



# EVERYTHING HAS VALUE

ARE YOU READY TO GET THE BEST REVENUE

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INDUSTRIAL AUCTIONEERS & VALUERS SINCE 1930

# EVERYTHING HAS VALUE

FIND

Expertise

RECOGNISE

Valuation

BENEFIT  
FROM

EU's biggest B2B  
auction house



# SPECIALISTS

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# SPECIALISTS

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# SPECIALISTS

A welder wearing a blue shirt and a white protective mask is working in a dark industrial workshop. A large, bright burst of yellow and orange sparks is being generated from the welding point, creating a dramatic visual effect. The background shows various industrial equipment and structural elements of the workshop.

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AGRICULTURE



FOOD



METALWORKING

# SPECIALISTS



# SPECIALISTS





# SPECIALISTS NATIONAL



*Rabobank*



**PHILIPS**



# SPECIALISTS INTERNATIONAL



**SIEMENS**

 **UniCredit Group**



# SPECIALISTS AGRI



# SPECIALISTS FOOD





# SPECIALISTS METAL



**OPEL**

**PHILIPS**

**SIEMENS**

***Energizer***



# THIS IS WHY AUCTION IS A GREAT CHOICE



SAFE



QUICK



TRANSPARENT



WORLDWIDE  
MARKET



# THIS IS WHY AUCTION IS A GREAT CHOICE



LONGER  
LIFE CYCLE



YOU REMAIN  
IN CONTROL



YOU GET THE  
BEST REVENUE

THE PERFECT SALES CHANNEL!



# THE SECRET OF SUCCESS

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# THE SECRET OF SUCCESS



SPECIFIC SECTOR  
KNOWLEDGE



90 YEARS  
OF EXPERIENCE



> 500.000 B2B  
BUYERS AROUND  
THE WORLD



20 OFFICES  
ACROSS EUROPE

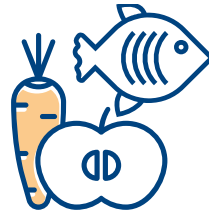


# THE SECRET OF SUCCESS

NUMEROUS BRANCHES



AGRI/GREEN/  
EARTH/INFRA



FOOD



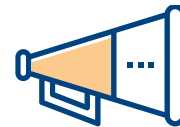
METAL

And also Energy,  
Offshore, Wood,  
Retail, Healthcare,  
Graphics, Maritime,  
Automotive, etc.

# THE SECRET OF SUCCESS



STRONG  
PERSONAL  
RELATIONSHIPS



EXPANSIVE MARKETING AND  
PR CAMPAIGN FOCUSSED ON  
END-USER BUYERS

# THE POWER OF MARKETING AND PUBLICITY

## FREE PUBLICITY

### Inboedel V&D per opbod

**Grote belangstelling voor veiling spullen failliet wa**

**AMSTERDAM | 50.000 groene kratten, een bronzen zeemeermin bij de ingang van het Amsterdamse hoofdkantoor, de bimbox met dansende aapjes. Vandaag en morgen kunnen mensen in V&D's distributiecentrum en het hoofdkantoor bieden.**

