

shops¹⁵¹

A view from above:
New perspectives with umdasch The Store Makers

The International Magazine for Retailing and Shop Design

umdasch
THE STORE MAKERS



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is the healthy basis for a fulfilling habitat.
Loris unites all these ideals.

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loris
BY LANDEGGER

The big picture

Dear Readers,

You've been there. There are times when you just can't see the wood for the trees. And there's only one thing you can do: Squint, focus properly, and concentrate on what's important. That enlivens your innovative spirit and gets you longing for something new. Spring, the season of growth, is in this sense an ideal time.

In shops 151 our reports offer new perspectives on the future of retail. "View From Above" – the book's title says it all. The interview with former NASA astronaut Terry Virts reveals astonishing views of our planet Earth. Even the dangers for our "Blue Planet" are discernible. Environmental issues such as reducing plastic are all the more important. The survey by umdasch The Store Makers confirms that there is indeed a great awareness of the environment among end consumers. More than 1,000 consumers polled in Germany, Austria, Switzerland were in favour of new ideas. The Store Makers took that to heart and came up with a new, environmentally friendly refilling system that stationary retailers can use in various ways.



Speed, though, will determine our future just as much as the environment. In this context airports will gain new significance. Time is also an issue in terms of price labelling. The fact that this is now done electronically gives sales staff more time for their main task, namely looking after customers. This also prompted the company Dänisches Bettenlager to equip its 1,300 branches with electronic price tags. You can read about how the project kicked off in this magazine.

And it goes without saying that the showcases are not missing in this issue either – with exciting reference projects by umdasch The Store Makers at retailers including Bettenrid, FaceGym, Harrods, Hartlauer, the world of shopping on the cruise ship Queen Elizabeth 2, and Manufactum.

Ultimately the question arises of where things go from here. Naturally: with the umdasch Shop Academy and the latest trends in shop fitting. The journeys start in April and take in Morocco, Paris and London, Helsinki in the summer, and Miami in the autumn.

Here's to hoping you enjoy reading shops 151!

Best wishes
Petra Böttinger-Barth

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Contents

03 → EDITORIAL

The big picture

By shops editor-in-chief Petra Böttinger-Barth.

06 → NEWS & FACTS

Looking forward

News about umdasch's start-up stake, the new logistics centre, our presence in Dubai and retail trends in 2019.

08 → VIEW FROM ABOVE

Astronaut Terry Virts in conversation

He spent more than 200 days in space and took more than 300,000 photos: In an interview with shops he talks about everyday life in space and the insights he brought back to Earth with him.

14 → MAKING AIRPORT RETAIL FLY HIGH AGAIN

Airport shopping

Mark Faithfull takes a look at the retail market at airports and predicts which concepts promise to be successful in the future.

18 → SUSTAINABILITY

It's not the packaging that counts, but the content!

With the market-ready refilling system for liquid products, umdasch is encouraging avoidance of plastic waste.

14

Geared to the future

Shopping at airports is extremely popular with passengers. New concepts are needed if things are to stay that way. Mark Faithfull reveals which ones.



08

Change of perspective

Looking at planet Earth from above with your own eyes changes your view of humanity. In an interview with shops, astronaut Terry Virts reveals the extent of this change.



24

Showcases

Harrods Fine Wines & Spirits is just one of the projects recently completed by umdasch The Store Makers.



24 → SHOWCASES

Retail can be so beautiful!

Selected projects demonstrate the broad range of umdasch The Store Makers.

46 → DIGITAL RETAIL

ESL rollout with umdasch

For one of the largest digital investments of the recent past in German retailing, Dänisches Bettenlager placed its confidence in the expertise of umdasch Digital Retail. A report on the first installation of the system in Neumünster near Hamburg.

50 → MEETING POINT SHOP ACADEMY

Become more than a store

From classic one-day seminars to POS topics to shop expeditions to popular retail hubs: The offerings of the umdasch Shop Academy provide answers to the retail questions of tomorrow.

54 → IMPRINT



18

Different packaging please!

With the new umdasch "liquid dispenser", The Store Makers are responding to consumers' interests – 92% prefer products in reusable packaging.

News & Facts



STAKE IN THE START-UP “JINGLE”

umdasch is investing in the Austrian technology start-up “Jingle”. By investing, The Store Makers are providing stationary retailers with a further opportunity for digitization. In 2018 the company won the Josef Umdasch Research Prize in the category “Business & Commerce” for its app, which displays stationary retailers’ goods assortments on a chatbot framework. With a digital marketplace for bricks-and-mortar retailers, users have an opportunity to compare all the products retailers in the vicinity are offering, as well as the relevant information and availability, on their smartphone. Direct targeting means these products can then be picked up in the store or delivered within a short space of time. The “Jingle Marketplace” is already up and running in the Austrian capital Vienna, with other European cities following soon. In the near future consumers will also be able to search for a product using “Jingle” via messaging platforms such as WhatsApp and voice-based services such as Alexa.

A free beta version is available on www.jingle.market.



NEW “UMDASCH LOGISTICS CENTER” FOR THE STORE MAKERS

After just six months’ construction time, umdasch is bringing together its eight external warehouses in the Styria region in Austria in a state-of-the-art logistics centre. With immediate effect, in excess of 23,000 pallets can be stored across 17,000 square metres of space in the new business park in Wagna near Leibnitz. Some 50 employees in the new umdasch Logistics Center ensure the efficient rollout of shop fittings for renowned retail clients throughout Europe. The new facility offers superb conditions for the storage, assembly, and dispatch of the shop fittings. The automation of important operations enables all the finished items from the production sites as well as purchased parts to be efficiently warehoused in the new umdasch Logistics Center. Prior to transportation, a flexible assembly line with individually configurable workspaces, the final stage in the Industry 4.0 process, ensures that the assembled goods can be loaded for the international retail clients.

This consolidation into a main warehouse translates into a considerable increase in efficiency across the entire process. It means even shorter delivery times for clients – perfect conditions for handling rollouts for the umdasch Store Makers’ retail clients.

اومداس

صانهي المتجر

SALAM ALEIKUM!

Some 100 Store Makers have been working for umdasch Premium Retail in Dubai for over ten years now. The economy in the Middle East is growing constantly. At the beginning of the year, with a view to having a greater presence in the local market, The Store Makers published an Arabic version of their website. As such, all projects, references, and information are now available in Arabic, the native language of the Middle East. To this end, not only were all the texts translated, but also a company logo in Arabic letters designed – in line with the existing umdasch CI. More good news from Dubai: In late March 2019 The Store Makers in the Middle East will shortly be moving into their new premises in the Dubai Investment Park 2 in the vicinity of Al Maktoum Airport.

THE FUTURE OF RETAIL – TRENDS 2019

The trend researchers at trendwatching.com are predicting exciting developments in contemporary stationary retail for this year. Special experiences, customer needs and ongoing digitization are at the forefront – explained briefly in five points:



1. MAGIC POINT OF SALE

Instead of rubbing the magic lamp to beseech the genie, consumers want to experience their favourite brands by simply swiping their smartphone. These wishes can be fulfilled by means of a voice-operated facility or interactive apps.



2. DEEP RETAIL

In 2019 “smart” retail brands know their customers better than they themselves do: This is possible thanks to customized addressing via GPS information, social media activities and purchasing decisions – not just online but in stationary retail as well.



3. CULTURE CLUBS

Consumers will search for and recommend retail brands that create better “internal cultures” for their own employees.



4. A-COMMERCE

The “A” stands for automation: The “customer journey” in stationary retail will also be automated further, for example through smart shopping trolleys, which automatically recognize products and tot up the bill on their own.



5. PRACTICAL POST-DEMOGRAPHICS

Enquiring about and recognising customer needs and responding to them at every opportunity is a fundamental aspect of success in retail – and will be in the future too.

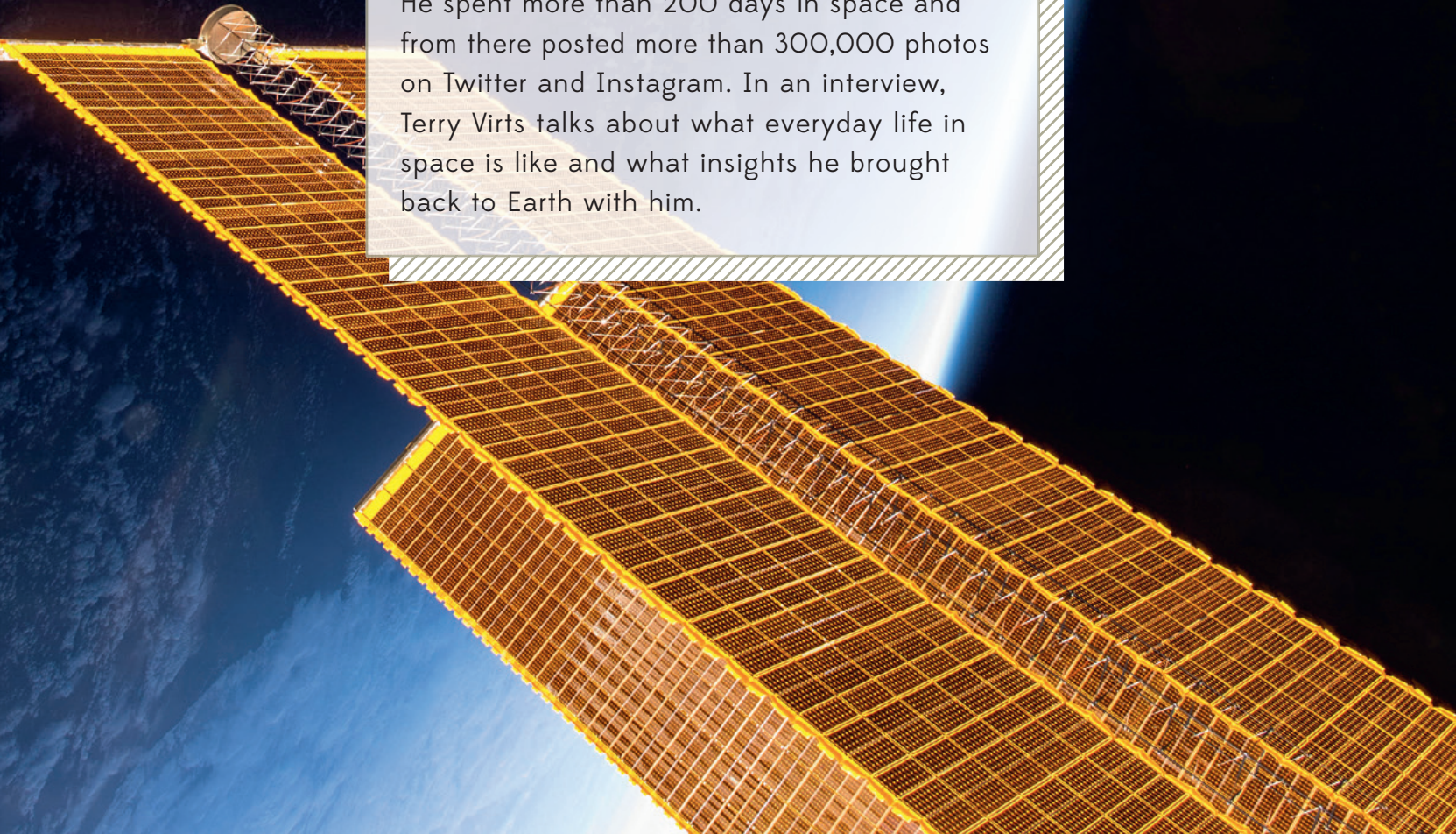


View

from above



He spent more than 200 days in space and from there posted more than 300,000 photos on Twitter and Instagram. In an interview, Terry Virts talks about what everyday life in space is like and what insights he brought back to Earth with him.





