

## MUSHROOM DAYS 2019

# Increased visibility

RibbStyle Selected Products in Wemeldinge has been manufacturing, applying and supplying professional coatings for more than 35 years, including to our sector. Although coating is something you notice immediately, there is still room to increase the visibility of the company and the product according to Martijn Meeuwse and Stefan Dagevos.

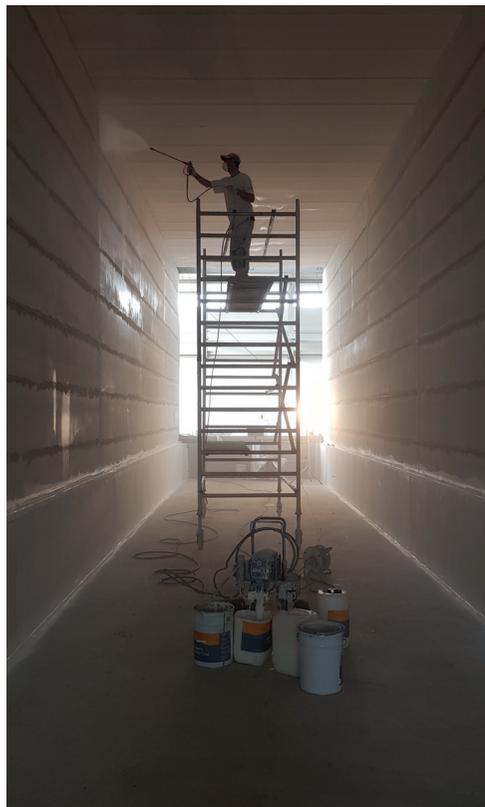
By Roel Dreve

**R**ibbStyle originated in the painting branch. Cees Ribbens ('In the style of Ribbens') produced coatings for the maritime industry at his company in Terneuzen. He was asked to develop a coating to make the cold storage units used in the fruit growing sector gas-tight. As a result, trade steadily increased. After Cees Ribben passed away, master painter Daan Pieterse founded RibbStyle and the company was later taken over by Meeuwse. RibbStyle now employs 12 people and completes projects for fruit growing (gas-tight coating), non-residential buildings (air-tight coating) and mushroom cultivation (moisture-proof and vapour-tight coating).

"Right from the beginning, we have employed people with a lot of experience in the painting branch, which benefits the quality of our coating finishes. Applying coating is a slightly monotonous task, so we alternate coating with painting projects in the region to keep the work interesting for our team." According to Meeuwse, another strong point RibbStyle is that it produces coatings itself and is not just a reseller. "We don't aim to compete in terms of price but want to think together our customers about the best, long-term solution for their situation. The passion for painting is still strong."

## Reversing a negative image

"We have had to work hard to reverse a negative image, because of things that went wrong once with the application of an antifungal coating. We managed to correct the mistake, but the negative rumours continued to circulate and cost us customers, whereas before we had been the market leader. Our location in the province of Zeeland, a physical separation with the sector, didn't help either," says Meeuwse. The RibbStyle team subsequently worked extremely hard to boost their image and win back their reputation. "We just want to demonstrate our quality, and that has been successful internationally so far, and increasingly so in the Netherlands too, such as a project at Braam Champignon Cultures. A renovation job for Monaghan was a turning point, and since then we have successfully completed projects all over the world. Examples include BioFungi, Elf Farms and more, often working closely with other suppliers." Quality is always the priority according to the men from RibbStyle. "We work with a permanent, dedicated team of professionals, whereby the central factor is not speed but achieving a perfect end result. For that reason, we see no advantages in using the fast-drying coatings that are used in some situations, as



*A sprayer in action applying the Corr-Fill coating produced by RibbStyle.*



'The passion for painting is still strong'

Coating applied at Braam Champignon Cultures.

that leaves little or no margin for correction. We'd rather complete one project perfectly than three that miss the mark."

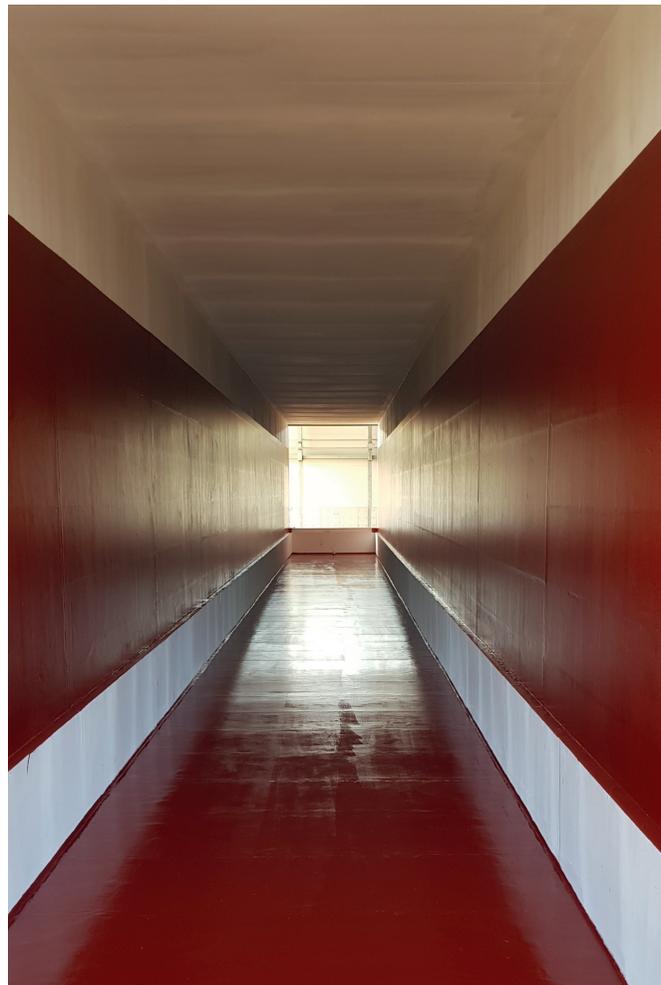
### Multi-layers

It wasn't just RibbStyle that faded into the background for a while, the product itself suffers from a degree of underexposure in the sector.

"Coating is essential for concrete constructions, not a luxury, 'sexy' product. At first glance, you wouldn't notice the difference between good and poor quality products, unlike with machinery, for example. However, it's vital to carefully consider what kind of coating you want to apply and in which system. We use a multi-layer technique to apply coating. Of course, you can decide to leave out the primer, or omit the fleece layer in floors and ceilings, and some companies want to save on one of those components. We can supply a minimum of services, but that will impact on, for example, the lifespan of the end result, and as a company we always want to be fully behind the work we perform". RibbStyle does not often get involved directly with the end customers on large projects. "In those situations, we are dependent on the supplier that works with that customer. We are therefore happy to invest in their expert knowledge of these products, so that coating is not seen as the last item in the budget. "

In recent years, the products have become much "greener". Dagevos: "Today's coatings are far more environmentally friendly than before. Partly because legislation and regulations have become tighter, but also because we want to make our work more environmentally friendly and safer for our team. "

"We would like to boost the number of projects in the Netherlands," says Meeuwse. "That



RibbStyle uses a multi-layer technique and applies the red coating as the top layer.

explains our presence at the Mushroom Days, of course, but we have also joined the Mushroom Valley initiative to get more in touch with the sector and to find more forms of collaboration. You'll be seeing us around more often!"

RibbStyle is on stand 37 at the Mushroom Days. ←