

Dutch match industry 1844 – 31st of December 1979

The Netherlands was in the 19th century a land of farmers and the industrial revolution started rather late. The first match factory started in 1844 in Rotterdam by the Belgian Guillaume van Mechter.

Holland would stay a small player with respect to the volume produced.

After the Swedes bought the Dutch factories in 1920 export was brought back to practical zero.

An overview of the factories with examples of labels, if found, is shown in order of foundation year:

1. 1844 – 1848 Rotterdam, Guillaume van Mechter

Guillaume was a partner in the match factory Schaben in Brussels 1838. In 1840 he founded his own factory and he was so successful that he asked permission to extend in 1841. The Belgian government sent a health inspector to the factory and his report was killing. His demand was not granted.

He decided to move on and went to Rotterdam with two sisters. All three were not married. His factory opened on Zwaanshals 242. They made wooden and wax matches. The factory was called "De Nijverheid". At a time they had well over 100 workers.

Guillaume died on 31st of December 1847, the factory closed down not long after his death. It is striking that between 1843 and 1847 all three of the family died. Guillaume was only 35 years old.

Although it is known that labels were mounted on the boxes nothing have been saved.

2. 1856 – 1860 The Hague, Jan Rudolf Frederik Nievergeld

In Oktober 1856 asked Nievergeld the major of The Hague permission to open a match factory in the "Nieuwe Havenstraat". Given the advert, as you see here, it took him almost a year before matches were made.



Dagblad van Zuid-Holland en 's Gravenhage 10-12-1857

Nievergeld was an inventor and one of the first portrait photographers. In that capacity, he was also admitted to the renowned art circle "Pulchri" in The Hague in 1859.

The matches were rewarded with a silver medal at the exhibition in The Hague of the "Association for the promotion of manufacturing and handicraft industries in the Netherlands" in the summer of 1858.

At the end of April 1859 the factory burned down.

3. 1870 – 1874 Zuidbroek/Uiterburen, J.H. Köster

On 27th of August 1870, Johann Hermann Köster (1844-1912) received permission to open in the cattle stable of the former Drostenburg a match factory. The building was rented from Eelco Tinga, clerk of the subdistrict court in Zuidbroek. The factory,

operating under the name "Köster & Co.", Co. standing for Hamstra, must have started production quickly, because in 1871 a total of 54 people were employed and the factory was expanded and a steam boiler installed.

On January 17, 1874, production came to an abrupt end when the factory was completely destroyed by fire and later demolished.

We know that they sold matches in tins.

4. Eindhoven:

1870 – 1887, Mennen & Keunen

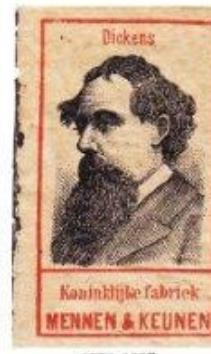
The request of Christianus Henrius Mennen and Everardus Keunen to build a match factory in the Kattenstraat in Eindhoven was sent to the provincial executive on the 14th of February 1870. The factory was opened on the 1st of June that year. Already a year later 150 worker were employed. That year they also started to make safety matches. The factory was expanded several times and it grew to the biggest factory in Holland. They exported matches all over the world but France was their main market. In 1880 the predicate "Royal match factory" was awarded.



1870-1880



1876-1880



1880-1887



1870-1880

1880-1885, Dutch Steam Match Factory Vissers, Langemeijer & Co.

A demand to build a match factory on de Dijk (now called Vestdijk) was sent on 2nd of September 1880 by Andrianus Simon Cornelis Vissers. This modern factory with Jönköpings technology was opened at the end of 1881. Only safety matches were produced.



the company as director till 1912.

The time then was not very profitable for selling matches due to serious competition of import of Sweden, German and Belgian matches.

Already in 1884 Mennen & Keunen and Vissers started negotiations to come to joined the activities. They continued as Mennen & Keunen. Simon stayed in



1885 – 1887, Mennen & Keunen



Labels after the merger. Shown on the left label are three factories at different locations pictured on one site. The right long building is the one of Vissers & Langemeijer. The production of matches would stay in that building up to 1907.

1887 – 1920 United Netherlands Match Factories (V.N.L.F.)

In 1887 negotiations started between the 6 factories in Holland. It resulted in a new company in which 4 factories united. They were located in Apeldoorn, Amersfoort, Deventer and Eindhoven. The two in Teteringen-Breda did not join.

Short after the founding of so called VNLFF the factories in Amersfoort and Deventer were closed. In Eindhoven was the head office.

The trade marks of the 4 factories were from then on used by the VNLFF.



Reg. 6 August 1888



Reg. In UK 7 May 1892

This set here was issued by the VNLF in their early days. Contents of 70 matches was a kind of a bonus.



These brands of the Apeldoorn, Amfersfoort and Deventer factories were again registered by the VNLF on the 6th of August 1888.



For period of almost 20 years the factory in Eindhoven manufactured matches with labels of Dutch Royalty. In a catalogue issued in 2005 almost all of these labels have been pictured.



1878



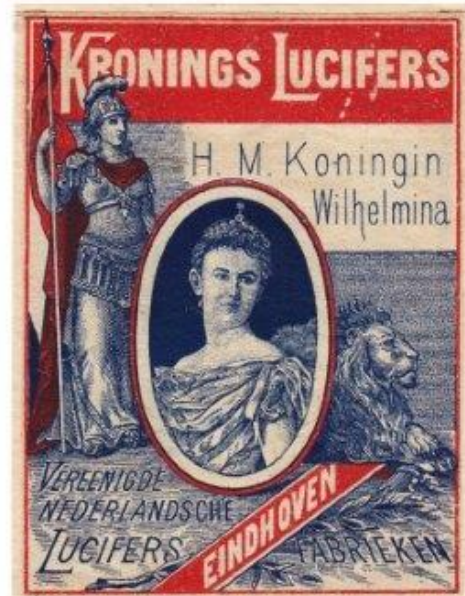
Reg. 4 August 1886



Reg. 27 December 1891



1898



1898

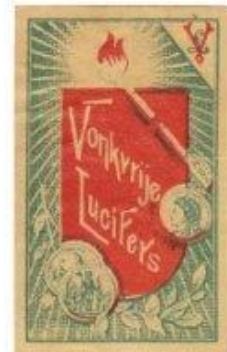
A new factory was built in 1906 in the Lijmbeekstraat in Eindhoven and opened in 1907. It was a modern one with new machinery and on a much larger piece of land. Well known factory brands were redesigned and registered again.



