



A Dynamic White Label Partnership

Fueled by a commitment to innovate and a drive to develop its white label EV chargers, Peblar is joining forces with leading industry experts.



An Introduction

Peblar and independent Belgian Charge Point Operator (CPO) STROOHM embarked on a partnership to develop a cutting-edge white label EV charger to redefine STROOHM's product lineup. STROOHM's expertise lies within the fleet charging sector. Their mission is to provide smart charging infrastructure for the Belgian fleet market, facilitating the transition to electric mobility.

Bart Massin, CEO of STROOHM, gives an insight into how the collaboration began, the intricate process of the white label customisation and the prospects that lie ahead for this dynamic partnership.



Bart Massin
CEO - STROOHM





The Spark of the Collaboration

After crossing paths with Peblar at the Fully Charged event in Amsterdam, STROOHM quickly recognised a shared vision and mutual drive to create a competitive product for the fleet charging market.

Discussions began over STROOHM's criteria for a bespoke EV charger, as they sought full ownership of a product that felt true to their brand and ethos. Bart explained,



We needed a universal charger that could match the needs of our B2B clients, including residential home installations.

STROOHM came prepared with a wishlist for the new product, based on their years of experience in the EV charging field. The charger needed:

- OCPP compliance
- No hardware lock-in to guarantee independence
- Robust security measures
- A premium branded design
- Top-tier reliability
- Future readiness to ensure longevity in the market
- An extensive warranty

STROOHM's team were thoroughly impressed by Peblar's foundation of knowledge in the industry, which validated them as a dependable manufacturer. Bart noted how strong the communication with Peblar was in the early stages, as they dedicated time and attention to develop an understanding of the requirements.



We work with a lot of hardware suppliers but can conclude that Peblar's technical support is very good. You can talk directly with subject matter experts who know exactly what they're talking about.





Product Development Went into Overdrive

Plans began to customise the white label charger to ensure it made an impression in the market. With a clear vision in mind, STROOHM presented the name 'ZenCharger.' Product development was facilitated by Peblar's strong knowledge of the industry and ability to challenge STROOHM's ways of thinking,

“ The communication was always constructive and solution-led. There was also an openness to listen and improve the product.

The partners had a unity of technical language and enthusiasm to get started, which propelled them into the next stages.

With a history of ordering smaller quantities with alternative suppliers, STROOHM were ready to solidify their commitment to Peblar and ramp up the volume of orders. Matching Peblar's offering resulted in a more competitive price for the ZenCharger.

Peblar's white label programme requires clients to order in larger quantities due to the efficiency of producing the charger in higher volumes. This benefits both Peblar and the client, laying down a foundation of trust and a forward-thinking mindset.





The Testing Stage

During a visit to Peblar's production facility, STROOHM's team were shown firsthand the robust testing procedures of the EV chargers.



The advanced charger testing involves X-ray inspections, extreme temperature and weather testing. This ensures the chargers have the robustness to function across various climates. Bart appreciated the real-life interaction, "when you see the testing in real life, you instantly understand how the 10-year warranty is given."

After Peblar carried out their extensive testing process, STROOHM's team conducted their own tests in real-world scenarios. This included compatibility testing with several cars, connections with external devices and load-balancing tests.



Overcoming the Bump in the Road Ahead

The ZenCharger was in development, but Bart and his team had concerns about its reception. It was an unknown product entering a competitive EV charging market and stood with no customer backing or reputation. Bart explained, "We didn't want to have a product that was known by everyone; we wanted to offer differentiation in the market, but this created a challenge." In light of this, the team put in considerable work to pitch the new charger to their clients to get their trust.

However, with the high-quality specification, smart design, and competitive pricing, Bart confirmed that "the product sold itself." STROOHM's trust in Peblar's extensive knowledge of infrastructure and protocol resolved these concerns, and confidence in the ZenCharger's adoption was secured. Bart declared,



We're very proud to have the first charger in Belgium with a 10-year warranty. This is due to the PCB build-up, quality checks and guarantee given by Peblar.





White Label Customisation: the ZenCharger Took Shape

Peblar's white label customisation offering enables clients like STROOHM to tailor their EV chargers perfectly to their preferences. Aesthetic personalisation features include custom colours, brand logos and cable length. Other customisable elements include branded documentation such as manuals, custom web interfaces and service hubs, as well as a capacity for SIM card placement in production.

A tailor-made approach was a key selling aspect to STROOHM. The product had to have a premium look and feel, which led to the choice of a solid black design complemented by STROOHM's logo and a custom cable length.

Throughout Peblar's customisation process with clients, deadlines are meticulously set and met and the key priority is crafting a design in which both companies feel confident. Bart was pleasantly surprised with the efficiency of the collaborative process:

“The white label process was clear and all the deadlines were known upfront. It was a really positive collaboration due to the high level of know-how within Peblar.”





Real-World Integration: the Installation Journey

In-person installation training from Peblar's product experts ensured a personable and professional experience. Bart was especially impressed with this, "installation training was explained upfront, which allowed the process to be as smooth as possible." This enabled STROOHM's installers to be trained quickly and efficiently.

In a quick turn of events, STROOHM's largest supplier ceased trading, which put immediate pressure to launch the ZenCharger in just two weeks. The installation process helped this turnaround happen smoothly and was a big selling point for Bart, "It's not just about the product's specifications, it's also about the ease of installation." Both Peblar and STROOHM remain very proud of the quick turnaround during this stage, which was made easier through their effective communication.

“The ZenCharger is the best product in our portfolio.”





Looking Ahead: Sustainable Growth and Expansion

With an efficient rollout came a positive reception from STROOHM's clients, who praised the ZenCharger's high quality, ease of use and practicality:



The design is sleek and it looks very neutral when installed at the exterior of a house. We received no complaints about the look and feel of the ZenCharger.

Ongoing development involving the latest software updates ensures Peblar's EV chargers remain future-proof and competitive in the market. Bart agrees, "the ZenCharger can grow software-wise and we're consistently seeing developments in the product, for example with solar optimisation." Having open discussions and honouring STROOHM's requests for future releases helps Peblar align their development goals with STROOHM.

The future is bright for this partnership, which will continue to evolve with a dedication to the highest innovation standards on the path to creating sustainable EV charging solutions.





If you have any questions, our sales team will be happy to set up a call.

You're most welcome to visit our factory in Eindhoven, the Netherlands, where you can see and test our chargers yourself.

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STROOHM

STROOHM is located in the unique old power station on the banks of the Schelde and the Rupel. From this STROOHM Central, the team's mission is to electrify the mobility sector, offering services tailored for professional fleets.

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