



Electrification is the future

Tim Batist, CEO and owner of Westacc, is convinced that his company has a bright future. Small things often create big businesses, and Westacc is a good example. The company is based in Maasland, north of Rotterdam in the Netherlands, and the name is a combination of WESTland (the headquarters) and ACCessoires (the products they deal with).

Words Peter Hirtschulz



Tim Batist

The Dutch family-owned company group with a forty-years-history is very much experienced in electrical devices and lighting. In the caravanning industry the company has a kind of "hidden champion"-status in terms of the wide-spread market penetration.

"Worldwide, we supply our products to manufacturers of leisure vehicles and boats," says Tim Bastist. When he talks about his products, that means inlets/outlets, fuse boxes, lighting and electrical components. "All these small things made us

big," explains Tim. Westacc was founded in the year 2000. Before that, Tim's father, Jan, started as a caravan dealer in 1972, and later constructed static caravans by himself. Later, he changed into a wholesale business and founded Westacc. In 2015, his son took over management and ownership of the company.

"From the very beginning, and for the future, we will be a family enterprise with a long-term strategy," said Tim. "Our top priority is the philosophy of our family. We mostly care about our employees and we respect our clients and their wishes as much as possible. Our success is based on our ability to listen to our clients and their wishes and manufacture products accordingly or even tailor-made."

In 2019, the company was certified for ISO 9001:2015, an important quality standard in the market. This certification has confirmed the development of the company through the years. Tim Batist is proud that all their products

are made in the Netherlands, which keeps quality high with maximum delivery flexibility. The R&D-division is based in Maasland at the heart of the company.

"This is where the brains of the company work and they guarantee really short development times for the products that clients want. Here we do the complete prototyping in-house. We make 3D-technical drawings and with our professional 3D-printers we can develop completely new products within a few weeks" reports Tim. Of course many components are produced all over in Europe and certain parts in Asia, but the final production is done in-house. "Luckily, we have an enormous amount of stock in our 2,500 m² warehouse and consequently a big buffer to compensate the supply chain difficulties arising from the Corona crisis," added Tim. Tim and Westacc are prepared for the future. The following new products will help create a successful future for the company. A new Westacc-product double USB-A socket. The advantage is a higher output current (2.4A) per port compared to other/older models in the market. Thus, a device, like a smartphone or tablet, could be charged quicker. Normally you see a maximum output current of 2.1A per port these days. Another new product is a USB combination socket of a USB-A (2.4A) plus an

Fuse box detail





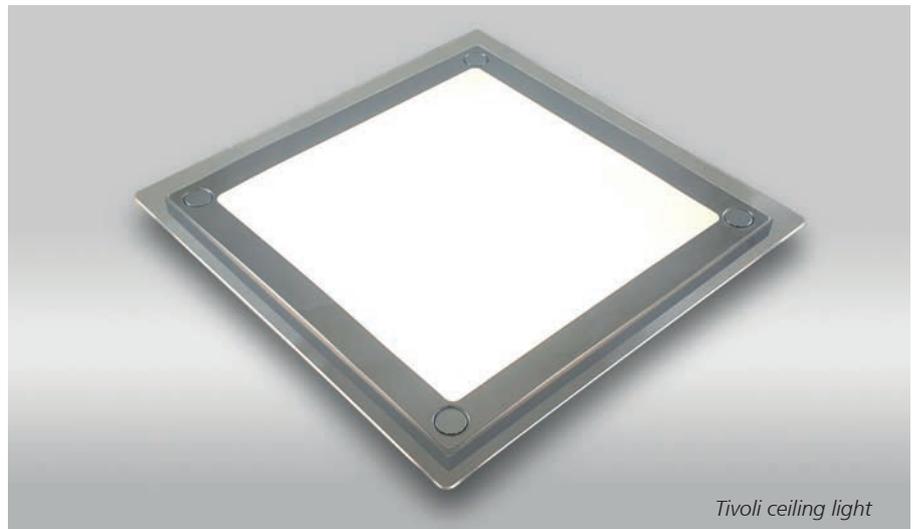
C-Line USB-A - USB-C - Dimmer

USB-C socket of 18W. The main advantage of USB-C compared to USB-A is the communication between the charger (USB-C socket) and the device (smartphone/tablet/etc.). The USB-C socket makes it possible to reach the most efficient and quickest charging possible for the device connected. It is a combination of the best charging power and voltage. There are more and more devices on the market with USB-C ports so this item is ready for the future. Also new is the touch dimmer switch. The use of dimmers in our market has been quite low in the past, but we have seen an increasing interest to create ambient lighting for the end user. We have been able to design a good quality and very cost-effective product to fulfill this need. The control is very simple: short touch for on/off and longer touch for dimming up and down. Beside these promising new products, the base of more success is made by the Westacc fuse-box, as Tim Baptist explains: *"We are the European market leader for assembly of fuse boxes for the RV market, i.e. putting the parts of a fuse-box together, connecting wiring, do 100% testing with calibrated equipment (results will be stored in our database), labelling for traceability and pack for storage."* And he continues: *"Besides this quality aspect, it is important to recognize that the quantities of vehicles sold are increasing in Europe. Consequently, the pressure on the production lines of caravans/motorhomes is increasing as well. For that reason, we at Westacc always invest in the development of smart and quickly installed products."* From that point of view, there are two im-

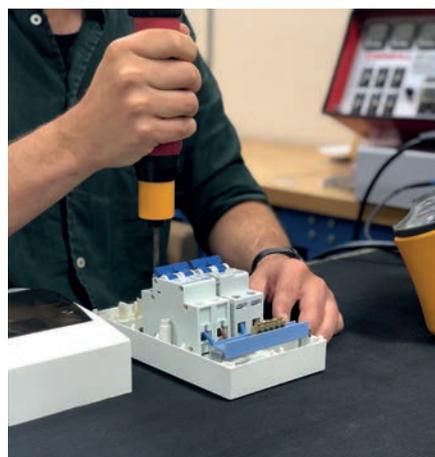
portant issues. First the installation: when the installation is complicated, only highly skilled people can do the job; secondly, there's the installation time: when the installation time is long, less vehicles can be produced, which costs money these days. Thus, a good example of Westacc's smart and quickly installed products is the fuse box. Installation is quick, because the fuse box doesn't have to be opened when connecting to the electrical system. And the second advantage is that no highly skilled people are needed for installation, because the plug can only be connected in one specific way, installation is easy. Tim added: *"This is the secret of our success and the company philosophy: first of all top quality and then, of course, customer-friendly handling of*

our products. But this does not only affect our professional OEM-partners but also the clients who use our products afterwards in daily life."

Two examples of user-friendly products are the Tivoli ceiling light and the Vivaro Flex Light. Firstly, for the Tivoli ceiling light, the main issue for using ceiling lights in a motorhome/caravan is the available space (especially for taller people). OEM's prefer using surface mounted ceiling lights but require flat and quickly installed solutions with a nice design. Therefore Westacc has designed a new flat ceiling light (only 13mm total height) with enough amount of light (500 lumen). The second example, the Vivaro Flex Light, is one of Westacc's premium products in terms of design and functionality. The main advantages: no visible screws (installation is via a bracket), touch dimmer switch (on/off and dimming), USB socket for charging your smartphone, and a flexible neck to move the light anywhere you want. The best choice, for example, is near beds. With this spirit of innovation paired with functionality that makes life easier, Westacc has become a 'hidden champion' in its field. Looking to the future, with an increasing amount of electrification to come, this leadership will stay in Maasland.



Tivoli ceiling light



Vivaro Flex light with touch switch