

INSPIRATION GUIDE



**BEDDELEEM**

PREFACE

New horizons and change – that was the Beddeleem theme in 2023. As one of Belgium’s Best Managed Companies, we couldn’t stay static. So, we went back to the drawing board to reevaluate our strategy. And we came out stronger and smarter for it with a new, improved mission, vision, and values. This business-wide exercise empowered us to strategically recalibrate our organisational objectives to align with the industry’s dynamic landscape and positioned us to transform partners and projects through innovative insights.

Our new mission, vision, and values? They are paramount. And we are committed to seamlessly integrating them into our projects and partnerships. As we unveil our transformational outlook, we ensure a shared commitment to excellence and innovation – the cornerstone of all our partnerships. The road to success and sustainable growth is one we walk together.

Join us as we embark on this new path, where our principles define and shape the future of sustainable, innovative, and healthy workspaces.

**BEDDELEEM**

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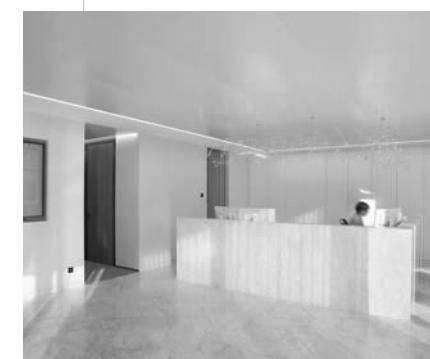
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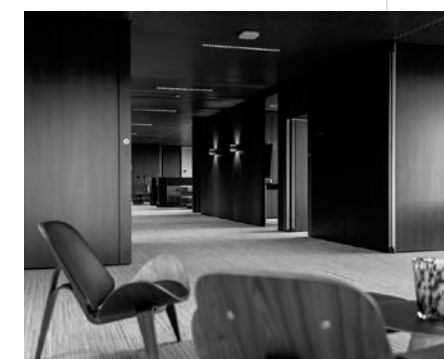
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OUR MISSION

# Realise the futureproof workspace through sustainability innovation excellence

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## SUSTAINABILITY

Our definition of sustainability encompasses the big picture.

- It's human-centric.
- For product development and project execution, we carefully choose materials to ensure a high-quality, healthy, and safe indoor environment.
- We strictly monitor legal obligations, our carbon footprint, and reduction targets to improve our environmental performance.
- We do business to safeguard people and the planet.
- We respect the Human rights policy and Environmental policy.

## INNOVATION

We make innovation a reality through in-house development and technical innovation.

- The key to managing complexity is to secure and share knowledge.
- Our proprietary research and development doesn't stop at the legal minimum. Our code demands more and better.
- Far-reaching efficiency and production capacity that stems from our cutting-edge tech.
- We are committed to the circular economy.

## EXCELLENCE

We get the job done by excelling at what we do.

- Customer service - we give clients a carefree experience, guaranteeing optimal follow-up before, during and after the work, meeting customer needs and expectations.
- For partners (e.g. customers, suppliers, architects, subcontractors, etc.), we're always top of mind, their go-to solution.
- We pursue continuous improvement in, e.g. safety (VCA\*\*), quality (ISO9001), environment (PEFC | ISO 14001), and sustainability (CO2-neutral | Cradle-to-Cradle | VOKA Charter for Sustainable Entrepreneurship) through our well-being systems and certificates and the related targets and action plans.
- We aim to be the industry benchmark.
- Beddeleem has proudly borne the badge of Best Managed Company since 2023. Our vision reflects these principles perfectly.



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# Ageas

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Client: Creneau Int. for Ageas  
Architects: Creneau Int.  
Location: Brussels







The Ageas Group moved its offices to Brussels, into the Manhattan Building's impressive 5,000 m<sup>2</sup> of office space. Built in the 1970s, the building underwent a radical transformation and now functions as a complete ecosystem featuring amenities such as restaurants, fitness facilities, and auditoriums.

#### HYBRID WORKING ENVIRONMENTS

Ageas is convinced that physical workplaces produce better hybrid working environments. And these workspaces should be innovative hubs where team spirit flourishes, improving performance and serving as a source of inspiration.





Beddeleem finished four floors for Ageas based on a Creneau Int. design. Warm, welcoming office spaces exude a sense of class. JB FIREGLASS partitions border the impressive Winter Garden, which features a majestic staircase that connects all floors.

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Other types of partitions, ranging from full to upholstered, and (curved) glazed JB PURE 100 partitions, similarly serve to cleverly subdivide these spaces.



‘For the Ageas Hub in the Manhattan Building, Beddeleem powerfully embodied its values daily; they combined exceptional quality and professional management.

