



COMMUNIQUE 01 06

RSDB staff magazine



GERALD PETERSEN ON PAGE 4:

**“From spectacle cases
and packs of playing cards
to ladies’ underwear
and flip-flops”**

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**SANOMA AND RSDB
STAY TOGETHER**

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**WHAT IS COEN ZEEVENHOVEN
DOING AT MC?**

+ PERSONAL: Anko Grit meets James Geldof + Environmental Care + ISO



/heading/NETHERLANDS V. ENGLAND: HOME GAME FOR BOTH SIDES



/intro/James Geldof is a sales leader at RS GrafServices Eindhoven and Anko Grit is a sales manager at Roto Smeets Ltd., UK.

What do you know about each other?

James: “Anko used to work at RS Deventer when it was still NDI and he’s now a sales manager in the UK sales office. We met a few years ago in England.”

Anko: It’s always good to meet in person so you can match a face to the voice. I still remember our conversation.”

James: “Anko works abroad. Being successful there demands that you know the country and its customs well. For me every day is a home game.”

Anko: “England’s a big country. It’s not uncommon for me to travel about four hours just to get to a meeting, so a one-hour visit can easily take a whole day. But I also play home games. When I went to England I was already half way there because my wife’s English. The daily work is a fantastic teacher, but ruthless, too. You just sink or swim.”

What do you sell?

James: “RS GrafServices in Eindhoven helps customers prepare their sales and marketing material. We do greetings cards and cartographic products too, though. We specialise in jumbo format, sheet-fed offset to 110 x 160 cm, combined with fast throughput times.”

Anko: “We sell web offset and rotogravure printing to the major mail order companies, retailers, e-commerce businesses and publishers. Print runs from 100,000 to as many as 18 million copies. Big print runs like that can have a serious influence on manufacturing time.”

Are you seeing any changes in your markets?

James: Even faster throughput times, serious competition from Eastern Europe. Falling print runs because the target groups are being targeted more closely. Digital printing and copying are increasing in volume. The printers in Holland can sell themselves on their service, speed and efficiency.”

Anko: “I see the print buyers becoming more professional, there are seasonal patterns and overcapacity. The prices quoted on the market are just not realistic. That can only be compensated by cutting costs or smart production. The danger there, though, is a narrowing of the supply side or a fall in service. We really have to watch out for that.” ●

/heading/RSDB COMMUNIQUÉ, NR. 1-2006

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Foreword

Dear shareholders,

First of all I would like to thank the shareholders who were present at the shareholders' meeting yesterday for their presence and the trust they placed in us.

As the Chairman of the Supervisory Board indicated yesterday, RSDB will continue its attempts to delist from the stock exchange. It remains our preference to collaborate with an industrial party in order to create shareholder value and to be able to participate in the consolidation process in the printing market.

We regret that the way the delisting process developed means that we have to say goodbye to Hans de Jong. For 27 years he has made a major contribution to our business and we shall miss him greatly.

But RSDB must go on. The coming time will be used to work on a plan to modify RSDB's structure. This change will lead to a simpler organisation, without reducing production capacity. The reorganisation will involve the loss of approximately two hundred jobs. We cannot rule out compulsory redundancies. This means that Print Productions will be reorganised to bring cost prices in line with market developments. For the Marketing Communications business line, it means that they will receive the means to grow into a fully-fledged RSDB business line.

We expect to be able to give you a better insight into our plans when we publish our half-yearly figures in August.

John Caris



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/chapeau/**Roto Smeets' Gerald Petersen on added value print propositions.**

/heading/“NINETY PALLETS OF SOUP”

/intro/A nice scent, a special varnish or unusual ink makes a magazine stand out. Roto Smeets has all the facilities needed to make a magazine special. “We don’t just manufacture it; we also bring in ideas ourselves.” And the publishers value that.