Reg. 6 June 1906



Reg. 6 June 1906



Reg. 6 June 1906

On the 20th of April 1910 the VNLf registered their main brand for decades to come. The design and brand were based on the sawmill “De Wildschutter” in Zaandam, built in 1683 and demolished in 1916.

The left label is of the period 1910-1920 and the right with V.H.L.F. after 1920.



1920 - 1980 United Dutch Match Factories (V.H.L.F.), Eindhoven

In the beginning of 1919 Arthur Zachau, director of the Uddevalla Tändsticksfabrik, asked Jeremias Attema about the situation of the match factories in the Netherlands. The question was originally of Ivar Kreuger. Zachau and Attema were long standing friends based on the fact that Jeremias was a major importer, Swallow matches, and exporter of his matches in Holland and in the Dutch Indies.

Attema reported that the Dutch government was worried about their profitability. Negotiations with the 4 factories in Eindhoven, Breda, Roosendaal and Teteringen started later in 1919.

It resulted that the factory in Roosendaal was bought in the Autumn of 1919 by Attema on behalf of Ivar Kreuger.

The agreement with the other factories was a joined one. Firstly they set up the new company V.H.L.F., initiated by the Swedes. In 1920 the complete take over was formalised. It would take however up to 1925 before it was completely arranged money wise.

In the meanwhile major changes took place. The factory in Roosendaal and Teteringen were closed. Up to 1925 still a minimum of export was allowed. Rationalisation followed and brands, p.e. the famous royalty matches disappeared, were taken out of the market. Also the $\frac{3}{4}$ size of the boxes of Breda factory was stopped. In short the remaining factories made matches for the home market. The company aimed on a production of larger volumes for a brand. It would lead to a more profitable production.

Advert matches were almost wiped out.

The factory in Eindhoven was still modern but a new building and equipment was installed in Breda during the twenties.

During the twenties and thirties advert matches became more popular on boxes, pull matches and book matches. The book matches were mainly imported in the twenties from the U.S.A. (see Diemen an Amsterdam AMLUFA)

In the fifties collecting of match box labels had a major influence on the market. The volume increased and an outsider of the VHLF the "National Match Factory" in Weert played an imported role (see Weert).

The factory in Eindhoven was close to the city center. The big piece of land was important for the growth of the city. An agreement of selling came in 1965 and the VHLF started with a plan of restructuring.

A new modern factory was built and after buying the Weert factory and the closure of the one in Breda all came together. Here matches will been made up to the 31st of December 1979. This was the end of Dutch match making.

5. Teteringen/Breda

1870 - 1871 Henri Sprengers, Teteringen/Breda

On 25th of April 1870 asked J.G.A.H. (Henri) Sprengers permission to build a match factory with a steam boiler on a piece of land outside the "Bossch Poort" on the Teteringsche Dijk. It was just outside Breda in Teteringen.

The factory was in operation in November that year. Already on the 12th January the factory burned down completely. Henri did not found enough money to rebuild the factory. He sold the rights and remaining equipment to the widow Jannetje Maria Hoogendijk van Cappellen in August 1871.

1871 - 1885 Jannetje Maria Hoogendijk van Cappellen, Witte Hoogendijk

Jannetje was a very powerful women and a year later a new factory was running. Her son Aart Cornelis was her partner. The knowledge of making matches came of a few Belgian people who had worked 20 years in Belgian factories.

It was small operated with a steam boiler to run machines. Between 40 and 60 workers were employed.

Since 4 February 1872 the name was: "Royal Dutch Steam Match Factory"

Her son Aart Cornelis left Breda and established in Weenum his own match factory.

In 1883 Jannetje gave the factory to her other son Witte.

Although 14 years matches were made no products have survived. Most probably they did not pack their matches in ordinary boxes with labels.

1885 – 1907 Charles, Johannes Loijens (Loyens)

In January 1885 Loijens bought the factory of Jannetje. He started right away to modernise.



In the beginning Swedish, English and phosphor matches were made and packed in ordinary boxes.

In the beginning of the 1890's a young Swedish mechanical engineer, Anders Pålson who named himself Anders Paulson, joined the factory. He made major changes by his 4 patents for machines: an outer and inner box making one, box filling and a continuous machine. Patents were bought by German machine factories. His ¾ box was a new approach.

The factory was expanded several times. Installing bigger steam boilers made them able to produce their own electricity with a dynamo. In factory fixtures were installed with light bulbs.

From around 1890 the name was "Dutch Steam Match Factory De Vlinder" and the Swedish word Fjärillen was introduced as factory brand.



1886



Reg. 1-10-1889



Reg. 10-02-1891



Before 1890



Reg. 10-02-1891

The label with a stylised butterfly shows two medals. No proof of a reward at an exhibition has been found.



Registered

Reg. 10-02-1891



Reg. 27-01-1893

That Anders Paulson was in the company was more and more shown in his influence on the trade marks. Fjärillen has been on the market till 1920 in many variations.

1907 – 1920 Eras & Paulson, Breda

In January 1907 the factory was sold by Charles to his son in law Leonardus Jacobus Maria Eras and Anders Paulson. This gave a boost to expansion and modernisation. New brands came on the market and sets of labels were marketed. Also export became more relevant.



