

SHIP



THE HAPPY COMPANY

AN UNCONVENTIONAL BUSINESS APPROACH

The ship as a metaphor for a company in the maritime industry, how obvious. Yet it wasn't the first thing that came to mind. It took careful consideration and, although the analogy may not be 100% correct, with some inching and pinching, it turns out that each section does show the similarity between a company and a ship.

A ship, life on a ship, is a community in itself. Just like a company is. Each space, each department has its own specific task, but is not an entity in itself. The bridge needs the engine room. The engineers can't do anything if the cook doesn't provide them with food on a regular basis. And what is the use of a cook when there are no people to cook for? Without the different departments, without the people, the ship will sail no more.

It is all about teamwork. Every link in the chain is important and required. Just like in a company, just like in 'real' life.

We believe in a happy company, a company where the customer is priority number 1. A company that has a bond with the market and at the same time takes good care of its employees. A company that provides the conditions that make work a pleasure. A company where people are passionate about their job.

A company where personal responsibility comes naturally and the daily routine is not ruled by procedures. A company that gladly goes the extra mile for its customer. Not because the boss says so, but because providing service is what we actually like best.

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ENGINE ROOM



Those who have ever worked in the engine room love the way a diesel sounds, the smell of lubricants and the whistling of generators. It is noisy and hot, you are surrounded by steel, there are no windows, some areas will never be clean no matter how hard you try and, yet, you feel happy here. That is why the engine room represents the heart and soul. It all comes together here. The propulsion of the ship, the hot water and the operation of the anchor winches. Without the engine room, everything on the ship stops working. The way in which engineers provide service is normal to them and even though they too have their bad days, they are usually enthusiastic and passionate about their work.

Providing service is a profession on its own. Those who opt for this, like we do, must focus on the customer each and every day. This may seem simple enough, but it requires an exceptional customer focus. It is not rocket science. In fact, it is quite simple: make sure the customers are priority number 1 and imagine yourself in their position.

Does anyone want to be put through four times to find out the person they are looking for is out that day? No!

Does anyone in need of a plumber to fix a faulty heating system want him to come by in three weeks' time because he has no parts in stock? No!

A plumber who fixes things – even if it's only temporarily – is a plumber everyone wants. Because it's freezing outside and waiting for three weeks is not an option.

An engineer is taught at a very young age that the captain wants one thing only: to get it fixed. How? You are the engineer, so you figure it out! This responsibility means that you are highly skilled in solving problems yourself. That's what distinguishes a good service engineer. That's what's different about our engineers. They take care of things; one way or another. Because they are responsible service providers. Because they are the face of the company that selected them to provide an exceptional service.

RUNS IN THE FAMILY

I've been walking around in an overall ever since I was a boy. It runs in the family. Better with the hands than with books. I really like doing that little bit extra for a customer. I simply believe that a good engineer is very flexible. He puts himself in the shoes of the customer and always finds a suitable solution through know-how and experience. He's also self-reliant. You never inconvenience a customer with trivial things and you don't stress out when it's not a textbook job.

« **PETER VERSTEEG**
engineer seal service

PASSIONATE

The passionate service engineer, that's me. I started in April 1989 on April fool's day – but it was no joke and I still love the job. I meet people, travel around and I am the answer to the problem of the customer. When you solve a problem using your knowledge and professionalism you're doing a good job. Of course you also need a good attitude, but if all goes well and the job is done, I'm a happy person.

