



"Bruynzeel is a pearl in a closed oyster," said CEO Alexander Collot d'Escury. PHOTO JEROEN KUIT

Bruynzeel wants to reach a turnover of € 100 million

Filing cabinets used for urban nurseries and hospital

By Yteke de Jong

AMSTERDAM • Bruynzeel, known for its filing cabinets, is looking for expansion in the United States. That is why the American distributor RDT Concepts in Ohio was acquired this week.

The company from The Netherlands, with 200 employees, is active in the traditional archive markets, such as libraries, governments, museums and universities. RDT Concepts must bring in larger projects in the US. "We can still significantly increase the production capacity in our Dutch factory. We have one major competitor in the US. The difference between them and us is in the speed, better quality and a cost advantage. We can deliver a complete system from The Netherlands to the customer in America in four to six weeks," says CEO Alexander Collot d'Escury. That is also the reason for continuing to produce in the Netherlands. Bruynzeel is

active worldwide and works with local partners in Asia, for example. However, the American market is the largest for storage systems, so Bruynzeel sees space there.

Basil

Collot d'Escury is aiming for more demand in the US from the healthcare market, but also from so-called "urban farms". "In a number of cities, offices are used as greenhouses for, among other things, the cultivation of tomatoes and basil. This is in line with the sustainable trend of consuming locally. Because the square meters are expensive in the city, our flexible cabinet system is also used for these greenhouses. It is expected that more and more of these urban nurseries will be added."

The mobile filing cabinets that can be placed tightly next to each other are Bruynzeel's most important product. "Due to the corona crisis, we see more demand from the healthcare and pharma-

ceutical industry. They want to keep more stocks because the logistics chains have become longer due to the corona pandemic. A square meter in a hospital is expen-

"A complete system from The Netherlands to the US in four to six weeks"

sive to build. Now they only have to call us and we use a mobile system to create a warehouse that saves money and space compared to static cabinets," says the director. The same applies to industry and customers such as makeup giant L'Oréal and champagne factory Moët & Chandon. The filing cabinet market is experiencing growth of 2% to 5% per year. Due to the corona crisis, many museums have to cut costs. As a result, it is expected that depots will be combined. This also comes

in handy in the growth plan. Bruynzeel's goal is to get their current turnover from € 60 to € 100 million in a few years. This plan is driven by the Norwegian shareholder Altor, which wants to get more returns from the Dutch investment. Collot d'Escury came to Bruynzeel from Carpet manufacturer Desso about two years ago to shape the expansion plan. "We will continue to make acquisitions in other regions to accelerate the growth plan. Bruynzeel is a pearl in a closed oyster, I sometimes say. In the coming period we will be working on making that pearl of the Dutch manufacturing industry shine further."