TV Film magazine had a very special cover in March this year. It carried the familiar mammoth from Ice Age 2, but was partly blank. But if you put the magazine in the freezer you would see clear blue crystals and cartoons appear round the mammoth. That special effect was achieved using temperature sensitive ink. The stunt formed part of the new film’s launch campaign. The idea – a first in the Netherlands – came from Roto Smeets. Gerald Petersen, Roto Smeets sales director, told us, “It was pretty cold outside during the tests, which was handy because you only had to walk out the door to see the effect!”

STANDING OUT

Nowadays there’s scarcely a magazine that doesn’t regularly offer its readers something extra. This can vary from an enclosed guide or an insert on holographic paper to a varnished cover. Gerald Petersen has a pile of examples on his table. An issue of the horse-lovers’ magazine Bit used a relief: both the title and two horses’ heads were raised. Roto Smeets manufactured an issue of Playboy clad party-style in metallised film. A recent AD magazine had a complete World Cup football picture sticker book sealed in with it.

“Publishers and advertisers are continually on the lookout for ways to make their magazine stand out,” says Gerald. “That’s not just good for the impulse purchases at the magazine stand; it also boosts their innovative image.” The ideas don’t just come from the publishers and advertisers, though: Roto Smeets itself increasingly comes up with them.

As Gerald says: “Nowadays we’re very good at knowing what effects can be achieved and what can’t. So we use our knowledge to make suggestions, to show that Roto Smeets is also a consultant.”

LADIES’ UNDERWEAR

Technically, we can do a lot now, Gerald explains. “We’re one of the few companies that can do such special effects, even with large print runs. Relief covers, special film packaging, fold-out adverts we can do in-house. For very special printing techniques, like lenticular cards, post-its or scratch ink, we link up with a specialist.” If such items need to be processed, then Roto Smeets comes into action again. “We’ve handled everything here,” says Gerald, “from spectacle cases and packs of playing cards to ladies’ underwear and flip-flops.”

PLANNING

Clearly, it takes more time than normal to turn out extras like these. Relief, for instance, can delay the printing process, while adding sachets takes a lot of work. “Last autumn we had to add soup sachets to Veronica Magazine. We had a delivery truck with nine pallets of soup.” So good planning is crucial, Gerald explains. “That’s why it’s very important that we become involved in the process early on.” ●



/quote/ **“FROM SEALED-IN STICKER BOOKLETS TO HOLOGRAPHIC FILM; WE’VE SEEN IT ALL HERE”**

news in brief: print productions

ROTO SMEETS DEVENTER 75 YEARS

May 12 was an important day for RS Deventer, forging a link between the past and the future. While it was a day for looking back at the past 75 years of RS Deventer's history, it was also a day for focusing on the future as the second wide press (Press 23, 3.68 m) was started up.

The starting gun for the festivities was fired by Deventer's Mayor, Mr Lidth de Jeude, and the Chair of the RSDB Supervisory Board, Mr Lodewijk. They both pressed a button to unveil a work of art, made of a narrow cylinder, symbolising the link with the past. The plastic plate symbolised the printed forme, the transparency that RS Deventer aspires to in its business conduct. Co-operation and independent action underlie the work. Its creator, our colleague Paul de Jong, was right from the start involved in the ideas, design and implementation of the four wide presses.



Mainly local business relations were invited to attend on the actual day, while the period after that was used to allow the sales offices to party for a day with their most important customers. RS France sales office had its turn on Tuesday 30 May, for instance. The photo shows the general manager of RS France, Anne Cordier (in beige striped trouser suit) flanked by business relations and colleagues.

Innovation at Roto Smeets Etten

The modifications to Press 7 at Etten were recently completed. The press is now equipped with a feeder-folder that offers the plant a unique facility for producing a very wide variety of product types and sizes, mainly for the retail market. Sales are already calling it the 'Origami Press'. This modification to Press 7 has also created a good back up for Press 21 at RS Deventer. The first run using the new folder took place on 12 June.

