

# VAEX

THE TRUCK TRADERS



## MAGAZINE 2020

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“

*As a little boy, all I wanted was **a great big lorry**, with all the trimmings.”*

When I was a little boy, I had a dream, just like every other little boy my age. The difference was, however, that I didn't want to be a superhero or a professional footballer. All I wanted was a great big lorry, with all the trimmings. And look where that dream got me. It got me here, at my own business, where I'm surrounded by the most varied range of lorries every day, brimming with pride. Where The Truck Traders deliver unique moments of happiness when a driver comes to collect his new truck. My heart still races every time I see one of those fine-looking vehicles, and I want every customer to have that same special feeling. That's what we aim to achieve with our entire team time and time again.

The Truck Traders' core business is the buying and selling of new and used trucks, trailers, and other vehicles. In everything we do, the customer really is king. Every day, we live up to our motto of 'never telling customers no.' Each and every one of our team members thinks

outside the box. Expert, enterprising, and just that little bit different from everybody else: that's us!

In my day-to-day life, I constantly spot new opportunities and possibilities, wherever I go. Vaex Truck Trading never stands still either. In 2019, our new truck interior customisation operation, BUFFL Customizers, has thrived in a big way, allowing us to offer a total concept, as we can now customise both the exterior and the interior of a truck fully to our customers' specific requirements.

We have several more new developments lined up for 2020 and will be expanding our existing activities. My personal goal for the new year? To drive around as much as possible in the Netherlands and abroad to get the most special trucks, because the passion for trucks is in my DNA!

*Pim*

# THIS IS VAEX

*In 1971, brothers Toon and Leo Govers started their pig trading company, Gebroeders Govers BV, from a small office at home. That was almost half a century ago. Half a century of countless developments and innovations, while the warm feeling of a family business has always remained. That is VAEX today.*

## **VAEX Group**

The trading partner who knows what moves you! VAEX Group is our umbrella organisation, which includes both the pig and cattle trade and the truck trade. Two different branches, each operating independently from the same customer-focused idea: 'No is not an option and yes is right around the corner!' Both active nationally and internationally, with a passion for their product.

## **VAEX The Truck Traders**

For new and used trucks, trailers and exclusive tailor-made vehicles. And when we say tailor-made, we truly mean tailor-made. Not only are we specialists in the field of purchasing and sales, but we also offer maintenance and conversion options in our modern workshop near the company premises in Ravenstein. A completely new interior in your vehicle? Our BUFFL customisers will take care of it. Your vehicle needs transporting? We'll be happy to fire up the engine of our exclusive recovery truck. Purchase and sale, trade-in, maintenance, customising, back office and transport: The Truck Traders offer a total concept, from A to Z!

## **VAEX The Livestock Traders**

Nearly half a century of experience with the trade in piglets, slaughter pigs and sows and breeding cattle. Trade based on trust and with a personal approach. Just ask our broad network of buyers and suppliers in the Netherlands, Europe and beyond. We never lose sight of animal welfare. Flexible? Well, yes! Thanks to our own AXIS Eurolink transport department, boasting a spacious and modern fleet and our Anhoka resting stable in Hungary. Purchasing and selling, also from the branch in Romania, service, brokerage, quality assurance and transport: The Livestock Traders take care of that. Practically unbeatable in terms of versatility!



Employee being interviewed: Bas Willems

# OUR TEAM REALLY IS A TEAM!

*A race to be the first in the office? Bas Willems (47) always wins. Bear in mind he has to drive 70 kilometres for that! Every weekday morning, the alarm goes off at 5.00 am. He'll have a quick bite to eat and then get into his car to drive from Hooge Mierde to Ravenstein. According to Bas, it's all in a day's work because working is his hobby. Correction: working at The Truck Traders is his hobby!*

**Bas, why are you such an early riser?**  
Well, firstly because it's still quiet on the road, but also because I really enjoy an early start, in an empty and quiet office and getting a lot done before the rest comes in.

**What does the rest of your workday look like after that?**  
I feel completely at home behind my desk in Ravenstein. From here, I deal with the purchase and sales of trucks, but I also take care of the part that deals with the customer management side of things. Every satisfied customer makes me feel good. Of course I take to the road at times, as I like to keep track of which vehicles come in and which ones go out. That's more of a personal thing, I love overview and structure. Lunch and contact with my colleagues are also important social elements in my working day. The team is small, but rewarding. We understand each other, have fun together and are truly a team.