Due to the empathy shown by Beddeleem’s management, they exhibited incredible flexibility and stayed on top of the ambitious schedule.’

Philippe Monserez, Chief Design & Build Officer (CDBO)  
(AG REAL ESTATE)





# Atfinco

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Client: Atfinco  
Architect: Studio Boîte  
Location: Leuven





Embarking on a comprehensive office fit-out journey for Atfinco, specializing in tax advice.



The vision was to harmonize Atfinco's distinctive identity with the creation of an inviting ambiance meticulously intertwining Atfinco's corporate essence with an atmosphere that exudes comfort and openness.

The challenge of the new design for Studio Boîte was to create an environment that encourages informal interactions and collaboration.





Beddeleem took charge of the entire interior fit-out and covered even all technical installations, some structural works and exterior joinery.

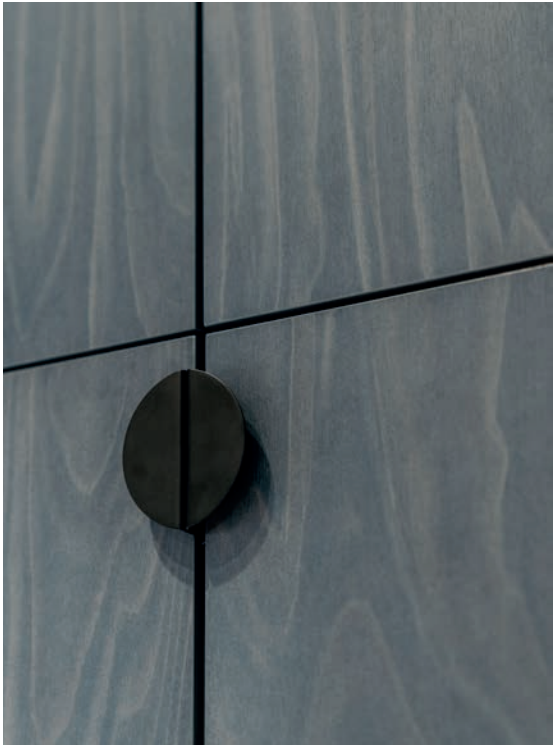
One of the standout features of the project was our new JB 2000 FRAME WOOD partition.











**CHALLENGES**

Despite facing challenges due to the protected site location in Leuven and a difficult access, we completed the project within a short timeframe of 4 months.





# Discover JB 2000 FRAME WOOD

The warm look of wood,  
combined with numerous  
technical features.



With our JB 2000 FRAME WOOD, you consistently extend one type of wood throughout your interior. Whether on partitions, doors or other elements, you can create a uniform look that exudes tranquillity and harmony.

## TECHNICAL FLEXIBILITY AND SUSTAINABILITY

The JB 2000 FRAME WOOD offers the same technical flexibility as the other system walls in the JB 2000 range. The system is 100% modular, reusable and relocatable, making it futureproof. You can easily reconfigure your space without compromising on product quality and sustainability.





Be inspired by the projects featured in this book, showcasing the new JB 2000 FRAME WOOD. This product delivers not only aesthetic appeal but also practical solutions, making it an ideal fit for modern and contemporary workspaces.





# Durabrik in the yard

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Client: Durabrik Bouwbedrijven  
Architect: 5AM  
Location: Drongen







Off the E40, in Drongen, uniform walls and repeating glass panels make up the façade of In the Yard, the Camino Business Group's (including Durabrik) sustainable business centre. Designed by Salens Architecten. This design facilitates the building's open-plan layout, providing its tenants unparalleled flexibility.

Beddeleem's JB system walls – easy to break down and set up – are instrumental in creating the building's 5,000 m² of adaptable office space.





Our JB 2000 FRAME WOOD wall, with its warm wood look, levels up the overall aesthetic. Every panel, door leaf, and window frame features wood print HPL, achieving a visual harmony otherwise impossible to create with solid wood's irregular grain.

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In addition, the wall system's sleek glass frames contribute to the spaces' overall open, modern feel.



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This project demonstrates the elegance of zero joint wall cladding, perfectly blending functionality and aesthetics. The core is enveloped by sleek dark partitions with minimal joints, demonstrating our expertise as a manufacturer of premium system walls.

The perfect choice for those looking for a smooth and continuous surface, without the traditional 5 mm joint.





Radiating tranquillity and comfort,  
In the Yard is the place to work and  
relax all year round.



# Cushman & Wakefield Main Office

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Client: C&W DESIGN + BUILD  
Architect: C&W DESIGN + BUILD  
Location: Brussels





Beddeleem gets the job done. And the comprehensive upgrade of Cushman & Wakefield’s Belgian headquarters – in the heart of Brussels – is a recent example of one well done. Cushman & Wakefield’s in-house design team, C&W Design + Build, provided the design, and Beddeleem transformed the building’s interior to mirror that design to perfection.



