

SHOW

LIFESTYLE RETAIL

CASES



umdasch
THE STORE MAKERS

Who
we
are

YOUR BRAND EXPERIENCE

Nicht alle Geschichten beginnen mit dem ersten Wort. Oft ist es der erste Blick, der erste Eindruck, der eine Grundstimmung definiert. Shopping bedeutet Inszenierung.

Wir wissen, dass jedem stimmigen Einkaufserlebnis die Identität unseres Kunden innewohnt. Vom Flagship-Store über Schuh und Mode bis hin zum Bereich Automotive, von Systemgastronomie zur Bankfiliale, von Consumer Electronics bis zum individuellen Pop-up-Konzept: Wir schaffen erfolgreiche Brand Experience.

Not all stories begin with the first word. Often it is the first glimpse, the first impression, which defines the basic mood. Shopping involves perfectly staged settings.

We know that the identity of our customer is inherent in every harmonious shopping experience. From the flagship store via shoes and fashion to the automotive sector; from food & beverage to the branch of a bank; from consumer electronics to an individual pop-up concept: We create successful brand experiences.

What we do

Als Store Maker stand schon immer die Zufriedenheit und der Erfolg unserer Kunden an erster Stelle. Mit sechs einzigartigen und individuell nutzbaren Leistungen schaffen wir erfolgreiche Retail-Lösungen: Consulting & Value Engineering, Project Management, General Contracting, Shop Equipment, Digital Retail und Shop Academy. Gleichzeitig sorgen unsere haus-eigenen Fertigungsstätten, ergänzt um ein globales Sourcing-Netzwerk, für erstklassige Qualität und termin-gerechte Umsetzung. Mit mehr als 150 Jahren Erfahrung und dem menschlichen Umgang eines Familien-unternehmens vollenden wir jedes Projekt erfolgreich nach Ihren Wünschen.

For us as Store Makers, the satisfaction and success of our customers has always been the prime factor. We create successful retail solutions with six unique areas of service which can also be made use of individually: Consulting & Value Engineering, Project Management, General Contracting, Shop Equipment, Digital Retail and Shop Academy. At the same time our own production locations, together with a global sourcing network, ensure first-class quality and implementation on schedule. With more than 150 years of experience and the personal approach of a family firm, we successfully complete every project to comply with your requirements.

We think

retail concepts.

Digital Signage
Electronic Shelf Labeling
Interactive Applications
Concept & Creation
Software Development
Rollout, Maintenance & Support

Concept
Design
Planning
Value Engineering
Design Engineering

We digitalize

your store.

We
make

stores happen.

Project Management
Engineering
Production & Procurement
Logistics
Installation & Rollout

We take
care

General
Contracting

of everything.

Tailor-made seminars
Seminars
Events
Conferences

We train

your people.

We produce

shop equipment.

Shelving Systems
Freestanding Systems
Bespoke Furniture

11teamsports

FRIENDLY MATCH OF DIGITAL & ANALOGUE

11teamsports spielt auf 340 m² nach einer klaren Strategie: volle Offensive! Der Store ist einem Fußballstadion nachempfunden, spielerische Produkttests und liebevolle Details lassen Fanherzen höherschlagen.

11teamsports plays according to a clear strategy across 340m²: straight into the attack! The store is reminiscent of a football stadium: playful product tests and charming details make the hearts of the fans beat faster.

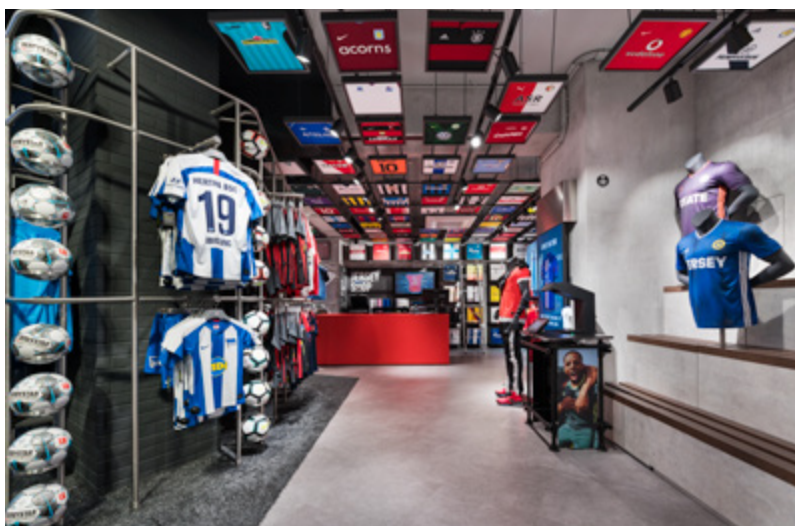


- 📍 Berlin-Steglitz, Germany
- 📏 340 m²
- ✓ Concept, Design, Planning, Manufacture, Installation, General Contracting, Digital Concept & Creation, Digital Signage, Electronic Shelf Labeling, LED-Walls, Software Development, Content Development
- ✂ umdasch
- 11teamsports.com



Riesige LED Walls zeigen Spielertunnel verschiedener Fußballstadien und locken die Kunden in den Store.

Huge LED walls show player tunnels of various football stadiums and attract customers into the store.



Mit den ESL Schuhspannern hält der Kunde direkt alle wichtigen Informationen wie Preis und Verfügbarkeit in den Händen.

With the ESL shoe trees, the customers has all important information such as price and availability in their hands.

ONE-STOP-SHOP

„Wir haben uns beim Ladenbau für ‚grobe‘ Materialien wie Streckmetall, Holz- und Betonwerkstoffe entschieden, um den offensiven Charakter des Mannschaftssports auszudrücken“, erklärt Maik Drewitz, Shop Consult Director bei umdasch. Von Beginn an spielen in dem Konzept auch digitale Elemente eine wichtige Rolle. umdasch war für das komplette Projekt, vom Design bis zur Umsetzung als Generalunternehmer, verantwortlich.

“We decided to use ‘rough’ materials like expanded metal, wood and concrete for the shopfitting in order to express the dynamic character of the team sport”, explains Maik Drewitz, Shop Consult Director at umdasch. Digital elements also played an important role in the concept from the beginning. umdasch was responsible for the entire project, from the design to the execution as General Contractor.



Virtual 3D insight
at 11teamsports.



Absolute Run Laufladen

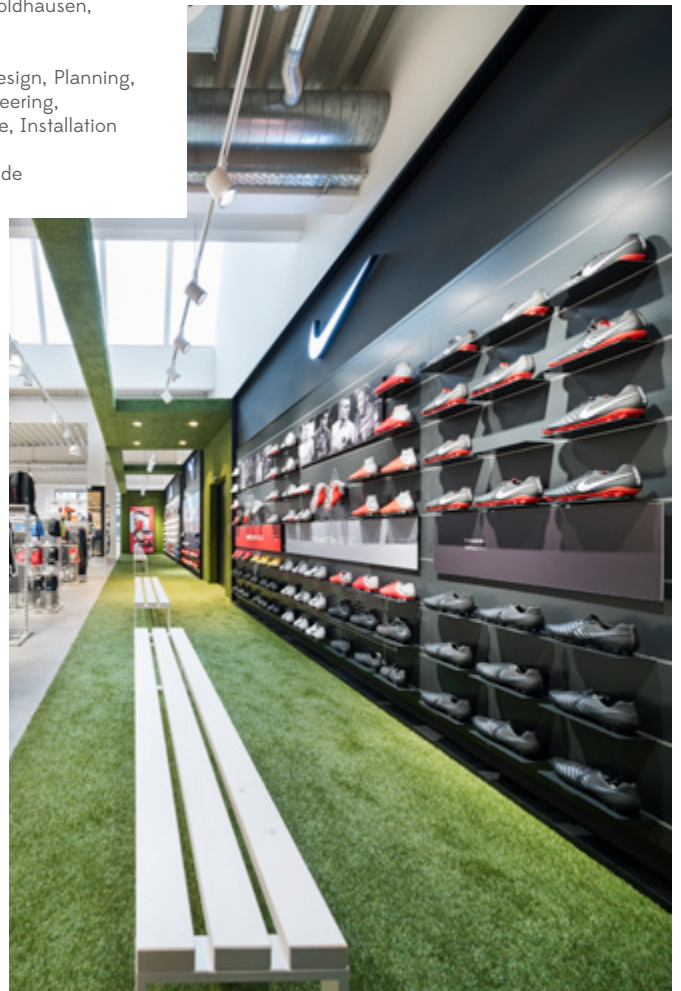
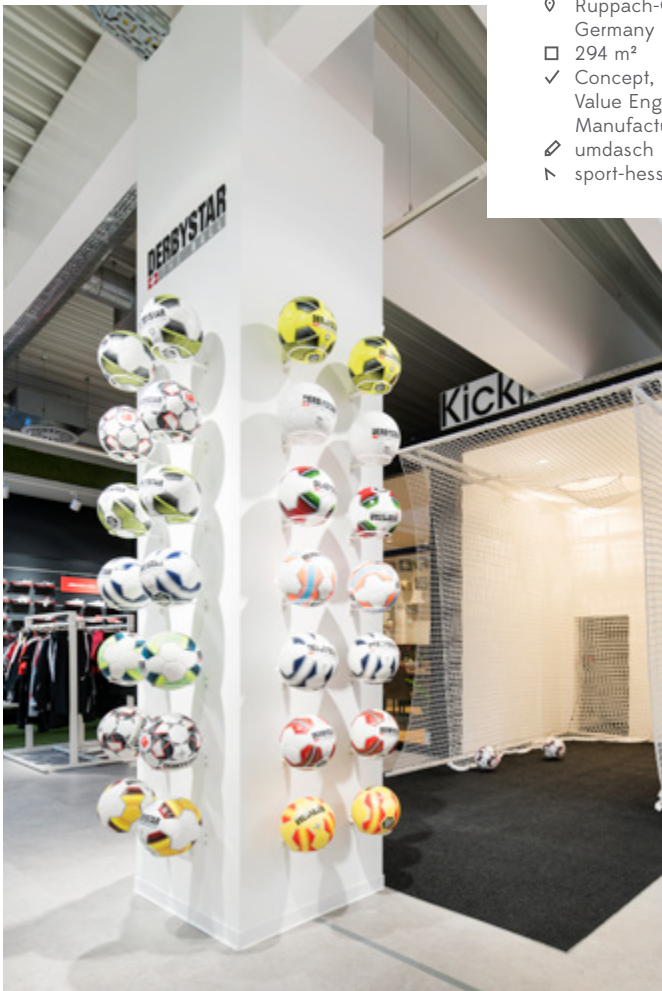
- 📍 Bonn, Germany
- 📏 210 m²
- ✓ Concept, Design, Planning
- ✍ umdasch
- 🌐 laufladen-bonn.de





