



BESTSELLER LELYSTAD



Lelystad City Council
September 27th 2022



Agenda



Introduction to BESTSELLER



Why are we in Lelystad



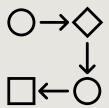
Employment at our Lelystad site



Inspiration from other sites/builds



What we plan to build in Lelystad



The zoning plan procedures



Questions





JACK&JONES

ONLY

VERO MODA®

name it

PIECES

SELECTED
FEMME / HOMME

VILA
CLOTHES

.OBJECT

Y.A.S

NOISY MAY

ONLY & SONS
PASSIONATE JEANS MAKERS

mama:licious



BESTSELLER



DESIGN



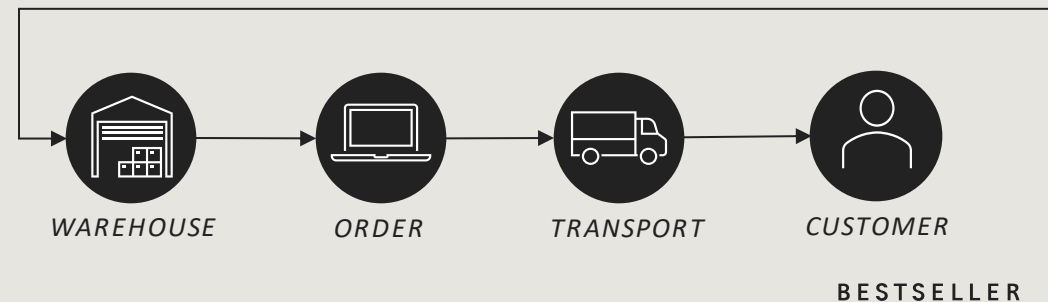
PLANNING



PRODUCTION



BULK
FREIGHT



WAREHOUSE

ORDER

TRANSPORT

CUSTOMER

BESTSELLER



GROWTH

SUPPLY CHAIN

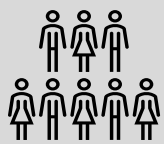
CUSTOMERS

SUSRTAINABILITY

INTERNATIONAL

PEOPLE

BESTSELLER

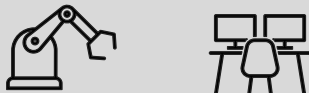


WORKFORCE

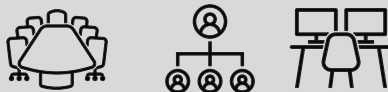
Employees 500



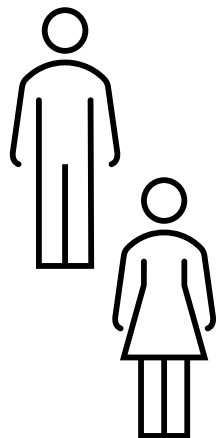
Operations Execution 61 %



Technical Specialist 7 %



Management 32 %



BESTSELLER Employees



Dutch Nationalities



Lelystad and surroundings

BESTSELLER PEOPLE PROMISE



*Well being when
going to work*



*Proud &
Motivated*



*Job
Satisfaction /
Joy*



Safety

COLLABORATION/ ATTRACTION



MBO
College
Lelystad



werkbedrijf
Lelystad

Burger  Support



*National Business Trainee (NBT)
Student job*



Other recruitment agencies
BESTSELLER

LOGISTIC CENTER, HADERSLEV DENMARK



[Link to design video](#)



TRAINING FACILITY, BRANDE DENMARK



TRAINING FACILITY, BRANDE DENMARK





OFFICE BUILDING, AARHUS DENMARK





OFFICE BUILDING, AARHUS DENMARK





Location: Flevokust Haven



Size: 28 Acres



Operation: One touch automation

OPERATIONAL DIMENSIONS



Storage capacity: 2.000.000 Cartons

Ingoing Trucks/Containers:



