



COCOON
Product Meets Competence

INTERVIEW WITH THE DIRECTOR OF PHOTOGRAPHY STIJN VAN DER VEKEN



cocoon: As a professional photographer and cinematographer: what is in your opinion the most important aspect of a protection case for lenses or cameras?

Stijn van der Veken: The equipment, which I use as a professional photographer and cinematographer, has been made with a high precision and accuracy. So you are nearly as proud on the lenses and cameras as you are on a baby. It is obvious, that everyone wants only the best protection for his baby. And this protection you have to ensure, whenever it is possible.

c: According to the previous question, how essential or even necessary are other aspects like the design, the individuality and the practicability of a protection system?

Stijn: Primarily, cases have to be light, robust and easy to use. Because on a set it is important, that on the one hand the storage is absolutely secure, and on the other

hand the handling needs to be easy and uncomplicated. I think, just in this way a protection system can simplify the work under professional conditions.

c: How important is it for you to spend a lot attention on the transport and protection cases in comparison to the attention you spend on the quality of the lenses or cameras?

Stijn: There is no question: the lenses and cameras, which I can work with every day, are the most important aspect for me. But for a good result of my work it is necessary, that the protection cases are reliable and resist all of the daily stress. With that requirement, the equipment can permanently achieve the best quality.

c: Concerning our own range of services and products, what were the main reasons for you to become a customer of cocoon.

Stijn: When I first saw the products of cocoon, I was taken by the high quality and the really unique design. During the entire development process for my own and individual cases I have felt that I can trust in the performance and service of cocoon. I perceived that orientation on the wishes of the customers as very pleasant.

c: With an eye on your extensive and wide experiences: How useful are the existing case-solutions beside cocoon to protect the range of sensitively equipment?

Stijn: To be honest, I was not convinced of the existing solutions so far. The protection systems of cocoon are

doing a lot of things better. I guess, the high quality and the appealing design are related with the fact, that cocoon itself has extensive and deep relations into the photo- and cine industry. And if you hold their product in your own hand or even see them, you will feel this advantage.

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c: How ruling is the protection quality in relation to the price of a case? Or is it worth to save money for the protection systems?

Stijn: Fortunately I didn't have accidents with any bigger damages on my lenses or cameras. To conclude, that I take just a little less attention on the protection system, would be basically wrong. No professional photographer or cinematographer, who loves the equipment, would save even one Euro on the protection for it.

c: Thank you very much for this interview.

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