



visie



edition
25
May 2008





Dear Ton,

The other day I had been invited at Sparta Buggenhout to kickoff –being the sponsor of the match ball. The moment we started off to the playing field, the referee asked me: "Are we going or do we go?" I replied: "We go!" The referee and the players all ran towards the centre spot and I ran after them! Going is walking and go is running. The past year we did go for it at *tbp electronics* in Geel: *Isah* has been introduced, our clients portfolio has been shared with *Dirksland*, a growth of clients in number and volume, strategies and synergy have been designed and, obviously, the organisation has been transformed from multinational Alcatel-Lucent to *tbp electronics* and we have got many new colleagues from the Netherlands.

Oh, yes, there are differences: in numbers and language. Everybody knows each-other In *Dirksland*, in Geel with our 400 employees, including our interim-colleagues, this is somewhat more difficult! And the language has got its charms: we do not

tbp electronics Belgium, a year of working well!

understand the dialect of your island, to you our language from the Kempen and Belgian Limburg is a language on its own. Yet we understand each other well! I compliment us on the commitment and the multiple consultations and cooperation in the establishments. And your idea for a mutual party in December '07 has been appreciated very much.

Speaking about language. When you want to have a conversation in the office we, at our side of the border do not say: come to my room. You are looked upon curiously! We say bureau or office. We handle clients differently as well: lunch with butter milk, currant bun and/or croquette is a usual one in Holland. In Belgium we say in business: come at eleven and go at sixteen. Always a warm lunch: in our canteen or in a local restaurant

As from 1 April we have once again 41 new colleagues! Tbp Belgium has taken over the logistic activities of Ceva, all in good consultation with the social partners. All logistic activities are now being carried out by our own staff. The world is changing rapidly. Clients do ask of us our commitment from idea/concept up to and including the complete test, box build and the complete system's integration. This means cooperation with partners in this branch.

I'm looking forward to our joint fair days in Utrecht (May '08) and Munich (November '08). Tbp has established its name with its stand 'tbp Grand Café' last year. It will be crowded again! Looking ahead to Munich: we are now actively present in Germany. One or more large accounts are visited per month. And as you know we are cooperating with our Polish partners. Shortly, we will be taking a close look into our activities in Eastern Europe.

*At last edition's cover of *tbpVisie*, we played at arm wrestling. Do you remember who of us won?*

See you soon in Geel, Den Bosch or Dirksland.

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colophon

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on to HET Instrument

HET Instrument: the fair that tbp electronics goes for! We'll welcome gladly our relations at our stand A056 in hall 10 from 20 up to and including 23 May. But obviously people who do not know us are gladly invited as well. HET Instrument is an outstanding opportunity to get acquainted with the unknown. Let yourself be surprised by the many opportunities that tbp electronics offers you nowadays. From electronics design to professional end product our company offers many possibilities.

By the way, did you know that tbp electronics as a sponsor and manufacturer of applied printing boards is closely involved in the development of the highly wanted accelerometer? This high-profile gadget appears to be of interest to the project participants involved months before the fair. Nice to use it in your car for instance. You can read more on the accelerometer on pages 4 and 5 in this Visie.

grab a pint

Just like our earlier participations to this fair we create in our stand an atmosphere in which you feel good. We even draw a pint for the enthusiasts. With a wink to our Belgian establishment we look for our sources at our southern neighbours. So not one of a random brewer, but a genuine Belgian pint. Cheers!

easy & free admittance

We are making it extra easy for you if you want to visit the fair. You can get your entry-ticket by registering via our website www.tbp.eu. Click on the button to visit the fair, complete the form and you get your ticket via e-mail. Completely free. It cannot get simpler. Would you like more information on HET Instrument then go to

www.hetinstrument.nl, then you can let it be known that you want to have the accelerometer's manual.

Tbp's Grand Café is open during HET Instrument from Tuesday 20 up to and including Friday 23 May 2008, but as well of course during the Electronica fair in Munich from Tuesday 11 up to and including Friday 14 November 2008 (www.electronica.de).

