

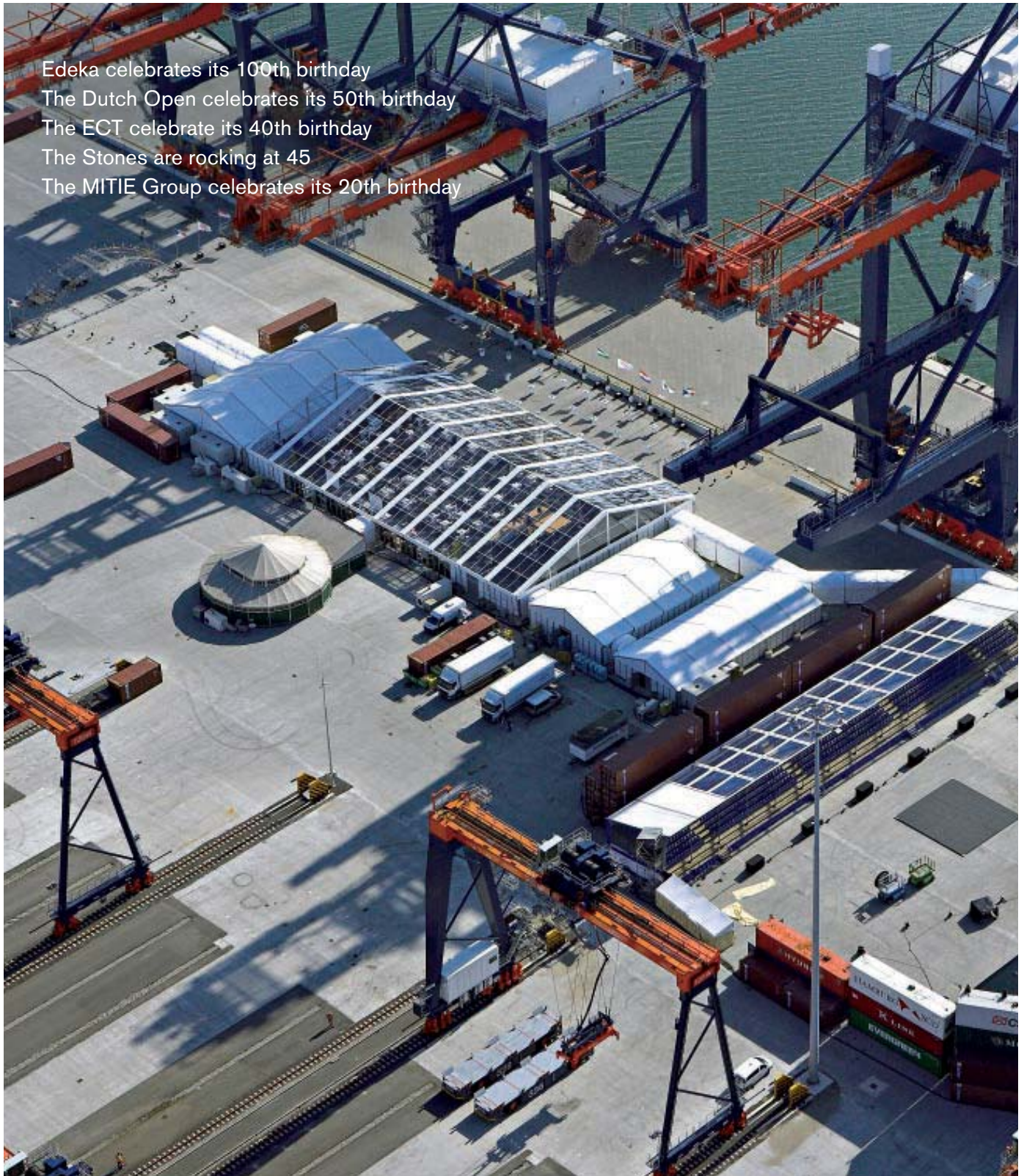
COVER STORY



09

THE INTERNATIONAL PROJECT MAGAZINE OF DE BOER
AUSTRIA | BELGIUM | FRANCE | GERMANY | NETHERLANDS | QATAR | RUSSIA | SPAIN | SWEDEN | SWITZERLAND |
UNITED KINGDOM | USA

Edeka celebrates its 100th birthday
The Dutch Open celebrates its 50th birthday
The ECT celebrate its 40th birthday
The Stones are rocking at 45
The MITIE Group celebrates its 20th birthday







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LEGEND

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Dear COVERSTORY Readers,

As a result of our valuable co-operation we again have been able to contribute to a large variety of projects, events and festivals throughout Europe as well as beyond. Some of these projects are featured in the 9th edition of Coverstory that we present to you now. I'd like to take up this opportunity to stress our ongoing focus on delivering a constant and high quality level. We are very proud of nearly finalizing preparations in achieving the ISO 9002 certificate. For our customers the certificate is all the more proof of our dedication to achieve the best results for our customers.

Our geographical focus is and has traditionally been the European mainland. Nevertheless we are rapidly expanding our business in the Middle East Region where we were able to finalize several prestigious projects ranging from automotive launches and noble wedding events to building temporary bank offices and last year's Asian Games in Doha/ Qatar. In China we are positioned through a partnership with several well established companies. Through this consortium we were able to win one of the major tenders for the Beijing Olympic Games. We have also realized first projects on the African continent. All in all we are confident of further expanding our activities outside Europe.

Coverstory will demonstrate you the large variety of solutions we can offer. Within the Business Solutions market our offering stretches from delivering temporary accommodations for storage purposes to construction of temporary theaters and prison facilities. We are also well know for our extensive contributions during emergencies like the London Bombings and hurricane Katrina in the US. As for the events market we inform you on some of our highlights from the 100-year jubilee festivities of Germany's largest supermarket chain right to the famous 3GSM fair in Valencia/Spain. And from the 50-years jubilee edition of the Dutch Open Tennis to the World Championship Ski in Sweden and the G8 gathering in Germany. We'd also like to draw your attention to several projects within the automotive and golf sports segment. De Boer has had a leading position in both segments for many years now.

