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HALAMID®

THE UNIVERSAL DISINFECTANT



BEHIND HALAMID®, THERE ARE GREAT PEOPLE IN MORE THAN 60 COUNTRIES AROUND THE WORLD. THEY FORM THE BACKBONE OF THE SUCCESS OF THE PRODUCT.

THIS YEAR, WE PROUDLY INTRODUCE THIS GREAT NETWORK OF DISTRIBUTORS TO YOU.

EACH MONTH WE HIGHLIGHT ONE OF THEM AND SHARE THEIR EXPERIENCES WITH OUR UNIVERSAL DISINFECTANT HALAMID® AND THE CHALLENGES THEY SEE IN THEIR LOCAL MARKETS. ENJOY READING!



LET'S TALK WITH

Reinout Hoevenaar, Owner of



Axcentive: "Could you describe your company?"

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REINOUT:

"WE ARE VEIP DISINFECTANTS, AN INNOVATIVE AND MODERN COMPANY, FOCUSED ON DISINFECTION, TABLETS AND SAFE DRINKING WATER. WE HAVE BEEN AROUND FOR MORE THAN 70 YEARS AND FROM OUR HEADQUARTERS IN THE NETHERLANDS WE SERVE BOTH DUTCH AND INTERNATIONAL CUSTOMERS."

Axcentive: "Could you please share your Top 3 applications with Halamid®?"

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REINOUT:

"HALAMID® IS AN IMPORTANT PRODUCT IN OUR PORTFOLIO. MY FATHER STARTED TO SELL IT ACROSS THE NETHERLANDS IN 1947, AND WE HAVE BEEN A DISTRIBUTOR FOR THIS PRODUCT RANGE SINCE 1997. OUR BIGGEST TURNOVER OF HALAMID® IS IN AGRICULTURE, FOLLOWED BY THE BIOTECHNICS SECTOR AND THE FOOD INDUSTRY."

Axcentive: "What is unique about Halamid® and what are the benefits of using it?"

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REINOUT:

"IT IS EASILY BIODEGRADABLE, MILD, SAFE, AND VERY EFFECTIVE. THESE ARE ALL VERY IMPORTANT PRODUCT CHARACTERISTICS AND DEMANDED BY OUR CUSTOMERS."

Axcentive: "What are the challenges that farmers in the Netherlands face and how can Halamid® help?"

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REINOUT:

"SOME OF THE MAIN CHALLENGES IN THE NETHERLANDS ARE NITROGEN RESTRICTION RULES FOR FARMERS AND SAFEGUARDING OUR EXPORT POSITION OF AGRICULTURAL PRODUCTS IN EUROPE.

IN ADDITION, SUSTAINABILITY IN A HOT TOPIC IN MANY SECTORS AND MAY ENTAIL REDUCTION OF PLASTICS TO MAKING WHOLE SUPPLY CHAINS MORE SUSTAINABLE.

WHILE HALAMID® IS NOT A SILVER BULLET FOR ALL 'BIG WORLD ISSUES', IT DOES MAKE A POSITIVE CONTRIBUTION TO THE ENVIRONMENT WITH ITS UNIQUE LEVEL OF BIODEGRADABILITY, COMPARED TO OTHER DISINFECTANTS.

VEIP IS THEREFORE ACTIVELY COMMUNICATING THIS USP TO THE SUPPLY CHAIN AND FARMERS. THE SPECIFIC APPROACH AND APPLICATION FOR HALAMID® ALSO HELPS US TO ENTER NICHE AND NEW MARKETS."

Axcentive: "What are the future developments you foresee in the industry?"

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REINOUT:

"WE FORESEE A MORE EUROPEAN MARKET AND MORE LOCAL PRODUCTION.

WE ALSO PREDICT HIGHER (HYGIENE) STANDARDS PRESCRIBED AND AUDITED BY MORE QUALITY SYSTEMS. THE BIOCIDAL PRODUCTS REGULATION (BPR), TO PLACE AND USE BIOCIDAL PRODUCTS, WILL GET MORE IMPORTANT.

HERE WE SEE THAT IT GETS MORE SECTOR SPECIFIC AND WITH SPECIFIC APPLICATIONS, SUCH AS FOR ORGANIC FARMING SYSTEMS OR THERMOS FOGGING.

IT IS IMPORTANT THAT WE FIND WAYS TO APPLY HALAMID® IN THESE RELEVANT SECTORS AND FOR SPECIFIC APPLICATIONS."

Axcentive: "Where can we meet you in 2023 and what is coming next?"

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REINOUT:

"IN 2023 YOU CAN MEET US IN OUR DEVELOPMENT AND PRODUCTION FACILITY IN WILJK BIJ DUURSTEDE IN THE NETHERLANDS. WE WILL ALSO CONTINUE TO VISIT EXISTING CUSTOMERS AND WILL TALK TO NEW CLIENTS.

FURTHERMORE, WE ARE FOCUSED ON SPECIFIC PROJECTS AROUND DISINFECTION TABLETS AMONGST OTHERS AND ASSIST WITH SAFE DRINKING WATER SOLUTIONS IF A CRISIS OCCURS SOMEWHERE IN THE WORLD. PROVIDING RELIABLE PRODUCTS, SUCH AS HALAMID®, IS OUR MAIN FOCUS.

NEXT TO THAT, WE ACTIVELY WORK ON USING LESS PLASTICS AND REDUCING THE CARBON FOOTPRINT (CO2) IN THE SUPPLY CHAIN."



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