



# eZ-AXIS

AUTOMATION SERVICES & RENTALS

EU, USA, DUBAI, CHINA | EZ-AXIS.COM



## COMPANY PROFILE

THE PERFECT BLEND OF ART + SCIENCE

# FROM THE FOUNDERS

## WE HAVE A LOVE/HATE RELATIONSHIP WITH AUTOMATION

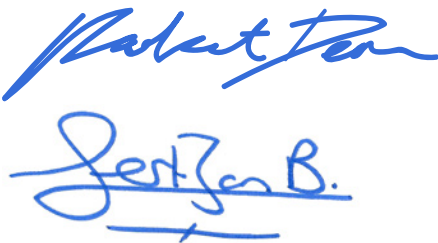
Neither of the founders, Gert Jan Brouwer and Robert Dean, formed eZ-Axis because they love automation (which they do) but instead because they hated dealing with the deficiencies of other suppliers or manufacturers' products, machines, devices, and systems. Learning from others (and occasionally their own) mistakes they created gear and a system that was easy (eZ) to use and then a global network (Axis) of where to get this automated motion (Axis).

The name says it all: eZ-Axis provides easy access to easy-to-use axis of automation from an easy-to-deal-with axis of global offices.

Gert Jan and Robert have been best friends since they first met in 2000 via ZFX Inc, the flying effects company when Gert Jan was setting up ZFX Europe. They both developed automated motion products based on their needs and dissatisfaction with what products were available. Gert Jan developed the eZ-trolley and Robert the eZ-Hoist line of hoists to fill the specific needs they had.

Realizing that most other groups had similar needs they created eZ-Axis. Their business plan is very simple: they enter every business relationship with the goal of it being a long term and mutually beneficial one. They strive to work with clients who are as passionate about safety, new ideas, and quality workmanship as they are.

Sincerely,



Robert and Gert Jan



GERT JAN BROUWER, FOUNDER

In 1998 Gert Jan founded Frontline Rigging and Motion. During the last decade he has become especially interested in the mechanical and safety aspects of rigging. Because of our mutual concerns for safety, it was a natural step to begin a partnership between ZFX and Frontline to form ZFX Europe in 2001. In addition to being the CEO of ZFX EU, Gert Jan is working successfully to certify ZFX flying systems with various European government agencies.

In the field of standardization Gert Jan is chairman of the Dutch National NEN-NNI workgroup Event Rigging. He also had a leading role as a founding member of the CWA15902 workgroup which established a European CEN Workshop Agreement for Lifting and Load-bearing Equipment within the European Entertainment Industry. In the process of transferring this CWA15902 to the European Standard CEN TC433 Gert Jan is both chairman of the Dutch delegation and voting delegate representing the Netherlands.

He has a passion for efficient and safe venue rigging, so much so that he designed the world's most efficiently rigged venues: Heineken Music Hall, Ahoy Rotterdam, and the Ziggo dome in Amsterdam. These are the most efficient, safe, and rigger ergonomic venues in the world.

Gert Jan is typical Dutchman according to his height of 192cm (6'5"), and he likes traveling around the world with his camera taking pictures of landscapes and wildlife. Back in Holland he enjoys hiking with his wife Yvonne and their dog Happy in the Veluwe forest. Their son, Robbert Jan, age 19, has just started his career in the Dutch Military. For those of you that don't speak Dutch, Gert Jan is pronounced like "Hurt-Yawn".



ROBERT W. DEAN, FOUNDER

Robert, Las Vegas native, had his first experience with automation and performer flying at the impressionable age of 17. From that first experience way back in 1989 he found his life's calling and has done it ever since. Starting out at the very bottom of the industry as an unknown lackey -- pretty much the janitor -- his curious nature and persistence helped him to learn the trades and disciplines involved in all aspects of performer flying and automation. He was very lucky to have worked with some really clever people in those early years.

In 1994 Robert founded ZFX to ensure that he could focus his boundless creative energy on what he loved. After a humble beginning in his two car garage his company quickly grew. Although the desert is definitely in Robert's blood, he moved ZFX headquarters from Las Vegas, Nevada to Louisville, Kentucky in 2006 to be more centralized in North America and to take advantage of the lower cost of doing business. Louisville is where he met his lovely bride, Emily. Robert and Emily have a five-year-old son named Nevada. Like we said, the desert is really in Robert's blood!

