

# NRF Celebrates its Heritage While Positioning for the Future

MILL, NETHERLANDS – From radiator repair shop to a diverse global supplier of heat exchange and air conditioning products for marine, automotive and industrial applications, NRF reflects the realities of growing up in this business.



So just what is this business? It is tough to define and even tougher in which to thrive. Heat exchange products are necessary for many societal needs and the market or markets are huge. The design, manufacture, repair and distribution of heat exchange products are critical to major global industries including: ground transportation, industrial, military, maritime, rail, energy exploration, power, construction, agriculture, and mining.

NARSA members like NRF serve many if not all of these industries. Over time, they have evolved as the need for their services and products have broadened. The focus on the supply, engineering and manufacturing of so many of products used in these industries globally is what the niche is all about.

“We are in an era of reinventing ourselves strategically,” commented Drs. Frank A.E. Toebes, Managing Director of NRF Group. He said they have the resources, the people and the processes that will provide for a solid future for the company.

The company is celebrating its 90th year by strengthening and expanding their supply chain by redoing warehouses and investing in staff and tools to better respond to customer needs. NRF longevity in the business gives them a critical advantage to understanding and responding to customer needs.

In 1927, R. Bloksma senior founded the Nederlandse Radiateurs Fabriek (Netherlands Radiator Factory, NRF) in Amsterdam. Originally the facility focused on the repair of radiators, but in the 1930s NRF also started its own radiator production department.

In 1954, NRF opened a second production site in Mill (Netherlands) for the production of radiators that were intended for export. Also at that time, Netherland Railways (NS) gave the order to develop the first high capacity radiator for a



Dr. Frank A.E. Toebes, NRF Group, Managing Director



Sean Givnish, NRF/USA, Sales Manager

train (the Blue Angel). In the same year, NRF introduced the first box cooler that is still widely used in the shipping sector. In 1962, the Amsterdam location closed its doors and Mill became the headquarters of NRF. Almost immediately, DAF placed an order for the production of 18,000 radiators for the DAF 55. At this time NRF was also the OEM producer for the radiators on the Volvo 300 and 400 series.

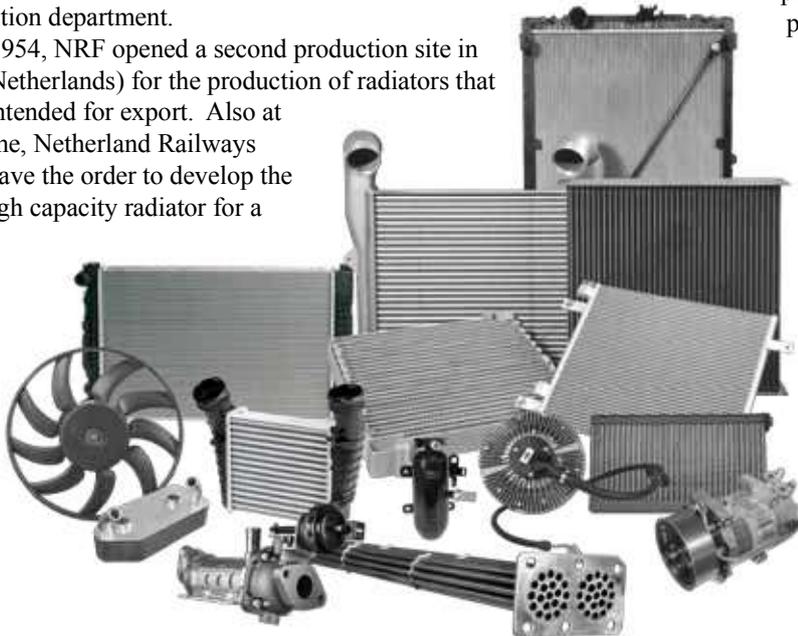
At the beginning of 1980, NRF opened its first location abroad in Valenciennes (France). In the upcoming years NRF opened new locations across Europe. In 1989, NRF became a subsidiary of the American Modine Manufacturing Company. NRF became Modine’s head office for aftermarket products in Europe. Nine years later, NRF started production of aluminum heat exchangers.

In 2010, NRF became a full subsidiary of Banco Products (India) Ltd. Banco has been a supplier to NRF B. V. for more than 15 years and is familiar with its market, products and management. The acquisition by Banco strengthened its global position with new factories and warehouses.

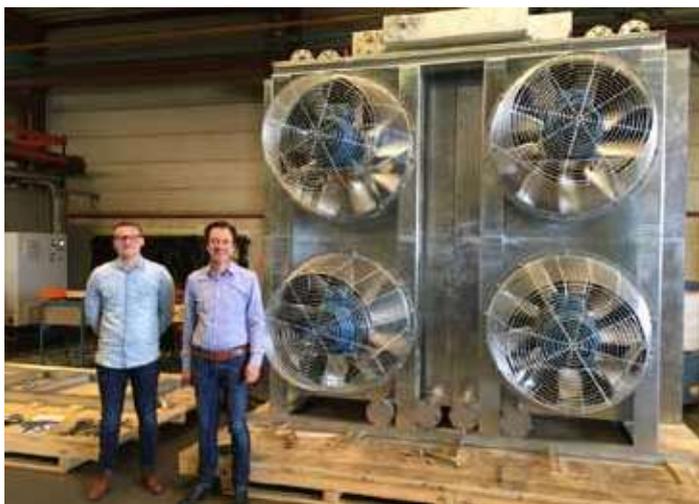
In 2015, NRF opened a new office and warehouse in Altoona, PA (USA). Although NRF handles more than 8,000 products, their focus in North American initially has been the high volume numbers for radiators and condensers.

Future plans may include expansion into other automotive lines. Industry veteran Sean Givnish, Wholesale Auto Radiator, CRS Cooling, American Condenser and Vista-Pro, has been named Sales Manager USA, for NRF.

According to Managing Director Toebes, the Banco acquisition gave the company an opportunity to redeploy assets. He said European operations have become more focused on marine, industrial and engineering while the plants



NRF is known for the production of high quality radiators, but is also specialized in a large range of other engine cooling, heating and air conditioning products. The product range consists out of 8,000 products, which is continuously expanding.



This is one of eight pieces crafted by NRF for an industrial genset cooler.

in India produce products for automotive.

As NRF celebrates its 90th anniversary, Mr. F. Toebes, has a clear view on the success and the future of NRF. ‘We’ve invested in staff for 90 years and this is still key. An average NRF employee works with us for 18 years. These passionate employees ensure daily that NRF products meet the highest requirements’.

“NRF is focusing on owning niche markets and dominating



In 1959 NRF invented the boxcooler, when they were asked to find a simple solution in order to keep the engines of river boats, which were cooled with surface water, free of fouling.

automotive after markets, engineering the best cooling solutions and making customer’s business our concern. Short term this means further investing in global supply chain for our automotive business and in new technologies for marine, stationary and railway segments. By maintaining investments in people, production and supply chain, NRF is able to maintain the high quality and added value which customers expect. NRF can supply every corner of the world. Currently NRF has a global export to 82 countries and is focusing on enlarging its aftermarket shares in South America and Africa.” ■