

# ALPHATRON

## Marine Magazine

Magazine of **JRC** and Alphontron Marine | Year 3 Issue 3 October 2019

### INNOVATIONS

HEAT DETECTION CAMERAS  
ON BOARD STENA LINE VESSELS

NEW PROLINE AND  
HIGH SEA DEALERS FOR  
MIDDLE AND SOUTH AMERICA

JRC ON THE RUSSIAN MARKET

QUALITY ASSURANCE DEPARTMENT  
MARINE SYSTEMS

THE FAMILY BUSINESS OF MULTRASHIP



## COLOPHON

ALPHATRON MARINE MAGAZINE

Published by Alpatron Marine

For more information:

marketing@alpatronmarine.com

## EDITORSHIP

Jeroen Kortsmit, David van Lijstelaar, Esther de Reus, Jessie Visscher (Alpatron Marine), Nathalie Lans, Eva Winkelman (FreeLans B.V.)

## PRODUCTION, TEXT & DESIGN

FreeLans B.V. Schiedam, the Netherlands

## PHOTOGRAPHY

Alpatron Marine, JRC, FreeLans B.V., Danny Cornelissen, Multtraship, Celebrity Cruises, Concordia Damen, Hansael SIA, YDK Technologies Co, Rødne, Shiptron, Stena Line and Shutterstock.

## PRINTING

Keiretsu Printmanagement B.V.

## PROFILE

**Alpatron Marine** is a world renowned supplier of integrated bridge solutions, representing a number of major industrial brands, alongside manufacturing unique complementary products to the **JRC** portfolio. With full support from Centers of Excellence in Tokyo, Rotterdam, Singapore and Houston, the combined synergies bring quality and innovation to owners, operators and shipyards, redefining the future of ocean, offshore and river navigation.



Autonomous shipping	14
Alpatron On the job	15
Alpatron Marine USA	16
Alpatron Marine The Netherlands	18
Alpatron On board	20
Column	22
JRC Europe Division	23
Yokogawa becomes YDK Technologies	24

Expansion distributor network	
Baltic States	24
Radio Marina de Venezuela	25
Lars André Rødne keeps pace	
with trends and innovative solutions	26
JRC & Alpatron On location	28
ProLine	30

Leendert Muller of Multtraship	
'We are a genuine family business'	4
Europort Maritime	7
Coverstory: Celebrity Flora	8
Alpatron Marine Singapore	10
Quality Assurance Department	
Marine systems	12



Innovations	32
AlphaFacts	35
Alpatron Marine Germany	36
Baltexpo 2019	37
Training	38
NEVA 2019	39
Agenda exhibitions	39

# CONTENT



## COVERPHOTO

Fairplayer has an exceptionally larger, flush working deck and a multi-level cargo hold that enables adding modular components to suit specific project requirements and to integrate all off shore activities. The Fairplayer is one of our contract vessels for annual maintenance.

**Read more about it in the next edition.**

# ALPHATRON

Our home port: world port Rotterdam

For almost half a century, Rotterdam was the largest port in the world! While that accolade had to be surrendered to Shanghai in 2004, the port of Rotterdam remains one of the top 10 players in the world, not forgetting that it is the largest seaport in Europe. This will definitely be in the spotlight during Europort Maritime, the largest international trade fair in the Netherlands being held from 5 to 8 November! An outstanding location for Alphasron Marine to meet up with our dealers once more and to find inspiration along with our customers and end-users.

This summer we received a visit from the new President of Nisshinbo: Masahiro Murakami. It is great that there is personal attention right from the top from where everything began for Alphasron Marine. Naturally, we talked about the new corporate philosophy: 'Change and Challenge!'. It was in this context that we also wrote about JRC Europe in this edition. We explain on page 23 why our unit, Alphasron Marine International, is renamed JRC Europe.

Change and challenge to create the future for the earth and humanity. A great starting point based on fair and transparent business practices from the outset. Not only with respect to our shareholders, but also when it comes to the relationship with our customers, dealers and end-users. That Alphasron Marine does in fact have this personal and transparent contact is shown in the many stories that we are printing in this Rotterdam Special. Stena Line, Rødne and Multiship - all customers from the very beginning. There were customers who told me personally during the 10th anniversary celebrations for Alphasron Marine Germany how happy they are with our service. This is precisely our goal. Although the market is not yet showing any signs of evident recovery, we are doing our utmost to achieve our objectives along with our business partners. In this case we do not Change (with respect to

the competition), so Challenge us with your orders!

Bart Brom

CEO Alphasron Marine Group



From left to right: Chief Financial Officer Wil Walhain, CEO Bart Brom, President Nisshinbo Masahiro Murakami, Managing Director ProNav John Hestnes, Executive Officer JRC Marine Takayuki Komiya, Group CFO TMD Friction Holdings GmbH (Nisshinbo Group) Takaharu Dannoura and Division Manager Reiji Miwa.



# LEENDERT MULLER OF MULTRASHIP 'WE ARE A GENUINE FAMILY BUSINESS'

Multraship is a leading Dutch towage and salvage company, jointly owned by the Muller family and Hamburg-based Fairplay Towage. With a fleet of over 60 vessels which includes 40 tugs, as well as support vessels, offshore supply vessels, fast rescue tenders and other craft, the company offers its services in the main ports of Europe and internationally. We asked Managing Director, Leendert Muller, about the family business, the new Carrousel Rave Tug they have developed and the collaboration with Alpatron Marine.



*Picture by Mark Neelemans  
with courtesy of Multraship.*

**“To survive in a world where there is much consolidation and globalization the best approach has been to operate under the philosophy that with a broader portfolio you are less vulnerable.”**

**Leendert Muller**  
**Managing Director**  
**Multraship**

## **Diversifying**

Throughout the years, Multraship has dealt with many changes in the market and Leendert Muller's view is that to survive in a world where there is much consolidation and globalization the best approach has been to operate under the philosophy that with a broader portfolio you are less vulnerable. “That is why we expanded our activities geographically and in sea towage and offshore services with the rise of the offshore oil and gas and wind market,” he says. “But we have not only focused on diversifying our towing services. With the idea of becoming a ‘one-stop-shop’ in our home port we also took over a fresh water and victualing supplier and became shareholder of the United Boatmen ship handling company, among others, here in Terneuzen.” To expand the business geographically, Multraship partnered with another family business, Fairplay Towage. ►



# “Together with Alpatron Marine we looked at ways to make the bridge big and comfortable enough for the crew, without compromising the sight-lines.”

According to Leendert Muller this strengthened both companies which, together, have operations in Germany, The Netherlands, Belgium and Poland. There are also full harbour towage and salvage operations in the Black Sea.

## Carrousel Rave Tug

Towage is still the company's biggest line of work. “With our large and diverse fleet of state-of-the-art tugboats, we are able to offer the highest standards of quality and safety. Both in the harbour and at sea,” explains the Managing Director. “Over the years we have had to deal with shipping's trend towards ever larger ships, which means that much of the port infrastructure around the world is not adequate anymore. That is why we started working on the design of a tugboat that enhanced the control over any ship. Together with Voith we created the Carrousel Rave Tug. The Carrousel towing system consists of a towing point on a straightforward steel ring, freely rotating around the super-structure of the tug. This makes it impossible for the tug to capsize under a towing load which is a great improvement in safety. In combination with the Voith propulsion system, the Carrousel Rave Tug can use its own hull to create lift for steering and braking, providing enhanced control while hardly using any engine power. This tug therefore not only

contributes to the safety of the crew, but it also enables substantial savings on fuel and emissions. The Carrousel Rave Tug also poses less risk for the assisted ship, its cargo and the port network and operates quickly. We are proud to have two Carrousel Rave Tugs in action in Rotterdam and Antwerp. And we are convinced the CRT can play a major part in port optimization.”

## Alpatron Marine

For the design of the bridge on the Carrousel Rave Tug, Multraship enlisted the assistance of Alpatron Marine. “We have been working with Alpatron Marine since the company started. I am a seaman myself and when you are out on the water, the vessel can be your home for many weeks or months. The wheelhouse becomes like a living room for the captain and crew. Alpatron Marine has always taken this fact into account when designing bridges and other products. They operate with the same commitment, flexibility and focus on solutions as we do. It makes for an excellent cooperation. Together with Alpatron Marine, we looked at ways to make the bridge big and comfortable enough for the crew, without compromising the sight-lines. We ended up with a product to be proud of,” concludes Leendert Muller.



*Pictures with courtesy of Multraship.*

# JRC | ALPHATRON MARINE AT EUROPORT

From 5 - 8 November 2019 Europort, organised in the world port city of Rotterdam, will be the leading exhibition for special purpose vessels. Europort is the business hub for the maritime sector, as the event focuses on specialised ships and the smart solutions which drive success. With 27,000 professional visitors and over a 1,000 exhibiting companies Europort belongs to the world's leading maritime meeting places. JRC | Alpatron Marine will be present at this big event in their home port.

At their highly recognizable stand in hall 3, JRC | Alpatron Marine will be presenting a wide range of innovative equipment and services. From a videowall on which all vessels under service contract at Alpatron Marine can be followed via our Global Customer Support Center, to an AlphaBridge with all the latest ProLine equipment. And of course, visitors can try our NeCST console, for voyage planning in optima forma.

## AlphaHeatDetectionSystem

A new solution of Alpatron Marine which will be showcased is the Alpha-

HeatDetection System. A cost-effective safety measure which can identify and prevent hazardous situations for all types of RoPax vessels. This innovative system was extensively tested on board the vessels of Stena Line with different fire scenarios to challenge it. You can read more about the AlphaHeatDetection-System on page 32.

## AlphaRiverTrackPilot

The successful AlphaRiverTrackPilot will also be on display at our stand. Compared to a normal river pilot, the AlphaRiverTrackPilot will calculate the required rudder

output for the steering of the vessel as well as to compensate for drift. Assisted by our proprietary compact joystick control panel, the captain can derive from the preset line and make small adjustment while navigating to the course of the vessel course. The choice of desired steering system automatic, follow up and track can be easily selected from the existing Alpatron Marine river pilot.