Since that strategic move the company has more than tripled in size. Years of persistence have paid off, and he is happily living the American Dream. (Robert's proud of his American Dream and although he's very American, he isn't a typical American: he can speak and think in metric.) After finally working his way to the top he now goes by the title of Janitor Emeritus.



SHANE MANNING, MANAGING DIRECTOR, DUBAI

Hailing from the beachside town of Wollongong, Shane is an Australian native (well, born and bred there - not an Aboriginal) who did the usual Aussie backpacker thing and left home at the age of 21 with no idea or direction in life. He ended up in London, England.

Starting out working as local crew in London, Shane quickly gravitated towards any aspect of the events industry that was off the ground and up in the air.

Fast forward 17 years, and he now owns and operates TECS Event Services, a Dubai-based rigging and automation company.

With very humble beginnings, TECS has gone from being just Shane wearing every "hat" within the company (rigger, accountant, cleaner, etc) to having more than 20 full time staff. He has a shared passion for performer flying and advanced automated motion along with a similar business mindset as Robert and Gert Jan. That combined with his love of wearing multiple hats is why he oversees ZFX Arabia and the eZ-Axis Dubai office.

Shane is very well imbedded in the live events scene in and around the region, and over the years he has found himself rigging for the visit of Pope Benedict XVI to Jordan, The Rolling Stones in Abu Dhabi, and some of most elaborate Royal weddings in the world. Shane and his team were responsible for rigging the X-Line, a 580m zipline over the Dubai Mall fountains right in front of the world's tallest building - The Burj Khalifa.

When not working (which is pretty rare these days) Shane tries to get out with his wife Suman and their seven-year-old triplets - Zander, Zara, and Zoe - to go skating, surfing, skiing, play rugby, cycling or just play in the park.



MARTIJN BEVERWIJK, MANAGING DIRECTOR, CHINA

Martijn grew up right next to a lighting, sound, and rigging company. He spent his youth playing football with the roadies, washing company cars, and pushing cases in and out of trucks. By 1995 he worked his way up in the company from lighting technician, automated lighting operator, and rigger to rigging project manager.

Together with Gert Jan he founded Frontline Rigging in 1998, and they worked together to make this company as what it is today: the leading rigging company of Holland. In 2006, Martijn was ready to explore the rest of Europe touring with major bands as Metallica, Madonna, Foo Fighters, Take That and Anastasia.

Martijn returned to Holland in 2010 to work as a technical producer for television shows, and he played a leading role in starting up "The Voice of Holland", now one of the most famous television productions worldwide. Many television shows followed in the next couple of years.

In 2013 Martijn founded Dutchrigger to explore the world, and he traveled to China to work for several shows, events and TV-channels. In the last couple of years, Martijn established a firm position in the Chinese event industry providing designers, operators and equipment for various shows and events.

Having become one of the Dutch Masters in Rigging and Motion, it was a logical step to join the eZ-Axis network. Martijn, also known as "The Beev", likes to spend his spare time with his girlfriend visiting Africa.



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# INTRODUCTION



## BACKGROUND

Informally founded in 2000 during the creation of ZFX Europe by a collaboration of Frontline Rigging in the Netherlands and ZFX Flying in the USA, eZ-Axis was formalized in 2015 with the addition of offices in Dubai and China to handle global automation services and rentals.

We provide both rental of automation gear and complete automation services and solutions. We design, manufacture, and customize almost all of the items in-house so we can easily provide the right solution if our stock offerings don't fulfill all of your needs.

## MISSION STATEMENT

eZ-Axis is committed to providing easy access to all of its clients to the best solutions for their automation needs that are both advanced yet easy to use, leaving a permanent impression resulting in a partnership that offers quality, cost effectiveness and safety for the intended user and their team. Growing from a handful of dedicated craftsmen and artists, eZ-Axis continues to maintain our small-company attitude in spite of our global presence by treating each client (and employee) as if they were the only one. This way, we can focus on even the tiniest of details for each production.



