

## STORAGE

# Efficiency drive at Besseling

Netherlands-based product storage developer and producer Besseling is highlighting upcoming promotional opportunities and future testing as important growth factors

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**Product storage expert Besseling has been working hard to expand operations and improve the efficiency of its controlled atmosphere (CA) and ultra low oxygen (ULO) technology for fruits such as apples, pears, bananas and soft fruit, with ongoing testing the key to unlocking future opportunities for the group and its customers.**

Besseling's Eric van der Zwet told Eurofruit Magazine that the past year has seen a number of improvements at the Netherlands-based group, including a re-design of equipment to maximise efficiency, an increase in the number of agents and distributors in the company's network, and the building of a brand new,

moveable skid-based research facility.

One area that Besseling has targeted is the provision of turn-key projects to customers, meaning that in countries such as the Netherlands the group works with local companies under the supervision of Besseling. For the customer, this means "stress-free storage and more money to earn", according to Mr Van der Zwet.

"At this moment, many tests are being done and will be continued throughout the year, with the output resulting in new opportunities for us and our customers," he says. "There are still obstacles – mainly the fact that many potential customers remain unaware of the major possibilities, and money earning power, that a Besseling system can provide."

Promotion could therefore hold the key to further expansion, with upcoming

trade fairs such as Fruit Logistica 2008 in Berlin crucial to future sales.

Mr Van der Zwet explains that the previous year's showed the benefits of exhibiting: "Fruit Logistica 2007 was a success as more people found our both than the previous year, and we had initial contact with some of today's new customers – for example, because of contacts made at the exhibition we have managed to erect a CA/ULO research facility in Estonia."

Besseling has also been aided in its bid to raise awareness of operations by the successful launch of the company's new website earlier in the year, with the month-on-month increase in the number of hits received evidence of the benefits on online promotion. This can only help to further encourage growth of the group's customer base. ■