

# DEX

Dex  
Sevillaweg 142  
3047 AL Rotterdam  
+31 (0)10 245 33 33  
info@wijzijindex.nl  
www.wijzijindex.nl

## Veenman+ and Platform P are joining forces as **Dex**

**Veenman+ and Platform P are joining forces. Under the name Dex, the new company will offer a wider range of communication tools and content, while maintaining its mission to provide complete customer care.**

The two merger partners are no strangers to each other. Platform P has branches in Utrecht, Breda and Rotterdam, the latter being located in the same building as Veenman+. This proximity led to shared lunches and increased collaboration - which left both parties wanting more. The result is Dex. Dex offers everything both parties offered separately, and more: from communication tools to content. Dex produces printed matter, magazines, house styles, books, POS material, signing and business gifts.

### **'An idea that energised us'**

'It started as a spontaneous idea,' says Shanna van den Berg-Ringsma, Director of Platform P. 'Once the idea was out in the open, we couldn't stop imagining the possibilities and benefits.' Edwin Veekens, Director of Veenman+, adds: 'The benefits are clear: expanding our services, gaining more in-house expertise, increasing competitiveness, strengthening our market position, reducing costs, and spreading risks. Plus, this allows us to take bigger steps in social responsibility and sustainability. All of that is true. But first and foremost, it was simply the fact that the idea made us happy—it energised us.'

### **Not just print: communication tools!**

The former companies have many similarities and some nice differences on which they now complement each other. Platform P is completely at home in printing on virtually any surface, from paper to scaffolding cloth, from display to exhibition stand. Its key promise is the service of a single contact person who arranges everything. Veenman+ focuses on making communication tools. These include printed matter, magazines, house styles, books, POS material, signing, business gifts and more. It also launched its own initiatives such as the magazines and online platforms Gers!, de Buik and Onze Haven. But also running community Rotterdam Running Crew and publishing house Kyosei. By merging as Dex, the companies want to be able to mean even more to existing and new customers.

### **Personal service remains the promise**

Edwin Veekens will become director of Dex and Shanna van den Berg-Ringsma will remain involved in the new company as advisor. Dex will continue to operate offices in Rotterdam, Breda, and Utrecht, maintaining its mission to relieve clients of their concerns through personal service. To achieve this, Dex aims to stay close to its clients, with plans to grow its current locations and expand into new ones high on the agenda. Besides its own employees, Dex consists of a network of professionals in every conceivable communication discipline who are selected and engaged for customers based on their expertise. Veekens: 'The chances of you asking us something we have to say no to are therefore very small.'

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