The project scope included installing gypsum board walls and outfitting columns and walls with gypsum cladding. Beddeleem also installed JB PURE 100 system walls and doors to stylishly enhance workspace functionality and aesthetics.

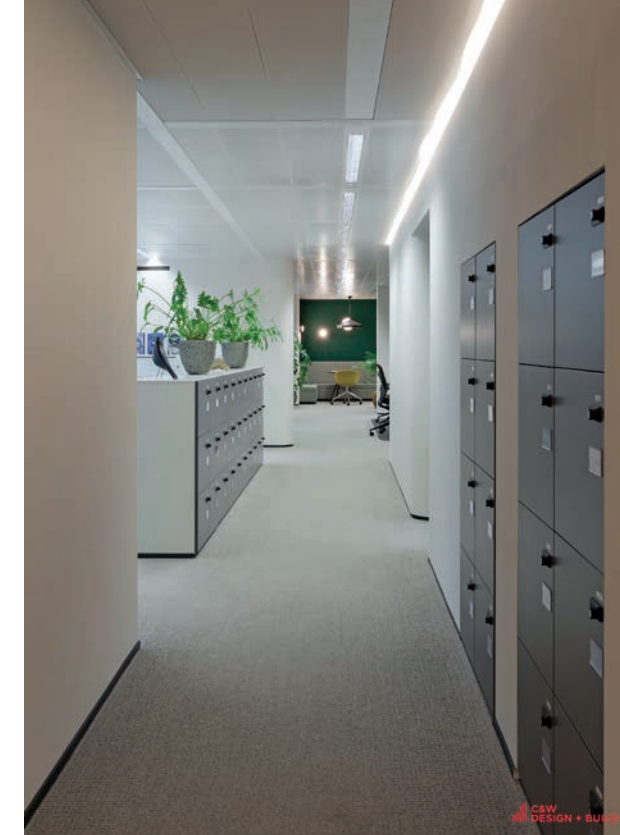




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Beddeleem's strong synergy with Cushman & Wakefield's design team produced offices that look and feel fantastic and meet the highest quality and design standards.

Now, Cushman & Wakefield employees can make the most of their workday in an efficient, modern setting that reflects the company's commitment to service and workplace excellence.



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# Daikin

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Client: Daikin Europe  
Architect: B2Ai architects  
Location: Anderlecht







Daikin had plans to expand its Anderlecht offices. For that reason, they put their faith in B2Ai architects and Beddeleem to get the job done. The project entailed a full fit-out of the new 1,400 m<sup>2</sup> space and a refurbishment of the existing 1,500 m<sup>2</sup> area. Beddeleem masterfully integrated the building's old and new sections, creating a harmonious, functional whole.











Daikin went for an eclectic mix of partitioning, including the JB 2000, JB 4000, JB CLAUSTRA, JB PURE 100 relocatable partitions, and JB QBEs. Our general contractor assignment also included services such as technical installations, painting works,...



