

Dutch Tom Thumb

Instrument manufacturer Anatech is barely known in the Netherlands, but famous abroad. "We're in the top three of the world" says satisfied owner Archi Leenaers.

Is our aspirin being made within to the agreed specifications? And which plastic is best suited to make a mailbox? These are just two questions where Anatech laboratory instruments can provide clarity. In the world of instrument makers, Anatech may be a Tom Thumb, but the major brands in this area know where to find the company. Leenaers: "They come to us because of our approach: we do everything except sales and marketing." As a unique selling point he mentions that his company bears the development costs itself while the intellectual property remains in the company.



On our instruments you will not find the brand name Anatech. That has to do with the strategy of the company. "We sell to fellow instrument manufacturers that miss products for certain niche applications. We developed e.g. a device for which six grams of plastic is enough to determine the processing behaviour of the material. And it also measures lots of other material properties."

"We look together with our customers where any holes in the portfolio are currently present and subsequently develop the products to fill these. It is then up to the customer to bring those new products under their own brand name to the markets."

Two-thirds of our sales is done in the United States, one third in the rest of the world. The Netherlands play no role whatsoever. "We do here less than one percent, simply because in our country there are no major instrument manufacturers left. With our 28 employees we are one of the largest instrument manufacturers in The Netherlands." That customers come into contact with him, is a matter of word-of-mouth advertising. "We do not have a company brochure, we never hire a booth on exhibitions."



His knowledge of the market is very useful. "I know all the players worldwide. I come regularly across their floor to talk about market developments. We are very open. It is special to work for competing colleagues. We have to be very careful when handling confidential information. At the same time that information makes us a very interesting conversation partner: companies like to hear our opinion on new developments."

If you want to continue pioneering in the field of technology, you will need to invest in it. That is why Anatech puts lots of effort in knowledge development. The mini sensor for accurate temperature measurement is a result thereof. "We appeared to be the only company that could produce such a sensor on that scale and with that precision. That sensor enabled us to make world's smallest cell for simultaneous thermal analysis. We harvested great admiration from our colleagues for that."

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