

Allan Block

Always Better Wall of Fame

2024



allanblock.com



Pieter Liebrechts

Allan Block Europe
Veldhoven, Netherlands

Allan Block has been built by developing mutually beneficial and respectful relationships with our Producing Partners. Without these partnerships we would be left with a good idea but no way to get our product to the market. As our company evolved and matured, we realized we would need help to make things work in our European market. We

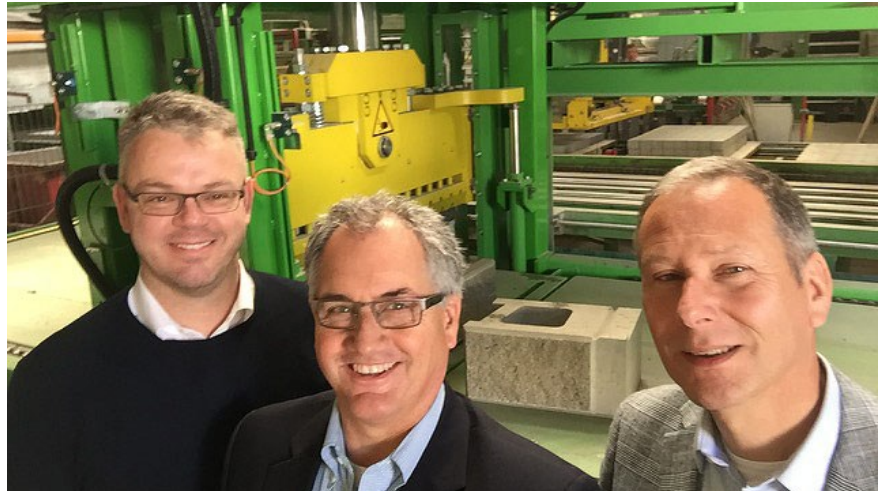
found success in working with others to make our business model work, which helped us see a clear path that with the right partner we could expand our opportunities to more countries in Europe.

Pieter Liebrechts was the person to help us build these opportunities in Europe and our honoree for the Allan Block Wall of Fame. He was not a stranger to us before starting this new adventure as we were first introduced to him through our work on *Novabrik*, meeting in Quebec, Canada in 1996. Pieter was the sales manager for MBI Beton, a major paver manufacturer in the Netherlands. As Allan Block was working to license companies around the world for *Novabrik*, we both looked to see what else could be possible if we expanded our partnership with Pieter and MBI to include Allan Block products. With Pieter as the driving force, Allan Block found a new home with a new Producing Partner.



Pieter quickly demonstrated his knowledge and passion for developing new markets for our products. He became our portal into understanding the markets in Europe and guiding us to find better ways to adopt what we do to meet the local market needs for our products. A bond quickly developed between Allan Block and Pieter which led to him going off on his own and starting AB Europe in 2002. A new partnership was formed as he set off to duplicate the success, we had in North America and Australia in Europe.

As Pieter worked to fulfill his mission and guide us through the mine field of working within different countries with different cultures, we quickly learned that the sun did not rise and set on our perspective of the world. Pieter quickly became more than a partner in our business adventure overseas, he became a friend that helped me see things from a completely different approach. Some



days it may feel like people that do what they say they are going to do and then actually do it, are hard to find. People that you can trust no matter what, to do the right thing. Pieter not only does all these things, but he is also a person that makes everyone around him want to be better at doing the same.

From a professional standpoint, I marvel at how Pieter can navigate the cultural and language barriers that exist with all the different countries he works in. He has helped me realize how small the world really is and how being separated by an ocean, or because we speak a different language what we have in common far outweighs what our differences are. Our discussions on our long drives through Europe cover far more than business. Although for many we would be thought to be a world apart, the problems we face are the same problems that Pieter and his lovely wife Adrienne face. More often than not, Pieter and I are in complete agreement on what is the most important thing to focus on. Although we see the turbulence of daily life and so many unsettling things, Pieter has helped broaden my perspective on what is really important to take care of. This always ends



with discussions about our families. Pieter's core is rooted in his family, and I have no doubt that each day all of his decisions are guided by these thoughts. He is proud to see how independent his sons have become and loves to share how they were planning and organizing major music festivals in the Netherlands while they were still in school. And now being able to experience the joy of being a grandparent with his two granddaughters, it seems that he and Adrienne did a wonderful job of helping his sons grow into good men.



Pieter's contribution to making **Allan Block Always Better**, is just another piece of the puzzle that has made Allan Block far more than a company. Along with all of the other people we have highlighted in the Allan Block Wall of Fame, we have been blessed by all those good people that help us all become the best we are meant to be. From all of us at Allan Block, thank you for helping us to be better and of course for your friendship over the years.