**You have been working at VAEX for almost 16 years now. First as a planning officer and then as a sales employee at The Truck Traders. How did that come about?**  
I started out as a planning officer, in a completely different

world back then. There were far fewer rules and that allowed us to live up to our 'just do it!' mentality, day in day out. A touch rebellious and not entirely without risks: those were the days! The borders were still closed, mind you, so each trip abroad took a lot more organising compared to today.  
On a cold winter morning in January 2012, I came across a beautiful Torpedo for sale on the Internet in Italy. I showed the vehicle to Pim and that same afternoon, I was already on my way, together with a colleague who'd only just passed his driving test. I bought the truck and the other driver picked up a caravan on the way back that had to go back to the Netherlands, all in one go. Here at VAEX, we call that 'pedal to the floor'! This undertaking also triggered something in me personally. It was time for a new challenge, but within VAEX of course. From March 2012, I became responsible for the purchase and sale of trucks, operating from a basic office unit at our new

location in Ravenstein. Each working day, I opened and closed the door of our 'office': four paper-thin walls with only three desks and a toilet. In 2015, Pim joined the truck trade full-time and that's when The Truck Traders were born. A company that I've helped build up from day one into the strong player it is today, including a beautiful office with a workshop. We can all be very proud of that, together.

**What makes VAEX/The Truck Traders so special?**  
The fact that we can offer the total package: truck, interior and exterior. And the fact that we're not just focused on recruiting new customers, but that we really look after our existing clientèle at the same time. I really fully support that. With that, I have a great deal of admiration for the way in which Pim, Dirk and Leo have built up their company and are still developing it further. I work with Pim most of the time, and he really is so involved as an employer. When I'm in the car with him, he doesn't just ask about how things are going with the truck trade, he also wants to know how my father is doing and whether my daughter Hanne is enjoying herself at school. That personal interest makes a difference, you know.

**Colleagues about Bas**  
*Bas is a stand-up guy, 100% reliable and 200% loyal to VAEX. He actually listens to what you say, whether you're a customer or a colleague. He likes to view things from a distance first, but practically always hits the nail right on the head after that. Bas is a real asset for business relations who don't like big mouths and fake smiles. And within The Truck Traders, he is our tower of strength, a safe haven in the daily hectic of our business.*

# INFOGRAPHIC 2019



1971

Toon and Leo  
Govers incorporate  
'Gebroeders  
Govers BV'

1992

Company name  
changed to 'VAEX  
Varkens- en Vee-  
handel Reek BV'

2005

Management  
Board of VAEX  
comprises Leo,  
Dirk en Pim  
Govers

2012

Incorporation  
VAEX Truck  
Trading

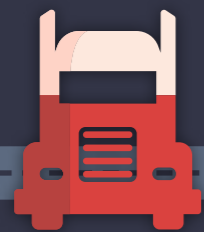
2018

Leo Govers  
on retired pay

2019

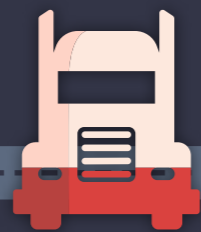
launch of  
BUFFL

## Trucks



65%

of our revenue is generated  
through existing customers



27%

of our trade is conducted with other traders,  
both in the Netherlands and abroad



9,3%

of trade is generated through  
relations of VAEX Varkens- en  
Veehandel BV

19

new combination livestock  
vehicles were sold in 2019



1.000

vehicles we traded per year, of which 53% are trucks.  
SCANIA is the make we sell the most.

## Online



>14.000

VAEX The Truck Traders  
& BUFFL Customizers have  
more than 14.000 Facebook  
followers hebben

60%

of all website visitors  
are aged 35 - 55



99%

of all buyers are male  
according to our customer database

>4.500

BUFFL Customizers  
have more than 4.500  
Instagram followers



>2.300

VAEX The Truck Traders  
have more than 2.300  
Instagram followers

Algemeen



73%

of employees do  
not use a computer

41

is the number of employees  
in truck trade



36

is our  
average age



5650

purchase invoices  
are processed by the  
administration department of  
The Truck Traders in 2019

€49,6 mln

equals the total of sales of  
VAEX the Truck Traders.  
The majority of this is accounted  
for by the truck trade.

