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GSB Special



Dear members of the GSB,

Today we are pleased to welcome the Chairman of the GSB Board, Mr. Willem Beljaars, in the interview.

We talked about GSB, the future of the Board and the advantages for our members.

Enjoy reading and have a good start into the week!

Your GSB-Team



The members of the GSB Board introduce themselves:
Willem Beljaars

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Willem Beljaars – Weert Groep



Mr. Beljaars, you have been active in the GSB for several years. How exactly did you make your way into the GSB Board?

In the process of the general assembly 2009 in Berlin I have been elected for my seat on the board. At that time I had already been chairman of the Quality Committee Steel for several years. My colleague Mr. Jo Verstappen had always represented all steel-related issues on the board up until that time. When he was about to retire, I took over this task.

When one puts so much time and work into an honorary position, it is a sign of real fascination. What inspires you about your tasks at GSB?

Compared to the work in the daily business in the coating sector, the work in the board is a completely different story. The members of the board, like the members of GSB itself, are from all areas related to coating. The entire value chain is represented. Through the exchange of opinions and experiences I get to know the different points of view and can thus broaden my personal horizon. After all, this also helps me in my daily business in the company.

... in your opinion, could this exchange be organized even more beneficially?

For the future it would be great to welcome in general younger and also female members to the board. I think that in this way we could get to know even more different perspectives and benefit from each other even more.

Then let us look at the uniqueness of GSB ... What aspect makes GSB so unique in your eyes?

The continuous pursuit of "Best Practice"! The irony of it is that this is also our weakness. Almost every imaginable technical aspect is fully discussed. Every now and then we forget to incorporate our business environment. The result of this is that we are not as visible to the outside world as we want and need to be. This is also the reason why we are currently focusing more on marketing.

Last but not least we come to the advantages for the members. What advantages does the GSB offer members in their daily business?

The GSB gives very clear guidelines around the organization on the way to an optimal quality level. Not only the laboratory level, but also the production level is checked by means of unannounced audits. We are strict in the assessment of the audits, but we are always available to the companies for advice and assistance. This may seem harsh, but it makes it clear to the market without doubt that GSB is the technically leading quality

community. Every member can and should use this for advertising.

In-house, the members are surely facing costs to implement the quality guidelines on a daily basis. However, these costs can be planned and are much lower than costs caused by complaints, which have their origin in unsteady quality. Ultimately, I believe that sustainability is not possible without quality.



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