Rotogravure printing on newsprint is yet another niche where RS Etten can service the retail market. That it can be done was demonstrated with the Metro Praktiker order, recently printed by RS Etten. RS Weert had asked RS Etten to take part of the order. The result is a good looking product on offset newsprint, printed by rotogravure! According to the paper's supplier this had never been done before.

RS Etten has acquired two Epson proofers, after close consultation with RS Deventer, for use at RS Etten. With a view to further standardisation in the rotogravure group, part of this configuration will also be tested at RS Deventer.

CUTBACKS AT TEN KLEI

On 15 May the Ten Klei b.v. Board informed the personnel that the company would henceforth concentrate entirely on the production of Direct Mail campaigns. As a consequence, the stitching and film packaging departments would be cut back, as only a limited capacity was needed in both departments to service DM campaigns. Around 20 jobs are to be lost as a result. Compulsory redundancy is unavoidable. A social plan has been agreed for those affected. They will receive outplacement counselling, leading to a job outside the group.



NEW MAGAZINE AT SMD

SMD makes Light magazine for Miller Media, which covers eating, exercise, and health & beauty. Full of information and tips for a healthy life and good looks. It also contains delicious, low-calorie recipes. Light magazine's subtitle says it all: 'A nice healthy magazine'. Light appears quarterly, 68 pages per issue.

Kooktips [Cooking hints] is published by F&L Automotive Publications. Crammed with fantastic recipes, practical hints and interviews, all in a handy format (230 x 190 mm). Each issue also has a young chef revealing some exclusive recipes. Kooktips is a collectable, appearing quarterly, 124 pages per issue. A recent publication by Uneto-VNI is Intech, Klimaat en Sanitair, a magazine

for the independent contractor in the technical installations industry. It appears 11 times a year, 92 pages per issue, as a trade magazine full of information on air conditioning, sanitary technology, specific projects, the market and management. It also contains interviews and reports important developments for its readers, who are members of Uneto-NVI.

Totally Spies! and Trollz are both published by Uitgeverij Z-press Sport & Media. Totally Spies! and Trollz are youth magazines, based on the popular cartoon films broadcast respectively by the children's channels Jetix and Nickleodeon. Both titles contain a superstrip in each issue, as well as being crammed full of columns on everything that interests and preoccupies young girls, all related, of course, to the girl superspies or the Trollz girlz. Both magazines appear quarterly, size 48 and 32 pages, respectively.

/chapeau/**NEW AGREEMENT BETWEEN RSDB AND SANOMA**

/heading/**COLLEGIAL TIES NOW MORE BUSINESSLIKE**

/intro/ In March this year RSDB and Sanoma Publishers signed a new, long-term contract, which sets out far-reaching, detailed agreements. The collaboration between RSDB and Sanoma is unique in the graphics industry.

It took a while. The first talks were held in 2003, while the final signature was placed in March this year. But everything good needs time. Alec Bergsma, Roto Smeets Sales Director, is very happy with the outcome. "Sanoma Publishers is a very important customer, of course. This agreement confirms how efficient and pleasant our collaboration is now." Sanoma is also happy with the contract. "It's an important step on the way to further professionalisation of our collaboration," explains Joop van Beek, Production Management Director at Sanoma. "It's my expectation that it will lead not only to an improvement in quality, but also to cost savings for both parties."

ACCOUNTABILITY

New agreements were needed because the first contract, which dated from the time when the RSDB businesses split off from VNU, was outdated and needed radical revision. Joop van Beek explains, "To start with, of course, the printing process itself has changed. Digitisation has become far more important. Moreover, we demand far more in terms of quality, efficiency and professionalism."

The new contract states explicitly that Roto Smeets and Sanoma may hold each other accountable if things don't go well. "That's why it contains a Service Level Agreement (SLA)", says Alec. The SLA consists of a series of detailed agreements on the level of service, with associated norms and tolerances. The automation industry has worked with SLAs for years, but they are relatively new in the graphics business.

