

ALPHATRON

Marine Magazine

Magazine of **JRC** and Alpatron Marine | Year 1 Issue 1 March 2017

GLOBAL CUSTOMER
SUPPORT CENTER

EXHIBITIONS



ALPHABRIDGE
LEATHERLOOK

LUUK VROOMBOUT AND DICK SLINGERLAND
“IT CAN ALWAYS BE MORE EFFICIENT”

COLOPHON

ALPHATRON MARINE MAGAZINE
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PROFILE

Alpatron Marine is a world renowned supplier of integrated bridge solutions, representing a number of major industrial brands, alongside manufacturing unique complementary products to the JRC portfolio. With full support from Centers of Excellence in Tokyo, Rotterdam, Singapore and Houston, the combined synergies bring quality and innovation to owners, operators and shipyards, redefining the future of ocean, offshore and river navigation.



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"IT CAN ALWAYS BE MORE
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CONTENT



COVERPHOTO

AlphaBridge on newly designed platform supply vessels Atlantic Shrike and Atlantic Griffon.

ALPHATRON Communication

Remote monitoring for unmanned ships, the AlphaBridge Pushboat and the AlphaEye. Technical innovations succeed one another in rapid tempo. This is inherent in time. But even though we are heading towards such an era where ships are controlled from the shore, without the human touch there's no future.

The people of Alpatron Marine do listen carefully to the needs and opinions of their customers. We want to fulfill the promises that we make to our customers. Where there is a need for equipment that does not yet exist; we are eager to innovate. We are inspired by the wishes of our customers.

Although we operate worldwide we want to have very short lines of communication from the Centers of Excellence in Tokyo, Rotterdam, Singapore and Houston. With our brand new Global Customer Support Center we are available 24/7 to answer technical questions and offer instant service. We want to be close with the customer. In doing so, communication is very important!

With this brand new magazine we want to communicate, to share Alpatron Marine news, show our innovations, update our exhibitions and trainings agenda and of course give the floor to our valued customers and business partners. We start on the next page with an interview with the founders of Alpatron Marine. Luuk Vroombout and Dick Slingerland tell us how it all started. And how technical solutions over the years always had that human touch, recognizable by the red dot ●

Enjoy reading our Alpatron Marine Magazine!
Senior Managementteam



*Rogier van Roon (CCO), Karin Hoogendam (COO),
Wil Walhain (CFO), Luuk Vroombout (CEO),
Appie Hijstek (CTO) and Arno Metzmakers
(General Manager)*



LUUK VROOMBOUT AND DICK SLINGERLAND “IT CAN ALWAYS BE MORE EFFICIENT”

They never think in problems, always in solutions. ‘Listening to the client’ is their credo. Dick Slingerland, President and CEO of Alpatron Holding and Luuk Vroombout, CEO of Alpatron Marine, won’t take anything for granted. With Alpatron Marine they give answers, which practically grew into the AlphaLine. Frankly they talk about their dreams, their entrepreneurial spirit and especially about how they patiently – although in turbo speed – managed to put Alpatron on the world map.



Alphatron Marine not only has offices in Europe, but also in Singapore, the United States and Japan. The headquarters have been located since 2001, along the busy shipping lane the 'Maas' in Rotterdam. From here Dick Slingerland and Luuk Vroombout see the clients sail by. They can tell you unerringly what type of radar is installed on each ship. Is there a skipper passing by, who is not yet a client? Then they will try to find the reason, why this is not the case. This mentality has made Alphatron Marine one of the biggest players in the field of navigation, communication, and automation systems associated with merchant shipping. As a manufacturer, developer, importer, supplier and service provider, Alphatron is also engaged in communications and IT solutions onshore. Dick Slingerland and Luuk Vroombout do not pontificate over their success. "We fulfill the promises that we make to our clients and always look to see how we can be more efficient."

Taking the plunge

Dick Slingerland grew up in Sassenheim, from a large family of seven boys and

three girls. His father was director of a cooperation and his mother was an enterprising farmer's daughter. His mom taught him how to negotiate. "When my mother had to buy clothes for her large family, she always managed to negotiate lots of discounts with a smile on her face, while giving the seller the feeling that he had obtained a good deal," says Dick with a smile. At a young age Dick earned himself money with a newspaper round. He was determined to become a successful businessman before his thirtieth year. After being employed for a couple of years he took the plunge. In the center of Rotterdam, he moved into an attic room on the Mauritsweg and started from there with Alphatron. "It was 1979 and I was involved in electronics in the broadest sense. The sole proprietorship grew into a company that developed, produced and marketed electronics for the broadcasting sector, the security sector, defense and the medical establishment. Shortly after I met Luuk Vroombout, in 1988 during an evening study at the HES (school of economics and business), we founded Alphatron Marine," recalls Dick Slingerland.



Boys dream

Luuk Vroombout grew up with his brother and parents in Maassluis. As a little boy he was always involved with tugboats and ports. He had no interest in school whatsoever. He preferred to sit on the seat of his father's truck, where his feet could not even reach the throttle. "I grew up in a stable family in which a lot of independence was demanded. My parents could not persuade me to study. I didn't like school at all. I rather liked to tinker on engines and as a boy I noted down which ships sailed on the Waterway. However, when I went to the Technical School, my grades went up. Working with technology was my passion. I dreamed of working with marine electronics and started to immerse myself in navigation systems. Soon I became a service engineer on ships," Luuk summarizes his background.

Harmless form of botulism

The connection between the two men behind Alpatron developed immediately. Dick recounts: "On the third evening that we talked, we knew that we wanted to

render the maritime sector a service. Luuk has the same entrepreneurial spirit as I have and is also a very hands on person. A driven man! Luuk describes his interest in marine electronics as 'a harmless form of botulism'. "Then you understand!"

AlphaLine

"We lived in a time when there still was a radio officer on board and all the equipment was in a separate radio room. But in 1992 new regulations required that the GMDSS (Global Maritime Distress and Safety System) had to be in the immediate vicinity of the officer of the watch. Such a GMDSS-console cost the owners annually 80,000 guilders on rent." Luuk and Dick saw opportunities. They had to make a GMDSS-console they could sell for the same price as the rent of one year. "Moreover," explains Luuk, "the console had to be completely assembled, so we could install the equipment within two days. It was not an option to work three months on board on the replacement of the equipment."



Marine



Security



Medical

HUMAN TOUCH IN TECHNOLOGY

Alpatron has three divisions. Besides Alpatron Marine there is Alpatron Security and Alpatron Medical. The visible product of Alpatron is technique, not only in the maritime sector, but in healthcare and security as well. However, in all divisions it is our service that attracts our customers to Alpatron. Alpatron looks at what the client actually needs rather than at what may happen to be available from the point of view of technology. That makes us the inventor, the co-maker or a fast and reliable vendor. In Alpatron, customers will always find a partner that listens, collaborates and provides a solution that works. The human touch in technology: that is what Alpatron stands for.

Check for more information: www.alpatron.com

**The AlphaBridge,
a totally integrated
bridge, which can
be operated from
a single chair**



Picture with courtesy of Damen Shipyards.

