



The best ally for installers



HAMMEL Group becomes AYOR

Hammel Group, which in 70 years has become the market leader in water management in the housing sector, is renewing itself and changing its name: **it's now called AYOR.**

This name means both “River” and “Light”. It thus symbolizes the core of the Group’s know-how: water management, as well as our constant desire to innovate. **The name Ayor has a universal reach, illustrating our ambition to pursue international development.**

Why this transformation?

We have always sought to anticipate the needs of all installers:



Initially a distributor,
we became an
industrial company



Strategic
innovation has
taken centre role



Distribution has become
omnichannel



Today, manufacturing is carried out in our own
factories and our network of exclusive partners



Specific and differentiating services have been
developed for distributors and all installers

**At a time when the third generation of the family business is taking over, AYOR
embodies all these developments.**

**The DNA of our family business, our values apply internally
as well as in our customer relationship**



Agility

Knowing how to reinvent
your skills and organization
to anticipate the needs of all
installers



Surpassing yourself

Promoting initiative and
boldness to constantly
innovate and make the
products safer, more durable,
easier and more comfortable
to install



Benevolence

Listening to each other,
communicating and getting
together in order to get job
well-done, both internally and
in customer relations

Treatment



Safety & Heating



Water treatment



Hydrocabled



Plumbing & Fittings



Bathroom furniture



Shower



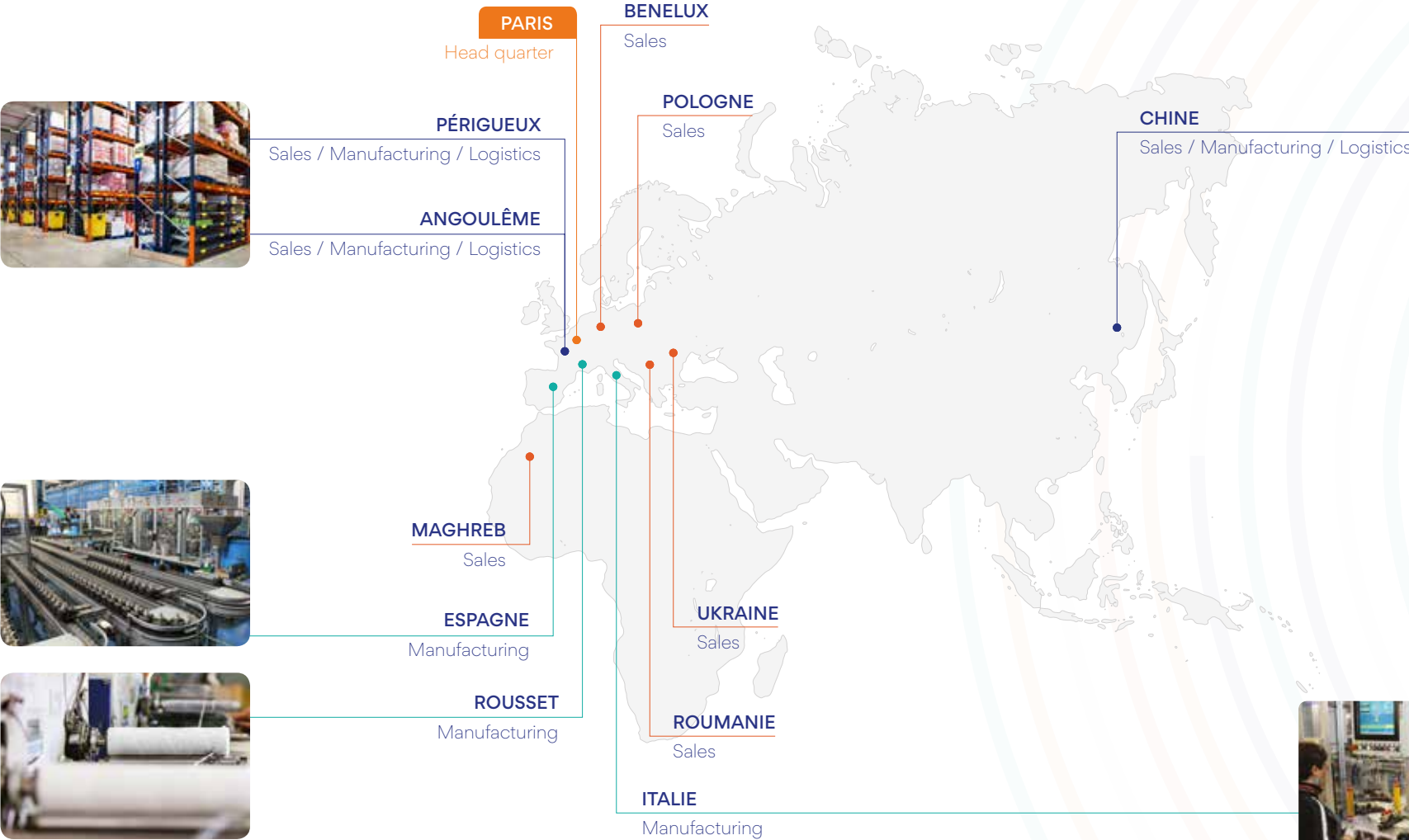
AYOR: the best ally for installers

AYOR's mission: imagining, designing and offering all the products and services needed in order to be the best ally for installers.