Terry Virts' favourite photo of the starburst galaxy above the horizon of the Earth.

MR. VIRT, EVEN AS A LITTLE BOY YOU STATED QUITE CLEARLY THAT YOU WANTED TO BECOME AN ASTRONAUT. WHAT DO YOU SAY TO KIDS TODAY WHO EXPRESS THE SAME WISH?

- ↳ I have one simple message: “Don’t tell yourself no”. Whatever you dream, be sure you pursue it. Do the work necessary to achieve it. Many people may tell you that you shouldn’t try or that you can’t make it, but you have to give it a try.

LET’S SAY THE DREAM COMES TRUE AND I BECOME AN ASTRONAUT, WHAT ARE THE GREATEST CHALLENGES FACING AN ASTRONAUT? MAKING SURE I AM PHYSICALLY AND MENTALLY FIT AT THE RIGHT MOMENT? DANGERS IN SPACE? THE LONG WAITS?

- ↳ I think the toughest challenge is mental - our missions are long, they usually last half a year. That’s a long time to be gone from our planet and your family. Many things will happen during that time, much of it unexpected. Although the physical training is tough, I think the mental preparation is even more important.

THE ISS SPACE STATION IS A JOINT VENTURE BETWEEN THE UNITED STATES, EUROPE, RUSSIA, CANADA AND JAPAN. YOU FLEW INTO SPACE AS PART OF AN INTERNATIONAL TEAM. HOW HIGHLY DO YOU RATE THIS INTERNATIONAL COLLABORATION?

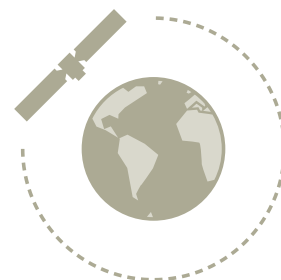
- ↳ That was the best accomplishment of my time as commander – working well with my Russian colleagues during the tension of the past few years. In fact, I just got several text messages from all of them – so we are all still good friends despite the problems between our governments.

WHAT ARE THE BIGGEST CHALLENGES IN SPACE? AND DO YOU SEE ANY PARALLELS WITH OTHER CAREERS – WHAT, FOR EXAMPLE, DO YOUNG PEOPLE NOWADAYS NEED TO BE SUCCESSFUL IN TOP JOBS IN THE PRIVATE SECTOR?

- ↳ Astronauts have to be flexible and be willing to do lots of different jobs that they have never done before. And I think that young employees have to be flexible also. They will often end up doing jobs that they didn’t train for, but as the economy evolves so must they.

BEING FLEXIBLE AND PREPARED FOR THE UNEXPECTED... CAN WE EVEN TALK ABOUT A “DAILY ROUTINE” IN SPACE?

- ↳ Every day is different, which is what I loved. But, in general, we begin every day at 7.30 a.m. (GMT) with a conference call with all of the control centers around the world (Houston, Moscow, Europe, Japan, etc.). Then we get to work – doing maintenance, experiments, exercise, spacewalking, unloading cargo ships or doing interviews – every day was different. Then about 7 p.m. there’s another conference call to end the day.



... AND ALL IN ZERO GRAVITY. IS THAT AN UNPLEASANT CONDITION?

- ↳ The first few days it's unpleasant, everyone has a headache or back ache or some pain. But then everyone's body adjusts, and after that, it's absolutely wonderful! Floating, using your hands to move around, is the best! Though it is hard to keep track of your things – because everything floats away, and that is a real skill.

SPEAKING OF FLOATING AWAY: WAS THERE ANYTHING YOU REALLY MISSED DURING YOUR MORE THAN 200 DAYS IN SPACE?

- ↳ I missed friends and family. But I knew I'd be home and would then have the rest of my life down here on Earth.

WERE THERE ANY SITUATIONS WHERE YOUR LIFE WAS IN DANGER? HOW DID YOU COPE WITH THE DANGER, THE RISK? DO YOU SIMPLY BLOCK IT OUT OR ARE YOU CONSTANTLY ON THE ALERT?

- ↳ Chapter 5 of my book "View From Above" is about an emergency situation that we had. It was an ammonia leak, that is the most serious and deadly emergency that you can have. It turned out to be a false alarm, but we spent many hours thinking it was real. On a day to day basis you can't think about the danger, but it's always there, in the back of your mind. I think the stress from that can build up in some people.

IN YOUR BOOK YOU DOCUMENTED YOUR TIME IN SPACE WITH COUNTLESS PHOTOS AND MADE YOUR SHOTS OF EARTH AVAILABLE TO A BROAD PUBLIC. WHAT IMAGE OF OUR PLANET DO THE PHOTOS CONVEY? WHAT KIND OF SHAPE IS EARTH IN?

- ↳ Earth is a beautiful planet. There are so many places I want to go visit, it is really spectacular. But I could see two environmental problems from space. First, pollution – especially in Eastern China and also India. And second, deforestation – particularly in Madagascar and some regions of the Amazon.

IN WHAT WAY HAS YOUR VIEW OF THE WORLD CHANGED SINCE YOU WERE IN SPACE?

- ↳ I could really see that we all live on the same planet – "spaceship earth," and what makes us similar is much greater than what makes us different. Also I think I am more relaxed, much less black-and-white than I was before.

LET'S TAKE KOREA. THE NORTH IS DARK, WHILE THE SOUTH IS BRIGHTLY LIT. WHAT CAN IN GENERAL BE INFERRED FROM THE PHOTOS TAKEN FROM SPACE? HOW DO THEY DOCUMENT THE WAY WE LIVE TODAY?

- ↳ Some political systems are truly evil – they exist only to keep those in power, in power. And when you have that, people suffer. You can see that vividly in North Korea, the country is clearly very poor, especially relative to its neighbor to the South as well as China. At the end of the day, it's about people. And having a good political system means the difference between people being miserable and prospering.



Terry Wayne Virts

Born in 1967, he is a former NASA astronaut. In 2010 "Astro Terry" spent two weeks on a mission on board the Space Shuttle Endeavour. In November 2014 he set off in the Soyuz spaceship for the International Space Station, returning to Earth after 200 days. During his time in space he went on three spacewalks, sat at the controls of the Space Shuttle, conducted scientific experiments and worked closely with numerous international partners – including Russian colleagues during the Ukraine crisis, one of the most difficult times in relations between Russia and the USA since the end of the Cold War. During his time in space he took more than 300,000 photos; he published the best of them, together with his experiences, in his book "View From Above".





SCIENTISTS NOWADAYS SPEAK OF THE ANTHROPOCENE – THE AGE IN WHICH HUMANS HAVE STRONGLY IMPACTED THE EARTH. “THE HUMAN WORLD” IS THE TITLE OF ANOTHER CHAPTER IN YOUR BOOK – HOW HAVE PEOPLE INFLUENCED THE EARTH?

- ↳ Mostly you can’t see it, at least not during the day. You can see contrails of airplanes and waves from boats. With a zoom lens you can see farm fields or agricultural circles in the desert. However, some things have been impacted – like I said pollution and deforestation, also pictures of the Aral Sea over the past 5 decades from space show just how much it’s shrunk.

WHAT ABOUT OMNIPRESENT PROBLEMS SUCH AS GLOBAL WARMING OR THE POLLUTION OF OUR OCEANS WITH PLASTIC WASTE?

- ↳ Of course, you can’t see global warming. Nobody can see that on earth or in space – you can only see that in spreadsheets of data that cover many decades. But you can see the effects of it, in smaller glaciers or pollution. I never saw any trash in the ocean from space.

GIVEN THE BROADER PERSPECTIVE YOU CAME BACK TO EARTH WITH – WHAT DO YOU THINK ARE THE MOST COMPELLING ISSUES FOR WHICH MANKIND NEEDS TO FIND SOLUTIONS?

- ↳ We need to learn how to work together. The biggest problem facing people today is the disturbing trend towards nationalism, if it is not checked then it could lead to a very bad future. The aspiration toward liberal democracies and free market economies seems to be in the process of being abandoned in favor of dictatorships. And that’s not a good thing. Of course we need to figure out how to make electricity more cleanly to help the environment, but I’m optimistic about that.





ALLOW ME TO ASK YOU A QUESTION THAT IS NOT RELATED TO SPACE TRAVEL. UMDASCH RECENTLY DEVELOPED A REFILLING SYSTEM FOR RETAIL CHAIN STORES THAT ENABLES PACKAGING-FREE GOODS. DO YOU HAVE ANY OTHER IDEAS ABOUT WHAT SOCIETY COULD DO TO ENSURE MORE SUSTAINABLE LIFE ON OUR PLANET?

- ↳ That is exactly what we need. My daughter is interested in the plastic problem – so I told her to get some water filling stations around our town so people could refill their water bottles and not use plastic. Small things like that add up. The big thing is making electricity without carbon, that will really help the climate.

YOUR PHOTOS OF THE LANDSCAPE ON EARTH STAND OUT ABOVE ALL FOR THEIR SPECIAL COLOURS AND NUANCES. WHICH IS YOUR FAVOURITE IMAGE, AND WHY?

- ↳ That is so hard to say, I took so many! I will say my final picture is my favourite. When I took it, a sunset over the Earth's horizon, with the starburst pattern, I looked at the camera preview screen and realized this is the best picture I'll ever take in my life.

YOUR DOCUMENTATION CLEARLY SHOWS HOW MUCH ENERGY, RESOURCES, NOT TO MENTION TENACITY ARE NEEDED TO REALIZE SPACE TRAVEL PROJECTS. IS IT POSSIBLE TO TRANSFER THIS EXPERIENCE ONTO OTHER AREAS?

- ↳ Space cooperation is a perfect model of how we can get along doing other projects here on Earth – agriculture, transportation and business. The ISS is a great model for cooperation.

WHERE DO YOU SEE THE FUTURE OF SPACE TRAVEL? WHEN DO YOU THINK THE FIRST PEOPLE WILL LIVE PERMANENTLY ON OTHER PLANETS? OR EVEN CREATE SHOPPING DESTINATIONS THERE?

- ↳ I hope in the near future we will return to the Moon and use it as a testing ground for going to other planets. There are resources in space as well as science that mean there is still a lot of work to do there. I'm hopeful that private companies can make that happen. (br)

TERRY VIRTIS THE PERSON

1

RITUAL

2

VISION

3

INSIGHT

4

SWITCHING OFF

5

INSPIRATION

6

MUST-HAVE**Whether in space or on Earth –**

... as soon as I get up, I read the Bible.