Design on the navigation bridge

The AlphaLine was born. Efficiency was the keynote when Luuk sat down at the drawing board. Besides ergonomics, another important keynote was aesthetics. Luuk: "I have always been puzzled about the mess I found on the navigation bridge. The style was invariably inefficient and ugly. I wanted instead of ten actions and buttons, only one button. Preferably all the equipment in the same style as well. Nothing was uniform on the bridge." Industrial designer Marcel Vroom was brought in and together with him a showroom was arranged. "Because," continues Luke, "when you buy a car, you can only see your actual product in the showroom. Why not on a bridge, where you work the whole day? We invited inland skippers and their partners in our showroom and listened closely to their comments. We listened to what they thought was practical, beautiful

and needed to be improved. And it worked. Seeing was believing. "

Japanese adventure

"We started with the inland navigation," Dick continues, "but also for the shipping industry these sleekly designed products that the AlphaLine put on the market, did not yet exist. That is how the AlphaBridge was born, a totally integrated bridge, which can be operated from a single chair. "There was from the beginning much interest in the innovative products of Alpatron Marine, but early nineties competitors and suppliers were not keen. It was quite difficult to get the parts, which had to be integrated into the AlphaLine. But Dick and Luuk were not deterred by the first hurdle. "We said to each other. If it doesn't work in the Netherlands, we will go to Japan." No sooner said than done. The 'Dick-san and Luuk-san in Japan adventure', as

they characterize it. "It took us a lot of persuasion and patience, but eventually we managed to interest the famous Japan Radio Company (JRC), which was founded in 1915. We wanted to use their radar and after many discussions we came to an agreement. However, we had to order 500 radars at once. That was a huge investment for us! But, we believed in it and did it. Meanwhile, we have sold 4,700," Dick and Luuk tell with visible pride.

In recent years a growing number of Japanese products were incorporated into the AlphaLine concept. In all those years the success of Alpatron Marine grew as a manufacturer, importer and service provider. Dick: "JRC became more and more motivated. We were their best distributor for four years in a row. Thanks to Alpatron Marine, JRC was growing throughout Europe.

The collaboration went so well that JRC purchased 51% of the shares in Alpatron Marine in 2014 and a 100% in 2016. The value of a good collaboration has been proved, because the sales have doubled in the last three years!”

Future

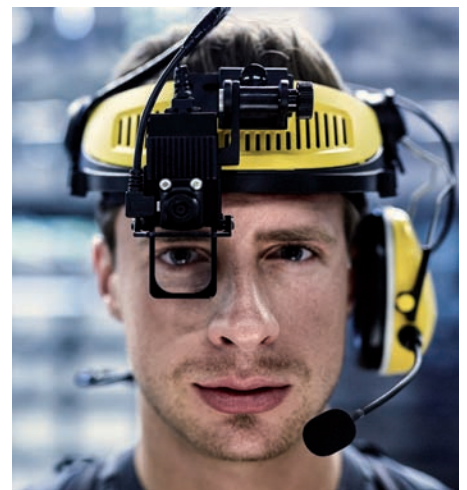
Now Alpatron Marine is ready to tackle the marketing and sales worldwide and to conquer the Asian market, Dick and Luuk won't lean back. "Luuk will remain at the helm of the Alpatron Marine vessel also after he becomes 65 but most probably in a somewhat different position. And I will continue to work until the age of 94," Dick says with a smile. They can't stop working at all. Luuk: "Even if I watch my granddaughter (2) and grandson (1) play, ideas come to me. I see them sitting between the bunch of toys and I think to myself, how can I make something out of this mess? I am always inspired by the few interests I see. I keep thinking how navigation bridges can be more interactive and more reliable

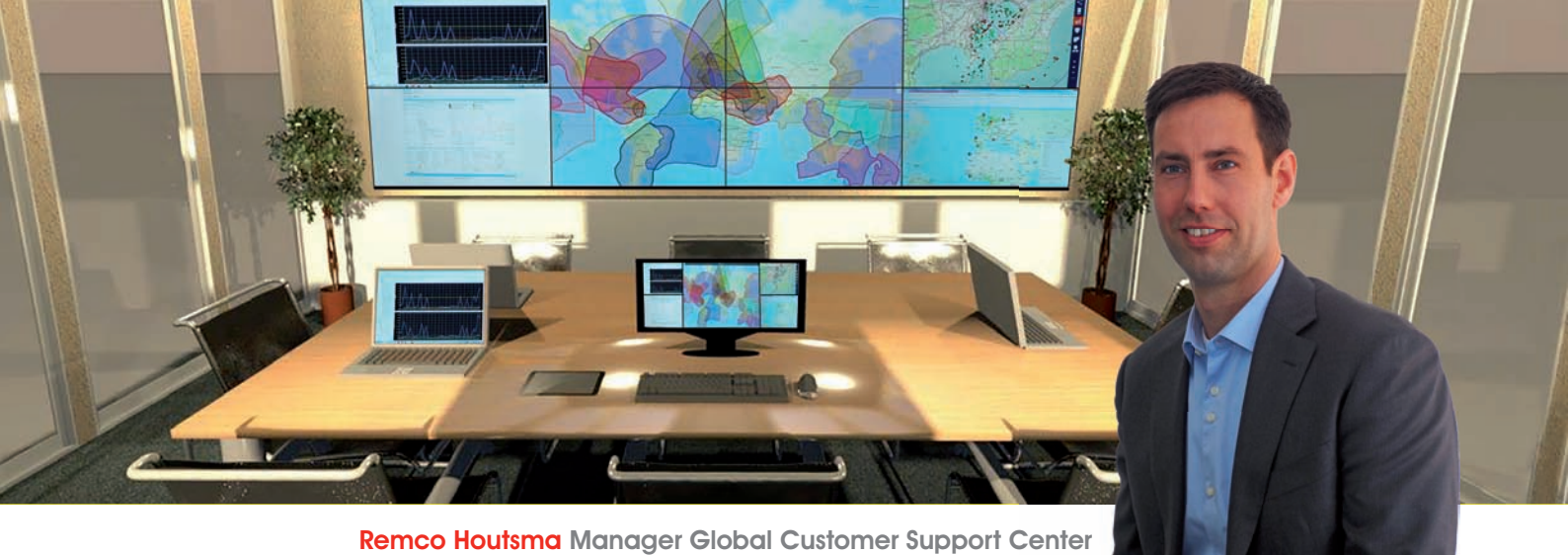
in their bridge-to-shore communications. Dick is the same as I am. For example, we developed the AlphaEye in which we have an extra pair of eyes on board. The chief engineer officer can make repairs at sea, while having specialists guide him from the shore. Recently I had a meeting with a group of doctors at the 'Travel Clinic Rotterdam' (hospital) to discuss the possibilities of the AlphaEye in the medical field. Because in this way it should be possible to have a doctor guide from the shore with an emergency at sea. When I am in such a meeting and see the various divisions of Alpatron coming together, I really love my work. I think it is great fun and a huge challenge!"

Leaving Alpatron is for Dick Slingerland and Luuk Vroombout by no means in sight. "When that time comes, we must be sure that our successors have that sacred fire burning in themselves as well", they decide as they make a move to go to their next appointment.

“We developed the AlphaEye in which we have an extra pair of eyes on board. Recently I had a meeting with a group of doctors at the ‘Travel Clinic Rotterdam’ to discuss the possibilities of the AlphaEye in the medical field. When I am in such a meeting and see the various divisions of Alpatron coming together, I really love my work.”