Reg. 5-12-1907



Reg. 4-02-1909

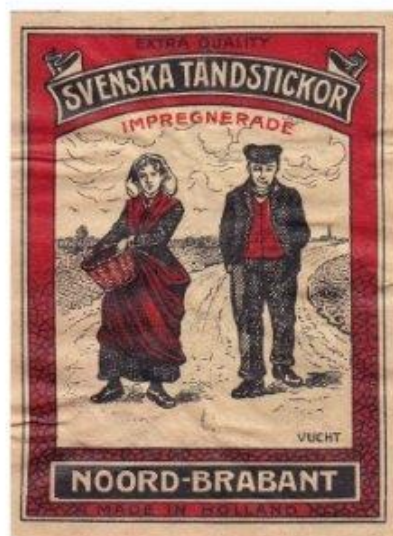


Reg. 22-07-1913

There are three sets with pictures of dog breeds of 25 box and 4 packet labels. The sets of with traditional costumes of the 11 provinces have also 4 packet labels.



Reg. 1-06-1909



Reg. 1-06-1909

1920 - 1967 United Netherlands Match Factories (V.H.L.F.), Breda

The director of the Tetering Match Factory H.P.C. De Pauw-Gerlings became director. Leo Eras was production manager. Diversity of products was reduced. Major extensions were built. It all lasted till 1967 when V.H.L.F. was restructured and the factory was closed down.

6. Teteringen

1872 - 1920 Match factory Dijkerman & Co.

In May 1872, a company was founded by Barend Dijkerman and Jonkheer J.H. Reigersberg-Versluys to make matches in a factory on the road to Terheijden and Moerdijk. The factory was just 200m away of the one of Hoogendijk on the other side of the railroad.

Barend was owner of a sawmill and carpentry factory. He built the factory and Reigersberg became the director. Production manager was H.P.C. De Pauw-Gerlings. The production of the factory was mainly for export and the British market was their biggest market.

De Pauw-Gerlings became director after Reigerberg left the company to become director of a tramway company.

In 1918 plans were made by the city of Breda to build a tunnel under the railway. The match factory blocked those plans. Negotiations with the community started but take over activities by the Swedes just speeded up the process. With the restructuring in 1920 the factory was closed down.

Dijkerman & Co. was present at a regional exhibition in Breda in 1875 and at the world exhibition in Antwerp in 1885. Both times they were rewarded for their quality.



1876



Reg. 28-07-1881



Reg. G.B. 15-10-1888 Holland 8-09-1890



Reg. G.B. 15-10-1888



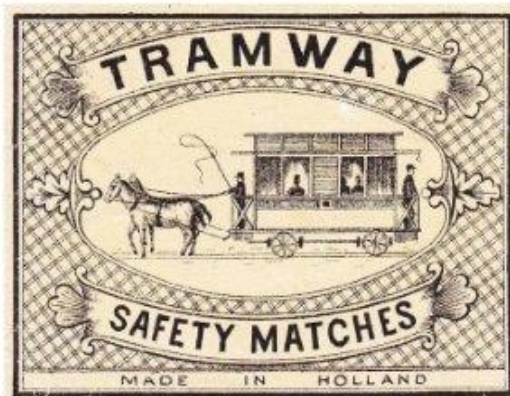
Reg. 23-03-1889



Reg. G.B. 15-10-1888 Holland 4-11-1893



Reg. 15-05-1896



Reg. G.B. 12-03-1907 Holland



Reg. 6-09-1892



Reg. G.B. 30-10-1908



Reg. 22-04-1892

Since 1908 matches of “The Palace of Peace” were their main stream for export.

In January 1912 the name of the factory was changed in “N.V. Teteringsche Stoom-lucifersfabriek voorheen Dijkerman & Co.”. Then Barend Dijkerman had left the company and the family of De Pauw-Gerlings, father and son, had taken over. It is sometimes confusing with labels of an earlier date with “The Tetering special safety match” text.

Many labels depicting the Dutch Queen and King have been issued.



Reg. 17-07-1897



Reg. 5-11-1900



Reg. 19-07-1906



Reg. 19-06-1911



Reg. 11-04-1903

7. Apeldoorn, Wenum, Wormen

1873 – 1877 Nya Tändsticksfabrik i Apeldoorn, A.C.H. & Co.

After Aart Cornelis Hoogendijk had left the match factory of him and his mother in Teteringen/Breda in 1873 he went to Wenum near Apeldoorn where he asked on 9th of June 1873 the community permission to open a match factory in buildings on a land estate called “De Rotterdamsche Kopermolen”. A watermill stood on the estate. Aart used the water power to drive his machines. A boiler was installed in 1875.

Aart was very much influenced by the Swedish and their matches. He tried to imitate labels and sometimes it caused disputes. He was successful and production grew quickly. In 1873 28 and in 1876 155 people were employed. Girls of Wenum filled the boxes with matches. It was clear that a new factory was needed.



The label with the cock is clearly a copy of the Norrköpings TF but made in Wenum.

1877 - 1882 Hoogendijk, Fromberg & Co., Wormen/Apeldoorn

Wormen or Wormingen was a hamlet south of Apeldoorn on the canal Apeldoorn-Dieren. It is now a neighborhood of the city of Apeldoorn.

The company Hoogendijk, Fromberg & Co. was founded 27 January 1877. The family Van Hoytema, late owners of the estate in Wenum, still had shares.

They moved production to an empty blanket factory in Wormen. A year later they had permission to build a new factory on the site.

Production grew rapidly and in 1881 290 worked there.

The company was very active and presented themselves at world exhibitions in Paris 1878, Melbourne 1880 and Amsterdam 1883. Apart from that they took also part in a regional one in 1879 in Arnhem. They were there the only one with matches. The combination of medals on early labels point directly to this factory.





The set with famous people is issued after the registration of the trade mark Panther in Great-Britain on 20-08-1880 and in Holland on 9-04-1881. 19 different labels are known.



At the World Exhibition in Paris in 1878 Hoogendijk & Fromberg presented matches with "Nya Tändstichsfabrik i Apeldoorn". Those matches will still have been produced in Wenum. A lot of discussion was about matches with "Falköpings TF Spindelnätet" shown in their exhibit. Also some other brands very much looking like Swedish were presented among a label with text "Ljusenedals" Also with labels as shown here.



