



European steel wire rope supplier Denwire Ropes comes to Burgundy

Denwire Ropes SARL, a subsidiary of the Danish company of the same name, is currently experiencing strong growth. To meet this increase in demand, it plans to open a new branch in Nièvre during the last quarter of 2011.

Last December, the company decided to open a site for preparing orders from its French, Belgian, Italian and Spanish clients, near its existing site in the Paris area. However, high prices and low availability led the company to consider other options, at which point it contacted Burgundy Development Agency, who put forward two proposals for sites in the Nièvre suggested by Fibre Active, the Nièvre's economic development agency.

After two site visits organised by the Agence Régionale de Développement, the Directors of Denwire Ropes SARL felt that the Nièvre Chamber of Commerce and Industry business park in Cosne-Cours-sur-Loire was what they were looking for, and confirmed that they would be opening a 2,300m² site there.

A Europe-wide company

Denwire Ropes SARL offers a comprehensive range of galvanised, stainless, ungalvanised and plastic-covered wire ropes used in every sector: industry, agriculture, sailing, building and public works, architecture, theme parks, etc.

The company has branches in 3 European countries. Its manufacturing site near Copenhagen serves Scandinavia, the Baltic countries, and Northern and Eastern Europe. A site in the West Midlands area of England works within Great Britain, as well as developing contacts outside Europe. A sales office and storage warehouse is soon to open in Burgundy, which will be chiefly targeting French, Spanish and Portuguese-speaking countries.

Burgundy is becoming increasingly attractive

The Burgundy region appealed to Denwire Ropes SARL because of its excellent logistic advantages, a key issue for the company, as well as the availability and responsiveness of the various local economic development partners involved, and the qualified workforce and quality of life it had to offer, which were more in keeping with the company's requirements. These arguments were in fact used by the Invest in France Agency (AFII) and its Northern Europe office, to help persuade the Danish decision-makers to choose the area for the new site.

The result of efficient cooperation

The arrival of a new company on the regenerated Henkel site is the result of efficient cooperation between the various local stakeholders in economic development: Burgundy Development Agency, Fibre Active and the Nièvre Chamber of Commerce and Industry.

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