

shops¹⁵³

Retail Experience with all senses:
High time to act!

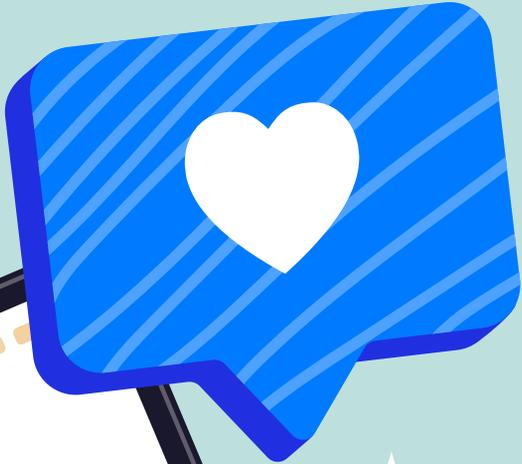
THE
SHOW
MUST
GO
ON



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With the Store Makers at umdasch you will always remain on the ball; thanks to exciting trends, influential studies and the best new openings in the retail sector.

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The show must go on

Dear Reader,

“People grow to meet the task in hand,” is how a quotation from the Swiss publicist Ernst Reinhardt begins, “but sometimes the tasks grow faster than they do,” is how the second part of his famous saying continues. The past months have made huge demands on all of us – and it is a moot point whether you feel you have grown along with the problems you have been facing, or whether they have sometimes seemed to have become too much for you to cope with. In any case, we are all dealing with something that was completely unprecedented. In short, we are facing enormous challenges. One thing is certain, however: it is high time to act!

But who, in these confusing times, feels able to say which decisions are the right ones? In the face of the greatest health crisis in recent history it is very difficult to know what to do, as can be seen not least in the truly vast number of offers available to help us overcome this particular crisis.

At this point, we at shops would like to offer you a reliable aid to orientation. We will provide you in compact and useful form with information on topics to help you to make the decisions that are right for you. Because one thing is also clear: The show must go on! And for that we shall need to embark on unconventional, even bold paths.

And so, in this latest issue of our magazine, in the report ‘Trend Accelerator Corona’ we have summarised for you the most important short- and long-term retail trends. For the past four years the exclusive department store Harrods has been moving forward with the biggest refurbishment in its history. You can learn in shops how Harrods is making itself fit for the future during the next decades.



Our latest commitment to the Turkish shopfitter Madosan demonstrates that even in the fateful year 2020 the Store Makers are remaining true to their expansion policy wherever this is meaningful.

You can also discover which innovative products by umdasch Store Makers would be good for your business, or, if you are not sure yet, you can do our ‘Quick Test’. And we also invite you to join us on a virtual journey to the most exciting openings of the past months. You can see how visionary retailers are defying the crisis with outstanding concepts, charming shops and multi-faceted stores. Travel with us to London, Barcelona, Berlin, Vienna, Dubai and many other places throughout the world. Our longing for freedom is truly being put to the test at the moment, and so we are simply bringing the fascinating world of retail to your desk – in the form of attractive store photos, QR codes with links to videos, 360° tours and picture spreads.

In the name of the Store Makers at umdasch I wish you interesting and encouraging reading. And I hope that it will help you to gain a little more freedom as an entrepreneur.

As you know: The show must go on – we showcase you how!

Best wishes,
Petra Böttinger-Barth

EDITOR-IN-CHIEF
PETRA.BARTH@UMDASCH.COM

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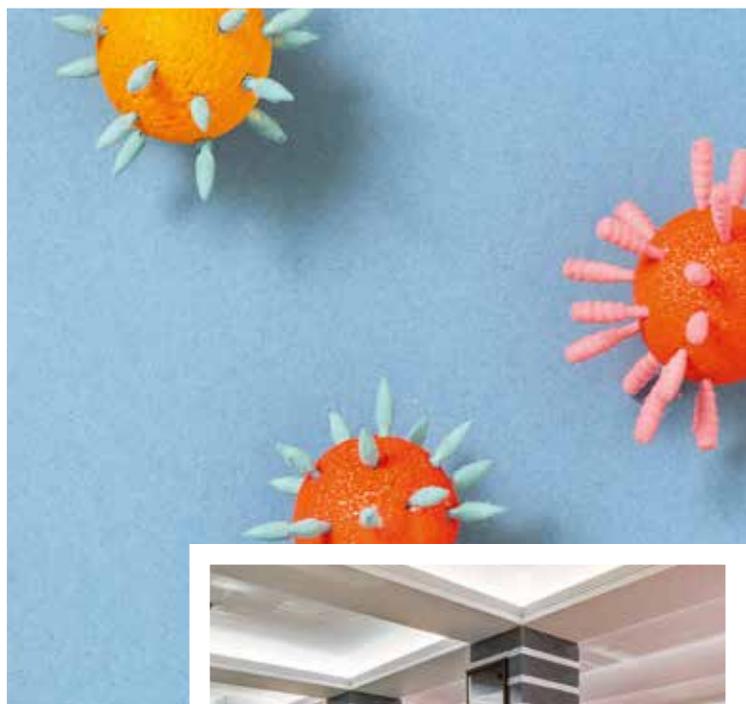
Complete the test and find out what is still missing in your shop.

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08

Corona and the consequences

2020 has become the year of the great uncertainty. What does that mean for the retail sector? umdasch invited experts to a discussion. Their conclusion: Corona is acting as a “brand accelerator” – as long as you do not recognise the signs of the times.

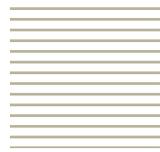


14

Long-standing relationship

As part of a ten-year grand renovation, the London department store Harrods has continued to modernise the environment, creating contemporary spaces while respecting its timeless magic.





52

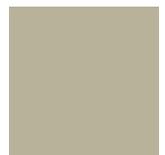
Shop Equipment

The right product for every trend: it was never easier to win over your customers. But perhaps it has also never been more difficult to choose the right strategy. With the umdasch test you can see more clearly.

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Showcases

What do Nike, Breitling, Globetrotter, Deutsche Bank, Harrods, the luxury jeweller Al Zain and TRIXiS Village Market have in common? They all rely on the expertise of umdasch.



News & Facts



NEW UMDASCH INNOVATION HUB IN DUISBURG

Since August 2020 the design professionals at umdasch The Store Makers Oberhausen and the digital experts at umdasch Seen Media Düsseldorf have been united in a new Innovation Hub for integral digital and analogue store concepts in Duisburg, Germany. With the spatial interconnection of retail architecture, shopfitting and digital solutions, all skills can now be combined as a “one-stop-shop” even in the planning phase.



UMDASCH: PROUD OF



RLI Award:
Harrods Dining Hall
“Highly Recommended”



AIT Innovation Prize Architecture:
Liquid Dispenser



Green Product Award:
Liquid Dispenser



Lebensmittel Praxis EuroShop Stars:
Liquid Dispenser



CASH TOP Innovations 2019:
Liquid Dispenser



Invidis Digital Signage provider:
3rd place in the German speaking area

EUROSHOP 2020 – DO YOU REMEMBER?

Not even one year ago – and yet it seems to have been light years away: the EuroShop 2020 in Düsseldorf. If you were unable to attend then or simply enjoy revelling in memories, we will make our fair stand come back to life again, virtually – as an interactive





From left to right: Silvio Kirchmair, CEO umdasch The Store Makers, Ahmad Mu'azzam, CEO Evocco, Andreas J. Ludwig, CEO Umdasch Group AG.

IRISH START-UP “EVOCCO” WINS THE JOSEF UMDASCH RESEARCH PRIZE

Sustainability and Green Pressure will remain the mega-trends of the next years. And so Ahmad Mu'azzam, the founder of the start-up Evocco, convinced the international jury of experts of the Josef Umdasch Research Prize 2020 with a consumer app which calculates the ecological footprint of food purchases. In addition, the consumer will receive tips and recommendations for a more sustainable lifestyle that suit his or her purchasing behaviour. “The young Irish start-up Evocco delighted us with its spirit. We can also see great future potential in their app solution,” said Silvio Kirchmair, CEO of umdasch The Store Makers, about the winner of this year’s research prize.

We digitalize

your store.

DIGITAL STAFF COMMUNICATION THE EASY WAY

Use the Corporate Signage solutions from umdasch to manage your corporate messages centrally for all your locations from a single place. Thanks to effective content management, programmed templates and intuitive operation, you can achieve maximum transparency in staff communication with a minimum of editorial effort. The Digital Retail experts at umdasch will help you to place the right messages at the right time and in the right place: simply, rapidly, with a minimum of resources and in line with your corporate design. Get in touch: digitalretail@umdasch.com.

NEW IN THE UMDASCH FAMILY: THE SHOPPING APP PROVIDER **shopreme**

Shopreme offers shopping apps with new features for consumers along the lines of “Scan & Go”, in order to make shopping in bricks-and-mortar retail stores even more convenient. The Umdasch subsidiary “Umdasch Group Ventures” recently acquired a holding in the innovative start-up from Graz, Austria. With Scan & Go, customers scan their purchases with their smartphone and pay directly via the app – contactless and without queues. Further advantages in the application are shopping lists, product information, in-store navigation and personalised recommendations. Retailers can interact with customers via the app and can increase their revenues through automated product recommendations adapted to suit the customer. In addition, Scan & Go increases productivity at the PoS and optimises internal processes. www.shopreme.com



TREND ACCELERATOR CORONA

A torn piece of pink paper reveals a blue background. On the blue background, there are several colorful, abstract shapes: a green one with yellow protrusions, a yellow one with pink protrusions, and an orange one with yellow protrusions. The text 'Fate AS AN Opportunity' is overlaid on the blue background.

Fate

AS AN

Opportunity

Is the world undergoing a fundamental change? Does the retail sector recognise the opportunities this brings? Which trends should retailers follow? The editorial team of shops asked the experts at umdasch for their opinion.

TIME FOR RECOMMENDATIONS FOR ACTION

A hot afternoon during the summer of 2020. Half a dozen retail experts met on a video chat – and of course the dominant subject was: Covid-19, and what the health crisis means for bricks-and-mortar retailing. The conclusion of the lively discussion: Corona is acting as a trend accelerator. It is all the more important to act decisively. And to see fate as an opportunity.

