



*Expert in metal building and
steel supplies.*



PRESS PACK | 2019



A brand of the group



ACTIVITY OF EASYSTEELSHEDS.COM

Located in Bertrange, "Easysteelsheds.com" is the group's leading brand (Steel Shed Solutions) and one of the most dynamic scale up of Luxembourg nowadays.

Its activity in the Grand Duchy of Luxembourg has started in 2001 and the company is recognized as a specialist in the distance selling of metal buildings via its brands Easysteelsheds.com (English-speakers), Batimentsmoinschers.com (French-speakers) and Guenstigehallen.de (German-speakers), not to mention the sale of metal supplies with Tolesmoinscheres.com. The commercial, administrative and design departments are located in Luxembourg meanwhile the logistical base as well as a part of the manufacturing are in the northeast of France and worldwide.

Genuine digital platform, the group sells functional buildings that are easy to assemble and have low budgets for a variety of uses: industrial buildings, storage or breeding shed, agricultural framework, equestrian arena (...) for a volume of 1600 transactions per year in more than 40 countries.

ORIGINS AND HISTORY OF THE PROJECT

From a simple trading office specializing in steel in 2001, the group has developed over the years, a powerful business model to become the leader in the sale of steel buildings via Internet.

The experience in the sector combined with investments in Research & Development has enabled Easysteelsheds.com to identify the key points to satisfy the customer: a robust, multi-purpose and low-cost product, produced by a trusted manufacturer. The standardization of the ranges makes it possible to achieve significant economies of scale, but also to cover the global market. For 18 years, the brand has respected these fundamentals by adapting them to new modes of communication, marketing and distribution.

Building on its success, and wishing to further accelerate its development, the group opened its capital to a reputable partner in 2017: Nexstage.

THE WORD OF THE ENTREPRENEURS



“Starting from a simple observation, there was no standardization in the world of metal buildings, we built in family, a unique and simple model with persistence, tenacity and determination. Today we still pass on this enthusiasm from the beginning to our teams because the outlooks are enormous and our ambitions even bigger.”

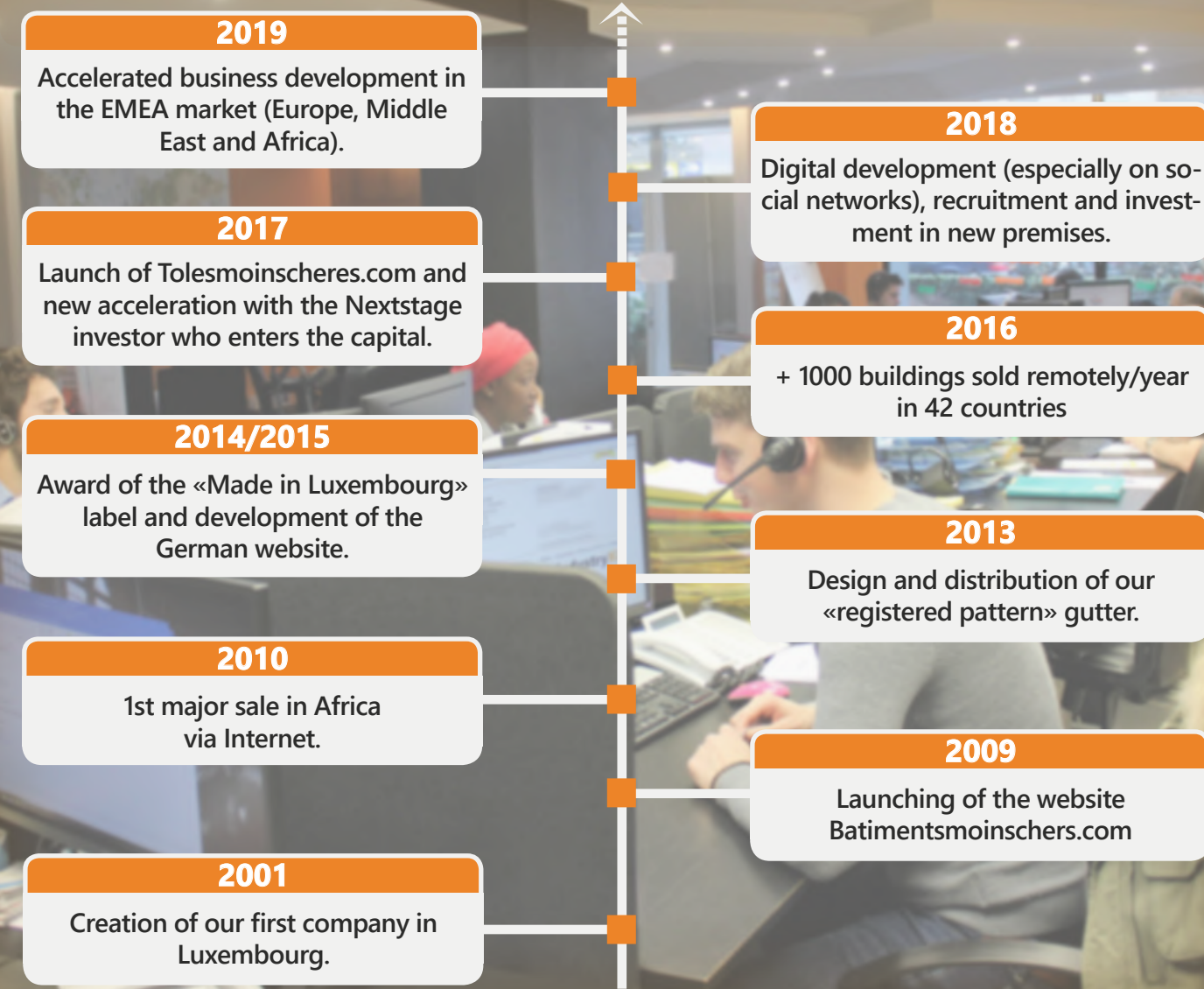
Dominique Lyonnet (CEO)

“From 1 building sold per month in our early days, we are now at over 25 per week! The reason for this success: high-performing employees, proven expertise, a relevant digital strategy that disrupts traditional selling process and products with an excellent price/quality ratio!”

Vincent Lyonnet (Sales and Marketing Director)



MILESTONES



KEY FIGURES



+ 1,3 million visitors/year



+ 1600 transactions/year



+ 90% increase in turnover between 2013 and 2018



+ 40 employees



98% export sales



Turnover: €28m in 2018



GROUP CONTACT

Vincent Lyonnet

Phone : 00 352 20 20 10 30

sales@easysteelsheds.com

v.lyonnet@batimentsmoinschers.com

Address : 4a rue Pletzer
L-8080 Bertrange | Luxembourg

A brand of the group

