

Trilux Benelux and Quadrant4 give it their all together for charity

# QUITTING IS NOT AN OPTION



Willem Dammers, general manager Trilux Benelux  
Eric de Vetten, founder, and co-owner Quadrant4

*Willem Dammers (general director of Trilux Benelux) and Eric de Vetten of Quadrant4 share a passion for thinking differently. For running. And for doing what is right. Both men and both companies have completely found each other professionally, and also in the field of CSR. Together they endured hardships during the Roparun: a relay race of more than 500 kilometers from Paris to Rotterdam. The goal? Raising money for people with cancer.*

**Willem:** “We have been working together for years. We find each other in our urge for innovation and sustainability. For example, we have developed a completely new, energy-saving lighting system for distribution centers together.”

**Eric:** “New things always arise when we do something together. We make lighting smarter because we dare to think differently. It’s great that we also work together for good causes.”

#### Running for a good cause

**Willem:** “Through the LEDsFoundation, we took part in the Dam tot Damloop years ago to raise money for the Children’s Cancer Free Foundation (KiKa). Later the KiKa Relay was added. This ran from Groningen to Utrecht.”

**Eric:** “You are very intensely involved with each other. And everyone can participate. So not just the ‘commercial’, which many regular events focus on. The intensity also makes them fantastic team building events. And most importantly: it really is about something.”

“A lot of people said we couldn’t do it. That was quite a trigger.”

#### Suffering during the Roparun

**Eric:** “You start early on Saturday morning in Paris, and you arrive on the Coolsingel in Rotterdam on Monday afternoon. We didn’t know what we could



do expected and were not that well prepared. In any case, it is not a three-star holiday. We slept for two hours on the way in a parking lot along a main road and at a football or tennis club. You are walking almost continuously. You’re really going to break. But the people on the side drag you through it and the reception in Rotterdam is emotional. Goosebumps.”

**Willem:** “When you arrive at a resting point, you only want three things: to be massaged, eat and sleep. Our German masseur was the hero of the Roparun. It really pulled us through. Participation in the Roparun is indescribable. You just have to do it. For all people with cancer and for an unforgettable experience.”

