

shops ¹¹⁹

Analog, digital, collegial:
Behind the scenes at Umdasch Shopfitting



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UMDASCH
SHOPFITTING

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“What’s next?”

Dear Readers!

For a total of USD 14 billion, Amazon recently acquired the organic supermarket chain Whole Foods and overnight emerged as the owner of 440 food stores in the USA, and 20 of them abroad.

Amazon has once again demonstrated that it is above all a retail giant that conquers markets strategically; whether on the Web or stationary essentially makes no difference. Omni-channelling is the current main focus, and yet what is really interesting is that a far larger number of retailers are talking about it than actually doing it. Whereas consumers are not talking about it at all but doing it all the time. Now while that may be putting too fine a point on it, I do believe that we'd all agree that everyday shopping today cuts across all channels simply depending on availability.

In “shops # 119” we address the diverse opportunities for what retail can look like in order to achieve optimal sales. We speak to Kai Hudetz, one of the most renowned retail experts in Europe, on changes in retail spaces, offerings, the value added from online retailing, and how stationary retail can lock into it.

Christoph Bründl, who took over the family business in Austria, gives us an idea of his recipes for success in fashion and sportswear retailing. He tells us what core competences he feels are key and how he defies the hype around online shopping.



Moreover, “shops” gives you an exclusive glance at the results of the major retail study conducted by Umdasch Digital Retail and Winnovation. The study covered the market needs of more than 400 retailers, retail experts and consumers from Europe and Canada, and explored on what retailers should focus in future.

This time, our Gallery section whisks you away on a trip from Moscow across the Arabian Peninsula to Europe, and presents recently realised Umdasch store projects, all spiced with personal stories and anecdotes by our Store Makers.

Talking of Store Makers, in the wake of presenting the general contracting services (in “shops # 118”, pages 18–21), in this issue of “shops” we introduce Umdasch’s logistics solutions. Get an idea of what goes on behind the scenes of the one or other short-term mega-rollout project.

And last but not least, I'd like to take the opportunity to offer you a taster of the “shops # 120” issue. The Umdasch corporation was founded in 1868, meaning 149 years ago. In the # 120 jubilee issue on 150 years of Umdasch we will be offering a special view of the history of our successful family-owned corporation.

With my best wishes,
Petra Böttinger-Barth



Image source: Robert Faldner

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News & Facts

WORTH A VISIT

The Shop Show at the Umdasch headquarters in Amstetten, Austria, is sporting a new look: The show-room functions as the embodiment of Umdasch's competences and presents current retail trends. An impressive Lifestyle Tower, the presentation of the areas of expertise and Divisions, temporary customer exhibits – all these elements offer visitors insights into the world of Umdasch Shopfitting.



The concept is rounded out with numerous digital features. Visitors can experience up close how the digital products ESL.inclusive, Digital Signage, Transparent Screen or Sound Shower can be incorporated into stationary retail and integrated optimally. A highlight is the Smart Tracking Analysis by Umdasch, with camera technology that records the path customers take and evaluates heat maps. Umdasch's new show room invites visitors to enjoy inspiring discussions, and also not to be missed is a visit to the staff restaurant, which was designed and realised specially by Umdasch. Here too, digital products have been incorporated into the design, such as ESL.inclusive by Umdasch and Digital Signage.

UMDASCH IS "OUTSTANDING"

Umdasch stands for superior store solutions. With its expertise rooted in craftsmanship, its competence in digital retail and its hugely innovative spirit, the Umdasch Store Makers have already won many awards from experts in business, retail and innovation management. Umdasch realises outstanding projects for extraordinary customers, and this has likewise been recognised by expert juries for renowned awards and institutions.



Image source: Umdasch Shopfitting

UMDASCH AND THE WORLD

With around 20 branches in ten countries worldwide, Umdasch Shopfitting boasts a global network of sales and production locations. And the company is growing: Just a short while ago, Umdasch opened its own location for general contracting in Osnabrück, Germany. From here, the experts coordinate building management projects such as Bonava in Neu-Isenburg, Germany, or Patrizia Pepe in Parndorf, Austria. Internationally too, Umdasch is pursuing a long-term growth strategy. The latest new opening is the sales office for food retail in Aichach, Germany, which launched in May with the aim of ensuring even greater effectiveness in the management of food activities in the German market. Next to begin operations will be the office in Jeddah, Saudi Arabia. Here, the focus will be on consultancy, project management and sales.



UMDASCH SHOPFITTING LOCATIONS

- AUSTRIA:** Amstetten, Gleinstätten, Innsbruck, Leibnitz, Linz, Vienna
- GERMANY:** Aichach, Neidenstein, Oberhausen, Osnabrück
- SWITZERLAND:** Oberentfelden
- UK:** Oxford
- IRELAND:** Drogheda
- UNITED ARAB EMIRATES:** Dubai
- SAUDI ARABIA:** Jeddah (in planning)
- CZECH REPUBLIC:** Litomyšl
- RUSSIA:** Moscow

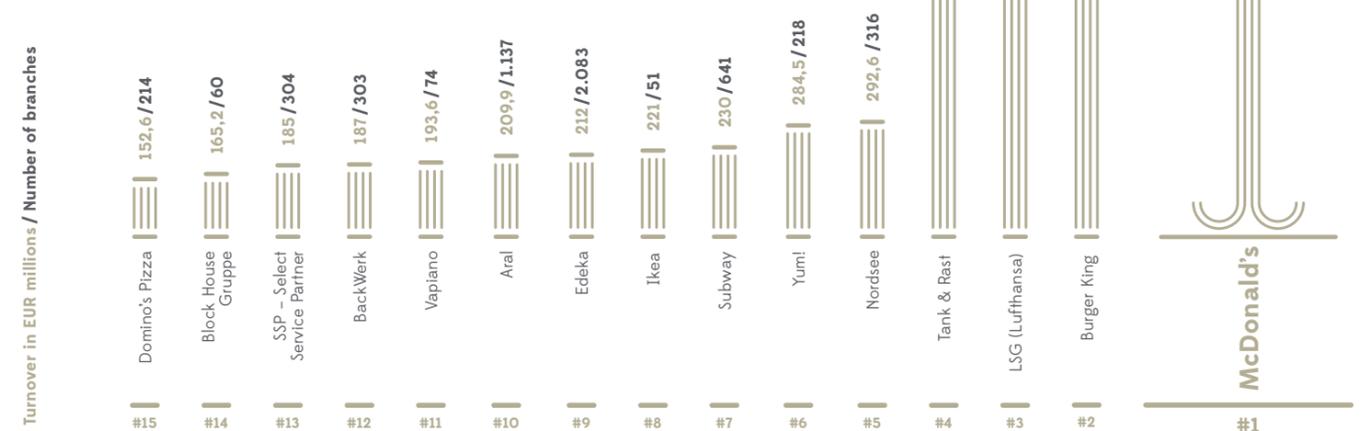
Together with the affiliated company Doka, there are more than 180 logistics and sales offices in more than 70 countries.

WE'RE LOVIN' IT!

Regardless of whether you're in the Dubai Mall (UAE), the Mall of America in Bloomington (USA), the Siam Paragon Mall in Bangkok (Thailand) or Austria's Plus City in Linz – the food courts in shopping centres are often given scant consideration. And what's more, the ever more diverse gastronomic scene has meant these are now a veritable attraction in shopping centres. The proportion of space given over to gastronomy has risen from 5 to 12 percent currently, and is expected to rise further to 20 percent. Since as recently as 2010, the space dedicated to food courts has grown by 38 percent. (cp)

Source: Across

Top system caterers in Europe in 2016



EuroShop

2017



AN EXPERIENCE REPORT

Antonia, a bubbly young Berliner who is 31 years old and a graduate in interior design and 3D Planning, stands before the exhibition site in Dusseldorf and surveys the hectic and colorful goings-on: EuroShop 2017. In her profession it is hugely important to stay on the ball and to continually find new impulses, and what better place to do so than the world's biggest shopfitting fair? Antonia is spending two days there and is on a trend-scouting mission.

After a tour through the 18 exhibition halls featuring more than 2,000 exhibitors from all over the world and full of products, ideas and inspiration, the young Berliner is excited by everything she has seen, but is also exhausted. In spite of the huge flood of information, Antonia identifies six clear trends in shopfitting and retail design, which will be the key for the stores of tomorrow.

Image source: Umdasch Shopfitting, Collage Typemix.at

MATERIALS – MIXING IS ESSENTIAL

“It also needs to be pleasant to the touch, that’s the motto”, explains Maik Drewitz, Head of Consultancy at Umdasch Germany. With various materials – ranging from wood to concrete surfaces to plastic – the consumer should be offered a haptic experience. In stores, a certain excitement is created primarily by a suitable mix of materials – for example with the combination of hot and cold or hard and soft surfaces.

GRAPHIC ELEMENTS – LEARNED FROM GASTRONOMY

One particular eye-catcher these days is the use of graphic stylistic devices like chalkboards, emotional image-building pictures and graffiti. Information graphics are an important part of every good store concept, learns Antonia, who is currently working in the shopfitting department of a trendy lifestyle brand. Antonia quickly grasps how these approaches are no longer confined to the gastronomy scene. In shopfitting too, they can be used to create individuality and memorability.

FLOORING – HIP VINTAGE CHIC

Floor coverings are currently being reinterpreted, Antonia discovers as she looks around hall 10. Plain, subtle flooring is a thing of the past – the current trend is for surfaces with classic ornamentation in a vintage style. It’s precisely in such environments as stores and system gastronomy outlets that this, combined with a modest interior, can create a retro vibe and a feeling of coziness.



A wake-up call

Those who don't move with the times will, in time, be moved. Dr. Kai Hudetz, Managing Director of the IFH Cologne, discusses the changes in retailing, the influence of Amazon and the like, and why there's no longer any justification for "more of the same".



Dr. Kai Hudetz

Born in 1967, studied industrial engineering at the University of Karlsruhe and in Cologne. After some years spent at the Fraunhofer Institute in Karlsruhe, he now heads the E-Commerce Centre (ECC) in Cologne, which he co-founded in 1999. Since August 2009 Hudetz has been Managing Director of the IFH Cologne, the European institute for trade research in the digital age. In addition, he is also a member of various advisory and supervisory boards, and regularly appears as a speaker and moderator at trade conferences.

Image source: Institut für Handelsforschung

Dr. Hudetz, the IFH Cologne has been following the developments in the world of digital trade for a long time now. Can you summarise the trends briefly for shops?