The label left with text "Nyverdals Tändstichsfabrik Wormerania" refers to Nijverdalen which is close to birthplace of Aart's wife. Wormerania is a twist of Wormen. "Bergendals TF ..." refers to a place with the same name in the same province. Pommerania is related to the match factory in Pommeren "Pohl Brothers" then Germany and a firm competitor of the Dutch match industry.



The labels shown in the book "From Swedish Matches to Swedish" as shown here can never have been presented at that world exhibition in Paris because the years of the medals are later (1878 and 1879).

1882 - 1892 Apeldoorn Match Factory, V.N.L.F.

15th of December 1882 the Apeldoorsche Match was founded. Shareholders were the same so it was more a name change. Aart Hoogedijk remained director. He left the company in 1885 and moved to Amsterdam and later to the U.S.A.

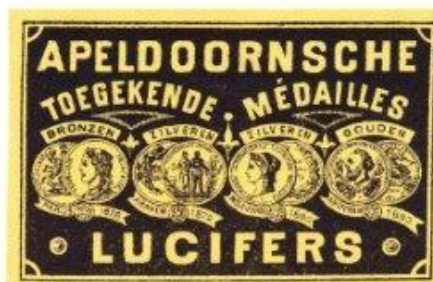
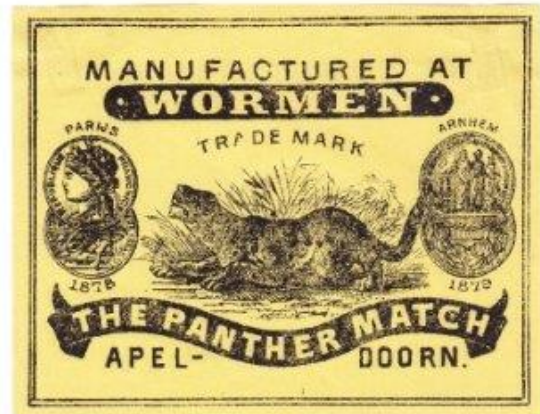


Spider webs was registered in Great Britain on 12-09-1882 and in Holland on 1-10-1882. The packet label resembles very much the Jönköpings TF one. The picture is very close to the factory as it was in Wormen. Matches were made after the world exhibition in Amsterdam in 1883.

The Brand was still used by the V.N.L.F in the 1890's .



Matches with a picture of a panther were the main brand of the factory. They would stay on the market for many decades.



The factory in Apeldoorn closed in 1892.
The production was relocated to the factory in Eindhoven.

8. 1881 - 1886 Gabriëls, Geelen & Co., Roermond

On 28 June 1881 Jean Gabriëls and Hubert Geelen asked permission to establish a facility for the manufacture of harmless matches in their factory building in the Schuitenbergstraat in Roermond. The procedure took longer than expected and it was the end of 1882 that matches were sold. They should have, according to an advert, been harmless matches.

Gabriëls, Geelen & Co. presented their products at the World Exhibition in Amsterdam in 1883. They won a bronze medal for quality of their matches.

On the 1st of April 1883 a fire completely destroyed the factory. They will have rebuilt it because in 1886 they went bankrupt.

No products of the factory have been found. It was a very small company.

9. Deventer

1881- 1883 Match factory F. de Leeuw/ R. van Otterbeek Bastiaans & Co.

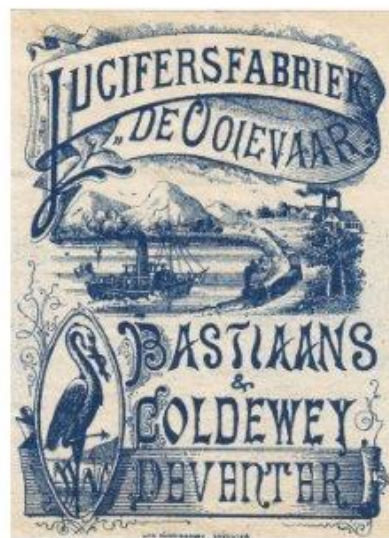
On the 18th of April 1881 Frederik de Leeuw, born as Fritz de Leuw, requested permission from the municipality to establish a factory where Swedish matches would be produced. The factory came on the outskirts of Deventer so permission was given. Frederik left however before matches were made.

Rudolf Abraham van Otterbeek Bastiaans acquired the factory and started making matches in September 1882. Very soon after the factory was extended.



1883 - 1887 Bastiaans & Coldewey, Sallands Tändsticksfabrik, Ooievaar

Early 1883 Rudolf sold the factory to his brother Hendrik Willem Jan and Albertus Coldewey. They were very active and named the factory "De Ooievaar" (The Stork). A label with a stork was registered on the 5th of May 1883.



All staff were invited by management to travel by train to the World's Fair in Amsterdam in 1883, where the company also had a stand. Special matches were made to hand over to visitors. The packet label shows the entrance of “Paleis van volksvlijt” where the exhibition was held. The box label shows a map and index of places of interest.



The matches were not rewarded with a medal. Also “Sallands Tändsticksfabrik” was used as name for the factory. Salland being a region in the province of Overijssel.



In 1884 a new extension was built.
 In 1887 the factory was closed down after the V.N.L.F. was founded and production as relocated to Eindhoven.
 The label with the stork would still be used by the V.N.L.F.

10. 1881 - 1887 Beuker & v.d Valk, Amersfoort match factory, De Eem

In 1881, Jan Barend Beuker and Adriaan van der Valk bought a plot of land on the left bank of the river Eem Amersfoort. On the 15th of September that year they founded a company to make Swedish matches called Beuker & van der Valk.
 Bids for the construction of the factory designed by architects G.B. Salm and A. Salm. The bids were received in October. The buildings were very special for a factory because they were built in neo renaissance style.
 At the end of 1882 the factory was in operation. They presented the matches at the World Exhibition in Amsterdam in 1883 and were rewarded with a medal for their harmless matches.
 Beuker & van der Valk were lucky to come in contact with Wilhelm H. Schwiecker. This match wholesaler from Hamburg was their biggest customer.

