

Rotterdam, The Netherlands



Exceptional Quality

"No surprise that Mitsubishi elevators were chosen."

When it came to selecting the elevators for the KPN Tower, Rotterdam, the Netherlands, a building that "leans" at the same angle as the Leaning Tower of Pisa, Mr. Persy knew that something special was required. "It was always assumed that 'an exceptional building with an exceptional architect should have exceptional elevators.'" Speed and noise levels were decisive factors, and the choice of Mitsubishi was unanimous. Unusually, even the architect, Renzo Piano, was closely involved in the choice of systems. "He always agreed wholeheartedly with our choices." William Properties and Mitsubishi Elevators collaborated closely throughout the design and installation process. "This relationship goes back a long way and the contact has always been excellent. Of course there have been times when we could not agree, but the quality offered by Mitsubishi and the fact that we are mostly dealing with high-quality developments means that we usually manage to break any deadlock." Visitors to the unusual building rate the elevators highly. "They are impressed by the speed with which the elevators ascend and descend. The fact that they are so quiet is also a striking characteristic."



The slanting front wall of the KPN Tower, Rotterdam.

The KPN Tower's lines match the Erasmus Bridge.



The lobby of the KPN Tower, Rotterdam.

Mr. Wil Persy
Director, William Properties

Mitsubishi Elevator Europe (EMEC) , Supplying Quality for 50 Years

Mitsubishi has been active in Europe since its 1976 sales and technology agreement with Wolter & Dros Evli, whose history goes back to 1951. In 1996, EMEC launched the GPE series of "uniquely European elevators" incorporating the latest advances in Mitsubishi technology. Since then, EMEC has been exporting elevators to the UK, France, Germany, Norway, Belgium and the Middle East from its headquarters in Veenendaal, the Netherlands. One of EMEC's major strengths is its ability to provide superior, economical, uniquely European elevators to suit the needs of its clients. For more flexibility to European design and size specifications, Mitsubishi's high-quality key components are assembled with locally manufactured parts to increase efficiency from initial order to final delivery. Recently, direct links to the Inazawa plant in Japan have improved EMEC's product-development power, while its technology and maintenance abilities—gained from supplying over 2,300 elevator units—ensure client satisfaction.



The headquarters of Mitsubishi Elevators Europe, Veenendaal, the Netherlands

Past Installation Examples

The transparent, circular elevator in the Van Gogh Museum, Amsterdam (1)

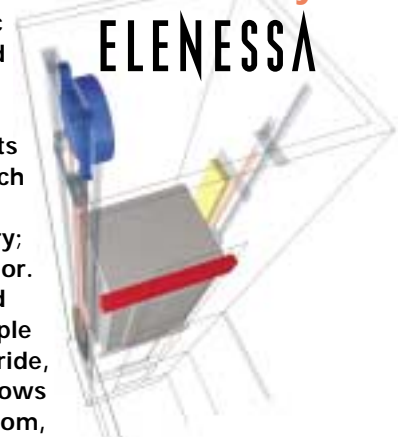
Observation elevators in the Moret Ernst & Young Building, Utrecht (2)

Panorama showing the KPN Tower and the Erasmus Bridge on the Rotterdam waterfront (3)



The Evolution of Mitsubishi Quality

Real quality is not a static thing; it keeps moving and evolving. Our new series of Elenessa machine-room-less elevators boasts several industry firsts: such as one of the smallest pit dimensions in the industry; and 1.75m/s speed elevator. In addition, our optimized motor reduces torque ripple for an incredibly smooth ride, the compact hoistway allows architects complete freedom, and universal design principles make controls and indicators simple to use for everyone.



- Saving energy and space
 - High-efficiency transport mechanism
 - Environment-conscious industrial waste treatment
 - Comfortable, quiet ride
 - Smooth door operation
 - Welfare-awareness / Universal design
- EFFICIENCY**
- COMFORT**
- SAFETY**
- Riding and boarding safety
 - Safety in emergencies
 - High reliability
 - Safe service spots

Number One for Quality

Quality
in Motion

ELEVATORS AND ESCALATORS

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