

Worldwide Satellite in Northern Holland

The Dutch are known for their love of RV's and naturally want to be able to enjoy satellite reception in their mobile homes. A company that sells and installs the necessary motorized antennas is Worldwide Satellite located in northern Holland, in Purmerend near Edam north of Amsterdam.

Dennis van Leeuwen is one of the co-owners of Worldwide Satellite and immediately sets the record straight: "Today only 30% of our sales are related to mobile satellite system installations." Dennis along with his brother and partner Rob founded the company in 1995. "Back then we operated four

video rental stores", explains Dennis and then went on, "but business continued to get worse and worse so we switched our business over to satellite equipment."


It was an obvious move considering that Dennis is an amateur radio

enthusiast and was already interested in satellites back in 1989 when ASTRA started. "Only if you have fun with what you do can you be successful", suggests Dennis.

At first the two brothers installed satellite systems only for private end-users but after a few years that changed. Dennis explains: "We began

to install satellite systems for sporting events in many of the sports bars in Amsterdam and this makes up about 40% of our sales today."

Installations for professional customers is not only more interesting than those for private end-users, reveals Dennis, "It also is more challenging since in many cases new solutions have to be found." Their professional customers include not only sports bars but also professional programming providers above all in the Hilver-



The two brothers Dennis and Rob van Leeuwen purchased this section in Purmerend's industrial park. It is made up of two floors totaling 400 sq-m and comes with a sales area, a stockroom and large garage to install motorized systems on RV's. A customer's RV is pictured here.



Dennis van Leeuwen in Worldwide Satellites sales and display room. One of their hot products is motorized satellite systems for RV's.



Rob van Leeuwen is seen here standing in front of a demonstration rack with receivers from various manufacturers. Ron and Dennis are brothers and operate Worldwide Satellite together.

sum region. "We also took part in satellite systems on oil platforms", explains Dennis.

Rob provides us with some insight into the products that are used: "In The Netherlands, multiple satellite reception is in high demand, especially ASTRA at 19.2 east and 28.2 east as well as HOTBIRD at 13 east. The best solution for these satellites is a Multi-LNB dish." Since The Netherlands is covered by strong signals, a 90cm diameter antenna would do the job. "On the professional side, we supply 120cm dishes", comments Rob, "We don't use larger antennas." Since Worldwide Satellite's customers are sophisticated, they only offer quality receivers such as those from Topfield and Arion.

Worldwide Satellite does not have any employees. "We used to use freelance installers", comments Dennis about the past, "but more often than not they were unreliable." Today, during the week Dennis and Rob are out on the road installing satellite systems while on Fridays and Saturdays their store is open for customers. "It can be a lot of work for us", says Dennis, "but it makes us happy."