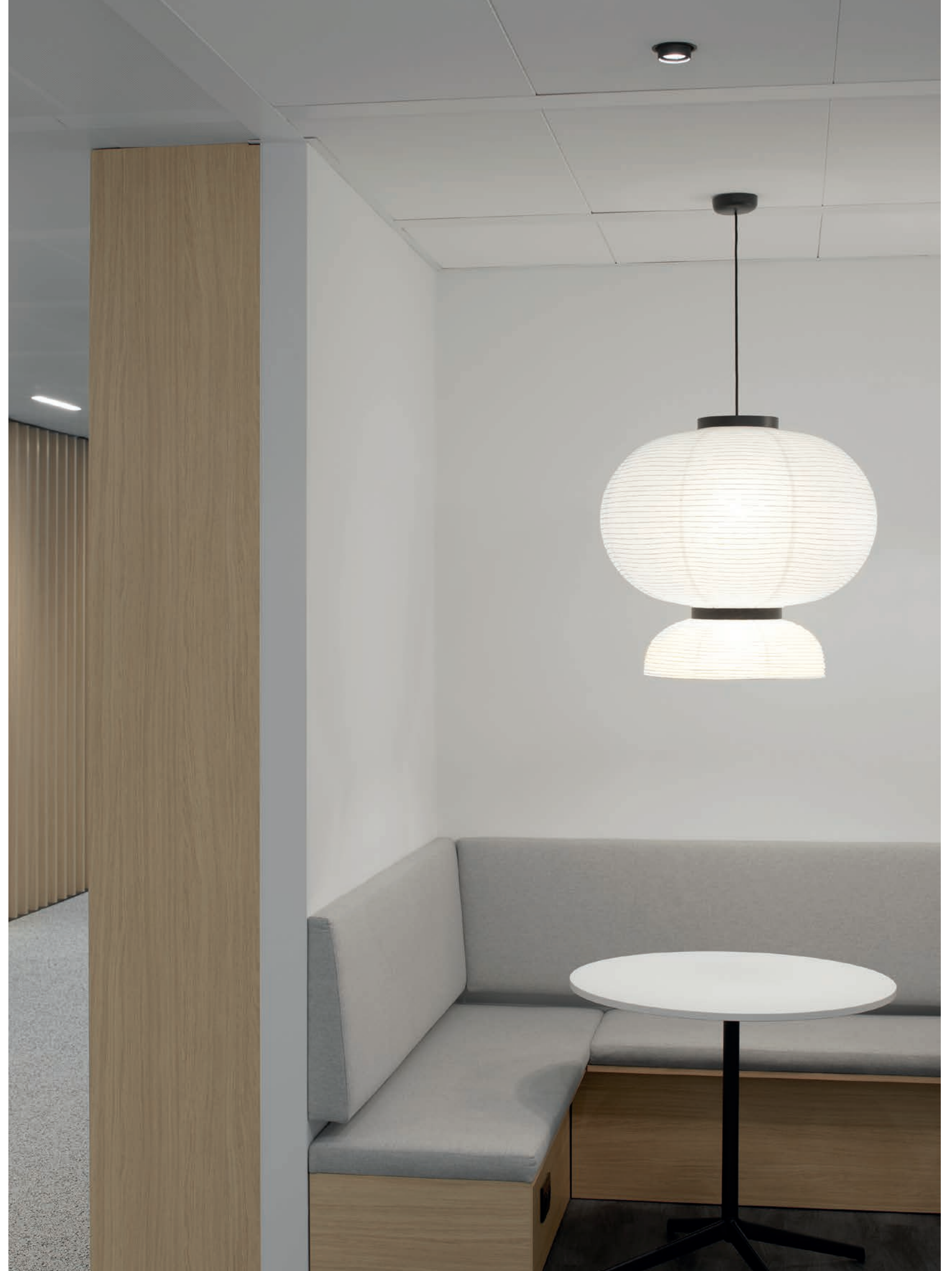




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## PRACTICAL, AESTHETIC SPACES

Items from the JB OFFICE range were integral in shaping practical, aesthetic spaces for Daikin. JB LOCKERS, JB DESKS, JB STORE cabinets, and custom-designed kitchenette units elevate the space's functionality while infusing it with a welcoming vibe. To enhance the sense of a warm workplace, we also provided various seating, from upholstered bench seating to chairs and stools.



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Be the reference for sustainable workplaces through custom-made project solutions and partnerships, made in Belgium.



Be the reference

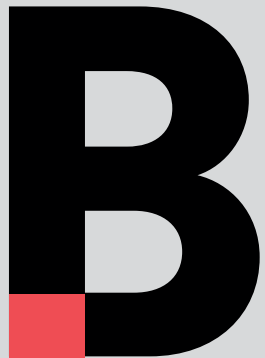
Beddeleem is your project’s trusted partner. We’ve got the organisational and technical experience and expertise you need. Beddeleem sticks to agreements and keeps the lines of communication open. Our professional approach ensures smooth delivery within agreed deadlines and budgets. Better still, we provide ongoing care through our after-sales service.

Custom-made project solutions

Profound R&D and sustainability expertise, plus extensive technical knowledge in production and solid partnerships, enable us to co-construct stellar solutions – even for the most challenging projects. We deliver all that and more before and during the work.

Partnerships

The right partnerships are essential for achieving our objectives. To that end, we continue to develop long-term partnerships with clients, architects, suppliers, subcontractors, etc.





# Faymonville Group

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Client: NK Interior Design for Faymonville Group  
Architect: NK Interior Design  
Location: Lentzweiler - Luxembourg







Beddeleem is committed to providing exceptional service and support to our clients in Luxembourg through BEDDELEEM LUX. This extension allows us to better cater to the needs of our Luxembourg customers, ensuring they receive the same high standards of quality and innovation that Beddeleem is known for. Our goal is to deliver personalized and efficient solutions, enhancing customer satisfaction and strengthening our relationships in the region.

The Faymonville Group is a leading manufacturer of heavy and exceptional transport, with offices dispersed across Luxembourg, Belgium, Germany, Poland and Italy. They commissioned us to handle the interior finish of their brand-new Lentzweiler headquarters in Luxembourg.











HOW DID WE MAKE IT HAPPEN?