Absolute Teamsport Hesse

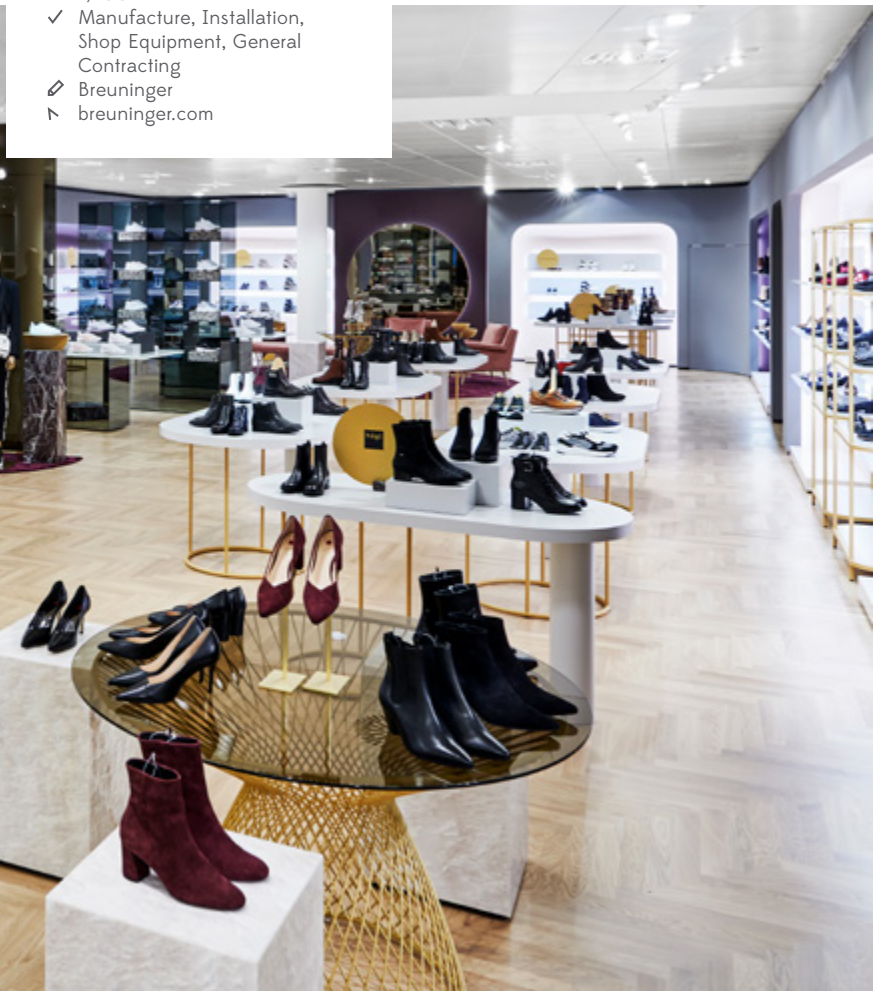
- 📍 Ruppach-Goldhausen,
Germany
- 📏 294 m²
- ✓ Concept, Design, Planning,
Value Engineering,
Manufacture, Installation
- ✂ umdasch
- 🔗 sport-hesse.de





Breuninger

- 📍 Erfurt, Sulzbach, Karlsruhe;
Germany
- 📏 1,200 m²
- ✓ Manufacture, Installation,
Shop Equipment, General
Contracting
- ✍ Breuninger
- 🌐 breuninger.com





Hirmer

- 📍 Munich, Germany
- 📏 1,000 m²
- ✓ Manufacture, Installation, Shop Equipment
- ✂️ Albrecht Prinz von Croy, Gruschwitz
- 🌐 hirmer.de



Steinecker

URBAN STYLE



- 📍 Steyr, Krems; Austria
- 📏 1,800 m² / 1,970 m²
- ✓ Concept, Design, Planning, Manufacture, Installation, Shop Equipment
- ✂ umdasch
- 🌐 steinecker.at



WINNER
SALZBURGER
MODEPREIS 2019



Zonierungselemente aus Lochblech sind farblich auf den jeweiligen Bereich abgestimmt: dezente Rosa- und Minttöne bei den Damen, Anthrazit und Betonoptik in der Herrenabteilung.

Zoning elements of perforated metal plate are coloured to suit the area concerned: understated shades of pink and mint green for the ladies and anthracite and concrete-look in the men's department.



Virtual 3D insight at Steinecker.

ONE-STOP-SHOP



Steinecker, ein Familienunternehmen für Anlassbekleidung, hat in Steyr erstmals ein Ladenkonzept für Young Fashion umgesetzt. Von umdasch kam unter anderem das Design, das erfrischend urbane Töne anschlägt. Hohe Decken lassen Altbauflair aufkommen; Jeans präsentieren sich in einem Wandregal, das wie eine Privatbibliothek gestaltet ist, Bibliotheksleiter inklusive. Die Kassentische wiederum greifen skandinavische Designelemente auf, während Holzmöbel in edler Eichenoptik erscheinen – und gepolsterte Möbel eine hochwertige Alternative zu den üblichen Warenträgern darstellen. Nach dem großen Zuspruch in Steyr wurde auch eine Filiale in Krems nach diesem Konzept umgesetzt.

Steinecker, a family firm selling clothing for special occasions, has implemented its first shop concept for Young Fashion in Steyr. Among other services, umdasch supplied the design, which strikes a refreshingly urban note. High ceilings emphasise the flair of the historic building; jeans are displayed in a wall shelving unit that is designed like a personal library, complete with library ladder. The cash desks, on the other hand, echo Scandinavian design elements, while the wooden furnishings are designed with an exclusive natural oak look – and upholstered furnishings represent a high-class alternative to the usual fittings. The reaction was so positive in Steyr that a branch in Krems has now also been realised in line with the same concept.



