

SORI REINFORCES ITS POSITION



Hervé Valliet

Today is an important day for Hervé Valliet, the dynamic managing director of Sori, a French company situated near Grenoble. He has come to LVD to receive his punching machine: the Strippit PX-1520, with FA-P automation. Hervé: “This investment will allow us to achieve our goals in terms of diversification, innovation and service.”

The organisation specialist

Sori offers a broad range of storage systems for the professional user: this includes toolboxes, workshop trolleys, as well as professional in-vehicle equipment. “You can compare us to a kitchen manufacturer,” Hervé says with a smile. “If you are looking for this type of equipment, we ensure an optimal space distribution.” Sori also

produces store displays, and more recently, metal designer furniture.

Key strengths

“Flexibility and speed,” Hervé confirms. “Our customers now require high versatility and small-volume production. If you want to service the market properly, you have to adapt your company and your means of production, otherwise you lose ground. When I took over my father’s company, I decided to develop the range and focus only on the professional market. We have become a strong brand and collaborate with a network of professional retailers. In doing so, we also maintain our position as one of the industry’s last French independent manufacturers.”



The French market is Sori's main market, and this provides security during less busy periods. Exports experience off-peak and peak times. In the 80s, Sori achieved 23% of its turnover abroad, but it has highly decreased during the economic crisis. Nevertheless, Hervé Valliet feels confident about the future: "Now, exports account for 10% of our turnover, we even ship to Japan!"

"Flexibility and speed"

Why choose LVD

Products don't change that much but the manufacturing process does: it's faster, with smaller series. This is possible only if you use the right

machines. This is the third LVD punching machine bought by Sori. "Our old Delta punch press has been working for already 20 years. We've produced many parts with this one, it has proved its reliability.

"During EuroBlech, we took time to compare the technologies presented by different suppliers, and LVD's Strippit PX with FA-P positively and pleasantly surprised us as it also allows us to punch, form, bend and tap. The large tool capacity offers incredible flexibility, which enables us to produce many more different parts without any operator input for tool changing. Production deadlines will be improved thanks to the FA-P load/unload system, as the sheets are automatically loaded and the punched

parts are automatically stacked onto the allocated pallet.

"Of course, we have known LVD for a long time, and it's always a pleasure to collaborate. I have known some of the partners for years, and this builds confidence; you know who you are dealing with!"

