

# ELA NEWS

50 years **ela[container]**

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## Innovative, skilled and dedicated since 1972



### Gourmet as head of reception

He actually trained to be a chef. As the head of reception at ELA, Yves Protzner therefore insists on also offering guests a culinary delight.



### Marketing manager from the outset

As marketing manager, Michael Schmidt has been seeing to business with regard to advertising, press relations and ELA News for years. He doesn't have a long commute, so he is able to cycle to work.



### Family man with a pioneering spirit

Company founder Bernhard Albers reveals how he created a globally successful company together with his wife Elisabeth – and what the name ELA actually stands for.



### Go-getter on wheels

Marek Sandmann is always on the move – be it during his industrial management assistant apprenticeship at ELA or in his personal life at the skate park that he built up with his club.



### Team player with an understanding of tradition

As head of the management systems department, Ralf Manning drives the digitisation of workflows at ELA forward. During his free time, he keeps the regional language alive with his friends on the 'Platt-Cast' in the Low German dialect.



### Accountant with a black belt

As a Company accountant, Beatrix Brinker keeps her eyes on the finances and balances the books at ELA. And her balance as a karate athlete is apparent.



### Engineer with a green thumb

Markus Meny, head of engineering in specially designed containers, shows his affinity for constructing and for heirloom vegetable varieties.



### A master of spontaneity and a fan of sports cars

He and his daughter share a passion for sports cars and he likes to be out and on the go: It's a good fit because he spends a lot of time in the car and on the road in his job. Amusing conversations never fail to keep the boredom at bay.



### A managing director with drive

Over the course of his career at ELA, Hans Gatzemeier has completed quite a few stations and gotten lots of things up and running. In his spare time, the Managing Director of ELA Offshore likes to play golf, an immensely popular sport in the industry.



### Two sisters with a wealth of experience and expertise

Not many people in the company are aware that they are sisters. They have worked for ELA for a combined 60 years and value the familial corporate culture here – the company supporting their voluntary commitments is a reflection of this.

Our success story began with a good idea 50 years ago. Thanks to our steadily growing team, we are adding new chapters to this story through dedication, innovation and a sense of quality. As the second generation of management, the three Albers siblings cautiously, and yet with determination, set the Company on a path for worldwide growth, all while maintaining the family-like company culture – despite our having more than 1,100 employees and sites all over the world. To mark our 50th anniversary, we are offering insights into our work, our history and the extraordinary spirit of ELA. New and seasoned colleagues alike offer exciting insights into their everyday professional and private lives in personal profiles.



Scan the QR code or visit our anniversary website to find out more about the people and the Company:  
[50years.ela-container.com](https://50years.ela-container.com)









01



02

Fig. 01

Smart indoor environment control for heating or cooling.

Fig. 02

The entertainment solution is integrated into the smart home solution.

See below

The ELA exhibition container has room for the whole world of Homematic IP.



See above

The app provides complete control even on the go.

See below

Mobile trade fair solutions like this can be used by lots of industries.

## Mobile showroom for eQ-3 AG

Over the past few months, many trade fairs and industry events have been cancelled due to the pandemic. The technology firm eQ-3 AG has found an innovative way to present its smart home system Homematic IP to installation technicians in a compact and demonstrative manner.

In a mobile showroom from ELA Container, the smart home pioneer from Leer in Germany shows what the latest technology has made possible in terms of home automation. The showroom is transported to sites all over Germany by a special ELA truck with a loading crane.

'A direct dialogue with professional tradespeople and our installation partners is extremely important to us', says Professor Heinz-G. Redeker, CEO of eQ-3 AG. 'Thanks to the mobile showroom, they now have the opportunity to experience the potential applications of Homematic IP live and talk to experts face to face'.

The showroom is based on an ELA premium container with a special height of around three metres. Additionally, the glazing on two sides of the container make it possible to demonstrate applications such as smart lighting and blinds.

'As our modules are so customisable, and thanks to our skilled custom container construction team, we have already built a few eye-catching container-based showrooms', explains Tim Albers, Managing Director of ELA. Combining the room solution with smart home technology is particularly interesting and opens new metaphorical doors. 'We are proud to be a part of this innovative project', says Albers.

The first stop for the mobile exhibition room was in Düsseldorf.

## Details

**Location**  
Germany, roadshow

**Responsible ELA location**  
ELA Container GmbH, Headquarters, Haren (Ems)

**Type and number of containers**  
1 custom ELA premium container

**Usable area**  
18 m<sup>2</sup>

**Use**  
Mobile showroom

**Colour/floor**  
Outer walls: Anthracite grey, RAL 7016  
Inner walls and ceiling: White  
Floor: Wood effect vinyl

**Extra equipment**  
Glazed front and longitudinal walls, floor-to-ceiling windows, aluminium exterior door, interior LED lighting, smoke alarm

**Purchased or leased**  
Leased

**Duration of use**  
6 months





# ELA CONTAINER ALSO ACHIEVES INTERNATIONAL SUCCESS

540-square-metre base for a site  
management office in Prague

# 2







See above

Large rooms for safety during the pandemic.

See below

The presentation equipment was supplied by the customer.