GOTTFRIED STEINECKER,
OWNER OF STEINECKER MODEN

„Ich bin begeistert vom Erfolg unseres Geschäfts. Das Konzept von umdasch hat bewirkt, dass wir in kürzester Zeit das Personal aufstocken mussten, um dem großen Andrang standhalten zu können.“

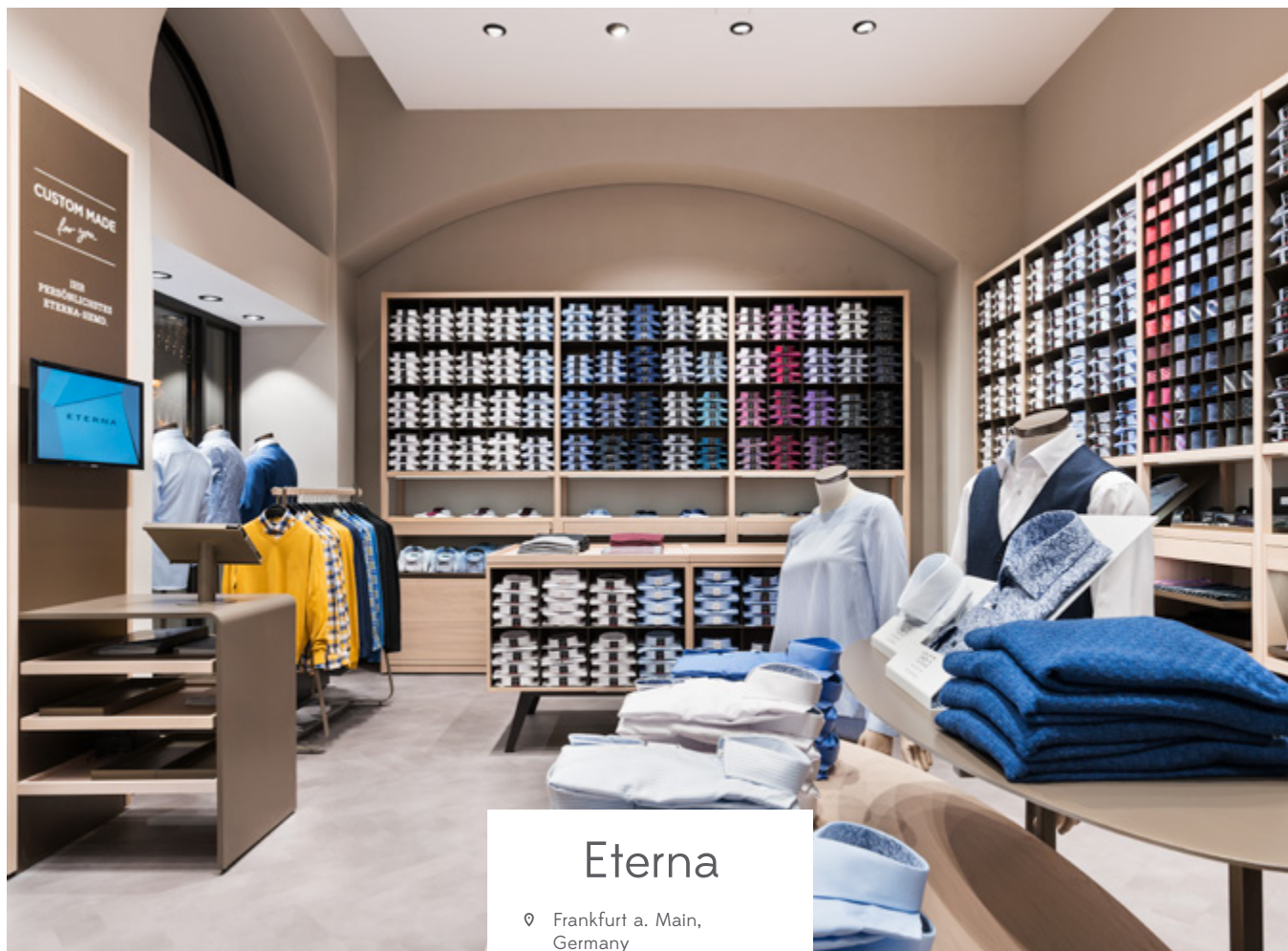
“I am delighted by the success of our business. The umdasch concept meant we soon had to recruit more staff to keep pace with the volume of customers.”



Schratt

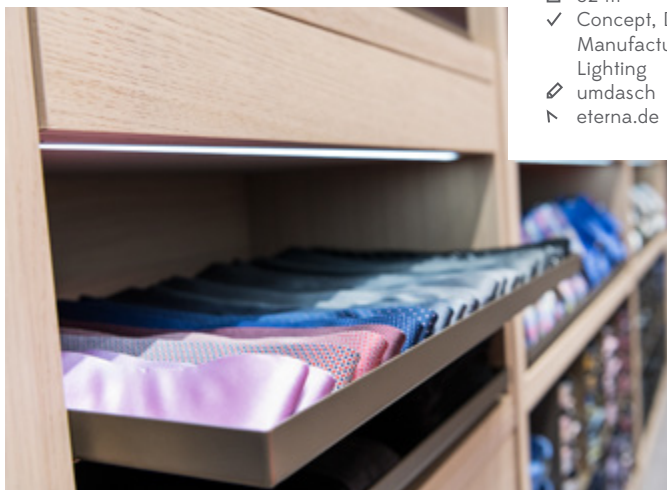
- 📍 Oberstdorf, Germany
- 📏 350 m²
- ✓ Concept, Design, Planning, Manufacture, Installation, Shop Equipment, Lighting
- ✍ umdasch
- 🌐 schratt-1803.de





Eterna

- 📍 Frankfurt a. Main, Germany
- 📏 82 m²
- ✓ Concept, Design, Manufacture, Installation, Lighting
- ✂ umdasch
- 🌐 eterna.de





Appelrath Cüpper

- 📍 Braunschweig, Germany
- 📏 1,294 m²
- ✓ Manufacture, Installation
- 🔧 blocher partners
- 🌐 appelrath.com





s.Oliver

- 📍 Stuttgart, Germany
- 📏 1,200 m²
- ✓ Manufacture, Installation, Digital Signage, Software Development, Rollout, Maintenance & Support
- ✍ s.Oliver
- 🌐 soliver.com



Asmus

PERSONAL LOOK



- 📍 Bergheim/Salzburg, Austria
- 📏 1,300 m²
- ✓ Concept, Design, Planning, Manufacture, Installation, Shop Equipment, Lighting
- ✂ Asmus, umdasch
- 🌐 asmus.at



Die neue Erscheinung des Ladens trägt die persönliche Handschrift von Inhaberin Marion Seidl. Gemütliche Armstühle und Sofas bieten Platz für Beratungen.

The new appearance of the shop shows the personal touch of owner Marion Seidl. Comfortable armchairs and sofas offer space for consultations.



Eine der Anforderungen beim Umbau dieses Schuhfachgeschäfts war eine deutlich präzentere Taschenabteilung. umdasch arbeitete hier mit Streckmetall-Elementen und Eichenmöbeln, um diesen Bereich hervorzuheben und eine besondere Stimmung zu schaffen. Eine weitere Herausforderung: der zentrale, runde Kassenbereich. Dieser Platz war aus baulichen Gründen vorgegeben, sodass die Store Makers von umdasch die Kassentheke elegant um die vorhandene Säule herumgebaut haben.

One of the requirements for the renovation of this specialist shoe store was a more prominent bag section. Here umdasch worked with expanded metal elements and oak furniture in order to give greater emphasis to this department and to create a unique atmosphere. A further challenge was the central, circular cash desk area. For structural reasons this space was pre-determined, so that the Store Makers at umdasch constructed the checkout counter elegantly around the existing column.





Bettenrid

- 📍 Munich, Germany
- 📏 324 m²
- ✓ Concept, Design, Planning, Manufacture, Installation, General Contracting
- ✂ umdasch
- 🌐 bettenrid.de





Reiter Betten & Vorhänge

- 📍 Wels, Austria
- 📏 1,500 m²
- ✓ Design, Planning, Manufacture, Installation, Shop Equipment, Digital Signage, Electronic Shelf Labeling
- 🔗 Reiter Betten & Vorhänge, umdasch
- 🌐 bettenreiter.at





Manufactum

- 📍 Hannover, Germany
- 📏 865 m²
- ✓ Manufacture, Installation,
General Contracting
- ✂️ Schwitzke
- 🌐 manufactum.de





Calumet

- 📍 Frankfurt a. Main, Germany
- 📏 700 m²
- ✓ Concept, Design, Planning, Manufacture, Installation, General Contracting
- ✍ umdasch
- 🌐 calumetphoto.de



