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EDITION
JULY 2024

50 ETF news



My last column after over 50 years at ETF

After over 50 years at ETF, it feels fitting to share my thoughts in this 50th edition of our newsletter, marking a significant milestone for both the company and me personally. I made the decision to step down, at the age of nearly 68, while in good health, hoping to spend more time with my wife, three children, and five grandchildren. Over these past five decades I have developed myself, but ETF too has undergone significant transformations, always driven by our core motto: imaginative engineering.

When I started my journey with ETF, the company was much smaller but already known for its innovation and dedication to excellence. Throughout the years, we have continually evolved, embracing new technologies and methodologies to better serve our clients. This evolution has not only strengthened our market position but also reinforced our commitment to delivering creative and effective engineering solutions.

Our achievements would not have been possible without the hard work and dedication of our talented team. As I step down, I am confident that our sales team: Jos Sloesen, Ton van Haren and Rob Reijnen, will continue to uphold our customer-focused approach and maintain the high standards we have set. The new management will consist of Peter Kerstjens as CEO/COO, John Wilmer as CFO/Financial Director and Jos Sloesen as Director Sales and Marketing. All of whom have already been with ETF for several years.

Additionally, the ownership of the company has changed on July 1st. I have selected and have come to an agreement with a well-established industrial, private company led by second and third generations, with extensive international experience and production facilities in multiple European countries. They will stay in the background and ETF remains its operations at the current location and with today's team.

As I say farewell, I want to express my heartfelt gratitude to all our clients and partners for their unwavering support over the years to ETF and me. I have fully trust ETF will remain strong in the market under the new leadership and ownership. I wish you all continued business success and, on a personal level, good health and prosperity. Thank you for being part of my incredible journey!

Warm regards,

Ruud Koppens, President



THE FLOORING SHOW

VISIT US
15-17 SEPTEMBER
HCC, HARROGATE

Visit ETF at Flooring Show 2024

The Flooring Show is the UK's market-leading event dedicated to the flooring industry. Next show takes place between 15th - 17th September 2024.

ETF Machinefabriek B.V. will be participating in this important trade fair and you are most welcome to visit us at our booth no. B64 at the Harrogate Convention Centre.

We look forward to seeing you there!

You can find us at Booth no. B64

The importance of regular service and maintenance for your ETF Machine

Investing in regular maintenance ensures your ETF machines deliver consistent performance, protect your workforce and minimize operational disruptions. Prioritize maintenance for long-lasting, reliable service.

Maintaining the reliability, safety and efficiency of your ETF machinery is essential.

Here's why regular service and maintenance should be a priority:

- **RELIABILITY:** Regular maintenance prevents unexpected breakdowns by addressing minor issues early, ensuring smooth and efficient operation.
- **SAFETY:** Routine checks identify potential hazards, maintaining safe working conditions and compliance with safety standards.
- **REDUCED DOWNTIME:** Scheduled servicing minimizes the risk of unplanned downtime, keeping your production on track and reducing costs.

Below are some quotes from satisfied customers:

'ETF's service department guarantees expert support and smooth cooperation, which enables us as Condor to guarantee our production continuity in the best possible way.'

WOUT VAN DE WETERING, Technical Service Manager Condor Carpets BV

'I have had experience with ETF for more than 20 years and am very satisfied with the direct personal contacts and the expertise of everyone one gets on the line. Whether it's about maintenance or adjusting the cutting lines and software ETF has everything in-house. Also the people who come on site, engineers or whoever will always listen to your wishes and give expert advice. So conclusion: I am very satisfied with ETF and would gladly recommend them.'

FRANS NETTEN, WHRS Administration W&D, Tarkett BV

'ETF's service engineers are fantastic; very helpfull and supporting.'

DARREN RINGER, Headlam Coleshill

You can reach our service team at service@etf.nl.



Reflecting on 50 years at ETF: an interview with Ruud Koppens

As Ruud Koppens approaches his retirement, the editorial team has asked him to reflect on his remarkable 50-year journey at ETF. His career, marked by innovation and expansion, has left a lasting impact on the company.

Ruud Koppens: "I began my journey with ETF on September 3, 1973, as a part-timer while still pursuing my studies. At the age of 19, I joined the company full-time, stepping into the business that my father founded in 1951. At just 20 years old, I travelled already to the USSR for the sales of carpet confectioning machines. This early exposure to international markets sparked my interest in exports, and I began pioneering new ventures."

Ruud's entry into the company marked the beginning of ETF's exports beyond the Benelux region. One of his early successes was securing a significant project with K.K. Kairakkum; a carpet confectioning project in Tajikistan. His passion for international business saw him working extensively in carpet confection markets, particularly in the Czech Republic. And by expanding ETF's horizons, exports of automatic rolling- and wrapping lines to the United States became a mainstay. It also led to the establishment of ETF-USA Corp. which was a strategic move to support the local market efficiently.

"Ruud, could you take us through the highlights in your career?"

"Sure. You know, it may sound cliché, but every order represented to me a 'highlight', with numerous large-scale projects that captured the imagination. ETF has always been a leader and an example in the industry, charting its own course. I also still feel honoured being named "Manager of the Year 1995" in the Netherlands and receiving several awards with ETF. In 2019, I became the major shareholder of Sellers UK, a strategic business move that strengthened the company.

Having joined the company at a young age, I gained even more experience by serving on the boards of external organizations such as

Cematex, the FME employers' organization and Rabobank. It expanded my horizon and gave valuable insights for me and my company."

"What decisions critical to ETF did you have to make during your career that were of essence for continuation and existence?"

"One of the toughest decisions was stopping in-house production and shifting to subcontractors. This led to the layoff of 17 employees. A very difficult decision, but I had to make it. It was a necessary step for the company's survival.

Further the establishment of second division ETF Ride Systems has been proven crucial. This company transformation and diversification significantly contributes to ETF's continued success."

"Do you have some final thoughts?"

"I hope that ETF remains as it has always been: informal, innovative, open communication and forward thinking and of course listening to customers requirements and adapt to that. Also, I envision ETF continuing to grow, with my contributions serving as a solid foundation for the company's future market presence".

As Ruud steps into retirement after serving as President for 36 years, he leaves behind a legacy of imaginative engineering and a company well-positioned for continued success.

Ruud, on behalf of the entire ETF team: THANK YOU!



ETF is proud member of the EMEA Synthetic Turf Council

ESTC is the trade association for the synthetic turf industry in the EMEA region. Its purpose is to serve, promote, develop, grow and defend the synthetic turf industry.

In the growing synthetic turf market, this industry association is leading in terms of shared knowledge and innovation, among other things. As proud member of the ESTC we will participate in the ESTC Technical Day 2024 on 14-15 October in Brussels: the perfect opportunity for catching up and to challenge us with your new developments in the field of artificial grass.

'Rolling your grass to get the ball rolling'.



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imaginative engineering



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