

Inside Sales Representative (m/f/d)

Waalwijk | Graphic Industry | MBO+/HBO (Secondary Vocational Education / Higher Vocational Education) | 40 hrs

About the Company

API Transfer Technologies is part of the international ALDUS™ GROUP, a fast-growing Australian group of companies active in the printing, packaging, and finishing industry. From its headquarters in Sydney, more than 400 colleagues worldwide work together on smart solutions for brands and manufacturers in the label and packaging sector.

In the Netherlands, API Transfer Technologies operates as an independent organization with a close-knit team of 35 employees. Here, global expertise meets Brabant's no-nonsense mentality. The company develops and supplies high-quality foils and transfer materials used in packaging and labels, products that contribute daily to recognizable brands in retail and industry.

From Waalwijk, API Transfer Technologies delivers elegant foils and decorative solutions applied to packaging and labels of leading brands such as Lindt, Rituals, Bosch, Gucci, and L'Oréal. Combining technical knowledge, international strength, and a practical approach, the team contributes to stylish, sustainable, and distinctive product packaging that stands out worldwide.

What will you do as an Inside Sales Representative?

No day is the same. You start your morning by reviewing incoming emails and reports from account managers. What's urgent? Which customer needs something? You set your priorities, handle customer requests for samples or quotes, and ensure everything is processed correctly in the system. You also check whether yesterday's orders were entered correctly: do the item numbers, prices, and delivery dates match? You keep the overview.

You are the main point of contact for customers. Picking up the phone comes naturally to you. This way, you build real relationships and immediately notice if a customer is less active than usual. That's the moment to reach out and find out what's going on.

In addition to customer contact, you coordinate daily with the field sales team. You make sure their tasks are handled and think about which visits you can join. Occasionally, you attend trade fairs to deepen your product knowledge and stay connected to the market. In short: you are the heart of the inside sales team, where commerce, service, and organization come together.

Responsibilities

- Maintain and expand customer relationships via phone and email.
 - Proactively approach customers and prospects.
 - Work closely with the field sales team to seize commercial opportunities.
 - Act as the first point of contact for (potential) customers and advise them on products, prices, and availability.
 - Prepare quotes and sample requests and actively follow up.
 - Take responsibility for the entire order process: from entry to delivery, including coordination with production and transport.
 - Occasionally travel to maintain customer relationships and attend international trade fairs.
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Required Skills

You thrive on customer contact and building relationships. Commerce is in your heart, service in your DNA—you want things to be right, customers to be satisfied, and figures to look good. You work in a structured way, pay attention to detail, and keep a cool head when things get busy. Whether it's an order, a quote, or a spontaneous customer conversation: you handle it with care and enthusiasm.

You communicate easily in Dutch, English, or German. Additionally, you have a sense of responsibility and enjoy achieving results together.

- MBO+/HBO level of education (Secondary Vocational Education / Higher Vocational Education).
 - At least 2–3 years of experience in a commercial role.
 - Commercial drive and proven experience with proactive customer engagement.
 - Excellent command of Dutch, German, and English.
 - Flexible attitude and ability to maintain oversight.
 - Energetic, proactive, persistent, and customer oriented.
 - Team spirit and strong planning and organizational skills.
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Employment Conditions

- An independent role within an international and dynamic work environment.
- A pleasant, collegial atmosphere where initiative is valued.
- Short communication lines, plenty of room for personal input, and a touch of humor in the workplace.
- Fair salary
- 25 vacation days, 8% holiday allowance, and a good pension plan.
- Travel allowance.
- Company laptop.
- Friday afternoon drinks at 3:30 PM.

API Transfer Technologies as an Employer

At API Transfer Technologies, you work in a team where structure and freedom are well balanced. Communication is direct, people enjoy working together, help each other, and challenge each other to improve. There's a great mix of practical efficiency and personal attention: commitments are honoured, results matter, but always with respect for the person behind them.

The team's strength lies in its diversity of personalities. There are thinkers who provide structure and oversight, doers who bring energy and act quickly, and warm-hearted people who are always ready to help colleagues. Creativity and precision go hand in hand here, making work at API varied and inspiring.

If you fit in here, you like to take initiative, contribute ideas, and have a sense of humour. Because alongside hard work, there's also room for fun—on Friday afternoons, the team traditionally wraps up the week with drinks.

Craftsmanship Since 1783

With roots dating back to 1783, API Transfer Technologies has a rich history of craftsmanship and innovation. What began in London as the artisanal company George M. Whiley, specializing in gold and silver leaf, has grown over more than two centuries into a leading player in high-quality foils and transfer technologies. The combination of traditional mastery and modern engineering remains at the core of who they are: a company proud of its heritage but firmly focused on the future.

Interested?

Are you excited and does this sound like your next step? Send your CV to Sheila van der Meeren at sheila@recruitment4you.nl. You can also send a WhatsApp message: 0416 – 53 49 36.