We are looking forward to our continued co-operation with you in 2008 and wish you a successful and prosperous New Year!

Yours sincerely
Stefan Bartosch
Managing director De Boer International



*A successful combination:
stunning surroundings,
well thought out space planning,
and a great party!*

AMAZING EDEKA CELEBRATION

German retailer celebrates its 100th anniversary

From a sparkling opening reception featuring celebrities and dignitaries to a spectacular evening of fireworks reflected in Germany's Elbe River, the festivities for the 100th anniversary of supermarket retailer EDEKA amazed every guest.



In Germany, EDEKA is well known both for spoiling its customers in the cities with mouth-watering food and for caring for more rural communities by ensuring their supply. One thing that many Germans may not know is that the EDEKA Group is by far the market leader within Germany's grocery retail business, with more than 10,000 stores and a market share exceeding 26%. The group has more than 250,000 employees, and by offering 4,600 training places to school graduates last autumn alone, it is also No.1 in offering training places!

What a wonderful celebration!

Of course, if a company has this amount of influence on the market, there's plenty of reason to celebrate, especially when the event is a centenary, then it's naturally an honour for everyone to be invited to participate. For EDEKA, De Boer – in co-operation with event agency Hausch & Partner – was asked to create a venue for the festivities alongside the shore of the Elbe River in Hamburg. The celebration was similar to a typical party for someone's 100th birthday, there was an exuberant and joyful spirit of thanks, in very large part, to the professional job of Hausch & Partner's event experts working within De Boer's impressively light and lofty structures.

The smooth organisation at the event left a great impression.



When guests returned hungry from formal ceremonies at the city hall and a show in the “Theater im Hafen” – especially produced for the event – they had reason to enjoy themselves, thanks to a tented “city” offering excellent catering and a lively party atmosphere that lasted well into the small hours.





An impressive atmosphere across 4,000 square metres!

De Boer used its multi-functional, 20-metre-wide Olympia to create a U-shaped area, complete with pagoda-style roof and an opening leading to the waterfront. The central terrace within this modular structure was laid out with Bangkirai wood, snow-white framing and festive illumination creating an atmosphere within this enormous wooden area that was truly gorgeous. Guests also enjoyed views of the stunning harbour scenery and took the opportunity to savour the spectacle of the location.

In the centre of it all was a large Acropolis. This structure was shaped like a pagoda and hosted a bar area that, as the evening wore on, became the celebration's central attraction. The successful mix of a breathtaking environment, meticulously planned structures and a great party made the grocery retailer's 100th birthday a truly memorable occasion. Guests and hosts will remember this very special day for a long time.

DISCOVERING AN EXTRAORDINARY SPORTING EVENT

Speed is what counts the most

At first sight, the sporting spectacle takes a little getting used to. With two players on either side of the court, it may appear like tennis, but the setting – and the small, hard rackets thrashing the ball over the net – suggest something different...



Once again, our company created a unique and unforgettable ambience demonstrating our extensive experience in the field of sport events.

Tennis + squash = padel

The small court is bordered by walls, which – in common with squash – the ball may touch. This fact and the relatively small playing area make padel tennis (or simply padel) quite a fast sport. When watching this game, it's virtually impossible for spectators to remain in their seats. Those who are more used to watching tennis matches might easily pull their neck muscles because of the speed at which the felt ball flies back and forth!

Just the right type of hospitality

While padel remains unknown in many parts of Europe, it is already a regular feature of the sporting calendar in South America and Spain. It should be no surprise, therefore, that the international championship last May took place in Barcelona. Naturally, De Boer was on hand to assist, with five chalets with a side

length of six metres – two of them for guests, three for sponsors – and an ample terrace that was constantly full of people enjoying the splendid weather. In the chalets, guests were treated to exclusive catering arranged by the Royal Polo Club of Barcelona.

And once again, our company's many years of experience of sporting events helped ensure a unique and unforgettable ambience. Pascal Jorritsma, Managing Director of De Boer in Spain, was visibly delighted with his company's performance when informed that De Boer would be among suppliers for the following year as well: "We will almost definitely continue De Boer's co-sponsorship of the prestigious Royal Polo Club of Barcelona! Here's to a brilliant future for padel!"





WHERE TRADITION MEETS EXPERIENCE

De Boer provides perfect setting for Dutch tennis tournament's celebrations

For true tennis fans, the words “ATP Tour” are guaranteed to conjure great excitement. People gather wherever these international tournaments take place – as in the Netherlands when the city of Amersfoort hosted the 50th anniversary of the Dutch Open Tennis Tournament.

The Dutch Open is the kind of truly grand sports event with which De Boer has been associated for over 20 years. For the latest tournament, our company provided more than 8,000 square metres of temporary accommodation, using Jumbo Halls, Alu Halls and Pyramids to create additional hospitality areas. The creation of sky boxes offered breath-taking views across the court, enabling visitors to experience tennis from a totally new angle.

De Boer also helped create the 'Promo-Village' where tennis fans had time to relax

and recover from the excitement of the matches. In addition, the tournament called for the creation of a VIP restaurant, several terraces and a central meeting plaza with catering facilities – the latter serving as a large concert hall during a gala evening organised to celebrate the 50th anniversary.

De Boer's expertise in handling prestigious sporting events ensured added value for the organising committee and helped create just the right setting for the tournament.





TEMPORARY...BUT TOUGH!

How to build an unusual restaurant

De Boer was handed a series of challenges when asked to build a temporary restaurant for a famous casino in Baden, Austria – on top of a car park. The accommodation was vital to ensure guests could continue to enjoy the very best cuisine during refurbishments to the permanent restaurant – but in a comfortable setting in the event of rain or storms.



Baden, a small city with 25,000 inhabitants, lies to the south east of the Austrian capital, Vienna. However, the casino is not the only reason for huge numbers of tourists to flock to Baden. Visitors from Austria and Germany are drawn to the city's picturesque Biedermeier architecture throughout the year, while the town's sulphur springs make Baden a renowned health resort. The springs, by the way, are located directly below the casino.



