

Conquering the European water market

Our Starting Point



SJE Rhombus® had established itself as a dominant player in the North American market. At the turn of the last decade, the company decided to focus on international expansion. From a technological standpoint, the European market was a great fit. The company had established a few relationships through indirect channels and was looking for ways to expand this footprint.

The global water market size was valued at \$3,686.1 million in 2019, and is projected to reach \$4,736.5 million by 2027.

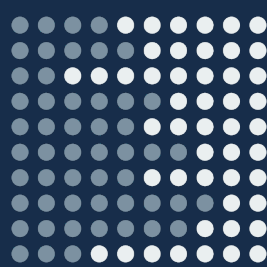
About our Partner

SJE Rhombus® is a North American company with Corporate Headquarters in Detroit Lakes, Minnesota, USA. The company is the leading control solutions provider, with over 45 years of expertise in pump controls using the latest technology to deliver energy-efficient, cost-effective products for a variety of applications worldwide.



- 1) Industry leader since 1975
- 2) Industry leading warranty

"We improve lives and positively impact communities around the world by providing exceptional control solutions"



CELEBRATING 10 YEARS



Challenges along the way



There is 6 hours in time difference between SJE Rhombus® HQ and the European market



SJE Rhombus® was looking for a risk-free, cost-effective & flexible solution to have its own European sales force.



There are over 200 languages spoken in Europe and there are many cultural differences.



SJE Rhombus® needed to have boots on the ground and be in front of the EU customers



Some float switches were not yet adapted the European market, they needed to be redesigned.

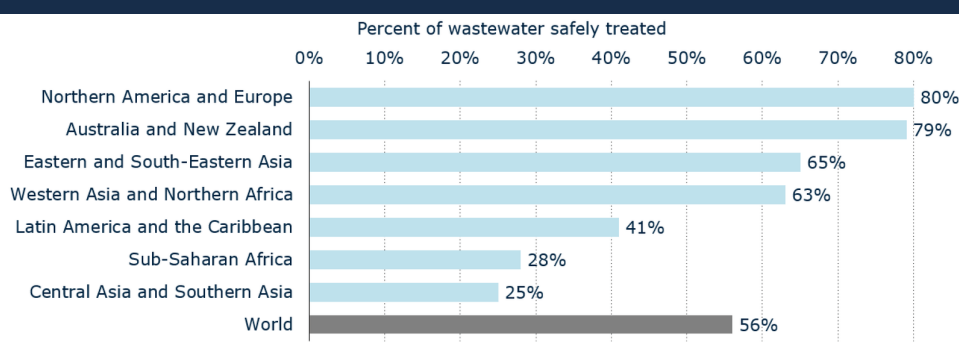


Became one of the most popular float switches in Europe!

Finding a solution to shorten the delivery time from 4-6 weeks to 3-5 days!

The Industry

PROPORTION OF DOMESTIC WASTEWATER FLOW SAFELY TREATED WORLDWIDE IN 2020, BY REGION*



Global share of wastewater safely treated 2020, by region

Who is EuroDev?

Founded in 1996, the EuroDev Group is a business development organization. We assist internationally oriented North American medium sized organizations that have a strategic focus to develop the European market.

Our team of dedicated, experienced and multilingual business developers and subject-matter experts have successfully worked for over 300 US and Canadian companies.

EU Business Expansion

European Accounts Management

Logistics, Warehousing & Order processing

Set up to Success



EUROPEAN SALES TEAM

EuroDev allocated a business development team, that represents SJE Rhombus® in the European market as SJE Rhombus® Europe. This is provided as a service and allows the company to have boots on the ground in Europe.



WHAT THE EU TEAM BY EURODEV DOES

The team is mandated to perform business development activities across the European theatre, working closely with SJE Rhombus® Sales and Technical leadership teams. Since then, they have been growing the business together.



PROVEN STEPS TOWARDS GROWTH

EuroDev offers a comprehensive introductory program that covers all the bases from product familiarization to market intelligence, lead generation, qualification as well as commercial negotiation and business trips.

The Results



➤ 10.000 calls

➤ 34.000 units sold

➤ + 800 opportunities

➤ + 600 orders

European Areas Covered

SJE Rhombus® experienced successful growth in some of the most demanding markets like France, the Netherlands, the United Kingdom, and Sweden.

Nowadays the business development effort is focused on Germany, Austria and Switzerland

2012



2017



2022



EuroDev BV
Windmolen 22
7609NN Almelo
Netherlands

T: +31 (0) 546 660 000
VAT: NL804153346B01 |
KvK Enschede: 08152257

EuroDev.com