

# Stepping out of your **COMFORT ZONE** together



Click to play  
video

For the Amsterdam project developer DELTA Development Group, sustainable construction has been number one for over twenty years. Which makes sense. Because sustainable construction leads to lower costs, fewer risks and healthier buildings for the people who live or work in them. Quadrant4 shares the same conviction and both parties found each other in this. Together they will work on the new European distribution center of Levi's in Germany. Qnnect spoke with Coert Zachariasse (founder and CEO DELTA), Edwin Meijerink (director Germany DELTA), Roy Bruggeman (architect Quadrant4) and Rudy van de Water (director Quadrant4) about this beautiful project. And about the power of smart collaboration.

**Coert:** "DELTA Development Group was founded in the mid-eighties by my father. I took over the shares in 2001. In 2002 I was already inspired by the ideas of William McDonough. Design differently. Cradle to Cradle. That's the direction we had to go in, and so we went. DELTA focuses on the long term. Adding quality to the investment."

**Edwin:** "Even in more difficult times, we maintained our conviction that sustainable and circular construction is not an option, but a must. And now it's fully in the picture. For the younger generation, it's a no-brainer. And of course, the consequences of climate change make it very urgent."

### European distribution center (EDC) Levi Strauss & Co in Dorsten (Germany)

**Roy:** "The value of the Levi's brand is high, but it is also vulnerable. The company has more than 900 stores worldwide. You really want to do it right. They therefore do not go for the cheapest EDC. But for the EDC with the sustainable appearance that suits them. DELTA Development Group and Quadrant4's pitch for this project fully focuses on Human Centered Design, energy-neutral footprint, biodiversity, LEED and WELL. Which really appealed to the Levi's project team. We won the pitch with that."

**Edwin:** "You can also see that in the Netherlands we have really come a long way in this area. Germany is a little more patient. In any case, I am pleased that the investment we are making now matches the value of the EDC in the future."





Coert Zachariasse

### Dynamics in the collaboration

**Rudy:** “We had been in contact with DELTA for some time, but that was about a project in Amsterdam. Then the EDC for Levi’s came along. We found each other in dynamism and in acting quickly.”

**Edwin:** “The complete proposal had to be presented to Levi’s within three weeks. We knew right away that we needed creativity and inventiveness, so we jumped in at the deep end with Quadrant4. Transparency was a must. And so was trust. We stepped out of our comfort zone together and that worked out well. Also because Quadrant4 really has a lot of knowledge.”

**Roy:** “The request fit us like a glove. In the field of DCs, we can’t be over-asked, because of all the knowledge and experience we have built up in recent years. It’s a piece of cake for us.”

**Coert:** “We were very complementary in the presentation. I took care of the sustainability part while Roy went into more detail about the technology. We went for content and experience. This, combined with the spectacular design, was ultimately the deciding factor.”

**Rudy:** “It will be the most highly automated warehouse we have ever worked on. I even think it could become ‘the most sophisticated warehouse in Europe’.”



Edwin Meijerink

## European Distribution Center (EDC) for Levi Strauss & Co. Germany

In December 2019, DELTA Development Group and Quadrant4 won the pitch for a new EDC for Levi Strauss & Co. This high-quality EDC has an area of approximately 70,000 m<sup>2</sup> and will be located in Dorsten (North Rhine-Westphalia). The EDC will be equipped with an innovative, fully automated material handling system.

In addition to the exterior design, Quadrant4 will also work on the office concept. Again, we make extensive use of VR techniques. For example, we include the construction team and the user in all parts of the 'design journey'. Construction will start in mid-September 2021. In December 2023, the first deliveries of Levi Strauss in Europe from this EDC will take place.