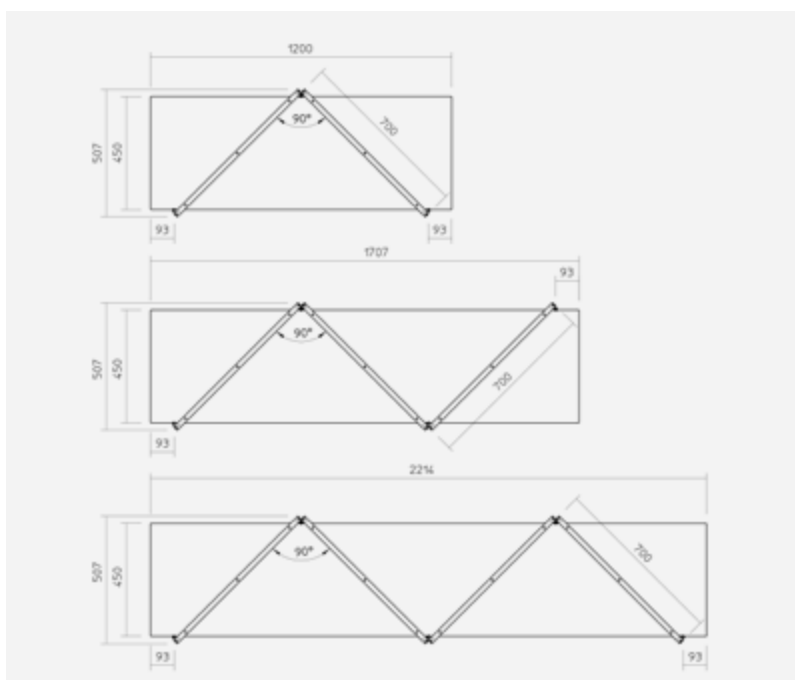
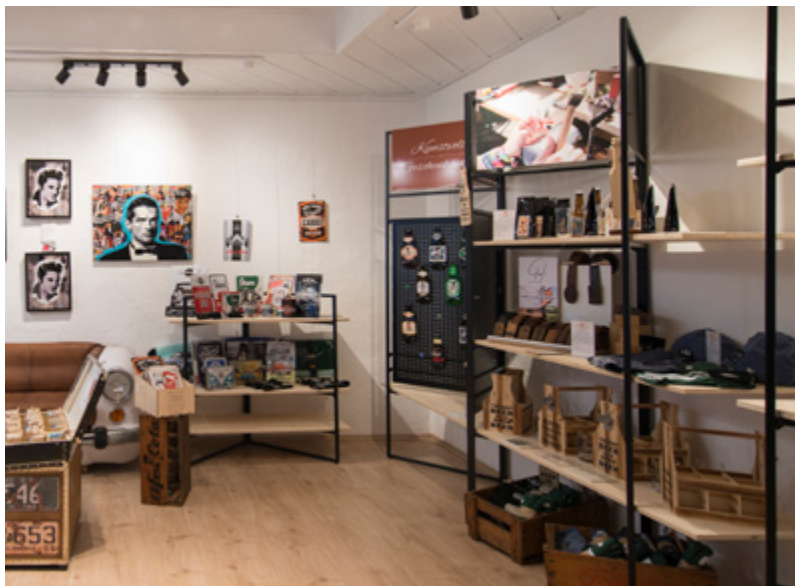
Fold-up!

START-UP, POP-UP, FOLD-UP!

Ob zur Belebung von Leerstandsflächen in Innenstädten, für die temporäre Inszenierung von Saisonware oder den Einsatz als Messemöbel: Fold-up! macht's möglich.

Whether it is a matter of bringing new life to the inner cities by counteracting property vacancies, providing temporary presentations for seasonal products or being used as trade-fair furniture: Fold-up! makes it possible.





umdasch bietet 17 vorgefertigte Sets in drei Größen und in drei Farben: für jede Anwendung das richtige Regal.

umdasch offers 17 ready-made sets in three sizes and three colours: the right shelf for every application.

Durch die modulare Bauweise lassen sich perfekte Bühnenbilder für Produkte aller Art kreieren, unabhängig von Größe und Warengruppe. Fold-up! ist zum einfachen Selbstaufbau konzipiert: Grundgerüste und Warenträger sind in wenigen Minuten verschraubt. Ein Fold-up! Regal besteht aus zwei, drei oder vier Modulen. Für alle verfügbaren Kombinationen gibt es passende Warenträger in verschiedenen Größen.

The modular construction permits the creation of perfect settings for products of all kinds, regardless of size or product group. Fold-up! is designed for easy self-assembly: the basic framework and shelving can be screwed together in just a few minutes. A Fold-up! shelf consists of two, three or four basic modules. There are matching shelves in various sizes for all combinations.



Mehr Informationen zu den Fold-up!-Sets finden Sie in unserem aktuellen Produktfolder.

More information about the Fold-up! sets you can find in our current product folder.



Dank der flexiblen Rahmen und Einlegefächer eignet sich Fold-up! auch für spezielle Anforderungen und individuelle Lösungen.

Thanks to the flexible frame and shelves Fold-up! is also suitable for special requirements and individual solutions.



Binder Optik

- 📍 Aalen, Germany
- 📏 370 m²
- ✓ Manufacture, Installation,
General Contracting
- ✂ Binder Optik
- 🌐 binder-optik.de

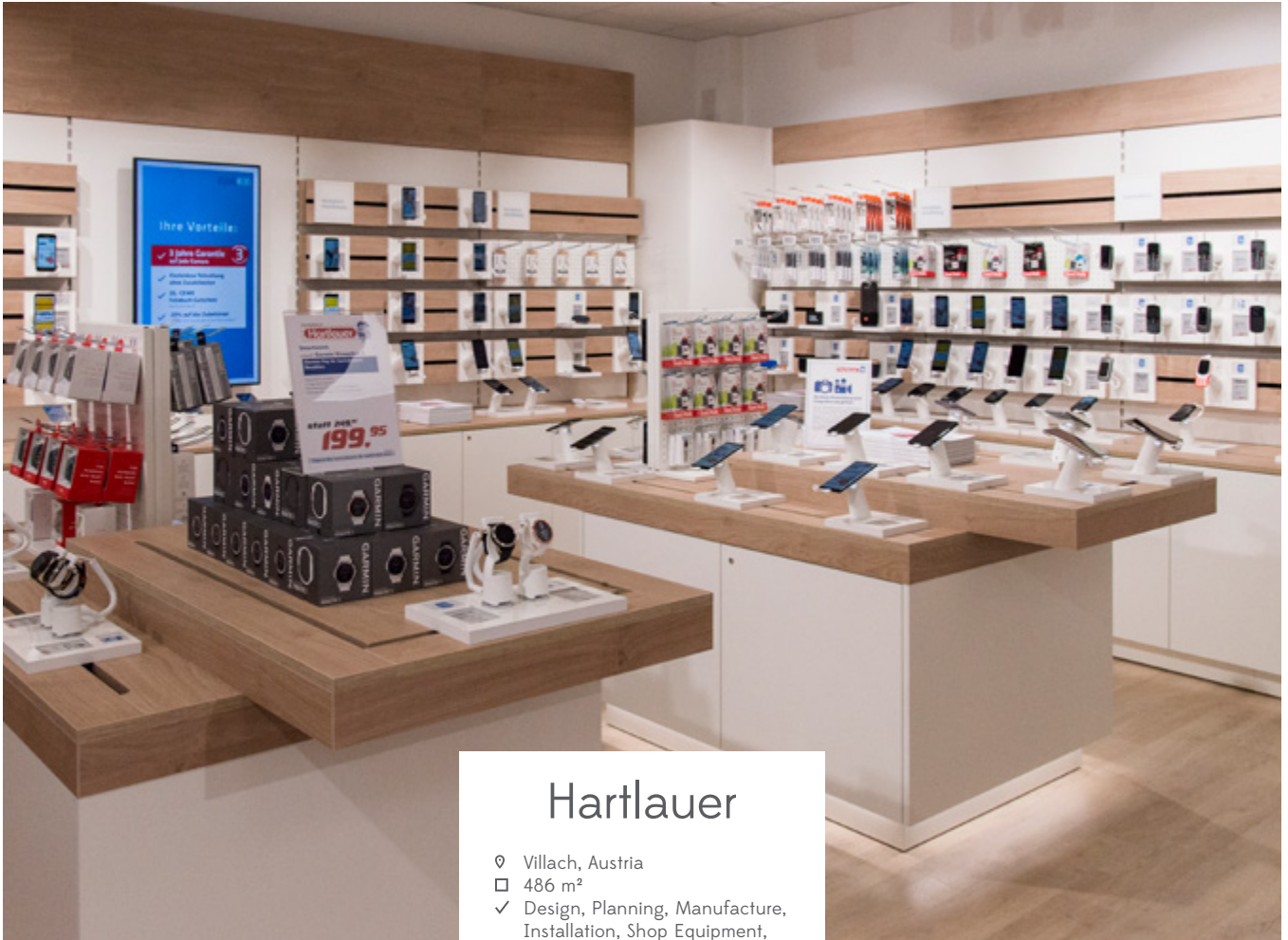




KIND Hörakustik & Augenoptik

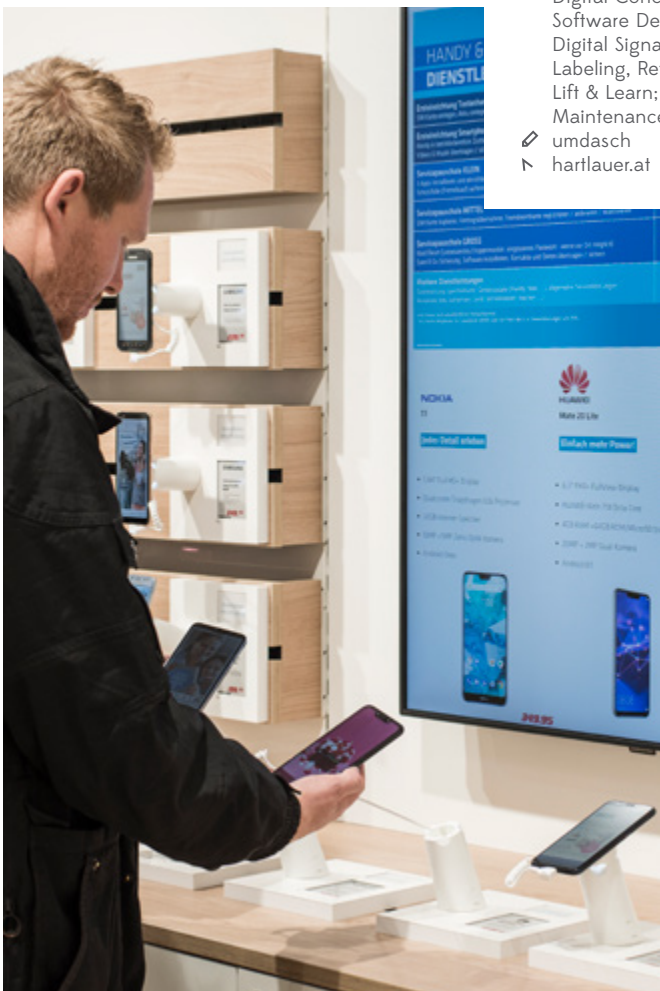
- 📍 Brühl, Germany
- 📏 200 m²
- ✓ Planning, Manufacture,
Installation, Shop Equipment,
General Contracting, Lighting
- ✂ umdasch
- 🔗 kind.com