Mankind needs to understand one**thing** ... we are all people, regardless of how different we are. We are all crew members on one spaceship called Earth!**My greatest personal wish is** ... that

the global trend towards isolation and nationalism will be reversed.

The best relaxation for me

... is on the beach.

I find it inspiring ... when people do

something good for others.

I absolutely have to have ... my Diet

Coke.

MAKING AIRPORT RETAIL



fly high again

Shopping at transport hubs, especially airports, has been a major success amid a challenging retail environment, yet turning more travellers into shoppers requires a fresh approach.

By Mark Faithfull



Air travel may be at all-time highs, yet converting travellers into shoppers will require the industry to rethink how it reaches out to customers, how it presents products and how it can bring new and exciting experiences to the travel base.

While the worst of the economic challenges that have hit the high street and shopping centres have largely evaded airport retailing so far, it seems inevitable that this will not remain the case.

Travel retail accounts for 40 percent of global sales at airports and is therefore a key element of financing.



“When you look at the general retail situation, you have to ask how much of that is heading towards airport retail. The high street is responding to differentiation, so we have to expect similar things,” says Lewis Allen, director of environment, retail and design at specialist London-based agency Portland. “So I would expect more health and beauty and wellness, home and higher-end apparel, if the brands and retailers can get it right. This will help create proper destinations.” The origins of the duty free industry lie in the creation of an alternative source of income for airports previously reliant on the airlines for their finance. That need is as great now as it was in 1947 when the first duty free shops opened at Shannon Airport in Ireland. Since then duty free and travel retail has become a hugely successful worldwide industry and a key component of airport financing, accounting for over 40 percent of global airport revenues. However, Allen points out: “The number of people flying is going up (4.1 billion in 2017 according to the International Civil Aviation Organization) but the number of shoppers is going the wrong way in proportion. So we need to think about how we can work harder and prolong the shopping time. This might be through more brands, opportunities and collaborations.”

For duty free shopping the focus is no longer on prices, but on surprises and inspiration.



Indeed, with increased security at airports adding to the ‘hassle factor’ of travelling, retailers must anticipate that customers will arrive more harassed and less in the mood for shopping than they used to be, warns Bébé Branss, design director at Hamburg-based operator Gebr. Heinemann.

“A key challenge is time, because when people are at an airport they are feeling stress about getting through security and being on time,” she says. “It’s once they clear security that their stress drops off and this is where our opportunity to offer shopping experiences exists but also where we must ensure the stress remains low, so for example they need to be able to see flight boards and information clearly.”

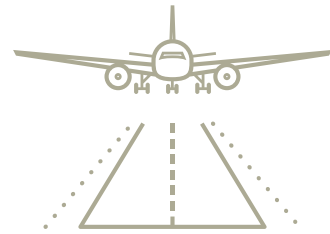
This sits hand-in-hand with a fundamental shift in the way people shop at airports, she says, as the motivating factors to purchase change.

“Duty free is no longer about price, it’s about surprise and inspiration,” says Branss. “Once people arrived with a shopping list, now they are more often looking for something local, something different, that is special and unique. So of course you still need international brands but you also need local operators and products providing something authentic.

“Consumers want the stories behind the brand, so we are even seeing craft breweries in airports, because people want that connection with the location. That might also mean that for an airport we look at themes that connect offers, such as a crafted theme that takes in the bar, plus shops and F&B.”

Perhaps the biggest change is that retailers can no longer rely on a high-quality shopfit and good promotional categories to drive sales, because consumers within airports are demonstrating the same fatigue with standard offers as they are elsewhere.

Branss believes that what this also requires is more flexibility, and she points to pop-ups or even whole open, flexible areas being developed to capture recent trends. “These are inspiring and provide flexibility, because people get bored very quickly,” she says. “We also need to connect with the webshop, with click and collect, but to remember that we believe in analogue too. Every shopping experience should be different, the consumer should feel they are somewhere different not just in different countries, but whether they are in Frankfurt or Hamburg. It should be a good environment and a local environment.”



THE TOP 10 AIRPORTS WORLD-WIDE

Ranking 2017	Airport	Leading travel retailer	International passengers (in m.)	% change on the year
#1	Dubai International	Dubai Duty Free	87.7 ↑	+ 5.6
#2	London Heathrow	World Duty Free	73.2 ↑	+ 3.0
#3	Hong Kong	CDF-Lagardere Shilla Duty Free Gebr. Heinemann	72.5 ↑	+ 3.4
#4	Amsterdam	Schiphol Airport Retail (Gebr. Heinemann)	68.4 ↑	+ 7.7
#5	Paris CdG	Lagardere/AdP	63.7 ↑	+ 5.5
#6	Singapore Changi	DFS Shilla Duty Free Shinsegae Duty Free	61.6 ↑	+ 5.9
#7	Incheon, Seoul	Lotte Duty Free Shilla Duty Free Shinsegae Duty Free	61.5 ↑	+ 7.6
#8	Frankfurt	Fraport Gebr. Heinemann	57.1 ↑	+ 6.4
#9	Bangkok	King Power International	48.8 ↑	+ 7.8
#10	Taipeh	Ever Rich Duty Free Tasa Meng	44.5 ↑	+ 6.2

Allen concurs and says there is a “shift in space activation, a complex cocktail of different things in flux.”

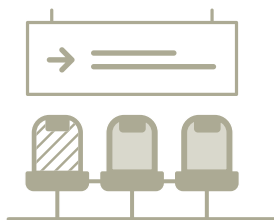
He adds: “Clearly we need more flexibility, in terms of fixtures, M&E services and lighting, to allow a space to adapt and evolve. This allows the retailer to think about how to reconfigure their space, whether across the weeks or even during a day. So in terms of store fittings and design, we need to think about everything that allows that to happen, from visual merchandising and products to communications. Furthermore, in the special environment of an airport, we need to ensure we can make that happen.”

Dubai-based Michael Ripfl, general manager of global travel retail at umdasch, says that this need for flexibility needs to be pushed even further, as he foresees a reshaping of what both retailers and consumers perceive as ‘stores’.



Open retail areas such as that at Oslo Airport provide flexible design opportunities.

“We need to look at, for example, luxury pop-ups,” he says. “Not an overnight solution with a few steel shelves, but something that might last perhaps a year. We need to look at new ideas about flexibility but at high quality, which can provide fast-changing solutions for airports and brands and can tackle the need to give shoppers something different, away from the traditional offer.” He cites Qatar’s airport as a good example: “We produced refurbished transport pods that created excitement and that redefine what the store is, taking the product to the consumer and selling to the last minute,” he says. “But of course we also need to consider the operational aspects of the airport and how we make these ideas work. So it’s about rethinking the shop. A pop-up is not necessarily a ‘store’ but an experience.”



“To ensure smoother processes, retail needs to be integrated into the planning processes from an early date, as this way airport operators factor retail needs into the design of the terminals from the outset.”

— Michael Ripfl, General Manager Global Travel Retail at umdasch

Travellers could be addressed when first booking their flights.

The Middle East has arguably led airport retail innovation, with umdasch involved in projects including the second Dubai airport – Al Maktoum International (DWC) – plus the growing Muscat airport, the refurbished Queen Elizabeth II cruise ship, with retail curated by Dubai Duty Free, and Abu Dhabi, plus projects in Bahrain, Saudi Arabia and Cyprus as well.

To make the process more seamless, Ripfl says he would like to see retail brought into the planning process sooner, because in planning terminals, the operators should be thinking about the shops from the beginning. “Just think of London Heathrow Terminal 5, where the retail starts from the beginning and the design allows people to orientate and reassure themselves,” says Ripfl. “Of course travel retail is not only about airports; there is the opportunity to grab travellers as soon as they book their flights. So we have to think about SEO, hotels, flying, picking up gifts and click and collect and delivery.”

SUSTAINABILITY

It's not the packaging that counts, but the content!

REDUCING PLASTIC WASTE
BY SUSTAINABLE RETAILING ALTERNATIVES

“A view from above” means to adopt a different perspective – and to critically examine what you see. If we view the Earth from above: The glaciers are melting, but by contrast the mountains of waste are growing. The gyres, the aggregations of plastic waste in the oceans, cannot (yet) be seen from space, but they are rapidly assuming an appalling scale. A large part of the waste in the oceans is made up of plastic packaging. Should not this cause each and every consumer to pause for thought? umdasch The Store Makers are deploying innovative products to foster a green footprint.

31 kg

OF PLASTIC WASTE A YEAR IS PRODUCED BY THE AVERAGE EUROPEAN

30 %

OF ALL PACKAGING GETS RECYCLED

35 %

OF PLASTIC USAGE WORLDWIDE IS FOR PACKAGING



Take conscious decisions when shopping

The EU has set clear targets: By 2030 all plastic packaging must be completely recyclable. To achieve this goal, producers will need to work to create alternative options with a high recycling ratio, retailers will have to offer biodegradable or recyclable carrier bags, and customers will have to make conscious decisions when shopping. In summer 2018, umdasch The Store Makers conducted a survey of more than 1,000 consumers in Germany, Austria and Switzerland to poll their eco-awareness when shopping in retail outlets. The findings speak for themselves.



How important do you consider efforts by retailers to promote sustainability?

- ... very important: 47 %
- ... important: 46 %
- ... less important: 6 %
- ... not important: 1 %



Do you prefer to buy products in disposable packaging or in recyclable packaging?

- ... Recyclable packaging: 92 %
- ... Disposable packaging: 8 %



How important do you consider personal measures to boost sustainability, such as waste separation and waste avoidance?

- ... very important: 52 %
- ... important: 44 %
- ... less important: 4 %
- ... not important: 0 %

WHICH REFILLABLE PRODUCTS WOULD YOU BUY?

The survey findings highlight consumers' willingness to buy refillable products – washing detergents came out best.



Green future: Unpackaged

The economy can only be based on a closed cycle if holistic measures are brought to bear – there are countless ways of avoiding unnecessary waste from the very outset. For example, packaging-free store concepts are very much the order of the day and are becoming ever more popular. In such stores, all the goods are sold without any packaging whatsoever. The Zero Waste Austria association, a member of the Zero Waste Europe community, makes a central platform available for such stores.

“The goal of Zero Waste Austria is to encourage people to avoid creating waste and to sustainably use our resources. Business needs to be pioneering here in order to get the idea of ‘zero waste’ out of a niche existence and make it a practicable maxim for mainstream everyday life.”

– DI Helene Pattermann, Founder of Zero Waste Austria

LUNZERS MASS-GREISSLEREI

LUNZER'S Maß-Greißlerei, a Custom Grocery Store in Vienna, celebrated its fifth anniversary in January 2019 – as the first packaging-free store in Germany, Austria and Switzerland. Andrea Lunzer is also active as a consultant and supports small and large food retailers in realizing a “zero waste” strategy.

LUNZER'S Maß-Greißlerei sells organic produce – and everything is sold to measure. Customers can thus choose the exact amount they want to buy and avoid any unnecessary waste packaging. The store is laid out like an old grocery store or corner shop in the days of yore. The goal is to offer a comfortable atmosphere and bring to mind precisely those olden days when food tended to be sold from barrels or scoops – and filled into bags. The store concept is rounded out by a café/bistro, the basic idea of which is to offer “coffee to stay”. The emphasis was on creating a space where people liked to spend a little time and enjoyed sipping their coffee while seated. The offerings range from fresh seasonal fruit and vegetables and bakery goods to biodegradable detergents that are filled into bottles.