« **CHOR K LEW**
engineer seal service Singapore



IMAGES

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NO. 1

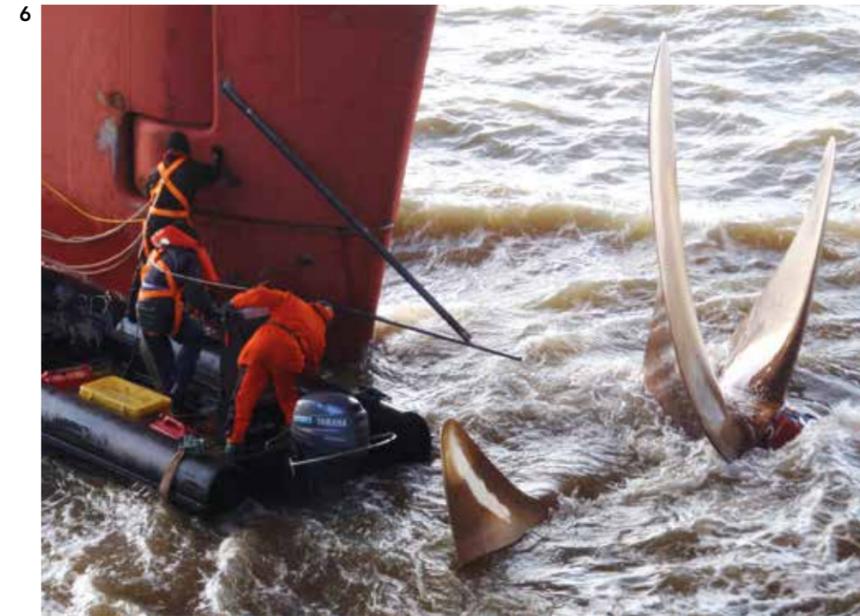
Repairing something in an impossible position.

NO. 2

Fitting a new bearing in Anvers.

NO. 3

Shaft repair in progress.



IMAGES

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NO. 4

Emergency bonding job in Hawaii.

NO. 5

Bow thruster repair afloat in Rotterdam.

NO. 6

Building a scaffold in a strong current.

What's nice and different about AEGIR is that we all want the same thing. Becoming a top-notch service company without blah blah and we are doing it. Now we must take care of our quality level, because we are growing fast. To continue doing what we promise, that's important to me.

Peter Versteeg
engineer seal service



YOUR WIFE

A good service engineer is honest, capable and driven. You either want to be a service engineer or you don't. It's difficult to explain. If you are an engineer and your wife doesn't like it when you're away from home weeks on end, this profession is not for you. The diversity, the people and the things you encounter make this job fun.

« **JAN-WILLEM MEIJER**
engineer propulsion service

CHARACTER

You will become a good service engineer if it is in your DNA. You love freedom, working independently and a challenge. You must be flexible, because you never know when you will be leaving, how things will be at the job and how long it will take.

« **ANTON FONKEN**
engineer propulsion service

SHIPPING COMPANY

No matter how empty the sea may appear to be, a ship never sails alone. There are always other ships sailing along, even if you only spot them on the radar. There is also the shore that can be contacted through satellite. There is the coastguard to come to your aid. There is the tugboat to bring the ship to the port if necessary. You are never alone.

Sooner or later a niche service provider has to deal with issues linked to related activities. If these issues continue to crop up, you have to do something about it. It may not be part of your core business but neither can it be ignored. What do you do?

