

GROUPE NOVELTY CHARTS INTERNATIONAL COURSE WITH NEW NAME AND IDENTITY

The French AV leader – which built its industry reputation on a unique 360° approach as a technical service provider – is positioning itself for global growth with a fresh corporate identity

Paris (France), 8th November 2024 – Formerly known as Groupe Novelty-Magnum-Dushow, the European leading provider of technical solutions for the event and rental staging market, and owner of the continent's largest inventory of AVL equipment, today announces its rebranding as **Groupe Novelty**.

The move, which includes a new logo and fresh corporate identity, positions the rapidly expanding Groupe for further growth and underlines its unique position as a 360° provider of technical services in France and on a global scale.

A strategic move designed to support its international expansion, the streamlining of the Groupe Novelty brand creates a cohesive identity for the multi-faceted organisation and underscores its reputation as a trusted partner for end-to-end AV technical support, from inception to delivery.

« Our new name, Groupe Novelty, unifies our diverse stable of specialist businesses and sets the stage for further international expansion, » says Jacques de La Guillonière, founder and president of Groupe Novelty. *« With over 40 years of experience and hundreds of thousands of events under our belt, all of our companies already enjoy an extremely strong reputation in France and abroad; with this rebrand, we want to share our unique strengths as a business with an even wider audience. »*

Groupe Novelty's core brands are Novelty, which specialises in AV solutions for events of all kinds, including fashion shows, expos, brand launches, and corporate and cultural events; Magnum, France's leading technical service provider for large-scale indoor and outdoor events; and Dushow, a live entertainment expert specialising in technical solutions for live events, television productions and fixed installations.

Other companies within the 13-strong Groupe include Alabama (video & LED specialist, VR studio), BBS Backline, Best Audio & Lighting (distribution), C17 SFX, De Préférence (sound engineering), NOMAD (second hand equipment resale), On Stage (staging), Seven (rigging solutions), Teamagine (R&D) and POTAR (live specialist).

Collectively, Groupe Novelty's companies are involved in more than 15,000 events annually and employ 3,500 contract workers each month. The Groupe has 20 offices boasting warehouses in France along with another 12 internationally, including seven elsewhere in Europe (Barcelona, Brussels, Lisbon, London, Madrid, Milan, Monaco) and five in the MENA region (Dammam, Doha, Dubai, Marrakesh, Riyadh, Dammam), and an annual turnover of over €370 million, of which it invests close to 10% in new equipment every year.

Jacques de La Guillonière explains how the international reach and individual specialisms provided by Group Novelty's companies benefit its clients: *« With 15 companies under one roof, Groupe Novelty is able to manage every aspect of an event or fixed install project in a way that very few businesses can. This gives us a unique insight into what it takes for an event to be a success, and our clients know they can trust us to be with them at every stage the journey. »*

Looking to the future, Jacques de La Guillonière enthuses about the possibilities presented by the Groupe's new identity: « *The name 'Groupe Novelty' embodies both our global ambitions and our values as a business: Excellence, innovation and our signature 'French touch'.* ».

« *Our existing clients are increasingly relying on us to support them abroad. With the recent appointment of Christophe Piette as deputy CEO, we are best equipped to support this international growth and help to strengthen our industry commitment on the global stage. We look forward to share our savoir faire with the world even further,* » he concludes.

Groupe Novelty will be presenting its new branding at HEAVENT Paris trade show (12-14 November, stand G24). For more information about the new-look Groupe Novelty, visit the new website at www.groupe-novelty.com.

Watch the new branding video announcement: <https://www.groupe-novelty.com/en/news/corporate/Groupe-Novelty-charts-international-course-with-new-name-and-identity>

ABOUT GROUPE NOVELTY

Boasting the largest pro-AV inventory in Europe, Groupe Novelty (formerly Groupe Novelty-Magnum-Dushow), offers its savoir-faire and tailored support in AV technical solutions for rental, live staging and fixed installations. Headquartered in France, and with various subsidiaries and structures both on a national (Bordeaux, Caen, Cannes, Lyon, Marseille, Nantes, Nice, Paris, Strasbourg et Toulouse) and international level (Barcelona, Brussels, Dammam, Doha, Dubai, Lisbon, London, Madrid, Marrakesh, Milan, Monaco, Riyadh), Groupe Novelty offers to its clients over 40 years of expertise in video, sound, lighting, stage structure, powering, backline, special effects and more, with a unique signature French touch that made its reputation over the years.

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