## BUFFL WORKSHOP



2185

work orders were completed by  
our workshop in Ravenstein  
1 work order consists of different  
work lines

>130

complete interiors were built in  
by BUFFL in 2019  
(> 130 trucks)

## DID YOU KNOW THAT...

...we are happy to solve your capacity problems! We never fail to provide the customer with the right truck, trailer or semi-trailer as a rental solution

...we're happy to assist the customer throughout the process of purchasing or selling a vehicle, for example

- Export documents
- Transit license plate
- EUR 1 documents
- Homologation
- National Vehicle and Driving Licence Registration Authority
- Temporary insurance
- Dispatch



# ONE DAY, EVERYONE DRIVES A BUFFL!

*The scent of leather. The sound of hammers beating down. Folders full of colour samples. A dozen craftsmen and women, bent over their workbench. There's no mistake: people are at work here. Or should we say: doing their magic? Because sometimes, it's almost magical what happens. Meet BUFFL!*





**‘We can do that too!’ It started all out with that thought, somewhere mid-2017. More and more customers of The Truck Traders asked for a specific interior for their truck. This meant that an external party had to be called in. But wouldn’t it be fantastic if we were able to deliver the total package ourselves? And what would be needed for that? Knowledge and craftsmanship from the world of interior design! Specialists with these characteristics were brought in and it was through them that VAEX Truck Customs was created. Starting from scratch, in a bare workshop in Reek, practically unknown in the market. But with an overdose of creativity, experts that could create just about anything and... a work ethic that was second to none. Something beautiful was in the making. A concept that came alive, bubbling and brimming, one that screamed to have its own brand name. And that’s when BUFFL was born, mid-2019.**

#### **Who is BUFFL?**

BUFFL loves trucks, and trucks love BUFFL. Because every vehicle that leaves the workshop is looking better than when it came in. Whether it’s a set of new lights or a completely new and personalised interior, it doesn’t matter. The BUFFL specialists use minor and major adjustments to convert each vehicle into a ‘paradise on wheels’. They are familiar with the latest trends in interior and exterior vehicle design, ranging from curtains to brackets and from chairs to bodywork spraying. And the BUFFL logo is discretely incorporated into every new interior, so that the happy owner can proudly say: ‘That’s right, I drive a BUFFL!’

#### **BUFFL in 2019**

BUFFL grew up in 2019. The total concept is a huge success, demand is high and there are now enthusiasts both in the Netherlands and abroad. There isn’t a wish that the BUFFL craftsmen cannot fulfil. All this whilst striving not

to compromise an inch on quality. That is a challenge the entire team is focused on, day and night. The team, which has now been expanded to include even more expert staff and an empowered female front office staff member who ensures that all orders run smoothly from start to finish.

***‘More and more customers of The Truck Traders asked for a specific interior for their truck.’***

#### **BUFFL in 2020**

- BUFFL is ambitious. The objective is to explore Europe. In the new year, sales outlets will be opened at dealers in different European countries.
- BUFFL has outgrown its current location. In 2020, it is time for a new operational base, also to make it easier to link up exterior and interior designs. BUFFL’s new

location is yet to be established as we continue our search for the perfect site.

- BUFFL is a team player. All employees in the production process are important. And they must all be kept informed of the latest trends and techniques in the field of products. That’s why we offer customised training to every employee.
- BUFFL is more. More than just the perfect truck. BUFFL is for every hunky man and woman who likes outdoor living. For everyone who likes robust quality with fine details. BUFFL is giving you craftsmanship to the last detail. Not only in your truck, but also in fashion and lifestyle. In 2020, BUFFL will storm the market with cool gadgets and its own clothing line.

# IT'S NOT WHAT WE DO, BUT **WHO WE ARE** THAT MAKES US UNIQUE!

*Truck traders can be found the world over. But The Truck Traders? They're one of a kind! We make the difference through our personal approach within the truck sector. We pride ourselves on offering customers a full-service solution. This ranges from purchasing, paperwork and transport to customisation and delivery: The Truck Traders offer the total package. Doing the same as others? Boring! We like to do it faster and better, as well as differently. A small example: the pig box on cattle cars had been out of circulation for years, but was re-introduced by us in 2019 in an innovative way. 'No' is not an option, we always find a way. Doing business and showing courage is in the DNA of the Govers family and you can feel that vibe throughout the company. Experts, ambitious and sometimes a touch rebellious, that's who we are and that's not going to change. Not even in 2020!*

- The truck trade is what we're good at. Our target for 2020 is to **sell 1.000 vehicles**, just like the year before. Although ultimately, growth in yield is more important than actual growth in numbers.
- The majority of those 1,000 vehicles sold is accounted for by **used trucks**. And we believe they're just as valuable as our new ones. Every vehicle that we deliver must be in perfect condition, entirely according to the wishes of the customer.
- **New trucks** should be for sale at outlets other than the dealer alone. We offer plenty of new models in the new year as well.
- We do, of course, still have a link with the pig and cattle trade, the other branch of the VAEX Group. The **sale of bodywork structures within the livestock sector** is definitely one of our specialities.
- Our **stock throughput times are fast**. In 2019, we sold our stock seven times over and we want to match that number in 2020.
- Offering **good value for money** with all our vehicles shouldn't really be listed as an objective here, as to us, this is something that comes naturally.
- Our **workshop continues to grow**. This allows us to deliver every vehicle to the specific wishes of the customer. Whether it is a charging plug, a hydraulic set or a complete superstructure.
- We **invest in new systems for IT and data facilities**, so that all figures, calculations and invoices are available at the touch of a button.
- We are **hugging our customers**. Not literally, of course. But we do take good care of them. Because they matter to us.