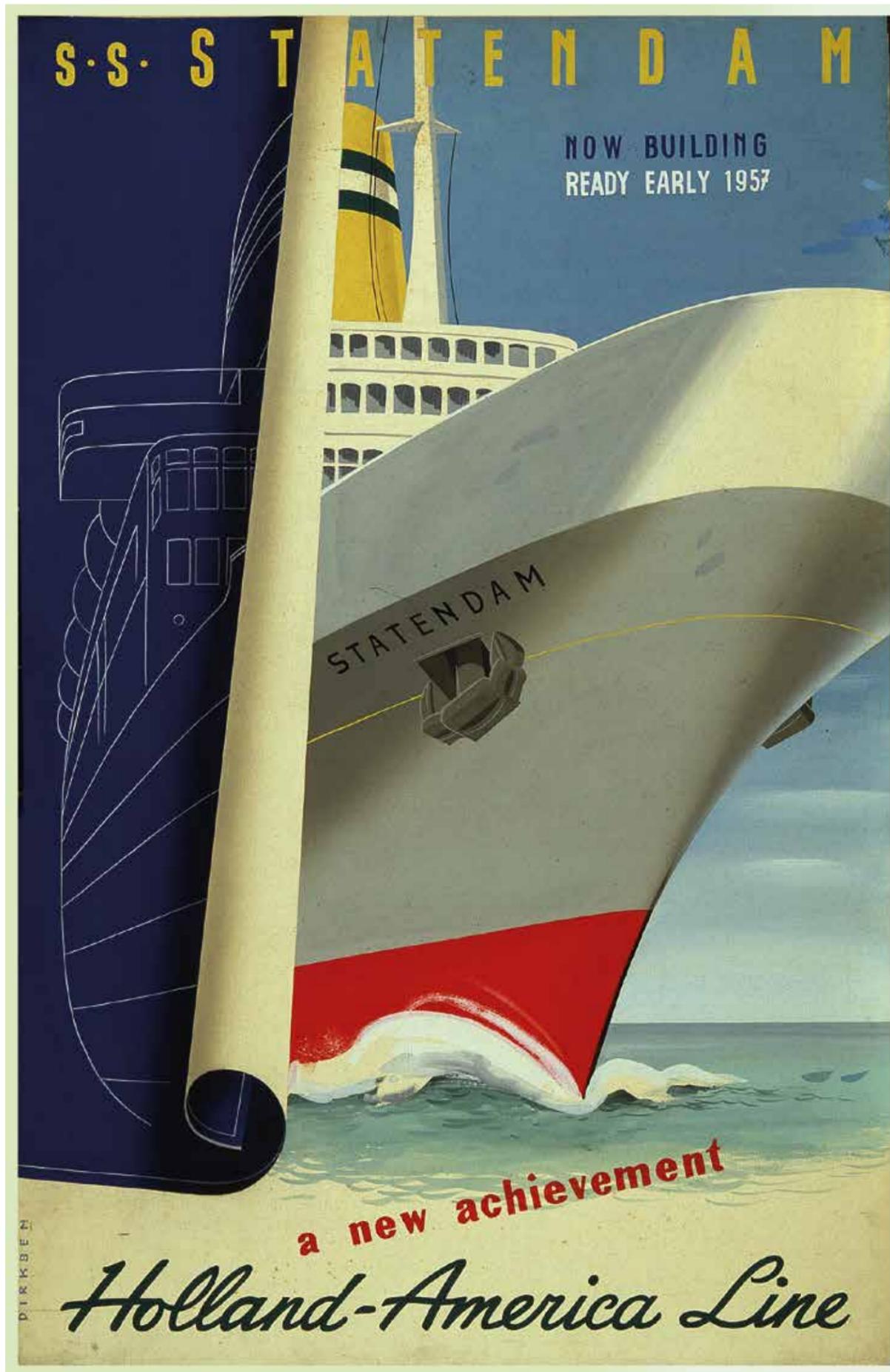
1. Say 'No, sorry' and do nothing.
2. Recruit specialised people.
3. Find a good company and enter into a partnership.

The first is not customer-friendly and, therefore, not an option at all.

The second is a realistic one. We could add services and expand. The biggest disadvantage would be that – in time – you become a *moloch*, a supertanker. Less flexible, less manoeuvrable. It is, however, a viable option as long as we take care.

The third option is just as realistic. We look for a specialist company, or hire specialists to set one up, and start a partnership. We can help our customers without expanding and, if we acquire a share in the company, we can also introduce our core values and our vision. This creates a 'shipping company' made up of different companies. We fly the same flag, but sail different ships. We have our own areas of expertise and work together to provide our customer with service, expertise and skills.

International sales agents are also partners. They are our eyes and ears in the local market. They know the conventions and practices in the region and know what does /does not work. We are more than happy to start a long-term relationship with them and to be in the top 3 of their agencies. We will take good care of them, so they will take good care of us. This is why we will always offer a direct request through the agent. We pay after payment and do not deduct a commission. But if things don't work out, we will part ways for, after all, they are our ambassadors.