Andrea Lunzer has for some years concerned herself closely with the topics of sustainability and packaging. From 2009 to 2011 she worked as marketing manager for “Zurück zum Ursprung”, the organic brand at HOFER (ALDI SÜD), and was, amongst other things, responsible for the packaging. Then she went freelance out of a wish to advise Austrian companies on sustainable packaging systems. When it became clear that future-viable packaging can primarily be achieved by radically avoiding packaging, she gradually became convinced that what was key was to initiate such changes herself.



Both LUNZERS Maß-Greißlerei and umdasch The Store Makers are members of the Zero Waste Austria association.

“The goal of Zero Waste Austria is to encourage people to avoid creating waste and to sustainably use our resources. Business needs to be pioneering here in order to get the idea of ‘zero waste’ out of a niche existence and make it a practicable maxim for mainstream everyday life.”

– DI HELENE PATTERMANN, FOUNDER OF ZERO WASTE AUSTRIA



Andrea Lunzer founded the first packaging-free store in Germany, Austria and Switzerland back in 2014.



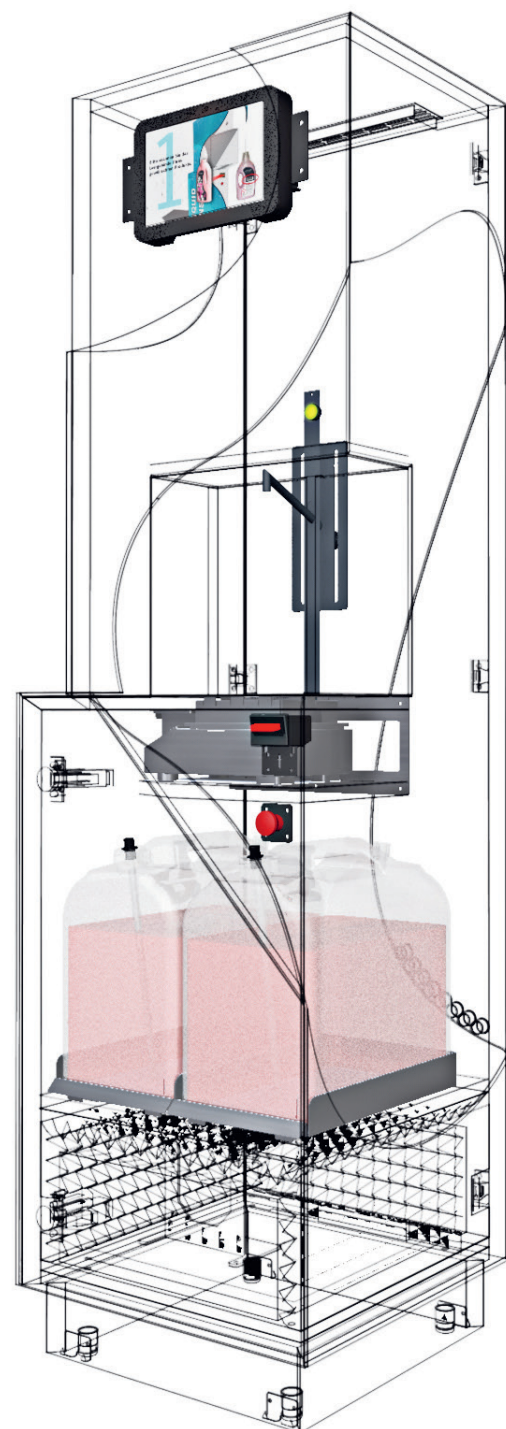
Unpackaged – big time

umdasch asked itself what needed to be done to enable large retailers to likewise offer unpackaged goods. One solution that is highly viable is the “Liquid Dispenser”, an automatic refilling system for dispensing liquid products into reusable containers. The simple and hygienic system actually relies on ingenious technology that ensures the dispensing speed is calibrated to each particular product. The “Liquid Dispenser” with its readily realizable logistics and minimal extra inputs in the form of customer advice meets retailers’ needs. The first such refilling system is already up and running at ADEG Hubmann, a retailer in Styria, Austria.

Florian Hubmann, owner of the business, is firmly convinced of its merits: “Our refilling offers are very well received by customers. The ‘Liquid Dispenser’ is easy to use and an example of a successful refilling system. I could well imagine using a similar mechanism to sell granary products going forward, possibly even combined with an integrated grinder.”

*“Buyers place their containers
on the required spot
and the product is
dispensed at the push of a button.”*

– GEROLD KNAPITSCH, HEAD OF UMDASCH'S FOOD RETAIL DIVISION





Insight into the special solutions by umdasch.

“Different versions of the refilling station are possible depending on a product’s properties. The way the system functions always remains the same: The buyer places a container on the predefined rest and the product is then dispensed by pressing a button,” explains Gerold Knapitsch, Head of umdasch’s Food Retail division.

The “Liquid Dispenser” can be customised to what the particular retailer wants. Different versions are possible with up to four dispensing stations per gondola head. The system itself recognises the container’s size and stops dispensing in time automatically: Clean, hygienic handling is guaranteed. With refilling systems like umdasch’s “Liquid Dispenser”, retail chains can now join in the push to offer packaging-free goods. (an)



“Our refilling offers are very well received by customers. The ‘Liquid Dispenser’ is easy to use and an example of a successful refilling system. I could well imagine using a similar mechanism to sell granary products going forward, possibly even combined with an integrated grinder.”

— FLORIAN HUBMANN, OWNER OF ADEG HUBMAN

SHOWCASES

RETAIL





Image source: Ben Anders; Agent: Ore Represents

26 → MANUFACTUM

Department store for the tried and true

28 → HARRODS

A sensory revolution

30 → FESTOOL

A concept with passion

32 → MAGRABI

A true eye-catcher

33 → HARTLAUER

For the holistic experience

33 → O2

Unlimited advice

34 → TRENDMAKER

Fashionista hub

35 → DOUGLAS

Simply beautifying

35 → ROBINSONS

A luxury lineage

36 → VERSACE

Haute couture fit-out

38 → QUEEN ELIZABETH 2

Royal fit-out

39 → SPORTS

Sporting prowess

40 → REWE MICHELSTADT

Modern marketplace

40 → INTERSPAR

That market-square feeling

41 → DM DROGERIE MARKT

Italian charm

41 → BILLA BAD GLEICHENBERG

A sense of home

42 → HOLLU

Clean sweep

43 → BETTENRID

The best to rest ...

44 → EUROTRADE MÜNCHEN

Chic, the Munich way

45 → FACEGYM

Workout for your face!



FACTS

LOCATION: Vienna, Austria

SALES AREA: 800 m²

OPENED: 09/2018

SERVICE: Manufacture, shop equipment, installation, general contracting

DIGITAL RETAIL: Digital signage

ARCHITECT: Schwitzke & Partner

SECTOR: Department stores

CONTACT: www.manufactum.de

Manufactum

DEPARTMENT STORE FOR THE TRIED AND TRUE

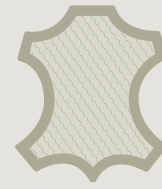
The German company Manufactum, renowned for its select range of durable products for everyday use, is expanding into Austria. In Vienna's First District, at the prime location "Am Hof", the first Manufactum department store in Austria has opened – the company's tenth outlet in total. Built to plans by the architects at Schwitzke & Partner, the former police precinct, an ancient and venerable building, has morphed into an atmospheric store – umdasch handled the implementation and the general contracting. The design idea: The interior references the city and cites it with the materials used. Presentation systems made of cherry wood form the backdrop for the store's extensive range of goods, while leather and brass elements bring Viennese chic to mind – in playful furniture details. High-end flooring in dark smoked oak contrasts beautifully with the other materials. The overall impression is one of comfy yet exquisite robustness, just like the city of Vienna itself.

With its store in Vienna, Manufactum has gone in a new direction. Not only is this its first foreign branch, but also the first store boasting digital signage – made by umdasch Digital Retail.



Architectural challenge:

The designers succeeded in combining the department store and café under a single atmospheric roof.



For the first time, a Manufactum store now boasts digital signage: a video wall consisting of four screens, each 55 inches in diameter. It was implemented by umdasch Digital Retail.



TALKING TO

Max Heimann
Managing Director of Manufactum

shops: Manufactum is expanding into Austria for the first time. What was the motivation behind this decision?

Heimann: Vienna is one of Europe's major cities and is the second-largest city in Germany, Austria and Switzerland. We have already managed to develop a loyal customer base in Vienna and throughout Austria thanks to our online shop, the catalogue, and the option of ordering via our in-house customer service centre. With a department store in situ, we now hope to give our customers the opportunity to get to know the advantages of shopping in store and the unique purchasing experience this offers.

shops: Tell us a bit about the top location of the new branch in the square "Am Hof".

Heimann: As soon as you step into the renovated building you see two cast-iron pillars that preserve its historical character. What's more, the visual link between the ground floor and the first floor is truly striking. Numerous panoramic windows afford plenty of daylight and a unique view of the "Am Hof" square. The 800 square metres provide space for sales areas, gastronomy and a bakery section.

shops: Why did you choose to incorporate digital signage into the Vienna Manufactum for the first time?

Heimann: Manufactum is about much more than just providing a range of products. It's also about an attitude to everyday life. We are convinced that daily life holds much more joy for us than we think, so videos and moving images are a good way for us to share our collective knowledge about the products and their right application in day-to-day life with the people who come here. At the moment it's still early days, of course, but we nevertheless want to make all our content available to visitors in the department store. Digital signage also enables us to draw attention to topics like the events and seminars that take place regularly in our department stores. At the same time though, we are able to support customer flow between the different floors. It therefore offers us a new, flexible medium for communication with our visitors in situ.





Harrods

A SENSORY REVOLUTION

Longstanding luxury department store Harrods in London has redesigned its historic food halls – with its most comprehensive renovation works of the last 30 years. This “taste revolution” marks the start of a new chapter in the history of what is probably the world’s best-known department store.

The Roastery & Bake Hall forms the prelude of the design offensive (as reported in shops issue 150). With Fine Wine and Spirits, umdasch The Store Makers have now successfully completed the second department according to the concept by London-based interior designer Martin Brudnizki. The exquisite range of goods is followed by an equally unique interior, where more than 2,000 high-quality wines, champagnes and spirits from all over the world are just waiting to be sampled.

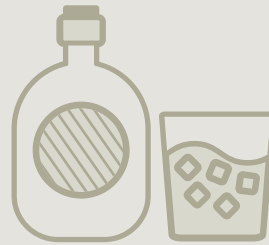
Inspired by the Art Deco style of the Golden Twenties, London-based DesignStudio created a glamorous setting for a customer experience that includes tasting and purchasing the finest tipples. A gleaming black-and-white marble floor is combined with fine oak panelling, while mirrored elements stylishly enhance the ambiance. The shop floor also incorporates two private rooms. These separate tasting areas allow customers to get individual advice in an intimate, undisturbed atmosphere.