01

Fig. 01

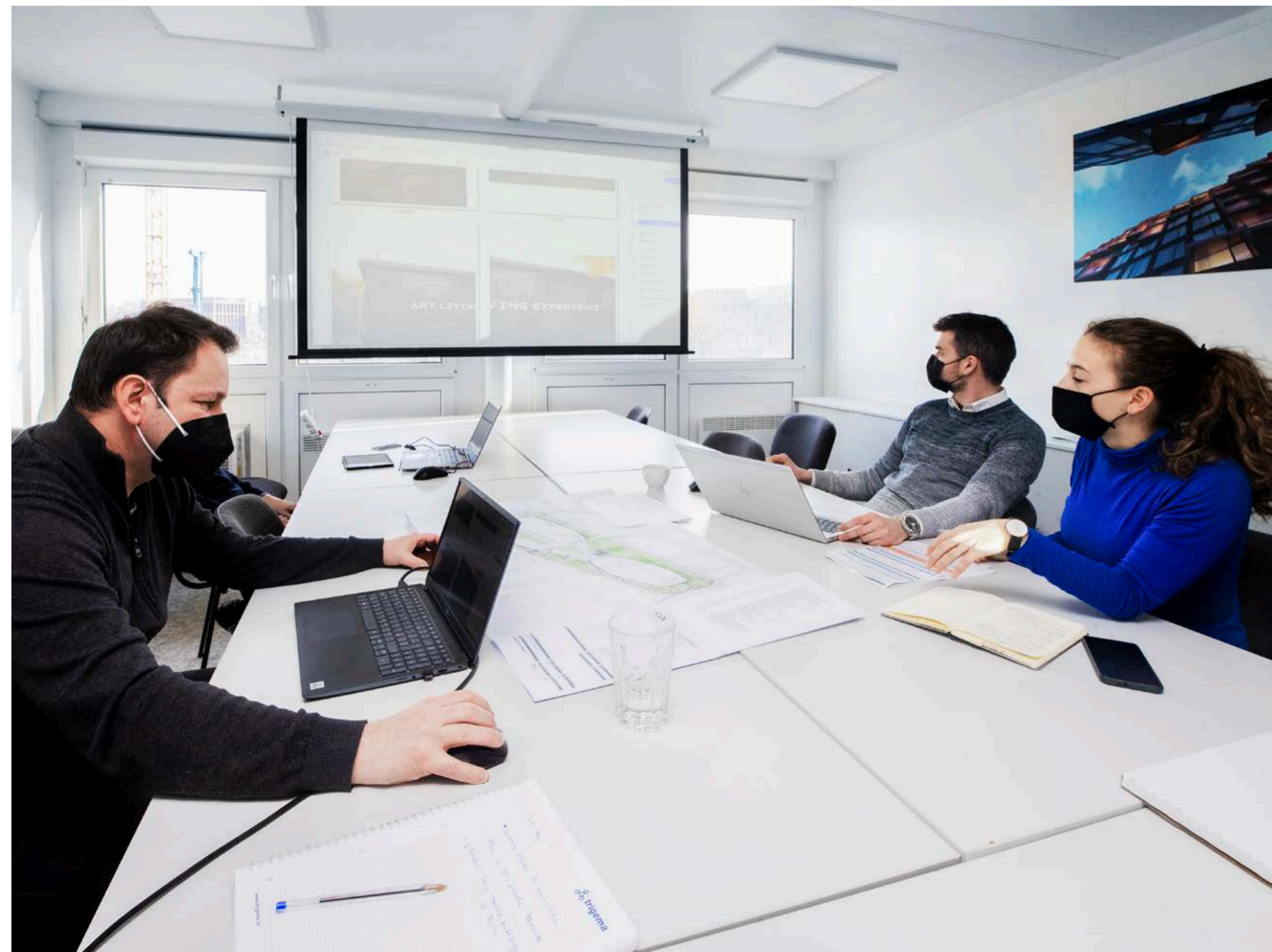
Lockers in the changing rooms keep things secure and tidy.



02

Fig. 02

The kitchen is fully fitted for work breaks.



See above

The floor plan is flexible.

See below

The major project's site management office is directly on site thanks to ELA.

## Four-storey system for the planner and developer Trigema a.s.

FRAGMENT is the name of a new residential complex with around 140 units that will be built in a modern neighbourhood in Prague by spring 2022. The planner and developer trigema a.s. is basing its site management office on a temporary room solution from ELA Container.

'We beat four competitors in the bidding process for this mobile system', says Jiri Meziva, ELA Head of Business Development Czech Republic. The customer was very insistent on stackable containers so it would be able to build upwards. 'This is because space was very limited on the building site, as is so often the case'.

Ultimately, a four-storey system of 36 room modules with a grand total of 540 square metres of space was built in Prague. It features offices, common rooms, changing rooms, meeting rooms, kitchens and sanitary facilities. The overall design of the ELA system even includes a site distribution board. Air conditioners, conference equipment and a bright, friendly interior combine with quality desks and swivel chairs to create the perfect working environment.

'In building our FRAGMENT project, we saw an excellent opportunity to make use of the industry experience and broad market position of ELA Container. There were no nasty surprises during the preparation and implementation phases', says Michal Netolický, Head of Marketing at trigema.

'We are particularly proud that the customer was very satisfied with our performance and has just awarded another contract for a 650 square-metre site management facility in Prague', says Jiri Meziva.

## Details

Location  
Prague, Czechia

Responsible ELA location  
ELA Container GmbH, Headquarters, Haren (Ems)

Type and number of containers  
36 ELA quality all-rounders

Usable area  
540 m<sup>2</sup>

Use  
Site management facility, four storeys

Colour/floor  
Outer walls: Pebble grey, RAL 7032  
Inner walls and ceiling: White  
Floor: PVC, light grey

Extra equipment  
Interior LED lighting, smoke alarms, fire extinguishers, air-conditioning units, window grates, fly screens, whiteboards, microwave

Purchased or leased  
Leased

Duration of use  
26 months







See above

The 86 room modules sit on mobile concrete foundations.