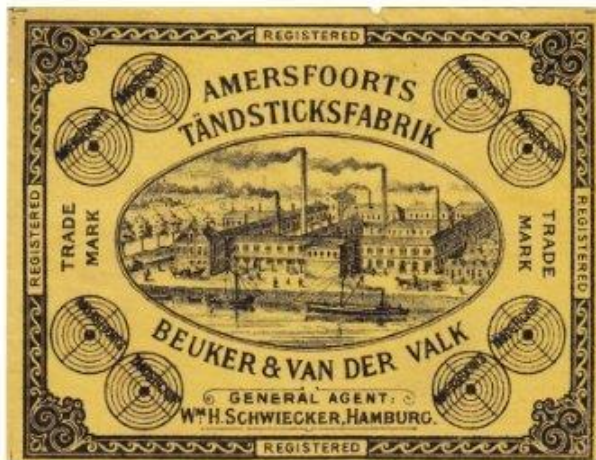
In 1886, the factory building was expanded by adding a second floor. Although this was a sign that business was going well, production nevertheless came to an end in 1887. A restructuring of a part the Dutch match industry was the reason. The factory was almost immediately closed. 80 people lost their job. Production was relocated the V.N.L.F. in Eindhoven.



Reg. 23-09-1883



After the foundation of the V.N.L.F. the brand with the steamship was still produced.



Reg. 18-09-1884



Reg. 18-09-1884



Reg. 18-09-1884

Also matches with Continental TF were made, very much like Jönköpings Nya TF.

11. 1886 - 1904 Factory of match boxes Wed. S. Benedictus, Rotterdam

In the late 1870s, the building at Rubroekstraat 105 in Rotterdam was acquired by the widow S. Benedictus. Her two sons started a cardboard box and envelope factory. After an expansion of the building in 1883, they started making wooden matchboxes. This latter activity grew and led to investments in larger steam boilers and further mechanization of the production process.

It is unclear for whom the matchboxes were made. From a registration by Benedictus of a label from the Wexiö match factory in Sweden, one might infer that there was a connection with this factory.

The factory burned down in 1904.



12. 1895 – 1896 Dutch Match Factory Lumen, Schiedam

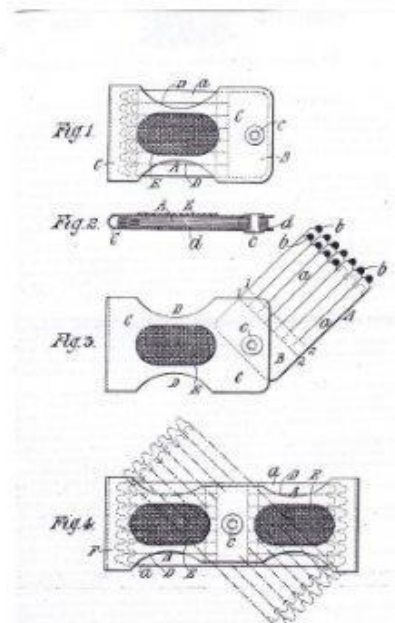
On 25 of April 1895, W.A. Beukers requests permission from the Mayor and Aldermen to establish a match factory at Hoofdstraat 221 in Schiedam. Two days later, Hermann Johann Köster and Willem Beukers patented a kind of matchbook in Great Britain. In the U.S.A. on October 22.

Köster is the same man who had a factory in Zuidbroek.

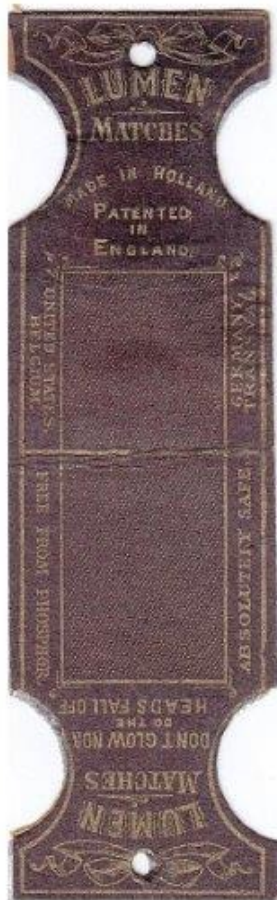
On 20 of August 1896, an application is submitted; the name of the factory is then for the installation of a 4 HP steam engine and a steam boiler with a heating surface of 9 m².

At 6 p.m. on 23 of September, a fire breaks out in the factory. In this fire, 14-year-old Jacobus Soeters and 13-year-old Antonius Johannes Loomans lose their lives. The director, J.H. Köster, sustains severe burns to his hands and arms while attempting to extinguish the burning Soeters.

The factory was not rebuild.



U.K. patent no. 8377, 27 april 1895



The label on the right dates from the period when the factory was located in Amsterdam. The resemblance to the label from Schiedam is striking. However it was for wind matches.

13. 1897 - 1900 Match Factory Lumen, Amsterdam

Less than two months after the fire in Schiedam on the 28 of March 1897, a request was made to the Municipal Executive of Amsterdam to “grant them permission for the construction and commissioning of a match factory and the installation of a steam boiler with a machine for operating various implements to be placed in the factory. The application was signed by J. Thie and F. van Giesen. The signature of H.J. Köster also appears on the application.

A vacant plot of land on the other side of the river IJ was chosen as the location.

On 30 April 1897, the Municipal Executive granted permission for the construction of the factory, without allowing the fitting out to proceed. One month later the Municipal

Executive reported “that the request of J. Thie and F. van Giesen concerning the establishment of a match factory has been favorably decided”.

The factory consisted of 5 buildings. In one of them on the upper floor, there were two workbenches for applying the striking surface, of which amorphous phosphorus is one of the components to boxes and wallets. This means that white phosphorus was already banned.