Our team delivered a range of high-quality interior finishes, including: Plasterboard work, mineral fibre ceilings and raised floors.

By incorporating the JB PURE 50 ONE - JB PURE 100 - JB FIREGLASS relocatable partitions, we guaranteed the best possible use of space with an attractive, contemporary look.

Ultimately, the new office environment meets the highest aesthetic and functionality standards, clearly reflecting Faymonville Group’s values.

DISTINCT AND ELEGANT

Working in close concert with interior designer Nadine Kaldenbach, we aimed to seamlessly integrate functionality, aesthetics, and innovation. The new offices reflect our vast experience and commitment to quality. The Faymonville Group’s new location’s interior design distinctly and elegantly represents its identity and vision.





# Immobel Multi Tower

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Client: Immobel  
Architect: Shake Design and Build  
Location: Brussels







The Multi Tower is Brussels' first CO2-neutral office building and is also the home of Immobel. To upgrade the functionality and aesthetic of their offices, the Beddeleem team comprehensively installed plasterboard partitions in combination with our JB PURE 100 partition line.







The positioning of the JB PURE 100 glass partitions is unique. Strategically set approximately 30 centimetres back from the plasterboard partitions, this intentional design choice allowed us to craft recessed niches seamlessly integrated into the architecture.





Given the space's diverse functionality, we focussed on incorporating the right acoustic properties into our wall systems. This bespoke approach ensures that each 'room' is optimised for its intended use, providing superior sound management tailored to the environment's unique requirements.



Our commitment to precision, innovation, and attention to detail culminates in the creation of a dynamic and functional environment.



# Lotus Bakeries House of Biscoff

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Client: Lotus Bakeries Corporate  
Architect: Architect De Fonseca  
Location: Lembeke





Beddeleem outfitted the new, state-of-the-art corporate Lotus Bakeries headquarters in Lembeke. This is where its world-renowned confectionary treats were produced. And Beddeleem delivered an interior finish to the rich legacy and progressive ethos of Lotus Bakeries – a Belgian icon.



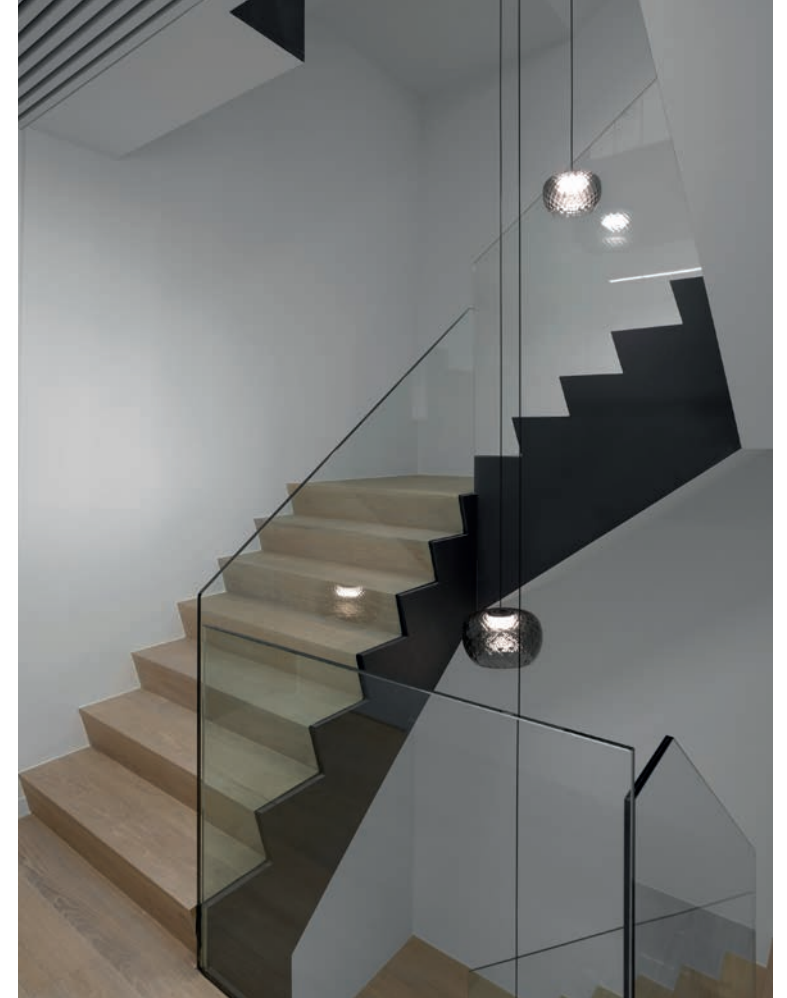
Enter a realm of sophistication where each design element coalesces utility and elegance. Beddeleem masterfully crafted an environment at Lotus Bakeries that flawlessly marries contemporary design and ergonomic comfort. And that creates a workplace atmosphere where creativity, innovation, and productivity flourish.