And last but not least, our Training Department will be present to inform you about the possibilities for training. We hope to welcome you at our stand!



**ALPHATRON**  
**Marine**

Hall 3, 3408

Visit us



**EUROPORT 2019**  
**5-8 Nov | Rotterdam Ahoy**



## COVERSTORY

# CELEBRITY FLORA

The Celebrity Flora was featured on the cover of the previous issue of the Alphasatron Marine Magazine. The expedition cruise vessel is the first ship of its kind to be designed and built specifically with its destination, the Galapagos Islands, in mind. Shipyard De Hoop in The Netherlands designed, together with BG Studios, Francesca Bucci and 3DeLuxe, and developed Celebrity Flora in close cooperation with the customer, Celebrity Cruises. We invite you to imaginary board and read a bit more about this extraordinary vessel.



Celebrity Flora marks an evolutionary turning point in the approach to ship design: creating a sense of being immersed in the destination, instead of just visiting it. "It is designed to deliver a dream vacation," starts Mathieu Tomberg, Marine Engineer at the Dutch shipyard De Hoop. "Every space on board features an innovative outward-facing concept, so the destination is the center of attention at every turn. And, Celebrity Flora offers the largest and most luxurious accommodations in the Galapagos Islands."

### A unique project

It was not just the designing that made this a unique project for Shipyard De Hoop. "We have built plenty of (inland) cruise vessels, but Celebrity Flora is something out of a higher segment. While the start of the construction was the same as it is for all vessels, constructing steel blocks and assembling them at our yard De Hoop Lobith in Gelderland. The finish was taken to a whole other level.

From custom furnishing to installing the latest technology, in the all-suite cabins, but also to operating the vessel. For instance, Celebrity Flora will almost never dock, creating higher requirements for balance and positioning," explains Mathieu Tomberg.

### Eco-friendly technology

Celebrity Flora is built with every state-of-the-art option and latest technology to make her one of the most environmentally friendly and safe ships sailing on the planet. Mathieu Tomberg: "The ship has a Dynamic Positioning System (DPS) that enables the ship to stay in place without the use of anchors, contributing to the protection of the seabed. Celebrity Flora is also fitted with solar panels on Deck 7. It is the first ship of this size to have them. The ship even uses reverse osmosis equipment to process sea water into fresh water that supplies 100% of the ship's needs. And, has the highest grade water

### CELEBRITY FLORA<sup>SM</sup> FACTS

Occupancy  
Guests: 100  
Crew: 83  
Tonnage: 5,739  
Length: 333 ft | 101.5 m  
Beam: 55.7 ft | 16.9 m  
Draught: 14.7 ft | 4.48 m  
Cruise speed: 14 kts  
Inaugural date: June 2019

treatment installation on board, to make sure any wastewater doesn't pose a threat for the environment."

### **Good partner**

For the bridge and the navigation and communication equipment, as well as the DPS and thruster control system, shipyard De Hoop turned to Alpatron

Marine. "We have been working together with Alpatron Marine for over 15 years," elucidates the marine engineer over the choice of supplier. "The company does not only provide equipment that works and looks good, but Alpatron Marine is a good partner. In our world no project is the same. Standard equipment does not always work. Alpatron Marine is a

company that thinks along, is open to modifications and helps to deliver the best solution for the customer. For this project they also worked closely with supplier Navis. Together we created a stability solution that answers not only to today's requirements, but also the standards of the future."

**The Celebrity Flora marks an evolutionary turning point in the approach to ship design: creating a sense of being immersed in the destination, in stead of just visiting it.**



*Pictures with courtesy of Celebrity Cruises.*

# NEW ROTORTUGS FOR FMG

An order from the Fortescue Metals Group (FMG) has turned into a very international project. "The company has ordered multiple 32 meter ART 85-32W Rotortugs for their operations at Port Hedland, Australia," tells Maurice Rutten, Director Alpatron Marine Singapore. "These tugs are designed by Robert Allan and six of them were built by the Damen Song Cam Shipyard in Vietnam. The FMG-project order was placed by Damen Gorinchem, The Netherlands, to our Alpatron Marine head office in Rotterdam. However, the project commissioning and management was outsourced to Alpatron Marine in Singapore and was carried out by

our Alpatron Marine office in Vietnam. A true international project and teamwork!"

## Equipment & solutions

It is not just the internationality of the project that makes this an interesting one. Maurice Rutten: "It is also the first time for this type of vessel that we supplied the JRC ECDIS JAN-7201, with a sophisticated user interface and easy-to-use operating unit. Due to the complexity of the bridge Alpatron Marine designed a system, based on our MFL touch screen, that can easily switch all the screens and track balls to the preference of the captain."

To allow the crew to be connected in poorly covered 4G-areas, Alpatron Marine also installed a 4G solution. "All equipment and solutions received positive feedback from FMG," says the director.

Fortescue has engaged KOTUG as its towage services operator. The FMG Hammerhead (pictured) and FMG Mako were the first two Rotortugs delivered. In the meantime all new Rotortugs have arrived on site in Port Hedland, Western Australia.



## PROLINE

The Proline was introduced in Asia in April during Sea Asia 2019 in Singapore. "Lots of interest was shown during the three days of the exhibition. Afterwards, we have followed up on most of the interested distributors and sourced further in our sales territory," tells Maurice Rutten, Director Alpatron Marine Singapore. "Simply assigning a new ProLine distributor is not all that difficult, but finding the right 'synergy' between two companies is yet another thing. It is all about finding that



perfect match and how to complement each other in each country. So far it has been quite successful. We have seen increased sales in countries where the sales were really slow after introducing a new ProLine distributor. In one country we have so far tripled our sales as compared to last year."

### ProLine in Singapore

"In Singapore we have established service hub on the route between Europe and Asia. Our focus has been more on the high seas market and that has been working

very well for this segment. But for the ProLine market segment for the small and medium sized vessels we have made the first steps to build up our network. We have assigned a number of ProLine distributors: M2 Nautical, Navtronics, Master Systems and Hostmost Engineering Singapore," explains Maurice Rutten. Alpatron Marine Systems will be adding more ProLine distributors before the end of the year and continues scanning its radar for potential dealers to widen the company's ProLine footprint.



*Rejjish Alex Sales, Manager at Master Systems with Director Maurice Rutten.*

## MARTRONICS NEW AUTHORIZED DISTRIBUTOR

JRC | Alpatron Marine Singapore recently introduced the in-New-Zealand-located Martronics Limited as Authorized Sales and Service Distributor for New Zealand and the Melanesia, Micronesia and Polynesia regions. The company has been serving the New Zealand marine industry with great success since its establishment in 2008.

Homi Daruwalla, Director Martronics Limited: "We are convinced that by being a JRC | Alpatron Marine high seas and ProLine dealer, our presence will strengthen in our region. Our team of factory trained and class-approved engineers will continue to provide the high level of service and support that the customer demands."





Picture left, from left to right: Katsunori Takahashi, Communication Group Leader, Takeshi Ishidera, General Manager and Hiroshi Isohata, Navigation Group Leader.

# QUALITY ASSURANCE DEPARTMENT MARINE SYSTEMS

Since its founding, JRC has steadfastly carried out quality assurance activities. In the Nagano plant in Japan Quality Assurance Department Marine systems is in charge of Quality Management of all the JRC marine systems products. In this article we will introduce this important department.

"We, Quality Assurance Department Marine systems, give primary consideration to contribute to the safe and secure voyage and fishing for customers all over the world by improving customer satisfaction through our daily product quality improvement activities," summarizes General Manager Takeshi Ishidera. In the Quality Assurance Department Marine systems there are two major groups depending on the product lines. One is the

Communication Group and the other is the Navigation Group. "The Communication Group is in charge of quality management of mainly communication systems between vessels and shore or among vessels. It involves products such as Inmarsat, AIS, VHF radio and MF/HF radio. The Navigation Group is in charge of quality management of navigation support systems like radar, ECDIS, VDR and GPS," explains Takeshi Ishidera.

## New products

The main activities are monitoring and improving abnormalities in all processes from product planning, design, development to production and maintenance. Takeshi Ishidera: "When new products are developed, we take part in all the steps of product design review meetings to provide quality-related requirements. We check if the product performance meets the expectations and make the

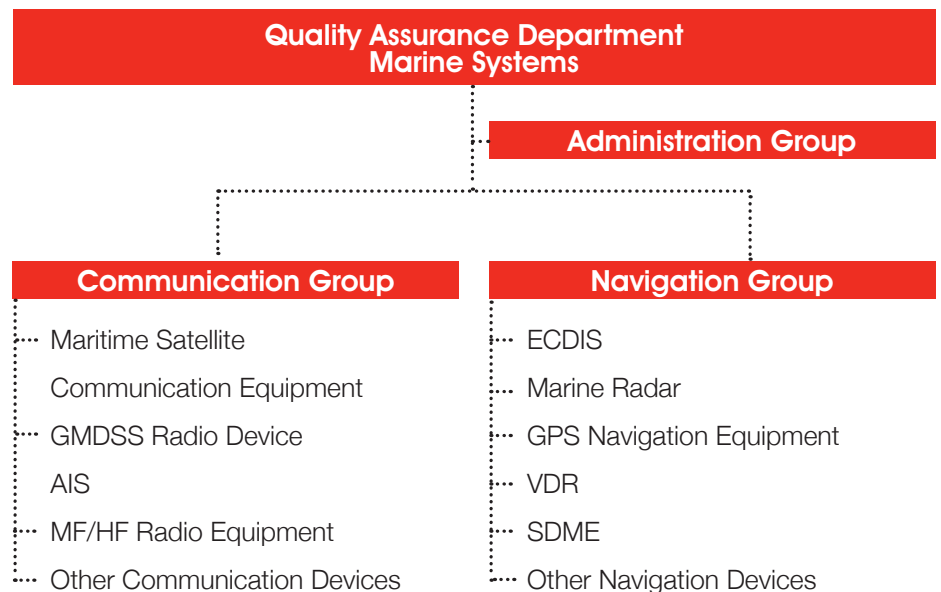
final judgment prior the product launch to the market. In the product evaluation stage, we carry out past trouble prevention activities. We evaluate the functionality and operability from the user's perspective to improve the completeness of the product."