Hartlauer

- 📍 Villach, Austria
- 📏 486 m²
- ✓ Design, Planning, Manufacture, Installation, Shop Equipment, Digital Concept & Creation, Software Development, Digital Signage, Electronic Shelf Labeling, Retail Security, Lift & Learn; Rollout, Maintenance & Support
- 🔗 umdasch
- 🌐 hartlauer.at





Benzina Unipetrol

- 📍 Chlumec nad Cidlinou,
Czech Republic
- 📏 100 m²
- ✓ Value Engineering,
Manufacture, Installation,
Rollout, Shop Equipment
unipetrol.cz



Brand Experience Worlds

CREATING SPACES FOR FANS

Marken-Erlebniswelten haben den Anspruch, Fans zu gewinnen: Hochmotivierte Mitarbeiter, die als loyale und treue Markenbotschafter für ein Produkt oder ein Unternehmen stehen. Und Kunden, die beim nächsten Produktrelease nicht fragen „Was kostet das?“, sondern sagen: „Das will ich!“ Kurz: Es sind Menschen, die eine Brand langfristig zum Erfolg führen. —>

Brand experience worlds aim to gain fans: highly motivated employees who act as loyal and faithful brand ambassadors and stand for a product or a company. Customers whose first reaction to the next product release will not be to ask “What does it cost?”, but to say: “I want to have that!” In short: they are people who help to make a brand into a long-term success. —>



- 📍 Doka Future Zone, Amstetten, Austria
- 📏 420 m²
- ✓ Concept, Design, Planning
- ✂ umdasch
- 🌐 doka.com



Virtual 3D insight
at hollu.

Zwei Touchscreens, die in L-Form vor einer Mooswand auf den hollu Schriftzug anspielen, animieren Besucher, sich mit der Marke vertraut zu machen.

Two touchscreens in an L-shape against a moss wall refer to the hollu logo and will encourage visitors to become familiar with the brand.



—> Zum Beispiel die hollu Erlebniswelt in Graz. Auf rund 1.000 m² wird das Thema innovative Reinigung für Besucher mit allen Sinnen erlebbar. Die Botschaft: Systemhygiene kann auch spannend und überraschend sein.

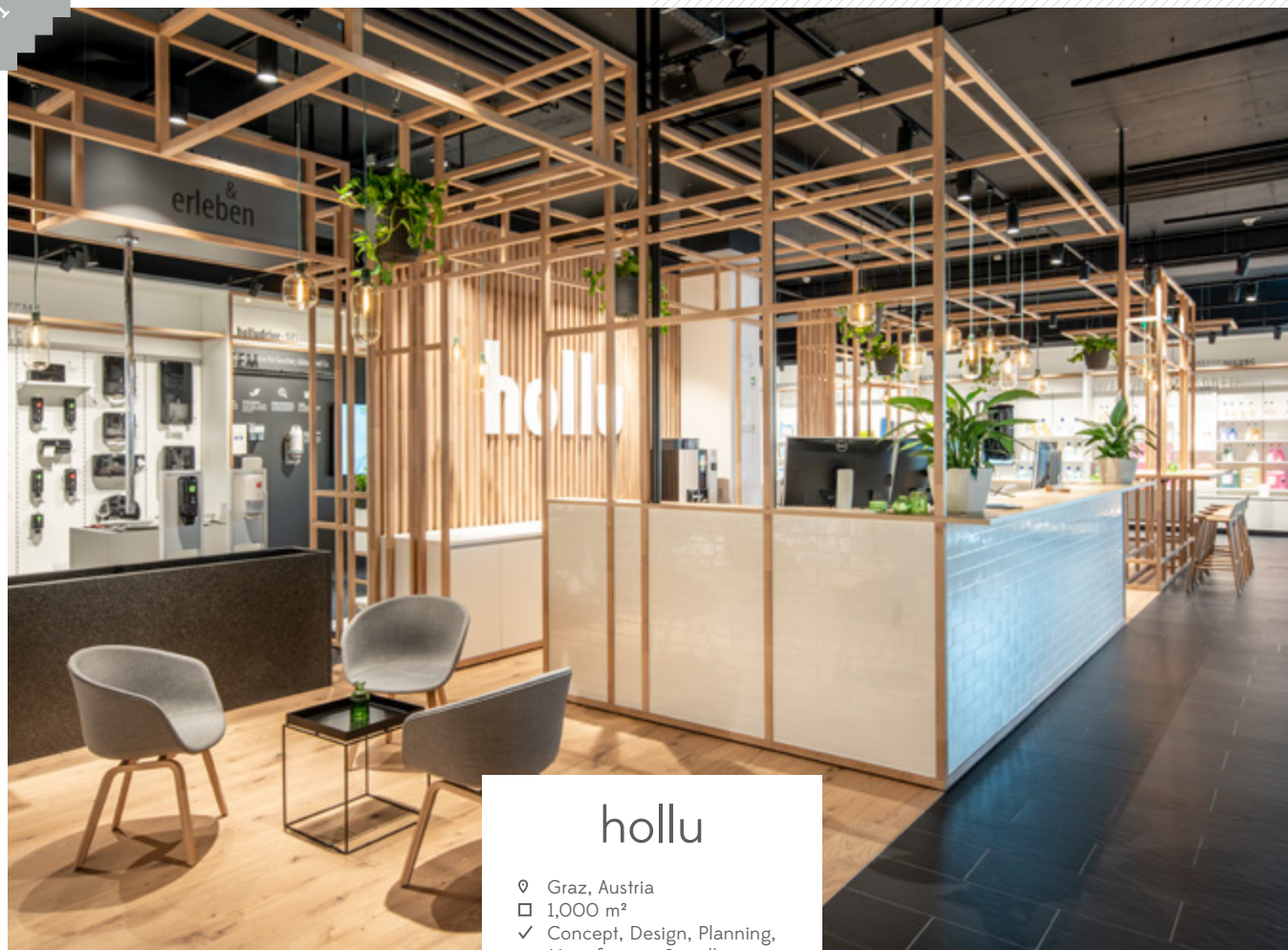
Auch für den Schalungstechnik-Experten Doka hat umdasch ein neuartiges Konzept entwickelt: die 420 m² große Future Zone, die in einem Multi-Funktionsraum Workshops, agiles Arbeiten und Besprechungen ermöglicht.

—> Take the hollu experience world in Graz, for example. The subject of innovative cleaning becomes a tangible experience for visitors via all their senses across some 1,000 m². The message: system hygiene can also be exciting and surprising. umdasch has also developed an innovative concept for Doka, the formwork technology experts: the "Future Zone", extending across 420 m² in a multi-function room that provides space for workshops, flexible working and meetings.



