

# MEDIA BACKGROUNDER



**GROUPE GM**

EXCLUSIVE AMENITIES

# A WORLDWIDE LEADER IN HOTEL AMENITIES

Leading international player in the guest amenity industry for over 40 years, Groupe GM designs, produces and distributes cosmetics and accessories for the hospitality industry worldwide.

Groupe GM offers flexible, global solutions, enabling hoteliers to stand out from the crowd with their hospitality products.

From affordable to luxury ranges, customised to mass-produced lines, natural and organic formulations, Groupe GM's products are designed to match hoteliers' needs exactly.

[www.groupegm.com](http://www.groupegm.com)



## PHILOSOPHY & MISSION

Groupe GM's concept is based on a high-quality, innovative and environmentally friendly guest amenity range tailored and adapted to the needs of the hospitality sector.

Groupe GM is committed to its core values of creativity, quality, innovation, sustainability, reliability and service.

“ Our mission is to make a positive difference to empower our customers to pamper their guests through a unique experience, primarily with branded amenities, eco-green and innovative solutions, provided by experts and supported by the one to one relationship, and the richest portfolio of highest quality products, compliant with the cosmetic regulations. ”



A stylized, handwritten signature in dark ink, consisting of a large 'L' followed by a series of loops and a final vertical stroke.

**LAURENT MARCHAND**  
*Chief Executive Officer*



# A WIDE PORTFOLIO DISTRIBUTED WORLDWIDE

Groupe GM's vision to make well-being and beauty accessible to everyone is currently a reality in the most prestigious hotels and spas worldwide. Thanks to a network of reliable exclusive distributors Groupe GM distributes its products in over 70 countries across every continent.

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## A GLOBAL COMMITMENT

Groupe GM respects the planet and shares a commitment with its industrial partners, who have environmental certifications to reduce their impact on the environment, every step of the way.

- All bottles and caps are made of 100% recyclable materials
- All soaps and liquids are over 90% biodegradable, free of parabens and GMO's, and in total conformity with EU cosmetic regulations with no animal testing
- Packaging utilises offset printing using water-based varnish and recycled or recyclable cardboard
- Groupe GM's European factories are in compliance with the ECOCERT standards, the primary certification for organic products





## KEY FACTS & UNIQUE COMPANY STRENGTHS

**+40**

Groupe GM's year of experience  
and know-how in the hotel industry

**+30**

The number of luxury, cosmetics, spa  
and fashion brands featuring Groupe  
GM's unique portfolio.

**+70**

The countries where Groupe GM's  
network of distributors is present

Groupe GM Press Room:  
[www.groupegm.com/press\\_room/](http://www.groupegm.com/press_room/)

## MEDIA CONTACTS

Lavinia Ferri  
**Hopscotch Europe**  
[lferri@hopscotch.eu](mailto:lferri@hopscotch.eu)  
+353 (0) 1 647 35 13

Stéphanie Thévenot  
**Groupe GM**  
[communication@groupegm.com](mailto:communication@groupegm.com)  
+33 (0)1 49 65 63 77