## Quality

"At the production stage, we maintain the quality of production to minimize defective units," continues Takeshi Ishidera. "We have been improving manufacturing quality by monitoring the first-pass ratio and defect ratio, investigating the cause of line failures and patrolling the production line process to avoid abnormalities."

In the maintenance phase the Quality Assurance Department Marine systems assists the service and sales departments for customer service and makes sure that all the equipment is properly installed. "For this we monitor the work completion reports. In addition, we investigate the causes of defective products and provide feedback to the design department to improve the product quality following the PDCA cycle. And of course we visit customers to explain the defects and go onboard a ship for investigation," says the General Manager lastly.

## Organization chart



## Main work contents

QA		
Process observation		
Development (design)	Production	Maintenance
<ul style="list-style-type: none"> <li>• Evaluation of new product</li> <li>• Design review participation</li> <li>• Obtaining official approval</li> </ul>	<ul style="list-style-type: none"> <li>• Observation of defective rate</li> <li>• Analysis of failure cause</li> <li>• Evaluation of each lot</li> <li>• Factory audit</li> <li>• 4MD change audit</li> </ul>	<ul style="list-style-type: none"> <li>• Analysis of defective cause</li> <li>• Customer correspondence</li> <li>• Confirmation of service report</li> </ul>

Picture from left to right: Analysis of defective cause, antennas for evaluation and analysis and the evaluation of new software.



# AUTONOMOUS SHIPPING

The JRC Group currently has an office in the Tokyo University of Marine Science and Technology (TUMSAT) Etchujima campus and we are engaged in planning, and research & development for future autonomous shipping.

For safe and efficient transportation by ship, efforts for autonomous shipping have already started in various companies, mainly in Europe. In Japan, the Ministry of Land, Infrastructure, Transport and Tourism (MLIT) is leading the project, and R&D has been underway since 2017 with the participation of marine equipment manufacturers. In 2019 a project to improve the environment, including the formulation of safety requirements, was implemented. In the meantime demonstration trials for the core elements of autonomous shipping have started. This includes automatic navigation, remote ship handling and automatic berthing/unberthing. And for the purpose of safe operation, a study group of experts was established within the Japan Coast Guard in May this year and discussions on technical and legal issues related to the maritime collision prevention law were started. In addition, the Maritime Industry Future Vision Study Group was established in MLIT Maritime Bureau and studies on future business on autonomous shipping were started. In this trend, we are making various efforts.

## Collision Risk Judgment Method

One of the important factors that must be addressed for autonomous shipping is ensuring safety. In recent years, about 30% of maritime accidents in Japan involves collision. Needless to say, collision avoidance is one of the issues that must be solved by autonomous shipping. The Collision

Avoidance Procedure, from recognizing other ships and obstacles to avoiding them, exists out of 'Detection' (detecting targets and obstacles), 'Analysis' (analyzing what is detected), 'Awareness' (determining whether it is the subject of collision for the ship), 'Planning' (thinking how it take action to avoid,) and 'Control' (controlling the ship). 'Awareness' involves the method for judging collision risk. The collision risk judgment method is a technology that automatically detects targets, including other ships nearby, using sensors such as AIS, cameras and radars installed on ship and on land, and displays high-risk locations (collision hazard areas) in an easy-to-understand manner. It predicts collision points for each detected target and displays the course and risk of the target ship in addition to the collision points. By using this, it can be expected that the load on the navigator will be reduced in monitoring, which accounts for 60% of the navigation.

We participated in a project of the MLIT. In December 2018, several captains actually operated a ship using a ship manoeuvring simulator and conducted a demonstration trial. As a result of comparing the wakes, the variation in the avoidance route has converged, and the effectiveness in making the avoidance strategy and the improvement in ship handling judgment were acclaimed. Future issues are how to keep safe distance from other ships, and improvement of alarms that inform on the approach of other ships.

## Remote manoeuvring

JRC received an order from TUMSAT to develop a land control terminal for a vessel remote control system. This system is developed to grasp the vessel's surroundings from land and manoeuvre the vessel remotely. The control terminal on land is an application that receives and displays information from the vessel and transmits the command to the vessel. By gathering information like optical camera images, AIS information, and conning information including heading, rudder angle, speed, pitch, on the vessel's server and transferring them to the land office in real time, it is possible to reproduce the situation of the vessel. LTE is mainly used for the communication. Satellite communication is only used as a backup. By sending commands from the land office to the vessel, the vessel's steering and engine systems can be freely controlled. In July 2009, a demonstration of this system was conducted in Tokyo Bay. One of the current issues is building a stable communication environment. If 5G is realized, large-capacity communication with low transmission delay will be possible in the coastal areas. There is an urgent need to establish technology for stable use of communication infrastructure and seamless line switching in all sea areas. In the future, we would like to develop the technique of this system and use it for monitoring autonomous vessels and harbor control.



# ALPHATRON ON THE JOB

## CINDY MAKOR

### SERVICE COORDINATOR INLAND

Cindy Makor joined Alpatron Marine in March 2017 at its head office in Rotterdam. She feels right at home there. She grew up in the port of Rotterdam and developed an interest in shipping at an early age. Especially in inland shipping, where the lines of communication are short. By now, partners know where to find her at Alpatron Marine for all kinds of technical questions.

"I usually have direct contact with the ship owners, who are often also the captain. In addition, I visit customers on board every week to establish personal contact with them. This is easy to do in the world of inland shipping and is appreciated by our customers," says Cindy. She also likes the way communication takes place. "Communication often takes place via WhatsApp, and the style of communicating is fairly direct."

#### Hectic

The start of Cindy's working week is usually busy. "Some of the ships stayed over the weekend, or just the opposite, they already moved on, so the planning often changes. Moreover, the telephone rings off the hook on Mondays for all the new service requests. Of course, we also receive phone calls during the rest of the week, usually some 70 or 80 per day, and we obviously receive e-mails with service requests. Because a lot of the work is ad hoc, the service department is always hectic, which means we need to switch quickly. When we arrive in the morning thinking we will have a quiet day, it can all turn around in half an hour," she explains with a friendly smile. Cindy also has regular contact with the dealers in Europe who board ships on behalf of Alpatron Marine on a daily basis. "In addition to our regular services, we also carry out winter work on passenger ships in a large part of Europe every year, and together with our dealers, we construct some 50 new ships every year," Cindy sums up the work.

#### Burgundian

In her private life, Cindy also keeps busy. In her spare time, she plays handball in Ladies 1, and together with her husband Maarten, she likes to travel. From Thailand to Curacao, from South Africa to Canada. She also likes a Burgundian lifestyle. "We love good food, and each year we visit a European country to buy wine." Finally, when we ask Cindy what she thinks is the best innovation of recent times, she immediately answers the AlphaRiverTrackPilot. "That's a major invention in inland shipping."



# NEW PROLINE AND HIGH SEA DEALERS FOR MIDDLE AND SOUTH AMERICA

JRC is a renowned Japanese company with A-brand products, a status earned in more than a century of performing on high level. Many distributors and dealers would like to identify themselves with this A-brand company. Sujit Mathoera, Area Manager Middle and South America, talks about the expansion of the network of ProLine and High Sea dealers.

**“All is related to the possibility to capitalize on local scale. It is about population, size of the country and of course size of ports.”**



**Sujit Mathoera**  
**Area Manager Middle and South America**  
JRC | Alphontron Marine

“At this moment we have 28 High Sea-distributors and 5 ProLine-dealers,” Sujit lists the number of dealers and distributors in Middle and South America. Some areas are performing better than others. Sujit: “All is related to the possibility to capitalize on local scale. Among many other things it is mainly about population, size of the country and of course size of ports. And the political stability seems also to be an important factor in my region! For instance Venezuela. This great country has many opportunities but due to political instability none of them could be capitalized. Countries like Chile, Colombia and Brazil have a lot of potential, but it is quite a challenge to get the business to JRC as competition seems to move intensively.”

## **Panama**

As Area Manager Middle and South America Sujit Mathoera tries to visit all distributors to have a face to face

meetings. He has already managed to visit 75% of all relations. One of them is HiTek Marine. “Currently we have a closer cooperation with this distributor in Panama. We agreed to move some stock from Houston to Panama. HiTek Marine will be taking care of our stock as consignment. As Panama, being the hub in Middle and South America stock can move easily from here to any country in the region. Their local airline, Copa Airlines, has daily flights to any regional destination. With this cooperation we expect to bring down transit-time, to improve ‘just in time’-deliveries and eventually of course to increase sales in my region,” ends Sujit Mathoera.



## RENEWED DISTRIBUTOR AGREEMENTS

**All distributor agreements for official JRC High Seas-distributors in Middle and South America are being renewed. From Mexico down to Chile, Argentina including all the Caribbean Islands.**

“Compared with the prior version the new agreement is more understandable,” explains Sujit Mathoera, Area Manager Middle and South America. “And the termination date is now set on the same date for all distributors. The renewed agreements give the distributor and JRC more structure in how to proceed

after this date. Therefore we can be more focused on quality and performance during contract period.” In general the introduction of the new agreements work out without problems. Although, some small issues were discussed and ironed out with the first editions,” says Sujit Mathoera.

## INTRODUCING

**Monte Blakely is the newest member of the JRC | Alpatron Marine USA team. Since August the Area Sales Manager has been strengthening the team with 20 years of experience.**



“I am working on introducing myself to all of our current dealers and customers and creating new opportunities. That involves travelling to each part of my sales area,” Monte Blakely answers when asked about his current activities.

