

Press release
22 January 2025

Edify sells La Brigade de Buyer to Groupe SEB

On 22 January 2025, Edify sold La Brigade de Buyer to Groupe SEB, the world leader in small kitchen appliances and professional coffee machines.

La Brigade de Buyer is an international group that designs and manufactures premium kitchen tools, pastry and bakery equipment and utensils for professionals and connoisseurs. The group is the result of a combination carried out with the support of Edify of De Buyer Industries (a manufacturer of kitchen tools, pastry equipment and utensils based in Val d'Ajol, Vosges, France), Rousselon Dumas-Sabatier (a fully-forged premium cutlery specialist based in Thiers, Puy-de-Dôme – the French cutlery capital), Pebbly (an eco-responsible kitchen management brand) and Scaritech (a leader in baking equipment). As a result, the Group covers a wide range of needs, encompassing food preparation, cooking, storage and kitchen management.

La Brigade de Buyer has a long industrial history with centuries-old brands (32 Dumas since 1532 and De Buyer since 1830), rooted in their local communities. De Buyer Industries is certified in France as a Living Heritage Company.

De Buyer Industries was acquired by Edify in 2015. At the time, the company generated under €30 million in revenues and employed 130 people; today, La Brigade de Buyer employs more than 290 people worldwide, with revenues of €66 million. Edify's decade of support has been marked by:

- The creation of a diverse yet coherent group based on premium brands, with a comprehensive range of products addressing the needs of the most demanding customers,
- Steady commercial expansion both in France and internationally, in particular through the digitalisation of distribution channels via the launch of websites for the Group's brands,

- The launch of innovative products such as the “Le Tube” automatic pastry dispenser, the “Geoforme” first foldable mould, the “Loqy” removable handle, and “Signature 32 Dumas” premium cutlery brand,
- Significant investments across all the Group’s sites to upgrade and expand production capabilities,
- The implementation of a CSR policy at the core of the Group’s strategy, setting ambitious targets for cutting CO₂ emissions and eliminating plastic packaging.

La Brigade de Buyer is now ready to enter a new phase of its development by joining Groupe SEB, which is pursuing its expansion in the professional and premium markets, with complementary ranges and brands in the cookery, patisserie and cutlery segments.

EDIFY’S ADVISORS

- Financial VDD: Alvarez & Marsal – Amaury Bonnaire, Thibault de la Taille, Jean-Baptiste Dujardin, Clément Guinard.
- Legal VDD: CMS Lyon – Jonathan Denizou, Emmanuel Faury, Aline Janin.
- Legal advisors: CMS Lyon – Jean-Thomas Heintz.

ABOUT EDIFY

Edify is an industrial holding company. Its portfolio is comprised of majority and minority shareholdings in European industrial medium-sized businesses and SMEs, namely Gaviota (components and motors for awnings and roller shutters), Pellenc (portable power tools and machinery for winegrowing, olive growing and green spaces), Usines Métallurgiques de Vallorbe (precision files and tools for the jewellery, watchmaking, forestry, car and aeronautical industries), Ligier Group (licence-free microcars), Thermo-Technologies (surface coating with precious metals using chemical or electrolytic processes and high-tech wires), K-Ryole (smart electric trailers for bicycles) and Agromillora (provider of cutting-edge specialist solutions for plant propagation) and CAE (design and distribution of low voltage cables).

ABOUT SEB

World reference in small domestic equipment and professional coffee machines, Groupe SEB operates with a unique portfolio of 40 top brands including Tefal, Seb, Rowenta, Moulinex, Krups, Lagostina, All-Clad, WMF, Emsa, Supor, marketed through multi-format retailing. Selling more than 350 million products a year, it deploys a long-term strategy focused on innovation, international development, competitiveness, and client service. Present in over 150 countries, Groupe SEB generated sales €8 billion in 2023 and has more than 31,000 employees worldwide.

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