

"Liquidation" during the sales season !

The direction of DeSerres France (former artacr a HIS) announced Wednesday July 2nd 2008 to the members of the Committee of business that business funds was bloodless, and, that before the week end, the state of suspension of payment would be declared close to the transplant of the Court of commerce of Paris by the p-dg lawyer. Today, this is thing done.

The position officially had become very delicate since the announcement done by Mr. Marc DeSerres, p-dg of the group DeSerres, and his lawyer, at the time of the board of directors of June 11th last one of his decision of not more to inject fresh money in the funds of his French affiliate, the depriving thus funds of absolutely necessary rumble to pass the summer, the traditional period of weak activity.

The CNT holds before all to thank Mr. Marc DeSerres for the brilliant one and emblematic example of management (which means to maneuver, handle, editor's note) that it has just given to the French employees. The CNT warns dramatic consequences of this decision: some 180 jobs are in the process of to be eliminated and as much of families to find itself in distress.

Mr. Marc DeSerres is a stuffed man of resources. It even induced in the catastrophe (without the some to warn, is funnier) the group Dalbe to the head of which operates his "friend" of twenty years, Mr. Andr e Jamet. We do not forget all the suppliers (their employees especially), to start with P eb o, that risk suffering from this guilty decision.

Exemplary employer in France but also to Canada. Current June, DeSerres Inc. proceeded to the closing of his warehouse and dismissed a part of the employees of his all new social seat. Report : 25 to 30 victims. Cheer the artist ! Boredom, this is that this reality done disorder the year of the centennial one Quebec business, a birthday at once celebrated by a falsely admiring competition, obsequious political authorities to wish, and media really assistants. Lively the Quebec... liberal and capitalist !

The CNT has a moved thought for all those that rented ostensiblement the big man to have bought the corporation Artacr a HIS in May 2007, or again went to thank it personally. Moving ?... not : pathetic !

"Ah, with Marc, it is different. This is his money that it puts in the business. It knows what it does. It knows the products. This is a pro one. This is a merchant... Schlurps !"

Is Mr. DeSerres so different Apex Partners, the bottom of investment Anglo-saxon of sinister memory that financed Artacr a there are three years ? Not sure. The two signal themselves by a bitterness to the gain and an obsession of the quick profit ; a same ignorance of the markets of the fine arts and graphic arts in France ; an identical incompetence in the matter of the economical political and social one of a business ; they divide a sly contempt of the employees ; they reveal a vulgar similarity in the global approach of the problematic cultural one.

Add to finish some reflection elements notably bound for the students of the prestigious pulpit of commerce Omer DeSerres to HEC Montreal. Entitled of the course : "The Canadian megalomaniac and the French consequences" :

Marc DeSerres : "I think that France one has an extraordinary timeliness."

A timeliness that in fact seized Mr. DeSerres to show his immense capacity to sow the disturbance and to ruin the life of the employees.

MD : "Our first strategy is to have a range of interesting products."

If hundreds of references of scrapbooking that average sell themselves invaded the rays, faxes of poor quality (made in unacceptable work conditions in emerging countries by businesses not very concerned of the environmental norms) supply our product families the more asked and on which ones realize us more than 70%

of our sales (fine arts, graphic arts, bookstore). The strategy produces DeSerres summarizes itself thus : to charge a lot for mediocre items to the French customers.

MD : "One will renovate the stores, put data processing to day."

Come to visit the stores, and notably GGO Damrémont, GGO Voltaire, R&P Nanterre: water escapes, computer obsolete posts, etc. You will verify the union adage : when DeSerres promises, DeSerres lies.

MD : "I believe firmly that one could double the commerce of here 4/5 years."

After 13 months of a remarkable turnaround, the very visionary Marc DeSerres loosens us without more of explanations. The firmness she was.

MD : "But I think that there is possible growth."

The employees also that fully showed it while allowing rectifying progressively it sales, the attendance and the average basket in the stores. The problem comes from the paradox DeSerres : I do not do what I think and I do not think what I say.

MD : "[2008] That will be a year of consolidation and profit from France."

We never will know it for Mr. DeSerres, in his omnipotence of employer, decided that the year 2008 stopped themselves June 11th.

(The matters TV, transmission "The interviews SME", discussion Denis Lalonde, February 20th 2008)

Marc DeSerres : "[we] Do not always buy of the businesses in good health. We obtain ourselves before all of the parts of market."

Recall with profit it "philosophy" former employer of TF1 for our game "the curious similarities of the exploiters" : "Now for that an advertising message is perceived, it is necessary that the brain of the viewer be available. Our transmissions have for vocation to render available it : which means to amuse it, to relax it to prepare it between two messages. What we sell to Coca-Cola is time of available human brain [...].

Nothing is more difficult than to obtain this availability. This is there that is located the permanent change. It is necessary to look for in permanence the programs that walk, follow the methods, surf on the tendencies, in a context where information quickens, multiplies itself and trivializes itself." (Patrick Le Lay, then p-dg of TF1 in The leaders facing the change, Paris, Ed. du Huitième jour, 2004)

MD : "There were a lot of problems within this chain, it precise. The leaders deposited their report and carried out a restructuring. The era shareholder, a financial group, refused to inject money nine in the corporation. The expenditures and the repositionnement were reviewed in good party, but the work was not finished. In January 2007, their matters were more in order."

Mr. DeSerres, this is the hospital that makes fun of of charity. It comes himself to refuse to inject money in the aforesaid corporation. An employee blows us : "All employers, all similar, all rot !" (This sentence would ask an analysis) Mr. DeSerres recognizes implicitly that his political one damaged our "matters that were more in order" since his buyback of Artacrée HIS in May 2007 until deposit of report of July 2008.

MD : "We work to our circular one for the school return 2008 and 75% of the products offered of the two sides of the Atlantic will be the even."

The CNT pities the Canadian workers and the guest prestement to verify that Mr. Marc DeSerres is not liquidating DeSerres Inc. in soft.

MD : "It will be necessary to invest superior amounts [to the million paid ones out for Artacrée]. We will have to borrow, renovate, invest in the inventory and change the computer system."

Fish of April or mental alienation ?

MD : "I am maybe old school, but I believe that warehousing is fashionable, replies Marc DeSerres. The people like to pass 45 minutes in a store. The customer Internet, this is an animal other. Our clientele likes to take a walk, discover, touch. We are the counterweight of data processing. The people like the fact that we have not any cathode screens."

In the absence of a commerce pulpit, this is a pulpit of zoologie that Mr. Marc DeSerres should finance, indeed a pulpit of anthropology neodarwinist. The customer is an "animal". The customers that we do to live will appreciate. "The customer", "the people" ; this semantic employer chosen one competes to the impersonnalisation and to the social economical report subjectivation, to their treatment purely marketing and accountant. As P. The Lay, Mr. DeSerres surfs on the method so distressing be she : tourism merchant ("warehousing"). For Mr. DeSerres, the customers would be apparently decerebrated onlookers, consumers of only moved merchandise by sensations and archaic affects that the merchant would satisfy against money. For the CNT : DeSerres it Lay, it is white cap and white cap. (The Matters, "The French canvas of Marc DeSerres", 1st April 2008)

The CNT demands that Mr. DeSerres towards to dismissed every employee a financial compensation



" an injury to one is an injury to all "

IWW Canada support the french CNT

Paris, July 7th 2008