

velleman®



VELLEMAN® N.V. has been a major distributor of electronics for more than 36 years. Our warehouses contain over 18.000 different products from 50 brands. We serve a network of over 1.700 dealers in more than 85 countries. VELLEMAN® N.V. has an excellent reputation for its service to retailers. To meet our ongoing growth, last year our company site has been expanded with a new 2.000 m² office building and total 16.000 m² of warehouse using the latest order picking technologies.



Visit velleman.eu for more information about new products

HISTORY

1970s

Foundation of company by the Velleman family, focusing on production of DIY kits
Foundation of Velleman Switch and Engineering

1980s

Transformation into Velleman NV
Start-up Velleman Components

1990s

Expansion of business, new production hall, new warehouse.
Foundation purchasing offices in Hong Kong & Taiwan
Foundation of Velleman inc. USA
Set-up sales offices in France and Spain

2000s

3 nominations for Trends Gazelle growth awards
Acquisition new site Gavere to support further expansion

2004

MBO with participation of Fortis and Indufin investment companies

2006

Completion of new building, new warehouse
Introduction of automated picking system.

KEY STRENGTHS

- own R&D department
- sales to DIY shops and mass distribution of Perel products
- sales to electronics shops
- export division
- standard industrial products division
- presence at electronic fairs all over the world
- European sales offices in Spain, France, the Netherlands, Sweden, Poland and Belgium
- sales office and 2.000 m² warehouse in the USA
- warehouse: 16.000 m²
- own purchase offices in China, Hong Kong and Taiwan
- own after-sales service and repair departments
- own graphic department

velleman®

HQPOWER™

velleman®
projects

PEREL®



NEW DISTRIBUTION CENTRE

- **Distribution centre**

The new DC (Distribution Centre) features the newest logistic technologies such as Kardex Shuttles®, narrow aisle lift trucks and conveyer systems. Fluid stock rotation, zone independency and an optimal space arrangement were the main concerns during the design of the warehouse. The inbound features an automatic sorting unit conveying the goods to the correct location by means of a complex conveyer and sort-to-light system.

