

# 0.3 – a new Dutch reality

## What do salons think so far?

The tanning industry in The Netherlands has been subjected to the 0.3 emission limit since March 2008. The neighbouring country can be seen as a role model for the UK, where changes are soon to follow. In particular, it can be seen as an example of successful cooperation between the industry and the authorities. Salons want to offer the best tanning results to their customers, through affordable and practical solutions. They want to adapt the new norm into their business and still make money. Some Dutch salon owners have managed to do just that and are happy to prepare you for the future, by telling us how they have dealt with the change, and how their customers have done the same.

**Frank Veldman,**  
salon owner,  
Sunworld  
Tanning chain

**Did the implementation of 0.3 change your salon business?**

**If so, in what way?**

Yes, we have started advising our customers to tan a little bit longer for the same result. Our equipment included a lot of high-pressure beds so customers who liked those are missing their 'quick tan'. Also we switched our HPA glassfilters for new ones. They are a little bit less warm. Now we are seeing that some clients prefer another bed or just like this new kind of bed!

**How did you communicate the change to 0.3 to your customers?**

We did this by radio commercials (in the salon and outdoor), in-salon marketing with full-color prints, informing newspapers by email etc...

**How did your customers react to the change?**

The most interested thing is that they accept the move from our side, but they are blaming the government. Some customers are reacting very positively because we can say that the UV-output is very positive for their skin.

**What preparations were needed to make your salon comply to the new law?**

First, we bought some new 0.3 lamps and tested them in our office. Our staff compared the new results from daily results.



Then we have had to update the prices, comparing them with new customer tanning advice and times. We've had to make new price lists, brochures and

tanning schedules.

**What were the biggest obstacles and challenges?**

To set up new prices, and also to switch all of our salons to the new norm in just a couple of days. We had to remove all our lamps in all our equipment.

**Did you get support from your association and/or the industry?**

Yes, our branch organisation SVZ was very interactive in its support to our industry. They collected all kinds of information, distributed this by mail or print, and placed and filtered this information on their website [www.svzinfo.nl](http://www.svzinfo.nl)

**Did it help?**

Yes, there was a lot to tell our customers. You prefer to tell exactly all the details of this new 0.3 norm, but when you have to do this daily to some hundreds of clients, it is very helpful when your clients also update themselves through the association home page.

**What are your recommendations to English salon owners to manage the change with as little difficulties as possible?**

Try to speak to some other salons with the same tanning beds from the same manufacturer. Their experience is very important.



## Sunworld Tanning

Sunworld Tanning sun salons have been active in the Dutch indoor tanning industry since 1993. Friendly service, sound professional advice and hygiene are what characterises the chain, which presents the latest in professional tanning equipment in spacious cabins. The salons are open 7 days a week without appointment. [www.sun-world.nl](http://www.sun-world.nl)

### Would you say the investment in the change to 0.3 could be easily converted into a bigger turnover?

Not yet. First we had to collect the right advice from our daily clients; this progress can not be done in a few weeks.

It will also take time to try to inform potential customers who have not visited a tanning salon before 0.3. They are an attractive new and huge prospective group for our business. Within two years we are expecting a growth of 15 percent of this group of consumers.

### And, in the end – was the change towards 0.3 as bad for your business as you were worried about?

I was never really that worried because since 0.3, clients can not use all types of tanning beds, like they could before. We have been recommending the message of responsible tanning since 15 years and nothing else has really changed in our company strategy.

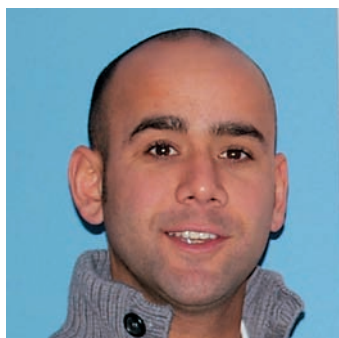
### Mitchell Demas, salon owner, Sunbob salons

#### Did the implementation of 0.3 change your salon business?

No, apart from having to retrain our employees, our salon business didn't really change.

#### How did you communicate the change to 0.3 to your customers?

In the beginning we didn't communicate the change to our customer. The change to 0.3 is in my opinion a technical implementation, which is not interesting to our customer. Later, and also because of the law, we made some flyers with information about the 0.3 implementation. This infor-



mation we received from the Dutch SVZ association.

#### How did your customers react to the change?

In the beginning nobody really reacted at the change, simply because we had not notified them. Maybe it was also because we had already made some changes in the output before the actual implementation of 0.3. In the beginning of January 2008 we changed some of the lamps in the

## Our clients recognise even more than before that a sunbed has many positive effects

sunbeds. Actually, we created an intermediate stage (0.6. - 0.5 - 0.3).

#### What preparations were needed to make your salon comply to the new law?

We trained our employees and we had some business meetings with our sub-contractor (JK - Nederland). Besides all that we received a lot of interesting information from SVZ. It was thanks to this trade organisation, with Frank Veldman recently appointed as president, taking over of former president Huib van Heest (also known as the Managing Director of JK - Nederland) that we were ready for 0.3.

#### What were the biggest obstacles and challenges?

Quite a lot. I mean like almost every business we are dependent on our customers. The customer is in charge!

#### Did you get support from your association and/or the industry?

Yes, as previously mentioned; we received all kinds of support (information, opinions, suggestions).

Some of the suggestions were definitely beneficial. What's been interesting is how some companies have been incredibly creative with their approach to 0.3. For them it was, besides of having to renovate their products, also an opportunity to make money out of the situation.

#### What are your recommendations to English salon owners to manage the change with as little difficulties as possible?

Do your homework! Talk with people from the industry, listen to your sub-contractor, but make your own decisions. Also make sure you know everything there is to know about the law. Only when you're ready is it time to tell your employees and customers.



#### And, in the end – was the change towards 0.3 as bad for your business as you were worried about?

No! A good health and a beautiful tan will always be important to our customer. Our customers need to get a positive impression surrounded by a positive and professional environment. Our clients recognise, possibly even more than before, that a sunbed has many positive effects (tan, muscular system, relaxing, vitamin D etc). **TB**

## Sunbob

The latest equipment, professional support and advice and at all times a good tanning result is what professional chain Sunbob prides itself on. The chain is rapidly expanding around the country, and puts emphasis on tanning in terms of relaxation and enjoyment. [www.sunbob.nl](http://www.sunbob.nl)