

## PRESS RELEASE

### **Real I.S. and “Jagdfeld Real Estate” celebrate “25 years DollartCenter” (DOC) in Emden**

*East Frisia’s largest shopping center with a variety of anniversary promotions between 29.10 and 01.11 / Highlight is the raffle of a car worth over € 20,000 / New center manager David Bartels comes from the region*

*Düren/Emden, October 28, 2025. 25 years of DollartCenter (DOC) in Emden – that’s something to celebrate! Between tomorrow, Wednesday, October 29, and Saturday, November 1, the DOC and its tenants will be thanking their customers with a variety of activities:*

- All visitors are welcomed by a “DollartCenter” decorated with artistically designed hearts, a photo point and a giant heart with 25 candles – a festive atmosphere guaranteed.
- On Wednesday and Thursday, customers can look forward to a wheel of fortune, walking acts, craft activities for children (12-6pm) and popcorn distribution (3-6pm).
- On Saturday, the attractions include a wheel of fortune, face painting with glitter tattoos, flower magic, craft activities and walking acts (12-6pm) as well as popcorn distribution (3-6pm). The highlight of the day is the cutting and distribution of the large anniversary cake at 14:00.

### **Anniversary competition until November 1 – a VW Polo as the main prize**

As a special thank you, a VW Polo worth over € 20,000 will be raffled off, donated by the “Werbegemeinschaft im DollartCenter e.V.”. Participation is possible directly in the “DollartCenter” during the campaign week. Further information can also be found at <https://www.doc-emden.de/jubilaum-gewinnspiel/>.

### **Colorful variety of retailers ensures high capacity utilization**

The “DollartCenter” also developed positively in its anniversary year and was able to further broaden its branch mix:

- In mid-April, the pet supplies store “DAS FUTTERHAUS-Markt” opened in the Multi-Markt area.
- “Hugendubel” has taken over the “Lesezeichen” branch and expanded it with an attractive range.
- The popular “Bäckerei Schürmann” bakery has been supplying customers with fresh baked goods again since April as “Der Backfrieze”.
- The electronics store “Expert Bening” has completely rebuilt its store while it continues to operate and will be launching a fresh new concept just a few days after its anniversary.
- The “Gartencenter Ostmann”, our direct neighbor, opened its doors in August, thus sustainably expanding and deepening the overall product range at the location.

“This means that the ‘DollartCenter’ is not only well equipped for the future, but is currently around 95% let. This is an excellent result, and yet we are always exploring the market for new trends and ideas to make the offering even more attractive,” explains Michael Bünnagel, Head of Center & Property Management at Jagdfeld Real Estate.

### **New center manager is an East Frisian**

David Bartels, the new center manager of the “DollartCenter” since October 1, also knows the country and its people. The 41-year-old, who most recently lived in Rostock and has worked throughout Germany in management and consulting for shopping centers and property owners, is a native of East Frisia and is thus returning to his homeland. “I am looking forward to working with strong partners to further raise the DOC’s profile as a place to meet and shop and to strengthen it with fresh impetus in the long term – so that our customers have many good reasons to visit,” says Bartels.

### ***The “Dollart Center” (DOC)***

At around 23,000 m<sup>2</sup>, the DollartCenter (DOC) is one of the largest shopping centers in the region, offering a wide variety of 40 retail tenants. “Jagdfeld Real Estate” is responsible for center, property and letting management as well as technical property management and building services for the property on behalf of the owner’s representative Real I.S.

The anchor tenants of the hybrid center are “Multi” (Edeka Group), “expert”, “H&M”, JYSK (formerly “Dänisches Bettenlager”) and Aldi.

*Note to editors: The accompanying photo shows the Dollart Centre (DOC) in Emden. It is free to use in your reporting (copyright: Dollart Centre (DOC) Emden).*

For further information:

Dr. Christian Plöger

Head of Corporate Communications & Public Affairs at „Jagdfeld Real Estate“

Mob.: + 49 172 263 89 04

Mail: [christian.ploeger@jagdfeld-realestate.de](mailto:christian.ploeger@jagdfeld-realestate.de)

Web: [www.jagdfeld-realestate.de](http://www.jagdfeld-realestate.de)

---

*Jagdfeld Real Estate (Jagdfeld RE) – part of the Jagdfeld Group – has been successfully developing, realising and managing retail, office, hotel and residential properties for over 45 years. Since then, the asset manager has realised, revitalised and managed more than 800 properties with a volume of over five billion euros. Currently, almost 200 specialists manage properties worth approximately 3 billion euros with a total area of around 704,000 m².*