

A person wearing a dark apron is shown from the chest down, holding a handful of green herbs. The herbs are being crushed between their hands, and small green particles are falling. The background is dark and textured.

umdasch

THE STORE MAKERS

We
make
successful
STORES.

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





Ladies and gentlemen,

The world of stationary retail shook due to the sudden change of the framework conditions. The development, which took several years, was swept away in just a few weeks. The incrementally increasing and consistent demand for a high-level online segment, disrupted global supplier chains, currency turbulences, new challenges represented by the necessary reduction of the carbon footprint, a sharp drop in the visitor numbers to indoor areas, and the need for a new direction in the contemporary retail business are just some of the current accompanying phenomena in retail. These challenges are known, and, principally there are also numerous solutions. Committed employees, interconnection of sales channels, smart background facilities with digitization, fundable and well-positioned sales areas that invite the buyers to an experience, persistence, and purchase, provide a strategic field of activities for our customers. Also for the Store Makers, these framework conditions continue to define the tasks and challenges that we are facing up to, as “successful stores” are the substance of our mission.

For several generations, we have represented a guarantee of a deep understanding of the market’s demands and a high professional competence. We are getting down to work with enthusiasm and absolute commitment, giving advice, planning, designing, and implementing. We work for food stores, but also for the financial sector, for global brands as well as for local subjects with leading positions on their markets, for the luxury goods industry, systemic gastronomy, and also for technological companies. We take care of pop-up stores that are designed for just a few days, but also of projects that are expected to exist for over a generation. For us, the Store Makers, people are at the forefront of our interest without technology being pushed aside, and we are aware of the responsibility that we, as a family business, have towards our employees. We draw our motivation and dedication from our common credo: We take care of successful stores. With trust, for trust, and through the trust of our customers and all our partners – yesterday, today, and tomorrow.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Silvio Kirchmair', with a stylized flourish at the end.

SILVIO KIRCHMAIR
CEO UMDASCH THE STORE MAKERS

A black and white photograph of a hand, likely a carpenter's, resting on a wooden workbench. The hand is positioned with fingers spread, showing the texture of the skin and the wood. In the background, there are dark metal clamps or vices holding the workbench together. The overall tone is industrial and focused on craftsmanship.

A Store Maker's Rules

LISTEN WITH CARE

Listen, understand,
think ahead.

EXECUTE WITH CONFIDENCE

With concentration
and commitment.

PLAN WITH VISION

Let us develop
the overall
picture and look
after the details.

Facts
and Figures

1,500

SKILLED &
COMMITTED EMPLOYEES

200

GENERAL CONTRACTING
PROJECTS ANNUALLY

1,000,000

SQUARE METRES OF SPACE FITTED OUT ANNUALLY



OVER 170

LOGISTICS AND SALES OFFICES
IN MORE THAN 70 COUNTRIES
TOGETHER WITH OUR AFFILIATED
COMPANY DOKA



ANNUALLY

7,000

SHOPFITTING PROJECTS

MORE THAN

17,000

LICENSES SOLD FOR DIGITAL
SIGNAGE SOFTWARE

IN BUSINESS SINCE 1868

With a broad line-up and cross-sector expertise, we execute a diverse range of projects of all sizes and degrees of complexity every year. It is difficult to reflect with mere statistics how this is possible. Because it takes painstaking focus, countless cups of coffee and above all lots of passion from our Store Makers every day in order to create your perfect shopping environment.

MORE THAN

4,000,000

ESL-TAGS INSTALLED

MORE THAN

60

YEARS AS THE PARTNER OF THE RETAIL SECTOR
AND OVER 150 YEARS OF CORPORATE HISTORY

WHAT

WE

DO

For us as Store Makers, the satisfaction and success of our customers has always been the prime factor. We create successful store 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 over 150 years of experience and the personal approach of a family firm we successfully complete every project to meet your requirements and exceed your expectations.





