

**INNOVATION  
IS THE  
LEITMOTIV  
IN ESSENTRA  
EXTRUSION'S  
THINKING AND  
ACTING.**

**Essentra Extrusion in Buitenpost is a global industry leader in the development and production of plastic profiles. The company houses its own engineering, mould construction, laboratory, mixing, and production facilities. With 240 employees, Essentra Extrusion is active in various industries, including construction, shop fitting, filtration and air-conditioning technology, transportation, and water purification. Essentra Extrusion is part of the Essentra Group, which is headquartered in the UK and is active in 33 countries. Essentra employs 8,500 people globally. WaterProof had the opportunity to interview Ilja Postma, Marketing Manager at Essentra Extrusion.**



# 'We have a lot to offer in water technology'

Essentra's knowledge centre is based in Buitenpost. The company has over 80 years of experience, 75 extrusion lines, 49000 m2 production area and 240 employees.

In Essentra's Buitenpost location, plastic profiles are produced for a wide variety of applications. Essentra creates hundreds of new products each year.

*In 1956, you were one of the first companies in the Netherlands to take advantage of the benefits of extrusion. Is innovation the leitmotiv in your thinking and acting?*  
Ilja: "Definitely. Every profile that leaves our company is the result of collaboration with our customer. Innovative thinking and acting is crucial in achieving that. We like to be involved in the early stages of product development. This allows our

Research & Development department to research all technical possibilities. This often leads to a better product with lower costs. For example, developing a series of biological filters in a specific shape, resulting in extreme cleaning power. By combining knowledge, we create top-quality solutions. Research & Development then converts the product specifications into a mould, applications, and software designs. The intelligent designs allow for maximum quality and efficiency."

*Why did you become a member of the Water Alliance?*  
Ilja: "We are looking to grow in the water industry and Leeuwarden is the meeting point for the Dutch water technology sector. As a producer of water purification profiles based at a stone's throw from Leeuwarden, we fit right in. It is important for us to emphasize the technical possibilities of plastic profiles, including those for the water industry. We have a lot to offer in water technology and the Water Alliance offers

us a perfect opportunity to promote that."  
*What do you find the best part of your job?*  
Ilja: "The best part is that every day is different. I carry out various activities. I am active internationally; I look for new customers in different market segments who meet our criteria; I am involved in internal and external communication and the organization of trade fairs, events, and customer visits. I enjoy the

variation. I also like the connections with people and companies, and seeing our profiles all over the world. For example, we help produce clean drinking water in China. That makes a person feel good. And last but not least, I work with great colleagues in a beautiful new office building."

*What is the highlight of your career so far?*  
Ilja: "I have worked at Essentra for almost 25 years and have experienced many great moments. It is difficult to choose just one. One thing I loved was the 75 year anniversary celebration that I organized together with the Management Board for all our employees and partners. That night, a video was shown on a huge screen about the history of our company, in which employees from various departments also spoke. The commitment and professionalism spilled off the screen. It gave me goosebumps. In moments like that I am super proud of our company!"

[essentraextrusion.com](http://essentraextrusion.com)



*Ilja Postma: 'Innovative thinking and acting is crucial'*