



Mister Vos fills Creacolor bottles



Oldest design Creall Dacta color



Mister van Noort (father-in-law) helps Mister Vos at the hand tap with filling the finger paint

NODELLING MATERIAL

First Creall finger paint



# FOREWORD

As an enterprising family business, we are always thinking about the future: new products, new markets and new production methods. But on our 60th anniversary, we'd like to take a look at our past.

I remember spending a lot of time behind the moulding machine when I was a kid, with my sisters and brother, to put jars of finger paint in boxes. The machine could keep running, and the employees would start filling paint again on Monday. I also helped with filling packaging with paint and clay during my holidays. Now that Jan and myself have taken over from my father, I understand where his passion came from and what made him tick better. I'm proud of what my parents have achieved. We really admire my father's endless perseverance and energy. His drive to keep changing and improving. We feel very privileged to be able to follow in his footsteps. We're happy that the family has faith in us.

When we walk around the factory, we see the raw materials entering on one side, and pallets with final products on the other side. And then we realise that somewhere in the world, a child is having fun with one of our products from our factory in Ermelo. How cool is that!

Without employees, raw material suppliers and customers, Havo wouldn't exist. Thanks to the dedication of our professional colleagues, our company was able to grow. We have a great group of people around us, and together we have found the right balance between working hard and having a lot of fun together. It's not always easy to find the ideal raw material that will result in the right product features and comply with the strict regulations for toys. That's why it's important that we can trust our raw material suppliers, who help us with this. Of course, we also appreciate our loyal customers, who have been doing business with us for years. They have been a great help in introducing Havo to schools and consumers. We also really appreciate new customers, who encourage us to keep reinventing ourselves and innovate.

So we are learning every day, and keep developing ourselves, so that we continue to offer responsible and fun products, to boost the creativity of children and adults. That's where our hearts lie!