In conversation with (from l. to r.):
 Silvio Kirchmair, Petra Böttinger-Barth,
 Bernd Albl, Julia Mitteregger,
 Michaela Drage and
 Peter Prisching.

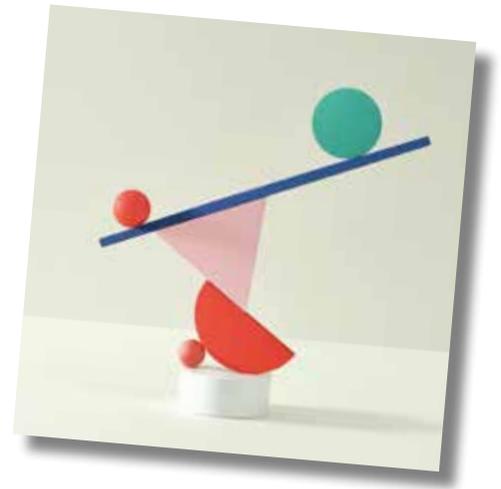


MR KIRCHMAIR, IS THE WORLD IN THE MIDDLE OF AN UNPARALLELED TRANSFORMATION?

- ↳ **Silvio Kirchmair:** Crises definitely speed up the willingness to change. I cannot say whether it is an unprecedented change. What we observed as Store Makers is that values are shifting; short-term trends are arising, but familiar developments are also being reinforced.

WHICH TRENDS CAN YOU IDENTIFY?

- ↳ **Silvio Kirchmair:** We all found ourselves briefly in a state of shock at the beginning of the crisis, but then movements in the direction of environmental protection and sustainability became important once more. Health became a priority and with it, people demonstrated a new environmental awareness. Travel-related sectors like the duty-free business and the closely related luxury goods industry will be at a disadvantage for some time to come. People are travelling considerably less, and differently. Local recreation has become increasingly relevant. Other sectors, on the other hand, are among the long-term winners; over the past months the population learned to appreciate their home as a safe place. Investments were made in their own flats, houses and gardens. Anything in the neighbourhood, both people and shops, increased in value. The segments home and living have become more important. People are spending more money on their immediate surroundings. This can be seen not only in the increased revenues of do-it-yourself markets, garden centres and furniture stores after the lockdown. Local amenities are also among the winners, at least in the short term. People in Europe have used phases like the lockdown more intensively for cooking and enjoyment together. For example, the delivery services of restaurants were gratefully received. People will not forget the associated positive experiences. The trend to 'my home is my castle' will remain with us in the longer term.



FLEXIBILITY

“Crises definitely speed up the willingness to change. Flexibility and a willingness for innovation are the dictate of the moment; hybrid concepts for the future.”

Silvio Kirchmair

A RECENTLY PUBLISHED STUDY BY THE GFK (ASSOCIATION FOR CONSUMER, MARKET AND SALES RESEARCH) STATES THAT CONSUMERS PREFER SHOPS WITH FEWER CUSTOMERS, THAT MID-WEEK DAYS ARE BECOMING MORE POPULAR AS SHOPPING DAYS AND THAT ATMOSPHERE AND SAFETY MUST BE RECONCILED WITH EACH OTHER. MS MITTEREGGER, WHAT DOES THAT MEAN FOR STORE DESIGN?

↳ **Julia Mitteregger:** As a result of covid-19, people have an increased need for safety, and this will probably continue for some time. We are taking this into account by improving existing concepts. For example, through experiences at the Point of Sale which also function ‘at a distance’. Because the longing for experience has remained. And so we are re-interpreting community zones and are developing new solutions for functional areas like changing cabins. Lounges which encourage customers to stay for a while are now distributed throughout the entire store instead of being grouped together. And we are increasingly working with materials which look natural and hygienic.

FOR EXAMPLE?

↳ **Julia Mitteregger:** After a short break, the Green Wave is back. Plants, trees and natural materials will play an important part in the creative process in future. That includes local woods and also ceramics, metals, marble and bronze – depending on the business concept. Smooth surfaces that are easy to clean are preferred to carpeted floors.

IT ALL SOUNDS A BIT STERILE. HOW WILL PEOPLE’S LONGING FOR THE SENSES AND SENSUOUSNESS BE MET IN TIMES OF CORONA?

↳ **Julia Mitteregger:** Natural materials and smooth surfaces do not exclude an emotional feeling towards the space. Of course, retailers need experience concepts that are thought through in an integral way in order to promote their store as a place in which to go shopping. Every square metre should radiate emotionality in a way that suits the DNA of the shop. It starts with the design of shop windows, extends through the product presentation on the sales floor and into the waiting zones, for example the changing cabins and checkout areas, and it also includes the sales staff. In the interests of a comprehensive customer journey, digital touchpoints can also be useful here. They help to guide the customer flow and to create integral experience worlds.

DESIGN MEETS SENSUALITY

“The longing for experience has remained. Every square metre should radiate emotionality in a way that suits the DNA of the shop.”

Julia Mitteregger



A PROPOS TOUCHPOINTS. DO CUSTOMERS STILL DARE TO TOUCH A TOUCHSCREEN, MR ALBL?

- ↳ **Bernd Albl:** Digital touchpoints are still relevant, and they will remain so. It is important that digital solutions are not used just for the sake of digitalisation, but that they really provide added value that enhances the customer experience in the store. That is why, even in the early phase of concept development, we develop an approach with the retailer to see how and which digital touchpoints are useful. In our most recent projects we make less use of touchscreens, but realise ideas in which customers can control a digital touchpoint by means of an app on their smartphone. This permits contactless communication on the one hand and ensures a targeted and flexible customer approach on the other.

WHAT ABOUT FLEXIBILITY? DEVELOPMENTS INDICATE THAT IN FUTURE RETAILERS WILL NEED TO BECOME EVEN MORE WILLING TO ADAPT. DO DIGITAL SOLUTIONS WITHIN THE STORE REPRESENT AN ADVANTAGE HERE?

- ↳ **Bernd Albl:** Definitely. The need for safety to which we have already referred more than once will continue to accompany our shopping trips for some time to come. Elements which at the beginning tended to make the shops look like a building site, should acquire a firm place in the DNA of the presentation within the store concerned. Digital customer flow solutions – together with hygiene stations at the entrance – cannot only give the latest safety advice and draw attention to legal requirements, but also be used for targeted advertising. At the same time these tools provide the retailer with valuable data concerning the demography of their customers. We have also noted that there is an increasing demand for electronic price labelling and digital solutions with a view to process optimisation. The sales staff are often fully occupied with administrative tasks and therefore have too little time for customer advice.

SMART CONVENIENCE

“Digital touchpoints are still relevant. It is important that they really provide added value that enhances the customer experience or optimizes the customer journey for the consumer.”

Bernd Albl





GREEN PRESSURE

“As a result of the coronavirus pandemic, sustainability is more important than ever. The return to increased added value in the immediate surroundings is called for. Approaches like a systematic circular economy demand action by retailers and retail partners alike.”

Michaela Drage

THESE TASKS DOUBTLESS ALSO INCLUDE THE DISPOSAL OF DISPOSABLE MASKS, PROTECTIVE GLOVES AND EMPTY DISINFECTANT BOTTLES. SO HERE IS A QUESTION FOR MICHAELA DRAGE: HAS THE ENVIRONMENTAL MOVEMENT BECOME LESS IMPORTANT?

↳ **Michaela Drage:** In the short term, yes, but the subject of sustainability has certainly not disappeared from the agenda. On the contrary: as a result of the coronavirus pandemic it is more important than ever, because there is frequently a correlation between health crises and environmental crises. The return to increased added value in the immediate surroundings – whether in food production, the manufacture of vital medicines or in the case of capital goods – is a first step in this direction. With regard to store design, we shall also have to focus increasingly in future on a systematic circular economy – from cradle-to-cradle, as the saying goes – together with the sustainable use of resources. Our solutions like the Liquid Dispenser for liquid detergent, the Solid Dispenser for the hygienic filling of dried goods in re-usable containers, and even the refurbishing of used shopfitting elements all point in precisely this direction.

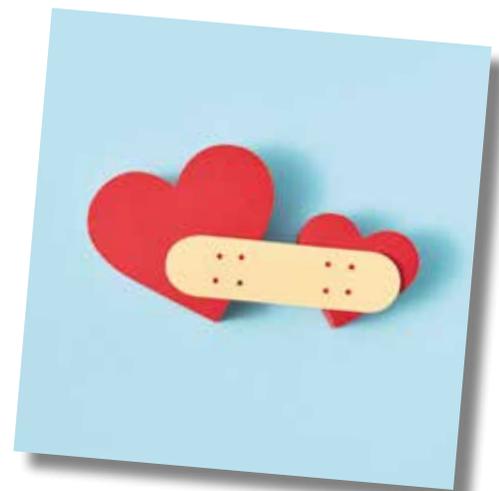
MR PRISCHING, ARE THESE INNOVATIONS ALSO FINDING FAVOUR IN STORE DESIGN?

↳ **Peter Prisching:** Retailers are responsible for their customers within the shop. This can be seen simply in the way that they provide hygiene solutions and set a good example with regard to the developments. For example, in the field of sustainability, especially in the food retail sector. In our store design we take it into account and embed it, for example, in the wellness factor. In addition to the new products we have already mentioned, this also includes innovative materials like jute, linen, clay and wooden meshwork, which we employ in our shopfitting systems. Another aspect: in addition to the wellness factor, convenience has also become a more important aspect as a result of covid-19, especially in food shopping. Many people have tried out home deliveries for the first time and have found it to be a positive experience. We are developing approaches for an even more comfortable shopping experience with hybrid concepts which combine the best of both worlds, online and bricks-and-mortar. Our OmniStore concept combines both.

SAFETY FIRST

“Retailers are responsible for their customers within the shop. The increased need for safety will remain.”

Peter Prisching



FLEXIBILITY AND A WILLINGNESS FOR INNOVATION ARE THE DICTATE OF THE MOMENT, NOT ONLY IN THE RETAIL SECTOR, BUT ALSO FOR RETAIL PARTNERS LIKE UMDASCH.