See centre

The bright staff room is a nice place to take a break.

See below

Computer workstations are part of the teaching resources.



### A temporary school in Mecklenburg-Vorpommern

Lots of schools in Germany are in desperate need of renovation, yet there is often not enough time during the holidays. To allow lessons to continue during the construction work, ELA has developed room solutions for schools that provide pupils and teachers with the perfect conditions to teach and study. A school made from ELA containers was recently set up in the municipality of Banzkow in the German state of Mecklenburg-Vorpommern. The regional school in Banzkow is currently being renovated.

'A building project as extensive as the one in our case is not viable while the school is operating', explains Mayor Ralf Michalski. An approximate EUR 5 million was invested in the project. 'Coordinating with the engineering firm in charge, we opted for a temporary school made from ELA containers to keep lessons running', says Michalski.

The two-storey school container system is directly adjacent to the school building and features 14 classrooms, specialist rooms, sanitary facilities and offices for teachers and staff. 'In this case, we moved an entire school into a container system, not just one classroom', explains ELA Project Manager Tino Frank. First of all, a suitable area had to be found for the 86 ELA room modules to be set up safely and securely. Mobile concrete foundations were also used.

'Schools have strict comfort and security requirements. We optimised our container rooms with these in mind', explains Frank. 'The indoor environment is impeccable, and the floor plan with everything in close reach matches our specifications exactly', says headteacher Carola Silbernagel-Dübel.

### Details

Location  
Banzkow

Responsible ELA location  
ELA Container GmbH, Frankenberg

Type and number of containers  
86 ELA premium containers

Usable area  
1.500 m<sup>2</sup>

Use  
Temporary school building, two storeys

Colour/floor  
Outer walls: Pebble grey, RAL 7032  
Inner walls and ceiling: White  
Floor: PVC, light grey

Extra equipment  
Special doors, interior LED lighting, smoke alarms, fire extinguishers, cable ducts, exterior lighting with motion sensors and dusk-to-dawn sensors, external stairs with stairhead and railing, mobile concrete foundations, site distribution board, furniture and other interior fittings installed by the customer

Purchased or leased  
Leased

Duration of use  
15 months



01



03



02

Fig. 01

Bright rooms create a pleasant learning environment.

Fig. 02

External stairs connect the two storeys of the ELA systemAnlage.

Fig. 03

The mobile school even has offices for teachers.

# 'We are looking forward to the new school building and are happy to be able to teach in the quality modular rooms from ELA in the meantime'

Carola Silbernagel-Dübel —  
Headteacher at Regionale Schule Banzkow





4

## ON THE ROAD TO A NEW DEALERSHIP

See above

ELA solution with 260 square metres of space for advice and sales.

See centre

The IT installation makes the ELA offices ready for immediate use.

See below

The dealership's customers step into bright, spacious rooms.

### A dealership for the Emil Frey Group

Modern product presentation, a wide selection of brands and expert service are key factors for success, especially in the automotive industry. The Emil Frey Group has therefore decided to consolidate the showroom and workshop areas at its Mercedes-Benz branch in Kassel into a new, large building. 'We want to be one of the most modern dealerships in North Hesse', explains Alex Dades, After Sales Manager. 'The new building we need will take two years. That is why we have moved our dealership into a mobile container system from ELA for the duration of the construction phase'.

'ELA containers really are all-rounders', confirms ELA Area Sales Manager Christiane Basler. She has already supervised a number of projects for customers including pharmacies, banks, schools and retailers. 'The temporary dealership in Kassel is particularly interesting because the floor plan for the 260 square metres of useful space provides for an open reception area as well as niches for private discussions'. Besides the main container system, which houses the service desk, parts distribution, sales and sanitary facilities, there is a separate waiting room made from a fully glazed ELA office container.

'ELA Container is able to build spacious rooms without partition walls in no time at all', says Basler. 'The modules are combined from end to end and connected almost seamlessly'. This type of floor plan is extremely attractive for showrooms in particular.

ELA delivered the system ready for Frey to move into: 'We turned on the lights, plugged our IT equipment into the prepared connection points and got up and running', says Dades.