The only available space for the temporary restaurant was on the flat roof of an underground parking lot that usually serves as a sun terrace. To add to the challenges, no holes could be drilled into the ground, no holes could be drilled into the ground, and the structure needed to stand without being anchored in the roof of the parking lot.

Access routes provided another consideration – because there were none! It meant that none of our material could be transported to the location by truck.

Cranes and weights

It was decided to create the temporary restaurant within a stylishly furnished Alu Hall measuring 15 x 12 metres plus terrace. But why an Alu Hall? The structure's interior is completely flexible, making it ideal as a temporary restaurant. Its design also allows it to be erected without tie bolts, with the relatively low height of its side walls making it particularly resistant to side winds, the greatest enemy of structures without anchoring. This was especially true for the Walkway with which De Boer created a link between the structure and the casino.

Our creative solution allowed the Alu Hall to be securely fastened without being connected directly to the ground. After consulting a stress analyst on the safe load for the roof, additional concrete weights were distributed around the structure – without attracting the slightest attention. Special pegs served to connect the tent securely to the weights. The result was amazing, with one member of the restaurant staff observing that the even pegging of the tent and weights meant the Alu Hall stood on top of the parking lot roof “as if rooted there”.

How was the material transported all the way to the back of the casino? Every single part – down to the last connecting peg – needed to be craned over the casino walls in a matter of hours. In such cases, the crane drivers work “blind” and are guided by cameras – a routine job for them. However, there would not normally be a casino between the starting point and the so-called landing strip!

FIRST CHOICE FOR CONTAINERS

Europe Container Terminals celebrates its 40th anniversary

Any company that is among Europe's leaders in its market is likely to celebrate its 40th anniversary in style. So to be invited to such an event is truly an honour – and De Boer was proud to be asked to play its part.



ECT, the Europe Container Terminals, is the biggest terminal operating company for containers. The business operates three of its container terminals in Rotterdam, which is the world's third largest harbour – and the only European player in the global top ten!

Thanks to cutting-edge technology and the extensive know-how of experts, the handling of containers at these three terminals is among the most efficient in Europe. ECT, a company of superlatives, celebrated its 40th anniversary in 2007 with a party that was anything but ordinary.

Partners for more than 30 years

For its 40th anniversary event the decision was made to hire 'Toine Dorpmans Events & Media', an event organiser whose excellence is well known both within the Netherlands and beyond. Toine Dorpmans organised a four-day celebration to include a large gala night for 1,500 guests. Regular readers of Coverstory may be aware that we have been partners for over 30 years.

As Toine Dorpmans explains: "If high expectations of quality, security, and service are shared between Toine Dorpmans Event & Media and De Boer, those two companies produce excellent synergies in this expanding market. Thanks to our long-standing co-operation and common ex-

periences gained over the past 30 years, we make a very effective team. We work hand in hand and know exactly what the other one needs. Moreover this project encompassed specific logistical challenges and very strict requirements regarding quality, safety and service. Our partnership with De Boer proved its added value."



An evening for guests of honour

Toine Dorpmans' preparations began 15 months ahead of the event. De Boer, who was responsible for creating an area of more than 2,500 square metres, erected a number of Alu Halls connected by Walkways. At the centre stood a 1,500-square-metre Jumbo Hall with a transparent roof specially made for the celebration. It was placed directly underneath the impressive – but still unfinished – Euromax Terminal, which itself became a guest for the occasion.

During the gala there was one special guest who outdid all the others when Professor Dr. Büller of the Erasmus Medical Centre was called upon to receive a cheque for more than 2.25 € million – a donation made by ECT in support of "Generation R", a major research project focused on children's health and development.

MAKE WAY FOR ROCK LEGENDS

The Stones roll into town!



Extraordinary catering, a stunning location and an exceptional evening programme are sometimes not enough to astonish your guests. As one Spanish bank decided last summer, there's always the option of inviting the world's greatest music legends to your party...

At the National Museum for Catalanian Art in Barcelona, a truly astonishing event took place in July as a well-known bank invited key customers to enjoy dinner while watching their own private performance by the Rolling Stones. The museum, with its so-called oval room, offers a great location for concerts but lacks backstage facilities – which is where De Boer came in.

Some privacy for the stars

The contract called for the creation of changing rooms plus a lounge for the band and production team just a short distance from the oval room. Unfortunately, this was only possible on a side of the museum where the ground sloped – and where the terrain needed to be temporarily levelled before structures could be erected. This allowed three Alu Halls, three Pyramids and two Walkways to be erected, before De Boer took the additional responsibility for decorating the interior and building a lounge area for guests. After all, the Rolling Stones are “old pals” of our company, thanks to De Boer supplying structures to the band's concerts on several previous occasions.

Satisfaction!

Even though we were appointed just two weeks before the event, De Boer managed a completely smooth operation. In addition, our team was required not to mention



a word to anyone about the gig – a challenge they met successfully, with no details leaking to the media. This added to the overall success of a very special and exclusive assignment.

After all, the Rolling Stones are “old pals” of our company, thanks to De Boer supplying structures to the band's concerts on several previous occasions.

The Rolling Stones – A world-wide career in numbers

1962 – The band is founded in London

1964 – Their first album “The Rolling Stones” is released

1989 – Introduction to the Rock and Roll Hall of Fame in Cleveland

2006 – The largest-ever Stones concert is staged in Rio de Janeiro, with a crowd of 1.2 million people
A total of nine artists have been able to call themselves Rolling Stones since the band was formed by Mick Jagger and the other three original members.

WORLD OF MOTOR SPORTS

De Boer in pole position

From the ADAC Truck Grand Prix to Le Mans and from the A1GP to the unveiling of the latest Volvo or Renault, De Boer has tackled a huge number of projects for the international motor industry. It's no wonder that we work together so frequently. For the automotive sector, only the best is good enough. The very highest standards of quality have to be met during racing events, product launches or motor fairs. Flexibility and speed are also vital. Here we highlight some of the major projects we have carried out in motor sports during the past year.