↳ **Silvio Kirchmair:** Absolutely. I am proud of our team, which has advanced many topics within a remarkably short space of time during recent months and proactively developed innovative products with added value for the retail sector. This has even taken on a more important role as a result of corona. At our last major event with an audience – our fair stand at the EuroShop in Düsseldorf in February 2020 – many exciting themes were already becoming apparent among our customers and conversation partners. The trend towards everything from a single source has increased in strength since then, and this also reflects the direction within our company. As a full-service provider, we can offer our customers upon request all services from store and digital consulting via shopfitting project management to general contracting, maintenance and training and support. Of course, we also offer all the modules individually and are open for cooperation as partners with third parties. We are flexible, as these remarkable times demand.

THANK YOU, EVERYONE, FOR TAKING PART IN THE DISCUSSION! (BP)

In conversation

shops Editor-in-Chief **Petra Böttinger-Barth** with:

Silvio Kirchmair

CEO umdasch The Store Makers

Julia Mitteregger

Shop Consult Director umdasch Lifestyle Retail

Bernd Albi

Managing Director umdasch Digital Retail

Michaela Drage

Engineering Director Food Retail &
Sustainability Expert

Peter Prisching

Shop Consult Director umdasch Food Retail

Harrods



A timeless yet



MODERN APPROACH

As part of a ten-year grand renovation, London department store Harrods has continued to refresh major elements of its famous store, modernising the environment and creating contemporary spaces while respecting its timeless magic. umdasch remains on the journey with Harrods, recreating signature areas and reimagining the offer.



TEN-YEAR GRAND RENOVATION

The long-standing relationship between umdasch and Harrods is emblematic of the deep heritage that the two businesses have within retailing. Harrods is arguably the most famous and historic department store in the world and umdasch has been in existence for over 150 years and has remained focused on both traditional values and innovation. It is this combined pedigree that has been brought together during the modernisation and restoration of key elements of the Harrods flagship store in Knightsbridge, London.

This started with the successful renovation of Harrods Roastery & Bakehall in 2017 as well as Harrods Wine & Spirits and Cigars in 2018. Subsequently, umdasch was commissioned for more projects as part of a ten-year grand renovation. 2019 saw umdasch provide a wide variety of services within the Harrods store in departments including the Dining Hall, Men's International Designer Room 1, Beds and Harrods Signature as well as the Gift Wrap area, while in 2020 Men's Shoes and Seasonal & Books have been completed. Another milestone: the completion of H beauty Lakeside Shopping Centre, a first-of-its-kind beauty hall outside the flagship store in Knightsbridge.



Men's International Designer Room 1

MENSWEAR - A MAJOR FOCUS

David Collins Studio – which is responsible for the revamp and relocation of the entire Menswear offer – designed the Men's International Designer Room 1 as part of a complete overhaul of the Menswear section. It is a super-luxe space that combines contemporary stainless steel with nero marquina black marble. The department also includes two pop-up spaces that change monthly. The look and feel of the space is very luxurious, with inlaid marble floors, fitting rooms lined in leather and marble railings. The design concept had also to respect the historical aspects of the building and has a strong Art Deco feel, yet delivered in a modern setting.

umdasch worked on concept implementation, providing the engineering drawings, furniture manufacturing, delivery and installation. To create the required atmosphere, ambient and task lighting was installed, drawing the eye to spaces of interest. Top class materials were used throughout, including oak, brass and specialist glass, again mixing traditional and luxury.

“The design centralised around the traditional feel of the Harrods look, made the most of the historic architecture, while intertwining modern accents of monochromatic and geometric patterns,” reflects Simon Wait, Sales Director Premium Retail UK. “We have had such a long working relationship with Harrods, and some of the luxury brands within it, and the common thread is a completely uncompromising approach to quality. Everything had to be right. That has been challenging but also very exciting and rewarding.”

THE TASTE REVOLUTION AT HARRODS

The 500 m² Dining Hall – a Global RLI Awards 2020 Highly Commended project – has also been transformed with luxurious material and exquisite designs, in what the department dubs ‘The Taste Revolution’. The wide variety of eateries serve seasonal foods from six new restaurants. An array of glass, marble, mirrors, wood and solid antique brass enchants visitors in the luxury atmosphere.



Dining Hall

In addition, the new layout more than doubled the previous seating capacity, while still feeling spacious and comfortable.

Working again in collaboration with David Collins Studio, the project had numerous unique requirements. With such a historic building, with listed, painted tiles that line the room from floor to ceiling, the focus of the revamp was on preserving the heritage and atmosphere. The fixtures and fittings supplied by umdasch created a contrast between antique and modern to create a luxury atmosphere.

“In an industry where fit-outs can be replaced quite quickly, it was unique to work on refurbishments that are so reflective of Harrods and where the food hall shopfit was from the 1980s,” says Roman Fußthaler, Managing Director Premium Retail. “So we had to create something that was both contemporary but also that will stand the test of time.”

CONTRASTING, UNIQUE DEPARTMENTS

The most recent projects have been sharply contrasting. On the one hand, the Men’s Shoes department is part of the phased redevelopment of Menswear, on the other the Gift Shop and Seasonal & Books are targeted at tourists.

Men’s Shoes is an 850 m² area, designed by David Collins Studio. The department is dedicated to male footwear and created in an opulent environment, underpinned by a high attention to detail and the use of high quality materials like marble, specialist leather, mirror polished stainless steel, smoked glass.



RLI AWARD 2020
INTERIOR EXCELLENCE -
HIGHLY RECOMMENDED HARRODS

UMDASCH AT HARRODS - THE STORY SO FAR:

2017

ROASTERY & BAKEHALL
SALES AREA: 600 m²
umdasch SERVICE: Design engineering, value engineering, furniture, project management and installation
ARCHITECT: David Collins Studio

2018

WINE & SPIRITS AND CIGARS
SALES AREA: 507 m²
umdasch SERVICE: Design engineering, value engineering, furniture, project management and installation
ARCHITECT: Martin Brudnizki Design Studio

2019

DINING HALL
SALES AREA: 500 m²
umdasch SERVICE: Design engineering, value engineering, furniture, project management and installation
ARCHITECT: David Collins Studio Design Studio

MEN'S INTERNATIONAL DESIGNER ROOM 1
SALES AREA: 100 m²
umdasch SERVICE: Design engineering, value engineering, furniture, project management and installation
ARCHITECT: David Collins Studio

BEDS
SALES AREA: 500 m²
umdasch SERVICE: Design engineering, value engineering, furniture, project management and installation
ARCHITECT: Virgile & Partners



High-powered, individually-focused LEDs were used for each shelf, so every shoe is highlighted and uniquely lit. Two pop-up TV walls display a single shoe within a TV-like box which has a display monitor behind, forming part of a large bank of screens streaming custom content. These are located off the main central escalators and end walkway joining the three rooms, drawing customers in.

The goal was to create a world-leading destination for Men's Shoes across the three linked rooms on the same floor as Harrods Menswear. As Roman Fußthaler reflects, it is unusual to dedicate the scale and focus on shoes that Harrods has committed, which made it a unique project to work on.

“Men's Shoes again reflects the integrity of what Harrods has been doing to position its contemporary Menswear offer,” recalls Roman Fußthaler. “With so much retail understandably focused on female customers, it has been fascinating to deliver a large project dedicated to men.”

By contrast, the areas focused on tourists required a different approach, because rather than appealing to the long-standing Harrods regular customer they need to attract tourists who might simply be purchasing a pen or a cuddly toy. “There is a huge amount that can be achieved with the visual merchandising,” says Roman Fußthaler. “Again, there was no compromise on quality. All areas have to embody the Harrods image.” (mf)



Image source: Kensington Leverage, umdasch

SIGNATURE 1 GIFTS
SALES AREA: 1,125 m²
umdasch SERVICE: Design engineering, value engineering, furniture, project management and installation
ARCHITECT: Farshid Moussavi Architecture

GIFT WRAP
SALES AREA: 36 m²
umdasch SERVICE: Design engineering, value engineering, furniture, project management and installation
ARCHITECT: Harrods

2020

MEN'S SHOES
SALES AREA: 900 m²
umdasch SERVICE: Design engineering, value engineering, furniture, project management and installation
ARCHITECT: David Collins Studio

SIGNATURES 2: SEASONAL & BOOKS
SALES AREA: 750 m²
umdasch SERVICE: Design engineering, value engineering, furniture, project management and installation
ARCHITECT: Farshid Moussavi Architecture

COVID MEASURES THROUGHOUT THE DEPARTMENT STORE INCLUDING HYGIENE STATIONS AS WELL AS DISCRETE BUT EFFECTIVE PROTECTION SHIELDS.

H BEAUTY
LOCATION: intu Lakeside Shopping Centre, Essex, UK
SALES AREA: 800 m²
umdasch SERVICE: Design engineering, value engineering, furniture, project management and installation
ARCHITECT: Virgile & Partners



An unusual step in an unusual year? No! A strong foundation with the same values and aims forms a basis for the journey together. umdasch has acquired 55 percent of the Turkish company Madosan with immediate effect.

The specialist for sheet-metal shopfitting and warehouse racking systems is one of the most successful representatives of its sector, far beyond the borders of Turkey. Since its foundation in 1993, Madosan has built up a network in 74 countries. More than two-thirds of the products go to international customers, including the supermarket chain Auchan, the health and beauty stores specialists Rossmann, the building-supplies market chain Leroy Merlin, Bosch and Saint Gobain. Production is carried out by some 125 employees at the main location in Bursa, a major city two hours'

drive south of Istanbul. In their 16,000 m² production facility, the experts at Madosan manufacture a wide range of metal solutions for sectors like food, health and beauty, food & beverage together with non-food, do-it-yourself and electrical markets as well as warehousing solutions. "In Madosan we are gaining a subsidiary company which will help us to continue our growth course especially in these economically challenging times. Through this investment we are gaining access to important international retail customers and will acquire an extremely competitive production base,"

commented Silvio Kirchmair, CEO of umdasch The Store Makers, on the successful negotiations with Madosan. “More than a year has passed since our first discussions. Even during our first reciprocal visits, we could see that our companies’ principles are based on the same values,” explains CFO/COO Markus Thallinger in a conversation with shops.

Both companies are committed to the values of a family firm and want to expand internationally – and that was what ultimately brought umdasch and Madosan, which was previously owned by Vedat Saygin and his wife Sevgi, together. “We operate in the same business, but in different markets. We can immediately start to learn from each other and can both profit from the international focus of the other,” observed Vedat Saygin, the previous sole owner, with pleasure. Both he and his wife Sevgi, who has excellent connections in the Turkish business world as a result of her function as President of the Women Entrepreneur Board, will remain part of the team as members of the Supervisory Board.

