PRESS RELEASE

FOR IMMEDIATE RELEASE

Villenave-d'Ornon,
Tuesday, 24 November 2026

You Ask. We Unpack.: building on the success of its first episode, GPS launches the 'Food Logistics' theme

GPS Group is delighted with the response to the first episode of its participatory video series 'You Ask. We Unpack.'. Led by CEO Julien Laran and dedicated to reusable packaging, the episode passed the 2,000-impression mark with an engagement rate of over 17.5%. Building on this success, GPS today unveils the theme of its second episode, 'Food Logistics', to be released in mid-December.

A first episode that found its audience

The series was launched by Julien Laran, CEO of GPS, with a subject that has been at the heart of the Group's business for over 30 years: reusable packaging. By fronting the launch himself, he set the tone: straight talking, concrete answers and a behind-the-scenes look at an often little-known industrial profession.

The campaign for this first episode passed the 2,000-impression mark, with an engagement rate of over 17.5%. For GPS, this result confirms its community's interest in a format built around their own questions, and encourages the Group to continue the series.

Watch the first episode on YouTube: https://youtu.be/cYZI3sDqBoE

Episode 2: 'Food Logistics', coming in mid-December

Entitled 'Food Logistics', this second episode focuses on food industry logistics. A new market for the Group, it has become a significant part of its business this year.

The episode will be presented by Emmanuelle Molinie, International Sales Director at GPS. For several years, she has played an active role in the Group's diversification into the food sector. She will answer the community's questions on the specific challenges facing this industry.

Questions can be submitted from today in the comments of the dedicated LinkedIn post: https://lnkd.in/p/etdVtiTm. The episode will be released in mid-December on YouTube and on the GPS website.

CONTACTS PRESSE :

M. Maxime FEMERY
International Communications Manager

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An industrial multinational rethinking its communications

With 'You Ask. We Unpack.', GPS turns traditional corporate communications on its head: it is the audience who chooses the topics. For each episode, the Group publishes a dedicated LinkedIn post inviting its community to submit questions on a theme linked to its business.

An expert or senior leader from the Group then answers them candidly on video. Each episode is published on the GPS YouTube channel and on its website.

Created by Maxime Femery, International Communications Manager, who is also its Executive Producer, the series is produced entirely in-house by the Group's communications department.

> **'We are delighted with the response to the first episode. More than 2,000 impressions and an engagement rate above 17.5% for a format that is so new to us show that our community wants to engage directly with our teams and gain a better understanding of what we do.'**
>
> *Maxime Femery, International Communications Manager, GPS*

See you in mid-December

'After reusable packaging, our core business, it was only natural to devote this second episode to the food industry, a market in which the Group has grown significantly this year. We now look forward to our community's questions!' adds Maxime Femery.

Ask a question for episode 2: https://lnkd.in/p/etdVtiTm
Watch episode 1: https://youtu.be/cYZI3sDqBoE
Episode 2 'Food Logistics' release: mid-December 2026, on YouTube and on the GPS website.

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ABOUT GPS

WEBSITE

GPS is an international provider of reusable industrial packaging and logistics solutions.

The Group designs, deploys and supports solutions that help optimise logistics flows, improve operational reliability and contribute to more sustainable supply chain models.

Logos

Our solutions

Metal crates



Plastic pallets



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