



# ANDUS *news*

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## IN THE HEART OF THE NETHERLANDS

Since the beginning of this century Andus Group has been located in Eindhoven. Due to continuous expansion of the business and the reachability of the location, Vianen will be home to our new head quarters.

CEO Tom van Rijn says about the relocation: "The cradle of Andus Group lies in Southeast Brabant, in Budel at RijnDijk Staalgroep at the time. However, since 1997 a lot has changed. In 1998 for example our revenue amounted to € 11 million and we employed 100 staff in four operating companies. In 2014 Andus Group has grown to be an international enterprise

with an annual revenue of around € 220 million and just short of 900 employees in 15 operating companies. From Budel to Schagen, from Antwerp to Leeuwarden, from Hoogvliet to Zaltbommel."

### Where to?

"Although the operating companies are independently operating entities, there are several areas that require us to stay in close contact as a group. For example our QHSE policy. Contact between the operating companies themselves is also intensifying. As the years went by, the need for a more central head office grew. To simplify contacts and increase reachability. But where to?"

### Hub

"It was clear that we had to look in the vicinity of Utrecht. Just try to draw some connecting lines between the branches; you will end up there. Also, the region contains the primary traffic hub of the Netherlands: the A1, A2, A12 and A27 all meet in that location. Finally, our minds were set on an independent office location. An

anonymous office tower would not suit our company. And so our search led us to Vianen..."

### Atmospheric premises

"There we found a golden opportunity. We were able to rent a gorgeous, fully renovated national monument from 1807 with enough office and parking space, right there in the historic city centre! It had originally been built as a home but since 1894 it had housed the cantonal court and a police station. Colossal was our first response. Yet, the square footage is a bit short of what we have now, which also means that our housing costs will be reduced. But what an atmosphere! And rightfully so, because it is going to hurt a little to leave our atmospheric spot in Eindhoven - with a magnificent view of the Evoluon. It is happening mid October. That is when Andus Group will open its doors in Vianen, in the heart of the Netherlands."





## SIX WEEKS OF HARD WORK

Zeeland Refinery at the Vlissingen-Oost industrial zone is one of five Dutch oil refineries. Seven days a week every hour 1 million litre of crude oil is transported to the refinery through a pipeline from the Maasvlakte. This equals a lorry every 2 minutes. However, just before the summer this supply line came to a halt. The refinery was closed for six weeks for large-scale maintenance. Gouda Vuurvast Services was contracted for several maintenance activities including demolition and re-construction of the 'crude furnace' and the sulphur pit. Heavy duty under a lot of time pressure.

Once every five/six years any refinery requires a large-scale maintenance stop. This stop was the largest to date for Zeeland Refinery. And as each idle hour equals an astronomical production and therefore revenue loss, the activities must be performed according to a tight 24/7 schedule. None of the 3,000 (!) people involved in maintenance activities had a single minute to lose. Among that group there were 80 people representing Gouda Vuurvast Services, with a significant delegation from sister company ISS Projects from Slovakia.

### As a military operation

In a project like this, everything has to be prepared in detail. This refers to the technical execution but also human resources. With elaborate team schedules and clear

task distributions. But not just that. Our colleagues from Slovakia were extensively instructed on safety in a petrochemical environment and technically trained to execute the activities planned. It is time for action! Hard work in two 12 hour shifts, 7 days a week, six weeks in a row. Hard labour and also six weeks without going home ...

### Excellent planning

This human aspect is also addressed extensively, though it is not often highlighted. Gouda Vuurvast Services is all about being a good and responsible employer. The safety of our employees is our number one priority which means they need to be well-supported during a project like this. It means their housing must be in order, and transportation and food is taken

care of. Without any concessions. Only then our employees can be expected to come to work refreshed and care-free in the morning. A feeling of comrade-

ship arises and the assignment is executed according to the exact planning. Another job well done together.



## TOGETHER WE CROSS BORDERS

Gouda Refractories, Gouda Vuurvast Services and FIB Industries belong to the top of the market and are market leaders in various segments. The products, knowledge and skills of these Andus companies are applied all over the world. And though the companies have highly valued clients in Germany, the number of projects with our neighbours remains limited. This is about to change! In July 2014 a joint sales office opened its doors in Bochum.

After the USA and Japan, Germany is the strongest economy in the world in terms of technology and the most sophisticated producer of iron, steel, coal, concrete, chemicals, machines, vehicles and food products among other things. It goes without saying that with all these industries and 82 million inhabitants, the German petrochemical, non-ferro, and energy and waste processing markets are also gigantic. These are the exact fields of expertise of the Gouda companies and FIB.