↳ The smartphone has undoubtedly developed into the biggest influencing factor in the customer journey over the past few years. These days, consumers use digital and analogue channels in parallel. The challenge for retailers is to find out where and how to address customers. The channel-based approach is a thing of the past; what's needed now is an overall perspective, but this overall approach is also related to a customer-centered outlook. These days there are very few purchases initiated without any involvement of the Internet. And not least, the advantages of online shopping are what consumers seek across all sales channels.

In 2010 Amazon, the biggest Internet marketplace, recorded sales of USD 34 billion; now that figure has climbed to 130 billion. How can you explain this success?

↳ Amazon's success is based on a very clear strategy, which the company has been pursuing relentlessly throughout its more than 20-year history. Amazon aims to offer the customer clear added value with every one of its solutions. Initially, the company clearly also adopted the price line as a start-up, but in the meantime factors such as speed, convenience (one-click shopping) and the exploitation of customer data have become indispensable factors for success. And customers have rewarded this. Amazon is now one of the most trusted retailers in Germany.

In a recently published study, you wrote: "Amazonization" is often seen as a source of evil by stationary retailers." Why is that?

↳ Many years ago I was already saying to retailers that they shouldn't ignore Amazon. But it's not as simple as Amazon merely crushing all other retailers with its power in the market. What's much more important is that everyone analyses for themselves why the Internet giant has been so successful. Convenience and speed are the two factors I mentioned, which are things that can also be implemented on the shop floor.

In stationary retail there is a wide range of ways in which stores can stand out: increase service quality, build up the retailer as a brand, and offer helpful online services such as Click+Collect, online appointment bookings, and availability displays. It's very important that each retailer defines for itself how it can create added value for its customers and it then also needs to implement this consistently. I'll give you an example: Amazon charges for gift-wrapping books. Many book retailers offer the gift-wrapping service free of charge. Here, it's worth communicating and offering this service actively, and not hiding it away in the back corner of the shop, only to be offered when customers request it. If you take that approach, then the impact is definitely lost.

Among the success factors of online shops, you cite how easy it is to find products and their broad availability as essential points. Can this concept also be applied to the shop floor?

↳ The issue of goods availability is undoubtedly a problem for some retailers. The Internet has made consumers impatient, and this is something they are now demanding. Retailers need to master their logistical processes and make stocks available in real time. They need to be at a stage where they can give their customers information about whether the item is coming, when and how it can be collected or whether it should be delivered, and if so, to where.

On the topic of how easy products are to find, we need to differentiate between those who want to seek and those who want to find. For those who want to find goods quickly, the patterns of the Internet have to be transferred to the shop floor. Hence, for example, the store must be easy to navigate thanks to good lighting and signage. The customer should be able to find the product intuitively. On the other hand, those customers who like to stroll and browse need the presentation at the POS. For them, it's important that elements of the shop floor are always changing, such as special placements, promotions or themed merchandising. They are looking for attractions, in the truest sense of the word.

For me, there's one thing that is equally important, and that is getting to know the customer. In short, it's all about data. One of the biggest drivers of online retail is data. It's not just about gathering data, but also working with it and using it in a customer-centric way. So it's actually nothing more than reinterpreting the basic ideal of the small-scale retailers of days gone by. And that's something the online world does perfectly, while stationary retailers often continue to advertise with boring birthday vouchers and across-the-board ten-percent discount offers.

But are consumers ready to disclose their data and preferences?

- ↳ Yes, definitely. When customers want to use a high-quality service, they know that they have to supply certain information. Thus I can explain to a customer, for example, that I need his mobile number so that I can send a quick WhatsApp message to inform him of an offer that is available for a limited time only.

Do digital solutions at the point of sale help here?

- ↳ Definitely. And I am firmly convinced that we will see even more developments over the next few years.

The technical solutions for customer-specific data usage by customer card apps are already there, and these will turn sales staff back into genuine advisors. At the moment when a customer is identified and approaches the advisor with a question, the customer's history can be recalled on a tablet, for example, which can then be used to assist with the sale. What sales people in small boutiques would previously have known automatically thus becomes accessible for large-scale concepts.

Retail businesses are becoming smaller on average.

This is a trend that has been taking shape over the last few years. Smaller outlets mean reduced ranges, which is surely ultimately reflected in lower sales, isn't it?

- ↳ That doesn't have to be the case. Stores will become smaller because the number of customers overall is not spread evenly. Top and special locations close to transport hubs will continue to enjoy a lot of foot traffic.

Here too though, technology will still be hugely important in making tangible the sort of products that are not available physically in the shop. These days, shops don't need to stock all sizes, colours and materials for a product. You only need to think about 'magic mirrors' for fashion retailers. This is a technology that already functions very well, and helps the customer to try an item in one color but to experience it in another colour not available in the store. With technologies like these, extensive ranges of products can be made available on small shop floors.

It's

all



about

data

On the subject of range: "More of the same" is no longer adequate. So reads the heading of your research paper on omni-channel retail in the digital age. How can retailers make their stores stand out in your view?

- ↳ Retailers need to work on their ranges. "One size fits all" is no longer the route to success. It is once again important to arouse curiosity, namely for products that the customer won't find elsewhere. Many retailers are trying to apply a clear own-brand policy to avoid being interchangeable with others. I am firmly convinced that in the future strong own brands will continue to play an even greater role. The second important component, I believe, is the shop itself, which is an essential building block for brand formation and the brand experience. What's more, these days the staff are the crucial element. Friendly, competent employees are now playing an extremely important role.

On the subject of staff: Live chats are one of the more recent developments on various Internet platforms. Consumers get the information they need to make a decision on their purchase immediately. Might that be an idea that stationary retailers could make profitable use of too?

- ↳ I would suggest it's the other way around. These days, online live chats are often hosted by call centre employees, but you could make the expertise of the stationary advisors available online. Let's consider the shop floor. There are often times when there's not a lot going on. Why don't the advisors spend this time hosting good online chats with customers? And they could also make their expertise known through blogs. There could be a whole lot of possibilities there.

Sales staff/social interaction is one of the most important characteristics distinguishing stationary from online retail. How can employees be motivated to actually create this added value?

- ↳ Unfortunately I can't give you a magic formula. The 'silo mentality' of the individual department or branch is deeply entrenched in retail. I recommend retailers urgently eliminate channel- and silo-based incentive systems. With these systems, you destroy the customer focus. That's what it comes down to. It's not about focusing on individual channels. These days you have to have KPIs (Key Performance Indicators) that incorporate the whole customer journey. Personally, I would incentivize employees on the shop floor if they are able to trigger online orders from their customers from their position there.

Pure player or omni-channel strategist: We are keeping a keen eye on the latest developments. Google is set to market Walmart products; Amazon most recently purchased the organic supermarket chain Whole Foods. What alliances can you predict beyond those?

↳ A few years ago we theorised that the end was nigh for the pure player. Online pure players only make sense if they want to be price leaders. After all, operating multiple channels increases complexity and is more expensive. From this perspective, the latest mergers are overly logical in my view. Google has the visitor numbers, while Walmart is the biggest retailer in the world. It's a good fit, right?

I am firmly convinced that we'll see alliances like this over the coming years too. The world of clearly defined value-creation chains will become much more blurred. Value-creation networks, on the other hand, will be ever more prevalent. To give you an example: from the product of train travel to the solution of mobility.

To conclude, let's take a look at the world of tomorrow: What form will the "coexistence" of Web shopping and stationary retail take in future? What are your personal recommendations for stationary retailers?

↳ Basics first. Consumers have become extremely demanding and want channel excellence. If the shop does not look great and trigger a wow-effect, and the sales staff do not give great advice, then you need to fix those points first.

And then you need to think beyond 'pure play'. The clientele that buys only from stationary retailers is quickly dying out. Well over 70 percent of Germans shop both online and in stores. The aim is to offer added value across all channels.

Dr. Hudetz, thank you for talking to us! (bp)



Basics first

Image source: Institut für Handelsforschung

THE LAST WORD



“**When I wake up early**, I look forward to my first coffee.

When I stroll along a shopping street, I look at it with the eyes of a retail researcher and see retail undergoing an ever faster transformation.

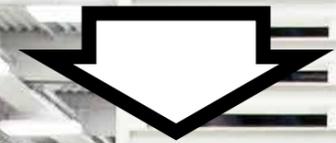
I'm able to switch off in the shower and in the car.

My favorite way to shop is in stores if I'm not in a rush or online if I'm under time pressure.

My smartphone is simply indispensable for me.

For me, the future is full of opportunities.”

EVERYTHING



under control



Individual one-off projects, flagship stores, complex rollouts – it's all in a day's work at Umdasch Shopfitting. The tools? A sophisticated logistics system, comprehensive storage capacities, experienced employees, coordination of various tradespersons, international network partners and much more. This can be seen in the Austrian city of Leibnitz in southern Styria, the location of Umdasch's biggest site.

Image source: Umdasch Shopfitting

When the office lights are switched off on a Friday afternoon at Umdasch's food retail site in the Austrian city of Leibnitz in southern Styria, the several thousand square meters of warehouse space are still buzzing with activity: The last loading jobs are being carried out. Ultimately, the materials have to arrive punctually at the building site on Monday morning so that assembly can begin with the start of the new working week. After all, with the big rollout projects, timing is everything.

Standing between several big trucks that are being hectically loaded, Gerhard Schantl has his phone in his hand. Day in, day out he takes care of logistics and the delivery of many tons of different materials. He ensures that the finished items of furniture are loaded into the right trucks and transported to the work site. This all has to be done at the right time and with optimum deployment of staff – regardless of whether that's in the warehouse or at the assembly stage, which takes place prior to installation. Schantl has been working as Logistics Manager for Umdasch in Leibnitz for 17 years, so seamless rollout processes are part of his daily routine.

One example is the Austrian innovation company Eat the Ball – a new customer of Umdasch Shopfitting, which is relying on the Store Makers' many years of rollout experience in Food Retail and the drugstore industry. The latest project? Umdasch is fitting out a total of 110 Merkur outlets with Bake Off presentation furniture for Eat the Ball – the “bread of a new generation”. “Tremendous manpower goes into a complex project like this, along with perfectly coordinated teamwork and, most importantly, a structured way of working”, explains Schantl. “Thanks to our many years of experience and our strong substance, we have everything in view and know what's important to the customer.”

Having “everything under control” is the key to success with the volumes that leave the production sites in numerous units every day. Every phase of the logistics process is therefore organised down to the finest detail:

Gerhard Schantl

PROFESSION:
Logistics Manager

JOINED UMDASCH:
2000

TIME SPENT ON THE PHONE PER WORKING DAY:
over 50 %

STEPS PER WORKING DAY:
around 10,000

PHASE 1

KICK-OFF MEETING

The kick-off meeting is the time to discuss delivery deadlines and project volumes. Taking the example of Eat the Ball: “In this phase I determined exactly how big the warehouse needed to be and what infrastructure was needed for the delivery of the 110 units of presentation furniture”, Schantl explains.