Yours sincerely,

Annemetre Zwies-Vos & JAN Zwiers

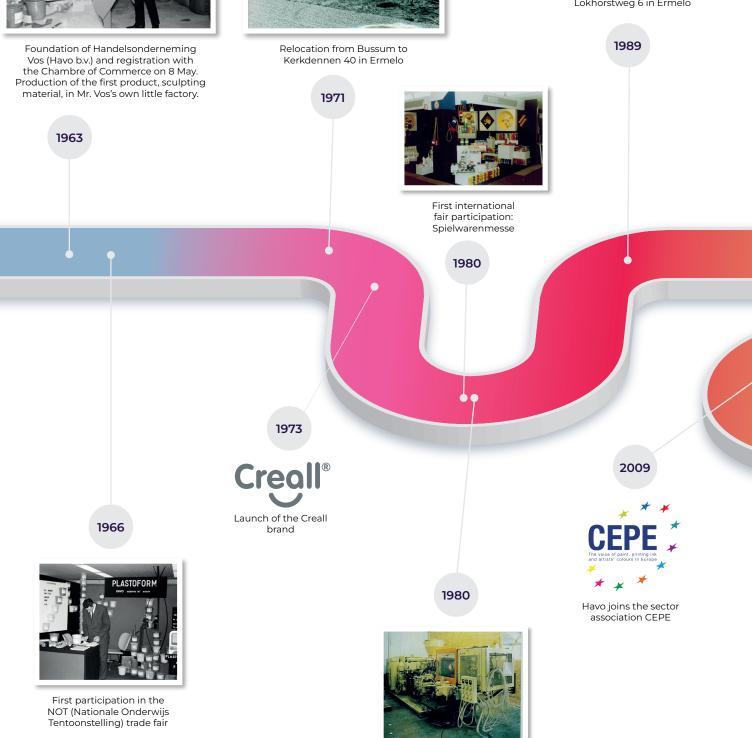




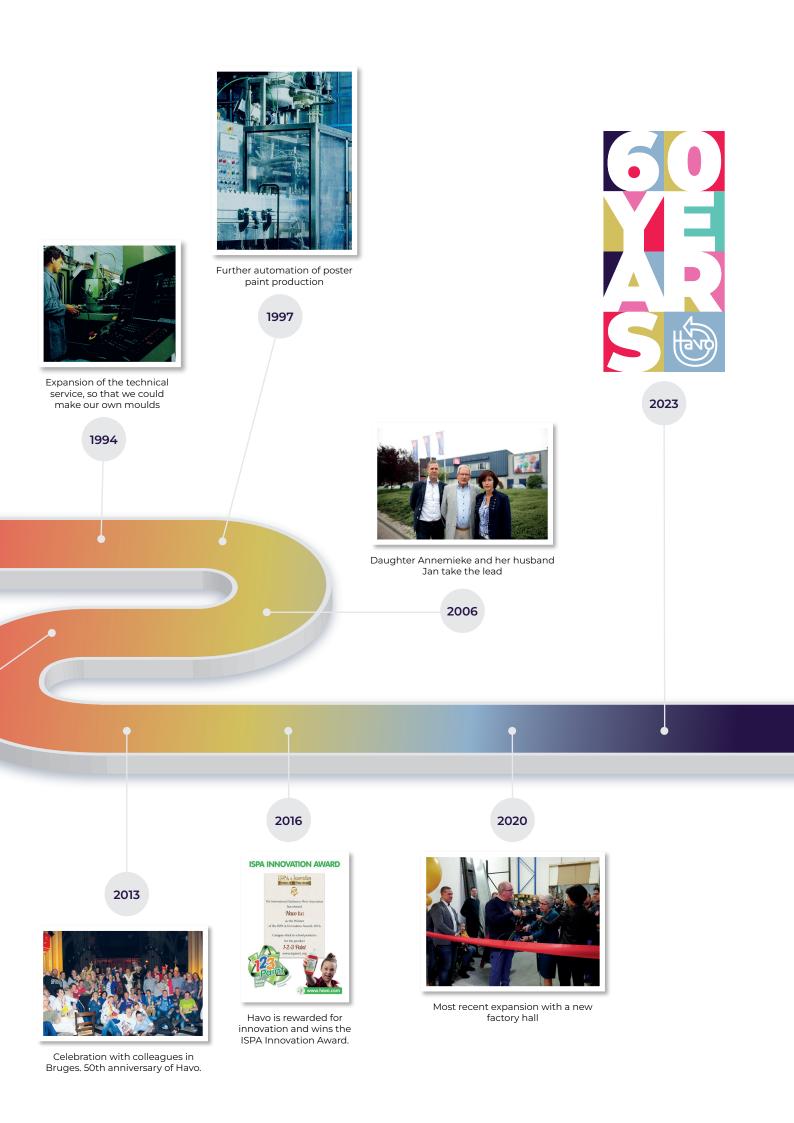
# TIMELINE HAVO



Opening of the new building at the Lokhorstweg 6 in Ermelo



First moulding machine: start of production of first bottles/bucket stilts





## GRATEFUL AND PROUD

Just after Jaap Vos and Willy van Noort started dating, Jaap got the urge to start his own business. He founded Havo b.v. Unfortunately, he can't celebrate this anniversary with us. He passed away in 2012. His wife, Willy Vos-van Noort, has been by his side for all these years. We'll look back on their history with her.

## How did your husband get the idea to make modelling material?

"He had very different work back then. He sold heavy machines for a company. He also had a big passion for working on machines and building things. He really loved that. Building, expanding, and working on new things. When he started his own business, he started by building a small factory with his own hands. One of his contacts asked if he wanted to sell clay. Since he had no idea exactly what he wanted to do yet, he liked the idea for the time being. He was no longer in touch with big machinery companies, but with teachers or nuns at schools. In the morning, he'd leave in a small car full of buckets of clay, and in the evening, he'd return, having sold everything. It was very different work. He liked that. So he was very excited to start making clay himself. This wasn't easy, because he didn't know much about chemistry, and he didn't have any education in this field. What made it even more difficult was the fact that it needed to remain soft and be suitable to bake in a domestic oven, turning it into unbreakable plastic. But

after endless tests and a lot of patience, he pulled it off. The clay became popular at schools, no more mess from potter's clay, but a clean product in five basic colours. Since he visited loads of schools, he also saw that they use a lot of paint. This became the 2nd product and was introduced in 1969. This wasn't simple either; how to mix the paint, how to get it into the bottle, etc. Well, simply with a lot of patience and perseverance. He had plenty of both. Over the years, many more products were added."

### Your husband was at the helm for years. How does it feel to see Annemieke take over his role?

"It feels very good, because we're keeping it in the family. This does mean that business and private life blend together, which means there's a lot of shop talk at home. But it's good to see that the company has grown so much over the years, led by Jan and Annemieke. I'm very grateful and proud."