Harrods’ next project is already in the realization phase: The renovation work in the Menswear department has begun and is likewise being carried out by umdasch.



Roman Fußthaler – Managing Director of Premium Retail at umdasch:

“I am delighted that we were able to follow on from the Roastery and Bake Hall with the Fine Wine and Spirits department and thus complete this second, high-spec project to the customer’s satisfaction. I am very proud of our whole team.”



FACTS

LOCATION: London, UK
SALES AREA: 500 m²
OPENING: 05/2018
SERVICE: Design engineering, manufacture, installation
ARCHITECT: Martin Brudnizki Design
SECTOR: Premium department stores
CONTACT: www.harrods.com



A world of smells and tastes — in the Fine Wine and Spirits section visitors will find countless opportunities to delve into the scents and aromas of selected spirits.

Festool

A CONCEPT WITH PASSION



Festool is a German manufacturer of power tools for tradespeople working in carpentry, timber construction, renovation and decorating, as well as paint preparation and finishing. The company gave umdasch a clear brief: translate the existing store design into a new, contemporary and high-quality layout. “For us, it was important to preserve the basis of our existing goods presentation system and to supplement it with newly designed elements,” explains Stefanie Kaufhold, Head of Brand Management at Festool. This process was implemented by means of a modern shop-in-shop solution with a modular structure, tailored to the company’s corporate design.

The Store Makers executed the concept at Miller in Leutkirch, a specialist retailer for machines and tools for woodworking. Here, customers now get a clear overview of the full Festool range – from saws to grinders to mobile dust extractors – presented with elements from umdasch that boast integrated lighting. Exclusive freestanding pieces can be used individually as required to highlight parts of the range. “What’s really crucial for clear, linear design is a love of detail. This corresponds to our passion for precision, longevity and reliability, which have been at the root of Festool for 90 years,” says Stefanie Kaufhold with conviction.



FACTS

- LOCATION:** Leutkirch in the Allgäu region of Germany
- SALES AREA:** 108 m² shop-in-shop at Miller GmbH, a supplier of machines and tools for woodworking
- OPENING:** 07/2018
- SERVICE:** Concept, design, planning, manufacture, installation, lighting
- SECTOR:** Power tools
- CONTACT:** www.festool.com

SHOP ACADEMY

SHOP ACADEMY You can find more information on the range of events at the umdasch SHOP ACADEMY and its tailor-made offerings in this magazine from page 50 and at www.umdach-shop-academy.com.

TALKING TO



Ursula Schütze
Shop Designer at umdasch



shops: The Shop Academy paved the way, so to speak, for the collaboration with Festool. How did that come about?

Schütze: Festool contacted the umdasch Shop Academy to arrange a workshop on the topic of visual merchandising and goods presentation. During the workshop, my colleague Peter Prisching and I taught the customer the basics of sales-oriented goods presentation and current trends in shop-in-shop systems. This had an impact and impressed the customer – as a result, we were commissioned to develop the current Festool brand image within stationary retailers.

shops: What was the brief from the customer?

Schütze: The brief was to revise the existing concept and from it develop a contemporary look in line with Festool's corporate design. The customer wanted a smart design that conveyed Festool's brand values and allowed for clear orientation. Following intensive analysis of the existing situation with the help of several store checks, I developed a shop-in-shop solution that met the customer's expectations precisely.

shops: What are the particular highlights in the finished sales area?

Schütze: The concept behind it all is a modular system that builds on Festool's existing shop system and can be rolled out in spaces of very different sizes. With the help of various add-on modules, integrated specialist lighting and new presentation elements from umdasch, we managed to create a modern brand look. The new modules and optimised goods presentation provide for guidance and enable consumers to find their way around the space as easily as possible. What's more, we also developed a multifunctional "exclusive freestanding element", which can be expanded or dismantled as required. Another key part of the new Festool concept is the digital elements such as screens, which can easily be used to display suitable content.



“THE STORE STANDS OUT FOR ITS
COOL AMBIENCE AND ITS
MODERN INTERIOR WITH THAT SPECIAL
RETRO TOUCH. THE HIGH-QUALITY
FIT-OUT IS EVIDENCED BY
THE SPECIAL DESIGN DETAILS
FOR THE RACKS.”

MAGRABi

A TRUE EYE-CATCHER

MAGRABi, the Middle East’s leading optician and glasses retailer, has opened a new store in the high-profile Marina Mall in Abu Dhabi – boasting an attractive world of materials and colours. The shop design has a modern feel to it and was implemented by umdasch. The real eye-catcher is the entrance area’s shimmering parquet floor laid almost like a mosaic. Blue, grey

and brown tones combine harmoniously and are repeated in the store’s interior. Light, warm oak creates a timeless, natural component and gives the store a homely feel. All the furnishings are hand-made and feature a loving attention to detail: Frames are, for example, presented on displays with a rubberized coating to prevent anything slipping off. All the drawers have a magnet mechanism, making it easier for staff to use them. For many years now MAGRABi has relied on umdasch The Store Makers, who have realized countless branches in Dubai.

FACTS

LOCATION: Abu Dhabi, UAE
SALES AREA: 290 m²
OPENING: 08/2018
SERVICE: Manufacture, installation
ARCHITECT: MAGRABi
SECTOR: Opticians
CONTACT: www.magrabi.com



Virtual 3D view of MAGRABi
in Abu Dhabi.



FACTS

- LOCATION:** Villach, Austria
- SALES AREA:** 486 m²
- OPENING:** 11/2018
- SERVICE:** Design, planning, manufacture, shop equipment, installation
- DIGITAL RETAIL:** Digital signage, electronic shelf labelling, strategy & software development, content management
- SECTOR:** Consumer electronics
- CONTACT:** www.hartlauer.at

Hartlauer

FOR THE HOLISTIC EXPERIENCE

Austrian company Hartlauer are experts in the fields of photography, mobile phones, optics and hearing aids. umdasch The Store Makers were appointed to redesign the branch in Villach. They succeeded in adapting the new look of the fittings smoothly to the existing design and corporate identity while integrating modern technologies into the customer journey. The emphasis was on the perfect interaction of shop consulting, fit-out and digital retail.

The store offers customers a whole series of additional services. For example, an umdasch Lift & Learn system makes product info directly available: If a product is removed from its stand the customer can then browse in-depth info on the screen. All prices are displayed on electronic price tags – so-called Electronic Shelf Labels (ESL). In the in-store photo studio customers can get passport photos taken or rent the space for private photo-shoots – including the use of high-grade products and advice from the Hartlauer pros. With these umdasch solutions the Villach branch soon morphed into a flagship store and is now a best-practice example for networking digital and analogue elements.

O2

UNLIMITED ADVICE

FACTS

- LOCATION:** Prague, Czech Republic
- SALES AREA:** 130 m²
- OPENING:** 07/2018
- SERVICE:** Manufacture, installation
- ARCHITECT:** O2
- SECTOR:** Consumer electronics
- CONTACT:** www.o2online.de



Creating an intimate and leisurely sales atmosphere: The louvers with an integrated lighting installation suspended from the ceiling create a pleasant mood.

Telecom corporation O2 prioritizes offering clients competent advice. This aspect has been accordingly realised in the new store that has opened in Prague, Czech Republic – by umdasch The Store Makers and umdasch subsidiary Story Design. Inviting groups of seats, furnishings in ash, atmospheric lighting and greened wall surfaces all foster a pleasant feel. In this completely relaxed setting, the O2 sales staff familiarise customers with the latest technologies in the telecommunications market – while “in passing” selling smartphones as well as Internet and phone contracts. The international player accords pride of place to providing advice: So-called O2 gurus are on hand for one-on-ones, not at sales counters but at tables where conversations thus take place between equals. The O2 Premium specialists provide an additional service – these experts support companies in producing an overall telecommunications strategy.

Trendmaker

FASHIONISTA HUB

From the design and planning of the lighting and the details through to implementation – umdasch The Store Makers lead-managed the shop design and the entire conversion of the Trendmaker fashion store in Zell am See, Austria. They came up with a high-end stylish world for men, women and young fashionistas across 1,400 square metres of store space – deploying a melange of colours and materials in the process. The wall surfaces and furniture in the Women's section gleam in greys and blackberry

tones, while blueish walls, an oak-look interior and expanded metal elements set a self-confident stage in Menswear. The sporty and urban design in the Young Fashion section creates the right contrast to the lower floor. The design umdasch devised for the Trendmaker store in old-town Zell am See won the Salzburg Textiles Prize 2018.

FACTS

LOCATION: Zell am See, Austria
SALES AREA: 1,400 m²
OPENING: 07/2018
SERVICE: Concept, design, planning, manufacture, shop equipment, lighting
SECTOR: Fashion
CONTACT: www.trendmaker.at

Bettina Wieser – umdasch Shop Designer



“Thanks to the open-mindedness and courage of Bernhard Jölle as the manager, we were able to develop a concept that optimally presented the Trendmaker brand world in all areas and perfectly highlighted the latest trends.”



Store eye-catcher: The spacious atrium with the light installation connects all three floors and forges all manner of visual links. A vertical louver structure serves to stage the highlights.



WINNER
SALZBURGER
MODEPREIS
2018



Virtual 3D view of
Trendmaker in Zell am See.

FACTS

LOCATION: Hürth, Germany
SALES AREA: 550 m²
OPENING: 09/2018
SERVICE: Planning, manufacture, installation, general contracting, rollout
ARCHITECT: Douglas
SECTOR: Perfumes & cosmetics
CONTACT: www.douglas.de

Douglas

SIMPLY BEAUTIFYING

Douglas is one of the prime brands for beauty products and intends to remain out in front – to which end it has developed a new CI for its branches. Modern and self-confident is the tone the premium retailer intends to set at the point-of-sale in its 2,500 branches. At the location in Hürth in North Rhine-Westphalia, umdasch The Store Makers implemented one of the first stores with the new look. The entire design boasts a pared-back, clear image and a high-quality feel. Laminated black, white and grey surfaces with a sophisticated touch skilfully present the array of products. Stainless-steel design elements create highlights, while elaborately designed central furnishings provide a large variety of functions and a platform to highlight the showpieces in the assortment. “We completed this store to the utmost satisfaction of Douglas – and in 2019 we will be building even more,” comments Mark Hülsemann, Key Account Manager at umdasch, with a smile.

Douglas presenting its new store concept: the branch in Hürth, Germany. The shop design stands out for its pared-back, high-grade and discerning look.



Robinsons

A LUXURY LINEAGE

FACTS

LOCATION: Riyadh, Saudi Arabia
SALES AREA: 7,000 m²
OPENING: 09/2018
SERVICE: Manufacture, installation
ARCHITECT: Robinsons
SECTOR: Fashion & lifestyle
CONTACT: www.robinsons.me/ksa/



Robinsons Department Store was founded in 1858 in Singapore. The new branch is located in the heart of Riyadh, the capital of Saudi Arabia, in the Kingdom Centre, which is considered one of the city's landmarks. umdasch provided the lion's share of the furnishings for the Robinsons Dept. Store run by the Dubai-based Al Futtaim Group.