PHASE 2

PLANNING

“Once the basic conditions are in place, the timing is established based on the installation plan. To ensure punctual completion, we set up five installation teams which installed all the Eat the Ball fittings for more than 100 locations within the space of a week”, the Logistics Manager goes on to say. In addition, Schantl has checked whether all of the materials required for the project are available.





“We have an obligation to the customer to deliver huge volumes – and this is something our staff put into practice on a daily basis. I’m always happy to knuckle down here too.”

PHASE 3

ORGANISING THE TRUCKS

“The job of organising the transportation should not be underestimated”, according to Gerhard Schantl. “For delivery of the Eat the Ball interiors, we contacted international haulage partners, planned optimum routes and eventually decided who would deliver the finished items to the Merkur branches punctually.” When it comes to bottlenecks too, the team simply has to roll up its sleeves and try to find the ideal solution. That’s when Schantl reaches for his phone once again – and always finds a way.

PHASE 4

ASSEMBLY

If the customer requires an assembly phase, meaning the furniture items are put together in the warehouse, this takes place before the picking and packing stage. The assembly team is organised; with new parts, extra time must be scheduled for briefings.

PHASE 5

PICKING AND PACKING

Planning is followed by implementation: Picking and packing can begin. Here, materials, furniture items and additional parts are brought together from different warehouses. Logistics teams determine the installations to be sent to the individual locations. “Unlike with rollouts, when the same parts go to each branch, it can be a huge challenge to take into consideration the different ranges of items for individual stores. Here, it’s crucial to have good coordination in the team to ensure optimal delivery”, Schantl explains.



Image source: Umdasch Shopfitting



PHASE 6

LOADING AND TRANSPORT

When it comes to loading and transport, Schantl pays particular attention to securing the goods in order to ensure safety on the road but also optimum quality when the goods arrive. The distribution sequence is able to run seamlessly because Schantl and his team check each transportation with corresponding cargo lists.

PHASE 7

FEEDBACK

You learn from experience – and that’s why customer feedback is particularly important to the logistics team. In case of a new project, the logistics process is reviewed critically in this phase and optimised for the next branch consignment. Where Eat the Ball is concerned, however, this wasn’t necessary. “We were able to convince the customer with our many years of expertise in matters of rollout processing”, explains Schantl. “After so much organisation, internal and external coordination, it’s nice to look back on successful rollouts and satisfied customers at the end of the day. That makes me proud”, summarises Schantl. (cp)

“UMDASCH SHOPFITTING IS ABLE TO PROCESS HUGE VOLUMES IN A SHORT SPACE OF TIME, DELIVER PUNCTUALLY TO CUSTOMERS AND INSTALL ON SITE. THANKS TO OUR MANY YEARS OF EXPERIENCE AND OUR STRONG SUBSTANCE, WE ARE ABLE TO FALL BACK ON WELL-DEVELOPED STRUCTURES. THIS IS IMPORTANT PRIMARILY FOR CUSTOMERS WITH LOTS OF POINTS OF DELIVERY, LIKE EAT THE BALL.”



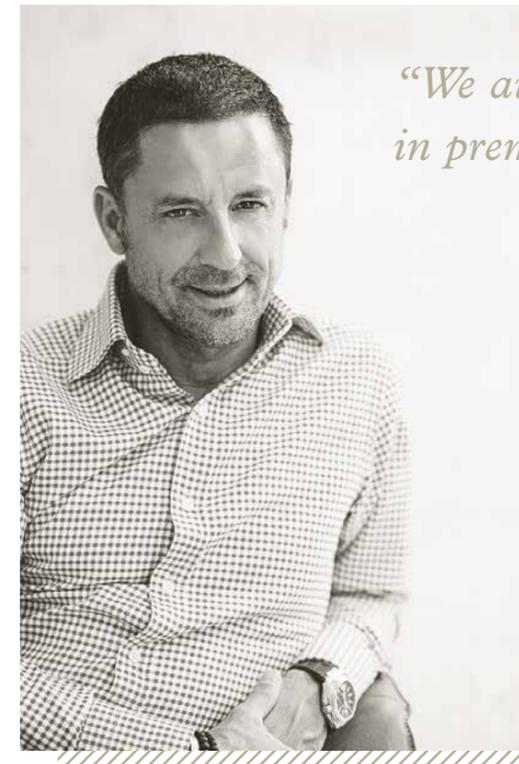
THE Crocodile



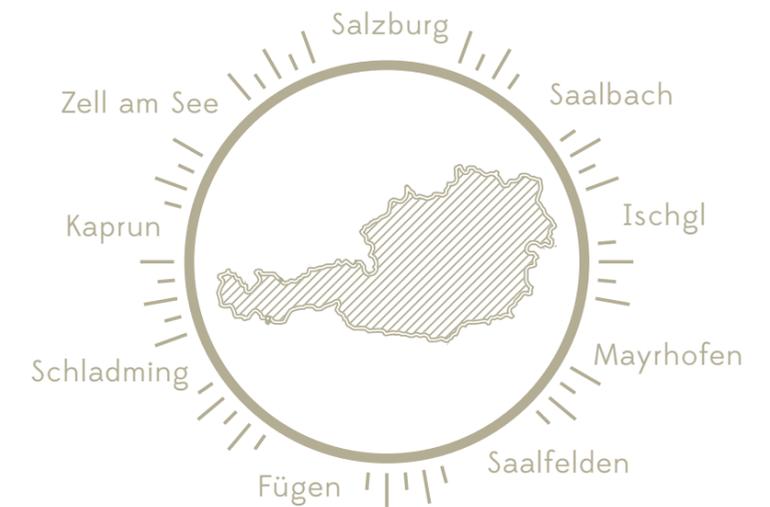
in the Mountains

In order to understand how offline works in the digital era, it is worth taking a look at the sports retailer Bründl from Austria. A lesson in honest customer relations. And a genuine shopping experience.

Image source: Johannes Vogt for blocher partners



“We aim to be the very best in premium sports retailing.”



Outside, the sun is shining over the Kitzsteinhorn mountain, once again allowing it to reveal its full splendor in these late summer-like fall days; inside, in the main Intersport Bründl store in Kaprun, the boss is already giving some thought to the coming winter season: A new shop just opened in Saalfelden. It is the sports retailer’s 24th, and in the next few months needs to demonstrate that once again the Bründl “adventure shopping” formula works – and that taking a business risk is worthwhile.

Anyone acquainted with Christoph Bründl knows that he already has new plans up his sleeve – even if he only answers questions in that direction with a smile. But one thing he does rule out: There is not going to be a Bründl store on the Internet. “I have no intention of being a small fish in the European online shark pool, as the sharks are becoming ever bigger and more brutal; we wouldn’t stand a chance.”

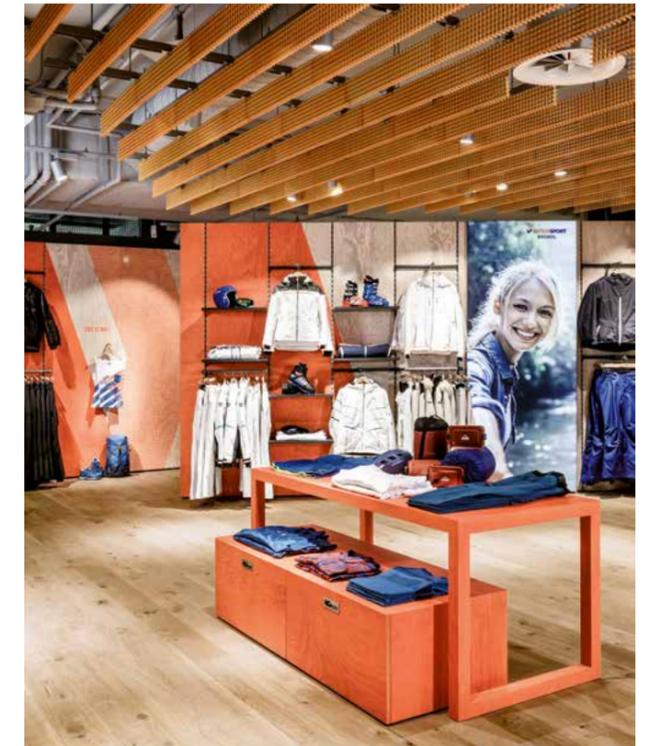
I beg your pardon? A small fish, the man who is managing partner of over two dozen outlets in nine towns and cities in three Austrian states, with some 450 employees and 19,000 square meters of retail space? “I prefer to be the crocodile in the mountains”, he says. To be more exact: “The only crocodile in the mountains.” The sharks, i.e. Amazon, Zalando and their consorts, are welcome to fight among themselves for the top places on Google; Bründl is striving to lead the way in the Austrian winter sport resorts. “We aim to be the very best in premium sports retailing,” the crocodile says. And, as far as possible, without the online community. OK, there is a website, and a few social media channels, but no online shop. Because to be one of the big players you have to be the leader in terms of price, logistics and presence. “We head for Bründl as if flocking to a temple that will fulfil our desires”, is how the boss puts it.

Image source: Bernd Kammerer

Quality means the customer coming back, not the product. Bründl offers an exchange guarantee. If you don't get on with your brand new skis, bike, ski boots, or walking shoes, you can just return them, end of story. For those who have still to make up their mind there is "Test & Buy", a scheme whereby you can put a product to the test and only pay when you are convinced it is right for you. With measures such as these the sports retailer has become a leader after all, an analogue leader. And after a good 60 years, the question of whether the crocodile in the mountains ever faced predators is no longer asked. "We only ever attack ourselves", Bründl says. "We are always the ones who question ourselves, reinvent ourselves, and raise the bar." His credo: "Get away from the boring, dead middle of the market, which is defined only by price and copying ideas." Christoph Bründl and his brother Bernhard, the head of the legendary Bründl Academy, are the second generation of the family to run the business. Their father Hans established it in 1956 as an Alpine garage start-up. The wainwright initially made skis, as did other Austrian skiing pioneers. There were many in Kaprun, a village with a mere 3,000 inhabitants, who shook their heads whenever Bründl altered or expanded his headquarters, eight times in total. Until the last building, hardly a few years old, made way for a spectacular monolith, an Alpine provocation with the rank of a place of pilgrimage. Nowadays they all know better, apart, it would seem, from Bründl. In the boss's office there is a quotation by Steve Jobs, who made another start-up by the name of Apple into something big. "Everyone said: 'It can't be done.' Then along came someone who didn't know, and did it." In principle that describes Bründl's approach very well. When others erect walls if there is a storm brewing, Bründl builds windmills. If business moves online, Bründl opens up new stores in idyllic mountain settings, as he did recently in Saalfelden and the Zillertal valley. While service and advice are being taken away from customers and sold as a self-service project in an emancipatory declaration, Bründl declares his employees to be the biggest asset – and regularly invests a small fortune in them.