Visit our stand at

HET Instrument: 10-A056.

Jaarbeurshallen Utrecht



contents

- | | | | |
|---|-----------------------------------|----|---|
| 2 | column Anton Hermus | 9 | logistics centre runs smoothly |
| 3 | on to HET Instrument | 10 | LED it be |
| 4 | the accelerometer | 10 | to be clear: terms of delivery |
| 6 | are you looking for an auditorium | 10 | not present for a moment |
| 7 | E-paying without boundaries | 11 | art in Dirksland |
| 8 | logistics in our own hands | 11 | due to success in Dirksland shortly in Geel |
| | | 12 | column Ton Plooy |

from a traditional construction to a professional end product

the accelerometer



The order was clear: build a modular accelerometer that the user can put together in a few simple operations.

Fortunately the basic design existed already. Last year, an article was published in Elektor (formerly Elektuur) magazine which lends itself excellently for this purpose. In cooperation with the magazine's editors and the organizers of the fair HET Instrument (FHI) it was decided that tbp would make a redesign. An action fitting in perfectly within "competence centre development".

Johan Peltenburg, a dual student and designer, was assigned to do the dirty work.

FHI that wants to use the accelerometer as a gadget during HET Instrument (20 May up to and including 23 May 2008), has approached various other exhibitors apart from tbp electronics to join in. About nineteen companies participate, mostly by supplying components together constituting the accelerometer. The result will be that the visitor of the fair will have to gather a total of six components at as many exhibitors in order to put together these on his/her own into an accelerometer. A complementary and single programming finishes it off. We gladly explain how the project came about.

Johan Peltenburg

Johan Peltenburg is a dual student and is working at the department of development at tbp electronics. This means that he fulfils his job of HW-E engineer for three days a week and that he can be found frequently on the other two days at the Hogeschool Rotterdam. He is studying electrical engineering with ict as minor. Next year he hopes he will have graduated successfully. Johan had the opportunity to prove that he is a quick learner when he guided a group of graduating students through the company soon after

he became an employee. According to well-informed circles, the critical audience liked his presentation in the tbp auditorium and he was able to answer questions adequately. In his spare time he is working technically as well, but then in the entertainment world. As a dj he performs frequently with a group of friends. He still is particularly attracted to the phenomenon of vinyl. This preference even goes so far that he has some ideas of having his own (local) record label. Who knows, may be you come across a future lp under his label...



what is going to happen

Both the electric circuit and the concrete design with regard to the original version demand a real metamorphosis. Johan reacts enthusiastically on his task: "It is a real challenge to develop in a very short time an industrial product – departing from a basic schematic and a product produced in conventional techniques. The degree of complexity is even higher than you would expect as we have to use components that were made available by the participating suppliers as much as possible. This limits your possibilities."

The first step is the adaptation of the electronic design. The announced increase of the number of LEDs does not only mean the adding of some extra components, but a revision of the applied program determining the working of the microcontroller as well.

The next step was the conversion of components in SMD-version (Surface Mounted Devices). The original version had been designed to be build by do-it-yourselfers with a soldering iron having some experience with soldering of so-called through-hole components. As the printing board has to be assembled now with a modern and professional technique, a conversion of components needs to take place into SMT (Surface Mount Technology).

The power supply as well undergoes a metamorphosis in the mean time. As the total will be supplied by two mini-batteries, a power supply will be needed that will stabilize the charge efficiently. Departing from the adapted schematic, the lay-out of the pcb's (printed boards) can be designed

A job that can take place efficiently thanks to the tools available.

does it fit or doesn't it?

What really caused a lot of thinking, came to light during the next stage: the incorporation of components supplied by the suppliers.

Johan on this: "It was quite a discovery of how component design and component dimensions lead to real puzzling. Take for instance a connector: there are many suppliers and it seems that each model has its unique dimensions. As the dimensions of the housing were definite, various dimensions in the design are firmly-fixed. You are stuck and you will have to tell a supplier who sponsors parts that this connector is just a millimetre too big or too small.