### Close collaboration

In order to approach this market in a structured manner, the German sales office was opened in Bochum - at the heart of the Ruhr area. There Jeannette Beneke, Darius Grofik, Mark Scheltes and Ruurd Schut are working closely together to serve the German clients as well as possible. Jeannette is a fixed point of contact in the office. She is German and remains unequalled in her ability to maintain client contacts and support the sales reps working in the field. Darius focuses

on refractory products, Mark on Gouda Vuurvast Services' services and Ruurd will be representing FIB in selling process and pressure containing equipment. And though they each have their own specialisms and network: they constantly keep each other informed on developments and opportunities in the market. Real teamwork. Viel Erfolg!



Above, from left to right: Darius Grofik, Mark Scheltes en Jeannette Beneke. Below: Ruurd Schut.



# CRAFT-MADE IMAGE IN SOUTH-AFRICA

In 2012, around 3 billion (!) litre of beer was consumed in South-Africa. This brings the country right up to the top 10 of largest beer markets in the world and it will not be long before South-Africa solidifies its position on this chart. Recent figures are showing that it is also the fastest growing market in the world. FIB Industries is very aware of this and has now set its first strides in this important market, thanks to an assignment from brewery SABMiller.

South African Breweries (SAB) was founded in 1985. After the 90s of the 20<sup>th</sup> century, SAB began expanding in Europe. In 2002, Miller Brewing Company was acquired which gave rise to the current name, SABMiller. The company took over Grolsch in 2008 and is currently the second largest brewery in the world, active in six continents. The brewery has six beer brands positioned in the top fifty of most sold beers in the world.

## Well-composed

Although South-Africa constitutes a gigantic beer market, the concept of 'cellar beer' is not yet part of the culture. This is about to change. FIB is starting a pilot project for SABMiller, supplying five bars in Cape Town with a cellar beer installation. To transport the fresh beer from the brewery to the client, FIB has developed a special 'skid'. This skid is equipped with two beer tanks, an operating system and

various hose reels, and is placed inside a small truck. The beer tanks have a beautiful copper finish which gives the tanks - visible from the outside through a hatch - the craft-made character of an authentic brewery. This will contribute to swift acceptance of the 'cellar beer' concept in this market. All in all a solid example of product development.



# ARMADA RAIL IS READY FOR THE FUTURE

Armada Rail combines dozens of years of expertise and experience in terms of products for the rail infrastructure market; from overhead line components and traction poles to wheel tensioners and (power supply and relay) cabinets. In response to the changing market, Armada Rail underwent a reorganisation in 2014. The company maintains the profile of a certified rail specialist, but will be outsourcing production.

The last few years have been tough on the rail infrastructure market. Large projects such as the Betuweroute and the Hanzelijn have been completed and there is no prospect of any similar projects in the future. Meanwhile more and more players are entering the market, including from abroad, fighting for their market share. To be able to withstand these developments, the cost price must remain as low as possible. This requires large-scale production investments such as new machines and knowledge. Using the latest production resources usually leads to a much higher efficiency. However, such investments are only profitable and useful if the future holds enough volume. Another fact is that Armada Rail manifested itself in realising small volumes with great operational diversity. This however does not offer sufficient continuity to operate a production facility of its own.

## Joining forces

Confronted with these circumstances, Armada Rail has gone through a careful process of strategic re-orientation. In the future, the company will be leveraging the power of Andus Group. Armada Rail and Armada Mobility - now joined together in the same building - will be collaborating closely in terms of engineering, sales, work preparation/support, assembly and installation. Production alone will be outsourced to specialised manufacturers. Armada Mobility is fully certified for rail-related activities and meets all safety requirements set by ProRail. Armada Rail maintains ultimate responsibility and has therefore renewed its ISO 9001 and obtained NEN EN 1090 certification.

## Reliable and flexible

Armada Rail sees great opportunities in the existing product range



but will also diversify to larger construction works for the infrastructure market. The company will also remain focused on the development and engineering of rail products and is seeking collaboration/partnerships with third parties. The latter will especially lead to the best possible combinations of specialisms, allowing Armada Rail to anticipate the

wishes and requirements in the market efficiently. As a reliable and flexible partner with solid rail infrastructure expertise.

# ARMADA JANSE: LEAN AND MEAN

The free European market is a great good. In any case it keeps the entrepreneur sharp. Because in almost any segment, Eastern European providers are entering the market with extremely low prices. It is impossible to fully comply to their pricing. Still, it forces one to remain critical of one's own organisation. To ensure it is as streamlined as possible. And to clearly communicate one's added value. This is exactly what drives Armada Janse.



Anyone can produce and install a light box. But to ensure the new Philips logo is installed on top of the Breitner tower in Amsterdam at a height of 75 metres, is a whole other ballgame. It is not very complicated to produce a light column, but making sure that dozens of gas stations are fitted with pricing columns, while taking care of everything including permits, foundation, operating system and clear communication of the brand name, is something else. Not to mention an appealing design.