As Van Beek puts it, "Hitherto we were charitable about any 'violations'; we swept them under the carpet. But if together we want to achieve good performance, work together efficiently, then we have to be able to hold each other accountable for our performance."

PROFESSIONALISATION

The accounting will also be done literally. If everything (nearly everything) has gone well at year's end, then a reward is attached. Too many mistakes result in a fine. Alec gives an example: "Take a weekly. You can agree that something can go wrong at most four times in a year. Things like: Is it cut straight? Is every copy stapled? Are the colours OK? Did we get the magazine out on time?" Sanoma has to perform according to contract, too, by supplying correct production data, for example. And these demands are not negotiable. Alex explains, "Suppose it's been agreed that Sanoma is to supply production data at twelve noon and it arrives at five past twelve. Then it's too late. That's it." The agreements under the SLA aren't meant to be something to beat each other about the head with. "The idea is far more to encourage each other to perform better. If we want to professionalise the way we work together even further, then we have to be competitive in the way we do it." ►

/quote/ “WE DEMAND FAR MORE IN TERMS OF QUALITY, EFFICIENCY AND PROFESSIONALISM” Joop van Beek, Sanoma Uitgevers



Left to right: Jaap van Doorn, ex-Head Print Purchasing Manager, Sanoma Publishers (now retired). Beside him Jetze Jansen, Sanoma Legal Division, Joop van Beek, Sanoma's Director of Production Management. Then Claire de Schepper, RSDB Legal Affairs, Alec Bergsma, Sales Director Publishing Market Roto Smeets and Maarten Frequin, Roto Smeets Marketing & Business Development, followed by Joost Prins, Manager Print and Distribution Services, Sanoma., On his right René van Werkhoven, Roto Smeets General Director and Hans de Jong, until recently Chairman of the Board, RSDB. Seated, Jessica Haagmans, Sanoma's CEO and John Caris, RSDB Board member.

ELEPHANTS

Why did the negotiations take so long? Van Beek recalls the more or less collegial ties, with their historical roots. “That’s now more businesslike.” Moreover, the contract was very detailed. “The legal people had to do a lot of work, and they’ve done a first class job,” Alex explains. “Beyond that, we consulted intensively with the technical specialists when we came to describing the printing process. You see, everything has to be measurable, so you have to describe all the norms you’re going to use, right down to the last decimal place.”

The new collaborative contract, including the Service Level Agreement, means that Roto Smeets and Sanoma have set the standard for the entire graphics industry. “Elephants do it with elephants,” says Van Beek. “What I mean is, you can’t expect that smaller businesses will enter into such an all-embracing, innovative contract. They just don’t have the expertise. As the largest publisher and the largest printer, you more or less have a duty to the entire industry to improve the chain.”

PILOT

The agreements will be worked out further in the near future. “There’s a pilot project running from the summer to the end of the year at RS Weert, who are working on a number of titles under the new contract,” Alec tells us. “The SLA will go into force at all printing plants from the start of next year.” ●

History

RSDB and Sanoma have a shared history. The then VNU had its own Graphics Industry up to the early 1990s, including Media Partners, until it was decided to divest it in 1991. RSDB came into existence after a takeover in 1993 by Royal De Boer Boekhoven.

49 titles

Besides the framework agreements, RSDB and Sanoma have also signed long-term contracts to print and finish 21 titles. Contracts for 12 titles, which expired in 2005, have been extended, including Cosmopolitan, Nieuwe Revu and Sportweek. RSDB has also succeeded in gaining 9 new titles, including Flair, Kijk, and Ouders van Nu. This represents a considerable increase in the amount of work that Sanoma has placed with RSDB. The group now prints a total of 49 titles for the country’s largest magazine publisher.



Internet-content

The Post Bank has asked Media Partners (which makes their relations magazine NL for them, together with Design Domain) to collaborate on a new internet concept, smart banking.