### Details

**Location**  
Kassel

**Responsible ELA location**  
ELA Container GmbH, Headquarters, Haren (Ems)

**Type and number of containers**  
16 ELA premium containers

**Usable area**  
260 m<sup>2</sup>

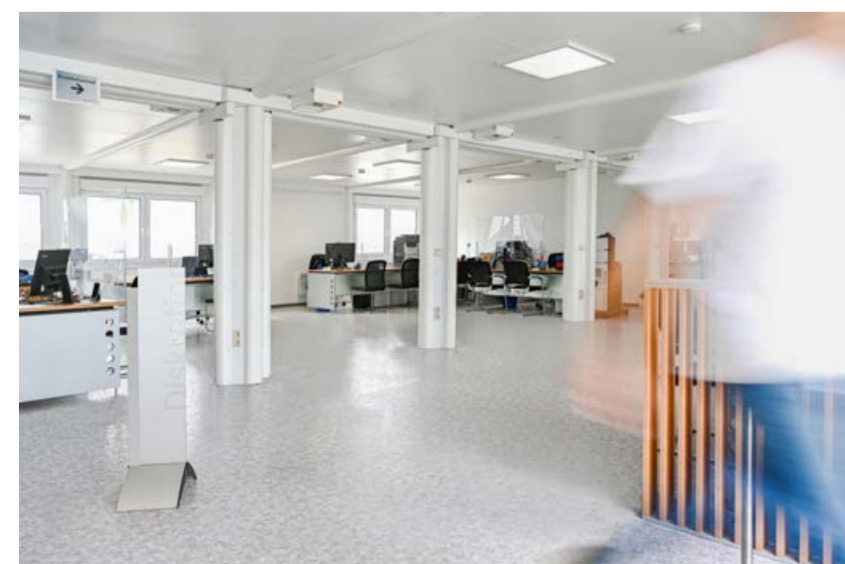
**Use**  
Temporary dealership

**Colour/floor**  
Outer walls: Pebble grey, RAL 7032  
Inner walls and ceiling: White  
Floor: PVC, light grey

**Extra equipment**  
Interior LED lighting, smoke alarms, cable ducts, split air-conditioning unit for cooling and heating, furniture and interior decorations supplied by the customer

**Purchased or leased**  
Leased

**Duration of use**  
12 months



5

## SPARKASSE RELIES ON AN ELA ROOM SOLUTION

See above

The bank's customers still have access to advice and service.

See centre

The indoor environment, lighting and fittings meet the criteria for a healthy workplace.

See below

The floor plan also accounts for social distancing during the pandemic.

### Temporary bank in Bremerhaven

Weser-Elbe Sparkasse is currently developing its Otterndorf branch into a modern bank with everything it needs to advise customers. It is extremely important to the people in charge of the project that Sparkasse customers can continue to make use of its services during the renovations with as few limitations as possible. The solution is a mobile branch made from ELA room modules.

The two-storey ELA system is situated in the Sparkasse car park behind the building itself. It has everything the bank needs to offer advice and service. The entrance to the temporary system features a ramp for accessibility.

'ELA Container offered us some excellent advice when it came to the floor plan. Despite the limited amount of space, the system was built quickly and professionally', says Matthias Schulz from Central Service and Administration at Weser-Elbe Sparkasse.

'We have been providing special room solutions for financial institutions for many years', says Karsten Klatte from ELA's field staff. The detailed solutions developed by ELA specially ensure that the strict security standards of the financial sector are met.

The temporary bank in Bremerhaven comprises 24 ELA containers and has around 400 square metres of space on two storeys.

With the offices, consultation rooms and customer service rooms, the bank can continue to offer the same high-quality advice. The employees have access to sanitary facilities and kitchen areas. The bank-specific fittings include floor reinforcements and partition walls for the cash machines.



### Details

**Location**  
Bremerhaven

**Responsible ELA location**  
ELA Container GmbH, Headquarters, Haren (Ems)

**Type and number of containers**  
24 ELA quality all-rounders

**Usable area**  
400 m<sup>2</sup>

**Use**  
Temporary bank building

**Colour/floor**  
Outer walls: Pebble grey, RAL 7032  
Inner walls and ceiling: White  
Floor: PVC, light grey

**Extra equipment**  
Split air-conditioning units, interior LED lighting, smoke alarms, mobile concrete foundations, floor reinforcements, partition wall with an opening for cash machines, furniture supplied by the customer

**Purchased or leased**  
Leased

**Duration of use**  
5 months





See above

The four-storey system saves space on the company's premises.

See centre

The system also features changing rooms with lockers.

See below

Sanitary containers make it possible to shower on site.



## INSPECTION WORK IN MANUFACTURING

### Accommodation for DS Smith Paper technicians

For industrial companies, regular inspections ensure that equipment is functional and safe. The maintenance work is sometimes so extensive that technicians inspect the systems and machines over several weeks. 'Inspections are important in manufacturing', says ELA Area Sales Manager Christiane Basler. 'At the same time, they represent a significant expense for enterprises'. That is why many industrial firms opt for on-site accommodation for technicians so the maintenance can be performed efficiently – perhaps even in ELA container villages. This saves both time and money.

'Accommodation for technicians from ELA offers complete comfort and unrivalled flexibility', explains Basler. She has also supervised a project for DS Smith Paper Germany, not far from Kassel. This international company is a long-standing customer of ELA and values the reliable, hassle-free support of the room specialist from Emsland. 'In spite of the small footprint on the site, we were able to meet all room specifications – from offices and meeting rooms to accommodation, common rooms, kitchens and sanitary facilities', says Basler. The solution lies in it being possible to stack ELA modules. Up to four containers can be stacked without a problem and connected by stairs. Overall, DS Smith is using 96 mobile ELA rooms spread over several individual systems. All in, they provide a usable area of around 1,500 square metres.

'The ELA field staff zeroed in on solutions when they advised us. Delivery and installation also went off without a hitch', says Philipp Brethauer, Production Power Plant Leader.

### Details

**Location**  
Witzenhausen

**Responsible ELA location**  
ELA Container GmbH, Headquarters, Haren (Ems)

**Type and number of containers**  
96 ELA premium containers, 2x, 3x and 4x stacked

**Usable area**  
1.500m<sup>2</sup>

**Use**  
Accommodation for technicians

**Colour/floor**  
Outer walls: Pebble grey, RAL 7032  
Inner walls and ceiling: White  
Floor: PVC, light grey

**Extra equipment**  
Fire extinguisher. Interior LED lighting, smoke alarms, external galvanised steel stairs with stairhead and railing, sanitiser dispenser (touchless), paper towel dispenser

**Purchased or leased**  
Leased

**Duration of use**  
7 months



See above

The interior fittings bring the product into focus.