#### What was your most beautiful moment with Havo?

"It's not really a question of one moment. There have been so many. Even after 60 years, our first product from back then, modelling clay, is still a popular product with a lot of possibilities. Other beautiful moments: the contact with our employees and relations, staff outings, our 25th and 40th anniversary, and all the exceptionally good years that we've had."

#### What is your wish for Havo's future?

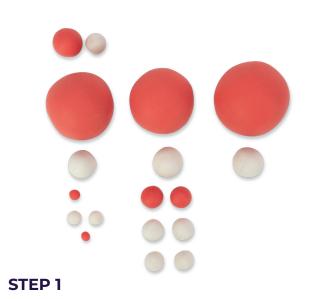
"That everyone will continue to have fun working here, and that we'll all be healthy. My husband and I always kept in mind that we only got this far thanks to God's blessing. I'm thankful that my husband's work can continue in this way, with all our dedicated employees."



# **MAKE A FOX YOURSELF**

### **HANDELSONDERNEMING VOS**

Family company Havo b.v. (translates as: trading company 'Fox') started with a clever (mister) Vos (translates as: Fox) and a bucket of modelling clay. With these steps you'll easily make a fox or a whole family Vos out of modelling clay.





STEP 3







**STEP 4** 



## **WORD SEARCH**

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Eco color Basic color Dacta color Color Spongy Boardy Fluor Glitter Gloss Glow Lino Magnet Scratch art paint Tex Tint Trans Window color Watercolor Multimix

Pearlmix Stickermix Texmix Varnish Brushes Ultra soft Super soft Therm soft Chalk clay Do & dry

Play it Sculpt it Kids glue Coll Glitter glue Hobby glue Studio acrylics

ANSWER

## FROM CONCEPT TO PRODUCT

#### What is the process before a Havo product ends up in the store?

A new product starts with an idea. It can be a demand from the market or a request from a specific client, but sometimes we also get inspired by what we see around us or by a creative outburst of one of our colleagues. As soon as an idea is on the table, we evaluate the chance of success. We look at the technical and commercial feasibility. If the idea in question is interesting enough to start the concept development phase, the R&D lab will make a plan to establish the expected development period and desired features of the product.

During the concept development phase, we research if it is technically feasible to make a product. We usually test a lot of recipes before we find exactly what we're looking for. The selection of raw materials is very important. Our raw materials cannot be hazardous or cause any allergic reactions, and they must comply with European laws. The toy standard applies to many of our products, with strict requirements for the raw materials and the final product. That's why we screen our raw materials on safety aspects in advance. The availability and the production location of the raw materials matter as well. We prefer raw materials that are produced as close as possible to our production location in Ermelo. Sometimes we even have a raw material especially produced, in consultation with a supplier. One of the results of this is that we were the first to launch a preservativefree product line.

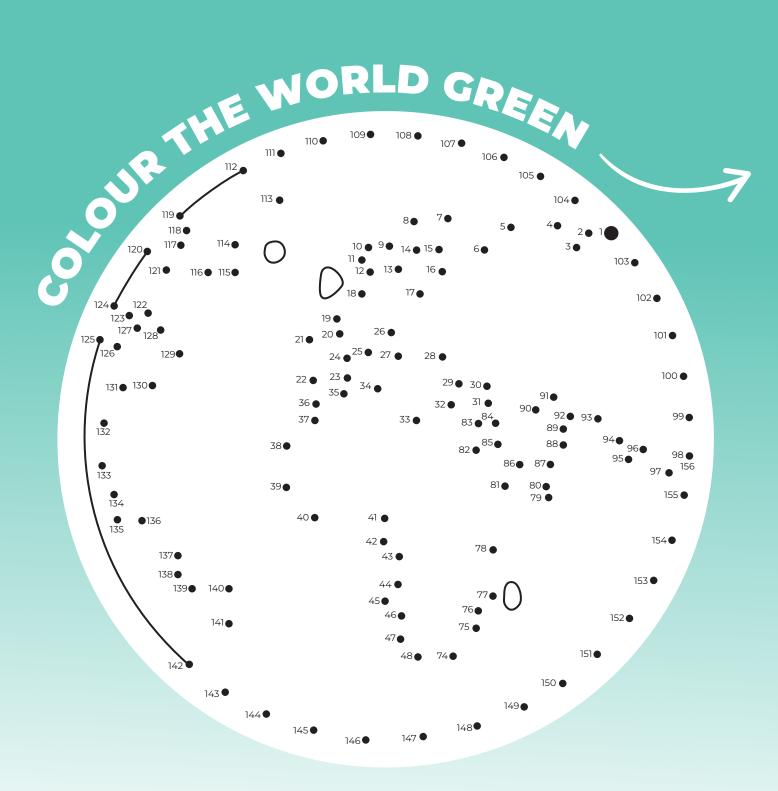
As soon as the concept is ready, we finetune various aspects with different departments. What kind of packaging do we want to supply the product in? Do we need to create new packaging or labels? Can we package or fill the product with the current product features, or are changes to the product or our machines required? How much time will it cost to make this kind of product? These are just a few of the questions that are important during the process of making a final product.