The JB 2000 full and JB PURE 100 glazed relocatable partitions and the JB DOOR units create a dynamic and eminently flexible office layout. Combining the best of both worlds, it promotes transparency and communication while maintaining the discretion and confidentiality required in a corporate setting.



The office space features JB STORE sliding door cabinets, which cleverly blend organisational efficiency and sleek design. These storage solutions are seamlessly integrated to create a clean, orderly, and serene workspace.







### COMFORT & FUNCTIONALITY

The JB DESKS, complemented by JB ABSORB upholstered panels, perfectly balance comfort and functionality. These desks were designed to encourage productivity while maintaining an aesthetic that beautifully mirrors the office's overall design language.



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Lotus Bakeries is committed to employee well-being and efficiency. We emphasised this commitment by furnishing the office with ergonomic seating and private phone boxes.



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The design and finish of the new Lotus Bakeries headquarters embodies the company's dedication to excellence and innovation. By partnering with Beddeleem, it achieved a workspace that pays homage to the Lotus Biscoff biscuit's heritage and paves the way for future success.

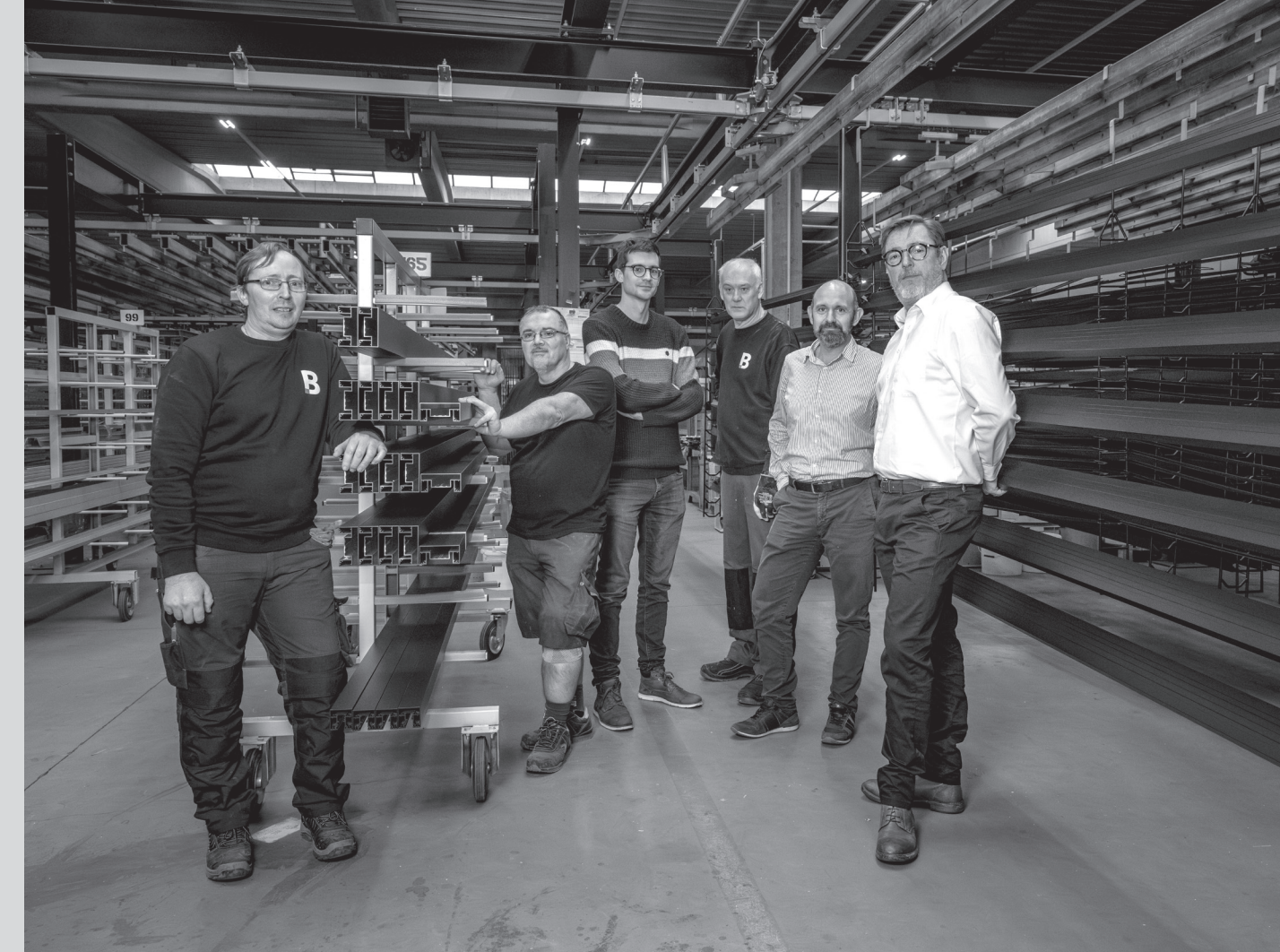




OUR VALUES

Committed  
Respectful  
Innovative  
Together  
Healthy

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Beddeleem is committed to these values. Our employees are our biggest asset. Their daily commitment is what meets the targets and delivers projects. Consequently, what they do and decide should always align with Beddeleem values.



# Pro League The Wings

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Client: Pro League  
Architect: B2Ai architects  
Location: Diegem





The Beddeleem and B2Ai architects team provided the stunning finishing touches on the new offices of the Pro League at The Wings in Diegem.



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The Pro League, the association of Belgian professional football clubs, aimed to make their new offices the flagship of Belgian football: an inspiring open house as a workspace and meeting place. The result had to have a distinctive look, with cohesive spaces featuring refined and custom-made materials.

The Wings (developed by Ghelamco) offers 50,000 m<sup>2</sup> of office space, a hotel, fitness facilities, restaurants, and coworking spaces on Culliganlaan in Diegem. B2Ai architects and Beddeleem were entrusted with a 705 m<sup>2</sup> plateau for the design, furnishing, and total finishing of the new Pro League offices. This 'Design & Build' project was perfectly suited for Beddeleem in collaboration with B2Ai architects.

What made this project particularly special was Beddeleem's familiarity with the building. This expertise ensured that B2Ai architects' proposed design could be executed technically. By being involved from the outset, all parties could collaborate efficiently, resulting in a harmonious blend of design and functionality within the space.