See centre

The spectacles studio in the ELA system was well received by customers.

See below

The wood effect flooring creates a pleasant ambience.



### Spectacles shop in Bielefeld-Senne

When it comes to developing districts, many cities and municipalities opt for a fresh start and tear down buildings that are no longer contemporary. 'Even though most business owners are very happy to have a new building, it is challenging to keep businesses up and running while the construction work is being carried out', says ELA Sales Manager Kevin Hartmann. That is why ELA Container has developed temporary room solutions for retail and commerce, which can be set up and customised in no time.

A spectacles studio in Bielefeld-Senne recently moved into such an ELA room solution. This is because a new convenience shopping centre is currently being built under the management of the planning firm halsdorfer + ingenieur. The pre-existing buildings are being demolished to make way for it. The planning firm contracted ELA Container to build a temporary spectacles studio. Site manager Ronny Werner from halsdorfer + ingenieur is happy: 'ELA Container supplied an excellent retail outlet – quickly, punctually and well thought out. We are impressed'.

The spectacles shop comprises three extra-wide ELA premium modules with a width of three metres. The container system is split into a spacious show-room with no partition walls and an office and consulting area. The wood effect vinyl flooring and acoustic panels in the ceiling make for a pleasant ambience in which to sell spectacles.

Dirk Kleine-Flaßbeck, owner of the spectacles studio, is also full of praise: 'We have the chance here to present our full range of services. Our customers are impressed. We often hear that they did not imagine that a container solution could be so comfortable'.

### Details

**Location**  
Bielefeld-Senne

**Responsible ELA location**  
ELA Container GmbH, Headquarters, Haren (Ems)

**Type and number of containers**  
3 ELA premium containers

**Usable area**  
54m<sup>2</sup>

**Use**  
Temporary spectacles studio

**Colour/floor**  
Outer walls: Pebble grey, RAL 7032  
Inner walls and ceiling: White  
Floor: Wood effect vinyl flooring

**Extra equipment**  
Wide window bank, smoke alarms, interior LED lighting

**Purchased or leased**  
Leased

**Duration of use**  
12 months



Experience the system virtually  
Simply scan the QR code.







8

## NEW ROOMS FOR BETTER SOCIAL DISTANCING DURING THE PANDEMIC

See above

The bright furnishings create a friendly ambience.

See centre

The nine ELA containers have space for four more treatment rooms.

See below

The flexible rooms can be used for a variety of rehabilitation methods.

### Rehabilitation rooms for the Seepark Klinik in Bad Bodenteich

Due to the coronavirus pandemic, patients in clinics and rehabilitation centres have to meet new social distancing requirements. That is why the Seepark Klinik in Bad Bodenteich, owned by MediClin GmbH & Co. KG, has used an ELA room solution to extend its rehabilitation rooms.

The pandemic made it necessary to reduce the number of occupants in the main building. Thanks to ELA Container, four additional treatment rooms are now available, each with 38 square metres of space. In total, the system comprises nine ELA office containers and has 160 square metres of space.

Each new room has space for nine patients and one therapist and are used for psychotherapy, ergotherapy and relaxation therapy. 'This means that the rooms meet the requirements of the Robert Koch Institute', explains André Pieper-Christensen, Technical Director of the Seepark Klinik.

The container system was delivered ready for use with complete interior furnishings. The large plastic windows create a friendly ambience. Roller shutters serve as blinds and provide security against intruders. The other security equipment includes fire safety signs, fire extinguishers, smoke alarms and escape route signs and lighting.

'The system was assembled by the agreed date at an almost breathtaking pace', says Sebastian Singer, an architect from the construction and engineering department at MediClin's head office in Offenburg. 'As always, it was a pleasure working with our client MediClin', confirms ELA Project Manager Oliver Kölblin. ELA has already built several temporary room systems for MediClin GmbH & Co. KG.



### Details

**Location**  
Bad Bodenteich

**Responsible ELA location**  
ELA Container GmbH, Headquarters, Haren (Ems)

**Type and number of containers**  
9 ELA premium containers

**Usable area**  
160 m<sup>2</sup>

**Use**  
Temporary treatment rooms

**Colour/floor**  
Outer walls: Pebble grey, RAL 7032  
Inner walls and ceiling: White  
Floor: PVC, light grey

**Extra equipment**  
Fire safety signs, fire extinguishers, interior LED lighting, smoke alarms, awning, escape route signs and lighting

**Purchased or leased**  
Leased

**Duration of use**  
8 months



9

## INNOVATIONS FROM THE HOME-PORT LIVING LABORATORY

See above

The ELA seminar and workshop system in the Port of Hamburg.

See centre

The rooms in the two-storey system can be used for a variety of purposes.

See below

The spacious roof terrace with a view of the port is a special feature.

### Container campus in the Port of Hamburg

There is now a living laboratory named homePORT in the Port of Hamburg, and it can even host workshops. The main feature is the open space for member companies, startups and researchers to organise product tests, events and workshops, so they can work together on real future issues relating to the maritime economy and logistics. The Hamburg Port Authority (HPA) worked with the Hamburg-based architect KSRK and ELA Container to plan and deliver the two-storey office system.

'Maritime and logistical product innovations are rarely purely digital', says Marius Eschen, Product Lead New Business and Partnership. 'In homePORT, we have created space to try out, experiment with and demonstrate hardware-based prototypes in particular, not to mention for collaboration between science, business and startups'.