## Complete and reliable

As one of the largest - if not the largest - producer of signage

systems, illuminated advertising and media façades in the Netherlands, Armada Janse clearly manages to persuade its clients of its added value. A deep level of technical expertise ensures that the most complex projects are executed successfully and all aspects are taken care of; from design to production and from installation to repair service. With short resolution times, capacity for large-scale implementations, a reliable service and, yes, competitive prices. The company has actually become 'lean and mean', especially after its relocation to a new, modern and more efficient production location in Budel.

## With international appeal

It is no surprise that Armada Janse has executed many appealing projects for high-profile clients. For example the Philips logo, logos and LED strips at the Tango gas stations, all communications at the OK stations, the signage at CZ or the signage, light adverts and media façade at Volvo Netherlands. Also the marketing communications at 441 ABN AMRO cash machines and at Suzuki, VW, Audi, Seat and Skoda dealers. Let alone all the signage at Mitsubishi dealers all over Europe. And finally: the illuminated signage at Damen Shipyards in Vietnam... not bad!

# VAN VOORDEN UPS THE DIAMETER

As a result of high oil product demand and high price levels, deep sea oil drilling has become more economically viable. But it is not easy. Because though the average depth in the North Sea is 95 metres, the oil fields off the coast of Brazil remain at a depth of 5 kilometres. Drilling platforms that are fixed into the seabed are not an option there. The solution? Floating platforms. But how does one keep such a construction in its place even during the heaviest of storms? Right! With Van Voorden ship propellers.

A floating offshore platform is fitted with its own 'propulsive engine' to prevent it from floating away. So-called rotatable thrusters - a type of tube with propellers fitted inside - can be set to any direction which ensures that the platform remains in the correct position (dynamic positioning). The international enterprise Flowserve Corporation produces such thrusters and the German branch has assigned Van Voorden Castings to deliver six

propellers. That's right, for a platform that will be located off the coast of Brazil.

## What a monster

Delivering six propellers sounds easy enough. But look at the dimensions of them.... each with a diameter of 4.6 metres. That is the height of a giraffe! Each propeller is composed of nickel-aluminium-bronze and weighs around 7000 kg. These shining products are

produced in series and will be transported to Hamburg by special transportation as of July 2015. After last year's order of extremely heavy stainless steel propellers, these ones are the number one when it comes to diameter for this year. But as far as Van Voorden is concerned, this is not the end of the line. We can go even bigger in the future. This will be addressed in a next edition of Andustry news.



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EDITORIAL COMMITTEE  
KRIS ROOLIAKERS  
LINDA DAMS  
NIELS WIBIER

LAY-OUT AND PRODUCTION  
HOW COMMUNICATIE | CREATE

EDITORIAL ADDRESS

VOORSTRAAT 56  
4132 AS VIANEN

ANDUS GROUP BV  
VIANEN / TEL. +31 (0)30 - 211 58 00

ARMADA JANSE BV  
BUDL / TEL. +31 (0)40 - 256 19 11

ARMADA MOBILITY BV  
NIEUWEGEIN / TEL. +31 (0)30 - 246 95 00

ARMADA RAIL BV  
NIEUWEGEIN / TEL. +31 (0)30 - 246 95 92

FIB INDUSTRIES BV  
LEEUWARDEN / TEL. +31 (0)58 - 294 59 45

HSM STEEL STRUCTURES BV  
SCHIEDAM / TEL. +31 (0)10 - 427 92 00

ISS PROJECTS stp  
KOŠICE / TEL. +42 155 729 92 27

LENGKEEK STAALBOUW BV  
HOOGVLIET RT / TEL. +31 (0)10 - 416 16 44

RINDDIJK CONSTRUCTION BV  
EINDHOVEN / BUDEL / SCHAGEN  
TEL. +31 (0)40 - 246 72 28

GOUDA FEUERFEST DEUTSCHLAND GmbH  
BOCHUM / TEL. +49 (0)2154 - 888 700

GOUDA REFRACTORIES BV  
GOUDA / GELDERMALSEN  
TEL. +31 (0)182 - 59 14 00

GOUDA VUURVAST BELGIUM NV  
WIJNEGEM / TEL. +32(0)3 - 326 57 00

GOUDA VUURVAST SERVICES BV  
GOUDA / TEL. +31 (0)182 - 59 14 00

HSM OFFSHORE BV  
SCHIEDAM / TEL. +31 (0)10 - 427 92 00

VAN VOORDEN CASTINGS BV  
ZALTBOMMEL / TEL. +31 (0)418 - 57 12 00

VAN VOORDEN MARITIME BV  
ZALTBOMMEL

TEL. +31 (0)418 - 57 12 00