“A lot of travelling actually, as I am responsible for quite a large region. It covers the inland markets from Texas to Alabama and western Florida on the Gulf Coast, as well as the central states.

Going as far north as western New York all the way to Minnesota, bordering the Great Lakes. The deep sea market in the Gulf regions are also in my portfolio.”

### **International Workboat Show**

From 4 - 6 December JRC | Alpatron Marine USA will be present at the International Workboat Show in New Orleans. “The exhibition is a maritime

industry tradition. It attracts over 15,000 members of the commercial marine industry from all over the world. That makes it the perfect place to meet up with dealers and customers in person and go over new opportunities that are coming up in 2020,” says Monte Blakely. “I am also looking forward to the new year which will start with four newbuild projects for Metal Shark.”

# SPARE PARTS DEPARTMENT

Our spare parts department is here to help our customers at all times, organizing the quick delivery of the parts needed, wherever a vessel is in the world. Whether it be a 9.5 meter long antenna or a small BNWAS-key. They use know-how, dedication, and efficient logistics to keep the availability of equipment on board as high as possible.

“We keep delivery times for our spare parts as short as possible,” tells Raymond Polak, Manager Sales Spares. “In most cases, we can provide a quotation in a couple of hours during normal working days. But most importantly we store

large stocks of all important spare parts at our warehouse. Not only of the various brands we represent, but we are also able to supply parts from most known brands in the market. This allows us to be a true one-stop-shop for spare parts.”



*Manager Sales Spares Raymond Polak in the warehouse at the Center of Excellence in Rotterdam.*

**“We have an extensive network, which means we can deliver fast worldwide.”**

**Raymond Polak**  
**Manager Sales Spares Netherlands**  
 Alpatron Marine

#### **Fast delivery**

The spare parts team is on-hand to provide competent advice whenever a customer needs parts. Raymond Polak: “Most of us are former sailors, which means we have a lot of expertise. We like to think along with our customers. On how we can keep the downtime of the vessel as short as possible, for instance. We have an extensive network, which means we are able to deliver worldwide rapidly. But sometimes we have to go the extra mile to make sure a part gets delivered in time. One time we even put a colleague on a plane to Argentina with an antenna to ensure it was on board the very next day.”

#### **Spare list**

Another job of the spare part department is the drafting of spares lists for completed newbuilds. “This basically is a list with all spare parts for navigation and communication equipment that need to be on board at all times. From paper rolls and cartridges, to fuses and antennas. This list is different for each vessel, all depending on the type of vessel and the equipment delivered by JRC | Alpatron Marine,” explains Raymond Polak.

*In need of a spare part, you can contact the department via: [spares@alpatronmarine.com](mailto:spares@alpatronmarine.com). Your order will be forwarded to the appropriate JRC | Alpatron Marine office.*

## **WORLD PORT DAYS** CONTINUE TO FASCINATE AND INSPIRE



Last September, the World Port Days were held for the 42nd time in Rotterdam. For a whole weekend, hundreds of thousands of people enjoyed activities on the quay, demonstrations on the water and excursions in the port. The theme of this year's World Port Days was 'MariTeam', with which the organisation drew attention to all team players of the port of Rotterdam. Alpatron Marine took advantage of this by organising a customer day; to show our customers, with whom we also form a team, Rotterdam at its best.

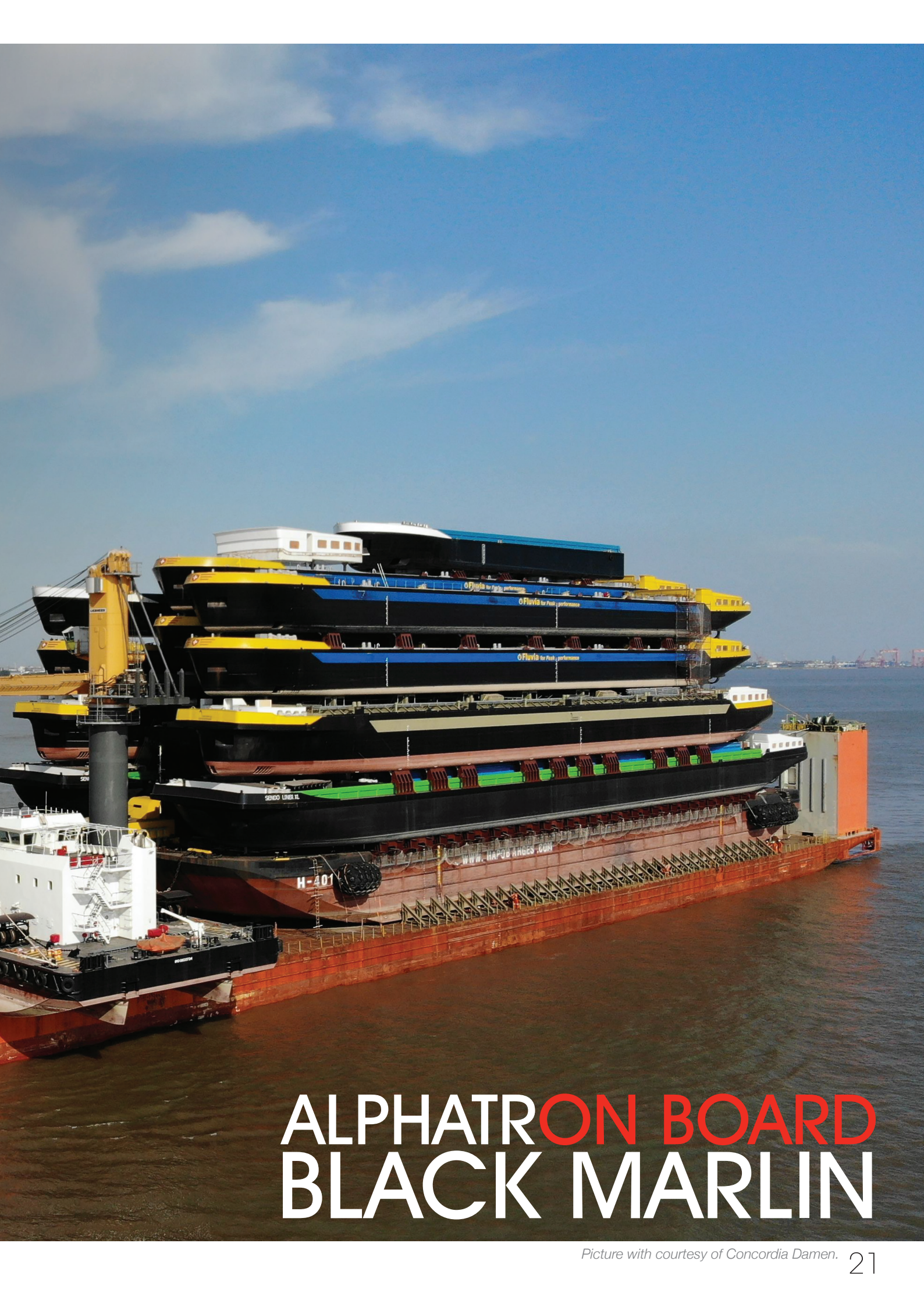
On the historic deep sea tug De Elbe, the largest seagoing monument in the Netherlands, we left the beautiful Rijnhaven in the direction of the Erasmus Bridge to be part of the spectacular evening show. While, from a crane ship, Rotterdam DJ Niles Alister warmed up the audience who were standing in rows on the quayside. From De Elbe we enjoyed a visual spectacle of jet skis with torches, water jets and search-lights. On two moving pontoons people were singing and dancing, and last but not least, there was a fabulous fireworks show. Our 'team players' thought it was a beautiful spectacle that perfectly represented the dynamics of the port of Rotterdam. Together we look back on a successful customer day!

In the second week of August the Black Marlin arrived at the port of Rotterdam. This semi-submersible had no less than 18 inland vessel hulls on board, as well as a crane vessel for Damen. The hulls were constructed in China for delivery to Concordia Damen in Werkendam. Most of the hulls will be completed as inland tankers and container vessel for several shipping companies, such as Oudcom, Fluvia and Sendo Shipping. "It is quite unique that so many hulls are delivered at once," tells Peter van Veen, Manager Inland Shipping Alpatron Marine. "But what makes it extra special for us is the fact that almost all vessels will be equiped with a navigation and communication package from Alpatron Marine. We will be delivering our equipment via Oechies Elektrotechniek in Rotterdam, with whom we have a long history of doing business for both inland shipping and deepsea. The exact equipment to be delivered depends on the wishes of the end user. The ships of Oudcom for instance will also get an AlphaRiverTrackPilot installed" The inland vessels will be put into service, ranging from the end of 2019 to during the course of 2020.



#### VESEL PARTICULARS - BLACK MARLIN

Length:	218 m	Gross Tonnage:	37938
Wide:	42 m	Load capacity:	57021 t



# ALPHATRON BOARD BLACK MARLIN

*Picture with courtesy of Concordia Damen.*



**Jeroen Kortsmijt**  
General Manager  
JRC Europe Division

# ROADMAP

Innovation and focus. These are two words that are easily uttered. They can also be read in every company's mission statement. That may be logical, because innovation and focus ensure a promising future, but giving interpretation to them is not that easy! Constant balancing of the right choices is needed, always taking the company history into account.

Strategy is about making choices between a number of viable options to have the best chance of winning. Innovation is just one of the means to achieve your strategic goals. Without a good strategy, achieving long-term success is in fact difficult. We need to focus in order to secure competitive advantage.

By combining Japanese quality from JRC and Dutch innovation from Alpatron Marine, the basic ingredients are there. The challenge is to combine them in a sustainable strategy based on innovation and focus.

