

TREND SETTER IN THE CANAL ZONE

Royal Van Eerd (Tilburg) makes quality folding cardboard packaging for the pharmaceutical industry. The family business has grown a lot in recent years and therefore started looking for expansion. Unfortunately, that was not possible at the existing location. There was also no plot available for the realization of a single new business location. The solution? A second location at a prominent location on the Ringbaan-Noord in Tilburg. Father Roel and son Martijn van Eerd and Eric de Vetten from Quadrant4 are happy to tell us more.

Roel: "We are a real family business. 'We all care' is our slogan and we live up to it. Together we take good care of our customers and the customers of our customers (patients). Actually, we are much more partners with each other. In 2019 we celebrated our 100th anniversary and received the Royal designation. We are very proud of that."

Martijn: "A year and a half ago - as the fourth generation - I also joined the family business. We were already looking for expansion because of the solid growth. A new location proved unfeasible because there was no land available in the region. Together with Quadrant4 we had made a master plan and we eventually decided on a second location. We checked with our 11 largest customers what they thought of it, and they were excited. This way we can offer a backup and continuity."

Roel: "Our second location will be located at an attractive high-profile location on the Ringbaan-North. In the Canal Zone. Of course, then you go all out for a beautiful and sustainable new accommodation. Our building will really be an enrichment for the city of Tilburg."

The value of integrality from Quadrant4

Roel: "I wanted a business administration approach to our building requirements and was looking for a partner who can guide us in everything. Understanding the problem. Ambitious. And close. A partner that puts our business processes first above all. Who, for example, thinks along about sound, about the arrangement of the machines, about indoor climate and air humidification. Quadrant4 turned out to be the best option."



Eric: “We drew up a master plan, took care of the design of the building and took care of the entire permit process. We subsequently put out a request for two construction companies. And yes, we include everything: routing, layout, waste flows, incidence of light, fire safety, parking, et cetera. But we also have it crystal clear in our minds that we want to deliver a beautiful and distinctive building. It is definitely possible to do both.”

Martijn: “The construction of our new location is planned to start in the fall of 2021. I am very confident about it. Working with Quadrant4 has been very nice. The whole team radiates energy and enthusiasm. And they make me feel like our project is THE project. They do that well.”

Eye-catchers new location:

- The terrace on the canal side and the facade on the Ringbaan-North.
- The abundance of daylight that connects the inside with the outside.
- The parking deck on the roof, which means that local residents are not inconvenienced.
- Connection between the office spaces on the first floor, the work café, and the production. We are a whole. We all care.

Sustainable features:

- Solar panels on the roof, heat recovery, optimal insulation, 100% gas-free, new type of data and power distribution, green facade surfaces to combat particulate matter, attention to biodiversity.

