

Allies in the quest for excellence

The Van den Broeck BMW car dealerships in the Belgian villages of Dilbeek and Groot-Bijgaarden have recently been equipped with eleven high-speed doors from EFAFLEX.

Seeking to continue the business' tradition of well thought-out service and sales concepts, the owner of the car dealership and their architect wanted to collaborate with allies in their quest for delivering service excellence. As work recently began on expanding and renovating the dealership's main location, focus was placed on providing a cutting-edge workshop to give the building a contemporary appearance. The installation of the high-speed doors further enabled the dealership's repair and maintenance works to be carried out smoothly. The architect decided to use products designed and manufactured by global market leader EFAFLEX; a decision which was based on the German company's reputation for precision engineering and quality.

Some of the eleven high-speed EFA-SST Premium doors which were installed have since been completing up to 150 operating cycles a day. For the employees, the high opening speed of up to 2.5 m/s and quick closing speed, are not only a huge time-saver, they also mean that exposure to the elements is reduced and will keep the working areas much warmer especially during the winter. This is an advantage which also brings with it a clear reduction in energy costs.

The EFAFLEX engineers re-designed the company's signature high-speed spiral doors for this building closure. This included an improvement to the physical characteristics and an optimisation of functionality. The new door leaf for the EFAFLEX industrial door is

extraordinarily durable and provides exceptional noise and heat insulation. The manufacturer offers thermally separated EFA-THERM® insulation laths as standard for the EFA-SST® spiral door.

When it came to the Van den Broeck dealership, the planners decided to equip the entire door with ISO transparent laths. EFAFLEX Sales Manager, Giovanni De Clippeleir explained: “When choosing our products, the security that they offer customers is a major contributing factor. With car dealerships, aesthetics and design features are often a top priority too. We created a completely transparent door leaf for the BMW dealership.” This allows a maximum level of natural day light to flood into the workshops, reducing the need for artificial lighting. The owner and the employees value the reliability, design and speed of the doors. Thanks to the unique spiral design, the door blade rolls up in a virtually contact free manner meaning that it functions in almost a silent fashion.

Van den Broeck stands for first-class customer service. The BMW car dealership expects its partners and suppliers, such as EFAFLEX, to be uncompromising in their willingness to deliver an exceptional customer service in terms of speed and quality. In addition to the new Head Office in Dilbeek, Van den Broeck Group has subsidiaries including the Official Harley-Davidson Flagship Store in the capital city of Brussels, and the Official MINI Store West in Brussels, and Groot-Bijgaarden. As well as selling premium mobility brands for cars and motorcycles, the company also specialises in tuning, personalising and packaging motorcycles, motorcycle clothing and lifestyle products, as well as in converting motorcycles.

Giovanni De Clippeleir summed up the project as follows: “EFAFLEX high-speed doors don’t just look impressive. At EFAFLEX we only use high-quality materials and apply our 40+ years of design innovation to deliver many cost saving and performance benefits for our growing number of global customers. It’s design AND functionality combined in perfect harmony.”

EFAFLEX company information

Close to customers worldwide

EFAFLEX – the specialist for high-speed industrial doors – has been entered in the world market leader index since January 2018, and is therefore amongst the 461 top companies in Germany, Austria and Switzerland which sell their products in all European countries and around the globe. Its subsidiary, EFAFLEX B.v.b.a., located in the Belgian municipality of Willebroek, was founded in 2011. With a wide range of high-speed doors developed with the customer in mind, EFAFLEX offers ground breaking technologies for industry, trades, food manufacturing, the automotive industry and the chemical and pharmaceutical sectors. Therefore, with a total of 1200 employees, the company is active across a range of sectors and can fall back on experience in a variety of branches of industry when it comes to developing new products. With headquarters in Bruckberg, Bavaria, EFAFLEX is firmly established as the largest employer in the region. The employees in the branch offices ensure great proximity to our customers throughout Germany. Furthermore, with ten subsidiaries on five continents, the company is opening up international markets. Renowned customers all over the world have trusted the specialist for high-speed industrial doors for years.