For Corporate, Event & Live Shows Festivals



- Turnover of €50M
- 280 permanent employees and more than 500 temporary staff each month
- For Corporate, Event & Big Event

DUSHOW

- Turnover of €155M
- Locations in Paris, Nice, Marseille, Lyon, Monaco, and Marrakech
- 350 permanent employees and more than 500 temporary staff each month
- For Event, Live Shows & Festivals

LEADER IN AV FOR EVENT AND ENTERTAINMENT with up to 2,600 employees

Nearly 15,000 events per year on 5 continents

Over 40 years of experience with international references

The largest stock of equipment in Europe

GROUP KEY FIGURES



€370M

CONSOLIDATED
TURNOVER



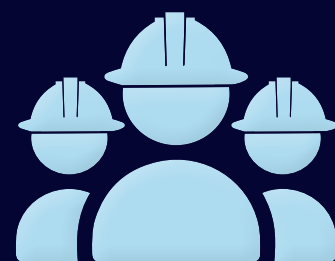
15, 000

EVENTS PER YEAR



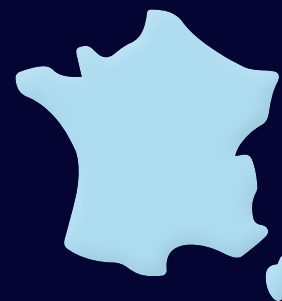
1,500

EMPLOYEES



3,500

TEMPORARY STAFF
PER MONTH



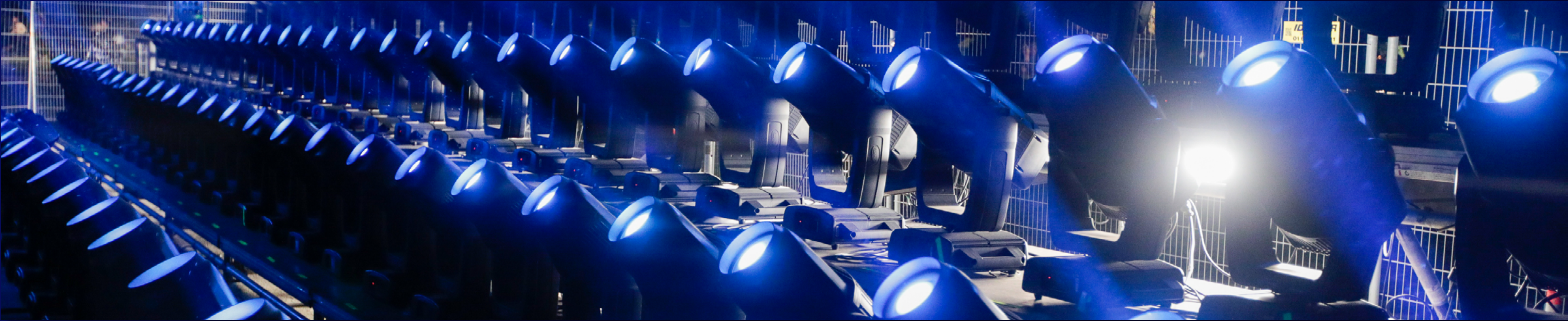
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WAREHOUSES
IN FRANCE