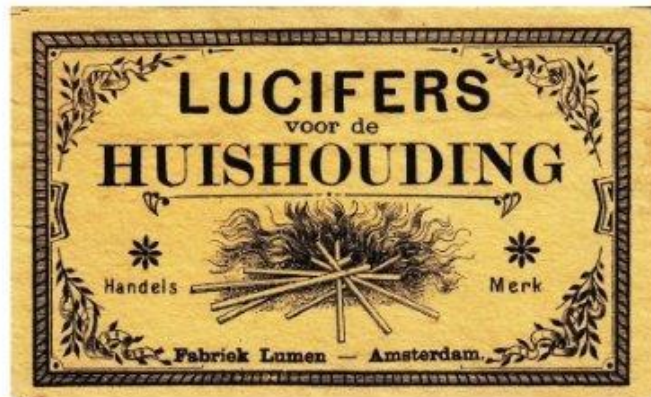
So apart of the kind of matches that have been made in Amsterdam also ordinary matches in boxes were made.

The reason why the factory was closed down is not clear.

In 1900, the factory was no longer in operation.



Packet label



14. 1909 - 1910 Match Factory Rapid Neuss & Co., Venlo

The Rapid Neuss & Co. factory remains somewhat of a mystery. Although quite a lot of research has been done little has been found. In the yearbooks of the Chamber of Commerce in Venlo from 1909 and 1910 it is listed with no address.

A fairly large building is shown on the factory's poster.

It is likely that the matches were purchased. They did apply the striking paste themselves. The packaging in which the matches were contained was actually a precursor to the pull matches that were brought to market in the early 1930s. By quickly pulling out the match, pressing the black stripe or bar with the thumb and index finger, the match ignited due to friction against the striking surface located on the inside. The factory itself uses the name "etui" for the packaging.

Most likely the V.N.L.F. in Eindhoven took over the business.

The "etui" mostly was used for advert matches.



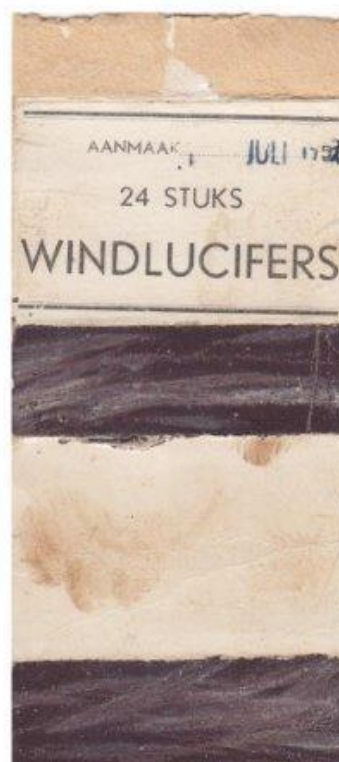
The size of the "etui's" is reduced.



16. 1910 - 1985 Royal Pyrotechnical Factory A.J. Kat, Leiden

Around 1910 A.J. Kat took over the company founded by Johan Loeff in 1826. For decades also storm and wind matches were manufactured.

Many years, the Kat Fireworks Factory was located at Hallenweg 14 in Leiden.



17. 1916 - 1920 Steam Match Factory Charles, André Loyens, Roosendaal

When you do some research on internet the factory Roosendaal was linked to the one in Teteringen/Breda. A source investigation has shown that this is incorrect. In Breda we dealt with Charles Johannes and in Roosendaal with Charles André a son of his brother.

A request to found a match factory to the Communnality was on the 16th of march in 1916. A company was founded on June 22 1916. The matches were manufactured shortly thereafter in the vacant Java candy factory on Veemarktstraat in Roosendaal. They rented it from Van Gils Brothers, owners of another candy factory in town. Although the times did not seem very favorable, sales went well. In 1918 plans were made to build an own factory. The procedures to be granted to do so were favorable. In 1919 they opened their new factory in Spoorstraat .

In September a first contact was made by Jeremias Attema to see if a sale was possible. Jeremias acted for Ivar Kreuger. A deal was made and set in the autumn of 1919.

It was separate of the other factories that came in hands of the Swedes.

Production in Roosendaal stopped in August 1920. About 120 people lost their job. The building was sold by S.T.A.B. in 1927. The building is partially listed on a local monument list.



The picture of princess Juliana was after a photo of 1915. The brand Mephisto was already used by Charles Loyens in Breda. It was not registered and when the factory was sold in 1907 it was not a part of the deal. The same design was registered in Finland by O.Y. Omega A.B. Helsingfors (Helsinki) on 18th of July 1923.



Given the picture on the label the brand with the owl should have been registered. No trace have been found yet.

18. 1931 - 1953 Amsterdam Match Factory Ltd "AMLUFA"

When Mr. Tob Groen, together with five others, signed the an agreement establishing the Amsterdam Match Factory Ltd. "AMLUFA" on May 1, 1931, he had already concluded a number of negotiations with the Municipality of Amsterdam regarding the location of a factory. He preferred a shed behind the properties at Amstelveenscheweg 753-769.

Although the site did not fully meet the stipulated conditions, it was too close to residential properties, the firm Tob Groen & Co. received permission from the Municipal Executive to establish a factory for advertising matches for a period of five years.

The factory likely started manufacturing cardboard match booklets in August 1931.

The entrepreneurial spirit of the partners even led to the opening of a sales office in London in 1938, which, incidentally, did not last long.

S.T.A.B. was not really interested in making book matches but the competition with their advert match boxes became very strong. They had bought the Luna-Salona book match factory in 1929 in Hoboken. Between AMLUFA and Luna-Salona was going on backed by the Swedes. Even when the Atria factory in Diemen was bought AMLUFA survived. Tob Groen was a jew and in the 2nd World War he was captured by the Germans and perished in the Bergen-Belsen concentration camp.

On April 29, 1942, 2 new directors are appointed: Jozias Snoep and Willem Hendrik KAT. 3 months after the of management change, on July 20, 1942, AMLUFA is placed 'under administration' pursuant to 'paragraph 7 of the Regulation of the Reich Commissioner for the occupied Dutch territory' of March 12, 1941, concerning 'removal of Jews from the business world'. In fact, placing the 'administration' on the board meant the liquidation of the N.V., but the factory did continue to operate.

