



# Industrial Auctions



Industrial Auctions BV

[WWW.INDUSTRIAL-AUCTIONS.COM](http://WWW.INDUSTRIAL-AUCTIONS.COM)

ONLINE AUCTION MACHINERY FOR THE MEAT AND FISH INDUSTRY

[VIEW AUCTION](#)

ONLINE AUCTION MACHINERY FOR THE BAKERY AND CATERING INDUSTRY

[VIEW AUCTION](#)

ONLINE AUCTION MACHINERY FOR THE FRUIT AND VEGETABLE INDUSTRY

[VIEW AUCTION](#)

ONLINE AUCTION MACHINERY FOR THE DAIRY INDUSTRY

[VIEW AUCTION](#)

**THE ONLINE AUCTIONEER TO SELL YOUR  
FOOD AND BEVERAGE MACHINES**

**[WWW.INDUSTRIAL-AUCTIONS.COM](http://WWW.INDUSTRIAL-AUCTIONS.COM)**



# Industrial Auctions

## GET TO KNOW US

Our ongoing success in organizing online auctions throughout Europe, continuously growing number of worldwide customers, our long-standing experience, and up-to-date knowledge of the industry makes Industrial Auctions your partner for auctioning complete production sites, production lines and machines.

At our main location, with an area of 10,000 m<sup>2</sup>, next to the highway and near the airport, we carry out our work effectively and efficiently. We organize auctions for contractors at their own locations throughout Europe. In addition, we organize our online auction in-house, where contributors can auction their surplus machinery. Of key importance is our understanding of the industry. As a result we have the knowledge and access to the right sales markets and we sell with optimal auction proceeds.

By explicitly choosing to work in a niche market, we have become the missing link for many renowned companies in this industry. To achieve and strengthen this position, we have put service first at Industrial Auctions. We do this by organizing auctions completely end-to-end. For example, we ensure that your location is left broom clean. In turn, when you contribute to our in-house auction, we help to find a transport company who transports your machines. We can proudly say that in recent years we have successfully organized hundreds of auctions and sold thousands of machines of high-quality brands.

We are happy to introduce you to the special world of online auctions. Get to know our working methods and enjoy the expertise already present. Our high level of involvement, relaxed atmosphere, down-to-earth attitude and unbridled enthusiasm makes a cooperation with Industrial Auctions definitely worthwhile.



# CORE VALUES



## SPECIALIZED

Auctioning machines, complete production lines or a complete production location within Europe is absolutely no stranger to us and selling machines worldwide is more than known. As a company we focus entirely on the food and beverage industry. We do this for a reason, because this is where we make the difference. Auctions at Industrial Auctions are supervised by our project leaders who know what they are talking about. With extensive and thorough knowledge, a no-nonsense mentality and a contagious and uninhibited enthusiasm. We speak the language so that machines can be found excellently and yield the best return.



## TRANSPARENT

Transparency applies in every respect within Industrial Auctions. No small print, clear information, and we attach great importance to offline contact, besides the fact that we auction online. Detailed descriptions, photos and possibly videos are available for each lot. In addition, for each auction we offer the opportunity to visit the auction location and view the machines. Fair trade is therefore our highest priority. Any known or visible defects are mentioned and what you see is what you get. An honest and reliable offer for a ditto purchase. We believe that this working method leads to greater trust and a healthier way of doing business. The result of all of this is that we work with many satisfied returning customers.



## SUSTAINABLE

Used machines from the food and beverage industry find their way to a new owner. The machines are cheaper than a new one, available within a week, and with the right maintenance they will serve for years to come. By reusing machines, we jointly contribute to a sustainable world and make a significant contribution to the industry.



## SERVICE-ORIENTED

We believe in meaningful collaborations, which are at the basis of our business and are leading in our actions. This allows us to offer our contractors and customers a service in a way that others cannot. During the entire process from orientation to transfer, we support where necessary. We do this, among other things, by providing reliable valuation advice, providing information where requested and by thinking along in suitable solutions for transport or, for example, loading the purchased lots into the truck. Passionate and dedicated, we, the team of Industrial Auctions, are always there for you.

# THE SELLING PROCESS



## START-UP

The entire process starts after the first moment of contact. To get a good impression of the goods to be auctioned we ask you to send photos of the inventory. This is followed by a site visit to view the machines, discuss the details of the auction, and to sign the contract.