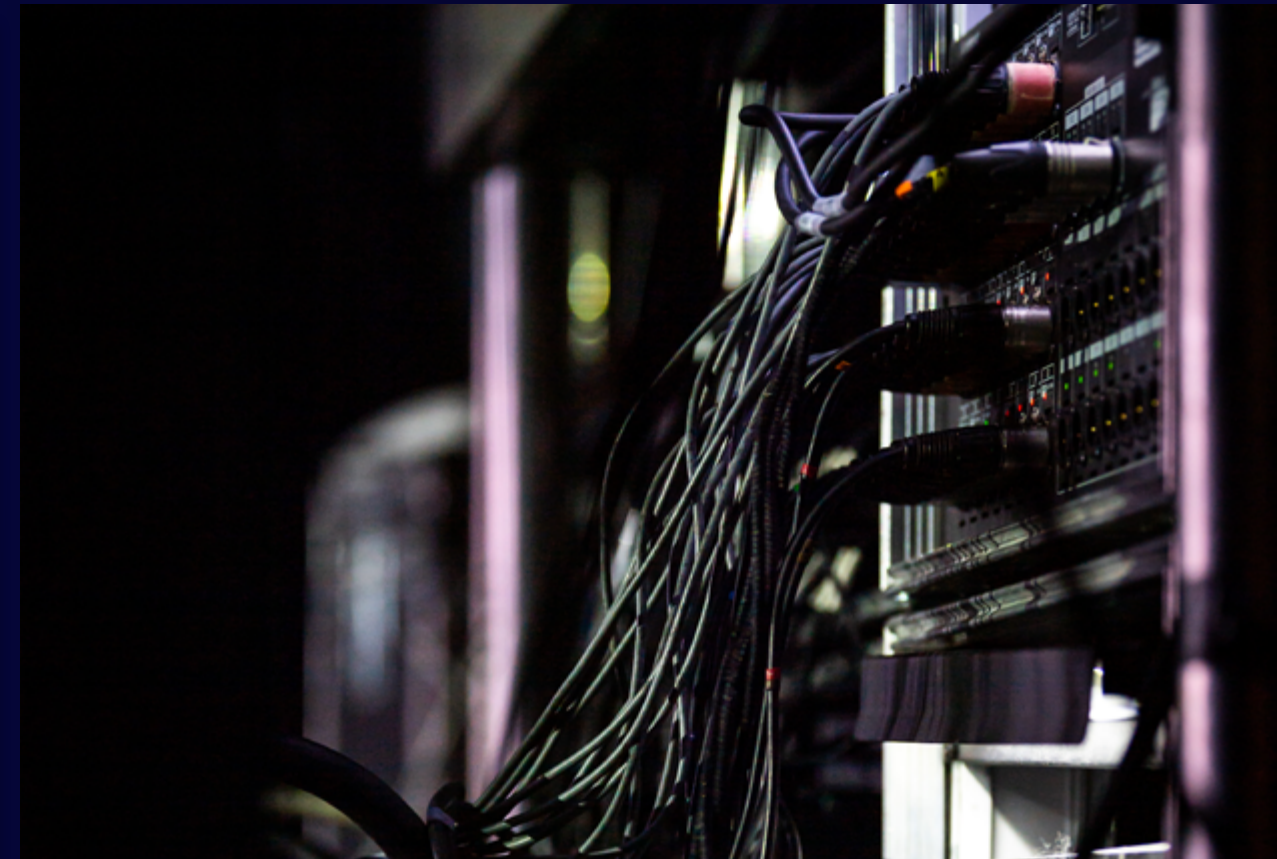
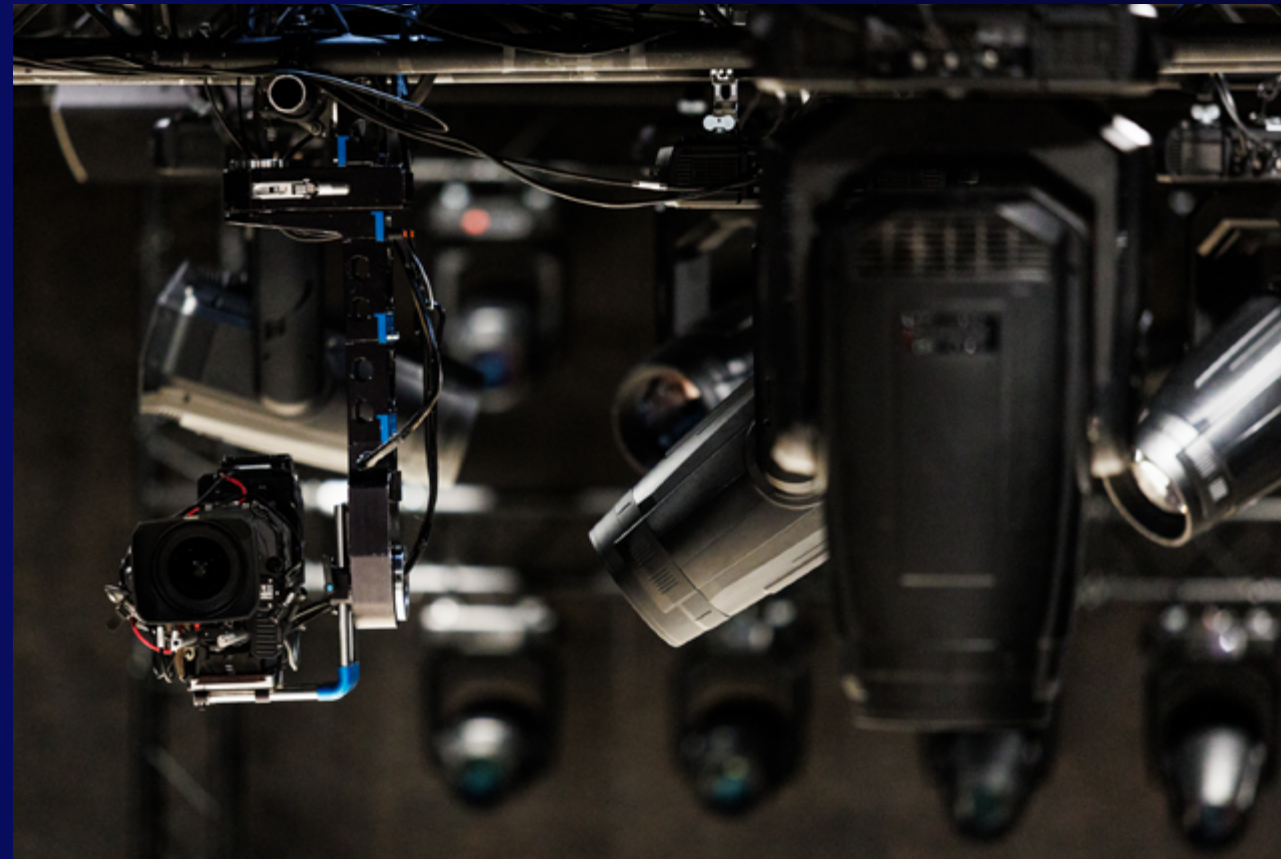


