YVES ROCHER

A pioneer in beauty

Founded in 1959 at La Gacilly, in Brittany, the Rocher Group (Yves Rocher, Stanhome, Petit Bateau, Dr. Pierre Ricaud, Daniel Jouvance, Kiotis, ID Parfums Paris, Flormar, Sabon, Arbonne), is the precursor of the “Botanical Beauty” thanks to Yves Rocher: a model of pioneering beauty, born of his passion for Nature and at the service of women.

For 60 years, the Yves Rocher brand has promoted a committed, true, natural, responsible and generous beauty, like the one imagined by Yves Rocher. To date, his vision has been handed down from generation to generation thanks to his son Jacques, and his grandson, Bris. Faithful to its origins, the company continues to enhance the beauty of all women by offering them accessible products and contributing more and more to the respect of their skin and the planet.

GROUPE ROCHER

Yves Rocher becomes the number 1 Cosmetics Brand in France (Source Kantar Worldpanel Beauty, in terms of Volume & Value from 2007 to 2017).

Present in 110 countries, the family-run company now employs 18,000 people, of which 6,500 in France. The three production sites in Brittany produce 85% of the volumes (La Gacilly produces products for personal hygiene and liquid treatments, Ploermel for perfumes, Rieux for make-up and pasty treatments).

Sector
Cosmetics

Presence
18.000 Employees

Turnover
€ 330 MLN (2026)

sedApta Module
MES

Objectives

As a historical customer, the Rocher Group had a sedAptaosys solution linked to the traceability of production that has become obsolete. As part of a policy to update the technical infrastructure, the decision to purchase a structured MES solution was motivated by the need to acquire a scalable tool that would integrate functionality beyond line performance monitoring, while simplifying the IT environment and optimizing operating costs.

The objectives were to:

- Manage operational performance through conventional production indicators (KPIs)
- Trace plant OEE
- Follow the machine times and manpower
- Follow and view the sequence of production orders
- Integrate maintenance operations to have the type of breakdown per machine
- Establish quality checks by weighing the finished product.

Solution

The choice of Rocher Group naturally focused on the MES solution of the sedApta suite that provides an environment for the operational management of production departments, with the possibility of declaring the production progress and related activities, also allowing a real-time control of the production together with the advancement and management of production data.
The MES solution of the sedApta suite was therefore implemented in the three Breton production sites; more specifically, on the perimeter of the packaging of the products that represent 56 production lines, 350 users for data acquisition terminals, 75 users connected to the sedApta MES.
This solution allows production operators to:

- Have direct access to the Pareto analysis of losses / OEE on the production lines
- Be fully autonomous and responsible in giving the correct priorities
- Improve performances.

Benefits

- Ease in using and reading of the consoles, with direct and real-time analysis of the various indicators and the status of the lines
- Actual dashboard linked to the operation of their line
- Time saving and data readability because reports no longer require data formatting in Excel.