'Thanks to the constructive and focused way in which we worked with ELA Container, we were able to hand the homePORT container campus over to the HPA in perfect time', says KSRK project manager Rolf Königshausen. It took just eleven weeks to progress from an initial design through approval to completion.

'Once again, the homePORT project demonstrates the sheer variety and flexibility of the potential uses for ELA room systems', says ELA Area Sales Manager Thomas Nohrn.

The ELA office solution known as homePORT is a two-storey container system with around 200 square metres of space. It features an open-plan office, meeting rooms, storage rooms and sanitary facilities with a wastewater tank.

### Details

**Location**  
Hamburg

**Responsible ELA location**  
ELA Container, Groß Ippener / Headquarters, Haren (Ems)

**Type and number of containers**  
13 ELA quality all-rounders

**Usable area**  
200 m<sup>2</sup>

**Use**  
Seminar and workshop rooms

**Colour/floor**  
Outer walls: Pebble grey, RAL 7032  
Inner walls and ceiling: White  
Floor: PVC, light grey

**Extra equipment**  
Roof terrace, mobile concrete foundations, interior LED lighting, smoke alarms

**Purchased or leased**  
Leased

**Duration of use**  
24 months

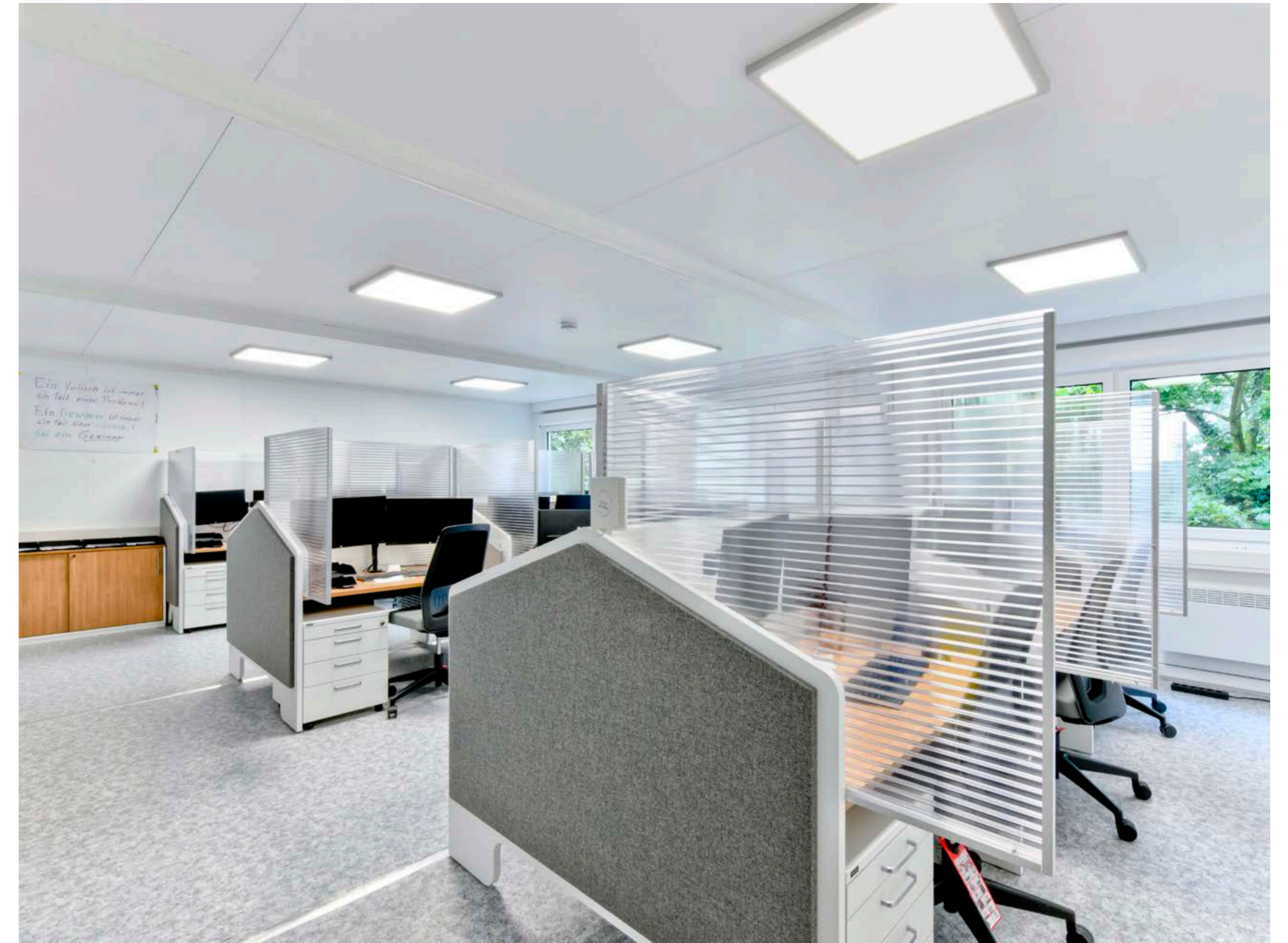






# 10

## A CREATIVE QUICK-START AT A NEW SITE



See above

Remote workstations for inbound and outbound services.

See centre

The two-storey system has 520 square metres of space.

See below

The recreational area makes breaks relaxing.