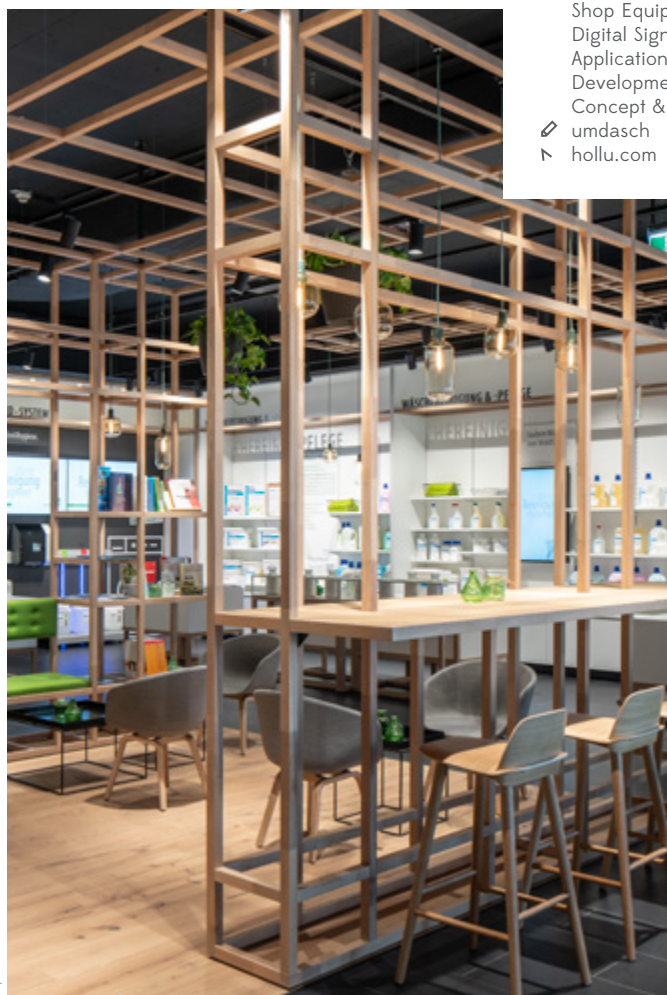
Doka Future Zone: Die Erlebniswelt als Rahmen, um Markenwerte, Produkte und Dienstleistungen mit Menschen zusammenzubringen.

Doka Future Zone: the experience space as a framework in which to bring brand values, products and services together with people.



hollu

- 📍 Graz, Austria
- 📏 1,000 m²
- ✓ Concept, Design, Planning, Manufacture, Installation, Shop Equipment, Lighting, Digital Signage, Interactive Applications, Software Development, Digital Concept & Creation
- ✎ umdasch
- 🌐 hollu.com





Doka @ Bauma 2019

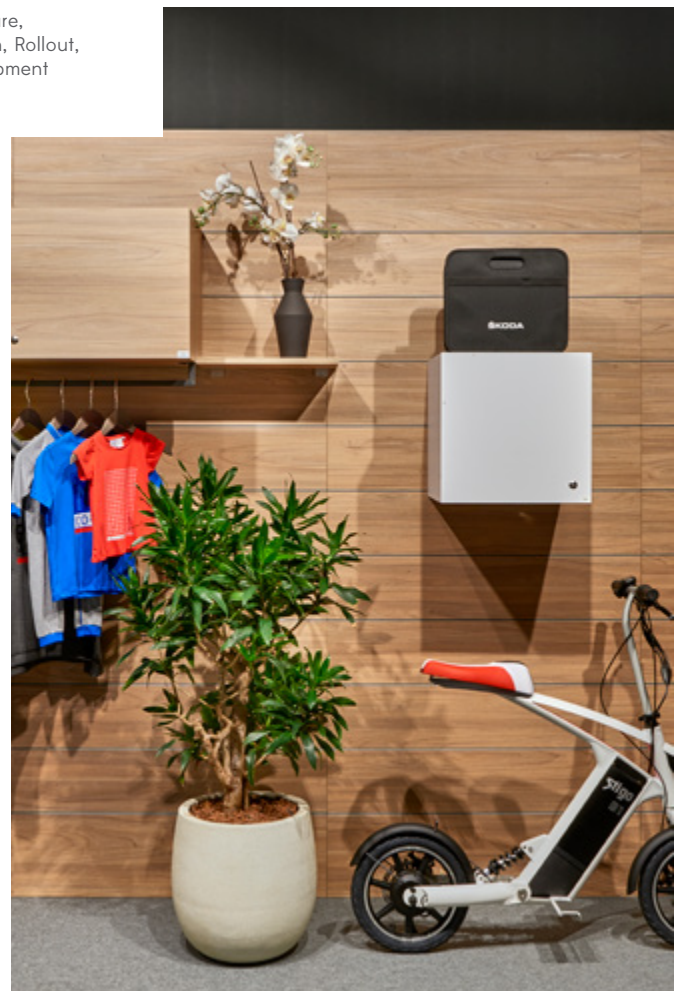
- 📍 Munich, Germany
- 📏 4,700 m²
- ✓ Concept, Design, Planning
- ✂ umdasch
- 🌐 doka.com

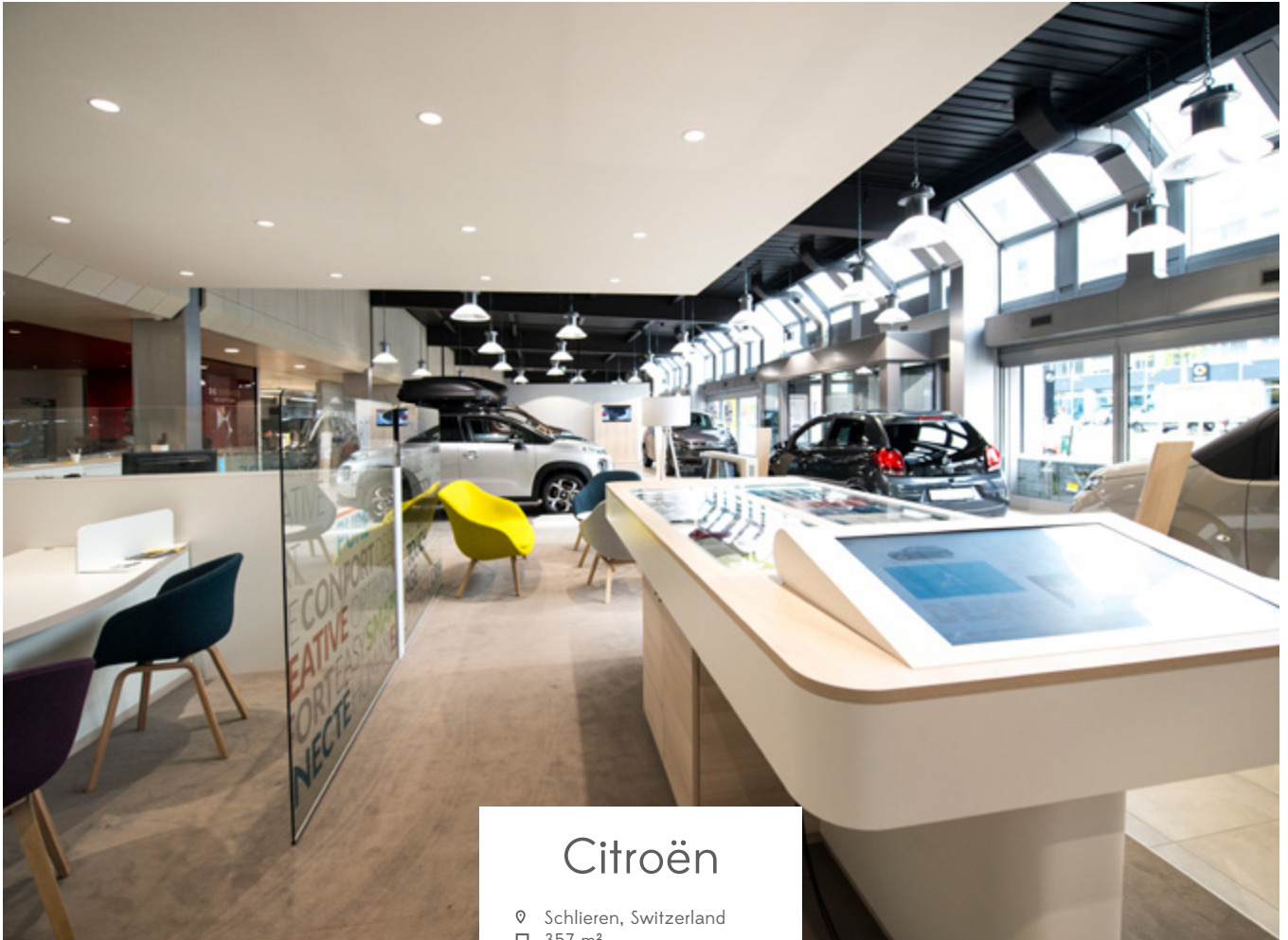




Škoda

- 📍 Brussels, Belgium
- 📏 200 m²
- ✓ Manufacture, Installation, Rollout, Shop Equipment
- 🔗 skoda.be





Citroën

- 📍 Schlieren, Switzerland
- 📏 357 m²
- ✓ Value Engineering,
Manufacture,
Installation, Rollout
- 🔗 PSA
- 🌐 citroen.ch





Munich Airport Eurotrade Duty Free

- 📍 Munich, Germany
- 📏 1,000 m²
- ✓ Manufacture, Installation
- ✂ Gruschwitz
- 🌐 munich-airport.de





