

# Company Profile



## History

Victron Energy was founded in 1975 by Reinout Vader. Over the last 45 years, Victron Energy has grown from a small, one-office, technology company into an international enterprise with nearly 1000 different products sold in more than 60 countries worldwide.

In December 2012, ownership passed to Reinout his sons Matthijs, Franck and Erik Vader. At the same time, Matthijs has joined the board of directors. Reinout will continue working at Victron Energy as managing director, together with Matthijs. Franck and Erik work in the company at other positions.

Internally, the company is driven by a focus on our core activities: Product Development, Marketing & Sales, and Customer Support. Other activities are outsourced as practicality and cost effectiveness allow.

We have long standing relationships with our manufacturing partners in India, Malaysia, China, and the Netherlands. Logistics have been outsourced to Arvato in Oostrum (The Netherlands). Our products are warehoused in Oostrum The Netherlands, Meco Spain, Witfontein South Africa, Maine and New Jersey USA and Brisbane Australia.

The company has 95 employees, and, in addition to our headquarters in Almere, sales offices in France, England, Germany, Denmark, Spain, Florida USA, Maine USA, South Africa and Australia.

## Electric Power Conversion Products for mobile and other off-grid applications

Our extensive product range includes sine wave inverters, sine wave inverter/chargers, battery chargers, DC/DC converters, transfer switches, battery monitors, batteries, solar panels, solar charge regulators and many more. Victron Energy's innovative products play key roles in recreational and commercial boating, overland transportation, land-based off-grid energy systems, and in industrial settings.

## Focus on technology and customer benefits

Our goal is always to marry technology to customer need, and our experience allows us to look at the broad picture — as well as the details. Because we design new system solutions *and* all parts of the system, we can control quality and performance at every step.

Our technological leadership is evident in several industry firsts including the *PowerAssist* functionality of our MultiPlus inverter/chargers and in the 4-stage adaptive charge curve of our Chargers.

## Support and express repair service

Our sales people have technical backgrounds. Our distributors have technical backgrounds as well. That foundation of knowledge and experience is our customers' assurance that we will be fully capable of helping them with any system or installation issue and provide first-line repair assistance. In the rare instance that a product must be returned to our premises for repair, it is usually shipped back to the customer within two working days.

## How We Do Business

Being competitive is not just about offering good products and attractive prices, but also about being efficient in how we deliver our service – from how we process our orders to the way the product is delivered and everything that happens in between. Efficient systems mean less time spent on routine tasks and more on building effective working relationships. As a result, we maintain more productive, more cost-effective administration that in turn means better prices.

So, while we continue to invest in keeping our products at the cutting edge of the market, we also invest in improving the way we do business with you, the customer. Some of the key factors are summarized below:

- **Online E-ordering for highly efficient administration**

We operate an e-ordering system that is continually being improved to give our customers even greater access to our systems and information. Once you have been issued a pass code, you login to our secure website and search our stock inventory, and place orders directly into our systems (no more errors with garbled faxes or misunderstood telephone messages).

You can track progress of your orders, review your order history and manage your account as if it were an extension of your own system - no need then to waste your valuable time getting answers over the phone.

- **Competitive manufacturing**

Our products are manufactured in state-of-the-art facilities that operate to strict ISO QA standards. By choosing partners in such places as India, Malaysia, and China, we also benefit from their highly skilled workforces, competitive manufacturing costs, and world-class quality.

- **Efficient Logistics**

Our warehousing and outbound logistics are outsourced to specialised third-party logistics specialists in The Netherlands, Spain, South Africa, Australia and USA. Partnering with global logistics companies is another example of our commitment to world-class service.

Our products are delivered via the most efficient route – directly from our stock to the OEM – without unnecessary handling by intermediaries. In addition, bar coding on all products also helps our customers optimize the efficiency of their operations the instant they receive our products.

- **Always in stock**

We maintain consistent and dependable stock levels at all time so that orders can be fulfilled promptly and our partners and customers are assured timely and reliable delivery.

*The above factors illustrate our commitment to optimizing QCD:*

- *highest Quality*
- *best Cost*
- *dependable Delivery*

At Victron Energy, our procedures and processes are securely in place, which allows us to concentrate on developing new and improved products offering the dynamic and innovative features that will help our customers continually improve their own products without additional expense.

Moreover, we are committed to developing the skills and knowledge base of our distributors, dealers, and installers, which is critical to the transforming the features of Victron Energy products into meaningful and valuable benefits for the ultimate end users.