# FROM SIMPLY A GOOD JOB TO A STRONG BRAND

*BUFFL was born! 2019 was the year in which our own label got a foothold. This gave the existing team of truck customisers its own identity, named after one of nature's most powerful four-footed animals in nature. Because truck customising is a unique discipline and deserves its own brand. That's how BUFFL came about: tough and stubborn. Craftsmanship at its best. Tailor-made and handmade, by highly trained and imaginative experts. Again with the strength that characterises VAEX: always striving for new opportunities and possibilities, innovative and daring. This has resulted in the most beautiful interiors and a long list of satisfied customers in recent months. And BUFFL continues to make it itself heard in 2020.*

- We will continue to expand our **one-stop-shop** concept in 2020. You simply drive your vehicle into the BUFFL workshop and pick it up again completely finished. This includes installation, construction, bodywork spraying and all the formalities surrounding financing and paperwork. All you need to do is turn the ignition and drive away in your new BUFFL.
- We understand that your truck is your home away from home. A place you want to be just right, entirely in sync with your own wishes and taste. And that's why we listen to you! In the new year, as in previous years, everyone can contact us for **customised personal advice** and craftsmanship, no matter how big or small the order is. In addition to standard sizes and equipment, we have the tools to make every truck dream a reality.
- The aim is to **put BUFFL on the map throughout Europe**. To realise this, we will be collaborating with franchisees across the border: companies from the trucking world that become official BUFFL dealers. MP Truck Design in Norway is the first, with more names to follow in 2020.
- BUFFL grows and continues to grow. We are actively looking for **new premises**, so that all truck customisation operations can be conducted under a single roof.
- The BUFFL product range will be expanded with **new lifestyle products**. And not just for drivers, but for everyone who loves the power and quality of BUFFL. Ranging from T-shirts to hoodies and other cool accessories. Keep an eye on the website!

Customer being interviewed: Vick Versteijnen (Versteijnen Trucks B.V.)

# AT THE TRUCK TRADERS, THEY KEEP PUSHING THE PEDAL TO THE FLOOR!

*A random Wednesday morning at Versteijnen Trucks in Gilze, the Netherlands. It's raining outside, the sky is grey, as are the beautiful, modern business premises that were refurbished from top to bottom only recently. And inside, the sun starts shining immediately when entrepreneur Vick Versteijnen (34) starts talking enthusiastically. About his company, the relationship with VAEX, his passion for racing trucks and a dream that's come true.*



## Vick, how did it all start?

Well, throughout my life, the truck industry has been giving me a lot of job satisfaction. I once started as an independent salesman at a large truck trading company, after which I started a buying association with a partner back in 2010. After a successful partnership of eight years, I continued independently in Gilze on 1 April 2018. Moved to a new building, with more space and a compact, reliable team. We focus on the purchase and sale of vehicles, including the more exclusive cars and our speciality: crane lorries.

## What strikes you immediately when you enter Versteijnen Trucks are the rows of neatly arranged trucks, all shiny and polished. And it's all indoors!

Exactly, people who've been here don't forget that. We remain stuck in their heads as 'the truck trader who has everything indoors'. With that, it's also incredibly comfortable for the customer and the customer is very important to us. We aim to give everyone a warm welcome, a cup of coffee, a personal chat, genuine attention, you know. People come here to make a serious purchase and therefore deserve all the necessary explanations and details about the products that we offer.

## What's your relationship with The Truck Traders?

We've been in contact since 2012 and this has only grown in intensity in recent years. Particularly with Pim, because he understands what I'm looking for in terms of a purchase. We know what we can do for each other and when I agree

on something with him, I've got a clear picture of what I can expect in a vehicle. But I do, of course, also work together with other employees of The Truck Traders. Their overall picture simply makes sense and their strategy, providing customers with a full-service solution, ties in well with our vision. Besides, they don't just say that they want to be innovative and original, they actually make it happen. And well... they like to hit the accelerator, right?! And not just Pim, the entire company.

## In your office, one entire wall is completely covered with a picture of your racing truck and there's a special 'rally corner' in the workshop. Is that some sort of passion of yours?