It is actually only superficially about selling and hiring out. Emotional ties are more important than skis and ski bindings. Turning visitors into customers, and customers into active fans. This way the jack of all trades has become one of the big names among sports shops. He has been shaking the sector up for years now, working with small data rather than blindly trusting algorithms. Likes making supposedly unpopular decisions at short notice, but never shortsightedly. Talks about extraordinary ways of selling, development facilities and quality of life even before the closing time, whilst others are making headlines with temporary workers and disgraceful working hours. The signal from the mountains: The more digital things are, the more human they are. Bründl is convinced that "in the future too, most people will prefer buying things from people and not from machines." He regards all the fuss as hype, and of colleagues he says: "Lots of them see the Web as something to complain about. Earlier it was competition, then customers, politics, the weather. They're fleeing, as it were."

Bründl is not fleeing anywhere, neither from himself with excuses, nor to the big city. Unless, that is, to learn from other big players in the sector such as the KaDeWe department store and the five-star Ritz-Carlton hotel in Berlin. The mountains are his world. This is where he grew up; they made him what he is. Though the store in Salzburg has the biggest sales area, even the designer outlet follows the typical Bründl logic.



Realised by Umdasch Shopfitting: The Bründl store in Salzburg – an Eldorado for sports enthusiasts across 1,800 square meters and three stories.

"If you want to build a ship, don't herd people together and assign them tasks, but rather teach them to long for the endless immensity of the sea."

ANTOINE DE SAINT-EXUPÉRY



Image source: Bernd Kammerer

Image source: Christian Wöckinger for blocher partners

No price war, no masses of goods, instead a gastronomic touchpoint and a walk-in magic moment in the form of a Polar station. With a video screen, ice throne, temperatures of around minus 25 degrees and real snow, which Arab guests like to put in their pockets and take with them. An average 800 visitors a day come to the multimedia cold room. It is a powerful marketing tool, as the icy attraction is a popular selfie motif, gets posted, liked, and shared. And at the end of the day, for all the playing on emotions, it is also about pointing out to customers, by means of a thermal imaging camera, the advantages of the more expensive, but warmer jacket.

Bründl gives people a space in which they are able to communicate in many ways and relate to other people and products. A genuine customer experience journey, which is worthy of its name, because it is not all about show, but about a chance to talk. And in the midst of it all the much-vaunted sales staff, who with their ability to deal with and inspire customers, help them solve their problems and increase their freedom. To this end the complex rental business has been moved online. Nor, for logistic reasons, can an iPad be missing at work. The brand

ambassadors are meant to listen and cater fully to their opposite number. Antoine de Saint-Exupéry put it very well: "If you want to build a ship, don't herd people together and assign them tasks, but rather teach them to long for the endless immensity of the sea". Successful sales staff know how to transfer the principle to the mountains, Christoph Bründl emphasises, without wanting to represent success, as success is mostly the cause of failure. The secret is probably in the fact that not even in these digitally hysterical times is the crocodile prone to taking gasping breaths.



Showcases

→ **Retail** ←

can be



SO FINE



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BWT

THE ELEMENT WATER

Without water, there is no life or progress. The Austrian water technology company BWT is successfully active on the international stage. Most recently, a new store opened in the Riga Mall in Moscow. The eye-catcher in the entrance area is an LED curtain that marvelously portrays the element of water. BWT's core competence is to develop ecofriendly and economic water treatment products and technologies, and the curtain impressively visualises this. A major role in ensuring the project's success was played by Umdasch Project Manager Jakub Tmej from the Russian Umdasch subsidiary Story Design, Moscow. Umdasch deployed its entire service array to handle the job: from the design concept to planning, production and assembly, the integration of digital tools and general contracting. The result is a store that puts water as the elixir of life firmly at the centre of things.

Image source: Umdasch Shopfitting

Project participants

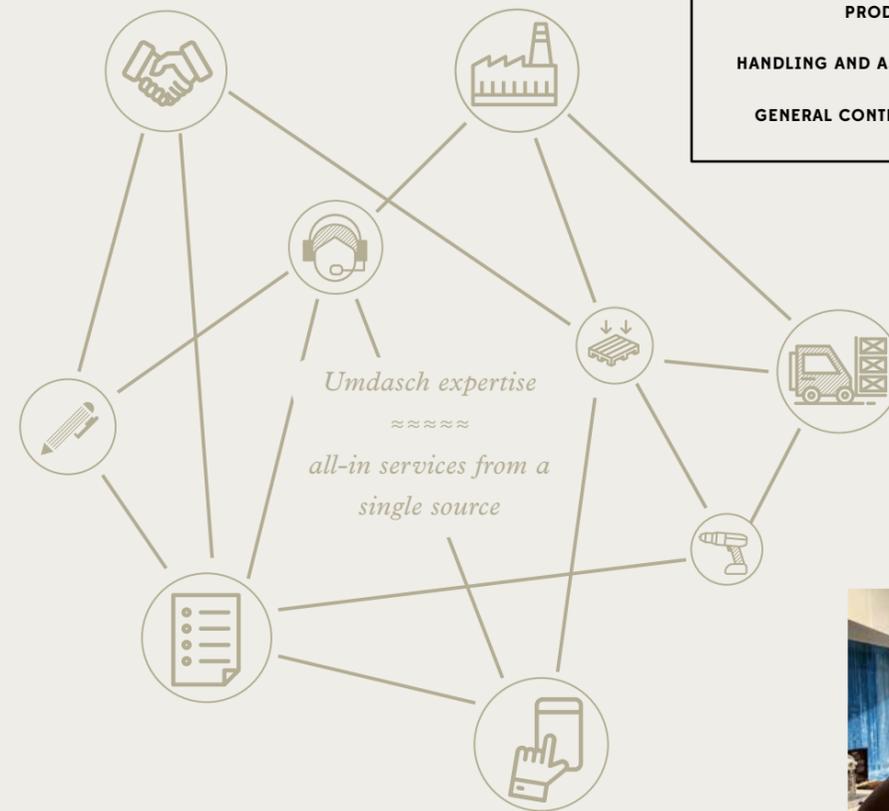
PLANNING, DESIGN AND PROJECT MANAGEMENT: Umdasch, Lifestyle Retail, Amstetten

DIGITAL RETAIL: Umdasch Digital Retail, Linz

PRODUCTION: Umdasch subsidiary Story Design, Litomyšl

HANDLING AND ASSEMBLY: Umdasch subsidiary Story Design, Moscow

GENERAL CONTRACTING: Umdasch Shopfitting & Partners



FACTS

LOCATION: Moscow, Russia

SALES AREA: 60 m²

OPENING: 07/2017

SERVICE: Consulting, Project Management, Manufacture, Installation, General Contracting, Digital Retail

SECTOR: Water technology

CONTACT: www.bwt.at

Take a look at the LED curtain in action, or on page 45 of this issue.



Faye Lodenfrey

HISTORY MEETS STORE DESIGN

Long-standing company Lodeyfrey has written shoe history with the shoe store Faye in Austria's Bad Ischl. The shop's exclusive premises are outfitted to suit that history: They are located in the former "Hotel zur Post", Upper Austria's oldest hotel and the place where Emperor Franz Josef enjoyed spending his summers. Across a total of over 200 square meters, shoes are staged truly uniquely, drawing on tradition and transposed into modern times with the right mix of materials. "Preserving tradition and drawing inspiration from the signs of the times", was something very close to the heart of shop designer Julia Mitteregger.

"The choice of warm colours, specifically red, gold and earthen tones, are adapted to jell with the old building", Mitteregger continues. While the restrained rear walls and shelves made from acrylic glass serve to foreground the products, the refined shelving systems with their brass frames in front of the rosé-coloured walls set highly atmospheric spatial accents. One quite extraordinary highlight is the cabinet for the traditional costumes and the separate showroom for high-end shoes to match them.



Tradition meets modernity – the Umdasch Store Makers skillfully integrated the shop design in the old premises to great effect.



WINNER
SALZBURG
FASHION PRIZE
2017

Image source: Umdasch Shopfitting

Bonava

A PARTNERSHIP THAT LASTS A LIFETIME

Umdasch has made providing holistic support a firm priority. For example, at Bonava in Germany – a project developer in the field of home and apartment construction – Umdasch acted as General Contracting for an open-office setting at the company's Neu-Isenburg location. With this project Umdasch truly proved its service prowess: "We coordinated the lighting, ceiling and floor work, electromechanical, dry walling, and much more besides", explains David Wohlrab, a long-standing Umdasch staff member and our General Contracting Manager.

The special feature: The new offices are located in a former movie theater. Thus, the 750 square meters of space now boast ultra-modern offices with the feel of lofts – complete with open spaces, a gallery level and glass think-tanks. The style is set by striking arched beams beneath the hipped roof, their formal shape reflected in spacious rounded-arch windows. Decorative wood and copper wall elements as well as colored accents on the wall and floor round out the interior design most impressively. The result is a brand experience that familiarises visitors to Bonava with its innovative corporate culture.



Image source: Jens Pfisterer



FACTS

- LOCATION:** Neu-Isenburg, Germany
- SALES AREA:** 750 m²
- OPENING:** 06/2017
- SERVICE:** Installation, General Contracting, Lighting
- ARCHITECT:** CRI Architekten
- SECTOR:** Office
- CONTACT:** www.bonava.de

FACTS

- LOCATION:** Bad Ischl, Austria
- SALES AREA:** 200 m²
- OPENING:** 09/2017
- SERVICE:** Consulting, Project Management, Manufacture, Installation, General Contracting
- SECTOR:** Footwear & Accessories
- CONTACT:** office@fischer-loden.at
www.lodenfrey.com



Schweizerische Post

HERE'S LOOKING AT YOU, KID!

Schweizerische Post has long since ceased to be only a postal service provider, but also offers countless additional services. Such a comprehensive range of services called for a newly conceived, mature store concept. Which is where Umdasch Shopfitting came into play. The Store Makers were commissioned to revise the concept to date and initiate a new store era.



The new design consists of three zones: It integrates the self-service area, a PostBar with a so-called floor manager, who is there to greet clients and support them if need be, and an area to sell additional articles.

