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Press release

Our comprehensive offer and sales campaign make all the difference to IKEA

SPIE Ouest-Centre has won a 4.76 million order in connection with a long-awaited project for the construction of an IKEA store in Pacé, near Rennes. This building project represents a total area of 28,096 sq. m., including a sales area of 19,610 sq. m. As a result, this new IKEA store in Pacé, which will be the 23rd in France, will be bigger than IKEA's Nantes branch which has a sales area of 16,000 sq. m. SPIE Ouest-Centre has been chosen for six out of the site's seven work lots: high and low-voltage systems, fire safety systems, the building's technical management system, HVAC and plumbing. This work will keep nearly 80 members of personnel from the HVAC department and the IGE Bretagne Normandie office busy from April to September 2008, representing a total of about 35,000 working hours (for engineering and site work). What made the difference:

- SPIE Ouest-Centre was the only company that proposed carrying out the work as a comprehensive technical package. Owing to the very tight deadlines, the customer found this type of offer reassuring as it would mean having a single contact for all the work supervision.
- Our sales managers conducted a persuasive campaign aimed at IKEA's technical and purchasing decision-makers well beforehand in order to convince them of the advantages of having the work done as a comprehensive package.

It should be noted that SPIE Ouest-Centre is also working on the construction of an IKEA store in Tours.

Let's hope these successes lead to many future opportunities. Contact SPIE SA

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