



Organisation

The Dokkumer Vlaggen Centrale (DVC) serves the international business market with a wide range of flags and commercial bunting products. DVC's operations are characterised by permanent innovation as regards printing techniques, a love for the profession and a feeling for service. The fact that DVC is a medium-sized, specialist business (110 employees/100 homeworkers) means it is the market leader in the Netherlands and one of the largest bunting and flag producers in Europe.



International

On the international sales market, DVC cooperates closely with carefully selected retailers. In particular, DVC has a substantial share of the market in Germany, France and Scandinavia. The company also has successful business operations outside Europe (in the US, New-Zealand, Canada, Curaçao, Aruba and the Far East).

Figures and references

On average, DVC's net annual turnover is approximately € 14.2 million. Of this, around 80% is achieved through the production and sale of commercial banner products and around 20% through the sale of country flags. A wide range of companies engage DVC as a partner with a view to generating quality tailor-made solutions. The famous ones include Mercedes, O'Neill, Renault / Nissan, Auping, Grosch, Jiba, McDonalds, Philips, Heineken, and Iglo/Mora.

Products

DVC was established in 1936 as a producer of (inter)national and regional flags. The current range of flags is wide and varied. Over the years, the accent has shifted to bunting productions for commercial, outdoor and indoor applications. DVC offers the business community creative and flexible solutions which companies can use to promote their identities, as well as for promotional activities and events. The range includes company flags, (indoor) banners, promotional parasols, displays and various attributes such as masts, poles and hanging and attachment systems. We have a professional team that is able to advise, design and construct within a short space of time.



Printing techniques

The traditional screen printing technique that DVC uses, which is particularly suitable for large print runs, guarantees high-quality and long-lasting images and colours. In addition, DVC owns a series of advanced digital printers which are primarily suitable for the rapid production of smaller quantities. All manner of images and applications are possible thanks to the wide range of different material qualities that DVC offers.

Mission

DVC has set itself the goal of becoming the leading company in its field and to supply its customers in the markets it selects with top class bunting products. Quality plays a key role at all levels within the company. This leads to durable and unique-looking products, and to innovative power, skilful operations and a customer-oriented level of service. DVC is continuing to invest in printing processing techniques, material qualities and its customer relations!

Purchasing

DVC works closely with a varied group of suppliers and, wherever possible, tries to establish long-term business relationships. The purchasing department focuses on the international market as regards raw and auxiliary materials and is always on the lookout for innovations which might help improve products. Advanced means of communication are used to maintain contacts with suppliers. DVC monitors developments in visual communication and promotional textiles closely and plays a particularly active role in the introduction of new techniques and the permanent optimisation of the products on offer. DVC would welcome responses - via the email address shown below - from suppliers that believe that they can make a substantial contribution to the added value that DVC generates for its customers.