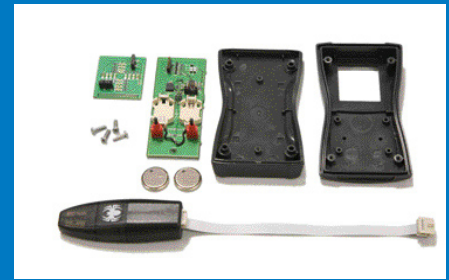
That is frustrating." From this reaction it appears that the mechanical design has not arisen from a computer environment as happens mostly in practice. It is genuinely old-fashioned puzzling to position all materials offered in such a way that they can be used.

"But I will succeed", says Johan who is looking proudly at a still empty cabinet in which shortly two prints, a battery-holder and two batteries will have to be housed. Just before this Visie went to press, the prototype was ready. The job has been done successfully.

references

Elektuur (now Elektor), number 522, April 2007.

nice gadget at HET Instrument



The organisation of the trade fair "HET Instrument" FHI will do its utmost to make your visit worthwhile. Besides the traditional visit of stands and the organisation of lectures, joint actions will take place.

This makes that suppliers will be able to show their knowledge and know-how in another way. Last year e.g. there was at the Electronics & Automation fair the Live PIL (Production Integration Line): a mini-assembling plant for the production of the wifi-sniffer as a gadget. This time they thought of the handing out of a gadget which will be assembled by the fair visitor himself. The basic idea is that various stand holders are cooperating in this. This time FHI had itself inspired by an article in *Elektuur (now Elektor)* of last year's April, which described an accelerometer. This instrument gives you an impression of the strength of g-forces and can be used well to show characteristics such as acceleration and deceleration of a car for instance. Soon the plan took form: the visitor gets a chance to gather parts at various stands and he (or she) will be able if all parts are complete to assemble the accelerometer himself. He/she does not need any special tools and doesn't even have to solder.

The circuit that *Elektor* describes as a DIY-project, has been adapted by *tbp* and the printing boards are already assembled. The end-assembling is restricted to a few mechanical handlings. A little dexterity is enough. You can read more on the realization of this trinket in the article "the accelerometer" on this page. Are you visiting HET Instrument yourself?

Book your personal sample, as here applies "when it's gone, it's gone".

Look at www.hetinstrument.nl and after registration you will receive a manual.

List of sponsors

Arrow/Spoerle	MicroPower
Avnet Time	Microtron
Comdes Componenten Cyner	PM Componenten
Substrates	Quad Industries
Elektor	Quality Products International
Elincom	Stichting RTA/Shanks
Eurocircuits	tbp electronics
Freescale	Tyco Electronics
Knitter Switch	Vermeulen Printservice
Koning & Hartman	

are you looking for an auditorium?



Do you know it? The beautiful auditorium in the industrial premises in Dirksland?

When you want to organise a seminar or a company presentation for a maximum of 102 persons, you are at the right place..

The auditorium that you can rent against a very reasonable fee, completely meets

the modern demands. You can choose a part of the day (morning, afternoon or evening) or a combination.

In addition to the auditorium you will have a lobby (for breaks and the like) toilets, wardrobe and you may use the Grand Café, with or without complete catering. In short, everything you need for a successful gathering is at your disposal. The auditorium has a projection screen (3 x 4.5 metres), a beamer, sound installation (with Dolby surround), a fixed or lapel microphone and a lectern. There is no lack of modern presentation means.

Are you interested to study all ins- and outs more closely, then we have a leaflet for you including all prices and possibilities. Do not hesitate to contact Dana Wolters for all information desired: T +31(0) 187 602 744 or via info@tbp.nl. Timely bookings are advisable.

who went before you

Various companies and institutions knew where to find tbp electronics when they wanted to organise a meeting in the auditorium. To give you an impression of who were on our list, we present the list below.

