

# New Sales Partner for France: AIRLITEC

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Dear Sir or Madam,

With this letter we would like to inform you about innovations in the handling of Jola's products in France. But first, let's take a look at the past...

## The history

On 21 April 1954, the grant of French patent 1.076.485 "Régulateur électrique à dispositif de contacts automatique commandé par rotation" ("Electrical regulating device with switching device automatically controlled by a rotary movement") in Group 12, Class 6 laid the foundation for Jola's activities in France. It was granted with effect from 27 April 1953 and protected in the early days of the company *Jola Spezialschalter*, founded by Karl and Liselotte Mattil on 3 December 1952, the inventions of its namesake Josef Lambrecht, who worked as an electrician in the predecessor company – the cloth factory *Gebrüder Haas*.

Since the mid-1960s, Jola products have been successively placed on the French market by three national distributors, where – as in Germany – they are now indispensable.

When the distribution partner with whom Jola had been working since 1978 ceased operations at the end of 1985, the opportunity arose to take over some staff already familiar with Jola products and allowed the direct entry into the then difficult to access French market. For instance, it was of utmost importance during that era that a *French* enterprise was in charge of delivery or that a printed advertisement for a French client had a French sender's return address. "Acheter français" – buy French – was required for a long time. Accordingly, on May 28, 1986, *JOLA SARL* was founded as a French company in Romainville in the Greater Paris area. In the subsequent years, director Volker Mattil and his French employees successfully established the young company on the French market for measurement and control technology to the effect that "JOLA" represents a household name to French experts today. The three employees of *JOLA SARL* were in charge of sale, smaller assembly works as well as storage and more. The operation of a large warehouse in Romainville allowed the company to compensate and counterbalance the then existing costly and time-consuming customs formalities as well as the distances between Germany and France.

In the beginning of 2012, the retirement of several colleagues had narrowed the team down to mere one employee. Besides, reduced trade barriers and the emergence of modern information and communications technologies offered new opportunities to progressively conduct business from Jola's German production site in Lambrecht. By the end of 2011, *JOLA SARL* left its premises in Romainville and mainly operated from Lambrecht. Close to the German-French border, an administrative office was registered in the Alsatian municipality of Reichstett.

To fully benefit the advantages of digitalization and Europe's increasing economic integration and to avoid their leveling due to bureaucratic obstacles, management decided to close *JOLA SARL* in the medium-term and to accompany this process with the personal leadership of Volker Mattil. Early January 2018, his son Lars Mattil announced that the German "parent company" *Jola Spezialschalter GmbH & Co. KG* assumed all business operations of *JOLA SARL*. "This step saves working time as well as reduces further related costs", Lars Mattil pointed out to the approximately sixty employees at the works meeting in Lambrecht on January 24, 2018. The establishment of a new office in the company some time before ensured the smooth and seamless continuation of



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the French business from Germany. Except for formalities, nothing changed for the French clients which largely had been notified of the changes in advance.

## On the present and future

For some time now, we at Jola in Lambrecht have wanted to strengthen direct contact with our French customers. Unfortunately, this was often difficult to implement. Although there were always points of contact – for example, the presentation of the Jola portfolio at the “SEPEM Est” trade fair in May 2016 in Colmar (Alsace) or exciting product developments for special customer applications – the distance from Germany made personal meetings rare.

We have now taken the decision to place Jola’s French business back in the hands of an enterprise that operates directly in the French market. **From January 2023, AIRLITEC** will be at your disposal as a contact and business partner. It is a dynamic company based on the expertise and long experience of its managers and its industrial partners. It specializes in the marketing of solutions in industrial measurement and control technology. This ensures that our clients receive optimal advice and support in their immediate vicinity. In addition, on-site meetings can be implemented more easily.

After Volker and Lars Mattil travelled to Picardy in June 2022 to get to know each other, the return visit to Lambrecht took place in September. Thus, not only the cooperation as such, but also the transfer of product and application competence for the Jola products is a “matter for the boss”.

The Jola employees previously responsible for sales in France will accompany the transition process, assist AIRLITEC as contact persons and pass on their experience on a daily basis.

New customers will be served exclusively by AIRLITEC from 2023. In order to facilitate a smooth transition, longstanding customers with special concerns will initially continue to be served by Jola itself.

Yours faithfully,

A handwritten signature in blue ink, appearing to read "Lars Mattil".

Lars Mattil  
(Managing Director)



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Sensing & Control Instruments

**AIRLITEC** is an enterprise based in Dury near Amiens. It specialises in industrial measurement technology. So far, its expertise has covered the volume and mass flow measurement of gases, vapours, and liquids. Founded in 2009, the company now handles customer enquiries from all over France. With over 30 years of experience in the world of instrumentation, AIRLITEC's staff provides practical, rapid solutions in fields as diverse as flow measurement, pressure measurement or temperature measurement.

The goals:

- To propose customised solutions for each industrial problem.
- To quickly deliver practical solutions and products with the best price/quality ratio.
- To work with the leading suppliers in their field.
- Always put quality and safety first.

### AIRLITEC

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Volker Mattil at the stand of Jola's then French sales partner at the "Interclima" trade fair in Paris in November 1981



Lars & Volker Mattil at the JOLA SARL stand at the "SEPEM Est" trade fair in Colmar in May 2016



Georges Maerten (Owner and Managing Director since July 2021), Régis Houllier (founder), Lars & Volker Mattil at the product training for AIRLITEC at Jola in Lambrecht in September 2022



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