In the early 1950 fifties the factory was for sale. In May 1953, the factory was closed and went into liquidation. N.V. Atria acted as administrator, and in 1957 the liquidation was finalized.

Lucifers in den vorm van uw artikel. Voor elke branche in ieder model

BRANCHE LUCIFERS
GEPATENTEERD
In de meeste landen.

Belgisch Patent No. 379031
Duitsch Patent D.R.P. - 32926
Ned. Patent a. enz. - 58097

Omstap in lithographische of offsetdruk

N. V. Amsterdamsche Lucifersfabrieken
„AMLUFA”
AMSTERDAM

Fabrieken:
Amstelveenscheweg 751-769
Amsterdam-Buitenveldert
Tel. 90672

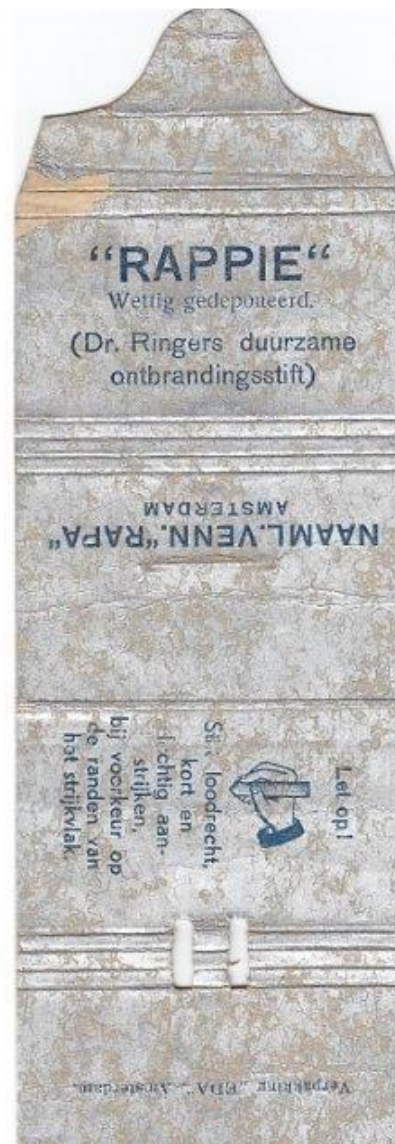
Kantoren: Heerengracht 864
AMSTERDAM
Tel. 46441, 37341

— NEDERLANDSCH FABRIKAAT —

19. 1933 - 1934 N.V. R.A.P.A., Dr. Ringer's eternal matches, Rotterdam/Amsterdam

In the late 1920s, chemist Dr. Ferdinand Ringers in Vienna developed a "lighting stick that can be repeatedly ignited by striking it against a striking surface and extinguished by blowing it out." This text appeared in the patent application for this stick dated April 12, 1933. Prior to that, a similar application had already been filed with the Patent Office on December 30, 1930. The text of the second application was modified in a few details compared to the first. The fact that there was a period between the first and second applications was due to a legal battle between S.T.A.B. and Dr. Ringer. As was customary, the Swedish company was informed of all developments in the field of fire-making. Ivar Kreuger apparently perceived a threat in this product to his match sales and challenged the application in court, which delayed its introduction. After Ivar's death on March 12, 1932, the way seems to have been cleared, and the patent was granted in Austria on April 16, 1932.

In the Netherlands, he managed to find interested parties for this, including Messrs. A. Peek and C.L. Alderden. On March 9, 1931, they founded N.V. Rapa in Rotterdam under number 680. The aforementioned gentlemen served as commissioner and director, respectively. It appears that this did not lead to further activities in Rotterdam, and in the second half of 1933, they established themselves at Leidschegracht 50 in Amsterdam. From that time on, much attention was given in the newspapers to the launch of this product, with mentions of it coming soon. By the end of 1933, the time seems to have come, and the "Eternal match" was launched in the Netherlands under the name "Rappie". Resellers were actively sought through advertisements. The enterprise does not appear to have been very successful. They decided to dissolve it on April 23, 1934.



20. 1934 - 1942 Dutch pull match factory PLC, Atria advert matches, Diemen

Gerrit Volkert de Beurs played an important role in the establishment of the match factory in Diemen. During the period he lived in Indonesia, De Beurs had worked for the firm Nierop & Co., very well known to us as an important importer of matches. He had made many trips for this firm and had been to the U.S., Japan, and Sweden. As a result, he had acquired considerable knowledge of the match production process, and its machines. On the 1st of January 1934 he founded in the Netherlands the company trading under the name "Overzeesche Handelsvennootschap Atria". The address was N.Z. Voorburgwal 330 in Amsterdam. The founders were: - G.V. de Beurs - D.W. Fikkert - J. de Vries The purpose of the firm was general product trade. The name "Atria" must will be derived from the Latin "a tria", which means "with three". On the 3rd of July 1934 the Dutch Pull Match factory was founded. Sales office would be in Amsterdam and the factory came in a building at the Weesperzandpad 70 in Diemen.

Machines were bought from Lück & Krauss. The Germans helped with training for the operation of the machines. Also printing machines were installed.

The stands for the rolls of matches were manufactured by Daalderop.

The pull match books were home printed and the idea with adverts was a success.



Due to firm competition of the book match firm AMLUFA sales started to decline in 1937. In that year De Beurs met Mr. Hunger, director of a machine factory in Dresden for book matches. He convinced him that book matches would be a good alternative for pull matches. Machines with a limited capacity were installed in Diemen.

Whether it was a lack of funds is unknown, but De Beurs contacted Jeremias Attema. He, in turn, informed the Swedes about his conversation.

On the 3rd of February 1938, a meeting was held in Amsterdam at Attema & Co. between director F. Ljungberg and engineer S. Carlberg of Svenska Tändsticks Aktie Bolaget (S.T.A.B.) and Volkert de Beurs.