You can see birds of different feathers; some even have nothing to do with techniques at all.

activities in 2007

seminar Mydata, Vitronics & Partnertec
company visit VBGO (Association of Companies of Goeree-Overflakkee)
Rabobank Goeree-Overflakkee
PLOT (Platform surrounding technology)
tbp supplier day
tbp customer day
Tyco
Chamber of Commerce Rotterdam
IMAPS Benelux

activities in 2008

Hogeschool Rotterdam
Lions Club
Nevat & Nevi
Year meeting VBGO
Course and training days, Ton van Galen

e-paying without boundaries



Herman Huijbens,
chief purchase at Quality Equipment.

Quality Equipment, QE in short, is an international player in the production and sales of electronic pay systems based on smart card technology. Herman Huijbens, chief purchase at QE, has been talking business with tbp for three years now. Before telling why, he gladly explains what kind of products the company produces. Huijbens: "QE produces electronic pay systems, which we in our world call debit systems. Basically, we distinguish three categories in this: PIN-terminals, smart card-terminals and closed pay systems. The latter is completely designed to the clients needs."

systems

We have known PIN-terminals for a very long time. The public is used to paying with "plastic money". We find these terminals nearly everywhere and it is no wonder that the (universal) hardware is produced abroad. The Netherlands are not large enough to produce such systems itself. It is unique though, that the applied software differs from country to country, depending on the pay-methods that are applied there. Each country has its own banking systems. For years QE supplies its own software for these systems and it carries out the management of these systems. Already there are over 50,000 of these PIN-terminals in our country. With QE-software! They are working hard on a new, common European pay-system that uses the C-tap protocol.

But we're not there yet.

The smart card-terminal has more of our own hardware: partly subsystems of foreign making, partly systems developed in our own management and partly printing boards produced by tbp electronics. Here it is a matter of the interface boards between the card reader and the CPU.

QE produces its own terminals for the closed pay systems. These systems are meant for companies and institutions that exploit for instance a canteen, or make available office-equipment to various user groups, such as coffee/drinks/sweets vending machines, copiers, printer systems and the like. Clients include universities, polytechnics, social services institutions and large companies. Users have their own chip card and can use it for all sorts of facilities. An administrative processing takes place according to the principle of debit. A special data encryption is applied so that the risk of abuse is almost zero. In it a special DES-algorithm is applied. The company is proud of having such a safe system that so far nobody has been able to hack. Many tbp-prints are applied in the closed pay systems

production

Huijbens increasingly outsources production with tbp. Not without any reasons. Huijbens: "We have been one of tbp's clients for give or take three years now and we have them producing increasingly more print boards. In the past years we have learned to know tbp to be a professional company and one that is good to business with. Tbp characterizes as a flexible company. This expresses in the fact that when somewhere in a design of ours there is an error, tbp offers proposals for corrections. We appreciate this very much. It may happen for instance that a component we are applying has reached its "end of life" status and that tbp looks for an alternative solution. They immediately propose to use an alternative component." strong pro of tbp is also the meeting of delivery times, Huijbens thinks.

"We are working with a rolling forecast.

That way we indicate what we think to buy per month for a year at a time. That means that tbp can estimate fairly accurately what production in which month has to be supplied. As it were, we are foreseeing together the future, which works very well for both parties. In practice, this is working excellently and we have always our products in time."

the future

Huijbens has some ideas about the future: "Our relation started carefully with some prototyping. Now the share of prints has increased to about 20% of what we use already and this percentage we are wanting to increase further. At the moment we are thinking of a partnership. Up to now we are dealing with a real client/supplier relationship. In a partnership we increase cooperation by involving tbp in the development stage, which makes that production costs may decrease. This means that we will be able to produce more efficiently. This way we look together whether we can make the products even better and whether the integral cost price can decrease further.

You can use production techniques in a more clever way that could be more profitable for certain components. At the moment we are researching the possibility of outsourcing more of our production. But we are not there yet." Huijbens is expecting to reach a high level of cooperation with tbp. He foresees a very bright future for both parties.