In short; a product may seem simple, but the development and production can be more complex than you might think. That's what makes the whole process so much fun!











## WITH CREALL ECO COLOR



Aside from clay specialists, we have been experts in making safe poster paint for years. We make our paints in a responsible way, in order to burden the environment as little as possible. That's why a lot of our poster paints are made of 98% natural ingredients. Our youngest poster paint, Creall Eco color, stands out.

- In a bottle made of bio-based plastic
- Cap made of recycled material
- Set available in class-packaging of 100% recycled cardboard
- Simplified recipe, to reduce the environmental impact even further

## **A LOOK BEHIND THE SCENES**

Over the past 60 years, we've known many different recipes: from Mr. Vos's old, handwritten recipes to our modern, digital recipes. Would you like to try out one of Mr. Vos's recipes? You can make the dough clay below, for example. And to make things extra festive, you can bake one of Mr. Vos's favourite cakes: a delicious Dutch apple pie.

## **APPLE PIE**

#### Apple-raisin mixture

- 100 grams of sultanas
- · 3 big sweet-and-sour apples (about 700 grams)
- up to 50 grams of granulated sugar
- 2 teaspoons of cinnamon

#### **Dough** (enough for a baking tin of Ø20cm)

- 170 grams of flour
- 85 grams of cake flour
- 100 grams of powdered sugar
- 225 grams of cold butter cut into small cubes
- 1 whole egg
- 1 egg yolk (and a little extra if necessary)
- ½ teaspoon of salt

#### Preparation

Put the raisins in a bowl of water. Leave them for 15 minutes. In the meantime, peel the apples and remove the cores. Cut the apples into little cubes. Put the apples, the granulated sugar (to taste) and cinnamon in a bowl and mix the ingredients. Drain the raisins and dry them. Add the raisins to the apple mixture.

Put the flour, the cake flour, the salt and the powdered sugar in a bowl and stir. Knead the butter into the mixture with your fingers, until the pieces of butter are no bigger than hazelnuts. Add the egg and the egg yolk and stir until the dough is grainy. If the dough falls apart, add another egg yolk. Knead the dough until it is one mass. Leave a quarter of the dough in the bowl.

Preheat the oven at 190°C (hot-air oven: 170°C). Grease the baking tin or line it with baking paper. Put the dough in the baking tin and spread it out until you've covered the bottom and get raised edges. Fill the pie with the apple-raisin mixture. Turn the remaining dough into long strips. Cover the apple-raisin mixture with these strips. Beat an egg and spread it over the edges and strips. Bake the pie for 60-70 minutes, until it's golden brown. Let the pie cool down. Cut a nice piece and put some whipped cream on top. **Enjoy!** 



## **DOUGH CLAY**

- 2 cups of flour
- ½ cup of salt
- 1 cup of water
- 1 tablespoon of sunflower oil

#### Preparation

Put all the ingredients in a pan. Stir the ingredients well. Bring the mixture to a boil and cook it on low heat until it thickens. Next, let the dough clay cool properly. Knead the clay well. The dough clay is now ready to use. **Have fun modelling!** 











READY? Bake at 100°C (210 °F)

### CURIOUS ABOUT THE Ingredients we use in Our products?

READ MORE ON OUR WEBSITE: WWW.HAVO.COM/EN/OUR-INGREDIENTS

# BRINGING COLOUR TO SLOVENIA

Taen is a small, family company based in Litjia, Slovenia. This school supplier has been our client since 1993. How did they find us and why did they stick with us for so long? We asked the owner of Taen, Mitja Pelko.