The concept is rounded out by Umdasch's own Smart Tracking analysis. Using camera technology, client frequencies and client flow are analysed and heat maps evaluated, all in keeping with the motto: We digitalize your store! On view for the first time in Interlaken, Switzerland, close to the Jungfrauoch – simply top! (of Europe).

FACTS

LOCATION: Interlaken, Switzerland
SALES AREA: 150 m²
OPENING: 08/2017
SERVICE: Consulting, Project Management, Manufacture, Installation, Digital Retail (Smart Tracking)
SECTOR: Post
CONTACT: www.post.ch



Smart Tracking by Umdasch: We digitalize your store – this is also the motto behind the concept for Schweizerische Post. Ludwig Rockinger, Project Manager at Umdasch Digital Retail, installed Smart Tracking analysis to evaluate in-store customer paths, including camera technology.



THREE QUESTIONS FOR BEAT STUDER

Project manager, Schweizerische Post AG

shops: Schweizerische Post is gleaming in a new design – what was key to your mind when designing the shop concept?

Studer: The branch offices are meant to function as the Post's new face, more strongly underscoring our physical and digital services. And we wanted to guarantee a smooth customer experience: "My Post is doing everything to make my life simpler – whenever, wherever and however I want". Because Schweizerische Post branches are very heterogeneous in terms of space, from the outset a key criterion was to design the individual components to be modular and adaptable.

shops: How are your customers responding to the new branch concept? Have you got initial feedback or insights?

Studer: The new design has been very favorably received, as the branch offices give visitors an open, bright and friendly welcome. The wood creates a warm, very earthed sense of space. The newly created "PostBar" is a successful single port of call and also immediately catches your eye when you step into the branch. As a rule, customers have a clearly defined need, so it is a challenge for the team to get them used to new processes. We must in the further course of the pre-test analyse what design, infrastructural or communicative measures would support getting clients enthusiastic for the new opportunities.

shops: In the new branch office in Interlaken they're also using the Smart Tracking analysis. What do you expect this solution to achieve?

Studer: In the branch office in Interlaken we're testing a completely new spatial concept for the first time. We would like to use Smart Tracking to find out how our clients move round the space, where they pause, and what offerings they are least interested in. We also want to see how customers respond to changes, for example in communication or infrastructure. Finally, we want in general to collect experiences with what is a new analytical tool for us.

shops: The tracking system also includes a camera. What does that mean for clients' data protection?

Studer: Data protection is guaranteed at all times as clients as such cannot be identified. The data is exclusively used to measure frequency and represent customer flow. The cameras have no surveillance or security function whatsoever.





Bank of tomorrow: the integration of digital tools at Valiant Bank in Brugg, Switzerland.

Valiant

THE BANK OF TOMORROW – BY UMDASCH

The banking sector is also struggling with client migration to online sources. Umdasch Shopfitting has set itself the task of transforming branch offices into centres of wellbeing using modern interiors. A successful example is the Valiant Bank in Brugg, Switzerland. In the inviting reception spaces, circular luminaires serve to catch the eye and friendly furniture creates a pleasant atmosphere. The designers realised the innovative concept by means of different island solutions: For example, intimate meeting rooms in the rear provide the desired discretion. And digital tools come into play, too: Large-format screens and touch panels have been integrated into the interior and form a smooth part of the design.



FACTS

LOCATION: Brugg, Schweiz
SALES AREA: 140 m²
OPENING: 01/2017
SERVICE: Design, Manufacture, Installation
ARCHITECT: Planungsbüro Wunderle
SECTOR: Retail Banking
CONTACT: www.valiant.ch

Image source: Reto Andreoli

Spar

INNOVATIVE STORE CONCEPT

Salzburg design agency Kiska developed the concept, Umdasch realised the shopfitting. The result: Food retailer Spar got an innovative supermarket concept using state-of-the-art retailing insights. The Eurospar branch in Oberndorf, Salzburg in Austria has persuasive newly devised fresh-food areas: Representative free-standing furniture and fruit shelves provide for a clear overview and a space with the feel of a marketplace. Stainless-steel surfaces emphasise the high-grade qualities of the presentation systems. The absolute eye-catcher: the ceiling design in the delicatessen section. Here, the market hall principle is reinvented in the shopfitting concept.



FACTS

LOCATION: Oberndorf, Austria
SALES AREA: approx. 1,300 m²
OPENING: 09/2017
SERVICE: Manufacture, Installation
ARCHITECT: Kiska
SECTOR: Food
CONTACT: www.spar.at

Billa

FITS THE BILL



How do customers imagine the ideal bread counter or fruit & veg section in a food store? That is something the Bulgarian supermarket chain Billa asked itself and then commissioned a study. The results were reflected in a new shop concept for these sections, courtesy of design studio JosDeVries. Umdasch Shopfitting realised the project, as it did here in the Billa store in Sofia.



“The real highlights of the branches are the new bread counters with the feel of small bakeries about them, and the comprehensive fruit & veg section with the flair of a marketplace. The surge in sales shows that the measures were absolute bang-on”, as Josef Steiner, Key Account Manager at Umdasch, heard in a feedback discussion with Billa.

FACTS

LOCATION: Sofia, Bulgaria
SALES AREA: 1,000 m²
OPENING: 08/2017
SERVICE: Manufacture, Installation
ARCHITECT: JosDeVries
SECTOR: Food
CONTACT: www.billa.bg

Image source: Umdasch Shopfitting | SPAR/Foto Karg



Edeka

EMOTION MEETS RATIONALITY

The Schreiber branch in Buchholz, Germany, is a very special Edeka outlet. Here, across a full 2,000 square meters functionality meets emotional customer routing. The unique concept bears all the hallmarks of an Umdasch design. On their paths through the supermarket clients discover individual stages, such as the fruit & veg section with the feel of a marketplace or the fresh foods counter, where a variety of materials have been deployed to great effect. The liquor section is another highlight: A ceiling ring with integrated lighting directs the eye to the products presented here. The wide range of everyday foods is presented on functional freestanding furniture.

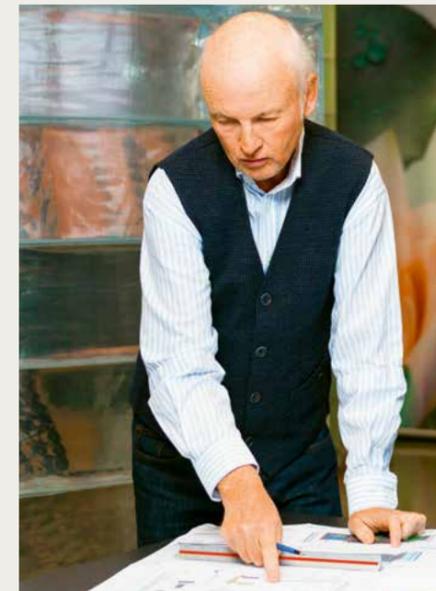


The key design feature is the shape of the ceilings as a connecting “bracket”: White, suspended sections underline the individual sales zones. Moreover, the ceiling system serves as an intuitive guidance system for customers and thus impressively links the two ends of each and every customer journey.

Image source: Umdasch Shopfitting

THREE QUESTIONS FOR WOLFGANG HEINZE

Designer, Umdasch Food Retail



”

shops: What is the underlying idea behind the store design?

Heinze: We wanted to use emotional customer routing to create the right mood and increase the time spent in the store, of course. Edeka wanted to boost visitor numbers in its outlet. We were able to transpose that brief almost completely into reality – with an astonishingly attractive ambience, as can be seen from the positive feedback we got from the outlet owners, the Schreiber brothers.

shops: One highlight is no doubt the fresh foods counter. Tell us about it!

Heinze: The individual fresh food ranges are explicitly emphasised at Edeka-Markt Schreiber. The counters are placed not in a line, but more loosely. Different materials emphasise their diversity. For the cheese counter we used plastic tiles, while the cooked meat counter has a smooth concrete finish. Precisely this mix of materials gives rise to various associations as customers experience the various sections of the supermarket.

shops: The Edeka-Markt is suffused with light. How was this friendly, bright mood achieved?

Heinze: At Edeka-Markt Schreiber the atmosphere was created using a special ceiling design: Sections with a bright, lowered plasterboard ceiling spawn a pleasant mood and also provide intuitive orientation. Moreover, the indirect illumination of the walls adds to the atmospheric properties.

“

FACTS

LOCATION: Buchholz, Germany
SALES AREA: 2,000 m²
ERÖFFNUNG: 08/2017
SERVICE: Consulting, Manufacture, Installation
BRANCHE: Food
CONTACT: www.edeka-schreiber.de



Nike

JUST DO IT

They are more fashionable than ever – Nike shoes in all shapes and colours. In order to present the trendy sports shoes in an appropriate manner, the stores must be unique and above all cool – like the newly designed Nike Kicks Lounge in Doha, Qatar. The Store Makers at Umdasch made further developments to the Nike shop design and presented the sneakers generously in a 17-metre-wide shelving system. The eye-catching element is the central checkout element, which provides structure. It resembles a bridge and is prominently stacked with 1,000 of the typical Nike red shoe boxes.