Customers in the 18–35 age group receive an e-mail every month on current financial matters that they can take advantage of. The e-mail has a link to a personal page with more background information. Extensive files related to the topic have also been placed at postbank.nl. Media Partners are supplying most of the text for the new concept.

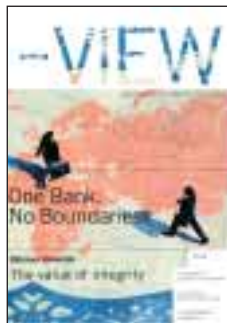


Pitch won, customer retained!

Good news in Amstelveen. At the end of May ABN AMRO Bank were once again confident in their choice of Media Partners.

The bank wrote out a pitch for View, the English-language magazine for all 'vice presidents and above' in ABN AMRO throughout the world, which has

already been successfully produced by Media Partners for the last five years. It was time for a change of course, a tighter briefing about the future. The new course found close expression in the new concept. It turned out to be the winning concept, so – sadly for the competition – ABN AMRO signed up with Media Partners once again. Pitch won, customer retained!



TNT in motion

How do you encourage employees to look for different work? By making that 'different work' very attractive, of course! Media Partners, in collaboration with postal carrier TNT, is currently developing a new communications platform for voluntary mobility. A magazine, a website, posters, intranet, bulletin board news and job adverts are intended to get the people in the postal service on the move.

The platform is going live on 6 September.



DESIGN DOMAIN WINS PITCH FOR PHILIPS BEAUTY AMBIENCE PHOTOSHOOT

Following on from the highly successful photoshoots for Philips Food & Beverage and SENSEO®, Design Domain recently won the pitch for the Philips Beauty Ambience photoshoot from the London advertising agency DDB. Even though the large DDB was supposed to be the racing certainty, Design Domain's good relationship, hitting power and earlier demonstrations of expertise were decisive in gaining them this mega job. Beauty Ambience covers everything to do with 'female care', from Ladyshaves to hair care products. The job involves shoots for Philips's own image databank, including both products and atmosphere shots with models. Previous shoots were held in Capetown and Barcelona, where the light is brilliant for photography. Design Domain and Philips are due to board the aircraft together again at the end of June.

/chapeau/**Coen Zeevenhooven**

/heading/“IT’S HANDY IF WE’RE ALL DOING THE SAME THING”

/intro/Since summer last year Coen Zeevenhooven has been Commercial Director in the Marketing Communications business line. He sees his role mainly as that of coach. “I like the communications business, but I also like looking for new opportunities together. And they’re there for MC businesses, that’s for sure.”

“We’re certainly entitled to be proud of our performance in Marketing Communications,” Coen Zeevenhooven believes. “Practically all our companies are market leaders in their sector, or else they’re right there near the top. Moreover, thanks to the wide range of activities we have in house, we can offer more than most of our competitors. We should impress that on our clients more forcefully.”

NEW BLOOD

Coen Zeevenhooven (42) has been Commercial Director, Marketing Communications for a little less than a year now, but work in the MC area isn’t new to him. In the early 1990s he was working for Media Partners as an account and new business manager. “In 1999 I was offered a partnership in the Van Ginneken & Mostaard Group and a year after the sale to Neroc I came back here.”

Since his return to the RSDB fold, Coen has mainly been occupied with internal reorganisation. “We’ve put through rationalisations where things weren’t running too well. There have been management changes, new blood has come in, especially among the creatives and in multimedia.” Coen is also looking at how better to utilise the combined power of the MC companies. “I’m convinced we can profit even more from each other’s knowledge and experience.”

LEARNING FROM EACH OTHER

Coen, who spends his weekends training his daughters to play hockey, also views his role in MC that of a coach. “I try to encourage my colleagues, get them to come up with ideas. A successful campaign for one client might give occasion to see if you can do something similar for another.” A variety of account days are held to encourage the exchange of ideas and experience between the MC companies. As Coen puts it, “That’s when account managers from the different companies come together to exchange experience. It can teach us a lot.”

