

## CUSTOMER CASE STUDY : ADMESY B.V.

# ADMESY

colorimeters | spectroradiometers | lightmeters

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**Steven Goetstouwers**  
CEO, Admesy BV



### Customer Summary

Founded in 2006, Admesy B.V. is a supplier of test and measurement solutions for color and light measurement in production processes. Aside from display measurement as its leading application, Admesy also plays a vital role in supporting highly specific applications like OEM spectrometry. Covering both large scale and small-scale solutions, Admesy has proven its strength and ability to serve its customers with configurable and flexible solutions tailored to their specific measurement needs in the production and R&D laboratory. Based in Ittervoort Netherlands, the company's production facility is equipped with high-end clean room. The company has a vast network of distributors worldwide and has 3 service & support offices in Asia for local support.

### Quick Facts

Customer Name: Admesy B.V.

Headquarters: Ittervoort, Netherlands

Industry: Color and Light Measurement

Founded: 2006

Website: [www.admesy.com](http://www.admesy.com)

### Ibsen Product Used

- FREEDOM VIS Spectrometer

### Challenge

Admesy relied mainly on colorimeters for their display measurement solution. Following a customer request, Admesy wanted to find a spectrometer-based measurement solution to eliminate issues encountered during the integration of calibration tools.

### Solution

It was essential for Admesy to find the right OEM spectrometer manufacturer to ensure a productive and successful partnership. Admesy chose Ibsen Photonics based on their expertise and collaborative way of working as well as the benefits of sharing similar cultural elements.

### Benefits

- Reliability and security of measurement solution due to consistent technical support
- Opportunity to expand product range on the spectrometry application
- Information gathering is practical and efficient with direct access to key people
- Ease of doing business as a result of open and honest communication

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## Designing with User in Mind

The motivation to establish Admesy came from the mobile display technology. Back in the late 90's the three founders of Admesy were working as engineers for an international electronics company. They were developing mobile display measurement technology and the accompanying production line. The manufacturing process of mobile displays was becoming quite complicated due to the switch from mono-chrome to color displays and, since the majority of display production took place in the far east, their work required frequent trips to China. The founders of Admesy wanted to develop technology that could eliminate the need for these trips.

"They (the electronics company) started to integrate the test equipment into the production line, to test the display colors using high-end lab equipment such as spectrometers and colorimeters they commonly used in the lab. When they brought it into the production line, it broke down because it was designed for a relatively safe environment and a highly-skilled engineer as a user", says Steven Goetstouwers, CEO, Admesy BV.

It was this experience that fostered the whole philosophy of Admesy. The founders of Admesy wanted to make photonics measurement principles such as colorimetry and spectroscopy usable for industrial implementations, with the specific environment and specific user in mind, without compromising the quality. "Our equipment design for the production line is focused on one specific test. We ensure that the high-level of measurement result in the lab is equally achieved in the factory equipment with our user in mind being in the industrial environment", explains Steven.

## Adopting Spectrometry for Calibration Flexibility

In the beginning, Admesy depended mainly on colorimeters for their display measurement business, supplying for the production lines of large electronics companies. The Admesy design solution made use of the customer's golden reference display. This meant that this unit would be used to perform the validation of the measurement that the colorimeter was giving in the production line, ensuring a fully functional equipment. Laboratory spectrometers were also integrated in this validation set-up.

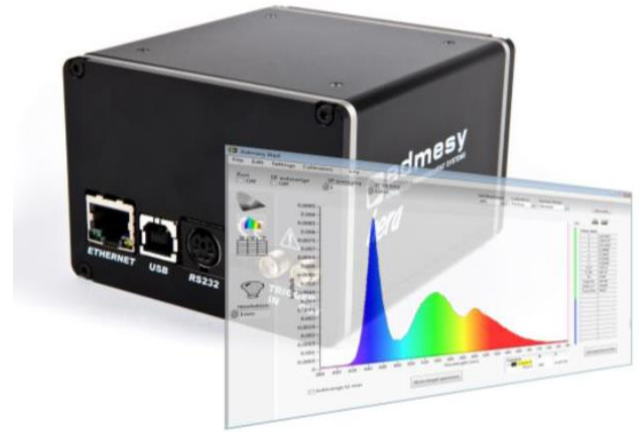
In 2012, following several customer feedbacks, Admesy incorporated the use of spectrometer technology in its business model. "We had several customers who informed us that they were impressed of our device in the actual production line. However, they occasionally encountered issues during the integration of their calibration tools. So, they asked us if we could make a spectrometer-based equipment.", recalls Steven.

Admesy listened to their customers and set out to find a stable and accurate solution. The first step was finding the right partner and a Google search lead them to discover Ibsen Photonics. Since then the two companies have enjoyed a long-standing, successful collaboration.

Today, Admesy now extends its product portfolio beyond the display field. Over the last couple of years, they have seen growth in the non-display field such as LED and solid-state lighting, where spectrometers are commonly used and they are optimistic to see more growth in the years to come. "We are currently buying above 100 units per year of Ibsen's FREEDOM spectrometers. Despite the hassles of the pandemic, we are reorganizing our product portfolio and we are looking forward to rolling it out in the market with Ibsen Photonics' support.", says Steven.

## Open and Honest Communication

Having identified Ibsen as a potential partner for the spectrometer technology, Admesy traveled to Denmark to meet the Ibsen team. During this initial meeting the long-standing collaboration built on a foundation of clear expectations and trust started.



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The first project was perhaps a little too ambitious, however, Admesy and Ibsen seized it with a collaborative step by step approach. The two companies began by mapping each step of the process, followed by a series of tests to develop a suitable spectrometer to ensure a fully functioning equipment for Admesy's customers. "We started off with five pieces of FREEDOM VIS spectrometers and it took us a while to get it running. But that was okay because Ibsen focused on leveraging their expertise in a collaborative manner. They provided us with ongoing support, so we always felt safe that the solution would always be appropriate for the purpose.", stresses Steven.

Furthermore, having direct access to a person you can rely on for all your questions and requests has proven to be beneficial for Admesy. Admesy has a single point of contact at Ibsen allowing them to get the information they need quickly and efficiently. "We really appreciate that we have immediate access to a key person who resolves all our questions and answers. We can directly call him or email him, so we don't get transferred around from one person to another. If we have questions that are not for him to answer, he will honestly tell us that he will figure out with concerned parties and provide us with the answer the following day.", adds Steven,

## Down to Earth Culture Does Matter

For Admesy finding a partnership whose cultural element works well with their prevailing corporate culture is essential. Ibsen Photonics' informal and down to earth culture shine through when it comes to making a good first impression.

"On our first contact with Ibsen we noticed right away that we have a similar communication style. We are not receiving standard responses with heavy loads of information for us to figure out ourselves. Our telephone conversations are informal allowing us to ask our questions without feeling intimidated.", recalls Steven. "When we visited Ibsen Photonics, we felt right away that it was a very relaxed and informal working environment. It was very positive to see that because that is the way of working style we like.", Steven added.

To this day Ibsen Photonics works closely with Admesy in creating reliable and secure color measurement equipment. The thriving collaboration of the two companies is an example of taking culture into consideration in building a successful partnership. "Every now and then we see tradeshow presentations from Ibsen and we are very impressed with how knowledgeable they are in what they do. It is a privilege to work with Ibsen Photonics.", concludes Steven.



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