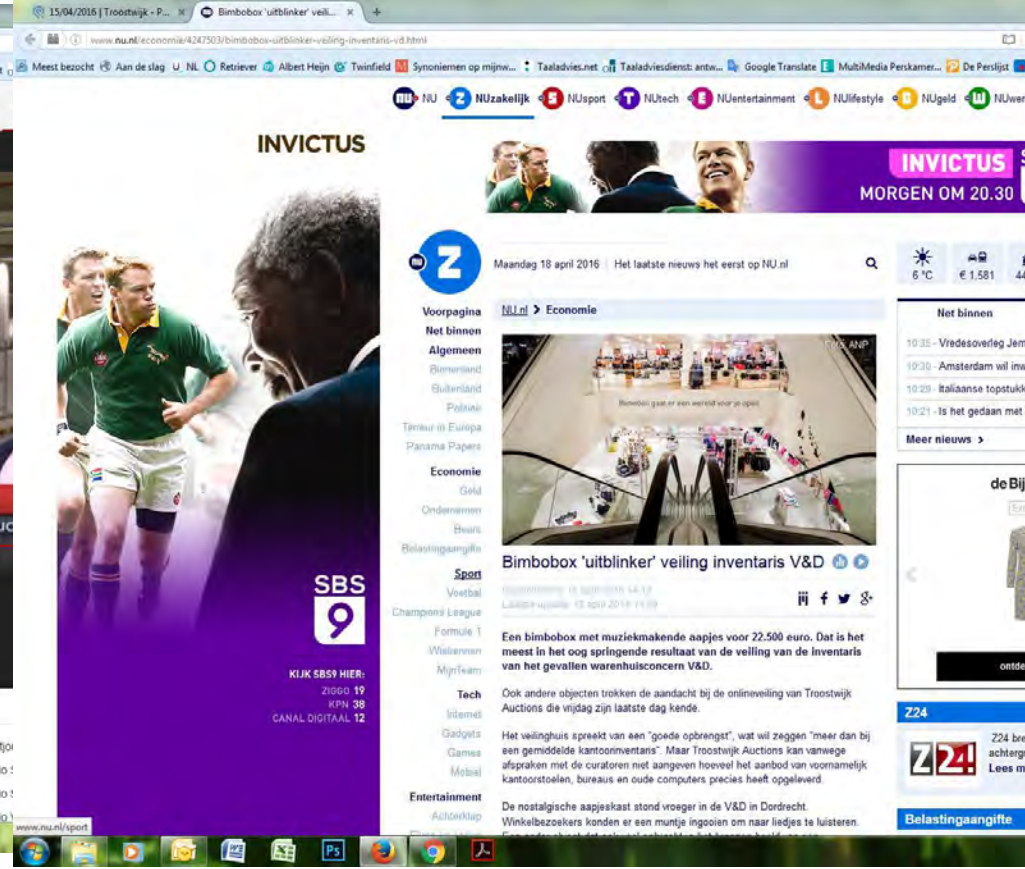
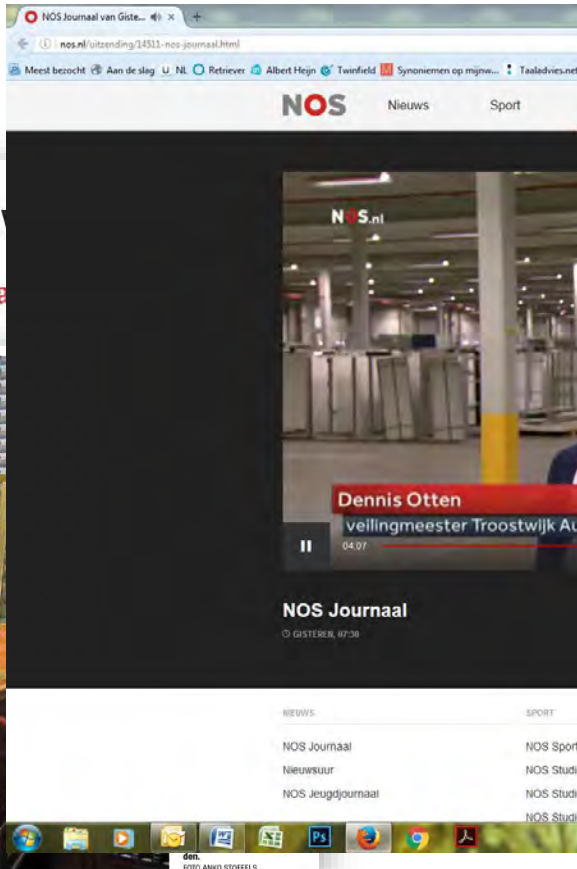
DAVID BREMMER  
Liefst 1200 kavels met honderdduizenden items van het failliete Vroom & Dreesmann gaan deze week onder de hamer bij Troostwijk Auctions, het grootste industriële veilinghuis van Europa. De belangstelling is enorm, vertelt veilingmeester Dennis Otten. „Wij doen 1600 veilingen per jaar, maar deze is van een andere orde.”