### Offices and computing centre for KiKxxl

The communications service provider KiKxxl is growing steadily, and the time had come to add another site. It selected the city of Bottrop in Germany due to the lack of competitors and excellent recruitment opportunities there. KiKxxl started out with a mobile room solution from ELA Container so it could quickly get up and running there.

'Our permanent office buildings in the new Bauknecht district will not be ready to move into until spring 2022. In order to get online significantly earlier, we came up with a creative transitional solution and decided to set up office containers from ELA', says Ralf Timmer, Head of Building Management at KiKxxl.

ELA completed the project in no time. 'Even the assembly of the office container system went very smoothly thanks to the professional team from ELA', says Timmer. The feedback from the people who work there has been thoroughly positive.

'With this temporary room solution, we were able to align the wishes of our customer with our experience and what was technically possible', says ELA Area Sales Manager Simon Harenkamp.

The two-storey ELA office system has 520 square metres of space in total. It features several open-plan and individual offices, training rooms, a technical and storage room, sanitary facilities and kitchens. The storeys are connected by an internal stairwell, while an external emergency staircase keeps the occupants safe in the event of an emergency. The cable ducts make it possible to connect the workstations and set up the necessary computing centre.

### Details

**Location**  
Bottrop

**Responsible ELA location**  
ELA Container GmbH, Headquarters, Haren (Ems)

**Type and number of containers**  
24 ELA premium containers,  
6 ELA quality all-rounders

**Usable area**  
520 m<sup>2</sup>

**Use**  
Offices and computing centre

**Colour/floor**  
Outer walls: Pebble grey, RAL 7032  
Inner walls and ceiling: White  
Floor: PVC, light grey

**Extra equipment**  
External galvanised steel stairs with stairhead and railing, multipurpose external doors with glass panel, overhead closer and panic bar, sneak-by guard, interior LED lighting, smoke alarms

**Purchased or leased**  
Leased

**Duration of use**  
6 months





In memory of Bernhard Albers,  
the founder of ELA Container  
6 April 1939 – 8 October 2021

Bernhard Albers, the founder and senior director of ELA, died on 8 October 2021 at the age of 82. He will be remembered as a larger-than-life personality who founded the company with his wife Elisabeth in 1972 and served at its head for decades.

Even at an early age, the life and times of Bernhard Albers were characterised by his drive and ingenuity in difficult situations. As a young blacksmith, he quickly learned to take responsibility for his family and fellow human beings after his father suddenly took ill. After obtaining his master craftsman's certificate in 1961, he took over his father's smithy and locksmith's shop in Haren (Ems), trained journeymen and made sure that the business was in a strong financial position and ready for the future. In the years that followed, the determined entrepreneur and his wife Elisabeth also founded a small taxi and bus company.

His irrepressible compulsion to advance and improve things further and further ultimately led him to establish the company ELA on 25 August 1972. From his own experience, Bernhard Albers knew that building contractors were desperately looking for a way to secure tools and materials more effectively on building sites. Fascinated by the container ships that began calling at German ports in 1966, he developed the idea of using decommissioned shipping containers as secure storage containers on building sites. He purchased his first used shipping containers in Rotterdam, Antwerp, Hamburg, Bremen and Bremerhaven and refurbished them using a wire brush, an angle grinder and a paint roller. In doing so, Bernhard Albers invented the building site container. As no one was offering anything similar, interest and demand grew quickly and ELA containers were soon to be seen on building sites all over Germany.

'Everything that ELA is today grew out of this simple fundamental idea'.

To raise awareness of ELA in Germany, Bernhard Albers drove more than 90,000 kilometres per

year in his car and continued to grow the company steadily over subsequent years. With a certain entrepreneurial willingness to take risks and a keen sense of innovation, he soon had his own fully galvanised, insulated containers manufactured and introduced the rent model. The great idea about the wide range of potential applications for decommissioned shipping containers grew into ELA Container GmbH, a successful international company which provides mobile container-based rooms that are now used in lots of different industries. To ensure the continuity of the family-run company, he began to gradually assign responsibility to the next generation at an early stage, and in February 2005 he handed the reins over to Tim Albers, Liesel Albers-Bentlage and Günter Albers. He served as chairman of the advisory board until 2017 and continued to supervise the company's expansion strategy as its most important advisor. Thanks to their mutual trust over 35 years of working together, the family team was always able to keep the company growing.

To this day, ELA is still shaped by his principles that a successful family-run company can only exist through an absolute focus on its customers and a wide range of services based on the three pillars of quality, service and flexibility. Bernhard Albers always made it clear that the people at his side are invaluable to the success of the entire company. Bolstered by his family and especially his wife Elisabeth, he worked hand-in-hand with his employees, many of whom had been working with him for years, never failing to express his sincere appreciation for them. His sense of justice and fairness, as well as his willingness to help and his sincerity made him very well liked. It was very important to him to have strong family ties and enthusiastic employees who see the customer's wishes as the highest priority.

'The success of ELA is due to our employees who enrich the company with their expertise and experience, sometimes over many years'.

With resolve and perseverance, Bernhard Albers built up numerous other companies over the years, with each one quickly growing into a leader in the international market. By founding the companies alsa-hundewelt and

Landguth Heimtiernahrung, he opened up new fields of business while investing in the economic strength of his home region at the same time. He even supported other companies such as ALBE-Fischfarm, his daughter Hanni Albers' company Parfümerie Zoé and the business Poker Deko-, Blumen- und Gartengestaltung in Haren (Ems). As he very much enjoyed construction projects, he built numerous buildings in Haren (Ems) and the surrounding area, and supported rural associations out of a sense of commitment to his home.

