



## Diversity to stimulate progress

The diversity of the GSF Group's client base stimulates and expands innovation opportunities.

The role of innovation becomes amplified in times of economic crisis. The development of companies, which is no longer driven by economic growth, then relies for the most part on their ability to innovate to bring added value to their offering and be a cut above their competitors. When responding to a study on innovation by PricewaterhouseCoopers, 93% of deciders said that they considered organic growth through innovation to be the main growth lever for companies in the five years to come<sup>(1)</sup>.



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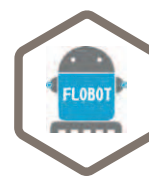
“ The pharmacists of the Research & Development Department participate in the X44B standardisation works on “clean room technology” conducted by AFNOR and a multi-disciplinary group.

The GSF Group's contribution to the procedure for contamination control is decisive. ”

### Expertise to serve the profession

Through its Research & Development Department, the Group participates at the national and European levels in the dynamics of innovation and progress to facilitate technological or environmental breakthroughs in the cleaning business.

It took part in the works conducted in France by EHDEDG, the *European Hygienic Engineering and Design Group* – of which the GSF Group is administrator – that issues hygiene recommendations for the designing of equipment and facilities in the agrofood industry. In September 2014, it participated in the day organised by the Hydreos competitiveness unit in Alsace-Lorraine aimed at promoting innovation in the water business, to talk about its approach to hygiene and the optimisation of the cleaning process.



### CLEANING ROBOT

Since end-2014, the Group has been working alongside several European companies in the “Flobot” project to design a fully-automated cleaning robot.

This study is subsidised by the European Union and should take three years. The Lyon Saint-Exupéry airport site maintained by GSF has been chosen for testing.

(1) The *Innovate for faster growth* study conducted with 1,757 deciders in over 25 countries, September 2013.