

# The diverse ones: basan GmbH

Interview between “reinraum online” and basan GmbH, Germany

Your company has been represented at Cleanroom Lounge from the very beginning, and you were also a member of the advisory board in the past. What are your expectations?

**Stephan May:** The trade show, for us, is primarily a platform for maintaining relations with existing business partners, customers and suppliers. We are also aiming at establishing new contacts. In addition, we use the trade show for announcing and presenting new products and for active observation of the market.

basan operates worldwide. How is it possible to keep track of so many offices and suppliers from other countries?

Our company operates globally, with subsidiaries throughout Europe and in Southeast Asia. This is especially advantageous for our internationally positioned customers, because it allows them to obtain centrally defined products and services through basan at fixed purchase prices. Our product portfolio currently comprises about 4,500 products, with a primary focus on quality and delivery performance. We enjoy a long-term cooperation with the majority of our suppliers. Increasingly we are using our infrastructure in Asia for qualification of new suppliers and products.

Why do you have such a large range of products to choose from, although the norms and standards for the cleanroom sector have to be the same everywhere?

The industry-specific requirements for cleanrooms necessitate a diverse product portfolio. The regulatory requirements for pharmaceutical production differ significantly from the processes for the manufacture of semiconductors. There are also price-sensitive markets and customers, for whom we want to offer products with different specifications and/or qualities at different prices. In addition, both the range of products and the products themselves are constantly under development. We are currently expanding our range of services and training, for example.

Therefore you also have the function of consultant?

Yes, that is even a main focus of basan. Of course, our employees are continually visiting the customers and collecting valuable experience, which enhances the consulting services. Our colleagues also continuously attend internal and external training events. Visits to customers' cleanrooms are frequently the basis for optimally understanding applications and customer requirements, so we can offer the right products and services. Internal knowledge management has to work across national borders. But that does not mean that our consultants have to know and understand everything. They also take

advantage of the expertise of specialists.

What is understood by the full-service concept, which you promote on your website?

Our full-service concept has been developed and constantly expanded over the past 10 years. It is a modular, customer-specific system for consultancy, training, products, logistics (for example real time inventory management), system integration and other modules for security of supply.

Let's assume a customer needs 4,000 hoods... Can he see for himself whether they are in stock?

Yes, customers who are completely integrated in the system can indeed see our inventory in real time. But there are different systems. For example, the individual departments of one of our customers have an ordering system. The program collects the individual orders and sends us the information, so that the orders can be picked in the warehouse and the departments can be served directly and individually. But it is also possible to simply call and order 4,000 hoods...

Do you have any new products in store?

Several. To name just a few, we have new autoclavable protective glasses for the pharmaceutical sector. This

new development is more durable, less expensive and more comfortable to wear. Also new is a calibration instrument for moisture meters. There are different models, including a deluxe version and one which can be transported in a case and which can be used to calibrate several moisture meters at the same time. That is less cost-intensive and an absolute innovation. In the course of the year we are planning the next relaunch in the area of reusable clothing. Our

customers can look forward to several innovations with respect to wearing comfort and durability.

Whatever is needed in the cleanroom, it is likely that basan has it. The product portfolio comprises more than 4,500 cleanroom products. The company, with its roots in The Netherlands and operating in the cleanroom sector for nearly 30 years, serves primarily the European and Asian markets, also offering numerous services. basan continues to expand: In 2008, a subsidiary was opened in

Vietnam and in 2009 another in South Africa.

Stephan May is Director Sales of basan Germany.