Our seven families of products cover all needs, allowing offering the best way to use water in the household.



AYOR: leader in its market in France and abroad for 70 years



AYOR: 7 families of products covering the entire water management in the household



PIPE VALVES & METERING

PRO NORM

Durable treatment facilities

PRONORM products are waterproof, pressure and corrosion resistant and comply with NF standards.



WATER SUPPLY

FIXOCONNECT

Innovative connections quick to install

FIXOCONNECT offers a wide range of connection solutions, quick to install, facilitating installation.



SAFETY & HEATING

somatherm

Reliable solutions to secure hot water

SOMATHERM, leader in water heater safety in terms of volume, offers rugged solutions to secure hot water flow.



For professional installers, wholesalers and promoters, our seven brands specialized per business fulfil the same mission: making life easier for installers of the “water flow in the household”.



WATER TREATMENT



Water quality monitoring
and control

**MERKUR offers the most
comprehensive approach
to water quality: water
treatment and system
control.**



FAUCETS & SANITARYWARE



Quality for professionals
only

ROLF is the exclusive
brand of the professionals,
guaranteeing them superior
quality and durability.



BATHROOM FURNITURE



Bathrooms as a source
of well-being

BATHROOM THERAPY
bathrooms contribute to
well-being through their
materials, shapes, design and
functionality.



SHOWER



The shower experience
reinvented

ELMER “French showers” are
as beautiful as Italian showers,
connected and multi-sensory.
Plus, they are as easy to install as
a shower cubicle.





A catalyst for Group innovation, AYOR LAB designs its innovative products, services and applications through an original and open process.

The LAB allows installers' community to participate in the product development process: expressing their needs, testing innovations being developed....

Internally, it also allows a close integration between R&D and all the group's collaborators, so that everyone can contribute to the innovation process.

Located in Marsac, the AYOR LAB is also deployed online through the collaborative platform of the AYOR Group website.

At the heart of AYOR: Product innovation

AYOR bases its strategy on innovation.

3M€


invested annually in innovation
products and services

20

innovations per year
launched on average

AYOR is constantly seeking to anticipate the revolution in uses, envisaging what will be the household of tomorrow in order to provide innovative, efficient and reliable solutions making installers' work easier and easier.





“Allowing our engineers, our community of professionals and our collaborators to meet in a «play space» where we can test, learn, understand and innovate.”

DAVID HAMMEL - GM

In terms of standards and quality: the highest requirements

Ayor takes part to 3 CSTB commissions (Centre for scientific and technical building studies) for sanitary, heating and fittings. This closeness makes the Ayor Group particularly vigilant on its products, with regards to standards and certifications in force.



AYOR: a controlled value chain



MANUFACTURING

Eager to monitor the entire value chain in the manufacturing of its products, the AYOR group has set up its own factories:

Plastic Injection
in France

Chemistry and Foundry
in Italy

Industrial joinery
in Spain

AYOR collaborates also with partner plants in Europe and Asia to cover all its production.



LOGISTICS

With nearly 100,000 m², our logistics platform delivers upon request in 12 hours or 24 hours. Every year, 35 million items are delivered throughout Europe, with a service rate of over 99%.

The ISO9001 certified platform offers complete traceability for each product shipped.

“We believe in the model of partner factories, in which we co-invest. Ten exclusive partnerships have been established in Europe and Asia. Our subsidiary Ayor Asia selects our partners and helps them to develop their skills through the deployment of processes and quality plans”

MICKAEL HAMMEL - GM

Certified
ISO9001

AYOR: 3 specialized range brands for DIY

We used our know-how to gather all the professional expertise for the DIY in order to provide facilitating solutions and making plumbing, sanitation, heating and bathroom furniture accessible to all. Our three specialized brands offer innovative products that are very easy to install.



somatherm
for you

SOMATHERM FOR YOU makes plumbing, sanitary and heating accessible to the largest number of people with a range of products and a straight pedagogy designed for individuals.



ONDÉE

By offering a very wide choice of styles at the fair price, for all bathroom equipment, ONDÉE allows everyone to have a bathroom reflecting their image, with a responsible approach (FSC certification, PEFC).



 **Aquawater**

AQUAWATER simplifies access to water filtration with solutions easy to implement and environmentally friendly.

AYOR's straight offers

AYOR allows distributors to increase their turnover and profitability thanks to tailor-made straight solutions, implemented and managed over the long term by its team of merchandisers.



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