- **Warehouse management system**

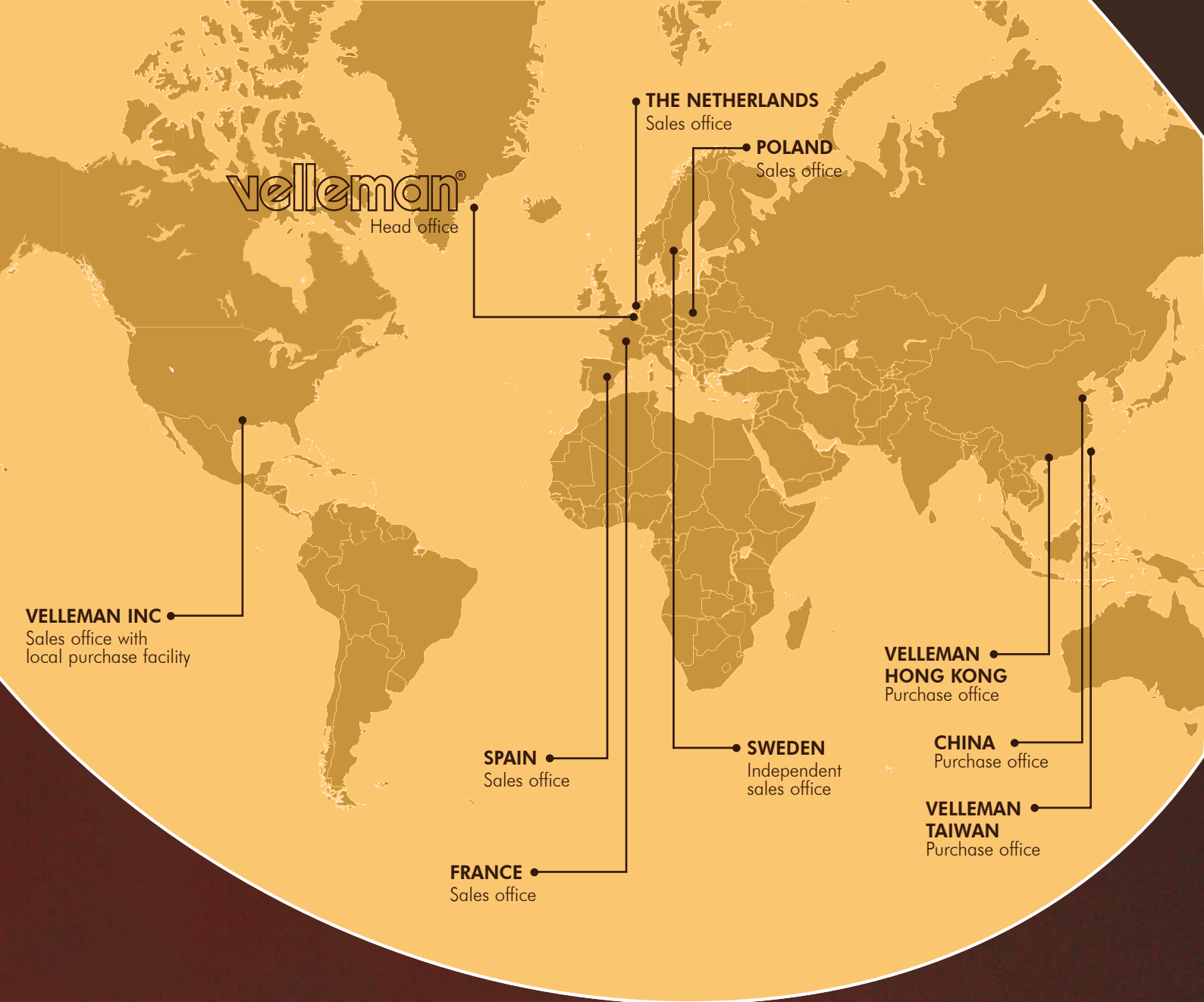
The new WMS (Warehouse Management System) in the storage areas allocates the goods to the ideal location according to product and/or volume. The WMS offers the necessary management tools in order to make flexible and adequate decisions for order picking at RF (Radio Frequency), guaranteeing a fluid customer order flow.

- **The Kardex shuttles**

The Kardex Shuttles®, with a total capacity of 300m³, allow fast, efficient, simultaneous and ergonomic storage and order picking. The customer orders are scanned, weighed, labelled and completed with the necessary documents through a semi-automatic packing line, and dispatched rapidly through one of our many shipping partners to our customers all over the world.

- **Shipping goods**

After picking the order, the bins are scanned and automatically sorted out by a pusher onto a previously determined route according the order volume and/or destination. A separate scanning of each item and the packaging of the order follow the order confirmation. The package is automatically weighed, compared to the theoretical weight, and completed with a shipping label and delivery documents. All packages will then be scanned in the correct transportation zone.



COMPETITIVE ADVANTAGES OF VELLEMAN

- **Brand name**
 - Velleman, HQ Power & Perel brands have outstanding quality reputation in the world market
- **Product range**
 - Own development of Velleman projects (kits, instruments and modules)
 - Extensive range of add-on products allowing for "One stop shop"
 - Over 18.000 products sold in over 85 different countries
- **R&D experience**
 - Qualitative product verification and improvement
 - Compliancy with all import/export regulations
- **Logistics organization**
 - Efficient purchasing strategy straight from the manufacturer resulting in low cost
 - Flexible transport with local warehouse in Far East
- **Outstanding marketing skills and position**
 - Own development of catalogues in a variety of languages
 - Velleman occupies well established position in important Western European markets
 - Own manuals and packaging
- **Strong custom made ERP system**
 - Online ordering
 - Daily sales/profitability monitoring per product
 - Efficient stock monitoring with alarm lists
 - In house development team