The companies – Media Partners, Design Domain, dem, SLiM, 2Organize, Leads to Loyals and LogicUse – can also learn from each other when it comes to efficiency, too. “We currently use five different methods to evaluate a client. It would be a lot handier if we were all to do the same, wouldn’t it?”

NO PROBLEM

Another of Coen’s goals is to list what the clients and prospects think are the blank spots in the Marketing Communications offerings. “For example, our creative services aren’t so strong when it comes to the internet, mobile services or moving images. We shall fill the gaps by expanding our knowledge and entering into new co-operative ventures. After all, if the client wants both print and an internet newsletter, that shouldn’t be a problem.” Naturally, a commercial director also has to attract new business. That can be done by recruiting new clients, as well as doing more for the existing ones. ●

/quote/ ***“PRACTICALLY ALL OUR
COMPANIES ARE MARKET
LEADERS IN THEIR SECTOR”***

Coen Zeevenhooven





/chapeau/**Better efficiency and more constant quality thanks to ISO standard**

/heading/**RED IS RED**

/intro/Customers with an international market often have their printing done by a number of printers in different countries. But these customers do want a guarantee that the colours will be the same everywhere. That's possible thanks to the ISO standard that Roto Smeets uses for offset printing.

Roto Smeets has complied with the ISO printing standard for some time, now. To do this, the factors that govern the quality of the printing process – paper, ink, colour and tone, and grey scale – have to be standardised. The necessary tolerances, which tell us what is good and bad, are also set down in the ISO standards.

MEASURED VALUES

“On the presses we’re now using in-line measurement and control technology with photospectrometer sensing,” says Jo Brunenberg, senior technology consultant at LogicUse. “The values measured by this system match up far better with human observation than the densities we used to work with. Now, if you swap orders, you know you’ll get pretty much the same quality. And because we’re becoming more industrial in our production – in other words, there’s less ‘lithographing’ on the press itself – the printing process is also more efficient.”

PROFIT

The introduction of the ISO standard is not yet entirely complete. “Some elements, like the paper classifications and colour profiles, aren’t finished yet,” says Jo. “And the pressroom employees also have to be retrained, because it’s quite a switch.” But that’s just a matter of time. What is clear right now, according to Jo, is that the ISO approach is delivering improvements in efficiency and quality. “If there is a technical problem we can track down where the shoe pinches far faster, now. And that’s pure profit.”

Environmental Policy at RSDB ●

/chapeau/ **Environmental policy at RSDB**

/heading/ **THE ENVIRONMENT – WE CARE**

/intro/ Environmental policy is a major concern in a printing works. The ISO 14001 certification and the related internal and external audits make it a matter of continuous concern. The never-ending efforts of the environmental co-ordinators and their eagerness in finding new measures also contributes, Nevertheless, our sales managers are still often asked about specific environmental aspects. So this Communiqué presents a list of FAQs (frequently asked questions).

Why so much attention to the environment? Among the major objectives of RSDB environmental management are the working climate for the staff and our responsibilities to our customers and society at large. Emissions are being cut year-on-year and the key environmental figures are adjusted for the better. Another influential aspect is the market. In increasing numbers businesses are emphasising the importance of environmentally responsible corporate conduct and they expect their printer to do so too. Our positive image is reinforced by our annual environmental report.

Will RSDB gain FSC certification? Customers increasingly want their work printed on FSC paper (FSC = Forest Stewardship Council). If they want the FSC logo on their printed work, it's not enough just to use FSC paper – the entire production process must meet FSC requirements. That's why FSC certification has been requested for the RSDB printing plants. Roto Smeets Utrecht has now been certified and the rest will follow soon. The speed with which this certification was granted is thanks to the companies' consistent environmental policy. The plants' ISO 14001 certification and the existence of our Ecobalance means we fulfil practically all requirements for the FSC seal of approval.

