

## **JORIS DUBOIS OF JD SUPPLIES & SERVICES**

# BEFORE the forming of JD Supplies what was your previous involvement, if any, in the gaming industry? When did you found the company and what were the reasons behind it?

JD Supplies & Services was founded right after I obtained my masters degree in business. My father had been active on the operator side for many years and he always told me he was very disappointed in the service of some big casino equipment suppliers.

JD Supplies represents small and middlesized suppliers and will always seek to find the right solution for each individual customer. We have excellent relationships with each of our customers. Requests are always treated within 24 hours in their native language (we speak French, Dutch, English, German and Italian).

The company was created more than 10 years ago and has been active as a distributor for several reputable casino equipment companies such as Martin Williams Casino Equipment. Since the start we have been very active in the sales of their state-of-the-art layouts. Today, we have a strong market share in the European market.

#### At what time did you start the Sevenjack table games division?

Sevenjack is a subsidiary of JD Supplies & Services and has been founded together with a professional game inventor and player. We are proud of what has been achieved since we started this adventure two and a half years ago.

## Why do you think there was a need for such games on the casino floor?

We focus on side bets for blackjack. Almost all side bets out there are purely a combination of 52 cards, which is a bit boring.

Each of our games has unique features and the playing rules are very easy to explain to players.

For example, Crazy Twins is the only bet you'll ever come across where players have to win their hand against the dealer to win the bet. The payout can go up to 300 to one, so excitement is guaranteed.



#### How do you promote your games?

We mainly deal directly with customers. However, we have several distributors such as Cammegh for the UK and Australian markets and BSM Gaming for the African market. Thanks to their excellent work, today we can proudly say that our games will be launched soon in some important South African casino operations.

#### What has been the progress of the games so far, despite the problems of 2020?

ICE 2020 was great and a lot of casinos confirmed a trial of one of our games, but then came Covid... Out of solidarity we stopped charging all licence fees until casinos reopened their doors.

Covid has postponed our exponential growth but one thing is hopeful. We see that most casino operators today, after closing down their operations because of Covid, have been more motivated than ever to come up with something new.

#### What have been the reactions to the games from casino operators?

All casinos that tried one of our games go ahead with the game after the trial period, which is very satisfying.

#### Have any changes been made to the games and, if so, why?

During Covid, we took the time to improve one of our games, a game that we had not really

actively promoted before. Get the Picture is the name. The side bet is now ready to launch and already two casinos have confirmed a trial.

### Does JD Supplies have plans to extend its portfolio or has this already happened?

We continuously seek to develop new games and always try to be one step a head. Our next step is to market a progressive jackpot side bet. We currently are developing a game in collaboration with one of the biggest gaming companies in the world.

They will deliver the state-of-the-art technology to install on gaming tables. We expect the first installations before the end of this year.

Thanks to our exclusive coolaboration with Gaming1, Twins and Crazy Twins can be played online in Belgium at www.circus.be. In 2021, Gaming1 will start installing the game on several international gaming platforms.

#### How do you see the future of the games and of the company?

We see our future very promising in both the land-based and online sectors. There are so many potential customers for our games out there and the games prove they do the job. 

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