



A word cloud of green text on a white background. The words are of various sizes and orientations, representing different services and values. The largest word is 'connectors'. Other prominent words include 'CARE', 'knowledge', 'commitment', 'fiber optics', 'industrial solutions', 'broadcasting', 'switching and server control', 'advanced cabling', 'structured cabling', 'enclosure technology', 'digital signage', 'protection', 'multimedia solutions', 'residential networking solutions', and 'testing and certification'. The word 'UN AIR' is faintly visible in the background of the top image.

connectors
broadcasting testing and certification
industrial solutions switching and server control
structured cabling enclosure technology
residential networking solutions protection CARE fiber optics
advanced cabling digital signage knowledge
multimedia solutions commitment



About 4K its mission and ambitions

Established in 1993, 4K started out as a solution provider in passive components such as cabling, heat shrink tubes and connectors on the Belgian market. Nowadays 4K is considered a full-service, value added distributor and production company. Well known on the Belgian market and abroad for both its active and passive solutions. Where other distributors concentrate mostly on the products itself 4K prefers a situation in which the customer, the suppliers and 4K interact to provide the best possible solutions, hence realizing full customer satisfaction.

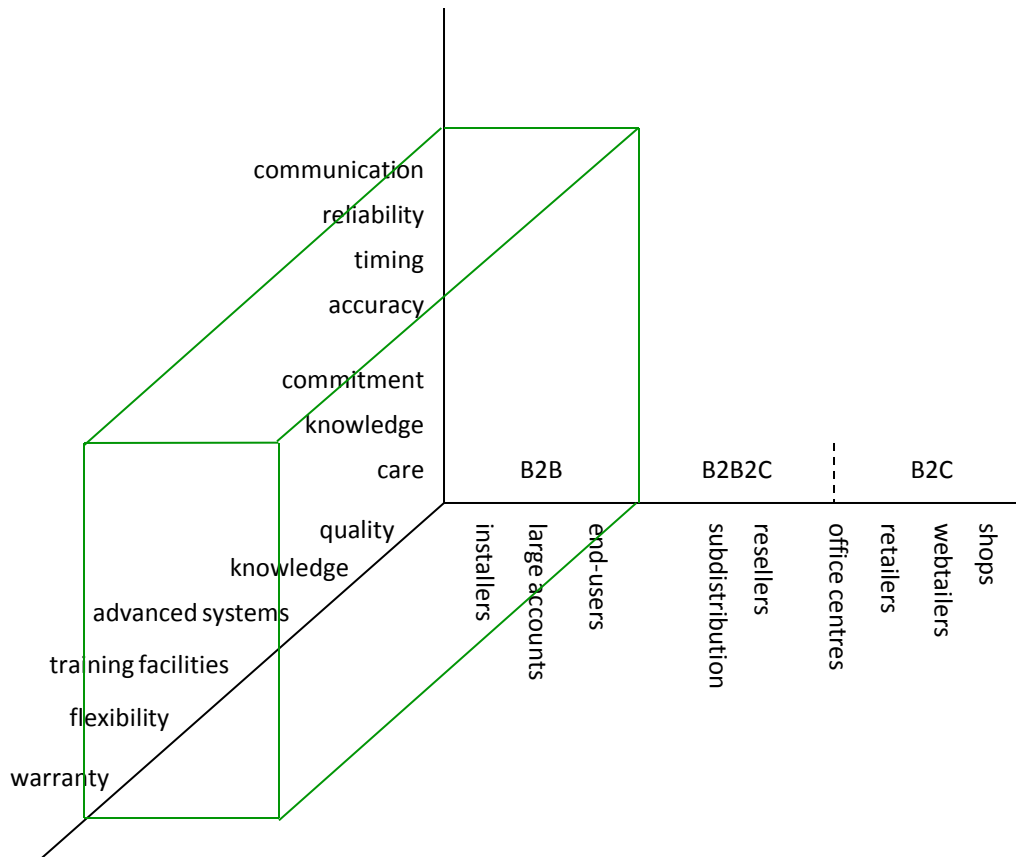
Prosumership: a situation in which both client and supplier engage in cooperation, leading to a final product satisfactory to all parties involved.