A true classic

What would motor sports be without Le Mans? For more than 80 years, the 24-hour race in northern France has represented one of the major sports events for any fan. Here, the big names in international motor sports gather to compete in a tour de force hardly imaginable for the uninitiated. Cars are ceaselessly driven by consecutive drivers throughout an entire day and night over a track measuring approximately 13 kilometres. The team whose car has travelled the longest distance after 24 hours can bask in the glory for many decades of having won at Le Mans.

Impressive structures for automotive legends

In 2007, this legendary race took place on June 16 and 17. De Boer erected a range of different structures – some of them with a unique character – for guests of tyre manufacturer Michelin as well as for major automotive industry players such as Audi and Peugeot. For Clermont-Ferrand-based Michelin, De Boer provided a stylishly furnished Alu Hall – with a total of 364 square metres being covered in next to no time. In addition to exclusive catering, guests were provided with a lounge, in which they could unwind after the excitement of the race. Other projects tackled by De Boer included the erection of a Senator double decker with a floor space of 420 square metres, built for customer Peugeot. With two 9x9m Chalets on the first floor and a gigantic terrace, this construction proved a real eye-catcher! This double decker – as with our other structures – was handed over completely furnished and ready for use.



De Boer also created several merchandising outlets for Corvette, Michelin, Aston Martin and Maserati. For one experienced De Boer employee on site, one thing was clear: the atmosphere in Le Mans cannot be compared to that of any other motor sports event. "Here, the spirit of motor sports could be felt the entire time!"

Over 5,000 Newton-metres of torque

The relatively low rpm of a truck makes this impressive amount of torque essential, enabling it to accelerate to 160 km/h in just five seconds. Forces such as these would tear a normal mid-size car apart if its driver so much as touched the accelerator. Nevertheless this is the true fascination for a truck Grand Prix spectator; a fascination that is shared by almost 200,000 fans watching the ADAC Truck Grand Prix at the famous Nürburgring circuit in Germany every year.

Erected in only three days – two Alu Halls of 375 and 280 square metres each and a Double Decker of 525 square metres.

1,180 square metres on two storeys in three days

When a motor sports event of this magnitude is on the agenda you can be sure that De Boer is called in to help. Our customer, Germany-based Expotechnik H. Soschinski GmbH, needed a lot of extra space for its client MAN – and they needed it very quickly. In only three days, De Boer erected two Alu Halls, a large double decker with gallery on the interior as a custom-made solution. After we had finished the construction of the hospitality accommodation, Expotechnik set about finishing the interior. "We knew that it would be a close finish," says Expotechnik's project manager on site. "But thanks to De Boer, we still had more time than we had hoped for. Thanks for an ultra-fast completion of the job!"

Only Formula One racing attracts bigger crowds

MAN made it to the winners' podium three times after the two races, with two second places and a third being the icing on the cake of a thoroughly successful weekend. The staggering number of spectators as well as a diverse supporting programme made the weekend of July 7 and 8 a veritable feast of sports. The atmosphere was enjoyed equally by drivers, spectators, suppliers and guests. In the words of www.truck-grand-prix.de: "... three days of perfect family entertainment"; a fact that was not least due to the reasonably priced admission charges. The event cost under 30 Euros for a weekend ticket – a figure that wouldn't even secure a camping space at a Formula One race!

World championship of motorsports

De Boer was in pole position as the A1GP series – known as the 'World Cup of Motor Sport' – reached its thrilling conclusion at Brands Hatch. De Boer supplied more than 3,500 square metres of structures at the famous Kent motor circuit to provide facilities for corporate hospitality, sponsors' lounges, crew catering centres, staff catering, visitor reception areas, pit structures and paddock hospitality for the race teams.

Tens of thousands of fans witnessed the climax of the A1GP championship season with Germany's Nico Hulkenberg edging Britain's Robbie Kerr into second place in a nail-biting feature race. Hulkenberg's victory guaranteed the German team victory in the overall championship with New Zealand runners-up and Great Britain finishing third. De Boer has played a key role since the inaugural event at Brands Hatch in 2005 which was won by Brazilian ace Nelson Piquet Junior, son of the three-times F1 world champion. Since then the company has supplied the series at venues in the Czech Republic and the Netherlands.



More than 3,500 square metres of structures provide facilities for corporate hospitality, sponsor's lounges, crew catering centres, visitor reception areas, pit structures and paddock hospitality for the race teams.



De Boer's UK Sales Director – Events John Cochrane says: "De Boer has been involved in this new and exciting venture from the very beginning. As the series grows in popularity, so we hope our relationship with the organisers will develop further." Paul Spencer, of A1GP, says: "We're very pleased to welcome De Boer back as the sole supplier of temporary structures at this event. This is the fourth time we've used De Boer and each time they've met and surpassed all our requirements."

First ever Champ Car Grand Prix in the Netherlands

The European counterpart of the infamous US Indy Series is the Dutch Champ Car Grand Prix. The organisers have signed a five-year contract with De Boer. For the race at Assen on September 2, we provided more than 5,200 square metres of covered floor space! A whole village – including big-screen display and paddock – was created, consisting of our tried-and-tested Alu Party, Alu Hall, Pyramid, Chalet



and Cocktail structures. Enthusiastic teams, highly motivated drivers and more than 150,000 spectators made this day an unforgettable motor sport experience.



Introducing the new Peugeot

Nowadays, when a new compact car is revealed it is not enough to merely lift off the veiling sheet. And so the festivities were appropriately lavish as the so-called "little Lion" – the new Peugeot 308 – was presented to the public. It was small wonder, since the mother company is not just anybody: the PSA group, comprising the brands Peugeot and Citroën, employs more than 165,000 people worldwide. In an exciting pitch, the event agency Mino-taur secured the contract to organise the presentation – and contracted De Boer to provide structures with a combined floor space of almost 10,000 square metres!