Well, yes! I'm infected with the racing virus! I've driven Dakar four times already and the Morocco Desert Challenge twice: all fantastic experiences. I was the first to drive the Dakar with a Scania: a fully developed vehicle and optimally equipped for this bizarre sand race. In the new year, my ultimate dream became reality. I'll be participating as a driver of the De Rooy team in Dakar 2020. One Friday afternoon, I received a telephone call, asking if I wanted to participate and I signed on Monday. I didn't need much time to think about that offer! On 5 January, I, together with my own navigator and mechanic, we got into my Iveco for a 9,000-kilometre rally through the desert of Saudi Arabia. Unforgettable!



*Vick Versteijnen: a young entrepreneur with a vision. Want to read more?*  
[www.versteijentrucks.nl](http://www.versteijentrucks.nl)

NICE  
TO KNOW



# TEAM POWER



We at The Truck Traders don't like separate departments. Offices with closed doors and everyone keeping to themselves. We like to think as a team. And we don't just think as a team, we act as a team! Whether it's Sander in the workshop or Steffy in the financial administration department and everyone around it: we work together, eat together, talk to each other and know each other. Every team member is involved

in the entire business as much as possible and an opinion is always heard. This creates the unique VAEX formula and an endless supply of joy at work. How about our Friday afternoon drinks (which regularly end on the Saturday morning), joint participation in local sports events and original team outings? That's because we are convinced that we'll achieve more when we work as a team!



# “THE REVVING RECOVERY TRUCK

Wow...that's one impressive truck!”

*Sounds of admiration all around when our recovery truck arrives at the scene. Not surprising, when you think of how unique this vehicle is. Designed and built by our own employees, all of them hardcore truck enthusiasts. The entire project took a while, but the result was worth the wait. The car was officially unveiled with drinks and then put into service by The Truck Traders as a special means of transport. And multi-purpose, thanks to the hook for towing cars and the possibility to use it as a separate truck. That explains why we call her the revving recovery truck!*



## Tuesday is soup day

Each working day, having an extensive, group lunch is a basic routine here. But on Tuesday, everyone makes their way to the canteen just that little bit faster. Because Tuesday is soup day! And not just any soup. This is a home-made soup prepared with love by Hanneke Govers, Pim's mother. Ranging from the cold Spanish gazpacho (which was accidentally heated up) to traditional Dutch pea soup and exotic orange soup. Some people can be difficult eaters, but not at The Truck Traders! Nothing but clean plates and smiles on Tuesday!

## Loyal to the bone

VAEX works! This is evident from the large number of loyal employees within the company. Veterans at The Truck Traders include mechanic Marco Schutter (20 years at VAEX) and sales employee Bas Willems (16 years at VAEX). But that's nothing compared to Tom Wientjens (31). He has been with VAEX all his life. Already fascinated by trucks as a toddler, which was very much welcomed by uncle Toon Govers. He promised him his first truck when reaching the age of eighteen, but Tom did a lot of other work even before that. Starting out as a helper of granddad Wientjens, a handyman and all-round dogsbody in the business. Next, it was working in the garage, washing cars and joining the driver on the truck as a teenager. Keeping the drivers awake, helping to load and unload and even taking the wheel for a while on the way to Hungary. 'There I was, sweaty hands at the wheel, keeping 58 tons on the road,' Tom reminisces. That promised truck did, in fact, arrive at the age of eighteen and in the years that followed, he became a welcome guest to all farmers where he delivered and collected pigs. Tom recently made the switch to The Truck Traders: a new challenge with different responsibilities and even more trucks around him!

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## VAEX meets De Linde

*VAEX in combination with a catering establishment. Does that sound illogical? We don't think so! VAEX Group and restaurant De Linde in Reek have hit it off like no other. A golden combination, because we both go the extra mile in terms of quality and service. Meet... De Linde: Tasty recipe 'Linde'. Because a positive dining experience takes more than good food alone*

#### Ingredients..

- 2 young, enthusiastic local catering tigers
- 190 kilos of well-matured cattle traders of the brand 'Govers'
- 4 small branches of knowledge and quality herb
- A handful of Brabant cheerfulness
- 4 tablespoons of hospitality
- Salt and pepper

#### Combine this with...

- 1 beautiful building
- 1 spacious terrace
- A unique, trendy design and appearance
- A varied audience from miles around

#### The result...

A tasteful, lively place that caters for every taste. Serve immediately!

**TIP: Make sure there are plenty of drinks to suit the occasion and make a joint toast on life!**

*This recipe is offered to you by:  
Tom and Simone of 'Linde'  
Pim and Dirk Govers of 'VAEX Group'*

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