

# NICK VAN DEN BOSSCHELLE



## Personal

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26-05-1979
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## Languages

- Engels ●●●●●
- Nederlands ●●●●●
- Spaans ●●●●●
- Frans ●●●●●
- Duits ●●●●●
- Portugees ●●●●●

## Work experience

### International Business Development Manager

Aug 2003 - Jan 2008

PolySto, Temse, Belgium

- Responsible for the development of PolySto's hygienic wall protection concepts (product range-marketing-sales-projectmanagement) for European and later global food processing projects
- Developing hygienic wall protection concepts close with food engineering firms, project managers and owners of food companies.
- Creating an internal department to advise and help with international projects and supply
- Creating an European and later the first steps in a global network of specialist installers for hygienic wall protection
- Realized during this period hundreds of greenfield food processing projects in the meat, poultry, fish, bakery, dairy, ready meals, convenience, drinks and hatchery industry
- 17 years a total growth of a yearly average of 20%

### Commercial Director

Jan 2008 - Jan 2021

PolySto nv, Lokeren

- Creating and leading a team of international project sales managers in France, DACH region, Spain, Eastern Europe, South America and USA.
- Creating a global marketing and communication strategy including social media campaigns and selecting and attending key global food processing exhibitions
- Key designer for hygienic wall protection concepts for major greenfield food processing projects as for Nestlé, Pepsico, Mowi, Danone, Campina, Ter Beke, Van de Moortele, Unilever and many more.
- Product and market development for introducing PolySto in the Life Science Industry
- Product and market development of a complete new way of durable finishing hygienic joints in the food industry, chemical welding with Hygiseal instead of quick deteriorating silicones
- Introduction of PolySto in the US and Canadian Market
- Nominated for the "Lion of Export" in Flanders
- Searched and managed the takeover of the company by an investment company

### CEO Co Founder

Jan 2008 - Nov 2021

B-Hygienic bvba, Nazareth-Lokeren

- Start up co founder of company specializes in Hygienic FRP wall and ceiling solutions for the food and life science industry.
- Develop the complete product range and marketing strategy
- Create a global sales team and sales network
- Create an internal department to advise and help with international projects and supply
- Investment
- Working close and introducing range to OEM's producing walls and ceilings
- Discussing, introducing and developing new solutions and products with food engineering companies and food project managers
- A decade yearly growth of 35%
- Searched and managed the takeover of the company by an investment company

### Co Founder

Jan 2014 - Jan 2021

Puraco bv, Lokeren

- Co founder of a start up company clean wall/ceiling and wall protection solutions life science industry
- Developing and market a product range for the life science industry
- Projects realised for Pfizer, Glaxo Smith Kline, L'occitane de Provence, Fujifilm, Zoetis and many more mainly in Europe but also in USA, Middle East and India
- Searched and managed the takeover of the company by an investment company

### Co Founder

Jan 2005 - Present

Food Tec Belgium, Belgium

- Co founder of "Food Tech Belgium"
- Association to intensify the promotion, development, learning process, collaboration and stimulate export of Belgian food machinery and construction material companies dedicated to the food industry

- Create a quarterly meeting to discuss topics in the global food industry
- Organizing group food technology trade events
- Organizing company visits to learn from each other strong points and developments within the different sectors

### Member Expert

Jan 2012 - Present

EHEDG, Europe

- Member expert 2014 doc. 44 Hygienic Design Principles for Food Factories.
- Writer of articles about hygienic construction in the 2013 and 2014 EHEDG yearbook.
- Speaker on EHEDG seminars.
- Speaker on EHEDG/Campden BRI
- EHEDG member expert for Sainsbury Technical Management Academy in the UK

### Co-founder CSO

Jan 2021 - Dec 2022

PolySto bv, Lokeren Belgium

- Part of the management team responsible merge 4 separate companies (PolySto, B-Hygienic, Isokonstrukt, Puraco) into 1 big global organisation
- Make up the new marketing and total solution concept
- Reorganize the global sales project team
- Training of the different sales teams into 1 project sales team with knowledge of all products and solutions
- Direct contact or assisting in major greenfield global projects with food engineering companies for the total hygienic facility concept
- Direct project sales for the Nordics, Portugal, USA and Central America

