



## TUBTARA® : celebrating 60 years of innovation

---

Pride in our past is the force of our future. In 2014 we celebrate the 60<sup>th</sup> anniversary of the Tubtara® blind rivet nut. What once started with a handful of machined blind rivet nuts, has now become a wide product portfolio, manufactured in Belgium and marketed under the registered brand name Tubtara®.

The Tubtara® launch is highlighted as one of Dejong's most important milestones in the company's century-long history. Expanding the production facilities, adding new product lines, entering into international markets and globally integrating in the high quality fasteners business : we could realize these developments with only one objective in mind 'create value'.

"Our long-term values are more than a few words on a paper", Jan Maeyens, Director Cold Forming, expresses. "Our vision can be summarized in a few key values : high and consistent quality, customer satisfaction and commitment of each and every employee. We believe these values have been the key to the longevity of our cold forming division."

In celebrating our 60<sup>th</sup> anniversary, we attribute our success to our empowered employees and customers, both past and present, who have been a part of this fascinating Tubtara® journey. We owe a great deal to the teams who developed the Tubtara® products and business. Their drive to meet customer needs and requirements has been great. Hard work, high quality products and services, have ensured that we could build up a loyal and long-standing customer base.

60 years of market knowledge is a great asset and the partnership with our distributors stays crucial. High quality performance, innovation, in-house R&D, technical support and reliable delivery times - these are among the key pillars of the successful cooperation with our customers. Together with their extensive knowledge, experience and suggestions, we could bring innovative Tubtara® solutions to a wide variety of industries including aerospace, railways, construction, automotive etc.

Dejong is proud to serve an array of aerospace customers with technically advanced products. In June 2014 we obtained the EN9100 certification to meet the increasing demands of our customers and strengthen our position in the aerospace market.

Always being one step ahead of industry demand, Dejong's cold forming division has established itself over the last 60 years, as a pioneer in the high-quality fasteners business. Arthur Reul, Director R&D explains, "This reputation and unique array of expertise is based on a long tradition of innovations and launches. Just think of the first cold formed stainless steel Tubtara's worldwide we already manufactured in 1989. We have always been able to use our deep knowledge of materials and cold forming production processes to constantly develop our product portfolio."

The years to come will be characterised by our commitment to provide valuable solutions for solving problems, always connecting production and innovation with the principles of sustainability."

"I'm excited to be leading the cold forming division", Jan Maeyens says, "as we begin our next 60 years of producing Tubtara® blind rivet nuts with a focus on innovation, our essential strength. Dejong wants to play a leading role in future developments and will continue to invest in R&D."

We will periodically highlight the 60th Tubtara® anniversary on our website. In addition to the launch of a commemorative logo, designed by one of our employees, we also plan to mark this occasion with a celebration reception for our staff at the end of the year.

Weblink : <http://www.dejong.com/eng/tubtara/newDevelopments.htm>