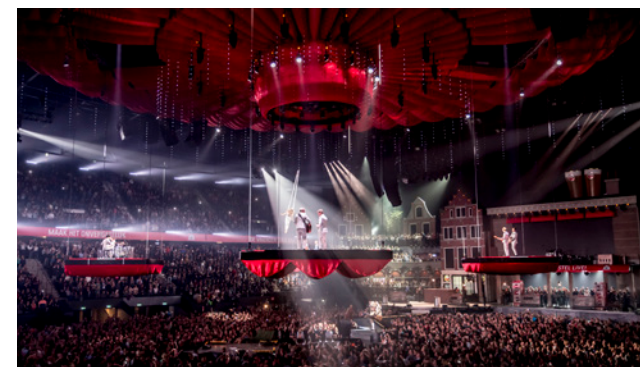
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# OVERVIEW

- + Informally founded in 2000 / Formalized in 2015
- + Offices in 4 countries on 3 continents
- + 100+ full time employees
- + Automation rental for high speed wire rope hoists, heavy duty trolleys, automated chain hoists, turntables, and stage lifts including controls, software, and consoles
- + Automation services company providing all aspects of automated motion including brilliant ideas
- + Equally experienced in Events and Theatre
- + Ample experience with what works and what doesn't – and knowing the difference
- + Provided services in over 55 countries and all 50 US states



## IN-HOUSE CAPABILITES

- + Industrial designers with an emphasis on all aspects of automation and rigging
- + Custom mechanical and electrical design
- + Complete on demand fabrication/ waterjet/machine shop full of real Craftsmen who take great pride in their work.
- + A company dedicated to servicing an artistic thought process
- + Fastest production time in hoist manufacturing in the entertainment world
- + Largest manufacturer of theatrical performer flying harnesses in the world
- + Largest producer of black oxidized wire rope in the world
- + Boundless infectious enthusiasm and charming anecdotes

## PRODUCTS

- + High Speed Wire Rope Hoists
- + Heavy Duty Trolleys and Tracks
- + Automated Chain Hoists
- + Rotators
- + Stage Lifts
- + Turntables
- + Deck Winches and Tracks
- + Handyblock Rigging System



## REFERENCES

- + Wicked, The Musical, Worldwide
- + Vrienden Van Amstel, Rotterdam the Netherlands 2012 - 2017
- + JPL, Jet Propulsion Labs (NASA)
- + 2010 Vancouver Winter Olympics
- + Winterfest, Ferrari World Abu Dhabi 2016-17
- + SuperBoy, HunanTV, 2013
- + Alibaba 11-11 "Single Day" Kick Off Gala 2016, Shenzhen
- + Asian Football Confederation Awards. Emirates Palace, Abu Dhabi, 2016



## MORE REFERENCES

- + Prestige Cruise Line
- + Jenadriyah Festival, Saudi Arabia
- + Dubai Parks & Resorts Grand Opening, Dubai, 2016
- + New Years Eve Gala 2016, JiangsuTV, Macau
- + Hangover 3
- + Imagine Dragons 2013 Tour
- + Zac Brown Band 2012 Tour
- + Eurovision Song Contest 2012, Azerbaijan
- + Soca Monarch Competition 2013 and 2015
- + FIFA Championships Closing Ceremonies, Bogota, Colombia
- + Holland Heineken House Olympics, Rio de Janeiro, 2016
- + New Years Eve Gala 2015, JiangsuTV, Nanjing
- + Samsung Launch, Four Seasons Hotel, Dubai, 2016
- + Uniqlo Flagship Retail Stores, Shanghai, New York City, and Hong Kong



## EVEN MORE REFERENCES

- + Arab Idol, MBC (Middle East Broadcast Centre)
- + Prestonwood Baptist Church
- + Norwegian Cruise Line
- + New Years Eve Gala 2014, Hunan TV, Guangzhou
- + 2011 Country Music Awards
- + SeaWorld, San Antonio
- + Holland America Cruise Line
- + Goodman Theatre, Chicago
- + Alley Theatre, Houston
- + Actors Theatre of Louisville
- + Dubai Shopping Festival, Mall of The Emirates, 2017
- + Lyric Opera of Chicago
- + Sight and Sound Theatres
- + Washington National Opera
- + Signature Theatre
- + Chinese New Year, Galleria Mall, Abu Dhabi, 2017
- + Samsung Pavilion, Yeosu World Expo
- + New Years Eve Gala 2013, Hunan TV, Changsha





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