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### **Victaulic exchanges electronic order forms and invoices with international customers**

Customers of Victaulic Europe can place orders, as well as receive order confirmations, proofs of delivery, and invoices, via electronic communication. This allows both Victaulic and their customers to work faster, cheaper and more efficiently.

#### **work faster**

The American company Victaulic is the world leader in pipe joining systems. Their European head office is established in Nazareth, Eastern Flanders. Since the beginning of 2006, the international customers of Victaulic Europe can place their orders with Victaulic from their own administrative software. This occurs via CertiONE, the electronic communications platform of Certipost. “The customer can use any format he wants,” says Patrick Verlee, MIS Manager at Victaulic. “Certipost translates this format into our own Victaulic format so that the order can be processed in our ERP system. Both our client manager and the client then receive via Certipost an e-mail in their standard mailbox, supplying them with the order confirmation and the expected delivery time”. The customers may also choose to receive a message when the order has been shipped and to receive invoices electronically.

“As everything works automatically and is integrated in our own as well as our customers’ back-office systems, there can be no misunderstandings about the orders. In addition, we now spend much less time on administration. As a result, we can economise on two administrative employees, so we can realise a higher turnover with the same number of people. Compared to our previous way of working, when we used to communicate with our customers by fax or e-mail, the time savings are enormous and the communication costs are lower. Quick deliveries are also very important to our customers. They are therefore more satisfied, which puts us at a competitive advantage,” says Patrick Verlee.

“Electronic communication is a strategic resource for our company, as 99% of our turnover comes from international export,” says Patrick Verlee. “But that is also why we have to comply with European regulations. That was one of the reasons why we chose to collaborate with Certipost, which has a lot of expertise in that respect. Furthermore, the Certipost technology required hardly any adjustments to meet our specific needs.”



## ABOUT VICTAULIC

Victaulic is the world leader in pipe joining systems. The American company manufactures couplings in various materials, which are fitted on grooved piping. This procedure has a number of unmistakable benefits as opposed to other joining methods.

Victaulic originally sold its leading products to the mining and oil industries. Since then, it has expanded to include many other industry branches. The piping products are now also sold to the automobile industry, the bio-technological sector, the chemical and pharmaceutical sector, the food industry, the environmental sector, etc. Victaulic has now become a world player with branches all over the world and with over 2,800 employees. The European branch is located in Nazareth. Besides its branch in Belgium, Victaulic also has branches in Canada, Poland and China.

The system is currently being used by five Victaulic employees and twelve customers, but in the long term that number should expand to 50 strategic customers. In the near future, Victaulic wants to communicate with suppliers through Certipost and integrate the Certipost technology with its e-commerce platform.



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