Another important aspect is the market itself; we need to know our customers and their needs, as well as our competitors' world and developments. The relationship with our customers has improved considerably, not only by paying greater attention to them, but also by listening very carefully to the challenges they face in running their businesses. Our aim is to fit into this customer process.

Innovation based on a market-driven philosophy, in combination with the necessary technology-driven support, and a focus on representing an A-brand like JRC, are our key challenges for our future.

The innovation strategy and focus can be described as an explicit roadmap for our desired future. A roadmap that needs constant updating as certain routes are improved and faster ones found. This is how we are now introducing the JRC Europe roadmap. You can read more about this on the next page.

# JRC EUROPE

**JRC is a well-known manufacturer of high quality products, as well as distributor of them through our own offices and extensive network. With that in mind, we have decided to pay greater attention to branding JRC in our EMEA area. This means that some of our European Alpatron Marine country offices will have JRC in their name as well. This article summarizes what JRC Europe Division will contribute.**

“Since September 2019, we have been calling our Alpatron Marine International unit JRC Europe,” Jeroen Kortsmits, General Manager JRC Europe Division, says at the outset. The reason for this is that JRC is a strong global brand. “A few years ago, we decided to call a number of foreign offices Alpatron Marine, because there was a lack of clarity among some business partners regarding collaboration between Alpatron Marine and JRC. But now the time is ripe to allow the strong brand JRC to return to our national organizations,” Jeroen Kortsmits explains.

## **The best**

Apart from the name change, customers all over the world will notice mainly that the service to them in general improves. Jeroen Kortsmits: “By combining the departments Sales, Service, Contracts, Warranty, Training and Spare Parts, we will soon present a unified presence to the world. There will be just one point of contact for all questions. Customers will receive A-brand treatment, the best they can get.”

## **One-stop-shopping**

The aim is to have all the offices that meet the requirement of distributing JRC

equipment in Europe by 1 January, 2020, with the objective of evolving into a JRC company. The first office to change its name has been JRC Iberia, followed by France and Germany. “Outside Europe as well, Centers of Excellence will change into JRC Americas and JRC Singapore. The expectation is that Poland and Belgium will remain Alpatron Marine for the present, because the core business there is service, projects and system integration,” Jeroen Kortsmits explains. “But in any case, the one-stop-shopping concept will be applied to all the branches, whether with their name changed or not. The one-stop-shopping concept

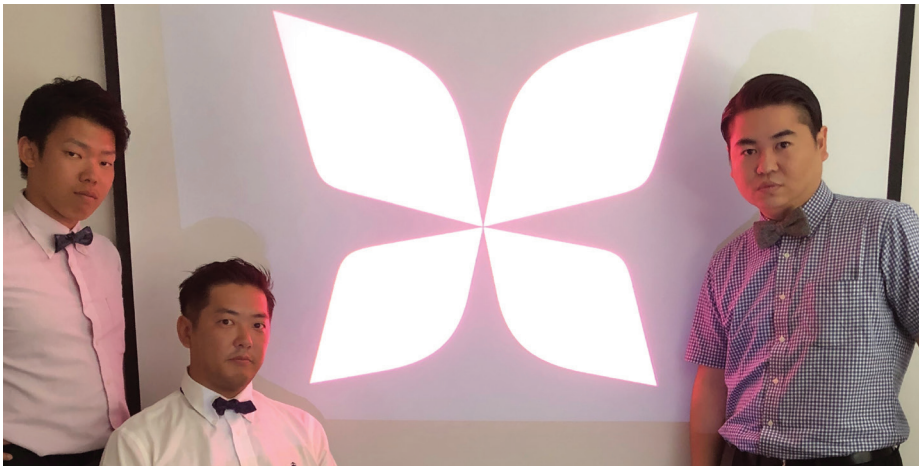
**Apart from the name change, customers all over the world will notice mainly that the service to them in general improves.**

must have global character, one number for service, one number for contracts,” Jeroen Kortsmits concludes.



# YOKOGAWA BECOMES YDK TECHNOLOGIES CO.

At the end of last year Yokogawa, a Japanese company with which JRC has a long working relationship has been taken over by the Higaki Sangyo Co. Because of the merge, Yokogawa is changing its name to YDK Technologies Co.



*YDK Technologies' creative team with from left to right: Shunichi Tsuki, Takahiro Sano and Tatsuya Igarashi in front of the company's new logo.*

"Higaki Sangyo Co. is a company that sells ship equipment and machinery," tells Takahiro Sano, Manager International Sales of YDK Technologies. "Yokogawa Denshikiki is engaged in the development, design, production and marketing of high-precision and high-quality navigation equipment and systems including gyro-compasses, electromagnetic logs and

autopilots. Both Higaki Sangyo and Yokogawa were looking for a synergy to strengthen research and development, and diversifying their business. As well as the means to generate better results. With this synergy, in which the goals of both companies align, we will be able to offer a more diverse range of solutions for our customers."

## Possibilities

Except for the change in name, there will be no changes for the company's customers and partners. Takahiro Sano: "We are still the same company with the same core values on which we have built Yokogawa over the years. The change lies in the possibilities which our combined future will bring. Our marine business has become an environment where we can aim for further steps, such as the development of new products. We all take this very positively. Like the new company symbol, we would like to respect the individuality of each employee, as well as soar along with the new shareholders in order to establish our presence in the industry more than ever."

# EXPANSION DISTRIBUTOR NETWORK BALTIC STATES



**Olegs Orlovs**  
**Commercial director Hansael SIA**

JRC Europe Division expand its distributor network with Hansael SIA to provide and to extend sales on the Baltic States. Hansael SIA expects to keep all major spare parts for JRC | Alphasatron Marine equipment on local stock at Riga and branch stocks at Klaipeda and Tallinn in order to provide prompt service and support of the vessels coming to the main Baltic States ports. "The combination of trained, experienced engineers and stock availability is the support our business partners expect to get from us, all based on first time come, first time fix," says Olegs Orlovs, Commercial Director of Hansael SIA. "We see good opportunities in the near future for JRC | Alphasatron Marine and look forward to a pleasant cooperation."

# RADIO MARINA DE VENEZUELA

Radio Marina de Venezuela has been a service & sales agent for JRC for over 20 years. Although the company was founded years earlier, it was in 1999 that the company became privately owned and changed its name to Radio Marina de Venezuela (RMV). Today the company has five offices throughout the country and relies on its highly trained and qualified staff with an inclination to the continuous improvement and willingness to satisfy clients' needs to survive the hectic market of Venezuela.

**“Over the years we have proved to our customers that we are a reliable partner by always giving a little extra.”**

**Ricardo Negrette**  
Marketing & Sales Manager  
Radio Marina de Venezuela

The Venezuelan market is a challenging one. Although it is one with lots of potential, as the country is rich source of natural products, existing companies have to think of new ways to be able to survive. “On one hand you have to have your strategies planned out, but on the other hand you have to stay flexibel. You have to be able to change on the spot,” tells Ricardo Negrette, Marketing & Sales Manager at Radio Marina de Venezuela (RMV). “But the maritime market has always been like that. So you can say we are used to working in this manner. And over the years we have proved to our customers that we are a reliable partner, by always giving a little extra.”

## Support

RMV is specialized in providing direct technical assistance, representation, distribution and servicing of navigational aid equipment, terrestrial communications, satellite and related activities. “We provide a lot of service for fishing vessels, but we also get a lot of business from the oil companies,” describes Ricardo Negrette the company's client base. “We offer our customers equipment, with a complete pre and post sale attention. To do this we rely on our partners, like JRC and Alphanon Marine. We have a good relationship with them and they are a great support. But we also have great customers who understand the situation and also had to adopt a similar mindset to be able to operate on today's market. We all have to adapt in these times, but the trick is to look on the bright side of things and always be innovative.”



# LARS ANDRÉ RØDNE KEEPS PACE WITH TRENDS AND INNOVATIVE SOLUTIONS

**L. Rødne og Sønner AS, based in the Sjernarøy island group, is one of Norway's biggest high-speed ferry companies. The company operates ambulance boats, scheduled traffic, charter and tourism activities from Stavanger and Bergen. Last year Rødne transported roughly 450,000 people. We spoke to Lars André Rødne, Managing Director Rødne, about the family-owned company that has been a customer of ProNav/JRC for over 30 years.**

"The company was founded in 1956 by Ludvik Rødne to provide school transport between and from the islands of the Sjernarøy group," begins Lars Rødne. "Nowadays we employ some 130 people year-round and operate 15 high-speed catamarans as sightseeing boats, as scheduled public transit and as ambulances. Most of our vessels are state-of-the-art carbon fiber High Speed Craft (HSC) vessels built by the Brødrene Aa Shipyard in Hyen. Our largest ferry has a capacity of nearly 300 passengers, while our fastest ferry can do about 35 knots (65 kph/40 mph)."

## **Carbon fiber vessels**

The ambulance boat Rygerdokteren (The Doctor), built for the company in 2002, was the world's first commercial vessel made from carbon fiber. Lars Rødne: "The material has proved to be perfect for our catamaran ferries as well

because it makes them lightweight, which saves fuel. They are also easy to maintain and have a long lifespan. Our newest carbon fiber boat, the Rygerdronningen, was delivered last year and is our biggest, most expensive boat as well as our first designed and built as a dedicated sightseeing vessel."

## **Safe operations**

Rødne's passenger boats, including the sightseeing vessels, have departures every day, all year round. "There is no question that the far north gets its share of rough weather. Weather in Norway is changeable any time of year and varies greatly according to season," explains Lars Rødne.





