

# DREDA

Manutan Group's European Centre

**Best  
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250 à 1 000 salariés

**Great  
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FRANCE  
2023



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## DREDA - the figurehead of the Manutan vision

DREDA, an acronym for « Des Racines Et Des Ailes » (« putting down roots and spreading our wings »), symbolises our company's determination to gradually improve our social commitment, while developing our business in the long term.

The site clearly has its sights on the future and reflects our ambitions and vision.

**A business ambition** - creating a modern tool to better serve our customers and continue building the Group's long-term presence across Europe.

**A human, socially-responsible and environmental ambition** - with a site that looks after its employees and its environment.

**A vision inspired by an ambition** where each company could help create value to our society and not just to its shareholders, partners and employees.

Xavier Guichard



## DREDA - a site with a dual HEQ certification

DREDA is one of the first sites in France to achieve dual HEQ certification for the high environmental quality of its **office** and **logistics** buildings.

Our commitment to protect the environment has seen various initiatives put into action at in all of our buildings at DREDA, including:

- Natural treatment of rainwater.
- Secondary thermal and sound insulation.
- Ground source heating and ambient air cooling.
- Green roofs (thermal and sound insulation).
- Rainwater harvesting for sanitary facilities and watering.
- Infra-red taps and water-efficient cisterns.
- Building management system (BMS).







## **DREDA - a site designed as a village**

Located in the ZAC du Parc des Tulipes zone in Gonesse in the Val-d'Oise Department, DREDA covers a 33.5-acre site.

The site is designed as a village and includes:

- **Its offices**
- **Its logistics warehouse**
- **Its university**
- **Its multimedia library**
- **Its gym**
- **Its restaurant**
- **Its green spaces (3.7 acres)**
- **A nearby inter-company crèche** (for employees' children)

DREDA serves as the ideal platform for trialling new approaches towards how we operate on a day-to-day basis.

The site is currently home to approximately 600 employees and is capable of accommodating 1,000 people.









## Our offices prioritise interaction

The office building spanning nearly 10,000 m<sup>2</sup> over three floors is designed around a central planted patio.

The building's façade features red cedar weatherboard cladding used for its superior insulating performance and glass walls which allow all employees to enjoy natural daylight.

The acoustics have been engineered to shield against any noise from the nearby Le Bourget and Roissy-Charles-de-Gaulle airports.

**The open space layout promotes teamwork, simplifies communication between colleagues and creates a friendly atmosphere.** Meeting rooms are located on the ground floor to improve vertical communication and networking between departments. The amphitheatre is the venue for bringing all employees together, especially for the Group's monthly plenary sessions.











## Our logistics centre - on the cutting edge of technology

The 41,000 m<sup>2</sup> logistics centre comprises of seven units and attached offices.

The centre's distinguishing features include the exceptional level of daylight that streams through the countless skylights and the break out areas that replicate the same design as those in the office building.

The warehouse boasts the latest technologies, such as the automated line with a capacity of 900 packages an hour, and **provides all the Group's subsidiaries with a real opportunity to progress.**











## Our university - a venue for personal development

The university plays a key role in Manutan's development and enables everyone to **understand and share the company's strategy and associated commitments, do their job more effectively and be more open with themselves and others.** The university is also the place where we develop the same mindset and imagine the future.

The university offers a range of **bespoke training programmes** designed to promote individual and collective learning, while helping develop skills and experiment with the Group's values. **Introductory activities** (drama, music, cooking, gardening, etc.) are also organised to help employees develop their knowledge.

## Our multimedia library - quenching the thirst for knowledge

A centre of excellence, the multimedia library aims to promote access for all employees to culture in general and the Manutan vision in particular, by offering a wide range of books, films and publications.