FACTS

LOCATION: Doha, Qatar
SALES AREA: 250 m²
OPENING: 05/2017
SERVICE: Design Engineering, Project Management, Manufacture, Installation
ARCHITEKT: Nike Store Design and Development
BRANCHE: Sports
CONTACT: www.nike.com

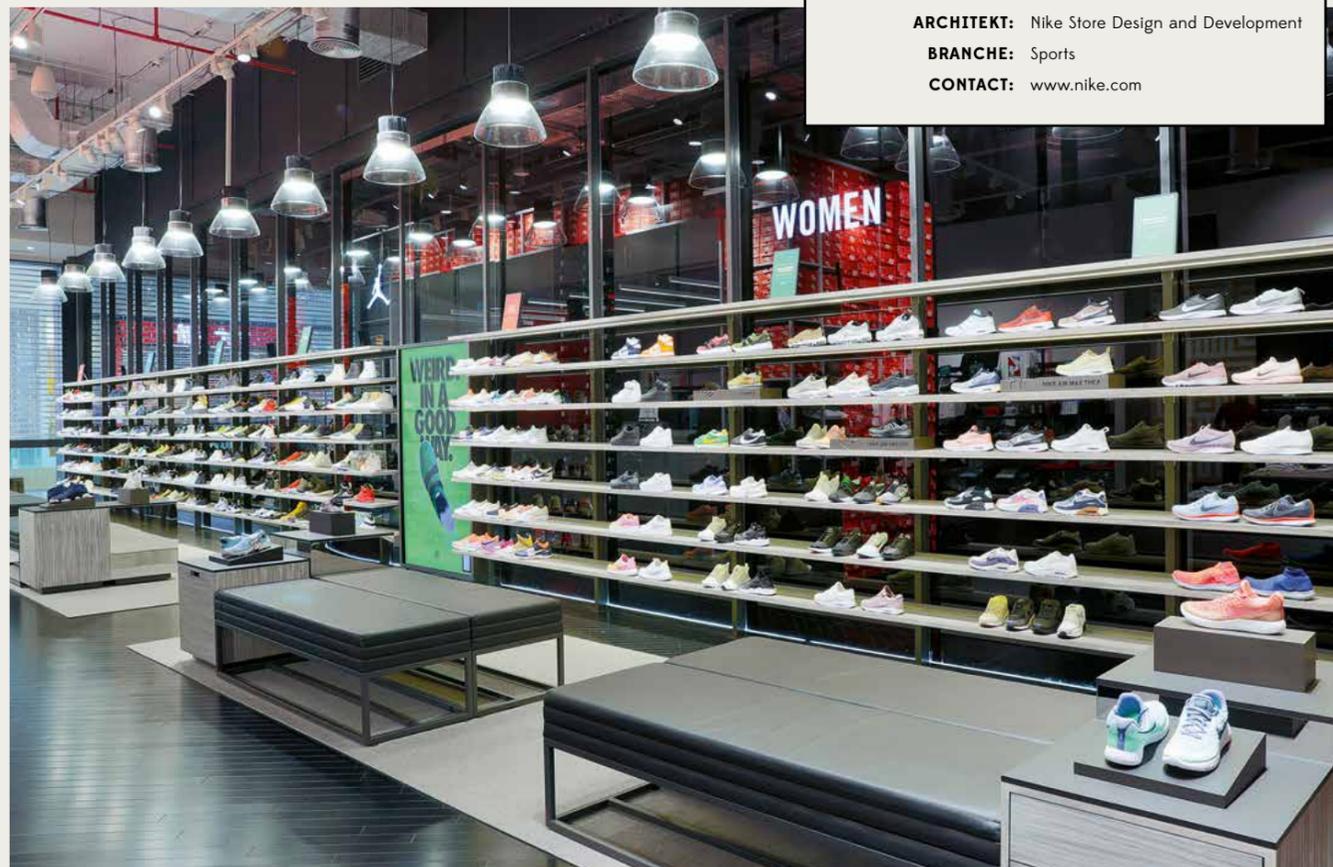


Image source: The Visual Misfit

McDonald's

HAPPY MEALS AT THE PRESS OF A BUTTON

Digitalisation has also moved into system gastronomy – for example, at McDonald's. With its Czech subsidiary Story Design, Umdasch realises approximately 40 McDonald's branches in the Czech Republic every year as well as up to 60 locations in Russia. The implementation of the fast-food branch in Prague was outstanding. Customers here can submit their orders with the help of interactive displays and then collect them from the counter. The interior in warm shades of brown and with different wood-look finishes conveys an upmarket ambience. The combination of leather elements sets accents and offers lovers of fast food an appropriate setting.



FACTS

LOCATION: Prag, Czech Republic
SALES AREA: 200 m²
ERÖFFNUNG: 12/2016
SERVICE: Manufacture, Installation
BRANCHE: System Catering
CONTACT: www.mcdonalds.com



Image source: Pavel Vopalka





Travel Retail

TAKE OFF AND SHOP – WITH UMDASCH

Airports have long established themselves as retail locations. The worldwide revenues from duty-free shops are enormous: They lie at approximately USD 90 billion per year and are growing at a rate of between three and five percent annually. The significance of travel-retail spaces and the design demands made of them are correspondingly rising. Umdasch Shopfitting realises numerous duty-free stores – across the globe.

The shop of **Travel Retail Norway** at Oslo airport also bears the signature of the Umdasch Store Makers: Inviting spaces are designed in an open manner and attract visitors with a wide range of products. The various thematic areas are indicated by the use of different materials, thereby making it easier for customers to find their way around the duty-free store, which extends across 2,100 square metres.

FACTS

LOCATION: Oslo, Norway
SALES AREA: 2,100 m²
OPENING: 04/2017
SERVICE: Manufacture, Installation
ARCHITECT: Travel Retail Norway
SECTOR: Travel Retail
CONTACT: www.tax-free.no



Image source: Jens Pfisterer

Image source: Umdasch Shopfitting | Alfred Brandl



FACTS

LOCATION: AT SEA
SALES AREA: 510 m²
OPENING: 04/2017
SERVICE: Manufacture, Installation
ARCHITECT: KORB
SECTOR: Travel Retail
CONTACT: www.tuicruises.com



The cruise ship **TUI – Mein Schiff 6** represents an unusual travel-retail project. Umdasch realised the shopfitting for two stores each on decks 4 and 5; they are operated by the international travel-retail operators Gebr. Heinemann. Themed spaces on the high seas were created for perfumery, fashion, jewellery and watches. The challenges were successfully managed by Paul Wansch, the experienced project manager for internal fittings on ships at Umdasch: “We carried out the installation on the cruise ship in Turku, Finland – an exciting undertaking, because as soon as the ship leaves port, the interior has to withstand the vibrations of strong waves as well as the machine room.”

From the far North to the warm South: the travel-retail professionals at Umdasch Middle East were recently awarded the contract for a duty-free shop at the new **Dubai World Central** airport. The Store Makers realised interiors using valuable materials across a space covering 1,200 square metres. Umdasch took over the task of General Contractor and was responsible for the coordination of the different tasks relating to the flooring, ceiling and lighting.

FACTS

LOCATION: Dubai, UAE
SALES AREA: 1,200 m²
OPENING: 11/2017
SERVICE: Manufacture, Installation, General Contracting
ARCHITECT: Retail Concept Design
SECTOR: Travel Retail
CONTACT: www.dubaiairports.ae



Tierkönig

FOR A PET'S LOVE

Umdasch Shopfitting realised the first Tierkönig branch in Vienna – Austria's new pet store for dogs, cats, and co. The product assortment is now on view in a friendly ambiance with bright furniture and anthracite gray metal shelves. The real eye-catcher: the so-called market stall, a kind of candy stand for animals, where animal lovers can mix meals and treats for their beloved pets at will.



FACTS

LOCATION: Vienna, Austria
SALES AREA: 450 m²
OPENING: 06/2017
SERVICE: Consulting, Manufacture, Installation
SECTOR: Pet store
CONTACT: www.tierkoenig.at

Marina Home

HOME & LIVING WITH VINTAGE CHIC

Marina Home has opened the first store in Jeddah, Saudi Arabia. Across two floors and 2,200 square metres the exclusive showroom offers an exhibition with modern and exotic furnishings in vintage style. Umdasch was responsible for the design engineering and the shopfitting. The result is worth seeing: avant-garde design products from the Home & Living sector are juxtaposed with rustic-looking shop design.



FACTS

LOCATION: Jeddah, Saudi Arabia
SALES AREA: 2,200 m²
OPENING: 03/2017
SERVICE: Consulting, Manufacture, Installation
ARCHITECT: Ad Myra
SECTOR: Home & Living
CONTACT: www.marinahomeinteriors.com

Image source: Marina Home | Umdasch Shopfitting

Image source: Victoria & Albert Museum

Exclusive design – the shop in London's Victoria & Albert Museum shines in new splendour.



FACTS

LOCATION: London, UK
SALES AREA: 500 m²
OPENING: 05/2017
SERVICE: Value Engineering, Manufacture, Installation, General Contracting
ARCHITECT: Friend and Company
SECTOR: Museum

Victoria & Albert

UMDASCH – A FEEL FOR ART

The Victoria & Albert Museum in Kensington, London is the world's leading museum for the arts and design. It's main shop has undergone a complete redesign, which blends modern architectural and interior design within the fabric of an historic building. Illuminated metal wall cladding and integrated timber shelving warm the open space, which has thousands of visitors every year. Umdasch completed the store refit in just eight weeks construction time, allowing for project management, design development and general contracting. The building featured several problematic features of historic importance, in order to create a larger and more inviting space, the old ceiling was completely removed to exposed historic plasterwork and the suspended floor reinforced.



Quo vadis

RETAIL?

In order to research the market needs of tomorrow, more than 400 retailers, retail experts and consumers from around ten European countries and North America were involved in the study. 250 pieces of relevant secondary data were coded and compressed. The starting point was how society deals with smartphones ten years after their introduction, with the premise that since their invention they have changed not only our communication, but also our entire approach to shopping. In Germany alone, two thirds of the population possesses one of these multifunctional telephones. Globally, it's estimated that there are 2.9 billion of them in circulation. Hence online retail is growing ever more, while stationary retail is still looking for ways to once again make the point of sale a point of attraction for all target groups. It's a challenge in a competition in which customers choose purchasing channels at their own will. The study subdivides its results into three need clusters with a total of ten market needs – wishes that can be fulfilled in entirely different ways. What's clear here is that the point of sale can no longer function without digital responses.

The LED curtain by Umdasch Digital Retail is an eye-catcher in a Moscow shopping centre. Customer: the Austrian water technology business BWT Best Water Technology



What do consumers want from stationary retail? What ideas and visions do retailers think are promising? These are the questions addressed by an innovation study that Umdasch Shopfitting commissioned together with Vienna-based Open Innovation Consultant Winnovation. shops presents the key results.

NEED CLUSTER 1: ATTRACTION & AWARENESS

Need 1: Increasing traffic

The crucial question among retailers is simply: How can I reach more consumers with my attractive offers? In what way can I address the anonymous masses so that my business is perceived as attractive and customers come to me? The retailers questioned are certain, on the one hand, that display windows and portals are the first point of reference. At the same time, they assume that extraordinary solutions will replace classic shop décor. Digital technologies such as LED walls or outdoor counters might be an answer.

Need 2: Customer loyalty

It's all about data. Customer data represents sensitive information and is an important basis for all promotions. The study provides proof that consumers are willing to make their personal information available, provided that specific conditions are met. This can be for personalised offers, additional services tailored to the customer's shopping behavior, and much more – the sort of approach customers of Internet shopping have long been accustomed to.



Digital store equipment – solutions like augmented reality technology or digital information tools can create impulses that trigger a purchase.

NEED CLUSTER 2: INSPIRATION & CONSIDERATION

Need 3: Navigation

Intuitive and fast navigation to the range or product desired: This is something consumers and retail advisors particularly like to see. Clearly comprehensible, flexible and, most importantly, intuitive navigation solutions are the future. Frequent rearrangements in stores, on the other hand, are perceived by many of those questioned as a counterproductive stress factor.

