



Press Release

GSE wins the FIMBACTE 2009 prize with Modulog...

On the 12th October, GSE won the « communication campaign » prize for « launching a new concept for logistics platforms » at the Fimbacte Festival

The launch of a new concept in modular buildings

In response to increasing demands for return on investment in the property sector and at a time of reduced rental incomes, GSE has developed a totally new approach for the design and construction of industrial and logistics buildings combining high performance with a very competitive price.

MODULOG represents a real innovation in the construction sector for industrial and logistics buildings being a building of modular shape and size. MODULOG forms part of the range offered by GSE and compliments the traditional and well established approach for bespoke buildings.

MODULOG is a building which is robust, fast to create and economical in its construction, use and maintenance.

The specific elements of the communication campaign

The launch of an innovative concept adapted to the logistics sector in 3 European countries with different building standards and different contexts

The heart of the international communication :

1. A brand message highlighting the modular nature of the concept:
« *modulez vos constructions – construct it your way* »
2. The 3 product benefits characterising the added value of the concept:
essential- robust- rapid

A challenge taken up : to carry out a simultaneous launch of 3 communication campaigns in less than 6 months.

The ambition of the GSE Group, assisted by the Graphito agency chosen by GSE, was to design, create and promote a new type of communication within the sector and to put all its energy behind this new concept.

The communication project received special recognition within the « Communication Campaign Awards » of this 14th edition. More than 80 projects were selected this year from the different groups including local authorities, companies, professional organisations....

The awards ceremony took place at the Sénat on Monday 12th October in the presence of Mr André Santini, Président d'Honneur, and numerous professionals from the building and civil engineering sectors.