Numerous Alu Halls were required for the show itself, staged in the immediate vicinity of the Peugeot manufacturing plant in Sochaux. Erecting them took two-and-a-half weeks, dismantling took one-and-a-half weeks. Since the structures housed a lot

of cars, the floors of all the Alu Halls needed to be reinforced. De Boer also provided 18 generators that supplied the necessary electricity for the event.

5,600 dealers admire new Volvo

Dealers for Swedish car brand Volvo had to cover longer distances to reach the location where the new V70 model would be revealed. But they, too, found an exciting spot under a white tented dome. And the object of their desire: the new, even bigger members of the 70 series, the V70 and the XC70.

The rural setting offered the Swedish summer, woods, flowers, fields – and a disused airfield! In the middle of nowhere, 5,600 Volvo dealers from around the globe gathered over the course of two months, in order to scrutinise the two new Volvos. The airfield became home to a small village with exhibition spaces and everything that an exclusive car presentation needs. Outside stood a fleet – several dozen strong – of the new executive estate cars.

2,001 square metres of structures on a lonely airfield

All in all, seven Alu Halls, each offering between 120 and 525 square metres of floor space, were erected along with a 6x6-metre Chalet, providing ample space for the event. Via a handcrafted wooden staircase visitors reached a large terrace where they could enjoy the Swedish summer to full effect. It became the perfect

place to unwind during breaks in the exciting programme. At times, the guests didn't know where to look first: As one dealer from France noted: "The new V70 is a big hit, no doubt about it! But what they did with the space here – hats off! I mean, it's like a small city!" Many other Volvo dealers were equally enthusiastic. And we are more than happy to have contributed to the success of this unusual product launch.

FLEXIBILITY IN A MOBILE WORLD

The Mobile World Congress in Barcelona

Since 1987 a key feature of the global mobile technology industry's calendar has been the Mobile World Congress, organised by the GSMA trade association. Each year, this annual trade fair goes from strength to strength, bringing together the big names of the industry. During its 20-year history, the congress has become the world's largest trade fair for the mobile industry.



Impressive facts & figures

Having seen the venue at Cannes on the Côte d'Azur bursting its seams in 2005, the congress has been staged in Barcelona, Spain, since 2006. Separately, Macau, on the Chinese coast, recently played host to the Asian version of the fair, now held every four years.

Very soon attention will switch back to Barcelona – for the 26th world congress. And once again De Boer will be involved. We are honoured to have the opportunity to play a part in this most important event for the mobile industry – and we are proud of our employees, who have continued to impress an exacting organiser with their talent and commitment.

The statistics for the congress testify to the enormous amount of interest that the subject and the fair arouses in the public. In early 2007, 1,300 exhibitors and 55,000 visitors attended over four days – at times, putting the capacities of the larger venue to the test.

Industry leaders together under one roof

The growing quantity of visitors has also impacted on quality, with board chairmen and managing directors of the telecommunications, equipment, IT and entertainment industries gathering from around the globe. Members of the GSMA – the global trade association for GSM mobile phone operators – cover more than 82% of all

Facts and figures

Mobile World Congresses
to date: 26

Visitors in 2006: 50,000

Visitors in 2007: 55,000

Increase in visitors last year: 10%

Exhibitors in 2006: 962

Exhibitors in 2007: 1,300

Increase in exhibitors
last year: 35%

End customers worldwide covered
by members of the GSMA: more
than 82%

We are honoured to be involved in this important event in the field of mobile technology, and we are proud of our team of employees, who have, once again, impressed a demanding client with their know-how and dedication.



mobile phone users worldwide. The organisers were happy to have achieved the right balance between continuing to grow the event and ensuring that the solid reputation continued as the undisputed leading professional trade fair for the mobile communications industry. Visitors were delighted by the smooth running of the congress, for which three factors were primarily responsible:

1. The city of Barcelona as event location. Thanks to impressive organisation and overwhelming hospitality, the 55,000 international guests were provided with comfortable accommodation, secure transportation and excellent catering.

2. The GSMA as organiser, which, with a sure eye for current trends and visitor enjoyment, made a perfect host and showed great commitment. The GSMA also recognises its social responsibilities – for instance in making progress on a project designed to bridge great distances in the Third World. Doctors will be able to send patient data directly from their villages to laboratories, where it is immediately analysed. Results can reach the doctor at his office within a very short period.

3. Last, but by no means least, is De Boer, who created the event venue in the heart of Barcelona with know-how and passion. An Emperor housed the large visitor restaurant. De Boer has become a true partner of the Mobile World Congress thanks to long-term, reliable planning, short-term flexible improvisation and a store of expertise that has increased with successive events. We are delighted with the excellent teamwork.

THE SKY'S THE LIMIT

Temporary airport and prison facilities demonstrate immense diversity in long-term rental

Since the late eighties, De Boer has evolved from an events and exhibitions-related company to providers of a wide-range of temporary solutions. Being one of the pioneers in using “tent technology” for commercial long-term rental, the company has heavily invested in broadening its expertise and anticipating huge growth potential. Customers all over Europe value the flexibility and high levels of service, especially when it comes to emergency situations or refurbishments and when business continuity might be at stake. Tents have turned into temporary supermarkets, airport baggage handling areas, storage halls and even theatres and prisons. There are basically no limits to the uses of the structures. No wonder the long-term rental business is now a considerable part of De Boer’s offering – and it’s a tendency that is growing fast!





Three Swedish recycling companies chose one partner

In Sweden the recycling industry is enormous, and with that, the demand for flexible temporary storage facilities is growing. For IL Recycling, De Boer erected multiple structures close to the company's headquarters just outside Stockholm. The customer chose custom-made All Weather Halls. The largest one measuring 33 x 52 metres with a height of 8 metres. Two more specially designed structures protect stored paper from wind, rain and snow. The free-standing structures are accessible for trucks on both sides. The larger structure spans 35 metres and reaches a height of 8 metres. Both accommodations are 40-metres long.