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OVERSEAS
WAREHOUSES



OUR DESIGN OFFICE



In order to offer our clients a high quality service, our Group accompanies them in the technical preparation of their events.

Our design office assesses the technical part of the operation upstream and down to the smallest detail.

A team is dedicated to technical studies (calculation of load plans, modelling of fire plans, etc.), to technological monitoring and to mechanical design.

Coming from different backgrounds, the team members all have a long experience in the operational field. Assisted by the best CAD software, they design reliable piloting tools to carry out the services.

CSR | PERFORMANCE POLICY

To consult our booklet
«Responsibilities and Sustainable
Development», [click here.](#)

The Groupe Novelty, as a leader in audiovisual technical services for entertainment and events, is committed to continuous improvement and aims, through its policies, to integrate sustainably into the environmental, economic, and social fabric.

Concretely, the CSR policy of the Groupe Novelty
is structured around three major strategic development axes:



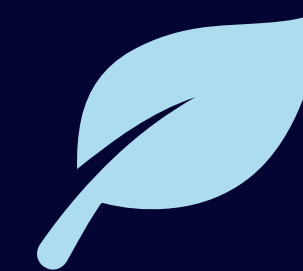
ECONOMIC RESPONSIBILITY

Economic performance is achieved through the **continuous improvement of our processes**, in line with our ethical principles, with a responsible procurement policy, and a commitment to philanthropy.



