



MADIC Group's PULSE AC and DC range drives e-mobility forward

MADIC group, a French player with an international reputation in the electric vehicle charging sector since 2012, thanks to its eco-designed PULSE AC-DC range and associated services.



With its subsidiary **MADIC industry** (formerly LAFON), a leader in electric mobility since 2012, MADIC group proudly announces the expansion of its PULSE AC and DC range of charging stations, from 3 to 400 kW via eco-designed charging solutions.

MADIC thus continues its commitment to the energy transition and confirms its support for the growth of electric mobility.

In 2022, MADIC group inaugurates its new Technology Center in Saint-André-De-Cubzac, north of Bordeaux (33). An investment of 20 million euros to create an 18,000m² center of excellence, designed to meet the evolving needs of the electric vehicle recharging and hydrogen distribution markets, as well as an international center dedicated to the electronic repair of its payment and

systems activities, accredited by the GIE Carte Bancaire.

The Pôle Technologique de Saint-André-De-Cubzac has 4 Research & Development offices that study and design sustainable and responsible recharging solutions to meet the diverse needs of electric vehicle drivers and operators, today and tomorrow.

It concentrates state-of-the-art laboratories, charging simulators and flexible facilities equipped with the latest technologies to develop, produce, test and repair solutions at the cutting edge of innovation. By improving the reparability and retrofit index of its charging stations, MADIC Group engineers are anticipating tomorrow's needs.

MADIC group's PULSE AC and DC range offers unrivaled reliability and flexibility. It is compatible with all types of electric vehicle, and enables users to benefit from optimal recharging times depending on their usage. This range, with power ratings from 3 to 400 kW, offers an adaptable solution for all needs, from private vehicles to transport fleets, from public to private charging stations. It meets the needs of service areas, businesses, shops and car parks.

The technologies used in PULSE DC fast charging stations also incorporate electrical energy metering systems that comply with the latest legal metrology regulations (Decision no. 22.00.570.001.1 of March 1, 2022). This ensures that the consumer is billed an amount corresponding to the energy delivered.

As a forerunner in universal interoperability, MADIC group enables its customers to maintain a certain degree of management autonomy, thanks to the use of credit cards for payment at electric charging stations.

Sébastien HERBAUT, Director of MADIC group in France, comments: "We are delighted to present our PULSE AC and DC range, developed at our Technology Center in Bordeaux. At MADIC group, our aim is to create charging solutions that make electric mobility accessible and practical for everyone. With our PULSE AC and DC range, we highlight our commitment to innovation, sustainability and customer satisfaction."

MADIC group also offers turnkey deployment solutions with its Works and Maintenance teams. A recognized specialist in energy distribution equipment services for over 50 years, MADIC group has extended its expertise to its subsidiaries located in countries close to France: UK, Belgium, Germany, Italy, Spain.

Technical experts analyze needs according to sector and target customer, adapting charging power to individual mobility requirements. They advise and assist with the necessary administrative procedures prior to installation. MADIC also offers preventive and curative maintenance contracts to optimize conditions of use and ensure that charging stations function properly. All our staff are qualified and comply with current standards and regulations.

For 12 years, MADIC group has been contributing to the transition to electric mobility for a more

sustainable future. With the PULSE AC and DC range and its Technology Center in Saint-André-De-Cubzac, the company is strengthening its position as French leader in the electric vehicle recharging industry.


MADIC's complementary installation and maintenance services offer a turnkey solution in the regions where the group operates: France, UK, Benelux, Germany, Italy and Spain.

To find out more about MADIC group, please [visit our website](#).

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