

Aréa press release

Toulouse, mars 2020

MARGUERITE, THE FINEST IN CLEANING FURNITURE

≥ VISUELS HD

The simplicity of the waste bin hides a real complexity. For this object must meet demanding (quick and simple collection, prevention of theft and vandalism...) and sometimes contradictory specifications. The Marguerite litter bins embody the system developed by Aréa around a set of technical invariants that have become standards.

Shapes and sizes for all environments, polyethylene buckets that cannot be used outside the bin, keyless opening, and an optional extinguisher for the ashtray function are all elements developed by Aréa to rationalise collection and improve the relationship between the city, the operator and the user. Easy to install, empty and wash, the Marguerite litter bins are a perfect example. They come in 34, 50 and 75 litre sizes and are a universal response to the need for cleanliness in public spaces.

«To encourage the cleanliness reflex in the public space, users must always have a litter bin in sight. Achieving this objective requires a furniture that is economical both to purchase and to operate. Aréa has been interested in this subject since its creation. Because the reclaiming of public space by the inhabitants to make it a place to live - and not just a place to pass through - has one prerequisite: cleanliness. And a consequence: the more it is «inhabited» for picnics, snacks, etc., the more waste there will be to collect.

With their sober and aesthetic design in steel sheets, our Marguerite litter bins are discreet so that it is cleanliness that is seen» explain Laure and Gilles Boudou, the directors.

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

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.