"When I started the company, my wife Natalia worked in the education sector. We saw that good creative materials were missing in schools. The children mostly worked with watercolour pucks of low quality. We wanted to change that. When we met Mr. Vos at the Didacta fair in Basel in 1992, we immediately found that his aim was the same as ours: to give children qualitative creative products. Havo's product range was clear and exactly what we were looking for.

When we had just become a client of Havo, freight costs were high and time consuming due to the customs check at the EU border. It was more efficient to drive to The Netherlands myself to pick up my order with my own van. One year, I even came over 15 times. Everyone at Havo was always concerned about me travelling alone for such a long distance (1225 km) over and over again. In all these years of travelling from Slovenia to The Netherlands, I never had any problems at the border. Mr. Vos knew it was statistically almost impossible to make so many tours without any incident. So, the people at Havo always joked that I was smuggling products into Slovenia, which, of course, I wasn't. Once, Kees van Assen, a former Havo sales manager, came to visit us in Slovenia. Afterwards we left in separate cars for Austria. I was, as usually, allowed to pass the border without any hassle, but Kees was stopped. They searched his car and detained him without any particular reason, which was a surprise to him and, later, amusing to me.

Ever since that first meeting in Basel, the relationship between me and Mr. Vos, and later between me and Jan and Annemieke, has been open. I felt supported by them. That has always been important to me. Whenever I came to Havo, they showed me how they work, how they make the products and how they innovate. That knowledge helped me to introduce the products to my clients. I was like a bridge, connecting Havo and the users. We started doing workshops in schools and kindergartens all across Slovenia. With an educator and presentations we were able to transfer my trust in Havo's quality products to the users during these workshops.

And it's true that we have been very happy with Havo as a supplier. We can really identify with the brand Creall. It is important to me that we can make the brand, the products and our relationship sustainable in more ways than one. So that Taen and Havo can both survive the every changing market and live happily ever after."



## CREATIVE TIPS

Of course it's great to make and sell our products, but it's even more amazing to experiment with them yourself. With these tips from our colleagues, you'll be prepared for new outbursts of creativity!



Grind pieces of chalk in a mortar. Add the grinded chalk to your varnish for a craquelure paste. If you apply this to your canvas and let it dry properly, you'll get a nice craquelure effect. Next, you can apply the varnish to your craft once more, to protect it against dirt, water and sunlight.



For painting, a (big) dry brush is essential for the dry brush technique. For this technique, you should put a little bit of paint on a dry brush and lightly brush over your work. With this technique, you can create a structure effect or highlight certain parts.



Put Creall Multimix on a sheet of cardboard. Next, put things like sand, macaroni, poppy seeds, etc. in the Multimix and let it dry. The result is a fun sensory sheet for young children.



In order to create various structures in your sculpture or painting, you can use everyday objects like a fork, a (scouring) sponge, cubes, keys, buttons or corks. It's also fun to stamp with natural materials like leaves, twigs, flowers or pine cones in the paint.

## **DID YOU KNOW THAT:**

- ...you can prevent certain parts of your painting from turning out too small or too big by starting off with a complete sketch of how it should look?
- ...you can smooth or connect parts of your sculpture made with air-drying clay with a bit of water and a brush?
- ...you can keep your work surface clean and dry by putting a placemat under your painting or sculpture?
- ...your brushes and paint brushes will last longer if you wipe them clean first, and then wash them with green soap or dish soap?
- ...you can reuse (mixed) paint colours the next day if you cover them with foil?
- ...your Creall Therm soft craft will bake better if you poke some holes into the bottom of the craft?

# **KEEP INSPIRING!**

To let our clients discover our products in a fun way, we have been offering custom made client experiences for years. When a client requests this, we happily get to work to provide fitting support.

For example with:

- giving presentations: custom made for every client.
- taking photos and making videos that our clients can use to inspire the end users.
- informing our clients about our products: what can you use them for?
- sharing knowledge about trends in the hobby and school markets so we can jointly respond to these.
- letting them experience our products themselves, for example through sending samples or trying out a product during a presentation.
- and more...

This way, we keep inspiring our clients and give them the tools to effectively market our products.