Valiant Bank

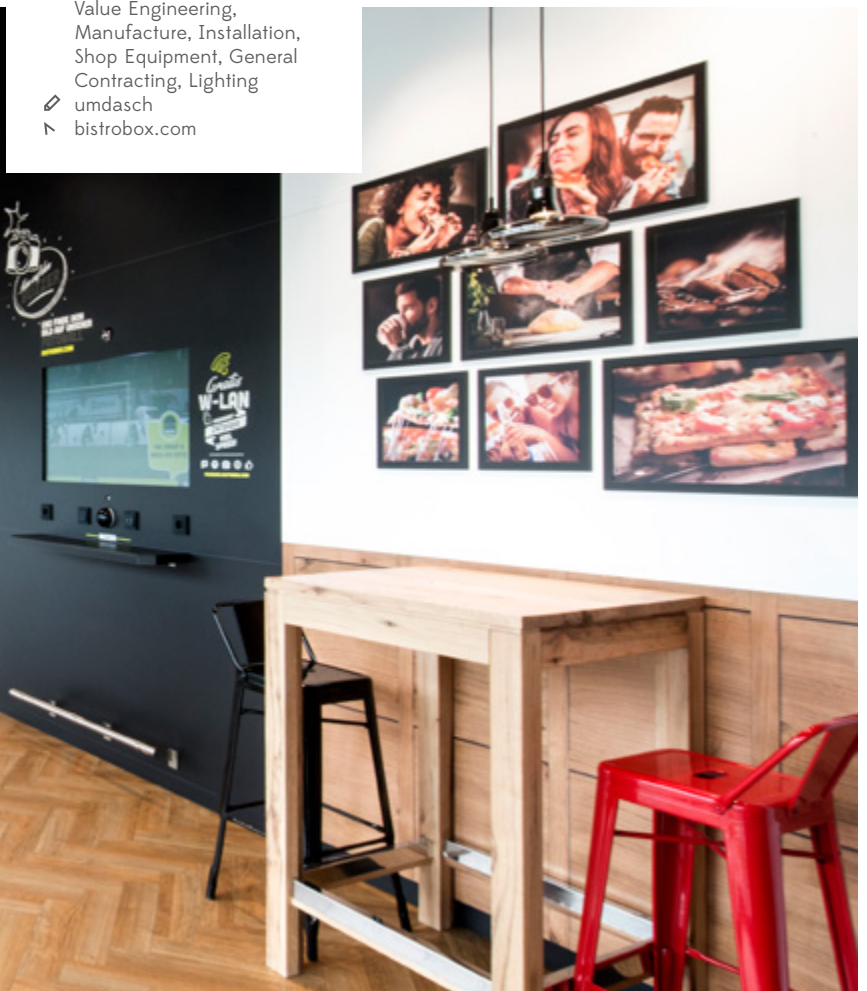
- 📍 Brugg, Switzerland
- 📏 140 m²
- ✓ Planning, Manufacture, Installation
- ✂ Bankenplanung
Thomas Wunderle
- 🌐 valiant.ch





BistroBox

- 📍 Engerwitzdorf, Austria
- 📏 60 m²
- ✓ Concept, Design, Planning, Value Engineering, Manufacture, Installation, Shop Equipment, General Contracting, Lighting
- ✂ umdasch
- 🌐 bistrobox.com





FRÜH Shoppen

- 📍 Cologne, Germany
- 📏 85 m²
- ✓ Concept, Design, Planning,
Manufacture, Installation,
Shop Equipment, General
Contracting
- ✍ umdasch
- 🌐 frueh-am-dom.de



Deutsche Bank

THE BANK OF TOMORROW



- 📍 Germany
- 📏 300 m² - 6,000 m²
- ✓ Planning, Value Engineering,
Manufacture, Installation,
Rollout, General Contracting,
Digital Signage
- 🔗 [deutsche-bank.de](https://www.deutsche-bank.de)



Besprechungsräume oder Séparées werden mit Stilmitteln wie Retro-Leuchten, Ziegelwänden, interessanten Wandverkleidungen und auffallenden Bodenelementen gespickt.

Meeting rooms and private consultation areas are adorned with stylish elements such as retro lights, brick walls, interesting wall panelling and striking floor elements.



Seit 2016 verbindet die Deutsche Bank und umdasch eine intensive Geschäftsbeziehung. So wurden im Rahmen eines umfassenden Rollouts bereits knapp 40 Filialen deutschlandweit von den Store Makers von Grund auf erneuert – das sind über 30.000 m² an ausgestatteter Fläche. umdasch hatte die spannende Aufgabe, das vorgegebene Design-Konzept in den jeweiligen Filialen vollumfänglich umzusetzen. Dabei sollten Kundenberatungsflächen, Backoffice-Spaces sowie SB-Zonen realisiert werden. Ob 300 m² oder 6.000 m²: Die große Herausforderung war bei allen Filialen, den laufenden Betrieb samt hoher Sicherheitsvorkehrungen bei den Umbauarbeiten nicht zu beeinträchtigen.

Deutsche Bank and umdasch have had a close business relationship since 2016. As part of a comprehensive rollout, almost 40 branches throughout Germany have already been completely renovated by the Store Makers; that represents over 30,000 m² of equipped space. umdasch had the exciting task of implementing the given design concept in full in the branches concerned. Customer service areas, back office spaces and self-service zones were to be implemented. Whether 300 m² or 6,000 m², the biggest challenge within all the branches was not interfering with ongoing operations and high security precautions during the renovation work.



MARCO GÖSLING, GENERAL CONTRACTING DIRECTOR UMDASCH

„Für General Contracting braucht es Hirn, Hand und Herz, wobei Hirn für die nüchterne Betrachtung steht, Hand für die handwerkliche Qualität und Herz für das persönliche Engagement.“

“General Contracting requires head, hands and heart, whereby “head” stands for sober consideration, “hands” for craftsmanlike skills and “heart” for personal commitment.”

Gropius Passagen Food Court

CONSTRUCTION EXPERTISE



- 📍 Berlin, Germany
- 📏 1,700 m²
- ✓ General Contracting
- ✍ Martin Eibl /
Stephan Heinlein
- 🌐 gropius-passagen.de



Public eating: Im zentralen Sitzbereich der Restaurants finden sich die Centerbesucher zum gemeinsamen Essen und Trinken ein.

Public eating: Visitors of the shopping centre congregate to eat and drink together in the central seating area of the restaurants.



Mit rund 150 Shops auf mehr als 90.000 m², 2.000 Arbeitsplätzen im Center und jährlich zehn Millionen Besuchern zählen die Gropius Passagen Berlin deutschlandweit zu den größten Shopping-Centern. Die General Contracting-Profis von umdasch waren für den gesamten Umbau des Food Courts in dem Berliner Center zuständig; insgesamt sieben Restaurants mit über 500 vorgelagerten Sitzplätzen und einer zentralen Inselfläche. Zu den Kernaufgaben zählte die Koordination der Gewerke aller sieben Ansprechpartner samt reibungsloser Ausführung sämtlicher Baumaßnahmen.

The Gropius Passagen form one of the largest shopping centres in Germany, with some 150 shops extending over more than 90,000 m². The Centre provides 2,000 jobs and welcomes ten million visitors annually. The General Contracting professionals at umdasch were responsible for the entire renovation of the Food Court in the Berlin centre, with no fewer than seven restaurants and over 500 seats in front as well as a central island area. The principal tasks included the coordination of the work of all seven contact partners as well as the hitch-free execution of all the building measures.



Die Sorgfalt der General Contracting-Profis von umdasch zeigt sich in jeder Bauphase. So wird die akribische Umsetzung aller Maßnahmen garantiert.

The accuracy of umdasch's General Contracting professionals is evident in every construction phase. This guarantees the meticulous implementation of all measures.

Zalando

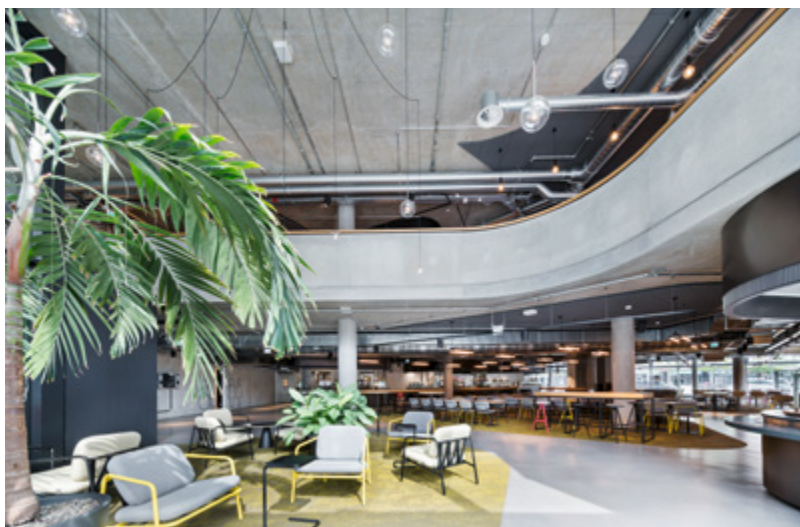
FOOD COURT FOR NEW HEADQUARTERS



📍 Berlin, Germany
📏 1,650 m²
✓ General Contracting
✍ Henn / Kinzo
🌐 zalando.com



Eines der Highlights im Zalando Headquarter ist die Kantine: Ein moderner Foodcourt statt klassischem Mitarbeiter-Restaurant. umdasch The Store Makers war als Generalunternehmer tätig und schuf auf einer Fläche von 1.650m² über zwei Etagen Platz für rund 450 Gäste. Dafür übernahmen die General Contracting-Experten neben Trockenbau-, Fliesen-, Estrich-, Maler- und Bodenbelagsarbeiten auch die Gewerke Türen, Schreinerarbeiten, Sanitär- sowie Heizungsinstallation und Raumluftechnik. Schwerpunkt im Gastronomie-Bereich war die komplexe Küchen-, Lüftungs- und Kältetechnik.