For more information you can go to www.qe.nl

Quality Equipment Benelux bv Wolweverstraat 18
2984CD Ridderkerk
T +31 (0) 180 442 442

There are branches in Berchem (Belgium), Dubai (UAE) and Dallas (US).

left: a top-up machine for topping-up a smart card in a closed system.

This can be done with cash, via a banking account of the card-holder and even from your banking smart card.

right: the popular e-pay terminal for smart card payments, the C-ZAM X-ION, is produced completely lead-free and with it, it meets the strictest environmental and user demands.



the logistic route in our own hands



As off 1 April 2008, formally, logistic activities at our establishment in Geel (Belgium) are completely in our own hands. Until that date Ceva, a "logistics service provider", was doing the logistic tasks. By taking over Ceva tbp electronics has made an important step towards optimizing its operational management and support of its operational strategy.

As a support of our planned growth, logistics integration is very important to tbp. In addition, the demand from the market for integrated service increases. If the whole logistics process is functioning optimally, then this adds value for the client. This integration will only succeed when complete tuning is taking place between clients and suppliers. Since only then the client will profit from the shortest possible processing time of his products.

how things were running

Dirk Van der Borgh, supply chain manager at tbp electronics Belgium, has years of experience with Ceva as a partner, formerly also known as Caliber, Federal Expres and TNT Logistics. He tells: "Ceva was our partner in times that the branch was owned by Alcatel, they supplied the logistic tasks. Alcatel had opted for this outsourcing among other things because of its strategy to become a 'fabless' company, but mainly to realise, being a multinational, scale benefits in the field of logistics. This service consisted for example of the

reception of goods, storage, packaging, transport, customs matters and forwarding." Ceva's clients generally have their own depot, loading and unloading points and rooms to process the goods or to pack them. Ceva supplies mainly employees who know logistics. In Geel this meant that employees of Ceva handled the goods flow on the premises. The packaging of finished products was included as well. In most cases this involves the initial packaging in cardboard boxes, but final packaging for possible international transports as well.

study

Before tbp electronics acquired the Belgian branch, objections were raised against outsourcing of the logistic activities. This resulted in a thorough study into the complete logistic process. Dirk on this: "What came to light was that a double goods stream ran through the company. In fact a consequence of a forced splitting up of responsibilities. By way of illustration: there appeared to be not one single central stockroom, but there was an extra sort of duplicate stockroom, the so-called line-stockroom that sits between the central stockroom and the production department."

The study was not restricted to making the goods flow more efficiently, but it also looked into the question whether it would be advisable to use outside or inside employees. To make the discussion as transparent as possible, we talked to a few logistics partners.

After careful consideration we opted for the logistics route to come into our own hands completely, with the exception of customs matters. Especially in this area much know-how is

necessary, that generally only is available at companies specialized in it, such as Kühne & Nagel that we kept as a partner because of this specific know-how.

the new situation

As it was decided that we should carry out logistic tasks ourselves, this meant that the taking over of the employees of Ceva came into sight. Dirk Van der Borgh: "A counselling team was set up with representatives of both social partners and management in order to guarantee the equivalence of the terms of employment for the employees, who would be getting a new employer. Agreements have been put down into collective labour agreements for the employees.

The next stage is the transition stage, in which the taking over or not of capital equipment was settled, think of pc's, pallet movers, and the like, but a lot of practical matters as well such as time registration, telephones, working places.