Another company, SAKAB, is mainly involved in detoxifying waste. It is a delicate task, since all toxic substances, like solvents, need to be handled with special care at all times. They must not be exposed to the open air. One rain shower, for example, could easily dissolve the tox-

ic substances and wash away into ground water with unimaginable consequences. In 2007 alone, our company has helped SAKAB to reduce this risk by providing five structures of different measurements. What made our efforts special is that two 20 x 60 metre halls were mounted on rails to ensure maximum flexibility and enable the customer to move the structures to wherever they were needed on their premises.

Last, but not least, Stena Metall has also called in De Boer for help. This metal giant with headquarters in Gothenburg, recycles and processes paper, electronic waste, as well as chemical and toxic waste. In Scandinavia, Stena is regarded as being the leader in the recycling business. De Boer erected several All Weather Halls to enable covered recycling activities.

Spectacularly, two 20 x 60 metre halls were mounted on rails.





De Boer completes first UK prison contract

Just six weeks after work began on site, De Boer completed its first UK prison contract. Thirty-two cells, accommodating up to 64 prisoners, are incorporated within the 'Drop-In Unit' at HMP Channings Wood, Newton Abbot, Devon. The Category-C prison, which specialises in drug rehabilitation programmes, will use the De Boer structure as a reward centre for prisoners coming off drugs. The unit includes a voluntary drug testing room, an interview room, three group rooms, launderette, food servery and plant room.

The two-storey, 13.5m x 36m structure, which sits within the existing prison complex, also houses an isolated wing office, rest room and toilet facilities for prison officers. The frames for the units were made by De Boer in Scandinavia, while the 10-square-metre cells are manufactured in the UK and then assembled on site. Each cell accommodates two beds, two cupboards and two desks and comes complete with en-suite shower, toilet and hand basin. They are IT-enabled and following extensive discussions with the National Offender



Management Service include the latest approved lights, smoke detectors, windows, heating, ventilation and waste systems. The design of the cells within the structure – standing eight metres tall at its eaves – has previously been used in secure mental health units. The pioneering multi-layered cell walls have been subjected to extreme and rigorous testing procedures. Quality-controlled off-site manufacture, combined with quick installation once on site, makes it ideal for helping to overcome prison overcrowding.

Peter Spruce, Managing Director of De Boer Structures (UK) Ltd, said: "De Boer's drop-in units are an effective, high-quality solution to the need for more prison spaces. They're quick to erect, yet secure and can easily fit within the footprint of existing prison grounds. In effect it's like adding a new wing on to an existing prison." The units can also be joined together to form bigger cell blocks which can run independently from the main prison.



sor was used to pump air into the roof sails and to automatically monitor and adjust pressure levels, providing superior insulation against both low winter temperatures and excessive heat during the summer months.

LSG Sky Chefs prepares food under “Delta roof”

Meanwhile the contract at Cardiff has seen De Boer supply a 25m x 25m Delta structure for use by LSG Sky Chefs, which recently secured a contract to operate from the city’s international airport. The airline caterer, which is active at more than 20 airports across the UK, is looking to use the temporary unit for an initial period of two years.

The facility, which includes roller shutters and windows, is being used for food preparation. It has been created immediately outside the airport’s perimeter fence, close to the premises of the resident flying club. The key LSG Sky Chefs managers responsible for the Cardiff start-up included Tony Finlayson-Green, the airline caterer’s General Manager at London’s Heathrow Airport. He said: “De Boer met our expectations in terms of design and they carried out the work very quickly, which met the very tight time constraints we were facing. They were just very easy to deal with.”

Ready for take off

De Boer has carried out numerous projects within the aviation industry. Over the years, several structures were erected at Schiphol/Amsterdam and Doha/Qatar. Last year De Boer reinforced its growing reputation within the airports sector by securing high-profile assignments to provide accommodation at two separate UK locations. The company created temporary restaurant facilities for use by contractors working on the Terminal 5 building project at London’s Heathrow Airport. In a separate contract, De Boer was commissioned by Angleton Limited to provide temporary facilities at Cardiff International Airport for use over a two-year period by LSG Sky Chefs, the world’s largest airline caterer. De Boer Business Development Manager Mical de Boer explained: “In recent years De Boer has established an extremely strong reputation within the airports sector after being asked to provide a broad range of short-term facilities – from baggage handling to temporary aircraft hangars. The latest contracts reinforce our growing position within the marketplace and provide further evidence of the tremendous versatility of the temporary accommodation we provide.”

Novelty to secure insulation

The assignment at Heathrow, which was awarded to De Boer by airports operator BAA, has involved the linking of two huge Alu Hall structures – measuring 65m x 12m and 50m x 12m. De Boer was handed responsibility for all construction and fitting out, and for providing flooring for the facility, which has provided space for up to 1,000 contractors to dine at any one time. However, the contract has also proved significant for De Boer’s UK team because it has marked the first use in this country of the company’s pioneering double-skin, inflatable roof sails. A compres-





Advanced logistics: the Rhein-Main airport in Frankfurt/Germany

The fourth largest airport outside the USA is a place of superlatives: a combined number of take-offs and landings of nearly half a million each year, carrying more than 52 million passengers. Around 70,000 people are employed at the airport; indirectly, a whole region lives off Germany's largest employer. One of the airport's biggest logistics partners is Aviapartner with 1,200 employees in Germany. Last year alone, this company handled more than 500,000 tons of baggage in Frankfurt. Up to now, 10,000 square metres of the airport's grounds were enough to cope with the demand. But with fast moving developments within the airport's infrastructure, space was running out – with the airport requiring a further 30 percent of space.



From the first building permission to handing over the keys

De Boer has provided Aviapartner with 3,112 square metres of covered floor space. Fully equipped with truck docks, roller shutters, and security equipment, with smoke and heat dissipation, an access control system and fire safety technology. The space has an initial five year life span to provide an uninterrupted operation for the airport's baggage handling. De Boer's role started from the initial concept process right through to handing over the keys on completion - involving every single detail for Aviapartner: from planning

tasks to securing all the required permissions and expert opinions (for example fire safety, heat demand, soil samples), there are a lot of things to think about, especially at such a delicate location as an airport. We celebrated the topping-out ceremony together with Aviapartner on July 11, 2007.