Dick Slingerland





Remco Houtsma Manager Global Customer Support Center

FIRST GLOBAL CUSTOMER SUPPORT CENTER OPENS ITS DOORS

At the Center of Excellence in Rotterdam the refurbishment of the Global Customer Support Center started at the end of November 2016. This high-tech center commenced operation at the beginning of March. Our specialists are available 24/7 to answer technical questions and to offer instant service.

“With our beautiful new center, we have all the necessary expertise under the same roof,” says Remco Houtsma, Manager Global Customer Support Center. “Previously, our service coordinators and service engineers worked in various departments. Now the departments, such as Technical Support, Warranty, Service and Contract Management are all brought together in our Global Customer Support Center. Within a short time the other Centers of Excellence will also have such a center, through which Alpatron Marine can give the best and fastest service worldwide.”

Not only an efficiency thrive within Alpatron Marine, but definitely also for the client. Remco Houtsma: “It provides our customers ‘an one stop shop’, a center which brings us not only a day and night service, but which also enables us to

act more pro-actively. Through the more intensive cooperation of the various departments within Alpatron Marine, it is easier to spot when and where maintenance is required on board the ships. Overall, we are able to provide the shipowners total peace of mind.”

In the Global Customer Support Center there are two rooms equipped with the AlphaEye (see page 8), from where engineers can provide remote servicing. “And, responding to the future, remote monitoring for unmanned ships will take place from our center. The ticketing system is also part of the optimization of our technical support. We used to work with email or phone calls, nowadays we work worldwide with a new software program that records all questions and answers centrally, so we won’t miss anything,” says Remco Houtsma.

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ALPHATRON ON BOARD RT BORKUM

The RT Borkum is a 10 tons bollard pull Advanced Rotortug. One of a kind, because the tug will be outfitted according to superior yacht quality and at the same time serve as a representation and display vessel. With the RT Borkum, Rotortug B.V. wants to show the Rotortug principle to potential clients and train the operators of Rotortugs on how to fully benefit from its advantages. The Rotortug® distinguishes itself from the conventional ASD, Tractor or Voith Schneider designs by using a triangular propulsion configuration, ensuring excellent maneuverability.



Mike Proces working on the leather-finished AlphaBridge at Alpatron Marine in Rotterdam.

The RT Borkum is being built at the Dutch Shipyard Padmos and will come into service in May 2017. Alpatron Marine is responsible for all navigation and communication systems built into an ergonomic bridge design, including audio, video and IT on this flagship. Gerard van den Baard, General Sales Manager Alpatron Marine, is honored that Alpatron Marine and Rotortug are working together on this unique vessel. “The RT Borkum is unique in all aspects! For example the bridge. Without a doubt the first tug in the world with a leather finish,” he states with pride.

VESSEL PARTICULARS

LOA:	14.95 m
LWL:	13.90 m
Beam mld:	8.00 m
Nav draft:	3.30 m
Bollard Pull:	10 tons

ALPHABRIDGE PUSHBOAT FOR WORLD'S LARGEST RIVERS

In Europe typically inland shipping can move a maximum of six barges at a time while the significant size of the rivers in the United States allows for transport of up to 36 barges at the same time. That's quite a difference! Therefore three years ago JRC and Alpatron Marine introduced an unique pushboat bridge concept dedicated for the American rivers and inland waterways.

"The AlphaBridge Pushboat is a variant of the modular bridge solutions we delivered to the European market," tells Peter van Veen, Manager Inland Shipping. "The differences between pushboat consoles for Europe and the US have to do with the used type of equipment. For example it's regular to use a riverpilot on the

European inland waterways, whereas in the US flanking rudders are used."

"Our principle is that technology should make bridge operation easier. The majority of controls and instruments necessary to operate the pushboat are all within easy reach. Besides controlling the vessel from a

single chair, the captains can now actually feel the power of the main and flanking rudders while holding the joystick," Peter van Veen explains. This remarkable way of operation, designed together with Dutch hydraulic steering specialist van der Velden Marine Systems, really lets them feel control of the vessel. The console includes our semi-retractable screens for navigation and other operational data which can be 'pushed away' when not needed, for example the moment the barges are being connected to the pushboat. The overhead is lowered between the two consoles so that the operator can have a clear view of the instruments while looking on the forward deck.



NAVEGISTIC EXHIBITION PARAGUAY

With the Paraguay and Parana rivers connecting Argentina, Uruguay, Paraguay, Bolivia and Brazil, Paraguay is at the heart of the third largest inland waterway. With the appointment of a new dealer, Latincomp, and their enthusiasm to order a 10m² booth at the annual Navegistic exhibition in Paraguay last October 2016, it was our opportunity to introduce the Alphabridge Pushboat. Not only was it very well received by the many local companies and operators there, but the organizers were also very impressed by our dealer Latincomp. They received the best booth award! In the picture with the organizers are Andrés Gibson (Manager of Operations) and Jorge Gibson (General Manager) on either side of the award.



One of the four Centers of Excellence is Alpatron Marine USA in Houston, Texas. In the heart of commercial shipping in the Gulf of Mexico, Alpatron Marine USA has full responsibility for North, Central and South America. The office has opened in January 2015 with a brand new building and five people. Vittorio Pepe, General Manager of the American Center of Excellence, looks forward to any challenge that comes his way. "In the past two years the office has been extended with another new building and grown to 24 employees today. With the support of our founding Centers of Excellence in Tokyo, Rotterdam and Singapore, we have built one from the ground up. Together with our dealers we have worked on several interesting projects. Lately we introduced the AlphaBridge Pushboat for some new tugboats built in Canada for example, and installed the world's first solid state high speed radar on the high speed car/passenger ferry Lake Express," summarizes Vittorio Pepe with pride.

**Vittorio Pepe****General Manager**

Alpatron Marine USA

SPEED SOLID STATE S-BAND FOR LAKE EXPRESS



The Lake Express has become the premier travel option to avoid lengthy, congested drives through Chicago. The high speed catamaran sailing at a service speed of 34 knots between Milwaukee (Wisconsin state) and Muskegon (Michigan state) is equipped with the world's first, smallest and IMO compliant Solid State S-band radar with 8-ft antenna and high speed rotation. JRC was selected for the dual X- and S-band radar installation due to the features, design and integration of the new Multi Function Display as well as the ability to utilize a high speed S-band radar.

TEAM YACHTING STARTED THE ENGINEERING FOR THE SEAXPLORER



Nathalie Ottenheijm
Sales Manager Yachting

Alphatron Marine has succeeded over the past years to become a well-respected player in the mega yacht world. "Most of the yachts we have equipped literally sail worldwide and our customers usually expect nothing but the best. We are known for our no-nonsense approach, resulting in customers consulting us in the early stages of a project," tells Nathalie Ottenheijm, Sales Manager Yachting. Team Yachting is proud to have started the engineering for the first SeaXplorer. World's first purpose-built Polar Code compliant range of expeditions yachts of the reknown Damen Shipyards. Nathalie Ottenheijm: "We have started our engineering phase here in the office in Rotterdam, Holland. We provide the yard and other teams involved, such as the electrical subcontractor, with drawings that will help the yard to determine the final placement of our equipment in the wheelhouse but also elsewhere on the vessel. The drawings will also help with measurements for the cable runs for our equipment, for instance from mast to wheelhouse or engine room. This is a very demanding phase, since all the decisions must be made in close conjunction with the parties involved.