# **TOGETHER WE ARE HAVO**

### BART BRINKMAN,

### TEAM LEADER TECHNICAL SERVICE (3 YEARS AT HAVO)

The best thing about working at Havo is that it's flexible, and that you as a person can really make a difference for the organisation. You're not just a number moving along with the rest. You can really make or break your own department. For example, with the technical service we have improved the machinery. The difference we make with our preventative maintenance is easily visible and has a real impact. I'm very proud of that.





## REMCO BRUSSAARD,

### **PRODUCTION EMPLOYEE (17 YEARS AT HAVO)**

Sometimes I bring products back home, for my family, our chalk for example. I mostly use the paints myself. Whenever I make something with wood, I finish it with our paint. It doesn't really matter if it's acrylic paint or poster paint. I couldn't choose a favourite product either, all of them are great.

### HANS AARTSEN,

## SENIOR OPERATOR FILLING DEPARTMENT (15 YEARS AT HAVO)

What I really liked about the vacancy for this job was that it was closely related to my education. I graduated from the secondary technical school, so this job was a better fit. I went back to my old trade. And I like that. Working with machines and doing maintenance when necessary. I try to deliver products that I would want to buy myself.



### **REINA DE VOS,**

#### QUALITY CONTROL & LABORATORY EMPLOYEE (22 YEARS AT HAVO)

I don't work on Friday afternoon, but I like coming back during the last hours before the weekend to try out some products. My paintings will never end up in a museum, but I like doing it. At the lab, we test our (new) products. How does the paint work? What can you do with it? I look at the quality, because I want to safeguard that. I've been happily controlling the quality of our products for years now for a reason.





## EFENDI ERCIYAS,

#### LOGISTICS EMPLOYEE (20 YEARS AT HAVO)

When I started here, it felt like a cosy family business right away. I immediately felt welcome. We were all very close, like a family. Mr. Vos came to ask me how I was doing every morning in person, and to check if there were any orders and how I felt. That's no longer possible now that we have so many employees, but it's still a fantastic company. We also work together very well at our department.

### **JOOST BUZING**,

#### FOREMAN PAINT MAKERS (4 YEARS AT HAVO)

I really got a lot from the Havo expedition via ELLLA (Een Leven Lang Leren Academie (translates as: A Life Long Learning Academy)). Before that, I was a rather quiet, timid young man. My goal was to get out of my shell more. And that's what I learned during that time. I now dare to speak my mind. And that's important, in my job as foreman. Together with the paint makers, I have turned the department into a place where we can talk to each other. Where people help each other without having to be asked. I'm very proud of this group.



### JANNIE GREVENGOED,

#### HR EMPLOYEE (3 YEARS AT HAVO)

I get a lot of energy from the way we work together at Havo: talking with the employer and the employee. We care about the satisfaction of our employees. Because if you feel comfortable, you'll do your job right, you'll feel excited about coming to work, and go home feeling satisfied. That's one of our goals. I'm proud when I achieve it.





## **YVONNE HOFMIJSTER**,

### PURCHASING AGENT (20 YEARS AT HAVO)

I was looking for a job and passed Havo on my bicycle. I was already familiar with the company, because we had received some of the company's products for church celebrations before. I care about creativity, which is why I liked the company right away. So I decided to be bold and stepped inside to ask if there was any work. And I'm still very happy here. The company and the people perfectly fit the way I approach life. I love that you can be yourself here and do your work in your own way.

## XANDRA STELLING,

#### SALES EMPLOYEE BACK OFFICE (3 YEARS AT HAVO)

I have learned a lot from my colleagues at Havo. Watching, listening and following along as they do their work. I have learned how to approach customers, how to present products and what you can do with those products. Thanks to that knowledge, I know how I can guarantee customer satisfaction. It also makes me feel satisfied to see that a customer is happy with a final product, and to know: 'wow, I contributed to that!'





## JAN MARK DUNSBERGEN,

### EMPLOYEE SUPPORT OFFICE (2.5 YEARS AT HAVO)

What I like the most about my work is solving puzzles. Especially when things are busy and we receive a large order or something unexpected comes up, which impacts the planning. Then I have to make calculations and see how we should deal with it. I have also learned to keep things calm in moments like that. And when I can make a realistic, achievable planning, that gives me a kick. If I can help the purchasing team's work go more smoothly that way, and make sure that the people on the production floor know what to expect, I'm guite proud of myself.