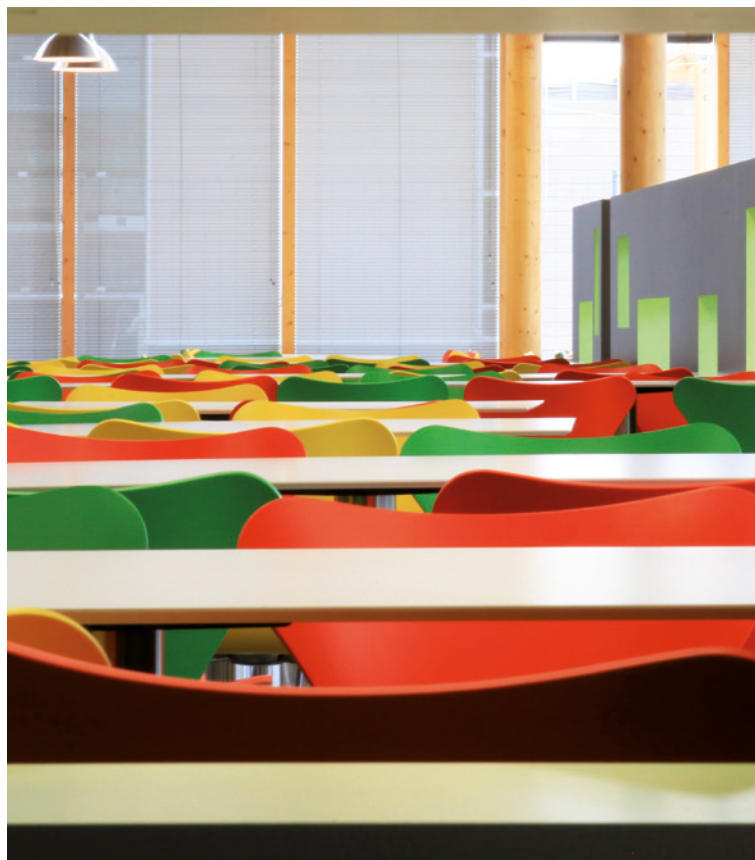
## Our gym - sport as a means for personal fulfilment and progress

The gym plays an instrumental role in every area and allows all willing individuals to **draw inspiration from the mindset that characterises sport** as a way of moving forward and experimenting with methods that can be replicated in daily life.

The gym also builds bridges and strengthens ties through events, collective activities, sharing and celebrations!











## Our restaurant - an area for social interaction

The restaurant has been designed to improve social cohesion during lunch and encourage interaction.

The chef and his team, who are all company employees, prepare meals on site using fresh and seasonal produce. They strive to **offer high-quality balanced meals** including ingredients sourced from organic farming.

The cafeteria adjoins the restaurant and provides an area where employees can relax over a coffee, enjoy a game of cards or hold an informal meeting.



## Our concierge service - available to everyone

Located in the very heart of the building, the concierge service known as « **DREDA'plus** » is run **by employees for employees**.

It aims to simplify their everyday life (dry-cleaning, sale of organic vegetables, stamps, massages, flowers, and much more).









## Our green spaces and the landscaped area

These spaces are not only a treat for the eyes, but the ideal place to stretch the legs, unwind or hold an informal meeting when the weather permits.

## Our break out areas

Several break out areas have been created, so that employees can unwind, play games, share a coffee with their colleagues, and so on.

These areas are equipped with **display screens** to inform employees of the latest company information, as well as interactive terminals for connecting to the Group's intranets.





# We are enterprising for a better World

**... By building a business-to-business model  
where all our stakeholders can develop and  
progress**

## About the Manutan Group

Manutan, a French family-run group and a major European B2B player, has been a partner to enterprises, local authorities, and traders for nearly 60 years, specializing in the distribution of equipment and supplies.

Its hybrid model, combining the strengths of digital (e-commerce platforms) with a human-centric approach (sales forces), enables Manutan to guide its clients towards more sustainable and ethical performance along with the implementation of a purchasing optimisation strategy.

With 27 subsidiaries in 17 European countries, the Group has over 2,200 employees and achieved a turnover of 946 million euros in 2022/23. Manutan France is certified Great Place To Work® 2024 along with 14 other subsidiaries among the Group.

### The Manutan Group in figures:

- 2,200 employees
- 3,000 listed suppliers
- 1,000,000 customers
- 800,000 product references
- 27 operating subsidiaries in 17 European countries
- 946 million euros in turnover in 2022/2023