FSC supports environmentally friendly, socially desirable and economically sustainable forest management. The FSC seal of approval is awarded according to a series of guidelines to timber as well as to timber processors such as the paper

industry and paper processors. A product that carries the FSC seal is guaranteed to be made of timber from well managed forests.

So what about the rest of RSDB's paper? As our Environmental Policy Statement affirms, the RSDB purchasing managers guarantee the 'environmental history' of all the paper we purchase, not just the FSC paper. Our choice of paper suppliers is in large measure governed by sustainable logging and a record of the origin of the fibre used. This guarantees that the timber comes from sustainably managed forests. Moreover, all the paper waste in the plants is collected for re-use.

Aren't our printing inks harmful? The inks we use consist of pigments and petroleum products (solvents). The pigments contain no heavy metals that are harmful to the environment. Legislation regards these inks as harmless. During printing, automated systems ensure optimum ink usage, which cuts losses to a minimum. To keep the environmental effects of solvents as small as possible we have implemented emission reduction measures, such as afterburners and toluene reclamation plants.

What sort of film do we use to package magazines? Some customers choose to seal their printed matter in plastic film to safeguard the added value of the various extras for their readers. Our film is chiefly LDPE film, produced from petroleum. It is not biodegradable. It can be recycled, but since the film ends up with the user, collection would have to be organised by the local authority. Currently it is collected with the household waste. The waste incinerators in Holland are happy about that, since its high calorific value helps the other domestic waste to burn faster and better.

/chapeau/**John Oosting on Leads to Loyals**

/heading/**ODD MAN OUT**

/intro/“Loyal customers are worth their weight in gold. We help our clients to recruit loyal customers and to keep them”, says John Oosting, soon to be appointed General Manager of Leads to Loyals. The stream of new orders shows they will succeed.

PlantijnCasparie DM was rechristened Leads to Loyals in early February. The new flag covers the description better, says John Oosting. In seven years he has progressed from project and sales manager to general manager. He is to succeed Tjerk Wiedema in that function in August this year. “DM is a bit of a broad church. What we do is far more specific. We offer interactive marketing programmes that support companies as they recruit and hold on to customers. Loyal customers are what keeps every company afloat. It helps a business’s profitability if you can hold on to customers longer.”

APPEALING

The growing list of Leads to Loyals clients contains such household names as DaimlerChrysler (Mercedes Benz), Philips, TNT and Agis Health Insurance, all of whom have their own specific wishes. John: “You’re always looking for the solution that best fits your client. It’s the variation that makes this work so great. You can be working on a loyalty programme, then go on to a data quality project and then to a lead generation project.”

For example, Leads to Loyals takes care of the Gall & Gall shop discount card for the wine and spirits chain of the same name. For Kappa Interbox, the packaging manufacturer, Leads to Loyals has set up a programme that helps the Kappa account managers fix appointments with the right contacts. Combinations are possible, too: “Clients increasingly often make use of a variety of communications media,” says John. “You can then send both mailings and e-mails or lead business relations to a personalised website. In cases like that we take care of the entire campaign and if the clients wants, we can also do all the work ourselves.”

INTERFACE

At first sight it would seem that Leads to Loyals is a bit of an odd man out within RSDB. But look a little closer and you’ll see it’s not so strange, as there certainly are interfaces with print. “To get printed matter to the right address and in the hands of the right contact, you need a well constructed, well maintained database, and that’s what we do. In many cases we look after the printed matter too. And, of course, we regularly bring in other companies from the RSDB Group. For instance, we forged a link with Media Partners for health insurer CZ’s business relations magazine.”

MEASURABLE

Leads to Loyals got off to a flying start this year, with new assignments from Golden Tulip, Philips Lighting, Freelift and Rodenstock. John: “For a time businesses were a bit sceptical about the value of customer programmes. But we offer solutions where the results are measurable right down the line. That can be very complex, but it could also be a simple, common or garden campaign. Just as long as it benefits the client.” ●

