

Welcome to the Havero Hoogwegt 100 years jubilee update #2.

Newsletter #2/4 looks back at the second 25 years of Havero Hoogwegt's company history: 1947 - 1972.

Enjoy!



The Rotterdam Years

In 1952, Havero moved into the brand new Groothandelsgebouw (meaning Wholesale Building) next to Rotterdam Central Station. This was one of the first major buildings constructed when Rotterdam started rebuilding the city again. The Groothandelsgebouw ended up becoming Havero's headquarters for over 40 years.

During the 1950s, Havero specialised in industrial casein, the insoluble protein that we also know well from cheese production. Casein was (and still is) a very useful product with a wide range of uses. For decades it was often used in the production of paint, paper, glue, matches, toothpaste, and shoe polish. Later, it was even used in TV screen manufacture, and nowadays technical casein is still found in glue, paper coatings and leather finishing. Food casein and its soluble form, caseinate are mostly used as an additive in processed foods such as coffee creamers and instant soups.



The name Havero derives from Handelsvereniging Overzee, which translates into English as Overseas Trade Association?

In 1954 the young Rotterdammer Jacobus (Koo) Rotmans started working as a salesman at Havero. He realised that a trading company without its own production facilities would likely have a difficult time doing business. The management (which was headed up by company veteran Josef Peeraer until 1956), took the young Rotmans' advice and began pivoting away from pure trading activities and more towards their own production.



The Groothandelsgebouw building in Rotterdam was modelled on the Merchandise Mart in Chicago, USA? The Dutch building's mastermind, merchant Frits Pot, and architect Hugh Maaskant made a study trip to Chicago in 1947 and became inspired!

Several factories were built for textile production, jute, and tanning agents. A subsidiary company was established on the Havenstraat in the town of Dongen, which lies in a municipality south of Rotterdam and was well-known at the time for its leather and shoe industry. The manufacturing company was called Provedon, and it produced caseinates.

Rotmans, meanwhile, worked his way up through the company and in 1972 he took over as company director from Pieter Dekker.



Casein paint has been used since ancient Egyptian times? It was the favourite paint of commercial illustrators until the late 1960s when acrylic paint took over.

Partner snapshot



"When the world is affected by intense, complex and ongoing changes, the success of any large international company depends on having knowledgeable partners. Havero is a partner which Tetra Pak Services can rely on in times of stability and in times of transformations. I value our cooperation and hope it continues and expands in the years to come."

Bo Guldberg Klausen, manager at Tetra Pak Services



Watch out for edition #3/4 of this newsletter next month, when we will look at Havero Hoogwegt's history from 1973 - 1998!



We add vision & value.