ENTENTE CORDIALE

Teamwork is a key to success as

Tour de France arrives in London for very first time



It is certainly something special when the Tour de France includes another country in its tour schedule. France's biggest sporting event has been exported to a host of other nations over the years including Germany, Spain, Italy, Switzerland, the Benelux countries and Ireland. 2007 marked the third occasion the Tour de France has crossed the English Channel, but the very first time that London was honoured with hosting the prestigious le Grand Depart.

Superb coordination

The Tour de France 2007 project provided De Boer with its own unique challenge. Never before had such a large number of employees from different countries worked on the same project. It was also rare for so many different countries to become involved in the workflow of a single project. But there were no language barriers keeping them from accomplishing friendly and effective teamwork, and no cultural differences that hindered the coordination in any way. The 20 employees from different

European countries brought about an outstanding organisational and logistic result. Our special thanks go to Antoine Lamerant from De Boer France and Anthony Danguillaume from ASO, who had already coordinated the international planning committee confidently beforehand, as well as leading a harmonic team on site from start to finish. "All our employees have been veritable role models in teamwork. The coordination of the material supply from De Boer's UK-base in Brackley, Northhamptonshire and from Belgium ran smoothly

Amory Sports Organisation (ASO) convinced organisers of the benefits of using London as a unique backdrop for a unique event.



as well. And, naturally, everything worked out according to schedule!"

Prominent presence for De Boer's accommodations

Firstly, the fact that almost all the structures were located right in front of famous London landmarks gave the impressive tents eye-catching and outstanding locations. Secondly, they became a familiar backdrop in global media reports since there was always a De Boer tent to be seen somewhere in the news. In front of the Mall, in front of Horse Guards Parade and alongside the Albert Memorial – backdrops that gave the Aluhall, and a number of Pyramids a certain glamour. This was especially true for the double-decker Ambassador, where spectators enjoyed a first-class view over the race track from the first-floor balcony.

“SWING WHILE YOU’RE WINNING”

De Boer takes centre stage at some of Europe’s leading golf championships

Another example of successful long-term relationships revolve around the many prestigious golf events which entertain their VIP guests in hospitality structures created by De Boer. What both worlds have in common is an eye for perfection. Around the golf course it’s all about offering visitors an extraordinary experience.



Photo: Rob Kornelder

Long-term commitment pays off

The Dutch Open is just one of the international tournaments that De Boer has been associated with for many years. In fact, De Boer has been their partner since the early eighties. And it pays off, as De Boer’s Chief Commercial Officer Wouter Zick signed another multiple-year contract with the tournament organisers last year.

The Dutch Open has been hosted by several Dutch golf clubs. As in 2006, the KLM Dutch Open was hosted by the "Kenne-mer Golf & Country Club" in Zandvoort which meant in 2007 we benefited from knowledge gleaned the previous year in dealing with some highly-demanding logistical challenges. De Boer provided more than 8,000 square metres of various luxurious structures used for hospitality purposes, as a media centre, promotions and ‘kids’ village and restaurant facilities. The target was to supply an even larger variety of high-profile hospitality facilities. De Boer enabled VIP guests, invited by sponsors and partners of the tournament, first-class visibility on the driving range with a large double-decker construction.



Photo: Rob Kornelder



Another eye-catcher was the Emperor. The VIP guests of main sponsors KLM, KPMG and ABN AMRO had the majestic Emperor all to themselves. They could relax in several lounge areas or enjoy top golf from the large outside terrace created on the first floor.

De Boer swings into action at Solheim Cup

The eyes of the golfing world were focused on Sweden when the Nordic region hosted the most prestigious tournament in women's golf – the 2007 Solheim Cup. Founded in 1990 as the ladies' equivalent of the Ryder Cup, this biennial trans-Atlantic competition has caught the imagination of the public and brings together the most talented female players from America and Europe.

The 2007 Solheim Cup was one of the jewels in De Boer's golf crown last year, with the company's UK office tackling the assignment with support from De Boer Sweden. The company was called upon to supply 6,600 square metres of temporary accommodation at Sweden's famous Halmstad Golfklubb to provide hospitality suites, exhibition and merchandising areas along with a media centre for the world's golfing press.

To ensure maximum publicity and success for the 2007 event, it was decided that although the Swedish Golf Federation would 'host' the tournament, it would also be joined by the other Nordic golf federations each taking the status of co-hosts – thus maximising marketing opportunities across the entire region. And De Boer was delighted to be invited to play a leading role at the 2007 Solheim Cup – utilising the company's breadth of experience of supplying facilities to many of the world's premier golfing events.



HOSTING THE WORLD'S LEADERS

De Boer in action at the G8 summit



Heiligendamm and Kühlungsborn – two German towns on the Baltic Sea

Heiligendamm, located on the Baltic Sea coast, northwest of Rostock, is Germany's oldest sea bathing resort. It forms part of the town of Bad Doberan. Kühlungsborn, located approximately 6km further west, is a separate town with more than 7,000 citizens. Both towns became known internationally thanks to the G8 summit.

When the world's Heads of State and Government meet, the eyes of the whole world rest on them – and on the place where they assemble. Taking care of the logistics of such a meeting is an extraordinary challenge as well as an honour. Having successfully handled a similar event in 1999, De Boer was called on for a second time when Germany again hosted the G8 summit.

High demands for a high-security event

Another challenge for De Boer at Kühlungsborn was to build the entire reception area. Our Acropolis tents helped create an inviting atmosphere for the opening celebration, making guests feel at home right from the start. In co-operation with Schnaitt – Internationale Messe- und Ladenbau GmbH – De Boer also set up the "Demmler Office" in Heiligendamm for delegates of participating States. Once again the construction perfectly complemented the meeting's location, the Grand Hotel Kempinski.