OUR AGENTS

UNITED KINGDOM

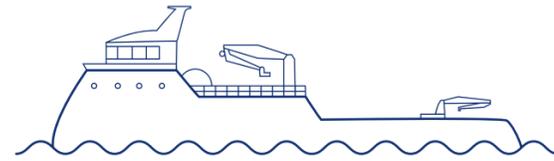


// agent name

Dave Newall

relation since: 2001

'I can safely say I'm the 'oldest' agent and I'm proud of it. It's wonderful to have a business relation where you can drop in and have a talk about life and work. Whatever suits. Open and honest, that's very special. Our recent collaboration on the conversion of their first Air seal was a memorable one. We were able to get things done within a period of eight weeks, including all required approvals and installation. A very special project indeed!'



'I really appreciate the way in which they were always there for me. That stays with you.'

GREECE



// agent name

Apostolos Athanassiou

relation since: 2008

'AEGIR is as a tight-knit family to me. We have good times and sometimes we suffer from turbulence. But in the end we all like being together and eat, laugh, sail and talk. When I first met them they came across as being nice, friendly and ambitious people who wanted to change the way in which maritime services are delivered by the big players. They wanted to deliver exceptional service and high-quality products. That feeling is still the same, despite the company's growth.'

POLAND



// agent name

Krzysztof Kaminski

relation since: 2006

'Our relationship with AEGIR's management dates back to the time we were still working for Wärtsilä. So we can safely say we have a long-term collaboration. And an extraordinarily good one. AEGIR is a very reliable and professional company that is customer-focused, just as we are. We are a good fit.'

