



WHEN WORD ABOUT QUALITY GETS AROUND

WALDNER SUPPLIES MAJOR ASIAN CORPORATION

Photo: Christopher Barrett Photography



The CJ Group now bundles their research and development activities at just one place: Blossom Park.



Photos: u.r. Tim Griffith Photography, o.r. Christopher Barrett Photography

CJ Group in South Korea now bundles its research and development laboratories at just one location: CJ Blossom Park, a pioneering complex of buildings, for which WALDNER supplied the laboratory systems on explicit request.



In this building there is no such thing as hybrid forms of laboratory rows consisting of workbenches, fume cupboards, sinks and cabinets. Everything is strictly divided except the communication areas that interrupt the laboratory atmosphere every now and then.

Shaped like petals – taken its inspiration from the South Korean CJ Group's logo – the three towers of CJ Blossom Park soar into the sky. Researchers from the food, pharmaceutical and biotech industries shall be housed in one of the three towers each to push new developments ahead. An extensive field. Trying to list the CJ Group's scope of activities you will soon find out that it would be much easier listing the things this corporation does not do. This corporation is the South Korean parcel delivery service, 3D cinema operator, music producer, operator of restaurant chains, producer of animal food, food and pharmaceuticals – and

much more. A huge and extremely diversified corporation with different locations. To bundle its laboratory tasks, particularly in the research and development fields, the group decided to build a new complex of buildings in the city of Suwon, 48 km south of Seoul. The objective was to create an inspiring working environment in which interdisciplinary communication is fostered – not only for their own staff but also in order to successfully attract new, qualified employees in a competitive labour market.

Award winning

The building project was implemented by the US based architectural



services provider CannonDesign – and already won the Best of Asia Pacific Design Award of the International Interior Design Association. Its organic shapes and lots of natural light, as well as the almost 50 different meeting and relaxation areas have been implemented convincingly. This openness and the enormous flexibility even extend to the laboratories, thus making the building a “vivid research centre” – a requirement specified by CJ.

WALDNER was the number one choice

“In some Asian countries like e.g. Japan and South Korea it is common to award such contracts to

national companies to strengthen the domestic economy,” explains Maximilian Englisch, General Manager of the WALDNER Labor-einrichtungen Asia-Pacific Shanghai Office. “We were all the more delighted when we received an enquiry of CJ.” The corporation needed to provide good quality for its researchers’ main workplace, the laboratory, and Blossom Park was to become THE CJ laboratory for which WALDNER was the number one choice because of its reputation. Besides, there are only a few companies in the industry that could provide flexibility and quality for such a scope of services.

Communication as a challenge

Contact was quickly made. But at the first step linguistic and cultural hurdles made communication difficult. It took the German laboratory systems manufacturers quite some meetings until they completely understood what the South Korean management really wanted. “As many South Koreans speak only a little English and we do not speak South Korean, communication at a linguistic level turned out to be rather difficult. Without our project assistant from Shanghai, who was able to interpret for us, communication would have been almost impossible,” informs Maximilian Englisch. “In addition, all of



The building has an open and bright character with inviting communication areas on each floor.



> us had to cope with cultural differences. We first had to understand when „yes“ actually meant „no“ and how to phrase our questions to get an answer we understood.“ Discussions took place directly between WALDNER and CJ Group. „That way we were able to make quick and straightforward decisions even during the building phase,“ reports Gunther Funke, WALDNER’s Project Manager for CJ Group.

Customized products are no problem at all

On the other hand, the implementation of the ideas and even customized products did not pose any problem for WALDNER. More

than 2,000 flexible laboratory workbenches, following a grid size of 1.5 m, partly with top-mounted cabinets, and equipped with an electric services distribution system can be put together in any combination. „Each workbench has 6 to 8 sockets and connections (German as well as American), and a 6 m long cable, which means that it can be placed within a radius of 6 m next to one of the ca. 400 service columns,“ explains Gunther Funke. The service columns in turn are fed from the ceiling and also provide the necessary power and IT sockets. Furthermore a third of these columns also supply other services to the workplace,

e.g. with extraction spigots or synthetic gases. Owing to the stringent grating of the workbenches instruments may be encased even in a standardized way to avoid sounds and influences caused by heat.

Excellent preliminary planning

Time and site management surely were challenges with regard to planning and deliveries. „At the end of February 2015 we were awarded the contract and at the end of November of the same year everything had to be completed. The major part of the pre-assembled furniture were shipped by boat in 75 containers, each



„We at CJ are very happy with Waldner's finest quality lab facilities by which our researchers will definitely make great achievements in their fields“

Sungjoo Lee, Senior Purchasing Analyst, CJ Group

approx. 12 m long, which took 40 to 45 days to arrive on site. The schedule has been so tight that CJ even had 18 wooden boxes of 4 to 5 tons each airfreighted to South Korea. "At a very early stage already WALDNER made an excellent preliminary planning. "I even warned our bulk material suppliers in advance about the extremely high quantities that will accumulate. Besides, we created two prototype laboratory workbenches to arrange an extra assembly line production as efficiently as possible in Wangen," Funke states. "We got space in one of the new halls to set up two separate production lines so that we were able

to deal with this quantity in a short time." Even the trunkings were pre-wired in Wangen – under South Korean law.

Successful intercultural exchange

In Suwon the WALDNER team got a whole floor to assemble all laboratory furniture for the total of 23 floors to be furnished. At peak times five fitters from Wangen were on site and worked together with more than 50 South Koreans – from standard workers to engineers, an interpreter included. And the rest of the communication had to function somehow. "We learned a lot interculturally during this time. It was a true enrichment for all of

us," recounts Maximilian Englisch and adds: "If you have not yet been to South Korea you can hardly imagine how progressive this country is, especially regarding the use of new technology. We really learned a lot." CJ Group is highly satisfied with their laboratories – and so is Maximilian Englisch: "Such a contract is an excellent reference for us. And an entry like this into the South Korean market is obviously absolutely fantastic."

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