



am...
owered to act
the mission.

“I make decisions that drive results without seeking perfection.”

Perform... e Driven

I proactively leverage my...
constructive and candid
discussions.”

Candid

I generate and build on new ideas, embracing experimentation and learning.”

Innovative

... with a sense of urgency and accountability to deliver results.”

Personally Accountable



Quadrant4's drive for **innovation** pulls you out of your **comfort zone**

The American company Hollister develops, manufactures, and sells medical products designed to ease physical discomfort and improve quality of life. Their product range includes catheter and ostomy-related solutions.

In the Dutch town of Oud-Gastel, Hollister's European headquarters houses both a large distribution center and offices. From this location, products are efficiently distributed to a diverse range of customers across Europe, Africa, the Middle East, and parts of Asia.

About seven years ago, Quadrant4 played a key role in the realization of Hollister's distribution center (DC). Now, it's time to reflect and look ahead with Job Sonke (Manager of Hollister's DC) and Rudy van de Water (Director of Quadrant4). What challenges did they face back then, and how is the building performing today?



“The VR specialists at Quadrant4 gave employees a virtual preview of their new workspaces, which made them feel familiar and comfortable with the changes before even stepping inside. This turned out to be a key element of our change management strategy.”



Job: “After ten years, our previous location in Etten-Leur had become too small, so we started looking for a new site—preferably nearby. We eventually landed in Oud-Gastel.”

Rudy: “We were approached by property developer HVBM Vastgoed to design the new facility in Oud-Gastel. We took on the entire project—architecture, interior design, installation design, and project management. One of the most interesting aspects for me was bridging the cultural gap with our American colleagues. At that time, Europe was already embracing the concept of ‘New Ways of Working’ (HNW), while many American companies still had a more hierarchical office culture—with individual offices for managers and far less openness. Convincing them to change required a lot of persuasion, but we succeeded. And now that they’ve seen it in action, they actually want the same approach in the U.S.!”

Job: “It was quite a challenge to fit everything we needed into a limited space. We also aimed for BREEAM certification (a sustainability standard), and the time pressure was high. Looking back, what I hear from employees is that they really appreciate the open character of the building and the spacious layout. The setup makes collaboration easy, meeting rooms are flexible, and while the design is practical, it never feels excessive or ‘over the top.’”

MAINTAINING A CONSTANT TEMPERATURE WITH RADIANT PANELS

Job: “Until recently, we were required to store some of our products at a constant temperature of 25-30°C, which is quite a challenge in the Dutch climate. We use our Building Management System (BMS) and an additional temperature control system to monitor this, with alerts in case of deviations. So far, we’ve never had any issues—not even during the long, hot summer of 2023.”



Job Sonke (left) and Rudy van de Water (right)

Rudy: “Back in 1998, I researched how to maintain a stable temperature using radiant panels. So I already knew it was possible. For Hollister, we repeated that research, setting up test installations and different measurement configurations. It worked—the temperature variation remained within just 1.5 degrees. Since then, we’ve frequently used radiant panels in logistics spaces. They provide reliability, comfort for employees, and contribute to strong energy performance scores.”

Job: “The team working in the distribution area is happy with the stable indoor climate. There’s hardly any draft, and maintaining a constant temperature makes their work environment much more pleasant. If we take a broader view, we also see the benefits of investing in sustainable installations. Our current building is three times larger and taller than our old one in Etten-Leur. Yet, our energy consumption is lower.”

SUPPORTING CHANGE MANAGEMENT WITH VISUALIZATION

Job: “We wanted our employees to be enthusiastic about the new facility—and, of course, about their new workplace. We invested heavily in that transition because the goal was for everyone to move along with the change. Visualization played a crucial role in this. The VR specialists at Quadrant4 gave employees a virtual preview of their new workspaces, which made them feel familiar and comfortable with the changes before even stepping inside. This turned out to be a key element of our change management strategy.”

AMBITION AND TEAMWORK

Rudy: “For us, this was—and still is—a fantastic project, because we were involved in every stage of development. We set the bar high and had a lot of fun along the way.”

Job: “From the beginning, it was clear that we weren’t settling for an average solution. What stood out to me then—and still does now—is Quadrant4’s relentless drive for innovation. They pull you out of your comfort zone. They’re an ambitious, approachable team—without any unnecessary formalities.”