A visit to Sweden must have taken place not long thereafter, as a provisional agreement was signed in a memorandum dated 3rd of June 1938.

From then on the factory for advert book matches and pull matches was called "N.V. Atria".

End 1941 or 1942 the production of Diemen was transferred to the factory in Eindhoven. Sales office moved to Amsterdam.



20. 1934 - 1967 National Match Factory "De Vlinder", Weert

Early 1935 an exchange of letters took place between Frans Otten and notary F.X.H. Welten in Weert regarding a plot of land to build a match factory. Apparently this resulted on the 20th of September 1935 in the "N.V. Nationale Lucifersfabriek".

The foundation stone was laid on December 14 of that year. In April 1936 the first matches were made. Soon over 60 people were employed. The annual production was 50 million boxes.

Before World War II the factory made apart from wooden boxes also cardboard ones in normal box and kitchen size.

Since the competitor was restricted in export of matches by S.T.A.B. Weert had an opportunity for export, mainly to G.B.

During the war a second firm was founded "Nelumij". They specialised in in- and export of matches. After the war it the sales organisation of the factory.

After the war, several expansions took place and special machines were installed for making smaller boxes, the so called "Weert size".

In the early 1950's collecting of match box labels was a very fast growing hobby. This resulted in sets of match specially made for this group. The factory grew quickly by bringing labels with film stars on the market.

New investment were needed and the Swedes gradually started to change their boxes in card board ones.

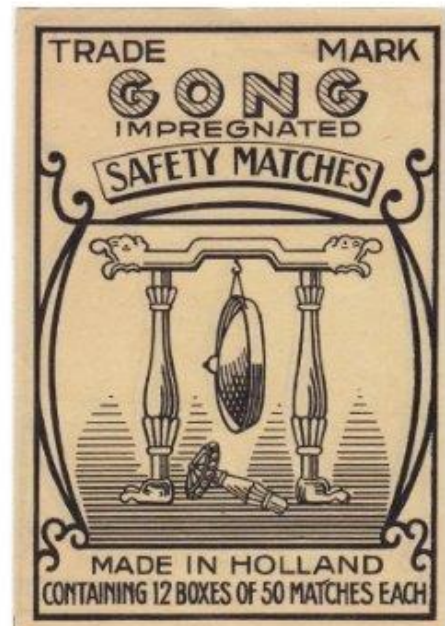
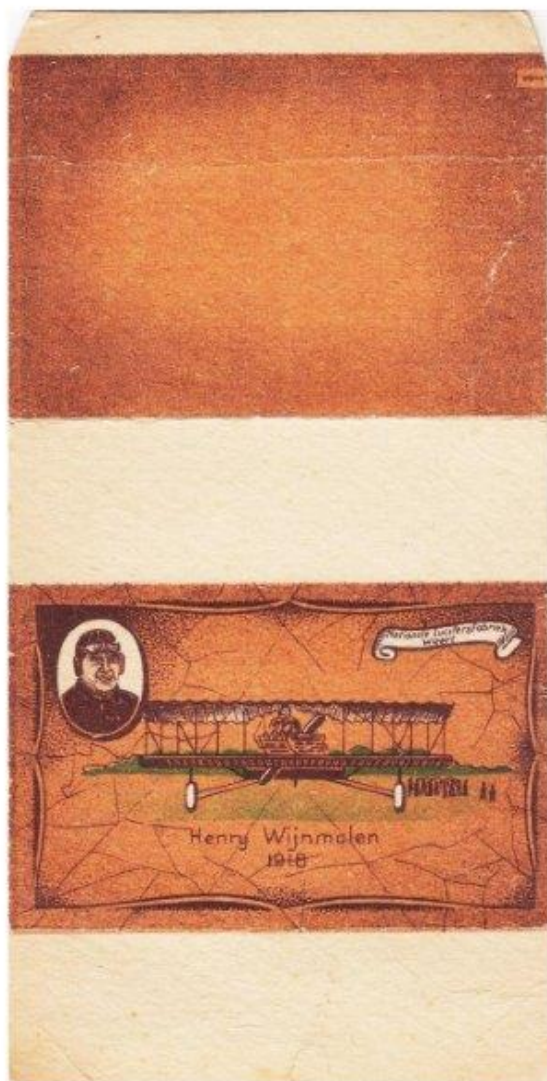
Negotiations were started with Swedish Match and this resulted in a merger on May 31 1965. When the new factory of the V.H.L.F. in Eindhoven was ready in 1967 production was moved gradually to that site.



Cardboard box 1937



Reg. 6-06-1936



Reg. G.B. 14-01-1938



Reg. G.B. 04-08-1939

20. 1936 - 1937 Lucifax factory of pellet matches, Amsterdam

On the 27th of October 1936, an application was submitted to the Mayor and Aldermen of Amsterdam for the establishment of a factory at the address Duivendrechtschekade 16-17 in Amsterdam. The application was submitted by Messrs. Carl Cahn and Dr. Hans Loch. The application was submitted in a letter with a letterhead of the "Lucifax Fabriek N.V." Amsterdam East.

Dr. Hans Loch was already known as the manager of "Zündkugel-Industrie" at the Ostbahn in Rehfelde (near Berlin) in 1932. The reason he came to Amsterdam was related to the rising antisemitism in Germany. The N.V. was indeed established with the factory at Duivendrechtschekade 16 in Amsterdam.

The brand Lucifax had already been registered on the 20th of August 1936. So on that date, it was already a Public Limited Company.

Production will have been started at end of 1936. Only fire pellets were made. The Bakelite box with gripper and striking surface was purchased. The box contained a glassine bag with the 400 pellets.

On the 26th of February 1937 a fire broke out in the factory using their own resources, they managed to extinguish it before the fire brigade arrived.

Consequently, Lucifax did not become the success that had been anticipated in the various publications. As early as the 7th of July 1937, less than half a year later, the N.V. Lucifax-fabriek was declared bankrupt.