RUSLAND



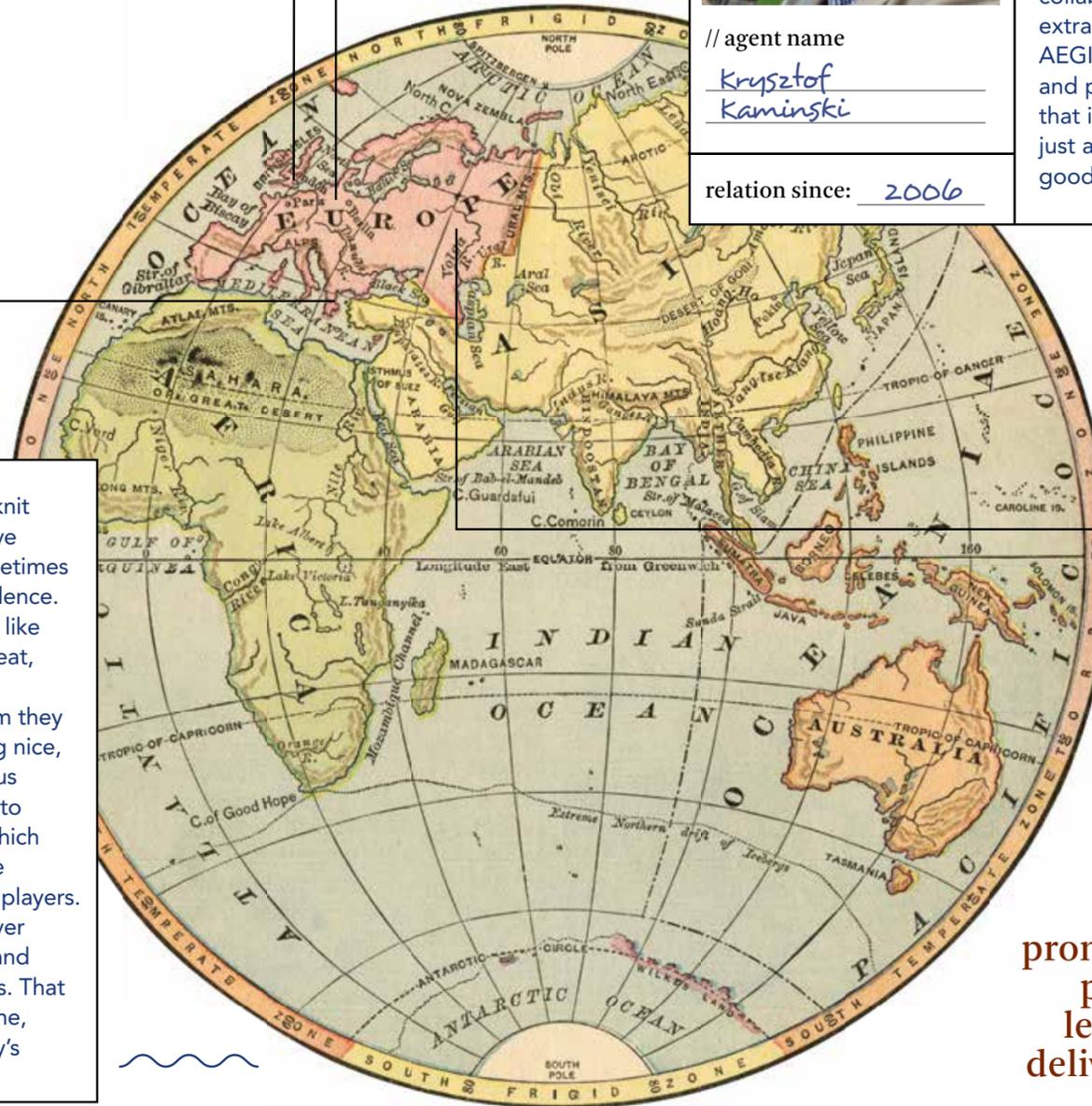
// agent name

Pavel Ivanov

relation since: 2003

'I met Ruud about fifteen years ago on the last day of the Poseidonia Exhibition in Greece. It was sheer coincidence, very much a case of the right man at the right location at the right time. I was manning a stand and we got talking. Nothing special really, but we kept in contact through email and that is how our collaboration came about. Working for AEGIR has helped me to become the maritime professional I am today.'

'They do as they promise. They never promise more or less than they can deliver. That is what defines them.'



PROPELLER



There really is no better symbol for progress. The propeller provides propulsion and, as the propeller evolved, its propulsion has greatly increased. From a manual worm wheel to a 6-blade propeller. Progress cannot be stopped. Change is constant. Standing still is not an option, even if you would want to, because everything else continues. And so you do too. Not because you have to, but because you want to improve yourself.

You follow changes in the market, new requirements and the latest technology. Then you determine the significance of it all to your product or service. Testing and looking for improvement in material or form result in product improvement. Training results in a more competent staff. Leaning back and expecting things to continue on their own accord is highly dangerous. Focusing on doubling the turnover in a period of five years is not an interesting goal.

Whether you do your job right and how you can improve, that is what matters!

To us that means listening to our customers. We simply ask for their opinion. And if those customers give you a score of 8.5, you can think: *Well done! We have achieved our goal.* But obviously it doesn't work that way. When the excitement has died down, you should think: Why not a score of 9? What do we have to do to score higher next time?

Is our way really the best way? Could we do things differently? What could be improved? What could be optimised? What opportunities are we missing? Should we have more partnerships in place? How can we improve our product or service?

In short: what does it take to be the preferred vendor? How do we retain them and how can we grow without abandoning our basic principles?

Now that is interesting, that is progress.



RUUD MUIS
MANAGING DIRECTOR

AEGIR has a solid, independent position in the international marine industry. It has acquired that position with a vision that doesn't fit the norm. But a company should always continue to develop. We must ensure that the DNA, that brought us to where we are today, remains leading. We have to continuously challenge our employees to come up with suggestions for improvements to ensure AEGIR's distinctive capabilities.

HANS DEKKER
SALES DIRECTOR

We will do anything for the customer, always. The worst thing that can happen, is that we have to say no and that someone else solves the problem. That can never happen.

MARTIN VISSER
DIRECTOR PROPULSION SERVICE

To me there are two essential factors. 1. Holding on to good staff and anchoring acquired knowledge and skills and transferring these to new employees. 2. Setting up the organisation in such a way that we become a bigger company, but with the same qualifications we had as a small one.



BEELDEN

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NO. 1

left to right: Hans Dekker, Ruud Muis, Martin Visser

// right page

NO. 2

A variety of propellers.

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