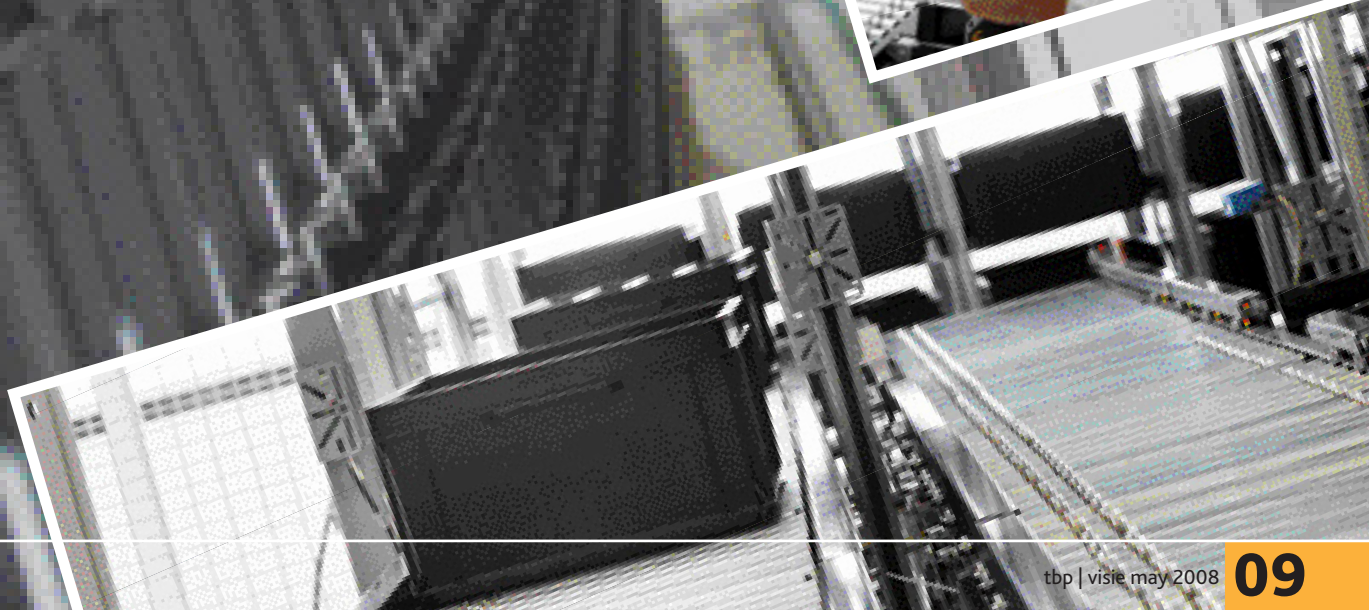
In this transition stage Isah7, the company automating system, has been expanded as well with a transport management module so that the management transport system is able to keep running.

At the moment the process improvements are being mapped: an optimal incoming goods flow, univocal storage of components and materials, integrated initial packaging in the production lines and optimised outgoing goods flows.

The new situation will lead to the ultimate goal of the whole transition: an even more efficient operational management.

logistics centre runs smoothly

In January, completely according to plan, our new automated logistics centre was put into use. After some months of acquiring experience with this modern stock-room system, one increasingly hears enthusiastic sounds. Everyone involved is clearly over the moon. We gladly show you some of it and we picture how the goods flow flows.





LED it be

Seven years before the Beatles recorded their last album "let it be" in the Abbey Road studios in London, an American inventor Nick Holonyak developed the first light emitting diode in 1962, LED for short.

Now we are on the brink of a period in which in all sorts of sectors led-lights will get extremely popular: from cars to, your living room, from bill board to health care.

efficient light source

The time that LEDs were only used as indicator lamps in electronic apparatuses, is way behind us. In the mean time LEDs are used for many high-grade applications. Developments such as the multi-colour LED (RGB-LED), the High Power LED (>100 lm/W) and the organic LED (OLED) make sure that today we only see the tip of the iceberg concerning the applications of Solid State Lighting (SSL).

LEDs are compact which makes that there are new opportunities in designing fittings. LEDs are quite shockproof which makes them very suitable for application in for instance cars. Moreover, the response time of a LED is much shorter than that of a conventional light bulb, which makes LEDs very suitable for brake lights of vehicles. The life of LEDs is about 25 xs longer than that of a conventional light bulb and contrary to HID-lamps (gas discharge lamps with a high light output) a LED can easily and frequently be switched on and off. As LEDs can generate UV-light, LEDs are increasingly applied in the medical field. In short, LEDs are ideal light sources that use little power and can be produced environment-friendly.