The main goal of 4K is to establish a long-term partnership and interaction with its suppliers, clients and personnel in order to achieve the best possible solution for its customers. 4K is striving towards an image of reliability, trust and quality. A situation that can best be described as a strategy of "customer intimacy".

Scope of business



Business definition model



Core data

- year after year growth of $\pm 20\%$
- 12 full time employees and growing
- year after year gain in market share
- awareness amongst installers: 70%
- very high awareness in broadcast
- high awareness in heavy industries

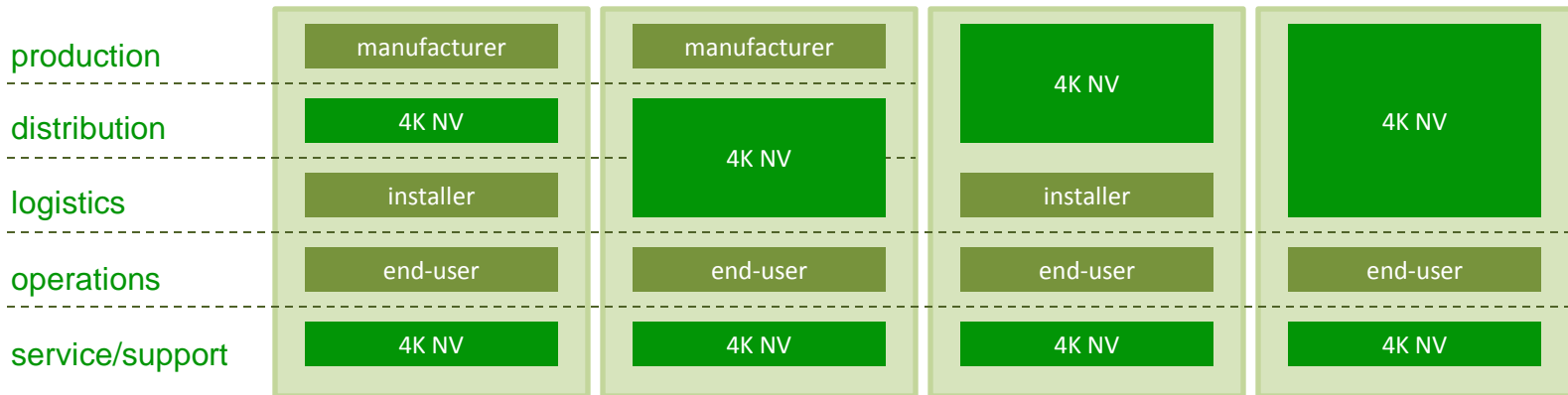
4K Business columns



active components



passive components





4K Client segments



3Win: or triple-win situation. This is a situation existing in an indirect business column. When generating 3Win the final client, the service provider and the supplier all benefit from the same business relationship. By many considered the best sort of synergy.

4K nv is capable of offering a wide range of high quality passive and active components, optimized to specific client requirements. Our main client segments are active in:

- Broadcasting and event engineering
- Heavy industries
- Datacenters and carriers
- Healthcare and education
- Government

Although 4K nv occasionally offers its services to end-users directly, we prefer working with qualified installers, hence realizing full spectrum expertise for the final client.



4K NV
Fortsesteenweg 25
2860 Sint-Katelijne-Waver
T. +32 (0)15 30 54 54
E. info@4k.be

4K contact information



4K nv
Fortsesteenweg 25
2860 Sint Katelijne Waver
Belgium

Telephone	+32 15 30 54 54
Fax	+32 15 30 54 60
E-mail	info@4K.be
Website	www.4K.be