Within the Store Makers Madosan will become part of the Food Retail Division and will complement the Store Makers’ biggest production location in Leibnitz, Austria. “With Madosan’s competitive sheet-metal production we can complete our previous production portfolio. I am convinced that together we shall succeed in achieving major successes with our customers,” added Gerold Knapitsch, Managing Director of the Food Retail Division at umdasch. (bp)



SILVIO KIRCHMAIR AND MARKUS THALLINGER LOOKING BACK ON FRUITFUL DISCUSSIONS ABOUT A COOPERATION WITH VEDAT AND SEVGI SAYGIN:

SEVGI SAYGIN:

- ↳ When the umdasch team visited us in Bursa for the first time last summer, we were hoping in the first instance for a cooperation as a supplier. We were very surprised during a return visit in Leibnitz to receive an offer of participation in our company.

SILVIO KIRCHMAIR:

- ↳ Even during our first stay in Bursa we recognised the strategic closeness of our two companies. It was a very special moment when the ice was finally broken. After sunset during the fasting month of Ramadan we sat together until late in the evening over Old Ottoman cuisine.



VEDAT SAYGIN:

- ↳ Our surprise in Leibnitz soon gave way to the esteem which umdasch showed towards our company from the first discussions. In Leibnitz it was not only the Austrian cuisine that delighted us. After returning to Bursa we cooked some Cream of Pumpkin Soup according to a traditional Styrian recipe. And we quickly came to the conclusion that a joint journey could offer many opportunities for both sides.



MARKUS THALLINGER:

- ↳ We agreed the deal verbally at the EuroShop 2020 in Düsseldorf. Unfortunately the process has been delayed to some extent by the covid-19 pandemic.

SEVGI SAYGIN:

- ↳ During the past months we have built some new bridges along the Silk Road during countless video conferences and telephone conversations. And have shown that a partnership is possible even under difficult circumstances. We are all the more delighted that the cooperation can now start officially.



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Lunch is served!

Nike House of Innovation

SPORT STORIES

FACTS

LOCATION: Paris, France

SALES AREA: 2,400 m²

OPENING: 07/2020

SERVICE: Design Engineering, Value Engineering, Manufacture, Installation

ARCHITECT: Nike

SECTOR: Sports

CONTACT: nike.com

Following openings in Shanghai and New York City, Nike has landed in Paris with a third House of Innovation, its upper segment of flagships. The new landmark gives unparalleled access to Nike's best innovations, athlete storytelling and experiences. It is situated amongst some of the world's most iconic landmarks on the Avenue des Champs-Élysées and offers an immersive and digitally-powered consumer journey. A modular concept allows the adaption of the store elements to the changing brand campaigns.



Nike Paris is the first House of Innovation to feature a Mission Control wall, which serves at the heartbeat of the whole flagship. The wall connects shoppers to the global and local community of sport, exclusive member benefits and the latest activations at Nike House of Innovation doors in New York and Shanghai.



Built to learn and evolve from the findings of its previous stores, the House of Innovation reinforces four areas of focus:

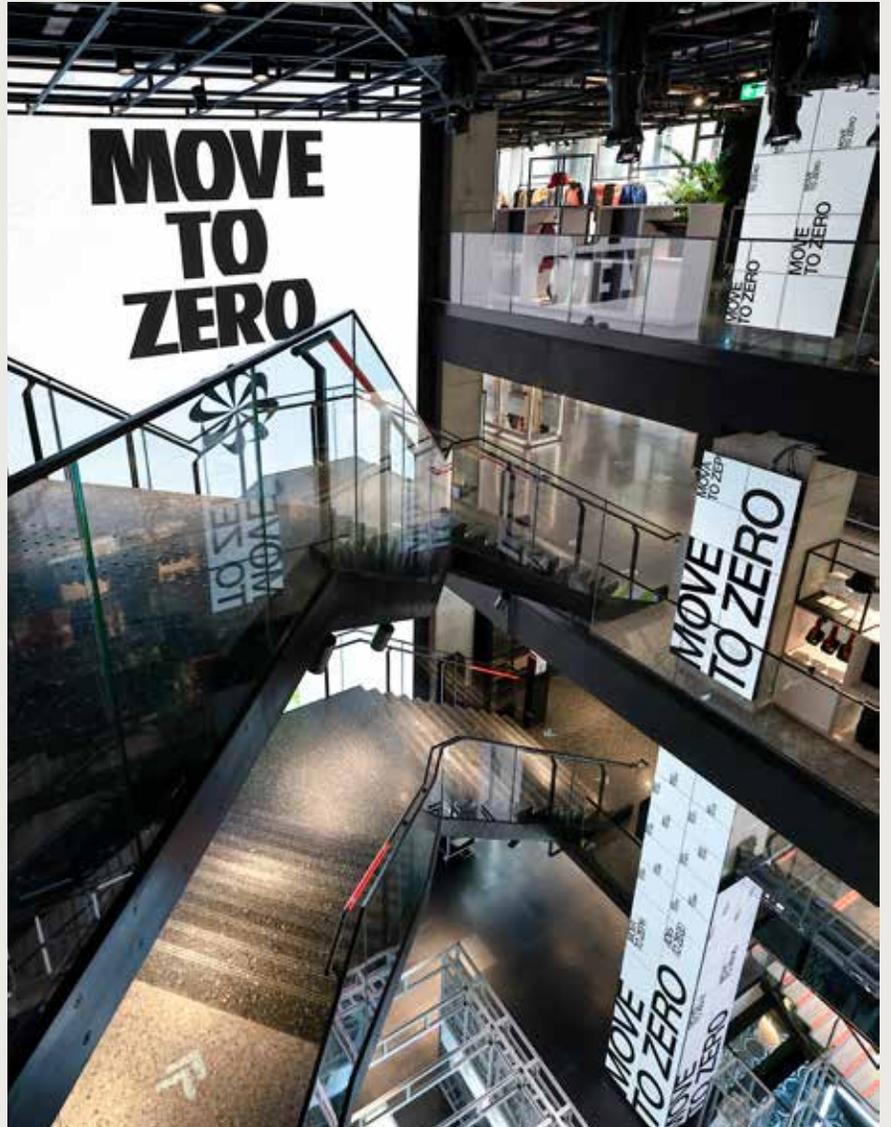
- uniting shoppers as a global community of sport
- serving women with the most innovative product and services
- creating more opportunities for kids to get active
- designing a more seamless end-to-end consumer experience

Heidi O'Neill, Nike President of Consumer and Marketplace

“When consumers step into Nike Paris, they will experience our largest, most digitally connected and immersive retail concept in the world.”



Nike Paris is a physical retail destination that ignites Nike's digital capabilities through a comprehensive suite of Nike App Services in-store (Buy Online, Reserve in Store, Nike Scan to Learn, Nike Scan to Try, Nike Shop the Look) and an enhanced digital infrastructure with boosted Wi-Fi technology.



Cole Haan

EXCLUSIVE SHOE PRESENTATION

The shoe brand Cole Haan operates more than 300 stores worldwide. With their new store in the Red Sea Mall in Jeddah the Americans have put their best foot forward very elegantly together with umdasch. In doing so they have strengthened their presence in the Arab region.

FACTS

LOCATION: Red Sea Mall, Jeddah, Saudi Arabia

SALES AREA: 150 m²

OPENING: 02/2020

SERVICE: Value Engineering, Manufacture, Installation

ARCHITECT: Cole Haan

SECTOR: Footwear & Accessories

CONCACT: colehaan.com



More photos are available here!

Exclusive presentation: The rustic flooring with its fishbone look and the prominent blue centre-space furnishings contribute to the elegant, minimalistic Store Design.



A top-quality material mix of solid American oak, marble and brass underlines the unique atmosphere of the world-famous store.

Fortnum & Mason

EAT WITH YOUR EYES

Fortnum & Mason, a store that specialises in luxury articles, will present an even more extensive and exclusive range of food & beverage products in future. The rebuilding of the listed historic building at St. Pancras Station in London took place during active operations. The vaulted ceiling and the existing columns were skilfully integrated into the new store concept. The backlit champagne bar in the extended shopping and restaurant area is a real eye catcher.

FACTS

- LOCATION:** St. Pancras International Station,
London, United Kingdom
- SALES AREA:** 235 m²
- OPENING:** 11/2019
- SERVICE:** Design Engineering, Value Engineering,
Manufacture
- ARCHITECT:** UDS architects
- SECTOR:** Department Stores
- CONTACT:** fortnumandmason.com



More photos are
available here!

Migros

REFILLING: IN SWITZERLAND ...



Convenient and sustainable: the customer selects the desired product and places the empty bottle under the filling tap.

FACTS

LOCATION: Bern, Luzern-Schönbühl; Switzerland

OPENING: 08/2020

SERVICE: Liquid Dispenser

DESIGN &

TECHNOLOGY: umdasch

SECTOR: Food Retail

CONTACT: migros.ch

Refilling is all the rage. In the Migros branches in Marktgasse Bern and Lucerne-Schönbühl customers can now refill their cleaning products and detergent themselves using the Liquid Dispenser system developed by umdasch. The products range from washing-up liquid to detergents and rinse aids. Based on the experience of the Swiss market leader with the refilling system, the offer is to be extended to other branches.



The refilling system recognises the product from the barcode on the bottle and fills it with the required quantity at the press of a button.



The customer puts the lid on the bottle, sticks on the printed label with the barcode and pays for the product as usual at the checkout.



**CASH TOP
Innovations
2019:**
Liquid
Dispenser



**LEBENSMITTEL
PRAXIS**
**Lebensmittel
Praxis
EuroShop Stars:**
Liquid Dispenser



FACTS

LOCATION: Harringay, London; United Kingdom

OPENING: 03/2020

SERVICE: Liquid Dispenser

DESIGN & TECHNOLOGY: umdasch

SECTOR: Food Retail

CONTACT: sainsburys.co.uk

Sainsbury's

... AND EVEN IN BRITAIN

Sainsbury's in the United Kingdom is trying out the new refilling service with the umdasch Liquid Dispenser. Sustainable Ecover cleaning products can be refilled for the first time in their store in Harringay in North London. The British supermarket chain has an ambitious goal: to save twelve tonnes of plastic waste every year.