Obviously there are some cons as well. LEDs are still relatively expensive and a too high a working temperature shortens its life considerably. The driving of LEDs demands mostly very specific controller units.

LED-products are popular

Since a couple of years, tbp has been very active in the production of LED-products. On a daily basis tbp electronics processes over 100.000 LEDs and with it tbp has built a lot of know-how.

The complexity to process LEDs in order to have the end product do what it should do is enormous. Just shine is often inadequate. intelligent cameras detect patterns and colours, but the human eye plays a very important role in this as well. Our eyes are getting more and more experienced in the detection of anomalies, such as the determination of a limited angle of vision.

In some of our applications it is even of great importance how a LED looks like when it is not shining.

The colour of the cabinet and even the colour of the lens have to meet very specific

demands in this.

with know-how

tbp processes LEDs with a well-determined Moisture Sensitivity Level (MSL) as well. Once taken out of their packaging these LEDs have to be processed within a certain time. These LEDs mostly have silicon lenses that absorb the moisture from the environment. If there is too much moisture stored in the lens, these LEDs may explode during the reflow process.

In a possible repair of these products a very accurate drying procedure needs to be followed. tbp has the necessary climate cabinets in order to realise this. Some LEDs again may be sensitive to dust and have to be processed in a dustproof environment. Although LEDs have a very long half-life, the time an LED may shine until it only emits half of the light, its light of the first shining hours is often unstable. If necessary tbp electronics develops a burn-in arrangement in which the LED-products are subject to a predetermined aging process.

As thermal management is very important for the life of LEDs tbp has the necessary know-how to advise its clients in this.

In addition to the technological know-how it is at least as important to understand "the business" of the various fields in which LEDs are applied.

It is for instance crucial to anticipate flexibly on the needs of an "event driven" market such as that of media & entertainment.

Pop stars are simply not inclined to postpone their world tour because their stage is not ready

To leave no doubt: terms of delivery

The establishments of tbp electronics in The Netherlands employ for their general terms of delivery and payment the so-called Metaalunie terms.

To have the latest version of it be known and to leave no doubt, you will find these

overleaf of our stationary and invoices as you are used to and overleaf on our

confirmations of order. Obviously you can have them directly on demand. One call or e-mail to Dana Wolters should suffice to have them sent to you.

T +31 (0)187 602 744

E info@tbp.nl

Not there for a moment

This summer our branches will be closed for holidays for a couple of weeks.

Our branches in Dirksland and Den Bosch are closed in weeks 31, 32 and 33 (28 July up to and including 15 August). We advise you to tune your orders in time with Annemieke ten Broek (atbroek@tbp.nl) so that your own production will be running smoothly

Art in Dirksland

Gerrit Meerman

With the same caption we introduced (Visie 24) tbp's artistic side in our Dirksland company premises. In the mean time various artists have taken the opportunity to show (part of) their work to tbp's visitors. Since this spring it is Gerrit Meerman's turn, who is filling in the exposition wall with his black-and-white photos. Gerrit seems a photographer of old times, as earlier his work was printed in the dark room on barite paper. Nowadays he works digitally but the atmosphere of the prints is of the same quality as his older work. He is convinced that a black-and-white photo depicts the essence of the picture better than a colour photo. In much of his work the public is forced to look further than can be seen on the picture. It spurs the public to think.

No average holiday snapshots

His older works consist of photos made in the vicinity of his residence Maasland. Cows and farms in particular had his attention. In 1994 is een serie foto's geln

1994 he made a series of photos in the former company halls of the wharf of Wilton-Fijenoord in Schiedam. A number of photos from this series can be seen on this exposition. Travel photography forms the major part of his work.

The many hiking tours in inhospitable regions carry him to the most remarkable places. He does not make the average holiday snapshots, but he searches for the thrilling void in which the presence of humans is only to be felt and mostly not to be seen.