Now it is up to us to make this auction a success! A project leader is appointed and the auction is announced on [www.Industrial-Auctions.com](http://www.Industrial-Auctions.com). The project leader is responsible for the auction and acts as the first contact person. In the meantime, a promotional campaign is set up and designed by the marketing team.



## SET-UP

The assigned project leader inventories the auction with the help of a team of colleagues. All inventory is individually numbered, photographed and described in detail. In addition, each auction item is appraised to determine the starting price. All photos and descriptions are uploaded to the online auction and carefully checked. After complete agreement, the auction is put online at [www.Industrial-Auctions.com](http://www.Industrial-Auctions.com).

The marketing team in turn starts the offline and online promotion campaign. For example, advertisements are placed in trade journals, newsletters are designed and sent out, and promotional texts are written. Everything is done to increase the visibility and success of the auction.



## ACTIVITIES

To give customers the opportunity to view the lots of their interest, we organize a viewing day on location. A newsletter is sent out in advance with a representative selection of the lots that are offered at the auction.

In the meantime, as part of our security protocol, newly registered customers are personally verified and offered access to the auction. In order to provide our (potential) customers with the best possible service, our team is available by phone and email to answer questions.



## AUCTION DAY

Then it's time for the most exciting part of the entire auction process!

On this day most bids are placed and the auction closes. The last chance to bid at the auction is once again strongly brought to the attention by means of a newsletter regarding the closure and tracked lots. As our contractor, an invitation follows to attend the auction at our head office on this special day.



## COMPLETION

After the entire auction is closed, we grant the lots and aim to send the proforma invoices as soon as possible, but no later than 48 hours. Our customers are requested to pay the invoice within three days. We personally contact customers to help them with any requests or questions they may have. If required, our team will arrange the complete process of disassembly, loading and transport.

In the meantime, preparations are made for the pick up day and the invoice balance is drawn up. Together with our financial administration, the project leader ensures that payments are made within the specified time. During the pick up day, our project leader and logistics team are on site with sufficient manpower to assist with the professional loading of the purchased goods. Items will never change hands until payment has been received.

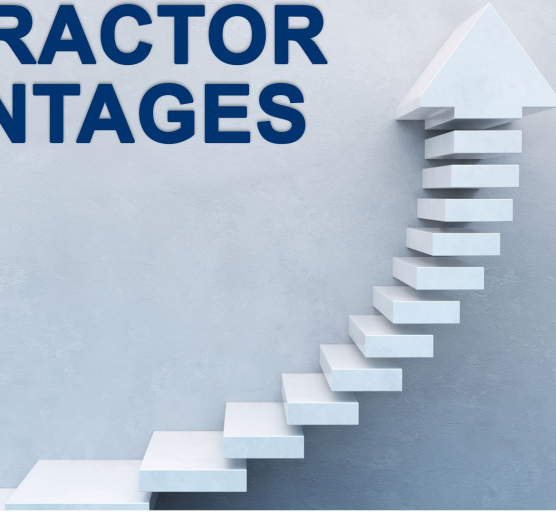


## WIND-UP

It's a wrap!

We ensure that all invoices are paid, the location is left broom clean and that the financial settlement takes place 5 days after the last picked up lot.

# CONTRACTOR ADVANTAGES



When you auction with us, you don't pay any start-up costs. The total sum depends on the percentage of contribution costs and the turnover of the auction. But moreover: no cure, no pay.

For every auction, one knowledgeable project leader is assigned. During the auction the project leader manages all parties involved and ensures that all matters are taken out of your hands.

We inventory your machines ourselves so that they are presented in the best possible way. Each machine is extensively photographed and described in detail. In addition, if possible, a video of the machine in working condition is included.

We know exactly where to market your offering. An extensive offline and online marketing campaign is deployed for each auction. This ensures a worldwide reach of millions of potential customers, who visit the website and successfully register. This customer base ranges from dealers to end users.

With us, you sell your machines to a personally verified database. Through personal contact we know exactly who our customers are.

Viewing days are organized with our own team on site to act as tour guides and question point. We provide visitors with catalogues and the necessary safety equipment. A digital tour through a video call can also be arranged for our customer.

We are nothing but flexible. We think along with our customers by providing environmentally friendly and appropriate solutions. For example, offering temporary storage, when a customer has won several lots at multiple auctions, so all machines can be transported at once.