→ DESIGN CONSULTING / DIGITAL CONSULTING /
VALUE ENGINEERING / DESIGN ENGINEERING

Our experts in Consulting & Value Engineering as well as all our professionals in Digital Retail are ready to offer you a full service in the development and delivery of retail projects – Store Branding par excellence. We work with and for architects. We develop your ideas further during the joint creative process. The interlinking of a wide range of skills to create a result which is ready for rollout is part of our daily routine.

PROJECT MANAGEMENT / ENGINEERING /
PRODUCTION & PROCUREMENT / LOGISTICS /
INSTALLATION & ROLLOUT

Tailor-made quality with guaranteed deadlines and at competitive prices forms the backbone of our business. Within the Project Management department, experts and craftsmen ensure that all the individual services are coordinated in a professional manner. They specialise in the efficient and effective execution of orders, and they can master projects of all shapes and sizes. Even under tremendous pressure as regards both time and budget, they remain calm and confident.





GENERAL CONTRACTING

Our General Contracting project leaders will execute your entire building project calmly and with supreme professional expertise and careful management skills. Together with you and our long-standing professional partners they will skilfully juggle costs, quality and time, from the preliminary clarification to the opening on schedule. You can rely at all times on having a fixed contact person and umdasch as a strong general contractor.

SHELVING SYSTEMS / FREESTANDING SYSTEMS /
BESPOKE FURNITURE / POP / WAREHOUSE
RACKING SYSTEMS



We also see ourselves as the manufacturers of practical furniture solutions for the retail sector. Our versatile production teams supply well-engineered programmes of shelving and shop systems for all sectors. This means we can reliably meet all requirements, from customised, project-specific special solutions to volume productions for trouble-free rollouts. Our partners – prestigious manufacturers – round out this extensive range of products. So that we can offer precisely tailored store solutions to meet your requirements at any time.



Learn from our experts about what really matters in retail and improve your competitiveness. The meeting place and a knowledge platform for professionals in the retail business is our umdasch Shop Academy, which develops stimuli for you and your teams, such as education and follow-up programmes, webinars, store checks, and also practical trainings directly in your store area. The absolute highlights of our activities are tours of famous retail metropolises presenting the latest trends.

← CONCEPT & CREATION / SOFTWARE DEVELOPMENT /
DIGITAL SIGNAGE / INTERACTIVE APPLICATIONS /
ELECTRONIC SHELF LABELING / ROLLOUT,
MAINTENANCE & SUPPORT

Through the cohesion of classic shopfitting and digital retail, the Store Makers at umdasch create new possibilities for the staging of experiences. With a spirit of innovation and out-of-the-box thinking, the digital retail pioneers at umdasch implement exciting solutions. Our services not only offer retailers a multitude of digital instruments and concepts, they also ensure smooth system integration and content provision within cross-channel sales.



OUR BRANCHES



FOOD RETAIL



Food
Health Stores
Food & Beverage (in food stores)
Forecourt Retail & Convenience Stores
Do-it-yourself
Warehouse Racking Systems



LIFESTYLE RETAIL



Automotive
Brandlands
Consumer Electronics
Department Stores
Fashion & Accessories
Footwear & Accessories
Health & Beauty
Home & Living
Hospitality
Jewellery & Watches
Real Estate & Shopping Malls
Restaurant Chains
Retail Banking
Sports





Department Stores
Fashion & Accessories
Footwear & Accessories
Jewellery & Watches
Perfumes & Cosmetics
Travel Retail



PREMIUM RETAIL



10 11



DIGITAL RETAIL



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





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 company Doka we form a workforce more than 8,900 employees that is globally active and that operates from a very sound economic background.

With over 170 branches on five continents, the Umdasch Group is a family firm which is 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.

In 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 Business Units:

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 Business Unit.

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 Business Unit.

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

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 the DACH region.

2020

Store Makers acquired a 55% share in the Turkish company Madosan and by this they continue in their international expansion as well as extend their activities in the production and installation of metal racks and high load capacity rack systems.

