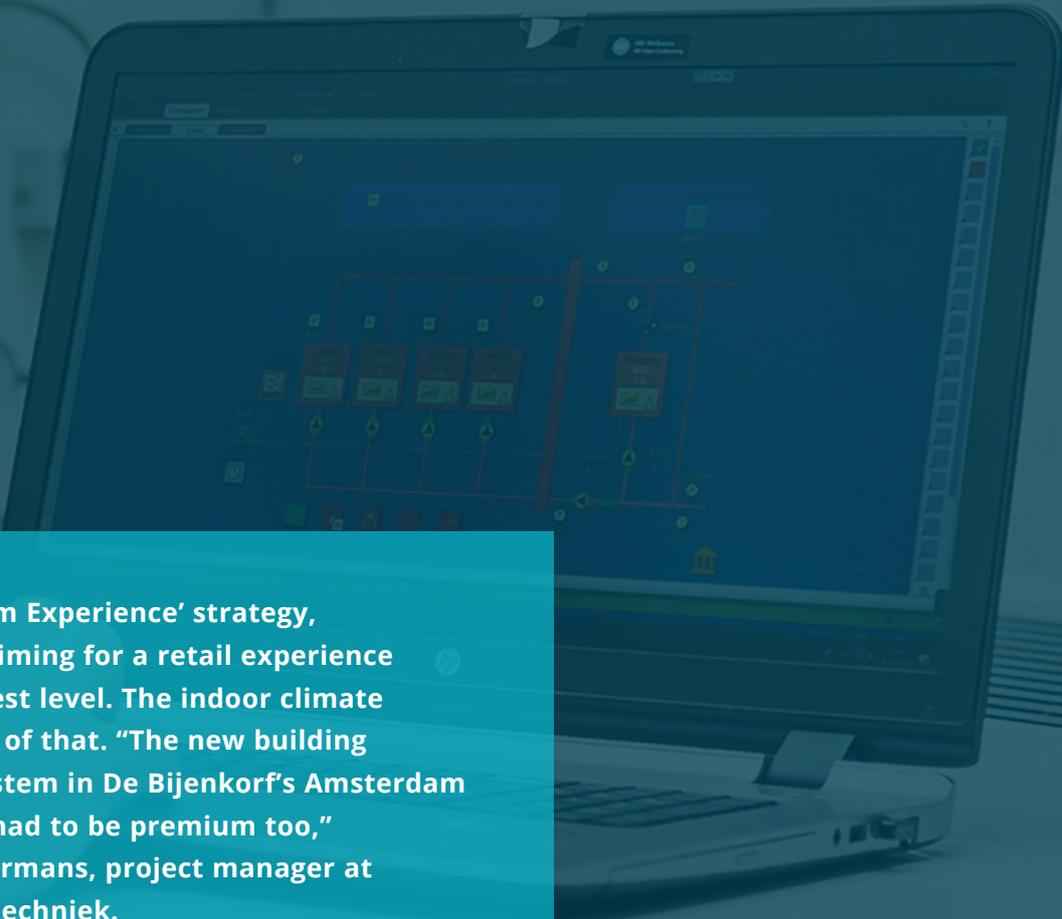


INDOOR CLIMATE IMPORTANT FOR **DE BIJENKORF** **'PREMIUM EXPERIENCE'**



With its 'Premium Experience' strategy, De Bijenkorf is aiming for a retail experience of the very highest level. The indoor climate is a key element of that. "The new building management system in De Bijenkorf's Amsterdam store therefore had to be premium too," explains Nick Hermans, project manager at GUTS installatietechniek.

GUTS installatietechniek has been a regular maintenance partner for De Bijenkorf for many years – and has been a Priva partner for even longer. “We have over 10 years’ experience with Priva within De Bijenkorf. For them too, Priva has become a familiar and trusted name. Priva was therefore the logical choice for the high-quality renovation of the building management system in the historic De Bijenkorf store on Dam Square.”

Impressive project

In addition to the lighting, the new system also controls the climate systems. “In terms of size alone, it’s an impressive project,” says Nick. “This is our largest Priva system, with 53 controllers, a lot of terminal unit systems, separate facilities for each shop-in-shop and cloud services for controlling the system remotely.”

But it’s not just its size that makes the project special. “An additional challenge was to keep the system running while the work was being carried out. We had to make sure that the guests and employees of De Bijenkorf were not inconvenienced by the conversion. With the necessary temporary facilities, we kept the system operating at all times.”



Thanks to the coronavirus, there is an additional important requirement: to ensure good ventilation for the safest possible retail environment.





SAFE RETAIL ENVIRONMENT

De Bijenkorf has high ambitions in terms of sustainability and wants all energy flows to be transparent. Nick: “We also share our ideas with De Bijenkorf in that area. We help them to keep optimising the systems even further. Thanks to the coronavirus, there is an additional important requirement: to ensure good ventilation for the safest possible retail environment.”

Ventilation is an essential measure for healthy buildings. “With Priva control technology, the system is now set up in such a way that only outside air is used for ventilation. If the air is not recirculated, virus particles have far less chance of spreading.”



OPTIMUM BALANCE

“It’s not all that complicated to blow outside air into the building. But with all that fresh air it is a challenge to keep the indoor climate and the energy consumption at an acceptable level. Especially when it’s -10°C outside, as it was last winter. The control tries to find the optimum balance between heat generation and maximum ventilation, for a comfortable, energy-efficient, healthy building.”



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INTERACTION

“Since completion of the project, we’ve been monitoring the system continuously and reporting to De Bijenkorf at least once a week. Based on our findings and theirs, adjustments are made where necessary. Optimisation is a continuous process and is a real collaboration between De Bijenkorf, Priva and GUTS. For a successful project, especially a premium project such as this one, interaction between people is at least as important as the switching over of the system.”



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