Together with furnishings made of brass and glass elements, the white marble floors foster a glamorous feel – something which Robinsons has always stood for. The unique design is inspired by Singaporean nature. The result: contemporary architecture with vertical gardens. Renowned French botanist Patrick Blanc developed the concept in order to give Robinsons an unmistakable new identity in the Middle East.



VERSACE

HAUTE COUTURE FIT-OUT

FACTS

LOCATION:	Vienna, Austria
SALES AREA:	500 m ²
OPENING:	10/2018
SERVICE:	Manufacture, installation
ARCHITECT:	Versace Style Office
SECTOR:	Luxury fashion
CONTACT:	www.versace.com , www.jonak.at

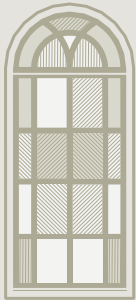
Highly expressive designs and extravagant details – the Versace fashion brand fuses Italian elegance and a glamorous aura. The Store Makers kept this wise ideal in mind when revamping the Versace boutique in Vienna's First District – managed for over 20 years now by the Jonak family. Donatella Versace herself dreamed up the concept for the new shop design – adapted here specially to the architecture and space of the historical building at Trattnerhof 1.

The shop window evolves into an eye-catcher for passers-by: A store front emulating church windows forms the atmospheric background to the elegant displays. Refined shelves with surfaces made of brushed brass with glass highlights serve as the presentation – superbly staging the haute couture for women and men. A real white-and-gold marble floor sets the tone. The olive-green velvet furniture upholstery and curtains contrast with the opulent golds. Lighting with more than 700 individual light points fosters a mood that ensures an incomparable shopping experience.

TALKING TO



Florian Jonak
Managing Partner
of W&A Jonak GmbH



shops: You have revamped your Versace boutique in Vienna's First District. What was the occasion?

Jonak: Versace is launching a new corporate identity and so we set out to comply with the new guidelines. For this reason, we decided to redecorate the building at Trattnerhof 1. The design itself has remained identical in terms of the fundamentals of course, but we have adapted here to the building's architecture and the surroundings.

shops: Who was responsible for the new Versace store design?

Jonak: The design and the entire lighting concept are courtesy of the Versace Style Office, which is under the watchful eye of Donatella Versace herself. What is striking here is above all the combination of the unmistakable architectural style of Gianni Versace and a modern shop fit-out. Likewise, the use of materials such as brass and glass is an international specification.

shops: The schedule set for the work was incredibly tight, so how did you manage?

Jonak: In the space of only about six weeks, the entire area of 500 square metres was completely revamped in two stages. Thanks to the busy hands of umdasch The Store Makers we set up a great store as good as overnight. I am more than satisfied!





Queen Elizabeth 2 cruise ship

ROYAL FIT-OUT

The Queen Elizabeth 2 cruise ship travelled the seas 1,400 times, covered about six million sea miles in the process and offered almost 2.5 million passengers a temporary home. Today the ship, which was first launched in 1967, is permanently moored in the safe haven of Mina Rashid in Dubai, where it has been successfully transformed into a luxury hotel and a popular tourist attraction. No other ship symbolizes the inventiveness of maritime technology and craftsmanship as well as the Queen Elizabeth 2 – a paramount example of excellent design, innovation and speed. In this setting, umdasch The Store Makers realized the interiors of the 1,000 square metres of retail space on-board the liner on behalf of Dubai Duty Free. The exclusive concept was masterminded by Retail Concepts Design, Dubai. The ranges of fragrances, tobaccos, spirits, etc. are presented on high-end solid-wood stands and in glass vitrines; brass elements, a mirror mosaic and opulent carpets round up the feel of the place. Once upon a time, the guests primarily enjoyed sailing the high seas – today the liner tempts visitors with excellent guest rooms, a theatre, countless bars, and quite extraordinary shopping experiences.



FACTS

- LOCATION:** Abu Dhabi, UAE
- SALES AREA:** 1,000 m²
- OPENING:** 11/2018
- SERVICE:** Manufacture, installation
- ARCHITECT:** Retail Concepts Design, Dubai
- SECTOR:** Travel retail
- CONTACT:** www.qe2.com

Sports

SPORTING PROWESS



“The sports business of tomorrow will involve much more than the usual Point of Sale: We’re talking about areas that spark people’s emotions, that foreground the experience more than the sale. Indeed, we’re talking about places where like-minded people meet in their leisure time,” explains Maik Drewitz, umdasch’s Shop Design Director Lifestyle Retail.

The umdasch experts are forever concerning themselves with future trends and the latest developments in shop design – across all sectors, be it fashion, automotive, banking or even sports. Only recently, The Store Makers brought their know-how to bear in the fan shop run by Vienna football club FK Austria. Just as they did when designing the new Absolute Teamsport Hesse sports store in the town of Ruppach-Goldhausen in the state of Rhineland Palatinate in Germany.

FK AUSTRIA

An oversized football takes pride of place in the Austrian football club’s new fan shop. In a special designated zone, the fans can then have their own personalized football jerseys printed with their names.

FACTS	
LOCATION:	Vienna, Austria
SALES AREA:	425 m ²
OPENING:	06/2008
SECTOR:	Concept, design, planning, manufacture, installation
SECTOR:	Sports
CONTACT:	www.fk-austria.at



The choice of materials used highlights the sheer dynamism of football. White glazed pine plywood and Astroturf give a real sense of vibrancy, while elements that look like fair-faced concrete and extended metal units conjure up a cool industrial look.

ABSOLUTE TEAMSPORT HESSE

umdasch The Store Makers masterminded a whole series of genuine experiences across an area of 294 square metres. An oversized goal is at hand for store visitors to shoot away at, and the large-format screens broadcast many major sports events for customers to enjoy live whilst browsing the products.



FACTS	
LOCATION:	Ruppach-Goldhausen, Germany
SALES AREA:	294 m ²
OPENING:	09/2018
SERVICE:	Concept, design, planning, manufacture, installation
SECTOR:	Sports
CONTACT:	www.sport2000.de

That football feeling – the presentation wall created by umdasch skilfully highlights football boots. Emotional images bring the stadium atmosphere straight into the store and kindle a thirst for movement.



FACTS

LOCATION:

Michelstadt, Germany

SALES AREA:

4,012 m²

OPENING:

05/2018

SERVICE:

Manufacture, installation, shop equipment

ARCHITECT:

Rewe

SECTOR:

Food

CONTACT:

www.rewe.de

REWE Michelstadt

MODERN MARKETPLACE

For the Rewe Center in Michelstadt in Hessen, Germany, umdasch installed the shelves for the dry-goods lines, for wines, bread and the cosmetics section. The result: a spacious food store that offers a pleasant shopping flair. Fresh foods and delis are well structured and laid out, and thus easily found. Little huts alluded to by timber convey a sense of market stalls on an outdoor market square. Special spices and herbs shelves designed by umdasch foster an almost homelike feel with broad drawers made of oak. Another umdasch brainchild: the bake-off shelving with a coffee-to-go fit-out. umdasch The Store Makers have opted for shrewd highlights and a smart structure to ensure shopper orientation and give visitors plenty of space to discover the vast variety of products for themselves.



INTERSPAR

THAT MARKET-SQUARE FEELING

The new INTERSPAR branch in Budapest, Hungary, boasts a customer journey that leaves nothing to be desired: Across an area of about 3,500 square metres, we implemented the new model market concept developed by ASPIAG (Austria Spar International AG) and by virtue of which the hyper-market can be adapted to regional specifics and consumer patterns as well as the site itself. The fruit and vegetable zone with its market-square look is inviting and guides the shoppers onwards to the deli department with its vintage chic. There, pared-back, white retro tiles create design accents and blend harmoniously with the panelling in bright Sanremo Classic oak. The bakery department tempts visitors with freshly produced goods of the same quality as hand-made goods and presented in a highly appetizing manner on shelves for crispy baked goods, in bread baskets or on bake-off systems devised by umdasch. The overall concept is rounded out by attractive and modern non-food-II worlds.

FACTS

LOCATION:

Budapest, Hungary

SALES AREA:

3,450 m²

ERÖFFNUNG:

10/2018

SERVICE:

Value engineering, manufacture, installation, shop equipment

ARCHITECT:

raumindex

SECTOR:

Food

CONTACT:

www.aspiag.com



Image source: umdasch



FACTS

- LOCATION:** Gorizia, Italy
SALES AREA: 336 m²
OPENING: 07/2018
SERVICE: Manufacture, installation, shop equipment
ARCHITECT: dm drogerie markt
SECTOR: Health stores
CONTACT: www.dm-drogeriemarkt.it

dm drogerie markt

ITALIAN CHARM



In the small Italian town of Gorizia, not far from the Slovenian border, umdasch The Store Makers realized the smallest dm outlet in Italy. The new location in a former mansion has a truly charming design. With a modest footprint, the interiors have been structured to save space and for the first time boast the new umdasch cash-till model which will in future feature in all dm branches.

Billa Bad Gleichenberg

A SENSE OF HOME

FACTS

- LOCATION:** Bad Gleichenberg, Austria
SALES AREA: 796 m²
OPENING: 11/2018
SERVICE: Manufacture, installation
ARCHITECT: Billa
SECTOR: Food
CONTACT: www.billa.at

The new Bad Gleichenberg branch of Austrian food retailer Billa offers an immense variety of goods and locks into its customers' local roots. The spirits department, for example, has rustic wooden crates, wooden barrels, and decorative baskets, while the deli department sashays in bright fronts reminiscent of kitchen drawers and doors – the idea is to conjure up associations with kitchens of yore. The bakery department is decorated by colourful awnings, like a market stall; there's a great selection of convenience products. The supermarket emphasises regional produce as well as sustainability, and exudes a pleasant aura in which to do your everyday food shopping – or pop in to grab a snack.



Hollu

CLEAN SWEEP



Austrian corporation hollu is a specialist for holistic cleaning systems and develops innovative and sustainable systems solutions for the hygiene sector. At the location in Graz, umdasch implemented both the store area and the hollu Academy – each covers 500 square metres. The company's know-how is vividly presented in a world visitors can experience for themselves. Display panels inform about hollu's history and touchscreens encourage visitors to immerse themselves in the corporate philosophy digitally. So-called sound showers provide audio info that commences as soon as a visitor approaches the relevant display. In the hollu Academy there are countless real-life practical examples in recreated settings, including hotel rooms, rooms on hospital wards, or niches with different types of flooring, from linoleum to marble to oiled and lacquered parquet – ideal to test the hygiene applications. The design concept was masterminded by umdasch, as was its implementation, highlighting the brand's core values. Round, organic shapes and warm materials

emphasize the role of people in the company, while the clear lines of the structural elements and cool, smooth materials underscore the role of technology and hygiene. The new world of hollu experiences is a prime example of the holistic use of digital and analogue strategies and points to a completely new way of presenting systems solutions in the cleaning and hygiene sectors.