AIT Innovation Prize
Architecture:
 Liquid Dispenser



Green Product Award:
 Liquid Dispenser



Here you can find more information about the Liquid Dispenser!

Michaela Drage, Engineering Director umdasch Food Retail



“There are many factors to be taken into account regarding refilling in branches of retail stores, for example simple handling, the logistic processes and staff training.”

Iconic British Luxury Brand

PLAY OF COLOURS DELUXE

The British luxury brand's store in the illustrious Passeig de Gràcia in the heart of Barcelona has undergone an impressive facelift. The different departments encourage customers to immerse themselves in a world of sophisticated presentations of colour and materials – carefully attuned to the exclusive clientele of the fashion house that is famous for its fabrics with the checked pattern. Mirror-finish stainless steel, glass display cases and furniture, sumptuous fabrics and carpets, wave-shaped wall elements and surfaces with a high-gloss finish are central components of the new store concept on the magnificent Catalan boulevard.

The defining design element is the wave-like fabric-covered wall cladding, following the complex geometry of the historic building.

FACTS

- LOCATION:** Barcelona, Spain
SALES AREA: 538 m²
OPENING: 07/2020
SERVICE: Design Engineering, Value Engineering, Manufacture, Installation
ARCHITECT: Design by brand inhouse
SECTOR: Luxury Fashion & Accessories





The luxury brand presents itself in its new colours in the famous Moscow store GUM too. View the 360° tour here!

TALKING TO



Mario Orac

General Manager umdasch HRV, responsible for the European Premium manufacture in Croatia

shops: What special requirements were placed on production and logistics to realise such a high-quality store?

Orac: The walls were covered with special curtain-shaped cladding that had to follow the complex geometry of the historical building. We have used 3D scanning technology to capture the shape of the rooms. All areas needed to be refurbished within a tight timeline that was aimed to keep the store continuously operating. Logistically it was a demanding project due to covid-19, which was raging in Spain at that time, as well as limited storage area and access to the store in the very center of Barcelona.

shops: What is the highlight of the store in Barcelona?

Orac: The historic building with its marble columns is absolutely impressive. A fine detail: the clever positioning of the mirrors makes the rooms appear larger and even more powerful.

shops: What makes working with international premium brands so exciting for you personally?

Orac: Working with premium brands is always a special experience. We are collaborating with leading international architects and designers. The stores are located on historical landmarks in the various European capital cities. Each project is a new custom-tailored store that requires lot of architectural and engineering know-how in order to be executed successfully.

LLOYD

DIGITAL FOOTPRINT

FACTS

LOCATION: Ludwigsburg, Germany
SALES AREA: 53 m²
OPENING: 03/2020
SERVICE: Concept, Design, Planning, Manufacture, Installation, Rollout, General Contracting;
Digital Retail: Digital Signage, Interactive Applications, Rollout, Maintenance & Support
ARCHITECT: umdasch
SECTOR: Footwear & Accessories
CONTACT: lloyd.com



More photos are available here!

Digital Signage in the shop window and on the shop floor: umdasch has transferred the extensive product range of the traditional brand Lloyd into the digital age and has staged it dynamically. The content management system is controlled centrally and was also developed by the digital retail experts.

Cheil & Samsung

SPOTLIGHT ON ELECTRONICS



FACTS

LOCATION: Brno-Stred, Czech Republic
SALES AREA: 140 m²
OPENING: 08/2020
SERVICE: Manufacture, Installation, General Contracting, Lighting
SECTOR: Consumer Electronics
CONTACT: samsung.com



More photos are available here!

JYSK

KEEP ON ROLLING!



FACTS

LOCATION: Rollout in several European countries
SERVICE: Digital Retail: Electronic Shelf Labeling, Software Development, Concept & Creation, Rollout, Maintenance & Support
SECTOR: Home & Living
CONTACT: jysk.de

More photos are available here!



For about two years now JYSK has been changing over its more than 1,000 specialist markets to electronic price labeling (ESL). The company relies on the Digital Retail professionals at umdasch as integration partner. Some 3,000 ESL labels per location were installed within just two days. Up to four Price Checkers are also required: these are little tablets with a scanner function to encourage customers to find out more about the product for selected ranges of merchandise. “We convert two to three branches per day to ESL – to date we have already modernised over 600 stores. To achieve

this up to eight installation teams are involved simultaneously,” explains Digital Retail Operations Manager Franz Kendler. In addition to his digital experience, he has also contributed a great deal of shopfitting expertise to this project. Numerous plastic and metal fixtures with a modular design were specially developed for the customer in order to mount the ESL labels – hanging, standing or even hovering freely on tables and chairs.

Franz Kendler, Operations Manager
 umdasch Digital Retail



“In the rollout for the branches of JYSK we can combine our expertise in shopfitting optimally with our digital competence.”

Merkur

GOOD ENOUGH TO EAT!

The Merkur market in Linz, Austria, delights customers with its market-place flair. Amongst other features, umdasch contributed its modular Bake Off system, which offers the local supplier's customers a continuous range of fresh baked goods. umdasch also supplied a long list of further elements, including the checkout counter, food & beverage shelves, various heavy-duty shelves and the trendy Varitable.



More photos are available here!

FACTS

- LOCATION:** Linz, Austria
- SALES AREA:** 1,700 m²
- OPENING:** 07/2020
- SERVICE:** Value Engineering, Installation, Shop Equipment
- SECTOR:** Food Retail
- CONTACT:** merkurmarkt.at



JET

CONVENIENT BOX STOP

FACTS

LOCATION: Feldbach, Austria

SALES AREA: 90 m²

OPENING: 10/2019

SERVICE: Concept, Design, Manufacture, Installation, Shop Equipment, Rollout

ARCHITECT: umdasch

SECTOR: Forecourt Retail & Convenience Stores

CONTACT: jet-tankstellen.at



Convenience products are presented in the best possible light in the shops at JET petrol stations. The special shop systems and the expertise of umdasch make it possible.



Globetrotter

SURVIVAL IN THE BIG-CITY JUNGLE



More photos are available here!

FACTS

STANDORT: Berlin-Steglitz, Germany

SALES AREA: 4,000 m²

OPENING: 10/2020

SERVICE: Concept, Planning, Manufacture, Installation, Digital Signage, General Contracting

SECTOR: Sports

ARCHITECT: umdasch

CONTACT: globetrotter.de

The bears are on the loose in Berlin-Steglitz: Globetrotter has opened a flagship store with a completely new concept in the German capital. Across four floors and some 4,000 m², visitors will find an outdoor experience centre with a repair workshop, an innovation lab as a display and working area, together with the presentation of innovative brands, test stations, a travel practice for advice, lovingly staged corner shops and a café in harmony with nature. The Store Makers at umdasch accompanied the project as partners for shopfitting and the digital touchpoints – and were responsible for the planning process as General Contractors.



New at Globetrotter: The Innovation Lab designed by umdasch, a work and display area that offers space for up-and-coming brands, kick-starter projects, cooperations and new approaches.



All these experiences make customers hungry, so it is a good thing that there is also a Goodies Café. It welcomes store visitors during and after their shopping session.

Johannes Jurecka, COO Globetrotter



“umdasch thinks and works integrally from the first approach to a concept. Thanks to the active integration of umdasch Digital Retail in the planning phase as well as the early inclusion of the interior design experts from the umdasch GC team, the result was a unique and integral customer experience for Globetrotter.”

During their journey through the big-city jungle setting, customers will encounter a variety of tools for in-store communication that make use of both the interconnection of bricks-and-mortar and digital elements for a contemporary customer experience. In order to achieve as authentic an outdoor experience as possible, the architects at umdasch fused together the city space and the store. “The expansive glass façade transports the Globetrotter brand effectively to the outside, but is also open for a wide range of perspectives indoors. “We have created a landscape across four floors which makes the special features of the store visible from afar,” commented Maik Drewitz, Shop Consult Director Lifestyle at umdasch. He added: “With the brand logo and an LED strip we hint at a mountain panorama which links the floors with each other optically.” The test zone for shoes along the floor-to-ceiling glass front evokes a via ferrata and promises spectacular views. It grants customers with a good head for heights a foretaste of the Alpine landscape above the rooftops of Berlin. The customer journey through the Globetrotter store unfolds like an adventure in the wild. You can discover something at every turn, including stage islands surrounded by real birch trunks, a climbing wall, a play corner and the Club Hut, which has already established itself as the meeting point of the Outdoor Community at Globetrotter.

Seat Cupra

VIVE LA VITESSE!

FACTS

LOCATION: Marseille, France
SALES AREA: 350 m²
OPENING: 08/2020
SERVICE: Value Engineering,
Manufacture, Installation
SECTOR: Automotive
CONTACT: cupraofficial.fr



More photos are available here!

umdasch has at its disposal a special production line for individual signs and displays – excellent preconditions for presenting Cupra in an artistic light.



At Seat Cupra, cosy niches for consultation conversations are separated from each other by semi-transparent walls.

Liebherr

COOL BRAND BUILDING

FACTS

LOCATION: Vienna, Austria
SALES AREA: 180 m²
OPENING: 08/2020
SERVICE: Concept, Design, Planning, Manufacture, Installation, Shop Equipment, General Contracting, Lighting;
Digital Retail: Digital Signage, Electronic Shelf Labeling, Interactive Applications, Software Development
ARCHITECT: umdasch
SECTOR: Consumer Electronics
CONTACT: liebherr.com



More photos are available here!

The visitor numbers and the length of stay in the wine section are recorded by umdasch with smart People Counting together with Gender Recognition. Along with the so-called umdasch xShelf Suite, which records all digital solutions – thereby supporting sales with the collective information –, product ranges can be continuously optimised, special offers advertised in a more targeted way and the customer journey therefore designed more attractively.

Warema

SHOWROOM FOR SHADING



Warema is an expert for shading systems. The umdasch designers created little houses in order to provide customers with the best possible impression of the way the products can be used.

FACTS

LOCATION: Großbeeren, Germany
SALES AREA: 110 m²
OPENING: 03/2020
SERVICE: Concept, Design, Planning, Manufacture, Installation
ARCHITECT: umdasch
SECTOR: Home & Living
CONTACT: warema.de



More photos are available here!



