

CASE STUDY

ENMO Brüel & Kjær Exclusive Distributor in Benelux

Belgium, Europe

ENMO was founded 14 years ago and has very successfully exclusively represented Brüel & Kjær in Belgium. Now, ENMO has become the exclusive distributor for Brüel & Kjær in the Benelux countries. Managing Director and founder of ENMO, Bart Dockx, is delighted, "With Brüel & Kjær, we can provide total solutions and we are a single point of contact". He considers this to be a major advantage, "This plus ENMO's commitment is the perfect combination and I like to use the expression that one plus one equals three".

Photos courtesy of ENMO



A Short History

As of 1 January 2011, ENMO, based in Vosselaar (Turnhout), close to the Dutch border, has become the exclusive distributor for Brüel & Kjær Benelux (Belgium, Holland Luxembourg). Prior to this, ENMO represented Brüel & Kjær in Belgium for 14 years. Managing Director Bart Dockx founded the company in March 1996. Before establishing his own company, Bart, who has a Masters degree in Electrical Engineering, had been working for Brüel & Kjær for four years. What started as a small company with a staff of three, today employs 17. Five members of staff work in sales, and three in technical support. The remaining nine are involved with Finance, Sales Support and Administration.

Good Reputation, High Quality and Good People

When asked why he likes to work with Brüel & Kjær, Bart doesn't hesitate, "Brüel & Kjær's reputation in the business, product quality and especially the people". He continues, "Real customer benefits include the added value we provide, and, in my opinion, Brüel & Kjær makes the best products and solutions in the world. Simple really".

Fig. 1
Sales Director, Dirk Bogaerts (left) and ENMO's founder and Managing Director Bart Dockx (right)

Sales Director, Dirk Bogaerts joined ENMO in August 2000. Despite a Masters degree in Electronics, Dirk's working life has been wholly involved in sales and sales management. In fact, he became a Sales Manager at ENMO after only a year with the company. In 2004, Dirk became a partner in the business. Bart describes this as, "A positive forward step for us both. Dirk and I complement each other in terms of skill sets and vision".



According to Dirk, ENMO's success is based on a strong, motivated team that works in a structured way. He explains, "ENMO is a quality-driven organisation and this is a focus of our management, so our employees have great pride in what they do and each member of the team, including the Directors, have personal and financial goals". "We do expect a lot from our employees," he continues, "but we reward success and this is part of our belief in quality management".

Vision

So how does the partnership between Brüel & Kjær, a world market leader and distributor ENMO work? Bart says, "We're a relatively small company. But our burning ambition is to grow our market position in Benelux and become the preferred supplier for sound and vibration solutions. Our relationship with Brüel & Kjær is continuously being strengthened and this is evidenced by continuing development of cutting edge products and technologies".

"Our biggest asset," explains Dirk, "is our people working as efficiently as possible. I can easily foresee that we will increase to 25 people within a few years. Customer service and support are vital and we treat it like a product. In addition, our staff consider themselves to be an integral part of the Brüel & Kjær organisation and not just a third party".

Fig. 2
Training often takes place in ENMO's modern, light and airy facilities in Turnhout

ENMO provides:

- Products and applications
- Installation
- Service and Support
- Training
- Provision of testing and engineering services

"In other words," says Bart, "with Brüel & Kjær, we can provide total solutions and we are a single point of contact". He considers this to be a major advantage, "This plus ENMO's commitment is the perfect combination and I like to use the expression that one plus one equals three".



ENMO works in all the markets where sound and vibration measurements are a necessity. Dirk says, "We are especially focusing on Environmental, Noise Monitoring and Industrial sales, and, for example, there are more than 300 automotive sub-suppliers in Belgium alone".

Added Value – the Essence of Success

Fig. 3
The well-being of staff is important to ENMO. Modern offices provide a pleasant and uncluttered working environment



Four years ago, ENMO moved into new premises as a result of its growth plan to provide an exceptional working environment for its employees and visibility and image to the market.

So what are ENMO's growth areas and focus for the future? Bart doesn't hesitate, "Universities and Research, environmental noise driven by legislation, Industrial Research and Renewable Energy".

Bart describes the core of the Brüel & Kjær/ENMO partnership. "Customers buy from us because of the excellent product and solution quality, in other words the Brüel & Kjær brand. The combination of our service and

support backed up by Brüel & Kjær, and our local knowledge of customers, their needs and our markets give great added value."

Bart concludes, "Continually adding value for the customer is the key to our past, current and future success. This is acknowledged by our customers because when buying a total solution, cost is of less importance than value to them".