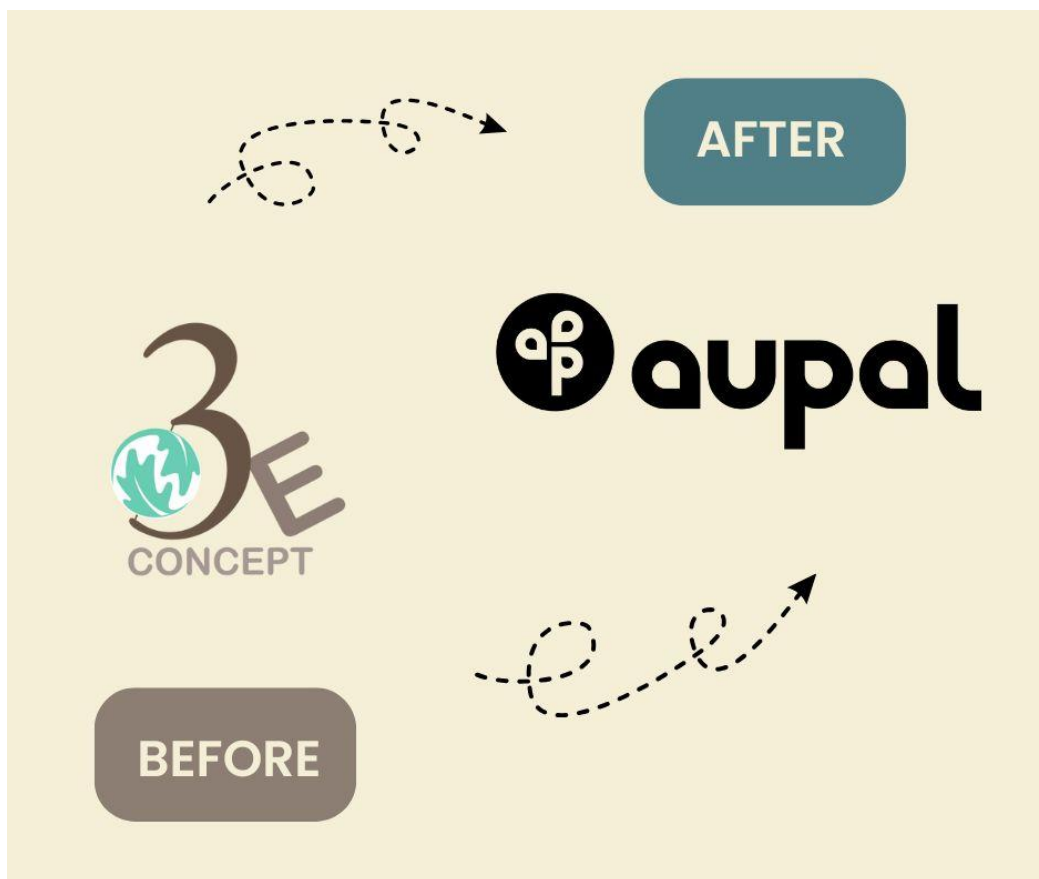


Press release  
January 17, 2025

# 3E Concept becomes Aupal



**[aupal.fr](http://aupal.fr)**

---

SAS au capital social de 377 332,40 € - RCS Lille Métropole 510 669 872  
8 rue de la Source 59320 HALLENNES-LEZ-HAUBOURDIN – France



## THE ESSENTIAL

3E Concept becomes Aupal. This name change announcement was made to employees of the Group on Thursday, January 16, 2025, during the traditional “Greetings” ceremony. Aupal consists of 230 employees at 3 locations in France and a production unit in Romania, over 100,000 training workshops a year for more ecological home maintenance and personal hygiene solutions, and more than a hundred French hospitals that are customers of our textile cleaning products in France, twenty-four of which use a microfiber and water-based cleaning solution with no chemicals.

Guillaume Leymonerie, President and Founder of the Group:



*" Walking step by step, beyond the classic strategy of a company is an orientation that fits perfectly to the Group I founded more than 25 years ago. This pace guides us to continue giving meaning to our everyday living. It gives us the time to marvel and also the time to check that our actions seem legitimate, coherent with the ecosystem in which we evolve, in order to aim for a beautiful, benevolent and happy energy. "*

Nils Riancho, CEO of the Group :



*" This new identity kindles a wider sharing of the well-founded fundamentals and values of our Group. I dream of conveying the emotion, to as many people as possible, of a visit to our headquarters, amidst our permaculture gardens and the inspiring smiles of our passionate collaborators. Aupal envisions the evolution of the Group over time at the pace of an ecosystem that is sensitive to the preservation of all living beings. "*

**aupal.fr**

---

**Step by step, the Group is changing and now has a new name and a new graphic identity.**

3E Concept becomes Aupal. This name change announcement was made to the 230 employees of the Group on Thursday, January 16, 2025, during the traditional “Greetings” ceremony. This choice is the result of the Group's 25-years old heritage, the reflection of its evolution, and conveys the desire to reaffirm the uniqueness and relevance of the values that it propogates in today's world.

**The Group was distinctively built around a revolutionary concept: cleaning with microfiber and water only.**

The Group was founded 25 years ago. It has amply demonstrated the efficiency of its concept and products. This new name and identity, Aupal, are part of its ambition today to assert itself as a regenerative company, always at the service of human beings, in their everyday lives, in hospitals and homes with its more ecological and more natural maintenance solutions, and in full respect to the earth and all living beings.

