

TANKCONTAINER FINDER.COM

...just a year old and already beating all expectations

The team behind Tank-ContainerFinder.com had, what it believed to be, realistic business goals when it set up the innovative offering just 12 months ago, but

its expectations of having 30 users on both the demand and supply side of the platform within the first three months of business were smashed and the website now boasts more than 400 active users.

The founders, Léon de Bruin and Arthur van der Hoeven, spoke exclusively to Tank News International's Emma Ardley-Batt about the business' impressive growth and plans for the future.





TankContainerFinder.com is the brainchild of Léon de Bruin and Arthur van der Hoeven. The business partners have been friends for many years and first mooted the idea of the online tank container marketplace as far back as five years ago.

Léon said: "We worked together and launched the first demo version of the site but it failed. Looking back, it was clear that the industry was not ready for it yet."

The pair went back to their day jobs, but then in January last year Arthur contacted Léon and said he thought it was time to launch again as the market has progressed and was now ready to change the way it works.

Léon said: "We built a new platform with more focus on the tank container demand side, partnered up with our software developers and launched our beta version in October 2016."

For the first couple of months Léon and Arthur found that the site was being tested by a number of the top players within the industry.

"By December we had gathered a lot of information and in February we planned our launch and started our sales and marketing push," Léon said.

To say the team were happy with the initial response to the site would be an understatement. Léon said: "Nine of the top 10 operators

are connected and using the site. We represent more than 50% of the global tank container fleet and that is in just a year. We have generated about 170 leads or connections within the industry."

Léon and Arthur have grown TankContainerFinder.com from a small tech start-up to a major player in the global tank container industry.

Léon said: "Now we need to grow. This is a very traditional industry so we need to ensure we scale up our sales, customer services and marketing activity."

The pair now have plans to increase the functions offered by the site so they can help create more value to their clients and the network.

Arthur said: "Initially we focused on deep sea services but we have learnt and seen that the shorter links are growing too. We know that 15 to 20% of the world's tank containers are empty and their owners need to cooperate with

other parties to be more efficient."

Léon added: "If you had a more efficient way to fill up your tank containers, why would you not use it? TankContainerFinder.com assist companies to work in a more efficient way. We are looking to cut down that inefficiency – there will always be an imbalance but we can minimise that."

Arthur said the company is now starting to grow its sales force and aims to break into the chemical and food & beverage markets.

"We want our sales team to be close to their customers as we need the feedback our clients provide to help us develop the system. We want to ensure that we are meeting our clients' needs," Arthur said. "If we know the issues our customers face we can work to resolve them," he added.

As well as growing their team, Léon and Arthur are also focusing on building connections between the customer and the supply industry. "We could incorporate details on tank cleaners, maintenance, transporters etc etc," Arthur said. "One of our goals is to connect the depots and cleaning stations and the warehousing and we will be working on that in 2018," he added.

Léon said: "We have been pleasantly surprised by the site's growth, we really didn't realise that the impact would be so far reaching."

**To learn more visit
www.TankContainerFinder.com**