Week: 650
24 hour: 160

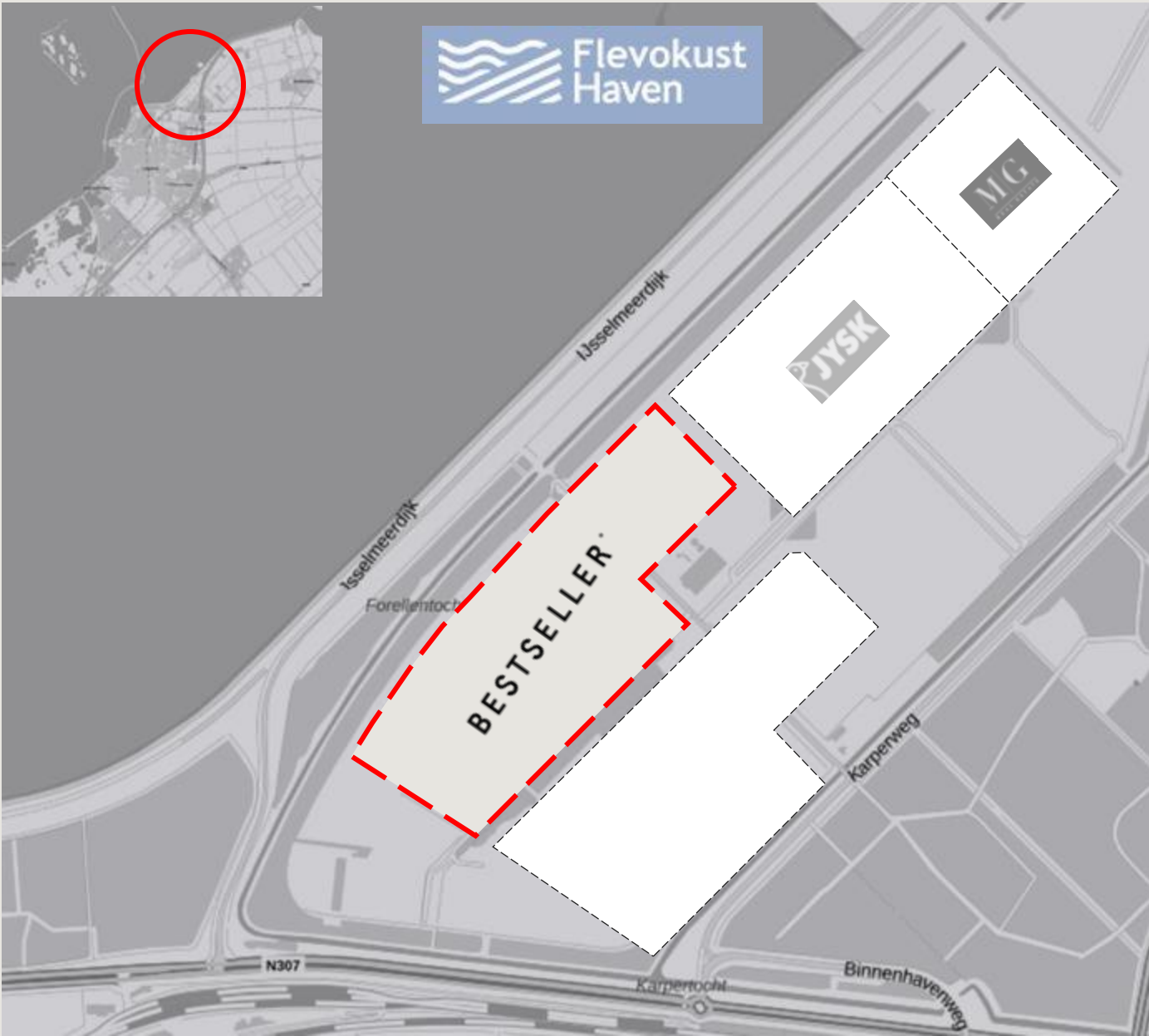
Estimated 80% through the Terminal

Outgoing Trucks:



