

MAGNETIC ANCHORING TECHNOLOGY SECURES SHELL LIVEWIRE NETHERLANDS AWARD



RISING STAR AWARD

An entrepreneur behind an innovative magnetic anchoring system is the latest winner of the Shell LiveWIRE Netherlands Rising Star award. Edwin van der Heide of McNetiq from Rijpwetering received funding of Euro €2,500 (US \$2,800) for his patented Controlock technology, which enables strong and safe magnetic anchoring connections with steel structures to be created for a diverse range of applications and industrial markets.

“The result:
savings of >40%
on lead time and
>70% on
materials.”

Shell



Shell
liveWIRE
supporting bright young business

MEASURING THE MAGNET CAPACITY

Controlock enables the lifting capacity of a magnet to be measured in advance for the first time. Consequently, fully safe magnetic steel connections can be created. Calculating the lifting capacity in advance is a prerequisite for safe anchoring using magnets as well as a precondition for certification. Magnetic anchoring can replace temporary welds created for purposes such as stabilizing scaffolding, securing marine cargo, anchoring temporary lifting hooks, and fall protection harnesses. The Controlock technology works using permanent magnets, is extremely safe, delivers impressive cost savings, and does not use a power supply, rendering it fault-free and explosion-proof.

Commenting on what the award means for his business, Edwin van der Heide said,

"Winning the Shell LiveWIRE Rising Star award is a fantastic endorsement for McNetiq from a world player in the energy market that has differentiated itself by growth and innovation. This will make it easier for us to gain acceptance in our markets."

*MA. Edwin van der Heide
co-founder of McNetiq*

The LiveWIRE Rising Star award, run in partnership between Shell and the Dutch Chamber of Commerce (KvK), provides a platform to showcase innovative entrepreneurs of any age whose businesses have been in existence for no more than five years. Each quarter, a new Rising Star is selected by a panel of expert judges on the strength of the innovation in delivering added value over existing products and services. The judges also consider the viability of the business model and the entrepreneurial strengths of the applicant. Shortlisted finalists submit an online video to enable the entrepreneur to pitch their innovation to win votes from visitors to the Shell LiveWIRE Netherlands website. The judging panel contributes 60% to the total score each entrepreneur receives, while the public vote yields 40%.

"I am excited to announce that after winning the Shell LiveWIRE Rising Star award, McNetiq has been selected by the department for the Operational Excellence of Shell. This means that their technology will be audited and will hopefully be placed on the international vendor list of Shell. This would truly be the win-win for Shell and the entrepreneur!"

*Celina Wang, Program Manager for
Shell LiveWIRE Netherlands*

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