*The newest edition to the Rødne fleet, the Ryggerdronningen. Pictures with courtesy of Rødne.*

**“When using the same familiar systems on every boat, the crew can have their full focus on navigation.”**

**Lars André Rødne**  
**Managing Director**  
**L. Rødne of Sønner AS**

“Our boats and crews have to be able to operate safely in all conditions, from fierce summer squalls to winter ice on the fjords, sometimes in darkness or fog. Therefore our boats have advanced navigational systems, including radar and electronic charts. That is especially important in areas with narrow passages between the sheer mountain walls of the fjords, where there sometimes seems to be barely enough space for a boat to fit in. Our ambulance boats, in particular, are equipped and built to go out in almost any kind of weather when a patient needs them.” The company uses JRC as standard equipment, provided by Pro-Nav, and receives good feedback from the crews about the systems. Lars Rødne: “Since our crews often change vessels, standardized navigational and communication is important. When using the same familiar systems on every boat, the crew can have their full

focus on navigation. Making it not just easier, but safer as well.”

#### **New trends and innovative solutions**

Rødne has been certified by Eco-Lighthouse and has its own program to increase fuel efficiency and reduce emissions from its vessels. Lars Rødne: “There are some key factors, such as low vessel weight, good hull design, the latest technology regarding engines as well as crews dedicated to operating efficiently. Obviously, lowering fuel consumption saves us money, but, equally important, it reduces climate-damaging emissions. So it really is important to keep pace with new trends and innovative solutions that come onto the scene. We have taken that into account in planning our next vessel, a sister to our flagship Ryggerdronningen, which we hope can be huge step forward as our first zero-emission, battery-powered vessel if everything falls into place.”



# JRC ON THE RUSSIAN MARKET



**Nikita Robush**  
**Area Sales Manager**  
**JRC Europe**

JRC has been active on the Russian market for a long time. Over the years the company has built up a good brand recognition and solid reputation, as well as a vast network of dealers. Because of recent developments like fleet renewal programs and governmental approvals on equipment, JRC Europe has gained a stronger focus on the Russian market and is re-introducing RMRS-approved navigation and communication equipment. Area Sales Manager Nikita Robush tells about these developments and the opportunities on the Russian Market.

“Saying Russia is a big country, is an understatement,” starts Nikita Robush off laughing. “The country spans over two continents, with a time difference of ten hours between the east and the west. It borders the Arctic Ocean, Pacific Ocean, Baltic Sea, Sea of Azov and the Caspian Water and has quite a large network of rivers to say the least. Russia is an immeasurable country, which makes doing business challenging, but also offers tremendous opportunities.”



Port of Vladivostok.  
Picture with courtesy of Shutterstock.

## Fleet renewal

While the Russian market has faced challenges in recent years, currently there is a lot going on in shipbuilding. Nikita Robush: "It is required by law that Russian organisations, military and civilian, renew their fleet. In general the Russian fleet is outdated and that is why there is a constant need for newbuilds. Therefore Russian shipyards are undergoing a major makeover. Take the in the far east of Russia located Zvezda Shipyard for example, which has now started on a lot of orders for tankers and offshore ships, after years of delay. And in the polar region the commercial and merchant shipbuilding has shifted their focus to ice-breakers and ice-braking supply vessels of the offshore oil and gas industry."

## Fishing and inland shipping markets

In May 2017 the Russian government also launched a fleet renewal program for fishing vessels called 'Quotes in exchange of investments'. "Which also stimulates and supports the local shipbuilding industry. Big shipyards have been receiving orders for middle and large fishing vessels. Because of the extremely high demand and the fact that the Russian shipbuilding industry lacks the expertise to build a more complex type of fishing vessels, foreign shipyards and equipment manufacturers, like us, are also benefiting from this renewal program," according to Nikita Robush. Russia also has a large inland fleet that needs to be renewed. Nikita Robush: "In cooperation with our distributors we are focussing on fulfilling the demand for reliable solutions for the inland shipping market. Not only for newbuilds, but also for retrofits as well."

## RMRS approved equipment

Although the policy of the Russian government is aimed at self-sufficiency, over the years JRC has managed to build up a solid reputation as a manufacturer for navigation and communication equipment. We offer a full range of products for all types of Russian vessels. "Important is the network we have built up with local distributors like Polar Marine, Radio Navigator and Marineq," explains the Area Sales Manager. "In Russia each vessel is required to carry equipment approved by Russian authorities, such as the Russian Maritime Register of Shipping (RMRS). With support of our local partner MRC in St. Petersburg, JRC was able to get coast equipment and the development of GMDSS A1 and A2, and NAVTEX systems certified for the Russian market. Developments like this one are giving the market an even more positive outlook. Therefore we are gaining a stronger focus on the Russian market and will be re-introducing RMRS-approved equipment, like the IMO Radar JMA-5300 Mk2 series, worlds best radar when it comes to value for money. JRC Europe is determined to grow our Russian marketshare and support the Russian maritime industry for both today and tomorrow."

## JRC IN RUSSIA

For more information on our  
dealer network in Russia:  
<https://jrc.am/network>



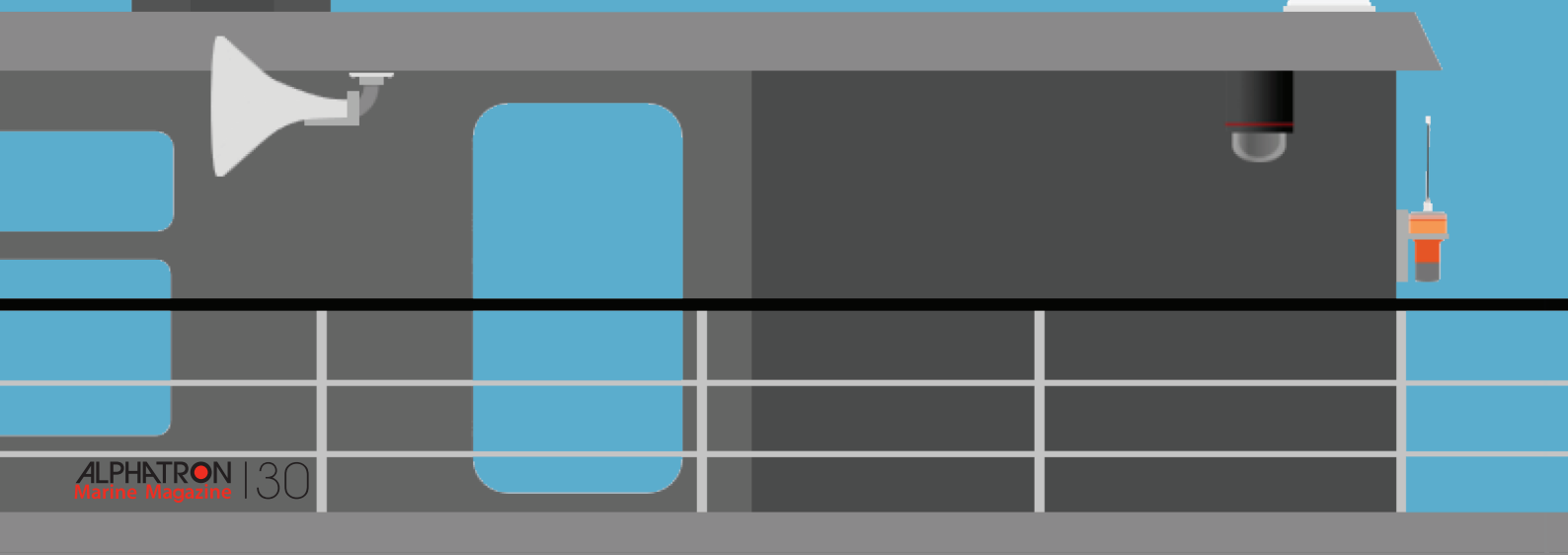


# PROLINE

In the past months JRC | Alphasatron Marine has been working hard on the expansion of the ProLine dealer network. While the first ProLine dealer in the Netherlands has been appointed, France prepared for a special dealer week. In the meantime the Training Department has been developing a special ProLine training (more on page 38) to give the new dealers the support they need.

## PROLINE DEALER WEEK AT ALPHATRON MARINE FRANCE

The ProLine dealer network in France is growing steadily. "We have six ProLine dealers in France. They are located on both the east and the west coast," tells Olivier Lecocq, Country Manager a.i.. "At the beginning of October we held a special ProLine dealer week at our office in Mougins. It was the first training for all ProLine products for our new dealers. It was also the first time the training was be done in French. For extra assistance we brought in technical support from our Center of Excellence in Rotterdam." Alphasatron Marine France is still in contact with other potential ProLine dealers. "Our goal is to double the number of dealers in France. So far we are getting a lot of good feedback, but also questions about the support we can give them in this development. The ProLine dealer week is a good example of the support we give."



# SHIPTRON FIRST PROLINE DEALER IN THE NETHERLANDS

**Shiptron is a Dutch company that is specialized in the delivery, maintenance and inspections of everything with an antenna and AIS. The company has been working together with Alpatron Marine for 20 years. Becoming an official ProLine dealer is the logical next step, according to Carla Hogeweg, owner of Shiptron.**

“Shiptron provides services to the offshore oil, gas & wind industry, workboats, inland shipping, aeronautical radio systems as well as to those on large sailing ships,” tells Carla Hogeweg. “We specialize in communication and navigation equipment for smaller commercial vessels, work boats, lifeboats and ocean-going yachts. However, more than often standard equipment needs to be adapted in order to function properly. Therefor we offer our customers tailor made solutions that fit their demands.”

## The next step

Shiptron has been working together with Alpatron Marine since the introduction of GMDSS in 1999. “We have a working relationship in which we are strengthening each other. We are complementary. They help us with the equipment and we help them with adaptations and solutions,” explains



Carla Hogeweg. “Over the years we have gained a lot of experience with JRC | Alpatron Marine products such as radars, echosounders and with the AutoPilot. We appreciate the company’s need to be innovative and the support it gives to their customers and dealers. Becoming an official ProLine dealer was therefore the logical next step for both our companies.”