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## Education and Qualifications

### Business management

Jan 1999 - Jun 2002

Hogeschool Gent, Gent

Specialisation Communication and Marketing

### Economie Specialisation year

Sep 2002 - Aug 2003

Universidad de Sevilla Spain, Sevilla

Erasmus in Sevilla

Sep 2022 - Jul 2022

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## Skills

Driven Team Leader	● ● ● ● ●
Communication	● ● ● ● ●
Networking	● ● ● ● ●
Marketing	● ● ● ● ●
Project Sales	● ● ● ● ●
Development Products	● ● ● ● ●

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## Achievements

Nomination of Lion of Export Flanders 2019

## Passion for the food industry – Nick Van den Bosschelle

At the age of 12 my father started to work as a project sales manager for a well known food machinery company. Soon after during the holidays I started to visit food processing factories with him. I got impressed with the magnitude and the design of the machinery and buildings in this sector. After a while my father worked worldwide on food processing projects and when customers from all over visited us I noticed that the world of the food industry is one global community with a lot of equal challenges and questions. At a young age my passion for the food industry ignited... I wanted to become an expert and work global in this fascinating world.

Just graduated as a communication and marketing bachelor I got acquainted with a business owner of a startup company of a complete new modular hygienic construction concept called PolySto. I started as an international business developer and I noticed quickly that where ever I went the necessities for hygienic wall protection were the same. Soon after I developed a complete range of products, marketing strategy and got involved in the wall protection design and concept with food engineering companies, owners and projects managers of food processing companies throughout Europe and throughout the world. My passion for hygienic wall protection concepts attracted dozens of specialized companies throughout the world that became expert in our systems.

After a while I created together with some of the biggest food machinery and construction companies the Belgian Food tech association to promote our regional expertise and exchange information about food safety standards, export regulations, projects and product development. We started quarterly meetings and start to organize together our booths at international food technology trade fairs.

During my start up years I noticed lot's of problems with damaged and corroded walls and ceilings in the food industry. Together with 2 partners I created a company and we developed unique renovation solutions made of FRP (fiber glass reinforced polyester). Customers where so satisfied about those very hygienic and durable solutions that project managers and food engineer managers asked us to develop FRP sandwich panels for new construction, so we did and this became a standard for hygienic construction in high care areas.

Personally I enjoyed the most finding, developing and introduction a solution for the many problems with silicone joints in the food industry. For years I was together with my team developing Hygiseal, a chemical welding of joints between walls and ceilings, windows, kerbs etc. that are a lot more durable, sustainable, fungus resistant and hygienic solution for welding of joints of walls, ceilings, windows and kerbs in the food industry. I find this solution one of the most innovative solutions in food safe construction in recent years. Over the years I started to get more and more involved in the clean design of the life science industry and started a company in this field. I noticed that some basic principles of clean design could also be applicable in hygienic design to design better solutions.

Over the years dozens food processing customers regularly come with questions and problems to me and thanks to my global network I connect them as a gratitude to different machine builders and construction material companies. I like to help them and every time I learn about different technologies and solutions.

I got to know EHEDG in 2012 when I became a member expert and helped to create the 2014 doc. 44 Hygienic design principles for food factories. As a passionate food industry lover I was very happy to be part of EHEDG and to help with what I believe was essential in our sector, creating awareness and knowledge about hygienic design in all aspects. To many times I have seen projects in the food industry jeopardizing populations health simply because of a basic lack of knowledge. Over the years voluntarily I helped EHEDG with writing articles in the yearbooks, giving presentations on EHEDG and Campden BRI seminars, giving trainings as an EHEDG expert in the Sainsbury food technology center in the UK. I would like to be part of getting EHEDG to a new level by helping with my knowledge to advise how to get the message more clear and more global, work better on global communication and market strategies and see how we can get more parties involved in our organization with a passion for the food industry!