## LEARNING WITH YOUR HANDS

In order to help teachers use our paint and clay more often and more efficiently in class, we have launched the Learning with your hands concept. Various education experts and the play therapists from Intraverte helped us develop it. During this concept, the hands are linked to the brain in a powerful way, to give the children's development and the learning process a big boost. How exactly does that work? We asked Ingrid Bunnik, child remedial therapist with a practice at Intraverte.

"That happens via the (fine) motor skills. There are a lot of senses in your hands, sensors. Your hands are actually an expansion of your eyes. There are also a lot of nerve cells in your eyes. These are protrusions of your brain. With the collaboration between your hands, your eyes and your brain, you can stimulate many different things. You see a ball and you know 'that's a ball'. And when you pick up the ball with your hands, your nervous system receives information on how it feels and what it means. In other words, if you touch something with your hands, you'll understand it better. Try using clay to sculpt the letter 'e', for example. You'll feel the letter and understand it better, as well as the shape and sound. And if you can think of words that sound with the letter 'e', like elephant or eagle, you'll have even more information about the letter. The more senses and functions you use, the better your brain will store the experiences. You'll understand it better.

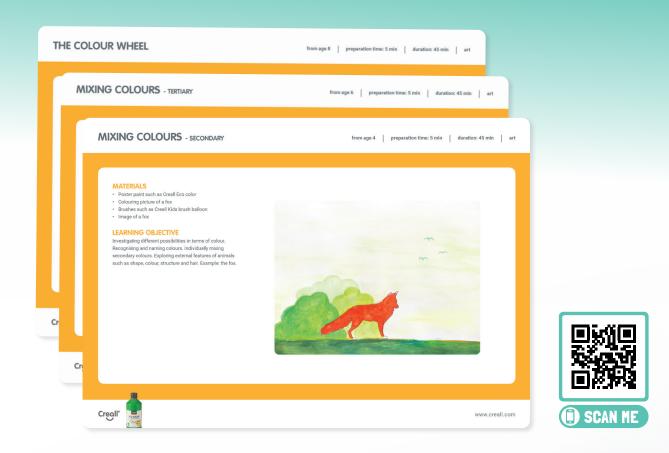
So stimulating motor skills is very important, not just for the learning process, but also for general development. If a child hasn't learned to control (motoric) reflexes yet, they can't sit still. This makes learning to write very difficult. You're wriggling on your chair, so you can't shape the letters and numbers and you don't understand their meaning. On top of that, you have to focus on your work and what the teacher is saying, and not get distracted by stimuli, like noises. All of these processes are refined and automated by the development of the motor skills. If that development didn't go optimally, you can get learning difficulties with reading, writing and arithmetic. With arithmetic, this mostly applies to spatial insight. If you haven't spent enough time playing (outside) and exploring your space by climbing, sliding, falling and getting back up, your spatial orientation will be less developed. Or if you haven't played enough with clay or other materials stacking them or putting them in a certain concepts like more and less, and higher difficult for you. That's why stimulatin the (fine) motor skills is very important, difficulties in subjects like language

With our free lesson materials, combining with core subjects like arithmetic and langu and students will experience the power of L your hands! Discover our lesson plans on ww

# **GIVEAWAY FOR TEACHERS**



In January and February 2023, teachers can participate in a Havo b.v. (Handelsonderneming Vos translates as: Trading company 'Fox') giveaway. For this giveaway, we've made a special lesson plan about a fox. Teachers from all over the world will do the lesson with their students and send us a picture. They will have a chance to win a Creall creative package for their class. And the classes from the Netherlands, from grade 5 to 8, also have a chance to win a tour of our factory. A great opportunity for the teachers to get to know the creators of the Creall paint and clay products that are so popular at schools.



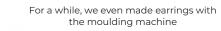


# **FROM OUR ARCHIVES**



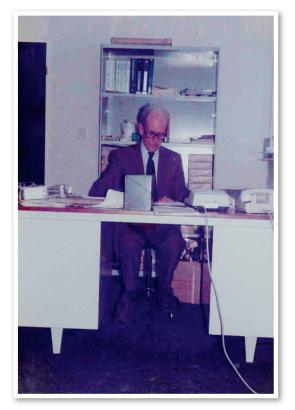
Advertisement from 1984







Box of Mister Vos's handwritten product recipes



Mr. Vos (Mr. Vos's father) helping out in the office



Creamaille: powder for creating enamel



First Creall Therm bucket





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