BILLA

ENJOYMENT WITH A HISTORY

A former traditional café not far from the Hofburg in Vienna is the home of BILLA's new flagship store. BILLA found the right answer for this location with its wealth of cultural history, and paid its respects to the historical legacy with an unusual shop concept by the Viennese architects section.d and Smertnik Kraut. The multi-layered shopfitting by umdasch The Store Makers completes the picture.

FACTS

LOCATION:	Vienna, Austria
SALES AREA:	700 m ²
OPENING:	08/2020
SERVICE:	Manufacture, Installation, Shop Equipment
ARCHITECT:	section.d, Smertnik Kraut
SECTOR:	Food Retail
CONTACT:	billa.at

Wood panelling on the walls, opulent wood furnishings and a curving staircase with an open railing recall the former coffee house, as do the pictures with quotes by famous guests including Hugo von Hofmannsthal, Bertha von Suttner and Stefan Zweig. Mosaics in the area near the entrance and the delicatessen section as well as the indirect lighting play subtly with the charm of past times, admittedly in a modern interpretation.





More photos are available here!



The BILLA flagship store on Michaelerplatz also scores with its extensive product range, which was compiled to suit the clientèle. The ground floor offers convenience products for the residents and office workers in the district as well as tourists visiting the exclusive address. With the motto “Ready to cook”, the second floor invites visitors to stock up quickly with a wide range of food products. In addition, foodies can taste fine wines and coffee and tea specialities – or treat themselves directly at the tables in the delicatessen section.



Al Zain Jewellery

A BRILLIANT PRESENTATION

In the new Al Zain Jewellery boutique the Store Makers have shown yet again their feeling for exclusive design and have demonstrated their management skills in the coordination of all the trades involved. The fine craftsmanship can be seen above all in the precise workmanship of the valuable materials such as glass, marble and wood.

FACTS

LOCATION: Mall of the Emirates, Dubai,
United Arab Emirates

SALES AREA: 100 m²

OPENING: 05/2020

SERVICE: Concept, Design, Planning, Value Engineering,
Manufacture, Installation, Rollout,
General Contracting

ARCHITECT: Raquel Campos, umdasch The Store Makers

SECTOR: Luxury Jewellery & Watches

CONTACT: alzainjewellery.com

Theo C. Swart, CEO of Al Zain Jewellery



“The umdasch team provided brilliant and knowledgeable concepts that were consistent with Al Zain Brand. The ideas presented by umdasch reflect our brand personality and create an atmosphere of luxury, elegance and comfort.”



More photos are available here!

The circular glass showcase, cushioned on red velvet, forms an eye-catching detail. In dialogue with the rectangular elements within the space, the result is an exciting language of forms.



Breitling

HIGH TIME

An exclusive industrial building in a dynamic city of the mid-twentieth century serves as the setting for the store presentation by Breitling. It is a tribute to time, on which the reputation of the brand with its exclusive watches and measuring instruments rests. The uncompromising branding of the store concept traces the charm of the exclusive watchmaker’s art.



More photos are available here!



Regional Marketing Manager Esther Roy, Business Development Manager Syed Ali (both umdasch), Alexandre Roux of Almulla Jewellery (operator of the UAE Breitling stores) and umdasch Project Manager Eid Mohammad (in the photo from l.to r.) celebrated their first joint store project at the festive opening ceremony.

FACTS

- LOCATION:** Mirdif City Centre, Dubai, United Arab Emirates
- SALES AREA:** 57 m²
- OPENING:** 07/2020
- SERVICE:** Manufacture, Installation
- ARCHITECT:** Breitling
- SECTOR:** Luxury Jewellery & Watches
- CONTACT:** breitling.com

SanusX

A NEW APPROACH TO HEALTH

FACTS

LOCATION: Vienna, Austria

SALES AREA: 200 m²

OPENING: 08/2020

SERVICE: Concept, Design, Planning, Manufacture, Installation, Lighting

ARCHITECT: umdasch

SECTOR: Office

CONTACT: uniqa.at

SanusX is a new spin-off of UNIQA, one of the leading insurance groups in Europe. The young company commissioned umdasch to develop and implement an office as a multifunctional communication zone, because encounters and social interaction are important elements in public spaces – whether in the retail sector, in gastronomy or at the workplace. And so umdasch translated its retail expertise into an exciting office concept.

The result: an open, transparent work-space, which at the same time offers space for concentrated work. In addition to the design, the Store Makers were also responsible for the manufacture and installation of the furnishings.



Alsterhaus

SHOPPING GATEWAY TO THE WORLD



“The relationship between umdasch and its customers is characterised by cooperation and trust. We demonstrate that the pre-requirement for achieving this is the greatest possible openness and transparency. Our GC project managers work with passion and commitment to ensure that the opening can take place according to schedule.”

Marco Gösling, General Contracting Director umdasch



More photos are available here!



The Alsterhaus in Hamburg is one of the top addresses for premium shopping in the Hanseatic city. As a member of the KaDeWe Group, the Department Store has re-positioned itself after a phase of rebuilding and renovation over several years. umdasch was in charge of the process as general contractor for the works on the first floor of the venerable institution.

FACTS

- LOCATION:** Hamburg, Germany
- SALES AREA:** 2,000 m²
- OPENING:** 02/2020
- SERVICE:** General Contracting
- SECTOR:** Department Store
- CONTACT:** alsterhaus.de



Skoff Original

TIMELESS DESIGN FOR FINE WINES

FACTS

LOCATION: Gamlitz, Austria
SALES AREA: 60 m²
OPENING: 08/2020
SERVICE: Design, Concept, Planning, Manufacture, Installation, Shop Equipment
ARCHITECT: umdasch
SECTOR: Food & Beverage
CONTACT: skofforiginal.com



The bricks date from the time of the Imperial and Royal Monarchy, but the new shelving for the attractive presentation of the products was manufactured by umdasch The Store Makers. For the wine shop of the award-winning winery Skoff Original the designers at umdasch created a concept which blends harmoniously with the rustic cross vaulting. Graceful steel frames from the own production present an effective stage for the wines; small tables for wine-tastings are grouped to fit exactly into the brick supports. In the design of the service counter, including the technical equipment, umdasch was able to make full use of its extensive expertise in gastronomy.



More photos are available here!



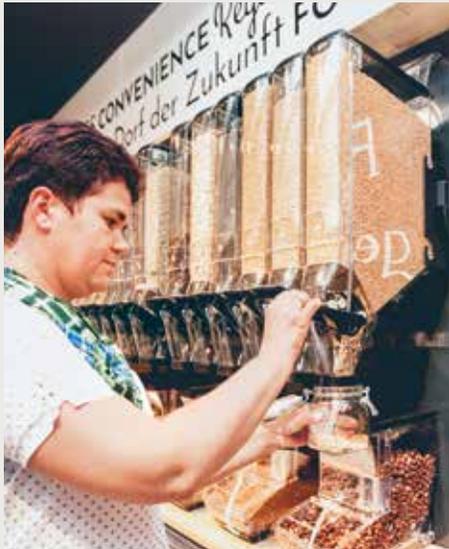


TRIXiS Village Market

LOCAL PROVISIONS

Sustainability and regionality are precisely the measure of all things. The market model © TRIXiS village market, as part the “Smart Rural Village Vision” of the municipality of Stanz in Mürztal, has made these megatrends its vocation. Together with experts, a unique local supply concept was developed. In addition to a wide standard range of products, there is also a generous presentation area for regional food start-ups and small-scale farmers, which integrates an attractive tasting lounge. umdasch manufactured bespoke wood furniture for the village market with great attention to detail. Highest priority is also given to waste prevention. In the unpackaged area, visitors will therefore find a wide range of loose goods – for example in the Solid Dispenser from umdasch and HL Display.

FACTS	
LOCATION:	Stanz, Austria
SALES AREA:	250 m ²
OPENING:	06/2020
SERVICE:	Manufacture, Installation, Shop Equipment
ARCHITECT:	Wolfgang Ebner
SECTOR:	Food Retail
CONTACT:	trixis-dorfmarkt.at



The Solid Dispenser permits the simple and clean filling of products in the dry goods section.



More photos are available here!



Bosch

SMART STORE DESIGN

FACTS

- LOCATION:** Graz, Austria
SALES AREA: 300 m²
OPENING: 05/2020
SERVICE: Concept, Design, Planning, Value Engineering, Manufacture, Installation, Shop Equipment, General Contracting, Lighting;
Digital Retail: Digital Signage, Electronic Shelf Labeling, Interactive Applications, Smart Tracking
ARCHITECT: umdasch
SECTOR: Consumer Electronics
CONTACT: bosch-home.at

Bosch stands for “Technology for Life” and innovative domestic appliances which make housework easier and more relaxed. The Bosch Store in Seiersberg near Graz opened in May 2020 as the second experience world in Austria for the interconnected world of domestic appliances. The elegant formal language of the store design and its smart options for flexible rearrangement together with shopfitting and digital retail once again bear the signature of umdasch The Store Makers. After the Bosch Store in Vienna turned out to be a real magnet with some 60,000 visitors during the past year, it is a retail concept that calls the tune for Bosch throughout Europe. Valuable experience with the former project and the positive reactions provided the basis for the new experience centre to the south of the provincial capital of Styria.



The new store concept was first implemented in Mariahilfer Straße in Vienna. Here you can experience it virtually!

Deutsche Bank

WELL ADVISED

FACTS

LOCATION: Hannover, Germany
SALES AREA: 6,000 m²
OPENING: 12/2019
SERVICE: Value Engineering, Manufacture, Installation, General Contracting;
Digital Retail: Digital Signage, Concept & Creation, Rollout, Maintenance & Support
SECTOR: Retail Banking
CONTACT: deutsche-bank.de



umdasch was awarded the exciting task of implementing the predefined design concept for the branch of Deutsche Bank in Hannover.



More photos are available here!



umdasch and its Digital Retail Division were also responsible for the technical planning and implementation of the numerous Digital Signage modules.

The range of services included, amongst other things, the conversion and extension of the self-service zones as well as the lounge areas and the consultation and office sections.