During the organized pick up days we are present with sufficient manpower to support customers and assist in loading the machines. If required, we offer assistance in advance, at an additional cost, in finding a dismantling or transport company. Machines will only be loaded, if payment has been received.

Immediately after the auction you will receive a first indication of the proceeds. The financial settlement will take place 5 days after the last lot has been picked up.

**35%**↑

## MEMBERS

Partly due to a visible improved and expanded offer, our customer base has grown enormously. At the end of last year, we saw no less than 35 percent growth in one year.

**22%**↑

## AUCTIONS

We are increasingly assigned by renowned companies, but also by smaller local companies to auction their machinery. This has led to an increase of auctions of 22 percent.

**30%**↑

## PROCEEDS

Over the past years, the proceeds of auctions have enormously increased. Last year has proven to be the best one yet, with an overall increase of 30% in auction proceeds.

# CONTACT



SCAN ME



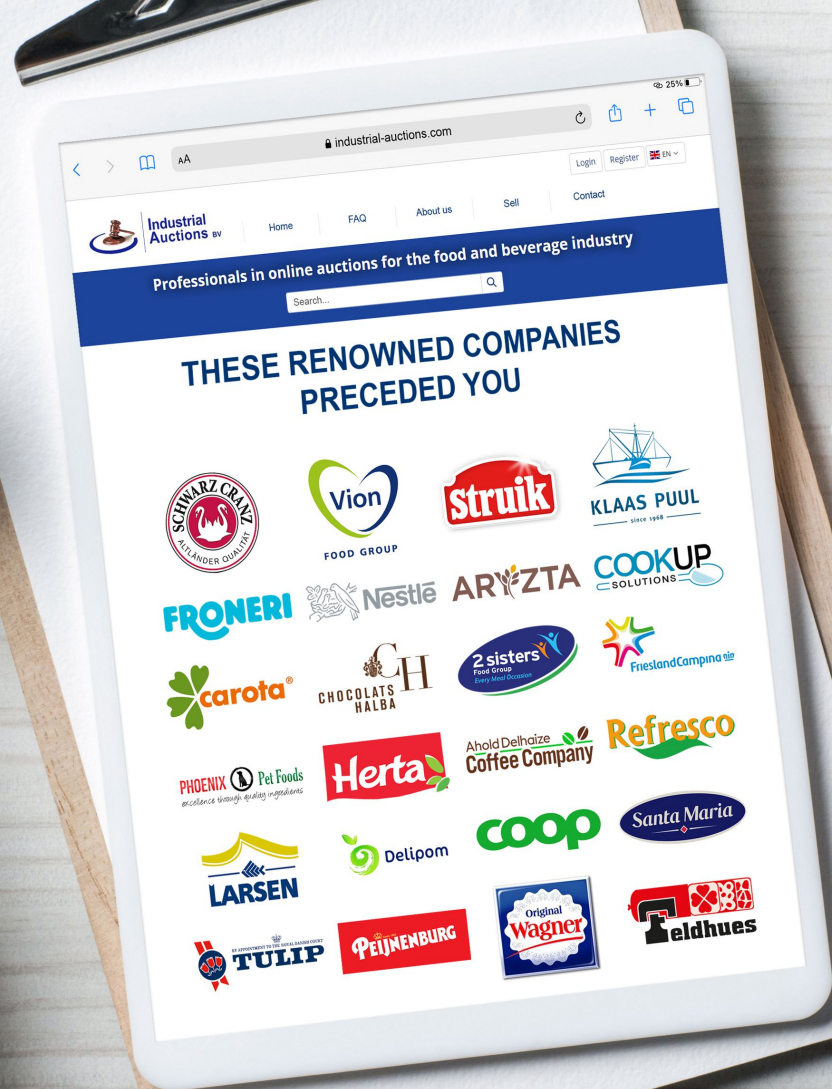
Looyenbeemd 11  
5652 BH, Eindhoven  
The Netherlands



+31 (0)40 240 9208



info@industrial-auctions.com





**AUCTION YOUR FOOD AND BEVERAGE MACHINES IN  
EUROPE AND REACH CUSTOMERS ALL OVER THE WORLD**

**[WWW.INDUSTRIAL-AUCTIONS.COM](http://WWW.INDUSTRIAL-AUCTIONS.COM)**