Once the engineering phase is finished, it is quieter for Alphatron for a short period, since all the cabling must be pulled before we can start with our installation on board at the yard. However, 'behind the scenes' there is still a lot going on, we have to plan the operation and logistics carefully, the equipment must be purchased, checked, registered and labeled."



THE EXPEDITION YACHT FOR THE MOST EXTRAORDINARY ADVENTURES ON THE PLANET

It is considered a purpose-built, go-anywhere, globally capable luxury expedition yacht. The SeaXplorer is the world's first expedition yachts with full capability for remote destinations – from extreme polar to remote tropical areas. Jaap van der Velde of Damen Shipyards explains Damen has designed every detail of these ruggedised yachts. "From the very first sketches to the fully engineered range. If the owner wants to configure some mission-specific functionality, we have a dedicated team with all the expertise to make it happen. There are a lot of possibilities and our focus is realising the client's vision for their adventures at sea, for the most extraordinary adventures anywhere on the planet."



Picture with courtesy of Damen Shipyards.

Alphatron Marine has been chosen to supply the complete package for navigation and communication on board, including a special ice-radar, a forward looking sonar system and pilot chairs with integrated equipment. We will also perform engineering, installation and commissioning services on both build locations.

Planning for the complete vessel is that it will be finished by the end of 2019.



Jaap van der Velde
Damen Shipyard



GREATER SAFETY AT SEA WITH COLORLIGHT

With the new dealership for Colorlight, the Swedish manufacturer of high tech searchlights, Alphatron Marine has installed Colorlight searchlights on different types of ships. It is possible to mount the lamps upside down, for example for installation under the bridge wings. Colorlight uses high intensity discharge bulbs ensuring excellent visibility in dark conditions. The optional integrated thermal camera ensures that even small objects are clearly visible in the dark. The lights are also very well capable to detect ice because the high colour temperature (6,000K) of the HMI bulbs ensures that ice is reflected well. By optionally adding a UV filter, the lamps are suitable for the detection of, for example, traces of oil. So the Colorlight is safer at sea in many ways!

A FLAGSHIP SHOWROOM



Alphatron Marine Singapore is proud to announce that her flagship showroom is completed! We can truly say 'flagship' showroom as there is a tugboat console, an one-man bridge with simulator and even an AlphaPremiumBridge with simulator on display. A short introduction...

The **AlphaBridge Tugboat** offers full control from a sitting position and exceptional 360° visibility. The bridge consists of two ergonomic and dynamically designed consoles with a central captain's chair mounted on rails. The consoles contain the majority of controls and instruments required to operate the tugboat with at each end a semi-retractable screen for radar or other multi-function screen, displaying navigation and operational data.

The **AlphaPremiumBridge** has five 46-inch screens that provide a clear overview of all the navigation information. These monitors and the center console offer the safest and most efficient operating environment possible. It allows access to all the control panels and other equipment, such as the lighting, communication and engines. A connected and advanced VSTEP simulator with 55-inch screen gives you an unique navigation experience.

This unique **One-man bridge** is fully integrated and will be the redefined standard for fishery vessels, workboats, offshore supply vessels and coastal freighters. The bridge has three 46-inch displays on which all maneuvering and control systems are centrally shown. Even when standing several meters away, navigation officers have a clear view. This bridge has already been delivered to a number of fishing and advanced offshore vessels in Norway.

A special dual version of the AlphaBridge Tugboat is also selected for the newly Robert Allan designed ART 100-42 infield support vessels recently ordered at ASL Shipyard in Singapore. After completion these vessels will be used to assist Shell's world's first floating Liquefied Natural Gas Prelude FLNG production vessel.

Alphatron Marine Singapore is happy to announce its participation at the Sea Asia exhibition from 25-27 April 2017 at the Marina Bay Sands Singapore. "This will be the first time that we are present at this exhibition," says Maurice Rutten, Director of Alphatron Marine Singapore. "We have secured a prime location where we will show our AlphaPremiumBridge and AlphaBridge Tugboat." Besides the bridge solutions Alphatron Marine Systems will feature new products such as the Dynamic Positioning System AlphaDynaPos, searchlights from Colorlight and live demonstration with the AlphaEye. Maurice Rutten: "Sea Asia 2017 is a premier maritime and offshore event. We would be pleased to welcome all our customers, relations, business partners and interested visitors to come to our stand, located at basement 2, stand number B2-D01. We are ready to show you our latest developments."



Maurice Rutten

Director

Alphatron Marine Singapore

NEW TRAINING FACILITY IN SINGAPORE

We are proud of our new training facility in Singapore, where we can offer our customers JRC Type Specific Training. In our training center we also host product- and technical training sessions for our service agents and distributors in Oceania, South East Asia and the Middle East.



NEW WEBSITE BEST POSSIBLE BROWSING EXPERIENCES

Our newly designed website offers quick and easy access to essential information and a more comprehensive understanding of Alpatron Marine's products and services. Stay up-to-date with our business activities, corporate milestones, events and training information. Needless to say, the new site is optimized for mobile devices to allow visitors the best possible browsing experiences. Visitors are encouraged to explore the new website, sign up for direct mailing and add our website (both the homepage and SOLAS application) to the home screen of their mobile device to access our website with the single press of a finger.

WWW.ALPHATRONMARINE.COM



SOCIAL MEDIA

Together with our website we renewed our social media. Follow our (real) human touch in technology on Twitter, Facebook, Instagram and LinkedIn.



The international convention for the Safety of Life at Sea (SOLAS) is generally regarded as the most important treaty concerning safety of merchant ships. On our dedicated SOLAS page you will find a guideline for required navigation and communication products onboard.

GLOBAL TRAINING ACADEMY

Colleagues from Asia, Europe and America regularly come to the Global Training Academy of Alpatron Marine. The courses and meetings are held in the Center of Excellence in Rotterdam. "We get technical trainings on the latest Alpatron products; can put our hands on the equipment and check by ourselves that the good systems are worth to promote! In addition, the Global Training Academy is an opportunity to establish networking among Alpatron Marine offices engineers. It's a great opportunity to help and share information and experiences with other trainers of our country offices," tells Technical Support & Training Engineer Joan Cortés from Alpatron Marine Iberia.



JRC STAFF VISITS ALPHATRON MARINE IBERIA

Alpatron Marine Iberia in Madrid had the pleasure of receiving a visit of Ted Kobayashi and Akihiko Izuta from JRC. The purpose of the visit was to carry out the first unofficial audit of AMIB branch office on behalf of Nisshimbo and JRC. While not an official audit based in figures and official forms, Ted Kobayashi was introduced to many different aspects related to sales, strategy, competition, staff and premises of the Spanish office. Several roadmaps presented in which the future plans of AMIB are listed following a calendar including both, the sales of finished products and training/service. Of course, the Japanese gentlemen were introduced to the Spanish culture.