Legero Shoemakers Outlet

WHERE SHOES LEARN TO WALK

FACTS

LOCATION: Feldkirchen near Graz, Austria

SALES AREA: 1,200 m²

OPENING: 04/2020

SERVICE: Concept, Design, Planning,
Manufacture, Installation, Rollout

Digital Retail: Concept & Creation,
Digital Signage, Interactive Applications,
Rollout, Maintenance & Support

ARCHITECT: Dietrich Untertrifaller, umdasch

SECTOR: Footwear & Accessories

CONTACT: legero-united.com

The Austrian family firm legero has been producing shoe fashions for almost 150 years. An innovative outlet was opened near the headquarters in Graz, Austria, in 2020. legero commissioned the Store Makers at umdasch with the design of the retail space. Together with legero they not only developed a completely new outlet concept, but also took care of the project management, production and installation. The Digital Retail professionals at umdasch were involved from the start so that the exciting digital solutions which legero set great store by could be incorporated even during the planning phase. Thus the integral shopping experience is supported by technology adapted to suit the product range in order to introduce the appropriate added value for the target group concerned. One example is “Lift & Learn”, which encourages interaction between shoes and customers, who can decide in favour of a particular model through pictures and videos even before trying them on. Another tool is the impressive “Artistic Videowall” behind the service counter, which attracts the attention of customers even from a distance with its dynamically presented content.





View the 360° tour here!

The "Artistic Videowall" attracts the attention of customers from afar with its dynamic content and specially created animations.



The shelves in the central space have been fitted with electronic price labels. legero can therefore carry out changes to various shoe models in real time.



More photos are available here!

Lift & Learn technology: Simply pick up a shoe, find out about it and gain inspiration from the screen.



ALEJA-Center with INTERSPAR

LUNCH IS SERVED!

ALEJA has brought a multifunctional location for shopping, gastronomy, leisure and sport with a number of innovations to Ljubljana. Mixed use is what is called for. As in all SES Centres (Spar European Shopping Centres), particular attention has been paid to the gastronomy. This time it is a food court under a huge dome with outdoor terraces for all the gastronomy operations.



National and international cuisine with service lie side by side with fast-food establishments for quick snacks. The seating areas for the fast-food operations were fitted out by umdasch The Store Makers, who manufactured table combinations and room dividers as well as leather benches and niches with seating.

Of course, no SES shopping centre would be complete without an INTERSPAR hypermarket from the concern's own family of companies. The Store Makers from umdasch were their partners for the furnishing and shopfitting. The current ASPIAG (Austria-SPAR-International AG) model market concept offers numerous special features with some 40,000 products and makes the hypermarket, which extends across 3,800 square metres, into a pleasurable experience. The highlights include several Solid Dispensers by umdasch in cooperation with HL Display, enabling the packaging-free purchase of nuts and dried fruits. For the convenience and take-away concept "SPAR to go", the Store Makers produced the service desks and the cladding for the chilling units behind. The result is an attractive stage for freshly prepared pizzas, snacks, salads and sandwiches.



More photos are available here!

Peter Glaszner, Furnishings / Model market International of ASPIAG Management AG



“umdasch has repeatedly proved itself throughout our long-standing partnership with the way it contributes good ideas as well as its excellent implementation of the demands of our ASPIAG concepts.”



The "Energy Zone" was fitted with a complete chilling unit for the first time and provides a special focus in the drinks section.

In the fast-food area, some of the glass tiles are darkened with stylish triangles of fabric, which were also supplied by umdasch.



FACTS

- LOCATION:** Ljubljana, Slovenia
- SALES AREA:** 2,300 m² ALEJA Foodcourt, 3,800 m² INTERSPAR
- OPENING:** 05/2020
- SERVICE:** Value Engineering, Installation, Shop Equipment
- ARCHITECT:** ATP arhitekten ingenieure / ASPIAG
- SECTOR:** Food Retail
- CONTACT:** aleja.si / aspiag.com

Marcus Wild, CEO SES Spar European Shopping Centers



“We appreciate the wide variety which umdasch offers as a single source for interior design – from the planning to the invitation to tender to the execution. At the same time the architectural style matches up to our high design requirements.”

Which Shop Equipment type are you?



**WILL FIT YOU PERFECTLY:
NEW PRODUCTS BY UMDASCH**

Quality, according to a retailer's wise saying, is when the customer returns but the product doesn't. Here are some quality products by umdasch which will help you, and with which you will be in the best possible position at the PoS. Whether you need sustainable, smart, flexible or culinary solutions. Or solutions for carefree shopping. You decide what would suit your business!

Quick Test

Shop Equipment

Neo-ecology, digital applications, connectivity, design and most recently also safety features – retailers today have a lot to cope with. Where should you invest next? Complete the umdash test and find out whether and if so which investments could turn out to be profitable for you.

WITH REGARD TO MY PRODUCT RANGE, I RELY ON ...

... The widest possible range of organic-certified products or organic food products	(A)
... Refreshments for customers and a constantly well-stocked chilled display with convenience products	(D)
... The latest seasonal offers, which change fast and frequently	(C)
... Products which make the lives of my customers at home more attractive	(E)
... Nothing of the sort; I generate most of my revenues online. My store aims to provide experiences	(B)

AT THE END OF THE DAY ...

... The Return on Investment is all that matters to me	(C)
... I calculate how much plastic waste could be avoided through the various campaigns	(A)
... I check the number of new infections in the past 24 hours	(E)
... I think about which processes could be digitalised and hence made more efficient	(B)
... I examine the relationship between storage and experience areas in the sales space	(D)

MY STAFF ...

... Are constantly trained to keep their distance and to wash their hands regularly	(E)
... Spend too much time putting away the products, so that the customer advice suffers	(B)
... You will meet them in their spare time at “Fridays for Future” demonstrations	(A)
... Like to offer my customers advice over a cup of coffee or a snack	(D)
... Would like more opportunities for creative product presentation	(C)

FOR MY TARGET GROUP, CUSTOMER EXPERIENCE IS ...

... A place for social contacts and community zones where they can spend time	(D)
... A carefree shopping experience with a feeling of comfort and safety	(E)
... To constantly experience new impressions and varied Visual Merchandising	(C)
... The connection of store design and digital elements with personal customer advice	(B)
... The possibility of re-using containers and packaging they have brought with them	(A)

You have made your choice. Make a note of the letter you have marked most frequently. Is there a clear trend or can you recognise different tendencies? You will find the solution on the next pages!

(A) Sustainable

In your eyes, retail should be not only fair but also green. Sustainable things last. And if they leave a trace, then the ecological footprint is as small as possible. They hold up the red card to the wasteful squandering of resources. And they bring nature into the store with green design ideas.



Scan and learn more!



LIQUID DISPENSER

↳ Maintain your liquidity with refilling. The award-winning Liquid Dispenser refills the empty container as soon as you press the button. You pay only for the content that has flowed through the tap. It's clean, accurate and hygienic. And it is child's play to use. A display provides the consumer with step-by-step instructions. Perfect for cleaning and body-care products. Recycling was yesterday.

SOLID DISPENSER

↳ To pour or to ladle – that is the question here. With the Solid Dispenser your customers are spoiled for choice. They can take exactly the quantity they need. Suitable for almost all dry goods. You can save packaging waste without compromising on the design. Because the Solid Dispenser can be individually designed to blend in harmoniously with your retail presentation.

GREENSHELF

↳ For all those who believe that shelving is important. Green-Shelf takes on a supporting role as a back wall or as shelving positioned freely within the space. It does not matter whether it is made of pliable materials like wooden meshwork or rigid materials like clay slabs. Ensure your CO₂ footprint is as good as possible and that it fulfils the most discriminating aesthetic requirements at the same time. And also sets creative accents.

REFRESH YOUR SHELF

↳ Are you looking for rejuvenation for your inventory? Then the Refurbishment Concept is just right for you. Under the motto "Refresh Your Shelf", decommissioned shelves are cleaned, re-coated and re-assembled – or partly replaced by new elements. The basic structure remains the same.

(B) Smart

Others just make exaggerated promises. You know that today the digital transformation is merely common courtesy. Because your leisure time and that of your customers continues to increase. And it takes more than atmosphere to create a contemporary shopping experience. With smart high-touch solutions by umdasch the "aha" experiences are pre-programmed.

XSHELF SUITE

↳ Here your inventory control system, there your electronic price labelling. It is at this interface that the xShelf Suite switches and controls. The software is serviced centrally by umdasch – and so your data is recorded integrally. The exchange of individual price labels? A change of supplier? Just a matter of form.

LIFT & LEARN

↳ You are looking for a little more? Lift & learn links haptic experience with digital experience in a playful manner. If your customers pick up a product, further information about it will appear on the screen. Or they can compare it with another product. This way, learning is fun!



Scan and learn more!



SMART SHELF

- ↳ Huge gaps on the shelves? You cannot help but smile knowingly. Because the Out-of-Shelf Management recognises in good time when the goods on the shop floor are in danger of running out. This is made possible by the special shelves which recognise whether there are still products there or not. Very smart.

SELF-CHECKOUT

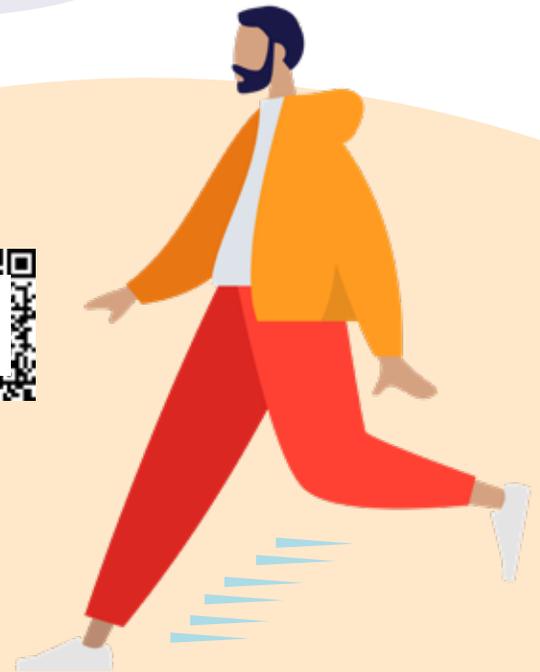
- ↳ The customers are in charge: With the shopreme self-checkout method they can pay conveniently via app. Simply scan the products with your smartphone and choose the payment method. It is so easy that you will have customers queuing up in your shop. But not at the checkout. www.shopreme.com

(C) Flexible

How would it be if your establishment adapted to your requirements and not vice-versa? Multi-functional shop equipment is the alternative to frequent renovation cycles: flexible elements, with which you can react rapidly and cost-effectively to product ranges, seasons and even target groups.