SELECTED CUSTOMERS

LIFESTYLE RETAIL			DIGITAL RETAIL
11teamsports	Zalando HQ Foodcourt	Breuninger	11teamsports
adidas	Zwilling	Bucherer	A1
Alsterhaus		Bvlgari	ADAC
asmus shoes	FOOD RETAIL	Capi Global	adidas
BAT (British American Tobacco)	Adeg	Chalhoub Group	AIDA
Benzina	AGM	Chanel	ALBA Group
Beddenrid	Auchan	Charbonnel et Walker	Ars Electronica Linz
Binder Optik	Bamesa	Chaumet	Audi
Bosch	Billa / Billa Plus	Coach	Autogrill
bugatti	Bipa	Cole Haan	Bellaflora
Calumet	Brau Union	De Beers	Binder Optik
Česká spořitelna (Erste Group)	Carrefour	Deckers	Blaguss
Citroën Switzerland	COOP	Deraah	Bosch
Coop Restaurant	denn's Biomarkt	Dr. M	Burger King
ČSOB	Denner	Dubai Duty Free	BWT
Czech National Museum	dm drogerie markt	Emirates NBD	Coca Cola
Deutsche Bank	Edeka	Estée Lauder	Dennree
Eterna	Eni	Etro	Deutsche Bank
FC Bayern Munich	Eurospar	Facegym	Deutsche Telekom
Früh Kölsch	Festool	Fauchon	dm drogerie markt
Globetrotter	Health Stores Austria & Germany	Fortnum & Mason	Doka
Golf House	Henkel	Galeries Lafayette	Eni
Görtz	Hyundai	Geb. Heinemann	Fernsehturm (tv tower) Berlin
Gropius Passagen	Interspar	Glashütte	Frankonia
Hartlauer	Jet	Global Ports Holding	Globetrotter
hollu	Kaes	GP Store	Hagebaumarkt
Hotel Ruby Ella	Kaufland	Harrods	Hartlauer
Huawei	KTM Group	Huda Beauty	hollu
Iveco	Lagerhaus	Hunter	Huawei
Jaguar Land Rover	Leroy Merlin	JTI Japan Tobacco International	Jochen Schweizer
KIND	Let's DOIT	KaDeWe	Just Brands
Legero	Lidl	Kate Spade	JYSK
Liebherr	Migros	Khaadi	KTM Group
LLOYD	MPreis	Lacoste	Lagerhaus
Lufthansa WorldShop	Nah&Frisch	Lagardère	Legero
Manufactum	Neuform	Lalique	Let's DOIT
McDonald's	Penny	Leem	Lidl
Phillip Morris	Rewe Germany	Lustro	Liebherr
PME Legend	Rewe International	Magic Planet	Lindt
Reiter Betten & Vorhänge	Shell	Magrabi	LLOYD
Renault	SPAR	Majestic Princess Cruises	Miele
s.Oliver	Stiegl	Marina Home	MPreis
Samsung	Tegut	Michael Kors	OMV Viva
SanusX	Transgourmet	Moda by Naoyumi	Otto Bock
Schratt	Unimarkt	Muscat Duty Free	Postbank
Seat Cupra	Vita Nova	Nike	Reiter Betten & Vorhänge
Škoda	PREMIUM RETAIL	Polo Ralph Lauren	Richter Pharma
Steinecker	1422	Qatar Duty Free	s.Oliver
Sunstore	Aer Rianta International	Selfridges	Signa Retail Group
Superdry	Al Zain	Stuart Weitzman	SPAR
Valiant	Bahrain Airport Premium Lounges	Tate Modern	Stuart Weitzman
vodafone	Bahrain Duty Free	Van Cleef & Arpels	Tank & Rast
Vorwerk	Birkenstock	Victoria & Albert Museum Store	Telefónica
Warema	Breitling	Vox Cinema	Thonet & Mauser Sitzkultur
Yves Rocher		Watch Gallery	Veletta Duty Free
		Yves Saint Laurent	Vorwerk
			Warema
			Zotter

We take
care

of everything.

umdasch.com

