

# Océ-Technologies makes the best even better!

*Young Professionals get surprised by a remarkable companies' history leading to a high tech future of printing*

*Although HTSP has merged with Point One into the Association High Tech NL, the program for Young Professionals continues like it did before! Actually, this new situation creates new opportunities to make the program even more attractive. Now, 150 companies and knowledge institutes are joined together. A lot of Young Professionals can join us, and new possible destinations are within our reach. Using the brand "Holland High Tech" the first visit of 2013 was paid to Océ-Technologies in Venlo on Tuesday the 2nd of April. Hosted by the members of YOU -Young Océ United- an interesting program had been prepared. Over 40 people had registered to this event.*



## **A variety of nationalities**

I just arrived in time to do the opening speech for the guests who had been welcomed by Océ Young Professionals Annelies van der Jagt and Marko Mihailovic. The modern auditorium offered all possibilities to relax and get informed about the program. I was happy to recognize half of the group. This proves that they appreciate this kind of activities. And I was happy to meet new visitors. This proves that new guests discover the program designed especially for them. Half of the group turned out to be international knowledge workers from India, Iraq, Serbia, Poland, Russia, Japan and Belgium among others. This turned out to be a good mix of people for the interactive part of the program later on.

## **Economies of scale**

The floor was given to Mr. Hans Geelen who is Senior Vice President of Research & Development. He explained that Océ has joined the Canon group in 2010. This was a

necessary step in achieving economy of scale. Now the Canon group is world wide leader in digital printing and document management for professional markets with some 190.000 professionals and a turnover of \$45 billion. 1.400 R&D professionals are working for Océ in 9 international R&D centres. Océ's policy is to focus on her core activities. That is why one of the models for growth strategy is "open innovation". Mr. Geelen gave a clear example of joined technology development together with companies like Sioux, TMC, CCM and NTS Group. He finished by stating that "different new product developments are in progress to surprise the digital printing market, but of course I can tell you nothing about this at this stage". Leaving us puzzled and curious.



*Existing and new guests*

## **Challenges**

Mr. Geelen gave the floor to Mr. Marcel Slot who is the responsible Director of Technology Planning and Partnerships. Mr. Slot is well known in the former HTSP community because he received the HTSP Action Award in 2010. Furthermore, we could say he is a Young Professional with some maturity

because Mr. Slot joined Océ Technologies 23 years ago, directly after graduating in Physics at the Twente University of Technology. His career brought him where he is at this very moment at the age of 45. Mr. Slot explained that there is a large market to develop for digital printing because it is still only covering 5-10% of the total printing market, which is over 600 billion \$ in size. As a market leader in many market segments in digital printing, Canon has the ambition to grow in this market, with a strong position in inkjet printing.



*Mr. Geelen and Mr. Slot introduce Océ-Technologies*

He showed that it is not only paper on which prints can be made by inkjet. Textiles, ceramics and even glass are possible substrates. The fastest Océ inkjet printers now print over 50 colour A4 prints per second! In research and in product development, Océ and Canon are constantly looking for the right balance between quality, speed, reliability for printing on a wide substrate range at reasonable costs. This is quite a challenge! Not to mention possible future applications of inkjet technology in for example the 3D printing market. Just imagine a future in which human organs can be scanned and copied. First people have already been transplanted with 3D printed bladders and they are still alive! Or ask the question: "Print me a Stradivarius". This is not fiction anymore. Musicians are experimenting with playing music on these 3D copied violins. Mr. Slot concluded: "I couldn't imagine any of this at the age of ten. Try to get an idea about possibilities in the future. The future of digital printing!"



*Discovering Océ's history.....*

### **A century of product development**

After this interesting information the group was split up to visit the Océ museum and the demonstration department. It all started with the curiosity and creativity of Mr. Lodewijk van der Grinten, who was a pharmacist around 1870. He decided to develop a butter colouring recipe for the well known Jürgens company based in Oss. Continuing working with colours, he developed a special blue-print paper recipe not using hazardous ingredients like his German competitor. This procedure was called Ohne Componente (OC) and finally resulted into the companies name "Océ van der Grinten".



*..... and actual developments!*

Back in the demonstration centre we could witness the most recent systems with tremendous performances, using digital printing technologies based on toner powder as well as inkjet. Over a century of product development, due to the creativity and resoluteness of the Van der Grinten generations and their successors!

### **Understand each other**

After returning in the Auditorium, Miss Annelies van der Jagt (HRM) and Miss Marloes van Kasteren (Learning & Development) presented and explained the world wide recognized theory of Dr. Geert Hofstede about cultural consequences.



*Miss Marloes van Kasteren en Miss Annelies van der Jagt*

This theory, introduced back in 1980, distinguishes five dimensions: Power distance, individualism versus collectivism, masculinity versus femininity, uncertainty avoidance and long term orientation. The guests were given the assignment to work in small groups on examples concerning Russia, India and Japan. This was a really interesting exercise because we were coached by Océ employees of these particular countries. After several process steps, we returned in the Auditorium and the results were presented to the whole group. Even after more than 30 years Dr. Hofstede managed to help us understand each other better!



*Presenting the results of teamwork*

### **Asian and Dutch humour**

To finish the program. Mr. Ryo Matsuura, originally from Japan and who lives for a long time in The Netherlands, illustrated the differences between living in Japan and in The Netherlands. As an example he explained us that in Japan visitors take their shoes off when they enter your house. The Dutch are not used to that. That is why Mr. Matsuura cleans his house after every visit. Not used to say “no” by reasons of politeness, Mr. Matsuura never refuses coffee, when he is asked if he likes to have a cup. Everyday his stomach is full of coffee..... Mr. Matsuura managed to make the visitors laugh all the time which proves that Asian and Dutch humour can get along fine!



*Mr. Matsuura: take your shoes off!*

### **All kind of cultures**

Annelies and Marko invited us to have a few drinks together. Although the program had taken half an hour extra, most of the guests didn't think of going home immediately. It felt good having a drink and practicing various languages –including Polish 😊- with Young Professionals of all kind of cultures!



*Getting to know Océ. Thanks to Mr. Lodewijk van der Grinten and special thanks to Marko Mihailovic*

### **Golden Ticket to France**

We all look back on a very interesting visit to Océ-Technologies thanks to the Young Professionals of our host and their management.

We sincerely hope to meet you again at Metal Valley on Tuesday the 11<sup>th</sup> of June and at VDL ETG on Tuesday the 22<sup>nd</sup> of October. And don't forget; those who register for all three programs will receive the Golden Ticket for a two days study tour to a Pôle de Compétitivité in France (Lille). But be quick! Only 17 places are available.

Jos van Erp  
Program Director Holland High Tech

**Holland High Tech**  
FME CWM