FACTS

LOCATION: Graz, Austria

SALES AREA: 500 m² + 500 m² Academy

OPENING: 11/2018

SERVICE: Concept, design, planning, manufacture, installation, lighting

DIGITAL RETAIL: Digital signage, interactive applications, "sound showers"

SECTOR: Home & living

CONTACT: www.hollu.at



FACTS

LOCATION: Munich, Germany
SALES AREA: 380 m²
OPENING: 10/2018
SERVICE: Concept, design, planning, manufacture, installation, general contracting, lighting
SECTOR: Home & living
CONTACT: www.bettenrid.de

Helmut Neher – General Manager Lifestyle Retail umdasch Germany



“We are gratified by the great collaboration. It’s not the first time that Bettenrid has entrusted umdasch The Store Makers with the redesign of one of its branches – and there are some great projects in the pipeline, too.”

Bettenrid

THE BEST TO REST ...

Anyone wanting proper in-depth advice on the topic of sleeping will invariably turn first to the long-standing Munich-based specialist company Bettenrid, where the products are of as genuinely a high quality as the advice on sleeping well. The building on Theatinerstrasse in downtown Munich will over the next few years be completely modernized in line with a master plan. Alongside revamped retail areas there will also be greater space for people to loiter and for hosting small events – umdasch The Store Makers are responsible for the concept, planning, and fit-out. In a first step, the basement has already opened in its new look: The store concept devised by umdasch embraces exclusive exhibition zones for high-end box-spring beds as well as a sleeping lab complete with mattresses, slatted bed frames and accessories such as toppers and pillows. Customers will receive incisive support including modern measurement technologies; separate niches for one-on-ones with customers enhance the pleasant private atmosphere. The products are all staged with umdasch shop systems carefully customised to Bettenrid’s needs.



Key visual and “practical” highlight rolled into one: The archive of mattresses and slat frames umdasch developed enables an extensive range of products to be stored in very little space and in an orderly manner. A simple hand movement across a sliding rail system suffices to conjure up the great variety of goods.



Eurotrade Munich

CHIC, THE MUNICH WAY



Across a total area of 1,000 square metres, Eurotrade Munich (the shopping world at Munich Airport) offers a broad travel retail range in Terminal 2. Inspired by landmarks and famous monuments in the city, a miniature version of the Isar Gate, made of real stone, is the decorative eye-catcher. A statue of the Greek goddess Pallas Athene is a perfect copy of the original one standing on the Maximilianbrücke. The unmistakable fragrance bar in the duty-free zone encourages passers-by to drop in and enjoy the sheer beauty of the scents. The classic duty-free offerings are displayed on classic presentation systems, while high-gloss surfaces and a rear wall with mirror panels stage high-end designer glasses frames to great effect. The Eurotrade concept was dreamed up by Munich design studio Gruschwitz and the design was realized by umdasch The Store Makers.

FACTS

- LOCATION:** Munich, Germany
- SALES AREA:** 1,000 m²
- OPENING:** 12/2018
- SERVICE:** Manufacture, installation
- ARCHITECT:** Gruschwitz
- SECTOR:** Travel retail
- CONTACT:** www.munich-airport.de



FACTS

LOCATION: St John's Wood High Street London / UK
Coal Drops Yard London / UK

SALES AREA: 125 m² / 80 m²

OPENING: 11/2018

SERVICE: Manufacture, installation

ARCHITECT: FaceGym

SECTOR: Cosmetics

CONTACT: www.facegym.com



FaceGym

WORKOUT FOR YOUR FACE!

“A workout for the face” is the FaceGym claim that trenchantly explains the concept behind the premium cosmetics brand. The company has now expanded its presence in London not by one, but by two stores: one on the high-profile St Johns Wood High Street and the other in the vibrant shopping district of Coal Drops Yard. The implementation team paid special attention to the brand’s unique character: “Fitness training for your face”, meaning various exercises and massage forms destined to stimulate the fascia of the over 40 facial muscles. The topic of training morphs into the key theme of the design concept, with, for example, parts of asymmetrical gymnastics bars being combined with floor-to-ceiling mirrors to form a real eye-catcher. Another highlight that quite literally runs like a red thread through the two stores is a rubber band that extends across the ceilings, desks and windows. The first-class lotions and skin oils for facial training are staged to great effect behind the counter tops in glass dispensers. To this end, umdasch The Store Makers came up with special hand-blown glass vessels that ensure the safe storage and dispensing of the contents. Additional branches are currently being readied.



DÄNISCHES BETTENLAGER

A focus on
EXPERTISE



It is one of the largest investments in the future of the retail industry made by a German company in the recent past. And it is the largest ESL rollout in the history of umdasch Digital Retail – Dänisches Bettenlager is switching its more than 1,300 specialist stores over to electronic shelf labelling. And the company is placing its trust in the expertise at umdasch Digital Retail as its integration partners; the labels are supplied by SES imagotag. The company is investing some €50 million. A report on experiences at the first installation in Neumünster near Hamburg, Germany.



Some 3,500 ESL price labels and up to four price checkers will be installed in one branch of Dänisches Bettenlager.

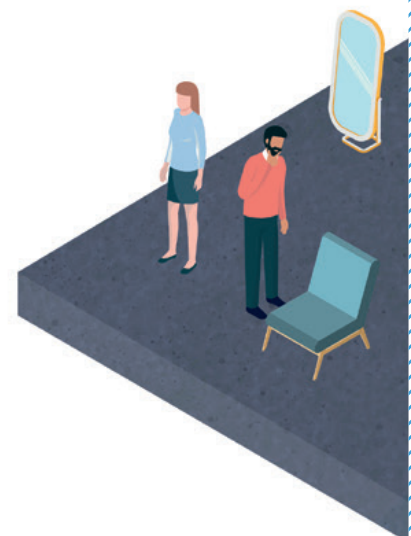


Michael Rodin-Lo, CEO of umdasch Digital Retail, hears the flight attendant announce “Boarding completed” over the tannoy on this morning flight to Hamburg. Off the top of his head he whispers to his colleague in the adjacent seat “Preparation completed – the future starts now.” It was three years ago that he had his first discussions with representatives of Dänisches Bettenlager about digital signage and Electronic Shelf Labelling at the POS.

After two test branches in 2018 – in Flensburg, Germany, and Serravalle, Italy – and countless negotiations, hundreds of phone calls, trial periods and prototypes plus an intensive six-month preparatory phase, the big day finally arrived: Dänisches Bettenlager’s first branch in Neumünster near Hamburg was equipped with electronic price labels and the rollout was underway. Together with Anna Taitl, a colleague responsible for logistics, and his co-project manager Franz Kendler, Rodin-Lo is personally supervising the first rollout project to take place.

umdasch had spent a great deal of time meticulously preparing the implementation of the project in Neumünster. The digital retail experts at umdasch programmed the requisite interface software which collects the relevant information and then transfers it to the ESL software. Jeegy, a well-known product by SES Imagotag, is used for this.

This ensures that the data from the retailer’s head office is transmitted to all selected branches. This means that price changes now only take 30 seconds. Thanks to intelligent templates the electronic price labels, which are used in three sizes, offer manifold opportunities for creative marketing campaigns. Rodin-Lo uses the example of Dänisches Bettenlager to explain that “the focus was always on the marketing aspect and the pressure that the solution takes off staff at the various branches when we worked out solutions together. Accordingly, by programming something known as a template decision tree we illustrate important pricing processes.” Project leader Kendler adds: “The system recognizes, for example, whether a chair can be sold individually or whether a combination consisting of a dining table and four chairs is allocated a special promotional price and is thus less expensive than the prices for all five products individually.”



Franz Kendler, Anna Taitl and Michael Rodin-Lo – visibly relieved after the first ESL location had been set up in Neumünster.



Dänisches Bettenlager

is a leading retail firm for mattresses, beds, cushions, furniture items and home accessories operating in Europe. The firm's history can be traced back to founder Lars Larsen, who opened the first store 40 years ago in 1979 in Aarhus, Denmark. Today, the company has a network of over 1,300 outlets in seven countries. In Germany and Austria, the firm is known by the brand name "Dänisches Bettenlager"; in all other countries the brand is called, "JYSK". In addition, there are a further 1,000 specialist stores in a corporate group.

umdasch developed a large number of modular holders made of plastic and metal for attaching the ESL tags.

Preparing and integrating the system side of things was not the sole concern for the business partners. "Precise planning is also required for the enormous logistical efforts behind such a project," explains Logistics Manager Anna Taitl, who has been busy for weeks ensuring up to 5,000 items per outlet from numerous suppliers all over the world reach the large logistics warehouse in Germany. On arrival they are ordered, picked and delivered to the respective store just in time. Two pallets per location – still a huge challenge given the sheer number of articles and the fact that they consist of so many parts.

Once they arrive in Neumünster, the team immediately inspects the preparatory work. Subsequently, the assembly team, outlet staff and outlet project supervisor are briefed. Rodin-Lo explains how the location is to be made fit for the future in the next two days. First of all, the pallets specially designated with the ESL labels are unpacked and inspected. Afterwards, the umdasch team discusses the individual work stages with the two furniture fitters: Installing tracks, securing the holders and affixing labels. The final procedure for every individual product is to connect the barcode of that product with the barcode on the ESL price label. As this effectively connects the two systems to each other, it is possible to quickly alter prices and do the pricing for campaigns, discounts and the like. Two days maximum are allowed for installing the roughly 3,500 ESL tags per location. In addition, there are up to four price checkers: small tablets with a scanner function intended to motivate customers to find out more about certain products in selected ranges. An ideal tool for products made up of many parts presented on tables or other furniture in the centre of the store.



In the so-called pre-rollout, over 20 outlets are fitted out with ESL. The big rollout begins in June 2019 after a prior evaluation. “Then we will equip 2 – 3 stores a day with ESL. This work is done by up to eight assembly teams working simultaneously,” relates Project Manager Franz Kendler. In addition to his digital experience he has also put a lot of shop fitting know-how into this project. Numerous metal and plastic holders with a modular design had to be developed for affixing the ESL tags to tables and chairs in hanging, standing or standalone positions. This interplay of shopfitting expertise and digital products is also characteristic for umdasch.



TALKING TO

Ole N. Nielsen
CEO Dänisches
Bettenlager

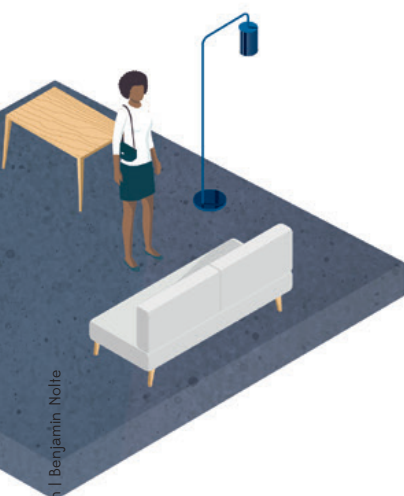


Image source: umdasch | Benjamin Nolle

shops: Mr Nielsen, why is Dänisches Bettenlager switching over all its outlets from paper price labels to electronic pricing?

Nielsen: Our business is characterized by high supply dynamics. Every day there are a large number of activities and offers. Switching over to ESL gets rid of the need for manual work, printing and hardware costs. Moreover, the error rate in pricing dwindles to almost nothing. In addition, it is good for the environment as we can forgo huge amounts of paper, ink and transport services by eliminating paper price labels.

shops: What advantages does it bring for the customer?

