

Aréa press release Toulouse, le 29 octobre 2016

## AREA VEGETAL BREAKTHROUGHS

**The Cambridge, Yale and Stanford breakthroughs can be installed in single grids, but also in alignments of several modules. these supports respond to the green corridor and multi-species alignment programmes. they also make it possible to delimit urban micro-gardens.**

### A RESPONSE ADAPTED TO NEW MAINTENANCE REQUIREMENTS.

Our «vegetal breakthrough» solutions are part of an approach that supports local authorities in adopting alternative practices to the use of phytosanitary products. During weeding operations, access is facilitated on a clear perimeter.

### GAMES OF OPACITY

Depending on the model, Cambridge, Yale or Stanford, the light will be more or less obscured, thus avoiding unwanted plant growth.

### ABOUT ARÉA

Founded by Michel Boudou in 1987, Aréa designs and manufactures street furniture in Toulouse, which can be found in various capitals around the world. Innovative, the company was the first to propose solutions that take into account the entirety of the public space to be treated, from the litter bin to the barrier, including plant protection and benches. This concern for homogeneity and fluidity is reflected in the design, marked by a real quest for meaning and harmony. Built around 4 main families (the tree, the street, the break and the escape), Aréa's offer aims to contribute to individual well-being and to living together well via products that spontaneously generate social links and appeasement. Aréa currently employs 70 people and has a turnover of €10M.

For more information: [www.aréa.fr](http://www.aréa.fr)

### ABOUT LAURE & GILLES BOUDOU

Respectively President and General Manager, the daughter and son of Aréa's creator have complementary profiles as Laure, an architect by training, signs the design of all the products and Gilles is a manager and marketing man. At the head of Aréa since 2009, they have brought their touch to the development of the company by constantly reinventing the Aréa brand, creating more than 40 new references and thoroughly modernizing the industrial tool.