Lorin Parys, CEO of the Belgian Pro League, is particularly satisfied with the work and the result.



**‘THEY REALLY IMPRESSED US WITH THEIR PRESENTATION.’**  
‘We approached four architects with the same briefing. The B2Ai architects / Beddeleem team understood what we wanted best and had the most convincing pitch. With their understanding of our vision and that of the Pro League, they really impressed us with their presentation.’



**STRENGTHS OF THE DESIGN**  
‘The strengths of the design were that they understood very well what we needed and that, in combination with Studio Stories and Belderbos, they were able to translate the design. They thought practically along with us. Beddeleem’s impressive showroom offered an extensive presentation of all possibilities, allowing us to envision the result immediately.’

Upon entering, it becomes clear what the Pro League stands for. A player tunnel, detailed with interactive screens, immerses visitors in the world of football and entertainment.

Central to the design is The Mothership. This spatially multifunctional sofa furniture organises the space and facilitates internal meetings, breaks, and e-game competitions. Mid-sized events can also be organised in this central zone.





“Synergy between B2Ai architects and Beddeleem leads to aesthetically beautiful and practical solutions”

Lorin Parys, CEO of the Belgian Pro League

**SYNERGY BETWEEN B2AI ARCHITECTS AND BEDDELEEM**  
 ‘In my opinion, they elevate each other to a higher level. The technical expertise of B2Ai architects and the craftsmanship and meticulous finishing of Beddeleem create a beautiful synergy that is truly advantageous for the client.’

‘The communication was fast and clear. The technical proficiency of B2Ai architects is of a high standard. B2Ai architects always delivered the renders and 3D visualisations very quickly. When we look at the renders now, it’s really impressive how accurately reality matches the renders.’

**QUALITY OF PARTITIONS, DOORS, FURNITURE...**  
 ‘The materials provided are of very high quality and finished down to the smallest details. The result is incredibly sleek. When Beddeleem collaborates with external partners, they always choose partners who provide high-quality materials.’







‘If you’re looking for an office with high-quality finishing, there’s only one address that meets all your expectations.’

Lorin Parys, CEO of the Belgian Pro League



**FLEXIBLE AND OPEN TO FEEDBACK**

‘B2Ai architects and Beddeleem were very accessible and open to feedback. They strictly adhered to the schedule and were very flexible when it came to changes or adjustments. They were always willing to brainstorm and make changes to the project. Punctuality, flexibility, quality, and communication: those are their strong points.’

**AESTHETICALLY BEAUTIFUL AND EXTREMELY PRACTICAL SOLUTIONS**

‘The expertise of both partners complements each other perfectly and results in a beautiful synergy, leading to a high-quality delivery. They think along with the concept and provide aesthetically beautiful and extremely practical solutions. An example of this is the soundproof meeting booths.’