---

## FOUNDATION LAID FOR THE PROLINE IN GERMANY

The ProLine product range is also available on the German market. “We have been working hard on laying the foundation,” explains Florian Nagel, Project and Sales Manager, Alpatron Marine Germany. Alpatron Marine Germany now has at least one dealer next to every major port in the country. “We have established a ProLine dealer network of trusted dealers with whom we have already worked with in the last couple of years. From a small one-man company to active European dealers like LSE Lammers and Ing. Büro Querin, two of the biggest service companies in Germany, if you count service

carried out by their own technicians. The latest addition to our network is Mohrs & Hoppe from Berlin, a family run company which intends to expand to the Baltic Sea.” Alpatron Marine Germany supports the dealers in whatever they need. “Whether it’s 24/7 technical support, assistance on larger commercial projects or latest promos. In the highly competitive German market we found good and reliable partners. That’s why we look positively to the future of ProLine,” concludes Florian Nagel.

# INNOVATIONS

## HEAT DETECTION CAMERAS ON BOARD STENA LINE VESSELS

An overheating cooling system, a diver's charger burning out. Unfortunately, fires on board cargo ships are still all too common. The current fire prevention systems on RoRo car decks cannot rule out fires, especially when it concerns a weather deck. Stena Line was therefore looking for a solution to prevent, detect and fight fires at an early stage. Together with Alphatron Marine, Stena Line developed a new system using thermal cameras. Stena Line's Fleet Manager Bob Brouwer and Senior Master Peter van de Wardt talk about this ground-breaking innovation.



**“The installation of the  
heat detection  
cameras on board of  
the RoRo vessels is  
a big step forward in  
fire safety at sea.”**

**Bob Brouwer**  
Fleet manager  
Stena Line



Since this summer, the Stena Transit and Stena Transporter are equipped with heat detection cameras. “However, we had to overcome many challenges to reach this point! It was preceded by a long period of research and testing,” says Bob Brouwer. “The problem was mainly that it concerned an open deck, which is largely out of sight of the captain. In November 2017, we reached concrete agreements with Alpatron Marine to start testing. In March of this year, we approved the installation on the Stena Transporter and subsequently commissioned an identical installation on the sister ship Stena Transit.”

### **Challenges**

Peter van der Wardt, Senior Master of the Stena Transporter, explains the challenges that had to be overcome

in close cooperation with Miro Zovko, Account Manager at Alpatron Marine: “Many challenges were met. Cable runs (cameras, supplies and internet connections) were done by the crew. For many months we did collect data and met our first big challenge: reflection from the sun. It took time of engineering writing new software and collecting data again.”

In close cooperation with Hikvision, which supplied the cameras, and Lloyd's classification society, Stena Line and Alpatron Marine came up with a great innovation. “The result is very good with a high potential. It did meet our expectations. It was an innovative project which needed a lot of time and investment of both parties. It was a pleasure to work with Alpatron Marine,” tells Peter van de Wardt. ►

---

### **STENA LINE**

*Stena Line, an ABTA member, is an international transport and travel service company and one of the world's leading ferry operators. Stena Line operates in three business areas: Scandinavia, the North Sea and the Irish Sea with a network of 22 strategically located ferry routes in Europe. The modern fleet excists of 38 vessels including traditional combi-ferries, RoPax ferries for freight and passengers, and pure cargo ships. In 2018 more than 7 million passengers travelled to their destination with Stena Line. Despite being the largest ferry operator in Europe and one of the largest in the world, Stena Line is still owned by the Swedish Olsson family who founded the company in 1962.*

*Picture by R. de Visser,  
with courtesy of Stena Line.*

## THE NEW ALPHAHEATDETECTIONSYSTEM

*The AlphaHeatDetectionSystem offers a cost-effective safety measure which can identify and prevent hazardous situations for all types of RoPax vessels. In some situations, regular fire alarm sensors do not detect heat/smoke or detect it too late. This thermal network bullet camera is applied to perimeter defense and fire-prevention purposes. The AlphaHeatDetectionSystem helps to identify these hazardous situations in an early stage, before a heat source ignites, even when partly covered or in heavy rain. Captain and crew can even be unburdened by remote monitoring through satellite connection.*

*The AlphaHeatDetectionSystem was extensively tested with different fire scenarios to challenge the system, taking into account the effects of ventilation, weather and other relevant factors. The test was witnessed by Class Society Bureau Veritas Marine and Offshore and RISE Fire Research AS, was concluded with positive results, reflecting the system is able to more rapidly detect heat sources compared to common smoke detectors.*

**For more information contact: [Deepsea@alphatronmarine.com](mailto:Deepsea@alphatronmarine.com)**

### Improvement for the entire industry

The installation of the heat detection cameras on board of the RoRo vessels is a big step forward in fire safety at sea. "We will continue to develop this together with Alpatron Marine. The next challenge is to equip the enclosed decks with thermal cameras as well. With the technology and knowledge we now have, we are already testing this application," says Bob Brouwer, who is also a member of Stena Line's working group Fire Safety Cardecks. "This form of fire prevention is an improvement for the entire industry worldwide and anticipates legislation. It could actually be compared to the third brake light on cars. Everyone recognises the need for it, but it is not yet a legal obligation."

### Innovative from the start

Alpatron Marine and Stena Line have a relationship that goes way back. "We have been working together since Alpatron Marine existed! Especially when it comes to innovations. It is hard to imagine now, but one of our first success stories thanks to Alpatron Marine was that of the walkie-talkies. Due to the vast amount of steel, the coverage on ships was poor. Alpatron Marine came up with a walkie-talkie that circumvents this problem. And the docking radars were also an innovation! These small radars, developed by Alpatron Marine's founder Luuk Vroombout, allow us to moor to within a centimetre. And that is especially important when docking a ship," concludes Stena Line's Fleet Manager.

**"This form of fire prevention is an improvement for the entire industry worldwide and anticipates legislation."**

## FACTS & FIGURES

ALPHATRON MARINE  
CURRENTLY HAS

13



MEGA YACHTS  
UNDER CONSTRUCTION.

Alphatron  
Marine  
also currently has

19



dredgers  
under construction.

SINCE ITS INTRODUCTION THE  
ALPHABRIDGE  
TUGBOAT

HAS BEEN APPLIED TO

54 TUGS

DP2 INCLUDING A  
OFFSHORE TUG

## MANY OPERATING HOURS FOR PHILOS' RADARS

The Philos is an inland vessel that has been transporting containers on European inland waterways for almost two decades since it was delivered. Alphatron Marine delivered and installed the radars on the new ship at the time. This summer the ship owner called us and asked us to replace the radars that had been in operation continuously for 19 years without any significant problems. "And of course we were happy to do that," says Peter van Veen, Manager Inland Shipping Alphatron Marine. "We are sure that these new JRC radars will also last for many operating hours! The job went smoothly during the voyage in Antwerp. Because if the customer so desires, we will also replace radars for our customers while navigating."



## BIBBY WAVEMASTER 1

Alphatron Marine and Bibby Marine Services recently signed a Service Level Agreement for the Bibby Wavemaster 1. For the Service Operation Vessel launched in 2017, the IT/AV & Communication unit of Alphatron Marine delivered, among other things, CCTV, VSAT and IPTV. Alphatron Marine will now be providing support 24/7/365 for these systems, which are very important for the vessel. Operations require a continuous, stable and broadband internet connection.

"What makes this agreement special is that we are continuously monitoring the performance of the connection

and the use of internet," illustrates Robert Westdijk, Manager Operations IT/AV & Communications. "We can log into the system remotely and intervene if necessary. This way we can not only deliver a very fast connection, but also ensure it is constantly guaranteed. We thereby relieve the on-board customer, who has no in-depth knowledge of the complex IT network, that provides internet throughout the vessel."



# ALPHAFACTS

# ALPHATRON MARINE GERMANY

## 10 YEARS OF NAVIGATION AND COMMUNICATION



Picture from left to right, top to bottom: Holger Trecksel at the SMM in Hamburg, the launch of a newbuild for HADAG Ferry, festivities during 10 years Alphontron Marine Germany celebrations, Holger Trecksel receives a ship's bell from CEO Bart Brom to mark the anniversary and visiting the head office with German customers.

**Ten years ago Alphontron Marine Germany opened its doors to provide service and support for the deep sea as well as for the inland shipping market. Over the years the company has proven itself to be a professional and reliable partner when it comes to navigation and communication. Managing Director Holger Trecksel takes us through the ten-year-history.**

"It quickly became clear that Alphontron Marine Germany would be founded when Jürgen Rasmus, former Managing Director Alphontron Marine Germany, Jochen Schmidt, former Head of the office in Rostock and Luuk Vroombout started talks in 2008. From 1 January 2009 the company was a fact," begins Holger Trecksel. "Alphontron Marine Germany started with two locations in Pinneberg – near Hamburg, the biggest and busiest seaport of the country – and Rostock, where several big shipyards are located. In 2014, another location was opened

in Leer in order to be able to offer our customers in the ports of Emden, Wilhelmshaven and Bremerhaven even better service. With the expansion the number of employees rose to 17."

### Orders

Despite the start of the shipbuilding crisis, Alphontron Marine Germany got off to a good start. "Not long after the opening the first orders came in," tells Holger Trecksel. "The first newbuild order came from the Hermann Barthel shipyard in Derben, followed shortly by an order from Fassmer

Shipyards for the commissioning of a new DGzRS building. An important order for Alphontron Marine Germany was the CLUPEA-project in 2011, a fisheries research vessel under the supervision of BAW, a very demanding customer. Also, this project was completed successfully and became the best reference for further orders. Today the reference list of newbuilds counts more than 150 units. And as chance would have it, the latest order is again a fisheries research vessel."

# BALTEXPO 2019

## Quality and clean processes

Customers demand high quality. "Not only in products, but also in processes," explains Holger Trecksel. "This is why we question our processes again and again. As early as 2009, we received the first ISO 9001 certificate, attesting externally that we pursue quality management and have clean processes. The ISO certification is also important in order to obtain the approvals of the classes in order to be able to carry out radio inspections and APT surveys. In May 2018 we changed over to the new standard ISO 9001:2015." When asked about the success of Alpatron Marine Germany, the Managing Director refers to the three pillars on which the company is based: "Project planning, equipping and commissioning of new vessels. Secondly, service and maintenance for our customers. And last, but certainly not least; retrofits, the replacement of individual systems or entire bridges. In this sector we had the largest single order to date in 2017."