One of the highlights in the Zalando headquarters is the canteen, which is more of a food court than a classic staff restaurant. umdasch The Store Makers were engaged as General Contractor and created space for some 450 guests within an area of 1,650m² across two floors. In addition to the drywall installation and the tiling, the floor screed, painting and floor surfacing, the General Contracting experts therefore also assumed responsibility for the doors, the carpentry and the installation of the plumbing and heating as well as the ventilation technology. The main focus in the gastronomy section was the complex kitchen, ventilation and refrigeration technology.

Das Auge isst mit: Verschiedene Bodenbeläge wie Pandomo und robustes Hirnholz bilden einen lebendigen Kontrast zur Sichtbetonwand und der modernen Technikdecke.

You eat with your eyes! Various floor surfaces such as Pandomo and robust cross-grained timber form a lively contrast to the fair-faced concrete wall and the modern high-tech ceiling.



Hohe Wände und viel Sichtbeton sorgen für ein cooles Flair in der Kantine.

High walls and lots of exposed concrete create a cool flair in the canteen.

UMDASCH UND DIE WELT

Seit mehr als 150 Jahren herrscht bei uns Innovationskraft aus Tradition – umgesetzt von Menschen, die zu den Besten ihrer Branche gehören. Gemeinsam mit unseren Konzernschwestern Doka und Umdasch Group Ventures bilden wir ein über 8.200 Personen starkes, global aktives Unternehmen mit sehr solidem wirtschaftlichen Hintergrund. Mit über 180 Niederlassungen in mehr als 70 Ländern steht die Umdasch Group als Familienunternehmen im Alleineigentum der Geschwister Hilde Umdasch und Alfred Umdasch.

UMDASCH AND THE WORLD

For more than 150 years our company has stood for innovative strength and tradition – implemented by people who are among the very best in their particular field. Together with our affiliated companies Doka and Umdasch Group Ventures we form a concern with a workforce of more than 8,200 employees that is globally active and that operates from a very sound economic background. With over 180 branches in more than 70 countries, the Umdasch Group is a family firm which is entirely owned by Hilde Umdasch and her brother Alfred Umdasch.

1868

Stefan Hopferwieser, the great-grandfather of the present owners, is awarded the "concession" to work as a carpenter.

1939

Mathilde Hopferwieser, granddaughter of the founder of the company, marries Ing. Josef Umdasch. The latter takes over the management of the company in 1939. The firm moves to the east of Amstetten and a new plant is built.

Later in 1956 the Umdasch AG specialised in the business areas shopfitting (umdasch) and formwork technology (Doka).

1983

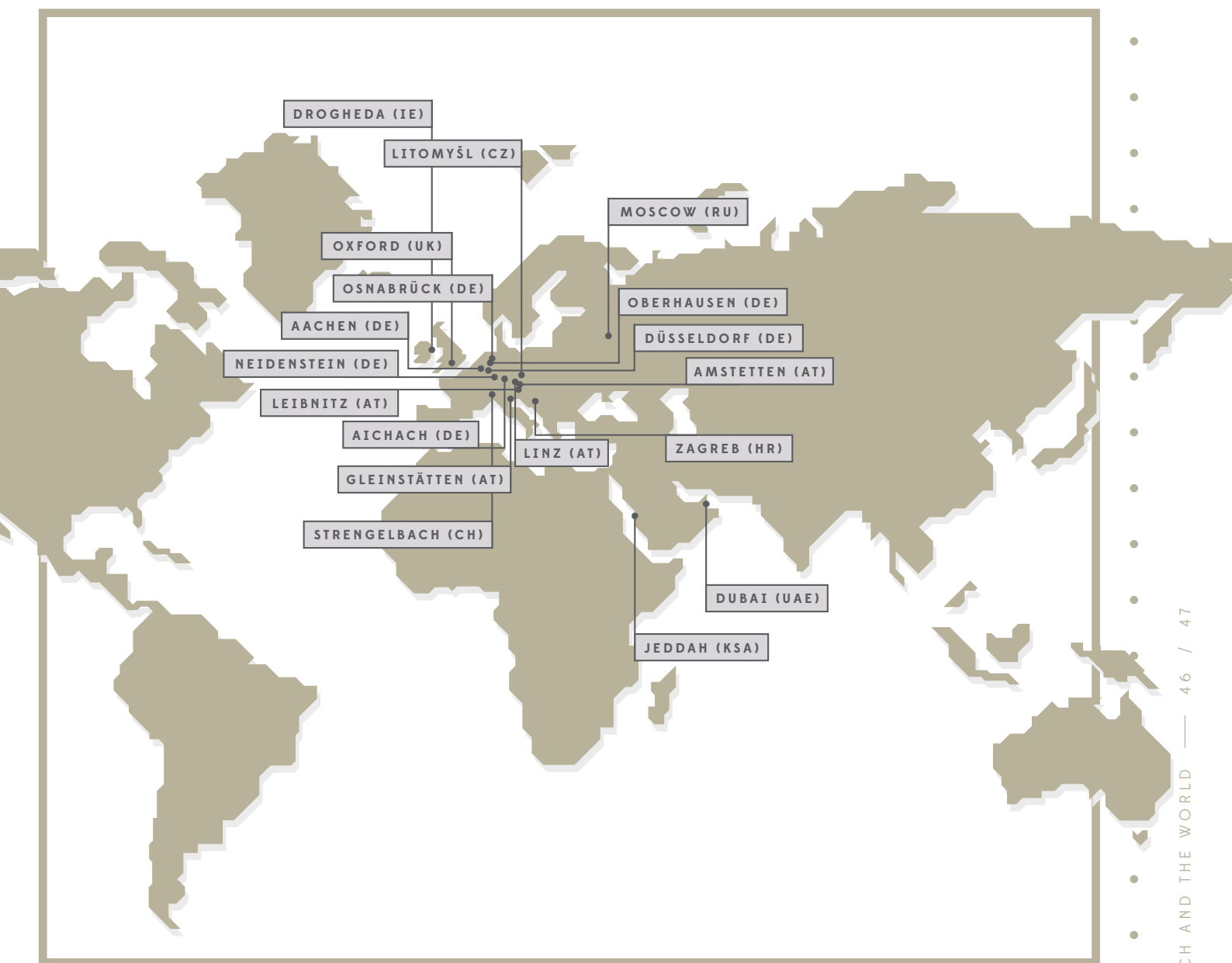
Acquisition of the shopfitting section of Bremshey. As a result, the Store Makers also become one of the leading shopfitting companies in Germany.

1991

The present corporate structure of the Umdasch Group is established. Under the aegis of Umdasch AG the Doka Group and the Umdasch Shop-Concept Group operate as independent corporate divisions.

2001

Umdasch AG acquires Assmann Ladenbau Leibnitz, the Austrian market leader for the food retail sector. With the core brands Umdasch Shop-Concept and Assmann Ladenbau the company now covers all sectors.



2012

Umdasch Shop-Concept is renamed Umdasch Shopfitting and subsequently the core brands Umdasch Shopfitting and Assmann Ladenbau become the joint brand Umdasch Shopfitting.

2014

Umdasch Shopfitting seals its structural transformation with four divisions:

Lifestyle Retail
Food Retail
Premium Retail
Digital Retail

2015

Umdasch Shopfitting acquires the technology company MMIT based in Linz and thereby expands the expertise of the Digital Retail division.

Umdasch Shopfitting takes over the Czech shopfitting company Story Design. Through this corporate acquisition Umdasch Shopfitting strengthens its presence in Eastern Europe and its expertise in the lifestyle sector.

2018

At the end of 2017 Umdasch Shopfitting acquires the Croatian shopfitting company ATT Furnishing. The new member of the concern is integrated into the Premium Retail division.

Umdasch Shopfitting becomes umdasch The Store Makers. In this way the concern can emphasise its comprehensive service portfolio on the international market.

umdasch participates in the start-up jingle towards the end of the year. The young company brings stationary retail into the digital age with an app.

2019

umdasch acquires the Digital Signage Expert Seen Media and strengthens its competencies in the area of content & creation. This makes umdasch one of the top 3 digital signage integrators in Germany, Austria and Switzerland.

As digital
pioneers with a
heritage of
craftsmanship
and a personal
approach,
we make successful
STORES.