VMA

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Client: VMA  
Architect: A-Res  
Location: Sint-Martens-Latem





VMA is renowned for cutting-edge smart building technology and industrial automation solutions. So, it made a strategic move to establish a contemporary, functional workspace.

To get the job done, VMA chose Beddeleem for the complete fit-out of their new office building in Sint-Martens-Latem.





Beddeleem's strategy was multifaceted. We set out to transform VMA's space to boost productivity, promote collaboration, and enhance team spirit. Installing JB partitions, including the JB 2000, JB 4000, JB Pure 100, and JB Claustra, was the heart of our approach. These cutting-edge partition systems enhance the look and create a dynamic, flexible layout, essential for teamwork and efficiency.

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But Beddeleem's work didn't stop at partitions. The ideal workplace environment requires a top-to-bottom approach. Consequently, we meticulously installed the building's suspended ceilings, climate ceilings, and plasterboard ceilings.





A unified design language was a must for this job. And that's why Beddeleem installed JB Door units to ensure a consistent look throughout the office. We also custom-made furniture to enhance the workspace's functionality. VMA's unique specifications played a decisive role in the design and selection.



Lastly, Beddeleem managed the painting works. We completed the entire fit-out project to the highest standard through clever colour choice, a sharp eye for detail, and impeccable technique.





# Puilaetco

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Client: Colliers Belgium for Puilaetco  
Architect: Colliers International  
Location: Watermael-Boitsfort







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Nestled in the serene, verdant district of Watermael-Boitsfort in Brussels, the new office of Puilaetco, a prominent financial institution, stands as a testament to the fusion of contemporary design and functionality. The project, designed by Colliers International, involved the meticulous installation of JB QBE boxes and relocatable partitions, exemplifying Beddeleem's commitment to quality and aesthetic finesse.

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The JB QBE boxes serve as modular, acoustic working spaces. These standalone units provide Puilaetco with flexible, private spaces that cater to collaborative and individual professional needs. The boxes are equipped with state-of-the-art acoustic solutions, shielding employees from unwanted distractions so they can work uninterrupted.





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#### A COMMITMENT TO QUALITY AND SUSTAINABILITY

That said, Beddeleem and Colliers International's approach to this project wasn't just about aesthetics and functionality. Sustainability and environmental responsibility played a pivotal role in the selection of materials and the overall design. The JB QBE boxes and partitions are constructed with eco-friendly materials, in step with Puilaetco's commitment to a sustainable future.



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#### JB RELOCATABLE PARTITIONS: FLEXIBILITY MEETS STYLE

Beddeleem transformed the Puilaetco office landscape. While JB QBE boxes provide quiet and efficient workspaces, JB relocatable partitions provide unmatched flexibility. Puilaetco now has the freedom to adapt its space to its evolving business needs. Modular and easy to install, the partitions have a sleek, minimalistic design that seamlessly aligns with the office's overall aesthetic. Puilaetco personnel get to work in an environment that promotes performance and makes them feel welcome.











**IMPACT ON PUILAETCO'S WORK ENVIRONMENT**

This fit-out project has significantly changed Puilaetco's work environment for the better. Warm wood, clean lines, and muted earth tones create a peaceful, professional setting, and modularity, climate, and sensory considerations make the building's spaces infinitely adaptable to the company's professional needs. Moreover, the unique blend of private and collaborative spaces fosters a culture of innovation and efficiency, which is essential for a forward-thinking financial institution.





Beddeleem's and Colliers International's fit-out of the Puilaetco Brussels office reinvents workspace dynamics. The strategic installation of JB QBE boxes and JB relocatable partitions reflects a deep understanding of modern workplace needs. This project exemplifies how thoughtful design and innovative solutions can create an environment that looks stunning and enhances productivity and employee satisfaction. Puilaetco has set a new benchmark for office design... in the financial sector and beyond.





# BEDDELEEM

Do you want to (re)design your office in a sustainable and circular way, but you don't know where to start?

Start with Beddeleem! We are ready to work together on the solution that best suits your working environment and needs.

Are you curious?  
Would you like more information?  
We will gladly help you!  
[info@beddeleem.be](mailto:info@beddeleem.be)

Photography:

Corporate:  
Christophe De Muynck

Cases:  
Renaat Nijs / Ageas  
Hannelore Veelaert / Atfinco  
Yvan Glavie / Cushman & Wakefield Main Office / Immobel Multi Tower  
Lumecore Photography - Toon Grobet / Daikin / Lotus Bakeries House of Biscoff / VMA  
Vangoo Photography - Björn Vancayseele / Durabrik in the yard  
Nathan Everaerts / Pro League The Wings  
Michael Cuypers / Puilaetco





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