SOCIAL RESPONSIBILITY

The development of **social and societal performance** is achieved through the retention of our employees, training, diversity, and gender equality.



ENVIRONMENTAL RESPONSIBILITY

Reducing our environmental impact through innovation, optimizing transportation, recycling, and managing the lifecycle of equipment.

CSR | MISSION AND VALUES STATEMENT



The Groupe Novelty is the gathering of passionate experts in technical services within the event and entertainment industries. Our mission is to provide all our clients with services that perfectly meet their expectations.

The Groupe Novelty has grown by overcoming incredible challenges presented by our clients, challenges that our teams have brilliantly met.

With this expertise, we are recognized for our technical prowess and the implementation of innovative, even avant-garde solutions. We owe this to our employees who constitute the DNA of the Groupe Novelty.

The Groupe Novelty places great importance on skills development, recognizing that sustainable progress comes through investing in human talent. Thus, it promotes continuous training, career advancement, and professional fulfillment for its employees. United by the values of kindness, creativity, commitment, teamwork, and expertise, the Groupe's teams embody the diversity of technical professions within the event and entertainment industries.

Aligned with these values, the Groupe Novelty is committed to respecting the principles of sustainable development, particularly in terms of inclusion, integrity, vigilance, and transparency. It considers the fundamental principle of universal accessibility at every stage of its activities and in all territories where it operates.



Global Citizen, June 22, 2023

To materialize this commitment, the Groupe implements a responsible management system. It commits to a process of continuous improvement by systematically evaluating the environmental, social, and societal impacts of its activities. This evaluation identifies areas where actions can be taken to reduce negative impacts and promote positive effects.

Dialogue with stakeholders is prioritized. The Groupe Novelty recognizes the importance of considering the expectations and needs of all interested parties. It is open to exchanges, feedback, and suggestions to adapt its practices and strategies according to societal changes.

*Je remercie les collaborateurs du
groupe de promouvoir ces valeurs
au quotidien.*

J. de La Guillonnière

CSR | OUR CERTIFICATIONS AND LABELS

The Group has obtained ISO 20121 certification and places CSR at the heart of its development. Our commitment is demonstrated through a strong and proactive adherence to initiatives and labels that, for us, signify pride, meaning, and responsibility towards our clients, employees, and suppliers.



ISO 20121

Standard dedicated to «responsible management systems applied to the event industry,» aimed at promoting sustainable development integrated into event activities.



UN GLOBAL COMPACT

Joining the UN Global Compact demonstrates our commitment to upholding the 10 key principles related to human rights, international labor standards, environmental protection, and anti-corruption efforts.



PRESTADD LABEL

Guides companies in the entertainment and events industry in their sustainable development efforts.



SYNPASE

National Union of Providers of Stage and Event Audiovisuals.



N133 LABEL

Brings together technical service companies aiming to offer their clients genuine professional qualifications and high-quality service.

CSR | RESPONSIBLE PROCUREMENT POLICY

The general procurement policy of the Groupe Novelty is based on the pooling of orders within the various entities of the Group in most cases.

Products are selected according to the following criteria:

- Energy efficiency of the products
- Product lifespan
- Origin (we prioritize short supply chains)
- Weight and size of the products
- Repairability of the products internally
- Product lifecycle (every technical product has at least 2/3 lifecycles depending on its market typology)



The Groupe Novelty is a signatory of the Supplier Relations and Responsible Purchasing Charter.

Established in 2010 by the Mediation of Enterprises and the National Council of Purchasing, the Supplier Relations and Responsible Purchasing Charter aims to encourage companies and public actors to adopt responsible practices towards their suppliers. It sensitizes all economic actors to the issues inherent in responsible purchasing and the quality of customer-supplier relationships.

Through this relationship of mutual respect and commitment, our strategic suppliers become true partners, driving and actively participating in the necessary changes and innovations for our activities in the long term.

Charte 
RELATIONS FOURNISSEURS
ET ACHATS RESPONSABLES
SIGNATAIRE



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