**aupal.fr**

---

SAS au capital social de 377 332,40 € - RCS Lille Métropole 510 669 872  
8 rue de la Source 59320 HALLENNES-LEZ-HAUBOURDIN – France



**About Aupal :**

*Aupal is the umbrella organization for the entire Group's support functions - finance, IT, human resources, purchasing, product development, procurement, etc. - enabling its eight operating subsidiaries to concentrate on their core business.*

*With its own industrial facilities, through its subsidiaries Decitex and Sodipro, the Group produces almost 50 % of the products it distributes.*

*Creating awareness about its recommended environmentally-friendly maintenance solutions forms the core of the Group's distribution strategy . At Decitex, the mission of the sales team is to prescribe solutions for professional users and train specialized distributors. At H<sub>2</sub>O at Home, for users of the products in the home range, the choice of the direct selling distribution channel, based on home parties, gives priority to demonstrating the efficient use of the products and cultivating the right attitude towards daily home maintenance and self-care.*

*The Group has striven to equip itself with an in-house R&D and innovation resources facility, and has invested in a research laboratory for perfecting the mastery of its products, in terms of both composition and use. The Group has also acquired farmland to grow the plants needed for its research programs and for the formulation of even more ecological and natural cleaning and hygiene products.*

*As a last major milestone, in 2021 Aupal opened its own training campus for the benefit of the direct selling contractors of H<sub>2</sub>O at Home and all employees of the Group, giving everyone a chance to reach their utmost professional potential, serving the ambitions of the collective.*

**About the name Aupal :**

*Aupal, as a reference to water (FR : l'eau), the element of nature at the basis of all life; like a small step in a long journey (FR : au pas); like the Opal stone (FR : la pierre d'Opale) whose reflections and colors represent our diversity ; like the coast of the North of France close to where the Group was born, the Opale Coast (FR : la Côte d'Opale).*

*The essential, in images, link to the video below:*

*<https://vimeo.com/1049930926?share=copy>*

**aupal.fr**

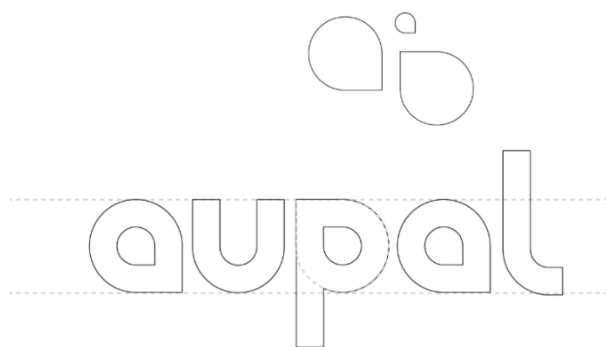
---

SAS au capital social de 377 332,40 € - RCS Lille Métropole 510 669 872

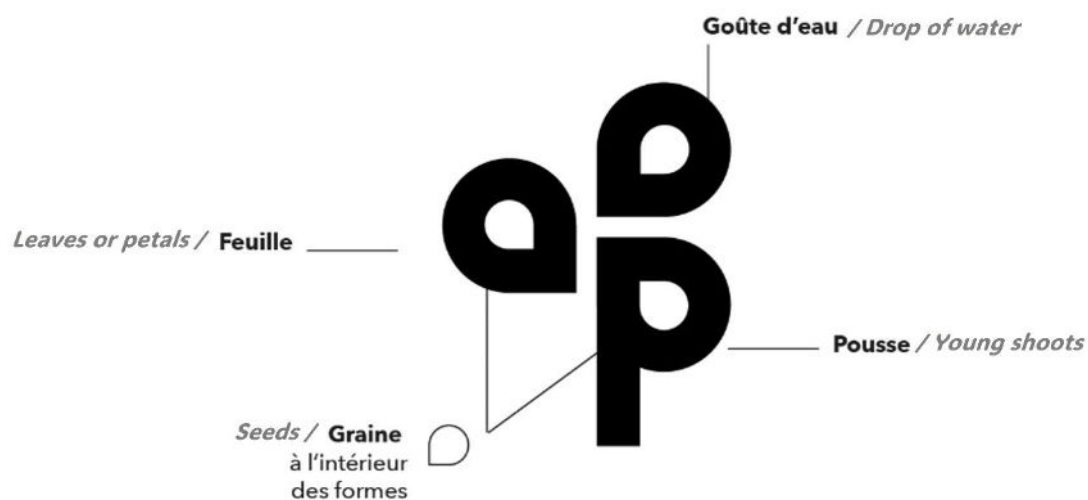
8 rue de la Source 59320 HALLENNES-LEZ-HAUBOURDIN – France

### **About the logo :**

*An original typography, soft, rounded, approachable, all lowercase, close, accessible, bold, with character, solid, balanced and anchoring, with the P, in the middle, grounded in the earth, The L, elevated and meaningful, pointing to the sky and looking towards the future.*



*A symbolic meaning to each alphabetical form, in the shape of drops of water, seeds, leaves or petals, young shoots.*



**aupal.fr**

---

SAS au capital social de 377 332,40 € - RCS Lille Métropole 510 669 872  
8 rue de la Source 59320 HALLENNES-LEZ-HAUBOURDIN – France

## Additional information

**To learn more about Aupal and its commitments, visit our website:**

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

### **Consulting agencies :**

Visual identity (name, logotype), graphic design: Tigre Blanc

Website: Neoweb

### **Press inquiries:**

Marianne Arienza

+33 06 07 99 15 06

[communication@aupal.fr](mailto:communication@aupal.fr)

**aupal.fr**

---

SAS au capital social de 377 332,40 € - RCS Lille Métropole 510 669 872  
8 rue de la Source 59320 HALLENNES-LEZ-HAUBOURDIN – France