Scan and
learn more!



FOLD-UP!

- ↳ There are start-ups, pop-ups – and now fold-ups as well! These are self-assembly shelves consisting of two, three or four basic modules. Shelves to fit all combinations are available. The modular system can be individually designed, erected in a few minutes – and will be delivered ready pre-configured upon request. Get up, stand up, Fold-up!

TURNTABLE

- ↳ The Turntable shelf consists of five shelves lying on top of each other. In no time you can make it into a table. And anything in between – thanks to its infinitely variable inclination. You need not even remove the products from the shelf. All you need to do is to fill it up – with different products every day if you like. There are no limits to your imagination. Nor to the branding.

RETAIL CART

- ↳ You simply take the chassis of an electric vehicle and combine it with a mobile sales surface that will suit your brand or your product. With the Retail Cart, you will be holding excellent cards, not only at the airport. Zero emissions, but with 1001 good ideas for getting your business under way – for example with a PoS terminal, display shelves and shutters.

VARISHELF

- ↳ Merchandisers, please pay attention! The Varishelf is ideal for skewed presentations. First of all, literally. Because the lower shelves can be pulled out as required. So you can arrange the goods or selected products step by step.

(D) Gastronomically

“Eating is the new shopping,” as the saying goes; at least, food service represents a new asset class within the context of retail concepts – whether dining on the spot or as a take-away. You know this and want to integrate the uncomplicated enjoyment of fresh food. Here we can present you with solutions that your customers will want to try out.



Scan and learn more!

BAKE OFF

- ↳ The baker on the corner, devised as a modular system for small baked goods: from the standard variant to customer-specific solutions, progressing step by step from the optimal presentation of oven-fresh baked goods to heated versions to the combination of multiple Bake Offs to a real Bakery Shop. There are no limits to the quick pleasures of a snack while travelling.

GASTRONOMY

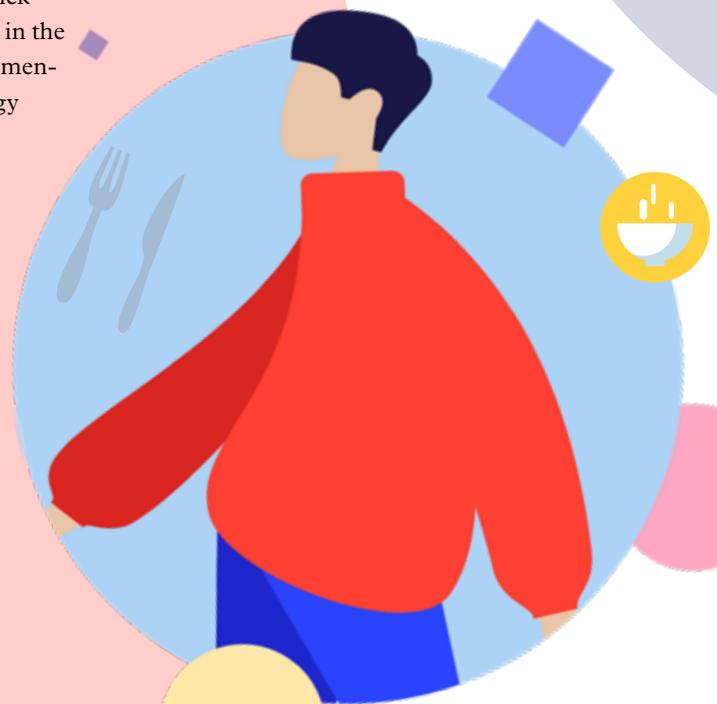
- ↳ The culinary arts on the retail scene. umdasch is an expert when it is a matter of implementing Food & Beverage elements on the floor – from the serving counter with technology to the seating area. Regardless of whether you want to serve the functional or the emotional needs of your customers.

CONVENIENCE

- ↳ Convenience has many facets, starting with the chilled counter for sandwiches to the Enothek – an automatic filling facility for wine tasting in the shop. The main focus is on the culinary momentum. In line with the CI, complex technology becomes an integral part of the furniture. Thanks to the extensive experience and a wide-ranging network of partners.

OMNISTORE

- ↳ You are a food retailer and want to rethink your business? With umdasch OmniStore you can transform your existing stores into small logistic wonders – including integrated picking for online orders.



(E) Carefree

You stick to the distancing rules, and that means: about two metres distance from other people; you wear a mask; you practise the highest level of hygiene. As a responsible business operator, you want more than that. Even more safety at the PoS – for a customer experience that is as carefree as possible.



Scan and learn more!

HYGIENE STATION

- ↳ All the compulsory measures for shops combined in a single appliance: the Hygiene Station dispenses disinfectant in a contactless manner, serves as a cloth and mask dispenser and in the professional version even regulates the access control. Hygiene Management in all sizes and to suit every budget. For maximum virus protection.

UV-C FITTING ROOM

- ↳ Stale air in the changing cabin? Not with the UV-C Fitting Room. The UV-C light it uses ensures rapid and safe disinfection of all items of clothing, accessories and surfaces, thereby destroying 99.9 percent of all bacteria and viruses. The cabin comes tailor-made for your store, and can be retrofitted without difficulty.

CUSTOMER FLOW MANAGEMENT

- ↳ Displays with built-in camera and a counter function, either as a stand-alone solution or integrated into the Hygiene Station. The maximum number of people in the store can be determined via a user surface, and a traffic-light system regulates the flow of customers. That way you are always on the safe side. And so are your customers.



A, B, C, D or E? The best innovations for the PoS

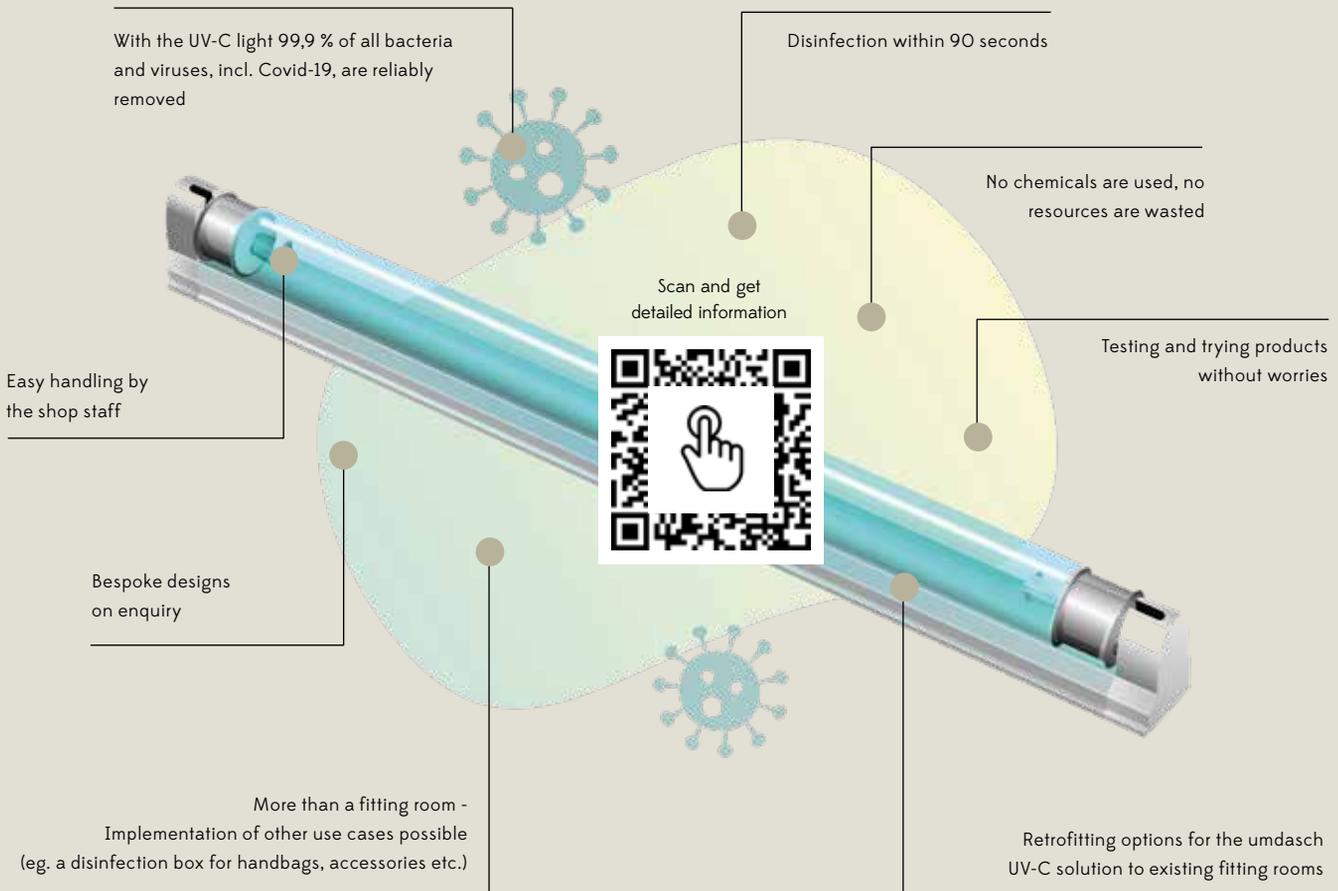
It does not always have to be *either-or*. What about *Not only-but* also? Combine services and offers for your business exactly as you need them. At umdasch you will find a contact person for the overall picture, but also for every detail, no matter how small. We can help you to plan and implement your concept. Everything from a single source, tailor-made, according to your requirements. (an)

UV-C Fitting Room



Bring back consumer confidence in your store!

The fast, safe and sustainable way of disinfecting products and surfaces.



Get in touch

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The Store Makers at umdasch will provide you with the latest information about store design and the retail scene. We present the concentrated knowledge for you in our magazine shops and via our online channels.

Let us know which umdasch channels you prefer to use for information – **and win a participation place including travel for the Retail Experience Tour in Venice on June 17 and 18, 2021.**



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