ALPHAFACTS

ALPHATRON ON THE JOB

Erik van Boom COUNTRY MANAGER BELGIUM & FRANCE

Since 1 September 2015 Erik van Boom is the Country Manager for Belgium and more recently for France too. The born and raised Dutchman has over 25 years of experience in the maritime sector, but initially his plans were rather different.

Erik van Boom: "I studied physiotherapy, but soon afterwards I noticed that this was not quite 'my thing'. I was far more succesfull in managing all aspects of development, managing the departmental budgets and establishing & monitoring goals." Over the years he has proven his leadership skills, which he gained from managing departments as well as result driven organizations before he started at Alphatron Marine.

Have fun in everything you do

Erik van Boom is married to Sarina and together they have two children; son Lars and daughter Britt. "It's actually because of my wife that I got interested in the maritime sector. Her parents were active on the inland shipping market," he explains. Outside of work, Erik van Boom is passionate about Formula 1 and he plays golf. "But most important is to have fun in your life, in everything you do. Life is so much shorter than you think," according to Erik van Boom.

Teamwork

His day starts around 8 a.m.. "Either at the office or driving to the first meeting with customers," tells Erik van Boom. "The work I do is very diverse: from making quotations for customers, to monitoring and planning. Also coaching, recruiting and marketing are on my to-do-list. Almost everything is done in close cooperation with my team. The shipping industry is a 24 hour business and therefore it is impossible to do it alone. Right now I have ten colleagues, but we're still growing. A good team is necessary to reach a higher level and make a difference."

BELGIUM AND FRANCE

Alphatron Marine Belgium has grown in recent years to a location that commercially contributes to the success of Alphatron Marine. Last year the Belgium company moved from Meerdonk to Zwijndrecht (see picture), a stone's throw away from the port of Antwerp.

In August of 2016 Alphatron Marine also opened an office in Le Havre, France in order to serve and support the southern region. In both countries service engineers support customers in the following markets: fishing, offshore, maritime, dredging and government.



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MARIA MATHIOUDAKI FROM SPACE ELECTRONICS LTD.: “ALWAYS A SUCCESSFUL CHOICE THAT WILL LAST FOR YEARS”

Space Electronics Ltd. is one of the leading Marine Electronics companies in Greece for the last 40 years. From the beginning the company has been working exclusively with important and reliable Japanese makers, which led to a successful cooperation with JRC and Alpatron Marine.

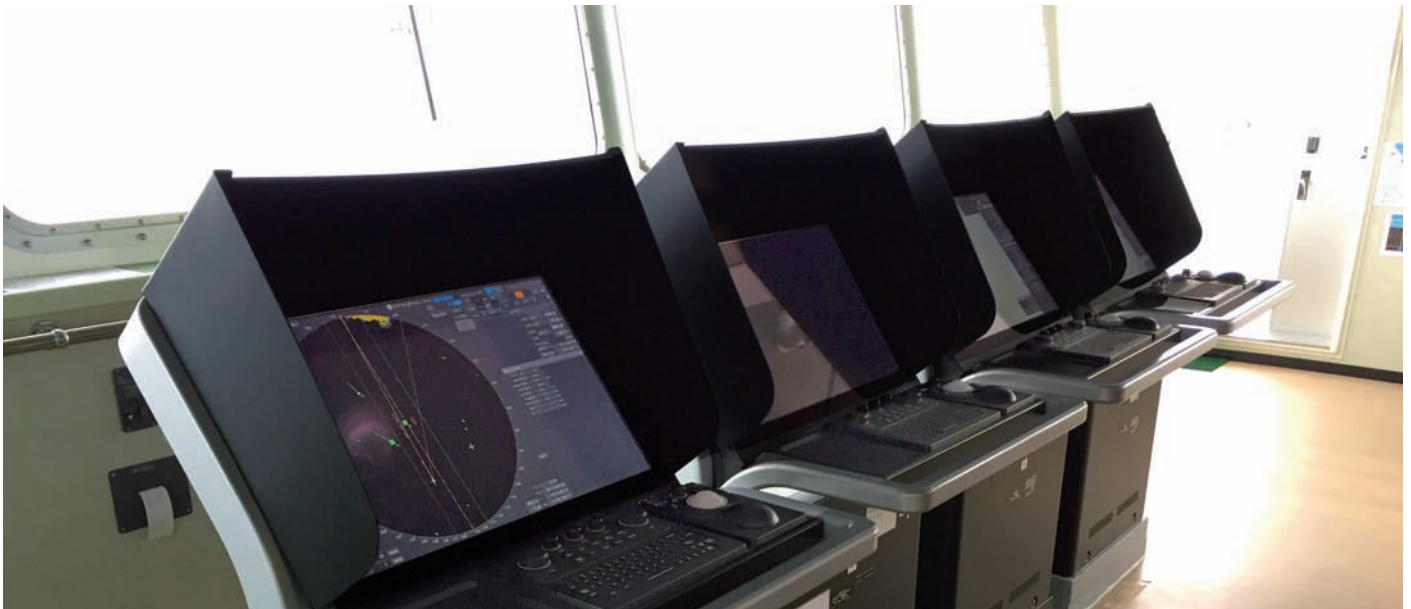
“For us every customer is important and unique,” tells Maria Mathioudaki, Managing Director of Space Electronics Ltd. “We respect and listen carefully to our customers, identify their needs and are well prepared in order to provide the best possible solutions that match their requests. We have a close connection with our customers before the sale and provide continuous support after.” These are features that characterize JRC and Alpatron Marine as well. Maria Mathioudaki: “We have obtained a very good relationship, which is based on appreciation, respect and understanding. Of course there are issues, difficulties and deadlines that need to be met in this extremely demanding and aggressively competitive business sector. However, we always manage to listen to each other and work as a team in order to achieve mutual goals.”

Maria Mathioudaki
Managing Director
Space Electronics Ltd.



JRC and Alpatron Marine equipment has become popular with Greek mariners. “They deliver reliable, technologically advanced products of top quality and design, in combination with worldwide support through an experienced, well trained and competent service network. Radars, GMDSS, VDR and ECDIS are with no doubt the best-selling equipment. The Multi Function Display (MFD) ECDIS combines an intuitive user interface design in combination with the traditional JRC high quality and reliability. We strongly believe that JRC and Alpatron Marine are the best makers in the marine industry and choosing their products is always a successful choice that will last for years,” Maria Mathioudaki concludes.

X-band and S-band radar (JMR-9200 series) and dual ECDIS installation (JAN-9201 series) with MFD's by Space Electronics.





GEORGE MALAPETSAS FROM COSTAMARE INC.: “THE NEED FOR COMMUNICATION HAS INCREASED”

Costamare Inc. is a leading international owner of container ships. The company serves ocean carriers that demand a high standard of safety and reliability. Recently we built five new vessels with integrated JRC and Alpatron Marine bridges.

“The size of the new vessels (14,400 and 11,000 TEU) means the operation is very demanding. JRC and Alpatron Marine built an integrated bridge system which is fulfilling our expectations. With the first new vessels we faced a few minor configuration related problems, but JRC and Alpatron Marine acted accordingly,” tells George Malapetsas, Navigation-Communication Electronics Engineer.