Need 4: Experience

Purchasing is passé. These days, stores need to offer entertainment, interaction and experience. The stationary store must represent the clear counterpoint to anonymous, albeit very convenient, Internet shopping. Digital solutions for augmented reality technology can create impulses here that trigger a purchase.

Need 5: Inspiration

Inspiration – that's what defines stationary retail. Additional purchases or cross- and upselling are opportunities, but also challenges for the retailer. Consumers want exciting, complementary product offerings. Digital technologies like virtual shopping walls can be an additional source of inspiration. Another advantage for retailers: The virtual range helps to reduce the need for sales and warehouse space.

Need 6: Touch & Try

Shopping with all the senses. The conscious experience is one of the core strengths of classic retail stores: feeling and trying on products in fashion and shoe stores, smelling and tasting in food retailers. The sensory experience is the advantage of the analog world.

Need 7: Advice 4.0

As before, the personal element still draws consumers to stationary retail. They see the personal advice as a unique characteristic. Two thirds of the retailers asked agree. At the same time, these days competent on-demand advice is often in short supply, while a huge amount of advance information is available to consumers as standard. Digital support – from tablets to customer recognition of registered users as they enter the store, and even virtual requesting of customer advice – can be useful for store personnel.

NEED CLUSTER 3: PURCHASE, PAYMENT & AFTER SALES

Need 8: Payment process

One of the biggest annoyance factors in the shopping process is waiting times at the cash desk. Self-checkout solutions have been widely tested but shift the problem from the retailer to the consumer. Customers expect other solutions that are convenient for them. Ideally, in future the payment process will largely be cash-free and automated.

Need 9: Self-services

For many end customers, time is a scarce commodity. Day-to-day shopping must therefore be quick and simple. The challenge is to make these purchases more efficient with optimised order, collection, return and exchange processes. Click and collect solutions like smart, self-ordering offers were viewed positively by retailers and end consumers alike in the study.

Need 10: Product availability

Last but not least, it is the product availability that frequently becomes a negative factor in stores. The ability to view real-time information about current stock levels – both for consumers and sales staff – plays an important role here. A delivery service should be included where products are not available.

THE FUTURE OF RETAIL

Changes stationary retailers are facing according to the Umdasch survey.

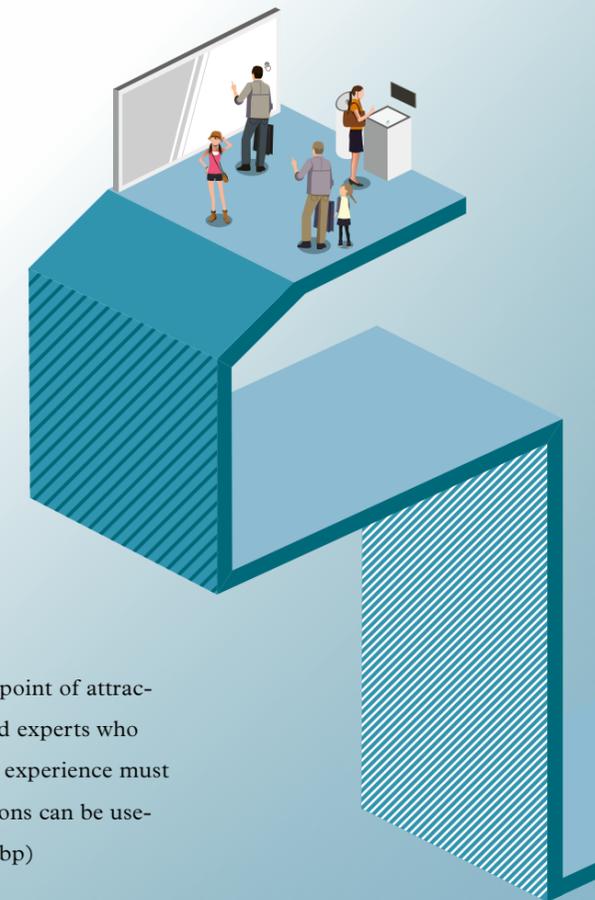
SALES AREA: The average store size is shrinking.

STORES: The number of stores in the outskirts of cities and in rural areas is falling massively.

OMNI-CHANNEL: All channels – both digital and analogue – must be cultivated equally. The consumer no longer distinguishes between sales channels.

BIG DATA: Stationary retail now has to learn what the Internet has long been practicing: customer-specific advertising with added value for each individual consumer.

BRAND MESSAGE: Real shops will become brand ambassadors in the virtually driven world.



The results of the study show clearly that many levers are required for the point of attraction. Such changes were weighted differently by the retailers, consumers and experts who were questioned, but there is agreement at least on two points: The in-store experience must change, as should the processes and structures behind it. Here, digital solutions can be useful in many areas, although they are no replacement for core competence. (bp)



“Integrate digital systems into the store environment via a single platform”

Grassfish

WHY DIGITAL AND BRICKS-AND-MORTAR CHANNELS FORM A SUCCESSFUL TEAM IN RETAIL SPACES

What do customers expect from a retail store? What appeals to them? And conversely: How can the retailer arouse their enthusiasm? How can digital solutions contribute to a sustainable customer relationship? These are questions to which Grassfish received some interesting answers in the latest market report “The Generation Game”. The company has been following trends in the retail sector for the past ten years. It investigates the interaction at the intersections within a store and has even developed a platform which can control all the digital equipment from sensors to tablets.

Customers would like technological solutions in retail stores

Time is a precious commodity. Customers often become impatient if they have to wait at the checkout. Today’s customers are no longer willing to accept digital weak spots in the bricks-and-mortar shop environment. In the worst-case scenario they will lose interest in shopping and in the shop. It is no wonder, therefore, that the companies interviewed see the greatest potential in the interlinking of digital elements with traditional quality standards. It is not surprising that different age groups have different expectations of the retail sector: Younger customers respond to an improved shopping experience through digitalisation within the store, while older customers in general would wish for a better exchange with the sales staff.

Differences between the generations

Customers of the Generation Z and Millennials see the retail store as a place for exploration and encounter – they generally spend a lot of time researching products online and they expect the store to establish a link to this world. Retailers must ensure when investing in new technologies that they know which age groups they wish to



address. During the implementation of these new solutions within the shop it is crucial that retailers think through the technologies and their own goals as well as digital touchpoints for the customer. And so it is important to invest in a single platform which will link the appliances and integrate the digital systems into the store environment and provide optimal support for the customer.

Creating an interlinked shop strategy

Through the rapid development of IoT technologies (Internet of Things), which is expected to take place in the next few years, now is the time for retailers to find the common denominator in their digital and bricks-and-mortar offers. In this way they can create precisely the customer experience which customers are looking for and can direct their shop in the right direction. In the modern retail sector the perfect store is characterised by a combination of attractive experiences and digital interaction and thus provides an unforgettable customer experience (CX) as well as brand loyalty.

Download market report under www.grassfish.com/the-generation-game



Make Every Store a Flagship Experience



“OUR XPERIENCE PLATFORM IS IN A POSITION TO CONTROL, LINK AND MONITOR ALL TYPES OF DIGITAL APPLIANCES.”

Roland Grassberger

Roland Grassberger

is the CEO and Head of Strategy, Innovation and Product Management at Grassfish Marketing Technologies. Grassfish is the leading European developer of Smart Store and Digital Signage solutions for bricks-and-mortar sales spaces and supports retailers in the creation of intelligent as well as customer-friendly environments. The overarching platform system interlinks all touchpoints with each other digitally as well as maximising customer involvement and customer use. It also provides real-time insight into the controlling of purchasing processes.

www.grassfish.com

Back to school for professional development with Umdasch

RETAIL STUDY COURSE LAUNCHES AT THE WIESELBURG UNIVERSITY CAMPUS

Since September 2017 Umdasch Shopfitting has been supervising the new advanced study course entitled Retail Design & Brand Experience Management at FH Wieselburg, the Austrian Marketing University of Applied Sciences. Twenty-five students began the elective module designed by Umdasch as part of the part-time Master's degree course in product marketing and innovation management.



The new advanced study course examines the link between stationary retail and e-commerce, true to the motto: Love digital. Love analogue. The students are given in-depth knowledge from both worlds, with experts from Umdasch Shopfitting and trend-makers from the fast-moving consumer goods industry and the retail architecture scene providing content on retail design, store planning, e-commerce and shopper marketing. The reference book *HANDBUCH LADENBAU (THE SHOPFITTING HANDBOOK)* published by the Umdasch Shop Academy is used as a text book for the course.

Four semesters to becoming a Retail Design and Brand Experience Manager

To kick off the course at the start of the semester, Umdasch gives the students their first insights into various different retail concepts. The tour program of the Deep Dive Tour – which this year takes them to Vienna – includes visits to various different retail formats: from XS to XXL, pop-up or concept stores, through to established retail chains. As the first semester continues, students will learn about the tools that form a basis for the development of successful retail concepts.



Key Facts

MASTER'S DEGREE COURSE:

Product Marketing & Innovation Management

ENTRY REQUIREMENTS:

Relevant Bachelor's degree with a minimum of 180 ECTS or an equivalent post-secondary academic qualification. "Relevant" is considered to mean: 30 ECTS in business-related subjects, 6 ECTS in English

ELECTIVE MODULES:

Retail Design & Brand Experience Management

ENROLMENT PROCESS:

All the information on the enrolment process and the registration form are available online at amu.at/anmeldung. The entrance examinations are held from November to July.

CONTACT PERSON:

Sonja Hauer, sonja.hauer@amu.at



The study course kicks off with a Deep Dive Tour, on which the students scrutinise the retail scene of Vienna as well as suitable shop concepts.

The second semester is focused on the concrete application and implementation of the knowledge acquired. A retail architect takes the students through the different store typologies and then has them design spatial concepts for themselves. E-commerce experts cover all aspects of digitalisation, and the students also develop their own online concept. As budding Brand Experience Managers, they learn not to neglect customer touchpoints, nor emotional appeal at the POS.

The highlight comes in the third semester as their knowledge is deepened. Here, as part of the so-called "Retail Lab", a field trip is planned to a popular retail metropolis with reviews of stores and shopping malls, before the final thesis is written in the fourth semester. (er/cp)



JOSEF UMDASCH RESEARCH PRIZE 2017



Umdasch is committed to nurturing talent. This was the third year in which Umdasch Shopfitting has presented the renowned Josef Umdasch Research Prize – in recognition of a profitable coupling of knowledge and practice. This year, Vienna University, the University of Applied Sciences in Stey and the design academy berlin were all invited to tackle various project themes and to develop innovative outputs for thinking and action within the company. The best student groups in each case received prize money and the opportunity for an internship at Umdasch.