Week: 950
24 hours: 140

Operational 2026





Building Composition

High Bays



Storage Facility
~33.000 m2
Height: 40 meters

Production Area



Pick, Pack, Ship
~33.000 m2
Height: between 15 and 20 meters

Office Area



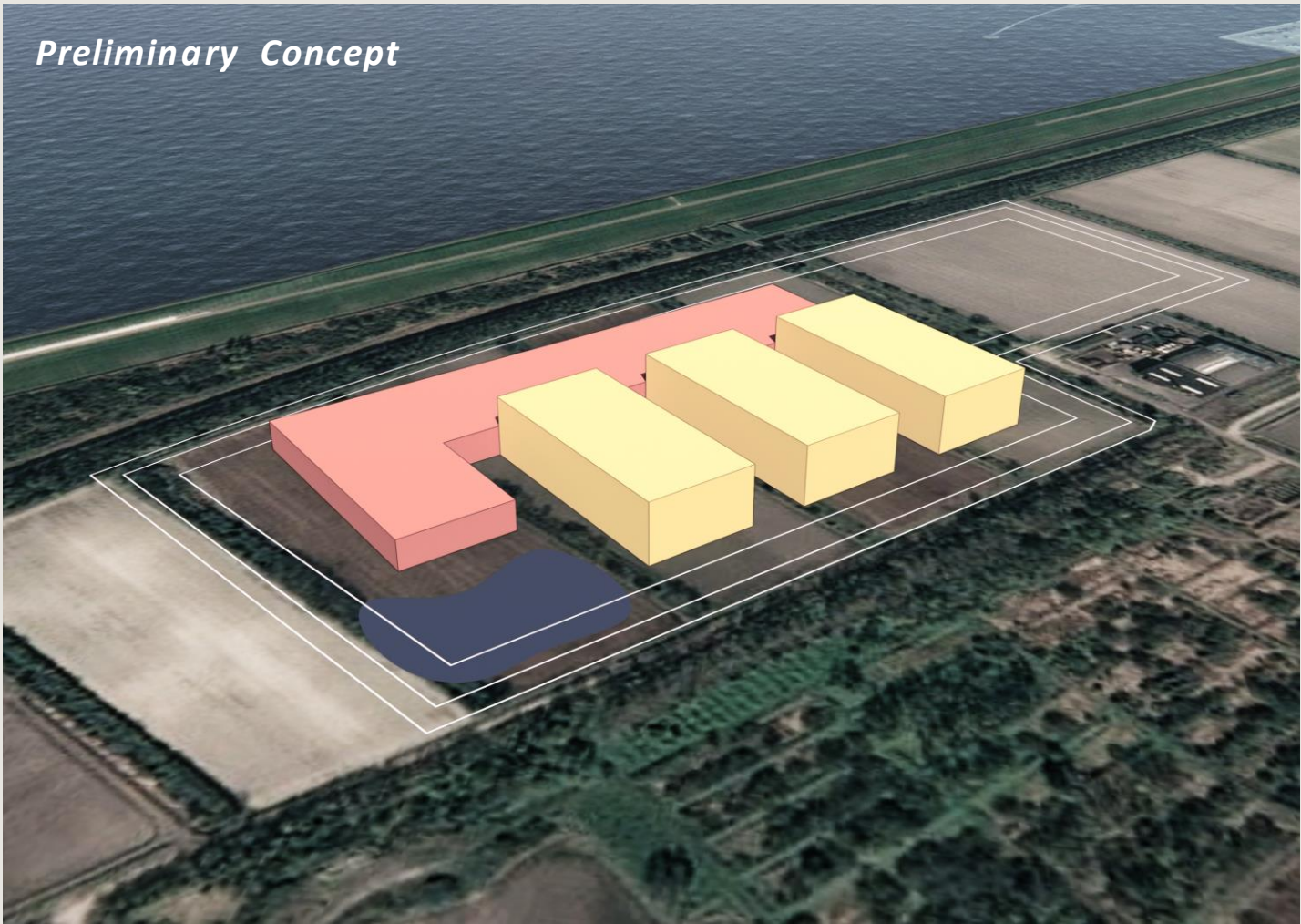
Desk, Restaurant, meeting rooms
~3.500 m2
Height: between 15 and 20 meters

Outside



Yard
Employee Parking
Green/Water

Preliminary Concept





Green roofs



Architectural



Wood



Solar Panels



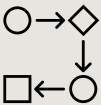
Biodiversity



Nature



*“BESTSELLER wishes to achieve a workplace where people are proud of working.
A workplace that takes care of its people -Just like family.
A workplace where people are motivated & engaged and a workplace that develops and grows its people.
A site that fits within the surroundings and in harmony.
A site that is sustainable in all aspects.”*



Procedures Timeline

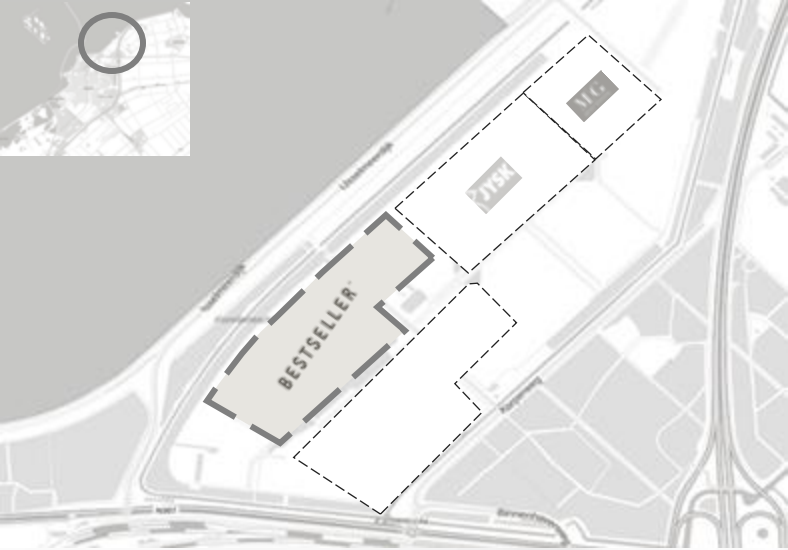
Zoning Procedures										Building Procedures							
2022			2023												2024		
Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar

Municipality



BESTSELLER





QUESTIONS



Links



Link to video of BESTSELLER Logistic Facility in Haderslev Denmark

https://www.youtube.com/watch?v=O0FiHxV3jfw&feature=youtu.be&ab_channel=cfmoller



Link to video of interior mechanic setup of BESTSELLER Logistic Facility in Haderslev Denmark

https://www.youtube.com/watch?v=Ex4SyPXWmyc&t=69s&ab_channel=BESTSELLERA%2FS