Higher quality communication services

During the last years, the need for communication, such as social media, news and entertainment, has increased for people on board. To meet with MLC regulations, all crew-members should have full access to the internet via satellite at all time. George Malapetsas: “Costamare Inc. understands those needs and in order to be in line with international regulations, the company has already updated all voice communications to VoIP. With the arrival of the new Global Xpress broadband network, we started the installation of JUE-60GX in combination with JUE-501 in order to have higher quality communication services. Again JRC and Alpatron Marine products proved to have premium quality. We hope our cooperation will continue in the years to come, as our fleet will keep increasing in size and the expectations rise in an ever-changing maritime environment.”

CELEBRATING PARTNERSHIP WITH NBS MARITIME

July last year, NBS Maritime has become a JRC and Alpatron Marine distributor in Bulgaria. To celebrate this partnership both companies are organizing an event in Varna on 10 March for the Bulgarian maritime sector to present the world of JRC and Alpatron Marine and demonstrate their flagship products. Products which recently won NBS Maritime a tender for equipping a new seagoing tugboat.

“NBS Maritime is specialized in providing a full range of services, tailored to the specific needs of the shipping sector. Our marine electronics team is engaged in installations and repairs of radio navigational equipment, radio surveys and annual performance tests. We also have substantial experience in the implementation of marine electronics systems for new build projects,” explains Alexander Alexandrov, Managing Director of NBS Maritime. “We have been working with the products of JRC and Alpatron Marine indirectly for a long time, but since July 2016 we’re the official distributor for our area. In the first months of our cooperation we were able to win our first project for a new seagoing tugboat, which includes all radio navigational and GMDSS equipment. This cooperation enables us to work with a company at the front of innovation in marine electronics and offer to our customers equipment which combines excellent quality with the latest technologies.”



Alexander Alexandrov
Managing Director
NBS Maritime



ALPHATRON MARINE NETHERLANDS NORTH “A FAVORABLE GEOGRAPHICAL LOCATION FOR OUR SERVICES”



Ships come and go to the port of IJmuiden located at the entrance of the North Sea Canal area. In this dynamic port we speak to Maerten van Uggelen, Manager of Alpatron Marine Netherlands North. The offices in Den Helder and Harlingen are his responsibility as well.

Maerten van Uggelen

Manager Netherlands North



The office in IJmuiden was opened in 2011. “We are ideally situated for international shipping as a gateway to Amsterdam on the one hand, and the local market with the towage, water boats, offshore and the fishing industry on the other hand,” Maerten van Uggelen starts off. “The Alphatron Marine office has been situated in Den Helder since 2009. Many offshore activities take place from here and key customers like TESO and Acta Marine are also being served from here. Finally, the office in Harlingen, is since 2004, the place for us for fishing activities as well as some shipbuilding activities,” continues Maerten van Uggelen, who worked for JRC before he started at Alphatron Marine in 2006.

Black box for shrimp fishermen

Alphatron Marine Netherlands North worked on typical Dutch ships during the past period. In 2016 they had their hands full with the so-called black box for shrimp fishermen. Maerten van Uggelen: “As from 1 January 2017, all Dutch shrimp fishermen, who fish in Natura2000 protected areas, need to have a black box on board. This black box records where a vessel is and whether they are sailing or fishing. In this way the government can check whether the fishermen are not fishing in protected areas. Alphatron Marine developed the black box in collaboration with Marble Automation from Urk, the Netherlands and CLS (Collecte Localisation Satellites) from Toulouse, France. In 2016 they installed the black boxes on 140 of the 195 vessels.”

Ferries

Last year, the new ship of TESO (Texels Eigen Stoomboot Onderneming), Texelstroom, which sails between the city of Den Helder on the mainland and the West Frisian island of Texel, along the edge of the Wadden Sea, is completely equipped with nautical equipment of Alphatron Marine. “We are all very proud of that,” the manager says with a smile. “And that goes also for the recent orders of the Gemeentelijk VervoersBedrijf (GVB). Our logo already decorates part of the radars and other navigation and communication equipment of the ferries, which transport hundreds of thousands of passengers daily in and to our capital city of Amsterdam,” concludes Maerten van Uggelen.

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IJMUIDEN
Trawlerkade 27-29
T: +31 255 510 947



CLOSER RELATIONSHIP

Alphatron Marine is a global player. We have offices throughout the world from Hamburg to Houston, from Tokyo to Le Havre and from Singapore to Rotterdam. Different continents mean different cultures. However, one approach is the same everywhere in the world: Alphatron Marine wants to be closer with the customer. Jeroen Kortsmid, Global Marketing & Business Development Manager of Alphatron Marine Group, is speaking about the importance of a good relationship with the customer, relations and quality service partners. And of course we asked two customers, Bert de Jager, Manager Purchase Department of Jumbo and Fanis Valvis, Navigation / Communications & Automation Manager of Almi Tankers S.A. about their experiences with Alphatron's customer support and care.

BERT DE JAGER FROM JUMBO: “HAVING A LONG LASTING BUSINESS RELATIONSHIP REQUIRES MORE THAN ONLY DELIVERING QUALITY”



Jumbo is a heavy lift shipping and offshore transportation & installation contractor and has been developing pioneering solutions for ocean transportation for more than 45 years. Jumbo and Alphatron Marine have a long lasting business relationship. “We were even one of the first customers! When founder and CEO Luuk Vroombout entered the market with his new concept, the AlphaBridge, my previous director Mr. Kahn Sr. immediately placed three orders,” tells Bert de Jager, Manager Purchase Department at Jumbo.

WITH OUR CUSTOMERS

“Quality, innovation and cooperation in service are the key to success. But it’s not enough. We can be the number one global quality solution provider, but if we don’t know what our customers wants, what they need, we cannot be successful. A close relationship with our customers is necessary,” says Jeroen Kortsmiit. “It’s about listening to them and delivering more value and better solutions than others are capable of. We’ve been present in the business for a long time. JRC for more than 100 years and Alpatron Marine for over 30 years. It’s an intense process to win new customers, give the right attention and create an environment for long term relationships. We constantly have to monitor the performance of our team and the customer satisfaction.”



Jeroen Kortsmiit

**Global Marketing & Business
Development Manager**

Global Customer Support Center

Alpatron Marine wants to relieve their customers. “Always the right part at the right place and time,” tells Jeroen Kortsmiit. “Over the years JRC and Alpatron

Bert, who has worked for 35 years at the inspiring family business Jumbo, considers especially the nautical innovations as a strength of Alpatron Marine. “Year after year Alpatron Marine knows how to impress ship owners and captains with their always finely designed novelties, which are also of excellent quality! And quality is paramount at Jumbo: we always work with high end brands, from construction steel to work clothing. The same goes for nautical devices and equipment! Safety first.”

Personal contact

“However, having a long business relationship requires more than only delivering

quality’, says Bert de Jager. “Personal contact is very valuable to us. For example, if there are any problems during the weekend, it is very important to have one point of contact. Building a close connection and relationship together ensures that you benefit from support at any time of the day or night. We have that close relationship with Alpatron Marine, an established company with long term employees. We have a common past with each other and that turns out to be very valuable.”

Worldwide short lines

The efficiency improvement, which Alpatron Marine carries out at the moment with the Global Customer

Support Center, is also very much appreciated by Jumbo. “Operating worldwide and yet having very short lines from its headquarters, keeps things organized. Jumbo operates worldwide and is represented in the five main ports. For us it is an advantage whilst we are in Singapore with a ship, we can also rely on the Alpatron-people over there. It saves time and money,” concludes Bert de Jager.

