

## Success Story

# Staying Ahead with Sage X3

The official supplier of military and civilian uniforms relies on Sage to stay competitive.

“We’ve been using Sage X3 since 2013. The decision to implement the ERP was made jointly by our business teams and IT department.”

**Stéphane Gérard**

CIO, Marck & Balsan

Marck & Balsan embodies two pillars of French tradition: protective uniforms and identity attire. Responsible for the safety and prestige of countless professionals, the company has developed renowned expertise across its seven factories. However, the drive for technological innovation, global supply chain pressures, and the need for sustainability in the textile industry mean the business must constantly evolve.

The adoption of Sage X3 is central to meeting these dual challenges: maintaining competitive skills to meet customer needs, and boosting efficiency through better data use and information sharing—all while remaining agile to support strategic change.



Sage

**Company**  
Marck & Balsan  
**Location**  
Gennevilliers, France  
**Industry**  
Manufacturing  
**Sage Products**  
Sage X3  
**Sage Partner**  
Absys Cyborg

  
**MARCK & BALSAN**

**About Marck & Balsan**  
Marck & Balsan is a leading French manufacturer, supplying clothing and equipment to public sector bodies and private companies, both in France and internationally.

  
**X3 CONSULTING**

**X3 Consulting**  
Trusted Sage implementation partner



“The ‘Terre de France’ uniform worn by our soldiers, or the iconic sailor’s pom-pom hat —that’s Marck & Balsan!”

**Stéphane Gérard**, CIO, Marck & Balsan

### **A Strong Manufacturing Base**

Stéphane Gérard, CIO, explains: “Marck & Balsan is a family business founded in 1850. We specialise in producing and distributing technical clothing for public sector clients.” The company operates seven production sites across France, each with its own area of expertise: Calais, Cluses, Montierchaume, Sainte-Pazanne, La Chartre-sur-le-Loir, Limoges, and Mer. This strong industrial presence, with 930 employees, gives Marck & Balsan its flexibility, responsiveness, and technical mastery.

### **More Than Just Workwear**

Marck & Balsan designs and manufactures intervention uniforms and personal protective equipment (PPE), including combat gear for the armed forces and equipment for national and municipal police, firefighters, and private security firms.

The company offers a range of over 800 technical products, including PPE from category 1 to 3 (for life-threatening risks). Its second area of expertise is identity clothing: corporate wear and prestige uniforms. Marck & Balsan has unique expertise in creating accessories such as hats (kepis, bicornes), trimmings (braids, epaulettes, aiguilletes), and complementary items (tunics, jackets, capes).

Thirdly, the company’s industrial know-how is used by other brands. For example, Marck & Balsan produces organic cotton jeans for the brand 1083 in Calais, and collaborated with Le Slip Français to create the “Le Éric” pea coat, inspired by the French Navy’s iconic design.



### **Continuous Innovation**

Marck & Balsan reinvests 5% of its turnover in research and development. Product managers, textile engineers, industrial designers, and pattern makers ensure the company stays at the forefront of technical and technological advances. “We have a large design office whose mission is to keep us ahead technically, so we can guarantee our clients—such as special forces—the most innovative equipment,” says Gérard. The company also partners with French start-ups to offer clients ever more innovative products and services.

### **Accelerating Digital Transformation**

While Marck & Balsan’s daily operations involve sewing machines, cutting machines, and skilled operators, the company has, in recent years, created an IT department and begun digitising as many processes as possible. “This was a strategic decision to support our operators, improve customer outcomes, and gain better data insights—all while ensuring legal compliance,” Gérard explains.

### **Building on a Solid ERP Foundation**

Sage X3 has been in use at Marck & Balsan since 2013. “It’s our everyday tool, with a wide range of modules deployed—from accounting and finance to production. Sage X3 is truly our backbone,” says Gérard.

The company is currently upgrading to the latest version of Sage X3, aiming to complete the process this year and benefit from new features and enhanced security.



“We’re constantly adapting our ways of working to meet customer expectations. Sage X3 helps us manage this ongoing transformation.”

**Stéphane Gérard**  
CIO, Marck & Balsan

#### **Maximising Agility**

Like any manufacturer operating in a global supply chain, Marck & Balsan is affected by international market conditions. “Even though much of our production is in France, we’re exposed to rising raw material costs and even basic supply shortages,” Gérard notes.

Adaptability is key: “We find new suppliers, develop new products, or change our manufacturing methods—such as switching fabric types. This is part of the daily work of our design and sourcing teams.”

Sage X3’s flexibility is regularly put to the test. “We adapt our business and processes without needing to rebuild the system each time. The fundamentals of our information system are what make Marck & Balsan resilient.”

#### **Preparing for E-invoicing**

The company is using its Sage X3 upgrade to implement new invoicing modules. “The goal is to migrate with the right configuration and, once complete, to have e-invoicing fully deployed and ready for next year.”



## **Committed to a Better World**

Corporate social responsibility (CSR) is a core value at Marck & Balsan. The company joined the United Nations Global Compact in 2016 and upholds its ten universal principles across human rights, labour standards, environment, and anti-corruption. “Our Quality and CSR department leads this effort, involving every team and service in the company.”

Sage X3 supports this progress. “Where the system is most useful is in measuring key indicators—productivity, water and energy consumption. These provide concrete data for our working groups to build improvement plans.”

## **Social and Societal Responsibility**

Marck & Balsan recognises that its legitimacy with clients comes from its people and their complementary skills. Socially, the company prioritises two objectives: promoting innovative career paths that enable mobility, skills development, versatility, and even career changes; and ensuring safe working conditions that foster skills development, management, and both individual and collective progress.

The company is also active locally, working with business groups and local authorities to optimise regional synergies. Its workshop in La Chartre-sur-le-Loir, dedicated to preserving French craftsmanship, has been awarded the “Living Heritage Company” label.

## **Reducing Carbon Footprint**

Marck & Balsan holds the “Responsible Supplier Relations & Purchasing” label and requires all partners to have OEKO-TEX certification, guaranteeing the human and ecological quality of textiles.

Circular economy practices are well established, starting with collecting used textiles from clients and ending with recycling and full revalorisation. The company also works to reduce packaging and recycles offcuts from garment production to make insulation. It is developing new washing techniques to extend the operational life of garments.

The company’s headquarters is a “pilot building”, with a focus on reducing energy consumption and travel (including installing charging points outside and equipping meeting rooms with state-of-the-art video conferencing).

**Marck & Balsan’s partnership with Sage X3 shows how the right technology can improve operational agility, drive sustainable growth, and enhance data-driven decision making in a changing world.**



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