Nielsen: By switching over to centrally controlled electronic price labels for the 4,000 or so articles in every outlet we can save 1.5 days in labour per week. And in keeping with our aspiration to be a specialist store for home accessories, beds and bedding we will not alter our employee capacity per store but will ensure our employees benefit fully from this time saving in the interests of offering even better advice and service.

shops: Did the speed of ESL also play a role?

Nielsen: Absolutely! In future we can implement price changes for every single article within 30 seconds. This is our response to increasing competitive pressure and high dynamism in our sector. In addition, ESL enables our marketing team to have totally new impulses.

shops: What campaigns do you have in mind?

Nielsen: Say “Happy Hour” offers or offers for individual groups of goods we wish to draw attention to at certain times. But it also means local, regional or single-store campaigns can be realized easily.

shops: You opted for umdasch Digital Retail as implementation partner and label maker SES imagotag. What particularly won you over?

Nielsen: We have enjoyed many years of successful cooperation with umdasch The Store Makers. The Digital team won us over in the bidding phase with its immense expertise and flexibility in the field of electronic pricing. By choosing SES imagotag we are relying on the market leader in this area. And finally, the overall package was a perfect fit for us: umdasch and SES have worked together for many years.

Thank you very much for the interview. (bp)

Become more than a store

Times are changing, but the question remains: What do retailers need to do to offer customers added value? The hot topics are creating in-store experiences and becoming a talking point. And the umdasch Shop Academy has catered to these needs for over 20 years with its seminars and trips ranging from classic one-day seminars to varying practical topics at the POS to shop expeditions to the hippest retail hubs: The answers to many future questions are closer than you think and emerge in interaction with others.

on Tour 2019

MARRAKESCH – BETWEEN TRADITION & MODERN LIFE

→ 7 – 10 APRIL 2019

The feel of Marrakesh could not be more oriental, and for many years it has been deemed a hotspot for trendsetters. As part of the umdasch The Store Makers tour from 7 to 10 April 2019, participants can expect a colourful mix of architects and architecture, not to mention art and culture – including a wealth of inspiration for retail. Special highlights include the exclusive “Walk & Talk” with André Heller through his garden ANIMA and also overnight stays in the world-famous hotel LA MAMOUNIA. Subsequently, various local scouts will accompany the group through the medina (old town) and the city’s souk, which is one of the largest bazaars of its kind in Africa. Away from the traditional markets, several concept stores make for fascinating experiences, while a blogger whom the group will meet en route will offer even deeper insights into the lifestyle and retail world of Marrakesh.

Tour language: German

ANIMA: André Heller’s jewel of nature – his fantastical garden in Marrakesh





FROM PARIS TO LONDON – THE BIGGEST TREND BAROMETERS IN EUROPE

→| 12 – 15 MAY 2019

From 12 to 15 May 2019 you can explore Europe's trendy cities of Paris and London in one go. Previously, anyone wishing to know how to design innovative stores went to New York, London or Tokyo. Meanwhile Paris has also joined this elite league. For some time now, the city on the Seine has ceased to be just the Mecca of fashion designers and the birthplace of the grands magasins. Find out from retail staging expert Christian Mikunda which psychological mechanisms and staging devices help generate the "très chic" atmosphere in Paris. Then it is on board the Eurostar and off to London, where umdasch provides numerous insights into additional premium concepts and allows attendees to take an exclusive look behind the scenes of several of London's stores. Naturally, the established shopping quarters have, by comparison, lost none of their charm.

Tour language: English

HELSINKI – NORTHERN CULINARY HOTSPOT AND DESIGN STRONGHOLD

→| 6 – 8 AUGUST 2019

Accompanied by hospitality expert Pierre Nierhaus, from 6 to 8 August 2019 we set out on a tour to discover Helsinki's culinary trends.

In order to capture the city's typical flair and discover the synergies between gastronomy, retail and hospitality, we visit various markets, restaurants, and mall and niche concepts. A visit to Stockmann department store – Finland's largest and most traditional shopping venue – is an absolute must. Design is strongly rooted in Helsinki's urban lifestyle. Correspondingly, the design district, which extends across Helsinki's main esplanades – with its numerous galleries, showrooms and cafés – also turns out to be a unique shopping paradise. This quarter proactively presents creative artisanship and spontaneous events and manages to surprise visitors on repeated occasions.

Tour language: English and German





MIAMI – RETAIL MEETS ART ON SOUTH BEACH

→ 10 – 14 NOVEMBER 2019

A Caribbean feeling, Cuban colours, Art Deco and neon lights, not to mention wild parties on South Beach's white sand – all this was always Miami. Just one reason why the city at the southernmost tip

of Florida continues to have a reputation as a hotspot for bon vivants. Once the international art and architecture scene discovered Miami everything changed ... including retail: Spectacular flagship stores were created in and around Miami's design district, including that of Christian Dior.

The latter was devised by Peter Marino, who lives in Miami himself and is considered to be the most important architect of luxury shops in the world. Join Christian Mikunda and Denise Mikunda-Schulz from 10 to 14 November 2019 on this unique learning expedition to Florida. Visits to numerous design flagships, malls and superlative urban design presentations will make for many a wow moment. (er)

Tour language: German

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In addition to our varied events programme, the umdasch Shop Academy also offers individual training and further training for stores in the food and non-food sectors. Choose from our prestigious pool of speakers and a comprehensive range of subjects relating to POS.

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- Half- or whole-day seminars on various retailing topics
- Store checks: How fit is your store really?
- Sector-relevant trend tours in selected international shopping hubs in Europe.
- Contact: evelyn.ring@umdasch.com



Parking garages either conceal concept stores or are themselves transformed into spectacular urban design objects thanks to artful façades.

You can book know-how & inspiration!

umdasch Shop Academy 2019



February

Digital Tools for Retail Professionals
(English)
22 February 2019
↳ Düsseldorf

April

Visual Merchandising for Beginners
4 April 2019
↳ Amstetten

Digital Retail Tools for Retail Experts
9 April 2019
↳ Amstetten

Marrakesh Trend Tour
incl. "Walk & Talk" with André Heller
7 – 10 April 2019
↳ Marrakesh

May

The Retail Design Compass
7 May 2019
↳ Düsseldorf

Staging Retail LIVE!
(Shop expedition)
12 – 15 May 2019
↳ Paris/London

The POS Fitness Check
16 May 2019
↳ Amstetten

The Trend Radar for Food Retail
23 May 2019
↳ Vienna

June

**The Rules of
Staging Retail**
5 June 2019
↳ Amstetten

Visual Merchandising for Experts
6 June 2019
↳ Düsseldorf

July

Gastro Walk & Talk
3 July 2019
↳ Frankfurt/Main

August

**Scoring Hospitality Points
at the POS**
(Trend tour)
6 – 8 August 2019
↳ Helsinki

September

Visual Merchandising for Beginners
(English)
26 September 2019
↳ Frankfurt/Main

October

The Retail Design Compass
3 October 2019
↳ Vienna

Visual Merchandising for Experts
10 October 2019
↳ Amstetten

November

Staging Retail LIVE!
(Shop expedition)
10 – 14 November 2019
↳ Miami

Visual Marketing for Food Retailers
14 November 2019
↳ Munich

Digital Tools for Retail Professionals
(English)
21 November 2019
↳ Zurich

**The Rules of
Staging Retail**
10 October 2019
↳ Hamburg



Event language: German

For more information about
events in 2019 please visit
www.umdach-shop-academy.com

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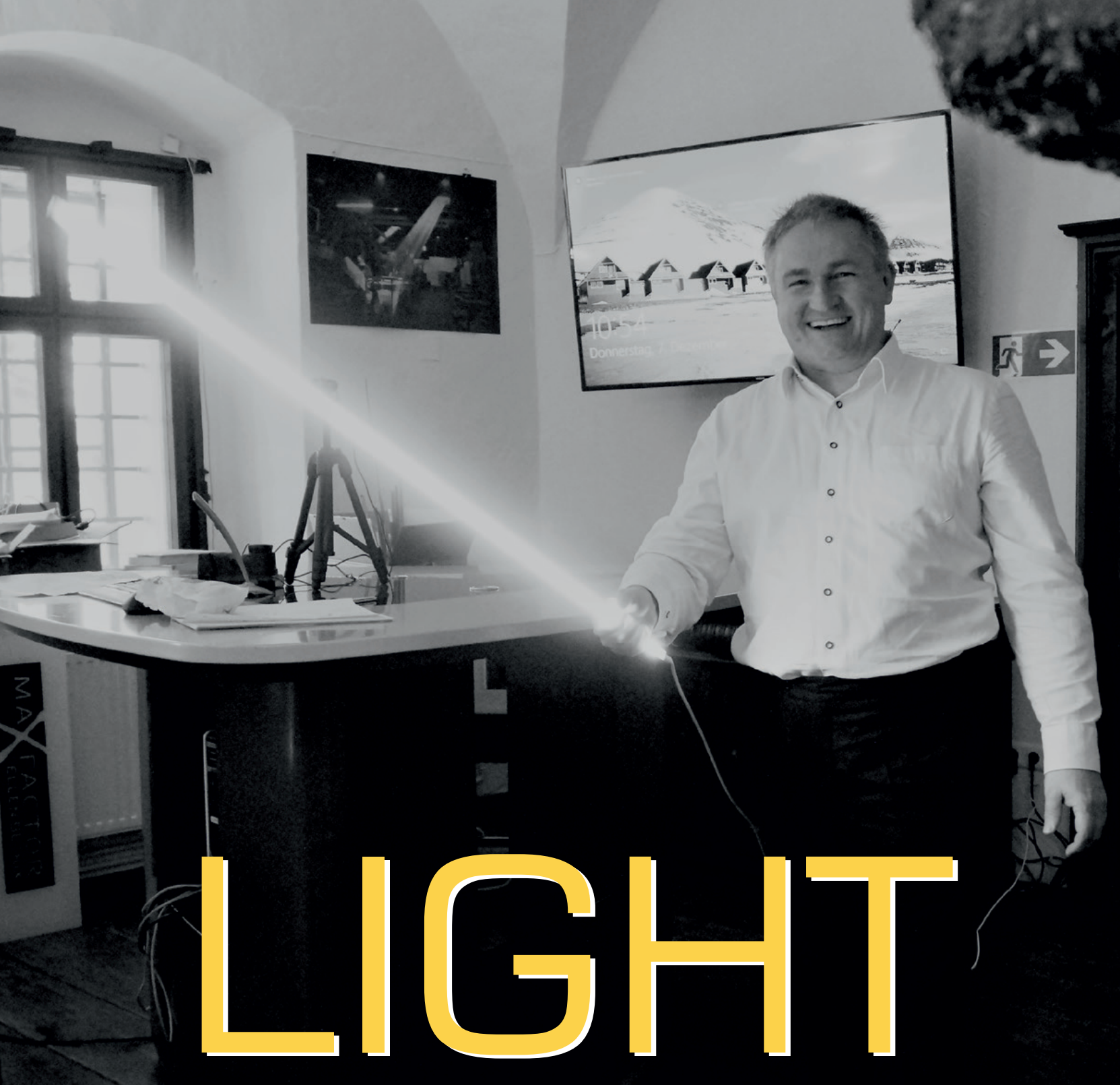
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