Fanis Valvis, Navigation / Communications & Automation Manager Almi Tankers S.A.:

“At Almi Tankers we want to offer top quality, reliable, cost-effective, safe and efficient services to our customers and stakeholders. One of the ways we ensure this is by running and maintaining our vessels to the highest operational and safety standards, continuously improving our management system and applying shipping industry best practices.

Alphatron Marine is a leader in its field and a global player for more than 25 years. Nova Electronics has always facilitated Athens-based shipping companies in a professional manner taking into account our needs. Through our contract with Alphatron Marine / Nova Electronics we aim to get high quality service that is available worldwide, offers preventive maintenance services and secures the overall smooth running of our instruments, in a competitively priced package.

Almi Tankers' commitment to operational integrity is at the heart of the organization. We always look for ways to improve our operational performance based on the enhanced implementation of the adopted world class frameworks and the potential integration of new ones. As such a contract with well-established and reliable players like Alphatron Marine and Nova Electronics is the kind of partnership that we are looking for.



Marine have been delivering an average of 750 new build vessels per year via Japanese, Korean, Chinese and European yards. That means at least a customer base of 15,000 vessels. These owners or technical management companies need a flexible partner with quality services and solutions.” The Global Customer Support Center (GCSC) is an important part of the customer care program. “The GCSC brings 24/7 service and enables us to act more pro-actively.”

Fixed service fee

“In order to be able to guarantee a fixed service fee and a continuous service level for our customers we make fixed agreements with our quality service partners in ports located close to busy traffic lanes and main areas where our top 50 is operating,” explains Jeroen Kortsmid. “And, all our quality service partners need to be trained by JRC and Alphatron Marine training centers including all active engineers. By controlling and motivating our service partners we carry out the service job against the highest quality, fixed prices and under one year full guarantee.”

Personal contact

“Communication is important in all aspects. We have to inform our customers well about the services, solutions and products we deliver. Our new website, our presence at exhibitions worldwide, membership to several branche organizations and this magazine are important tools. Additionally, we will introduce a member card for our customers. With this card you become a member of our ‘family’ so you can use our service organization and receive benefits. And with our customer events and an informal platform where they can chat in a forum with companies and people from the same branch, we create the standard with one main goal; cost saving against the highest quality,” ends an enthusiastic Jeroen Kortsmid.

“It’s an intense process to win new customers, give the right attention and create an environment for long term relationships. We constantly have to monitor the performance of our team and the customer satisfaction.”

Jeroen Kortsmid

UNITED BY THE TOKYO MARATHON



Picture with courtesy of Tokyo Marathon Foundation.

The tough girls and guys from Alpatron Marine trained so hard to be in top shape. They ran hundreds of kilometers in the last few months. Each of them ran at their own pace and in their own time, combined with some fabulous runs here and there. For example the half marathon (21.1K) of Dordrecht on 30 October, and the Rotterdam Bruggenloop on December 11 (15K). Wil Walhain, Peter van Veen, Daniëlle van Zoest and Ageeth van Rees accepted

the challenge to run the Tokyo Marathon (東京マラソン) held on the 26 February! Encouraged by Dick Slingerland and Luuk Vroombout the Dutch runners showed JRC Tokyo their respect for them and their cooperation with them by running through the streets of Tokyo with a beautifully designed logo on their outfits. And how appropriate it was that the theme of the Tokyo Marathon 2017 was 'The Day We Unite'!



Our AlphaRunners all reached the finish and can look back on a sportive but also very international event. Because not only for the Japanese runners is participation in these marathons something high on their bucket list. The 35,000 start numbers are divided by a certain formula, where Japan receives let's say 50% of the start numbers and the other 50% is divided over running organizations worldwide.

UPCOMING SPORT EVENTS

This year there are more sport events on the calendar. On Sunday the 8th of October is the fifth edition of the legendary Harbour Run. Furthermore the AlphaSwimTeam started training to participate at the Unltd Swim Overschie, which will take place on 25 June 2017. Overschie is a small community, in an old part of town, actually within the city of Rotterdam's borders. The river Schie is where it all takes place. More about this Dutch event will be written in the May edition of Alpatron Marine Magazine.



ALPHASPORTS

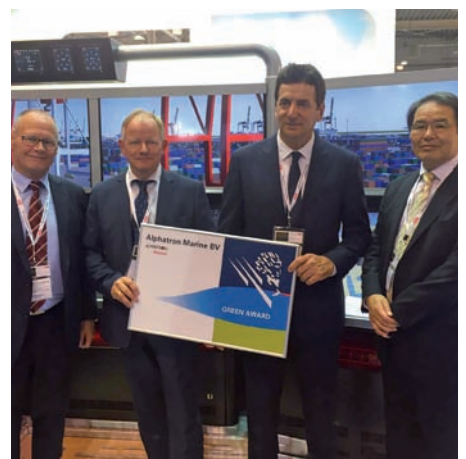
ENVIRONMENT



As a major maritime industry partner, Alpatron Marine recognizes the importance of maintaining our environment in the most sustainable and efficient way. Through the design of our products, and the way we manufacture them, we place strong emphasis on their environmental impact and the ways we can continually challenge ourselves to help restore and maintain the balance of nature.

AWARDING GREEN SHIPS

Ships certified by the Green Award Foundation are sustainable, environmentally friendly and they maintain and enhance best practices of the shipping industry. This is the reason why Alpatron Marine rewards Green Award certified ships with a 10% discount, which applies to a range of products and services for both sea and inland shipping. “The pollution and health impact of shipping is becoming more important every day, especially since it is the backbone of the global economy. Several issues must be addressed together to make the industry greener,” says Luuk Vroombout, CEO Alpatron Marine about the importance of green ships. Jan Fransen, Executive Director Green Award, is glad with the environmentally conscious approach of Alpatron Marine: “Alpatron Marine’s efforts to reduce the ecological footprint are very valuable. Green Award acts as a platform for cross-sectoral Corporate Social Responsibility in the shipping industry. Through the Green Award scheme ports, associations, suppliers and maritime service providers together motivate ship owners to improve their ships to become frontrunners. Alpatron Marine’s participation certainly contributes to safety enhancement in waterborne transport and helps to mitigate environmental impact in a holistic way.”



Luuk Vroombout received in June 2016 at Posidonia in Athens a Green Award plaque from the hands of Green Award’s Chairman Captain Mattheou marking the occasion of Alpatron Marine officially becoming a Green Award incentive provider. Left Jan Fransen, Executive Director Green Award, and right Takayoshi Tsuchida, President Japan Radio Co Ltd.



WAVE ANALYSIS

The JRC wave analyzer is able to assess wave direction, length, speed and height and can be utilized as a decision support system, delivering true benefit to officers and owners. Setting the course with minimum impact allows for increased safety onboard and also avoids container loss. But did you know our wave analyzer also saves a significant amount of fuel, which lessens the extent of excess emissions produced? The fuel savings, during international transits, can have huge impact.