Het grootste deel van V&D's inboedel is overigens weinig bijzonder: bureaus, kasten, stoelen, werkplekken, etc. Verder gaan twee vorkheftrucks en 25 pallethefwagens onder de hamer. „Maar er zitten ook

en muziekmakende aapjes. Generaties Nederlanders hebben een kwartje in de kast gegooid. „De bimbox is met afstand het populairste item,” vertelt Otten. „We worden honderden keren per dag overvloed.” Momenteel is er 2.000 geboden. „Maar ik verwacht dat na de 10.000 euro gaat.”

Een ander bijzonder object is een fraaie tegelwand die in 1949 het V&D-personeel in Dordrecht aangeboden ter ere van het 25-jubileum. Openingsbod: 150 euro. Triviale zijn de tientallen poppen. „Zeker de kinderpoppo, veren geld op,” weet Otten, worden gekocht door particulieren. „Maar ik verwacht dat na de 10.000 euro gaat.”

Wie kopen al die partijen toorninventaris? De bulk-architecten, bureaus, stoelen - wordt gekocht door handelaren uit Rusland, Polen of Frankrijk. „Zestig procent van de geveilde artikelen de grens over.” Maar ook lokale kopers en ondernemers slaan slag. Vandaag kunnen geïnteresseerden eerst kijken in het distributiecentrum te Nieuwegein. Daar



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<http://www.nu.nl/economie/4247503/bimbox-uitblinker-veiling-inventaris-vd.html> dd 18 apr 2016



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# MARKETING



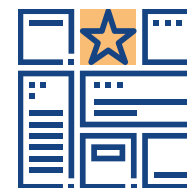
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APP



LEAFLET



E-MAIL  
CAMPAIGN



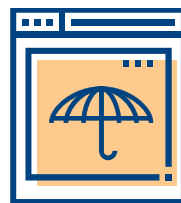
SEARCH  
ENGINE  
CAMPAIGN



SOCIAL  
MEDIA



ADS



VIRTUAL  
TOUR

# BENEFITS FOR YOU



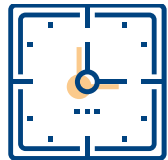
WE KNOW AND UNDERSTAND  
YOUR BUSINESS



THE BEST  
REVENUE



SERVICE  
FROM A TO Z



EVERYTHING  
WITHIN 6-8 WEEKS



MONEY QUICKLY  
IN YOUR ACCOUNT



TRANSPARENT, DISCRETE  
AND WITH RESPECT

# HOW IT WORKS





# IN PRACTICE

- Starting low gives higher yield
- Large number of international participants
- Strong finish in bidding
- Well-balanced lot closing timing strategy
- Combinations of lots – to be attractive for all participants



# FACTS AND FIGURES

YEARS OF EXPERIENCE

90

BUYERS FROM  
127 COUNTRIES



2015

AUCTIONS

> 1,500

VALUATIONS

> 2,500

LOTS SOLD

> 500,000

REVENUE

> €185 MILLION

PAGE VIEWS

285.000.000

# VALUE IS ABOUT PEOPLE



*“The people at Troostwijk speak our language and know what **they’re** doing. Auctioning is more profitable for us than trading our equipment in.”*

Richard Maas  
Maas Markelo BV



*“I had no experience in selling machines. Troostwijk organised it all with respect and to the last detail. I am still getting used to the new situation. But I am glad with the choices I made.”*

Frank Fritsen  
Royal Bellfoundry Petit & Fritsen



*“All the machines netted a very good price. It hurts to say good-bye, but now I can relax, I have a great pension and can spend more time with my family.”*

Pierre Hendrickx  
Loonbedrijf Hendrickx





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benefit from it!

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