His most recent work is generated in Kyr-gyzstan, Uzbekistan, China, Tibet, Mongolia and in the South American countries of Chile, Bolivia and Brazil.

On a pedestal

In addition to the tranquil images in nature, Gerrit nowadays also photographs models. During his education of teacher of drawing and crafts, he had to draw, paint and model after nude models. This knowledge and love for that work recur in his photos of models. Where in the category above people lacked,



they take a central part here. An example is a classic torso in the photo "nude descending stairs", or a lying nude in a puddle. Sometimes he actually placed the model on a pedestal.

Gerrit's work can frequently be seen in exposition and in competitions. A number of photos have hung in FOAM in Amsterdam and already four times work has been short listed for Foto Nationaal, namely in 1991 (the farm), 1994 (Wilton-Fijenoord), 1996 (Bolivia) and 1999 (Tibet). In addition Gerrit got the title of BMK (association master class) in 1997 with a series on Bolivia. Nowadays he is frequently asked for judging work (nationally), portfolio talks and lectures.

You can ask for a price list or other information from the editors (info@tbp.nl).

Due to success in Dirksland shortly in Geel

We could characterise the supplier & customer day organised by tbp electronics in the autumn of 2007, as a successful event. Participants of both days have made clearly positive remarks, as could be read from the enquiries and they indicated that they were looking forward to a sequel. We will gladly offer this opportunity to our relations. This time we move the event

from Dirksland to Belgian Geel. This day will probably take place in October. Those concerned will be informed in time. Now you know what will happen

Summer closure for the Geel establishment is in weeks 29 and 30 (14 up to and including 25 July). Here you can tune your production timely with Bart Cox (bcox@tbp.eu). During this collective closure Frans Geerts will be available for all your sales affairs at telephone +31 (0)6 50 25 27 08. +31 (0)6 50 25 27 08.

column



Dirksland, May 2008

Dear Anton,

In answer to your letter I want to start with your last point. In fact it is not important whether one of us will win. The point is that we will win together!

And the take-over of Ceva, but also a relaxed and convivial atmosphere

In our stands at the fairs HET Instrument and Electronica will contribute to that.

We will succeed and in the future we will win much more.

The tasteful Burgundy aspects of doing business in the Flemish parts, increasingly appeals to us and concerning this we have learned something from our colleagues already. That way the idea came up to organise the end of year celebrations '07 in Belgium.

Obviously the difference in language usage leads sometimes to hilarious situations. Sometimes I have to explain some things. "Naked boards" for instance and why all employees shake hands each day and say 'u' to everyone.

But according to the charming Goedele Liekens you do not say this out of politeness! She says 'u' to her dog as well

My own roots are in Rotterdam, a place where everything is said straightforward. And when you buy a shirt over there, the sleeves are already rolled up. "Cut the crap and get down to work " is one of the slogans you frequently get thrown to your head. I still gladly carry that state of mind in my heart.

And on the island near us there are frequently humoristic language mistakes as well, as happened this week. The local radio and TV shop owner brought us a cake because we had repaired a 'naked board for him. We need some flat screens for our intranet- system, so I asked casually: "Have you got something nice on offer?" Obviously his answer was: "Yes, of course, how many do you think you'll need?". My reaction to it: "Well, about 6 or 8". A few days later the telephone rings, it was the radio and TV-man and what do you think he asks? "Ton, where can I deliver those flat screens today?" Showing interest here in this neighbourhood suffices to get things done. That is the reason why everything is done so quickly, that is to say we are not going here, we do go.

And now my name is mentioned: people ask me increasingly more frequent whether I am Proud of the Netherlands (new political movement of former minister Verdonk abbreviated to T.O.N) and whether I really don't have any relations with Rita Verdonk. Maybe we can have a chat about that after the madness in orange of the European Football Championships and the fair HET Instrument. For the time being we fortunately speak the same language!

*See you soon in Utrecht! With sporting regards,
TON*