ENERGY EFFICIENT INSTRUMENTS



One of Alpatron Marine's goals is to create energy efficient products. As an example, the previous generation of our instruments used 40 watts, where as the new AlphaLine Repeater line with 8.4-inch display uses a minimal 12 watts, and is designed to still be capable of handling a multitude of tasks in the maritime and industrial sector. Energy consumption can have one of the most significant impacts on the environment, and this is a key concern for electronic devices that can add to this to a profound extent over time.

OFFICE AWARENESS



Ultimately minimizing our footprint on the environment in the long run starts already in the offices of Alpatron Marine. Some facts of our office in Rotterdam in the Netherlands:

Recycling 50,000 KILOGRAMS of paper a year.



LED
LED LIGHTING
is now over 50%
and is rapidly increasing.

Using 180 ADVANCED SOLAR PANELS on the rooftops, having retrieved over 125,000 KWH since July 2012.



EXHIBITIONS



Pictures right: Alpatron Marine at Euromaritime

The year 2017 started with the People's Business exhibition in Rotterdam (The Netherlands) and Euromaritime in Paris (France). While the focus in Rotterdam was mainly on networking, in Paris Alpatron Marine raised brand awareness and introduced its newest products to (deepsea) shipping companies and shipyards.

A few years ago, Alpatron Marine began its journey presenting its newest products and solutions on a new standardized and uniform platform design on exhibitions around the world. We have made it our goal and passion that every customer or visitor seeing our trusted booth, regardless in which part of the world, will immediately recognize our company. What we show on each exhibition depends on the size of stand, type of show, market and location. With that in mind, we always aim of showing our fully integrated AlphaBridge. It features new levels of operational ergonomics and user-friendliness, suited to

the working environment for all mariners and applicable for all type of vessels. Each AlphaBridge comes with an advanced simulator so that visitors can see, feel and experience our navigation solutions.

Euromaritime

On the exhibition in Paris the new AlphaScan 5900, powered by JRC, was demonstrated. This new radar available with 19-inch and 26-inch proprietary displays and a wide range of X- and S-band scanners including JRC's unique 8ft solid state high speed S-band, got a lot of positive feedback from the visitors.

Also the JMA-610 river radar, JRC Multi Function Display (MFD) and of course the AlphaEye were very popular.

INTERESTED IN VISITING THE ALPHATRON MARINE STAND?

On the right page you will find a list of exhibitions where we will be exhibiting the upcoming months. The complete agenda you will find under 'Events' on our website www.alpatronmarine.com

AGENDA

CMA SHIPPING

20 - 22 March 2017

Hilton Hotel, Stamford, CT, USA

INMEX VIETNAM

29 - 31 March 2017

Ho Chi Minh City, Vietnam

JAPAN INTERNATIONAL BOATSHOW

2 - 5 April 2017

Tokyo, Japan

SEA ASIA

25 - 27 April 2017

Marina Bay Sands, Singapore

MARITIME INDUSTRY

9 - 11 May 2017

Gorinchem, The Netherlands

INLAND MARINE EXPO

22 - 24 May 2017

Saint Louis, MO, USA

TUGNOLOGY

23 - 24 May 2017

World Trade Center, Rotterdam,
The Netherlands

BARI-SHIP

25 - 27 May 2017

Tokyo, Japan

NOR-SHIPING

30 May - 2 June 2017

Oslo, Norway

TRAININGS AGENDA ROTTERDAM

At Alpatron Marine we supply technical manufacturer training courses, especially for service engineers of our distributors. We value that our engineers all over the world are trained to the highest standards and have the knowledge of the last information on the equipment. All technical trainings are held at our Center of Excellence in Rotterdam. ECDIS type specific training (see agenda below) or train the trainer audits might take place on board ship or in a local training center.

21 + 22 March 2017

from 09:00 to 17:00 hrs.

ECDIS TYPE SPECIFIC TRAINING TRANSAS

• Transas NS 4000 • AlphaBridge T 4000

18 + 19 April 2017

from 09:00 to 17:00 hrs.

ECDIS TYPE SPECIFIC TRAINING TRANSAS

• Transas NS 4000 • AlphaBridge T 4000

23 + 24 May 2017

from 09:00 to 17:00 hrs.

ECDIS TYPE SPECIFIC TRAINING TRANSAS

• Transas NS 4000 • AlphaBridge T 4000

20 + 21 June 2017

from 09:00 to 17:00 hrs.

ECDIS TYPE SPECIFIC TRAINING TRANSAS

• Transas NS 4000 • AlphaBridge T 4000

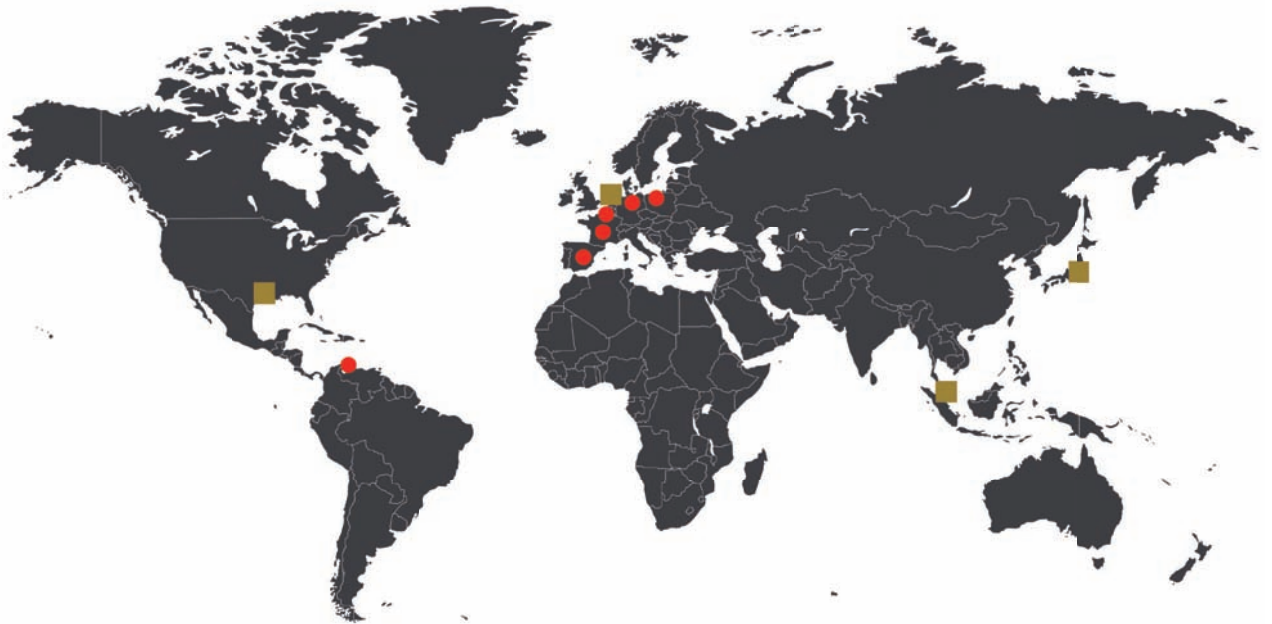


CENTERS OF EXCELLENCE

Tokyo - Japan
Rotterdam - The Netherlands
Singapore - Singapore
Houston - USA

ALPHATRON MARINE LOCATIONS

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Curaçao
France
Germany
Netherlands
Poland
Spain
USA



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