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Minerva Development, in partnership with easyStorage UK, launches the go-to self-storage brand easyStorage in the Netherlands

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Minerva Development, an independent real estate developer and investor with over three decades of experience, proudly announces the introduction of easyStorage to the Dutch market. In partnership with easyStorage UK, Minerva is bringing the successful, technology-driven self-storage concept to the Netherlands. This launch marks the beginning of a broader European expansion.

With more than 125 completed real estate projects and a solid reputation as a reliable and professional developer, Minerva Development was selected by Tim Slesinger – founder and CEO of easyStorage.com (UK) – to position the easyStorage brand in the Netherlands.

Minerva combines years of experience in the development, financing and delivery of a wide range of high-quality commercial properties with a clear focus on quality, sustainability and customer experience. Its dedicated team of real estate professionals works daily on tailored solutions for users, investors and partners. Minerva merges traditional real estate expertise with a forward-looking, innovative mindset.

The first phase of this collaboration involves rebranding eight existing self-storage locations from the joint Minerva and Storage Share portfolio to easyStorage.

To support the further rollout of the easyStorage concept across the Netherlands, Minerva – together with its long-term partner Stevaco Vastgoed – recently acquired three new locations in the Randstad region, with a combined gross floor area of 25,000 m².

With the launch of the new website easyStorage.nl, Dutch customers will gain access to a modern, user-friendly storage solution powered by advanced AI technologies.

“This is a transformational moment for easyStorage,” said Tim Slesinger, CEO of easyStorage UK. “We are excited to be working with the Minerva team – a perfect match for the brand thanks to their deep local expertise in real estate and self-storage operations, and a shared focus on customer-driven innovation.”

Minerva Development specialises in the development of large-scale distribution centres, modern light-industrial units and office spaces. Sustainability, spatial quality and considered architectural design are central to every project.

“We are incredibly proud to be bringing easyStorage to the Dutch market,” said Irene Vasseur, co-founder of Minerva Development. “This partnership combines the strength of an iconic international brand with our local knowledge and footprint. We are confident that Dutch customers will embrace the simplicity, affordability and quality of easyStorage.”



Rob de Groot, co-founder of Minerva Development, added: “The collaboration with easyStorage aligns perfectly with our mission to deliver innovative real estate solutions that are future-proof and add long-term value for all stakeholders.”

easyStorage is part of the easy family of brands, founded by Sir Stelios Haji-loannou – the visionary behind easyJet, widely recognised as one of Europe’s most influential innovators and disruptors in the travel industry. With brands such as easyJet, easyHotel and easyStorage, the easyGroup has made traditional sectors more accessible and affordable for a broad audience. A significant portion of the licence revenues generated through the use of the easyStorage brand and technology supports the Stelios Philanthropic Foundation, which promotes education, entrepreneurship and poverty alleviation worldwide.

“I am delighted to see easyStorage expanding internationally after a strong start in the UK,” said Sir Stelios Haji-loannou. “This is exactly what the ‘easy’ brand is about – taking a complex or expensive product and making it simple and affordable for everyone. I wish our Dutch partners every success in this exciting new chapter.”

This strategic partnership reinforces Minerva Development’s role as a pioneer in the real estate sector, taking the next step in delivering sustainable, innovative and future-focused projects that create long-term value for end users and investors – while embracing ESG principles and contributing to the wider society.

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