Trendscouting journeys with Shop Academy 2018

From established retail strongholds to trailblazing new hubs

Take some time out from your daily business and join Umdasch Shop Academy on a trend scouting tour. As French author Marcel Proust once said: “The real voyage of discovery consists not in seeking new landscapes, but in having new eyes.” The following retail destinations will surprise you and provide you with innovative inspirations.



MAY 18, 2018

AMSTERDAM

Come with us on a Dutch shop-hopping tour! The program features a range of retail and experience concepts, as well as restaurants and start-ups. We will be exploring the canal district with the Negen Straatjes (nine streets), the P.C. Hoofdstraat (Amsterdam’s luxury mile), as well as the Kalverstraat and Leidsestraat. On our stroll through Amsterdam’s historical shopping streets and trend quarters we will be visiting numerous concept stores and vintage shops. Amsterdam’s exciting new neighborhood is called Noord. It is the delta for start-ups, and rounds off our tour program.

Tour language: English/German

APRIL 12/13, 2018

LONDON

The British metropolis offers many a shopping paradise for all tastes and budgets. London’s retail scene has lost none of its allure, despite the advance of Amazon, Zalando and their ilk. Established shopping haunts such as Regent Street, Oxford Street, Bond Street and New Bond Street are in constant flux and currently undergoing a renaissance. We look around one of London’s most sought-after houses and get an exclusive glimpse behind the scenes as part of our visit. Meanwhile rookies are flitting between trendy neighborhoods at a whim – from Shoreditch to Marylebone to Vauxhall. London is an established location in the international start-up scene, too, followed closely by Berlin. New store concepts, whether online or stationary, can be admired on our tour of London, the city that is still the uncontested trend barometer for retail in Europe.

Tour language: English/German



JUNE 21, 2018

MILAN

Milan places great emphasis on stylistic confidence – whether it comes to designer fashion, furnishings or home accessories. This is also reflected in our tour stops: We will witness the who’s-who of the luxury brands Gucci, Prada, Versace and co. At the “Quadrilatero d’Oro” we delve into the fountainhead of fashion. Milan is globally seen as a veritable hub of design and beautiful objects; it is the home of quality and tradition-conscious fashion companies. The zone around the Via Tortona on the other hand presents itself as lively, creative and commercial. Architecture fans will find much that they love on the trend tour, too. An architecture guide will present the works of international star architects such as David Chipperfield, Zaha Hadid and Daniel Libeskind and provide great advice on modern store design along the way.

Tour language: German



SEPTEMBER 14, 2018



BERLIN

Berlin beckons with a number of authentic shopping districts. Whether it's Mitte, Friedrichstraße, Ku'damm, Hackesche Höfe, Neukölln or Kreuzberg, every neighborhood has its own style. You might find pure nostalgia on one corner while food is ordered exclusively by smartphone on the next. Berlin is pioneering when it comes to start-ups and pop-up concepts. Erdmannhöfe, an old industrial neighborhood in Kreuzberg, is at the centre of this movement. The "Silicon backyard of Kreuzberg", as newspaper "Bild" dubbed it, has become the symbol of Berlin's growing entrepreneurial scene.

Tour language: German

OCTOBER 6 – 10, 2018



DUBAI & ABU DHABI

LIVE! Travelling to Dubai on the Shop Expedition with a focus on retail dramatics means experiencing a story like those told in "The Arabian Nights". The fact that a desert region has been turned into a booming entertainment and shopping metropolis is indeed somewhat reminiscent of the "genie in the bottle". In Dubai, architects design the impossible – and then build it. Dubai is the Eldorado for shopping mall fans. Our expedition caravan stops, among other places, at the famous Dubai Mall and the Mall of Emirates. We encounter Dubai's boundless growth and ubiquitous gigantism on every square meter of retail space we explore. (er)

Tour language: German

Save the date

INFORMATION AND REGISTRATION AT:
www.umdascsh-shop-academy.com
 or with Evelyn Ring,
evelyn.ring@umdascsh-shopfitting.com



Image source: Shutterstock

Image source: Umdasch Shopfitting



Further information
 on events can be found at:
www.umdascsh-shop-academy.com

Meeting Point Shop Academy

2018

March	April	May	June	September	October
The store as a multi-media experience March 15, 2018 Oberentferden	The store as a multi-media experience April 26, 2018 Mannheim	Big data in retail May 17, 2018 Amstetten	Retail Secrets Tour Vienna June 15, 2018 Vienna	Retail Secrets Tour Berlin September 14, 2018 Berlin	The store as a multi-media experience October 4, 2018 Amstetten
Visual marketing for food retailers March 22, 2018 Amstetten	Gastronomy options at the POS April 12/13, 2018 London	Retail compass – orientation guide for the shop design of the future May 17, 2018 Dusseldorf	Retail Secrets Tour Milan June 21, 2018 Milan	Visual merchandising from A to Z September 20, 2018 Amstetten	Shop dramatics LIVE! Shop expedition Dubai & Abu Dhabi October 6 – 10, 2018 Dubai & Abu Dhabi
Visual merchandising from A to Z March 22, 2018 Dusseldorf		Retail Secrets Tour Amsterdam 18.05.2018 Amsterdam	The rules of shop dramatics June 28, 2018 Amstetten	Visual marketing for food retailers September 27, 2018 Dusseldorf	Big data in retail October 11, 2018 Mannheim
				Retail compass – orientation guide for the shop design of the future September 27, 2018 Vienna	Facebook, Instagram & Co. for retail professionals October 18, 2018 Amstetten
					The rules of shop dramatics October 25, 2018 Bonn



IN SHOPS EDITION 120:

Umdasch celebrates its anniversary.

In 2018 we will be able to look back over 150 years of the company's history, and that's something we want to celebrate in the next edition of shops. Most importantly, however, we take a look at the future orientation of our company and where the journey is set to take us. Don't miss our big anniversary issue!

MEDIA OWNER AND PUBLISHER
Umdasch Shopfitting Group GmbH
Josef Umdasch Platz 1
3300 Amstetten, Austria
Tel.: +43 7472 605-0
shops@umdasch-shopfitting.com
www.umdasch-shopfitting.com

EDITOR-IN-CHIEF
Petra Böttinger-Barth

PUBLISHING ADVISOR
Silvio W. Kirchmair

**ART DIRECTION/
EDITORIAL ASSISTANCE**
typenraum
Stuttgart, Germany
www.typenraum.com

MANAGING EDITOR
Carina Porranzl

EDITORIAL TEAM
Petra Böttinger-Barth (bp),
Carina Porranzl (cp), Evelyn Ring (er)
in cooperation with typenraum

COPY-EDITING
typenraum
Stuttgart, Germany
www.typenraum.com

TRANSLATION
Dr. Jeremy Gaines
Frankfurt am Main, Germany

LITHOGRAPHY
Repromayer
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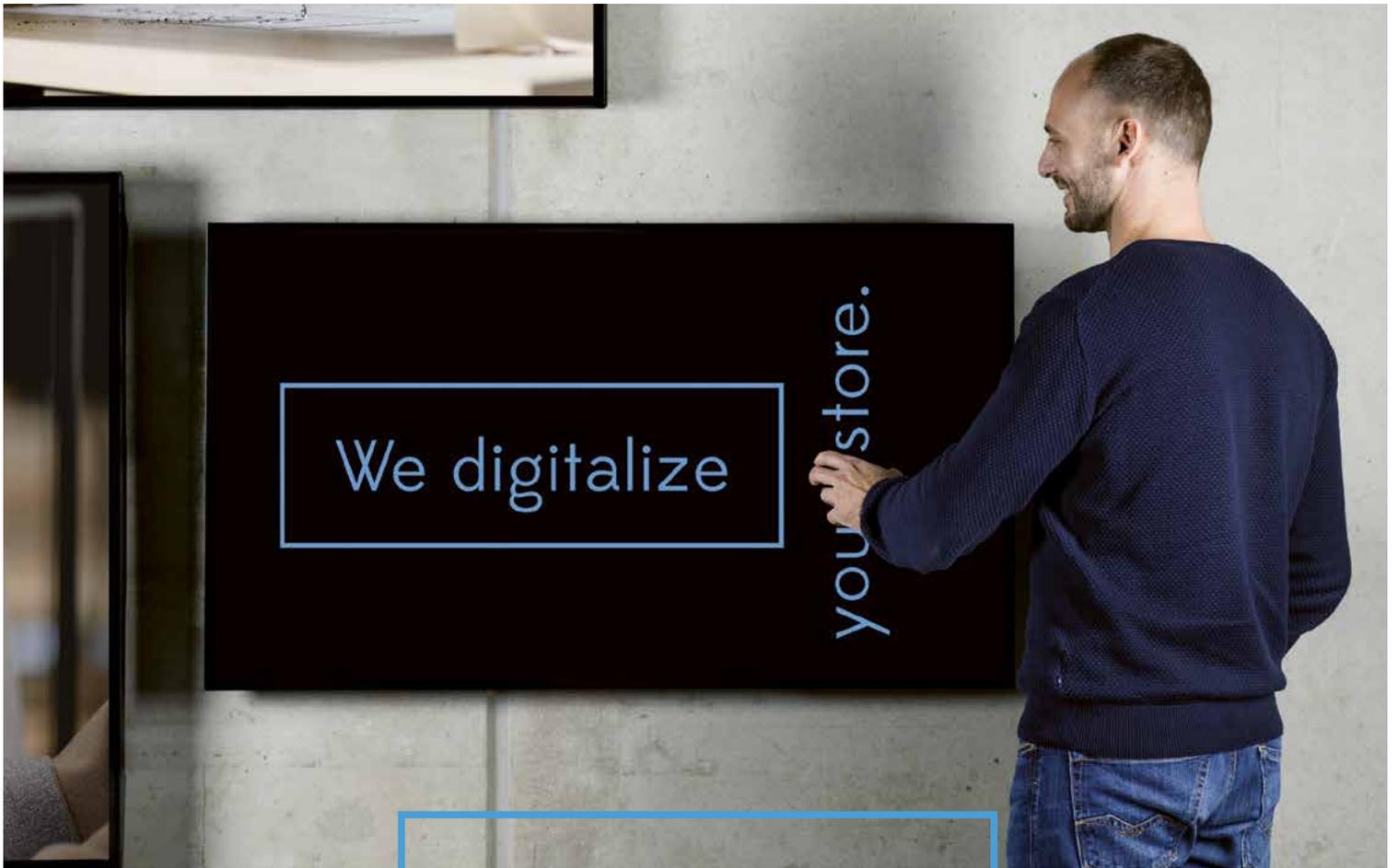
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