In addition to his successes, Bernhard Albers will mainly be remembered as a family man who always knew that strong family ties were the most important thing in the world. His book about his life story, published in 2017, ends with the following words: 'Family is the most important thing of all! It is simply the best. The most wonderful feeling Liesel and I have is this enormous cohesion, the trust and the love. I am very thankful for it'.

Bernhard Albers spurred on the development of the Albers Group with indefatigable commitment, vision and determination, and was a shining professional and personal example in every possible way. His pioneering spirit will remain at the very heart of our corporate culture and will shape future generations to continue his life's work.



Bernhard Albers,  
Innovative, skilled and dedicated





## DE

### ELA Container GmbH Headquarters

Zeppelinstraße 19-21  
49733 Haren (Ems)  
Tel +49 5932 506-0  
Fax +49 5932 506-10  
www.container.de  
info@container.de

### ELA Container GmbH Used-container centre

Im Industriepark 20 –  
Eurohafen  
49733 Haren (Ems)  
Tel +49 5932 506-556  
Fax +49 5932 506-10  
www.container.de  
kontakt@ela-sales.de

### ELA Container Sales GmbH

Im Industriepark 20 –  
Eurohafen  
49733 Haren (Ems)  
Tel +49 5932 506-556  
Fax +49 5932 506-10  
www.container.de  
kontakt@ela-sales.de

### ELA Container Engineering GmbH

Im Industriepark 20 –  
Eurohafen  
49733 Haren (Ems)  
Tel +49 5932 506-070  
Fax +49 5932 506-10  
www.ela-engineering.de  
info@ela-engineering.de

### ELA Container Production GmbH

Hünteler Straße 30 –  
Eurohafen  
49733 Haren (Ems)  
Tel +49 5932 506-020  
Fax +49 5932 506-10  
www.ela-production.de  
info@ela-production.de

### ELA Container GmbH Groß Ippener

Am Gewerbegebiet 35  
27243 Groß Ippener  
Tel +49 4224 1414-300  
Fax +49 4224 1414-310  
www.container.de  
info@container.de

### ELA Container GmbH Frankenberg

Zum Hammerberg 1  
09669 Frankenberg  
Tel +49 37206 851-0  
Fax +49 37206 851-10  
www.container.de  
info@container.de

### ELA Container GmbH Billigheim

Schefflenzstraße 84  
74842 Billigheim  
Tel +49 6265 92775-0  
Fax +49 6265 92775-10  
www.container.de  
info@container.de

### ELA Container GmbH Moosburg

Naustraße 1  
85368 Moosburg  
Tel +49 8762 7266-800  
Fax +49 8762 7266-810  
www.container.de  
info@container.de

### ELA Container GmbH Tönisvorst

Lenenweg 12  
47918 Tönisvorst  
Tel +49 2151 7086-0  
Fax +49 2151 7086-11  
www.container.de  
info@container.de

### ELA Container Offshore GmbH

Zeppelinstraße 32  
49733 Haren (Ems)  
Tel +49 5932 7323-500  
Fax +49 5932 7323-510  
www.ela-offshore.com  
info@ela-offshore.com

## AT

### ELA Container Austria GmbH

Emesbergstraße 7  
4643 Pettenbach  
Tel +43 7586 21501  
www.ela-container.at  
info@ela-container.at

## BE

### ELA Container Belgium BV

Eurolaan 9  
9140 Temse  
Tel +32 3 7719669  
www.ela-container.be  
info@ela-container.be

## CZ

### ELA Container CZ s.r.o.

Na Florenci 1332/23  
Nové Město  
110 00 Praha 1  
Tel +420 605525434  
www.ela-container.cz  
info@ela-container.cz

## DK

### ELA Container Denmark ApS

Kongens Nytorv 26, 3.  
1050 København K  
Tel +45 3118 1721  
www.ela-container.dk  
info@ela-container.dk

### ELA Container GmbH

Korsvej 4  
6000 Kolding  
Tel +45 3118 1721  
www.ela-container.dk  
info@ela-container.dk

## FR

### ELA Container GmbH

REGUS – Accès via  
Hall de Gare  
1 place de la gare  
59000 Lille  
Tel +33 3 59 82 55 14  
www.ela-container.fr  
info@ela-container.fr

## LT

### ELA Container Lietuva UAB

Tilžes g. 60  
91108 Klaipėda  
Tel +370 46 492066  
Fax +370 46 492067  
www.ela-container.lt  
info@ela-container.lt

## NL

### ELA Container Nederland BV

Rouaanstraat 39  
9723 CC Groningen  
Tel +31 50 3182247  
Fax +31 50 3185129  
www.ela-container.nl  
info@ela-container.nl

## PL

### ELA Container Polska Sp. z o.o.

ul. Łukasiewicza 6  
05-200 Wołomin  
Tel +48 22 2729500  
Fax +48 22 4688700  
www.ela-container.pl  
info@ela-container.pl

### ELA Container Polska Sp. z o.o./oddz. Wrocław

ul. Kupiecka 10  
52-427 Wrocław  
Tel +48 71 3336532  
Fax +48 71 3336532  
www.ela-container.pl  
info@ela-container.pl

## UK

### ELA Container GmbH

44 Newdown Road  
South Park Industrial  
Estate  
Scunthorpe  
North Lincolnshire  
DN17 2TX  
Tel +44 7534 225336  
www.ela-container.uk  
info@ela-container.uk

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**ELA-CONTAINER.**  
**COM**