A press centre of extraordinary proportions

For the huge throng of 3,500 media representatives from around the globe, a two-storey, 8,500-square-metre, superbly equipped Emperor was erected in Kühlungsborn. In this extraordinary hub, reporters and journalists worked around the clock on reports, analyses and opinions, sending news of this important event into every corner of the world. And there was not a single disruption thanks, in part, to the extensive experience De Boer has gained in the field of mobile media centres. For the G8, this was experience we were able to make count in our teamwork with other suppliers.



DE BOER BATTLES WITH THE WEATHER AT WARWICK CASTLE

Warwick Castle – a noble location

Torrential rain during the erection of a temporary party complex at one of England's most historic castles provided huge additional challenges for De Boer. As parts of the United Kingdom experienced their wettest summer since records began, there was so much water that a fast-flowing river developed through the grounds of medieval Warwick Castle in the Midlands.





itself in mid-June and the guests all celebrated in style with a three-course dinner and entertainment from magicians and several bands. De Boer UK's internal sales coordinator James Watts said: "It was great in the end. It was a relief that everything was working properly. It was perfect on the night and the customer was very happy." The assignment was the latest in a series of contracts tackled by De Boer at Warwick Castle, which offers visitors to Britain's greatest medieval experience with fantastic themed attractions and a packed programme of events and entertainment throughout the year - including dramatic jousting tournaments, spectacular birds of prey shows and the world's biggest siege machine.



De Boer provided the accommodation for a 20th anniversary summer ball for 500 people, all staff and guests of the business finance company MITIE Group. It involved more than 2,000 square metres of floor space incorporating a main dinner-dance hall, a stunning five-Pyramid reception area, toilets and rest areas – all complete with air conditioning, white linings and black carpet.

Despite the challenging operation to build a magical summer ball venue, the old maxim "It'll be alright on the night" held good. The rain stayed away for the party night





WORLD-CLASS PERFORMANCE

Erecting accommodation at minus 30°

A world championship always has the potential to make history – no matter which sport. And with skiing fans being among the world’s most enthusiastic sports supporters, the chances were already strong that the 39th Alpine World Ski Championships would be a truly unforgettable event. The gathering in Åre, Sweden, from February 3 to 18, offered a spectacle of emotions, thanks to unbelievably good sport, stunning organisation – sometimes in the most adverse weather conditions – and an audience that turned the championship into one long party.



Fifty-three years after the Alpine World Ski Championships were last held in Åre, the event returned to this town. The gathering awed sportsmen, employees, journalists and the audience with its excellent quality. This was the reward for five years of planning, in which De Boer had been among those involved from an early stage. However, no preparation, no matter how thorough, could have fully anticipated what happened during the erection of our structures. How many of us have tried to erect a structure at minus 30°C and how many

have faced the consequences of 70 centimetres of fresh snow falling overnight?

Our team faced all of this, resulting in the 1,440 square metres of floor space of the Olympia simply disappearing and having to be cleared. Amid such conditions, building work continued on other structures such as Panoramas, Chalets and Alu Halls. In addition, a 1,200-square-metre double-decker Delta with six-metre side walls and a state-of-the-art wooden balcony were set up in co-operation between



us and our customer, Walch’s Event & Catering. De Boer’s structures were described as a “charming little village” by Olof Stenhammar, head of the organising committee. “Our guests were delighted by what was offered!”

The most spectacular winter event that Sweden has ever seen

This was the goal of Olof Stenhammar and his organising committee. Humble as he is, though, he has left it to others to decide whether this was accomplished. De Boer is happy to offer its feedback: The days in Åre offered a unique experience in every respect. It was a challenge De Boer accepted and once again mastered. Pulsating sports and stunning images will ensure this celebration becomes a lasting memory for everyone. And thus, this event – for the second time – managed to make history.

OUTLOOK

There is a lot to look forward to in 2008!

2008 will be packed with exciting projects for De Boer. Below, is just a small selection of our forthcoming events for you to enjoy and mark in your diary. And if you don't get an opportunity to visit us on these prestigious occasions, we will be reporting on them in the next issue of Coverstory.



 **MOBILE WORLD CONGRESS | Barcelona | February 2008**



The eternal classic! Once more this event will be catered for by De Boer with an accreditation area of 1,000 square metres, a restaurant of more than 2,000 square metres and a further 8,500 square metres for visitors, to name only a few highlights.

 **FARNBOROUGH INTERNATIONAL AIRSHOW | Hampshire | July 2008**

The 46th Farnborough International Airshow is expected to see more than 1,400 exhibitors and over 200,000 visitors flocking to the famous airfield in Hampshire, England from across the globe. De Boer will provide the biennial event with around 90,000 square metres of temporary accommodation, including exhibition halls, hospitality chalets and public facilities.



 **DUTCH CHAMP CAR GP | Assen | September 2008**

The second edition of the Champ Car Race on Dutch grounds will take place in September. A spectacular event that drew 60,000 fans to Assen last year.





 **PLAYTEX MOONWALK | London and Edinburgh | May and June 2008**

Tens of thousands of people will powerwalk through the streets of London and Edinburgh as charity Walk the Walk continues its efforts to raise funds for breast cancer research and care. In support of such a unique initiative, De Boer's distinctive Pink Galaxy will again dominate the skyline of each city.



 **VORLÄUFIGER BAU FÜR DAS THEATRE DE MEERSE | Hoofddorp | 2008**

De Boer is going to provide the inhabitants of Haarlemmermeer with a temporary theatre structure for a period of two years while the actual theatre is being renovated.



 **INNOV-AGRI | Orléans | September 2008**



The big get-together for farmers and cattle breeders. An almost mandatory event for everyone from the sector. Here, its entire knowledge will be shared. What does the farmer of tomorrow perform, what does he have to know? The answers for 2008 will be given in Loiret.

 **A1 GRAND PRIX | Zandvoort/Brands Hatch/Brno | 2008**

Our dedication to the world of motor sports will continue in 2008! We will once again provide structures at the circuit in Brands Hatch for the A1 GP.



**COVERSTORY**

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