## Future

Alpatron Marine Germany will continue to face challenges. "The marine electronics business is still under strong pressure and the German fleet continues to shrink. But we are determined to continue growing in the next ten years. Together with the complete team of Alpatron Marine Germany we will keep providing the best service and products for our customers. We look to the future with confidence," concludes Holger Trecksel.

**BALTEXPO is the biggest and oldest maritime event in Poland. From 9 - 11 September the 20th edition of the exhibition was held in Gdansk, Poland. Over 250 companies and organizations from 23 countries participated in the event. Alpatron Marine Poland took the opportunity to invite business partners and present them with the latest equipment at the BALTEXPO.**

"This was the fourth year we were present with our own stand," begins Arkadiusz Płowczyk, Customer Support Coordinator. "We presented a various range of equipment to our business partners as well as the many other visitors. Visitors were especially keen to learn more about our J-Marine NeCST. The high precision and dynamic gyrocompass, the AlphaMidiCourse, and the new generation of displays, the AlphaLine Repeater also received a lot of attention. Our professional team was more than happy to give visitors more details on the equipment and answer any questions. We also took advantage of the moment to discuss current and future cooperation with our business partners."

## ProLine

Several ProLine products were also on show at the stand. Arkadiusz Płowczyk: "We have been promoting the equipment in our projects as much as possible and receiving more and more orders. From one of the shipyards in Poland we received positive feedback on the AlphaCam AHD, which ultimately led to several orders. The BALTEXPO was the perfect opportunity to promote the ProLine among our other business partners and customers. In all we can conclude that it was worth participating in the event."



# TRAINING

It has been busy times for the Training Department in our Center of Excellence in Rotterdam. New training courses were developed, technical trainings were reviewed and updated. In the meantime a variety of courses were given around the globe. We talked to Senior Trainer Monique Wouters Scholten about the recent developments and what still lies in store for the Training Department.

"It is very important for the Training Department to stay up-to-date," starts Monique Wouters Scholten. "We have to constantly examine our courses: Have there been changes in the products, software or guidelines that are of influence for the technical training courses for JRC-products? Are there products which do not need training anymore? But we also need to develop new courses when new products or product-lines are introduced, or when there is a new market/country added to our network."

## ProLine training

The past year the employees of the Training Department have worked hard on the development of the ProLine trainings. "Senior Trainers Jim de Groot and Paul Cummins were given the task of developing the actual training sessions, and writing the syllabuses and the exams that need to be taken," says Monique. "They also gave train-the-trainer trainings to

our colleagues in Belgium, France, Germany, Poland, Spain, Singapore and Houston, so they can in turn train their own distributors in ProLine-products. JRC | Alpatron Marine now has a Trainer trained up for the ProLine-equipment in each office. As the first company in the navigational and communication market, we have an online training and quiz for all non-classroom products. All ProLine dealers can subscribe now."

## Russian market

Another important development within the Training Department were training sessions specific for the Russian market. The training is for products similar to those used in the ProLine training. Monique: "Already two trainers from our Russian distributors, who will ultimately be training their own market and selling the products, have taken the course given by Paul Cummins with positive results."

## Courses and seminars

"For engineers from Alpatron Marine in the Netherlands and Germany, we held an Autopilot MFM training on the simulator in the flagship showroom in Rotterdam. The advantage of the training on the simulator is that the engineers can immediately see the consequences of changing various settings. This is always received very positively," explains Monique Wouters Scholten. "We also held a large number of operational ECDIS and on board training sessions for Acta Marine, Fugro, RCCL, Arklow Shipping and Exmar for example." For a special technical seminar held in Nigeria by Damen, the Training Department worked together with the warranty and service departments. "The seminar was organized by Damen for their customers in the region. Alpatron Marine also carries out aftersales, warranty and service work there several times a year. Together with Senior After Sales Engineer Raymond van Roon and Service Engineer Mihai Stefan, we held a combined operational and



1. Monique Wouters Scholten with Yaw Duah and Koen Leusink on board. 2. Trainers Peter Dekker and Marloes Mies from De Ruyter Academy Vlissingen during a visit to Alpatron Marine. 3. Crew of Celebrity Flora on training at Alpatron Marine. 4. On board training of the crew of the Fugro Kobi Ruegg. 5. Damen seminar for superintendents at Port Harcourt Nigeria. 6. Paul Cummins training Russian distributors.

technical training. We look back at a very successful seminar. The enthusiasm with which the participants engaged in the training was very inspiring. To quote Damen: 'By the end the participants had acquired new knowledge and insights to enable them to increase the operational uptime and minimize the maintenance costs of the various navigational instruments onboard.'

### New workstations with VSTEP simulators

Technical trainings will continue through to week 51. Monique: "We have masterclasses, field service engineer training sessions and several technical, operational and combined training courses, both local and abroad, on behalf of Damen." In the meantime the department is focussing on 2020. "For the upcoming year there are a lot of new plans and developments. We are developing four new ECDIS Type Specific workstations with VSTEP simulators, which can be combined with the JRC Bridge in the flagship showroom at our Center of Excellence in Rotterdam. We will be informing distributors and shipowners about the possibilities for training during the Europort Maritime exhibition in Rotterdam," tells the Senior Trainer.

## NEVA 2019



NEVA is the premier B2B platform for international companies to access and benefit from the opportunity of Russia's maritime industry boom. From 17 - 20 september 2019 JRC Europe joined distributors Polar SPb and Marineq at the event. During the week we supported them with a special promotion on JRC equipment and marketing material. We look back at a successfull exhibition.

# AGENDA EXHIBITIONS

## KORMARINE

**22-25 October 2019**

Busan, South Korea

## EUROPORT MARITIME

**05-08 November 2019**

Rotterdam, The Netherlands

Stand number: Hall 3, 3408

## PME - PACIFIC MARINE EXPOSITION

**18-20 November 2019**

Seattle, USA

Stand number: 1124

## METSTRADE

**19-21 November 2019**

Amsterdam, The Netherlands

Stand number: 1029

## MARINTEC

**03-06 December 2019**

Shanghai

Stand number: N3E4A

## IWBS - INTERNATIONAL WORKBOAT SHOW

**04-06 December 2019**

New Orleans, USA

Stand number: 1029

## EUROMARITIME

**05-06 February 2020**

Marseille

Stand number: Yet unknown

## MARITIME INDUSTRY

**12-14 May 2020**

Gorinchem, The Netherlands

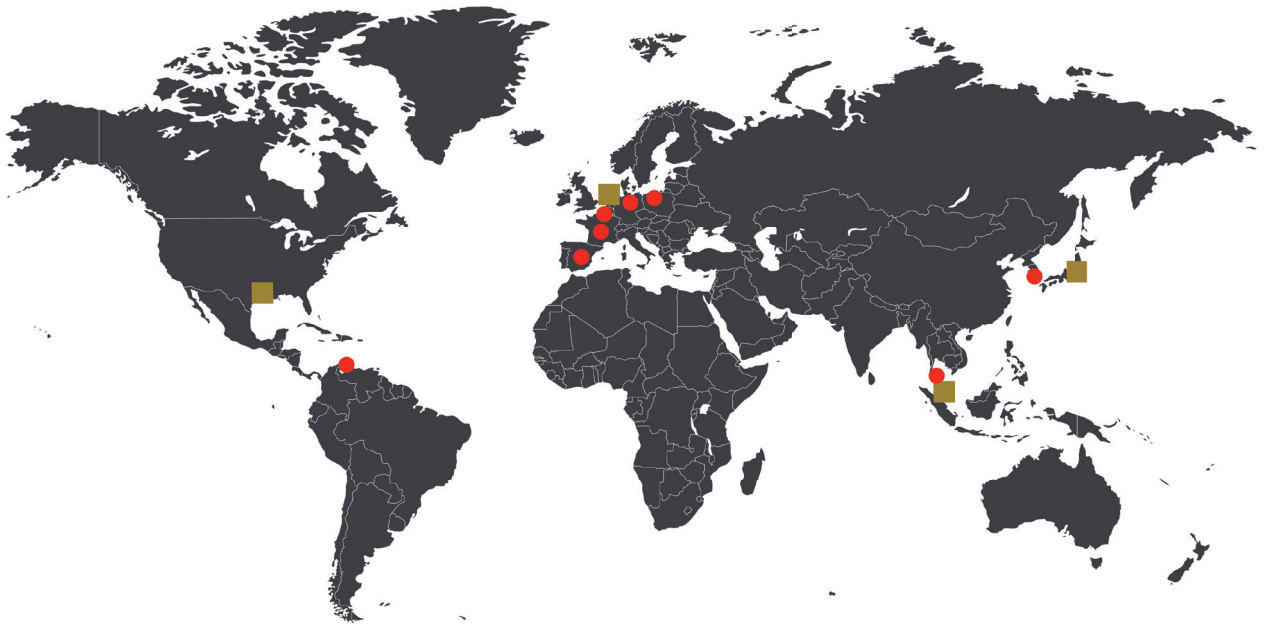
Stand number: Yet unknown

Look at [www.alphatronmarine.com](http://www.alphatronmarine.com) under 'Events' for the complete agenda.

## OUR LOCATIONS

- Belgium
- Curaçao
- France
- Germany
- Japan
- Korea
- Malaysia
- ● The Netherlands
- Poland
- ● Singapore
- Spain
- ● USA

- 
- Centers of Excellence
  - Alphasat Marine locations



[WWW.ALPHATRONMARINE.COM](http://WWW.ALPHATRONMARINE.COM) | [WWW.JRC.AM](http://WWW.JRC.AM)



ALPHATRON  
Marine