

shops¹⁵⁴

GREEN STORIES

Stories from the Earth. For the Earth.



sustainable Digital Stor(i)es by umdasch



umdasch eXperience Platform

The control centre for your digital script at the Green Point of Sale. With the cloud-based umdasch eXperience Platform you can centrally manage digital technologies and ensure a holistic customer journey at the touch of a button.

umdasch

THE STORE MAKERS

Get in touch!

digitalretail@umdasch.com | umdasch.com

Can we still save ourselves?

Dear Readers!

Are you thoroughly tired of hearing the word “sustainability”? And what about “climate change”? To put it plainly: it is important to call a spade a spade and to talk about things. But just talking will not solve the problems. So why are we not making headway in the fight against the climate crisis, asks not only the US political scientist Stephen M. Walt?. It would be presumptuous to offer an answer here. But what we at the Store Makers can do is keep our own house in order; offer a platform for ideas and concepts and – ideally – solutions, so that we at least know what needs to be done. In order to contribute to healing our planet. Not just sometime, but now.

Green stories – stories about the Earth and for the Earth – is the title of our current issue of shops. As a part of the Umdasch Group, we show you what you can actually do all the way along the value-added chain: facets of sustainability, economic, ecological and social. It lies in the very nature of the matter that the Store Makers should play a role here. But it is also true to say that we do not want to point the finger at anyone, but to move ahead by virtue of our own good example. As a family firm with a history that can be traced back over more than 150 years we believe that sustainable action is part of our genetic makeup – and so we occupy a sort of role-model position as we preserve a livable world for future generations.

On the subject of being a model: one of our initiatives is joining G7 The Fashion Pact; we present its aims on page 7. As a first step we calculate the carbon footprint for our production location in order to be able to reduce emissions in a more targeted manner. Since we want to give you something to think about with regard to the urgently needed change, I should like to commend to you the four voices of sustainability – two scientists and two customers of umdasch, who examine the subject in depth (from page 8). We offer you insights as to which solutions towards climate neutrality we are researching and working on; for example the Liquid Dispenser, which is more than just a refilling station aiming to reduce the amount of plastic waste (see page 14).



From page 18 you can also read why a trip to the Expo in Dubai need not contradict your efforts with regard to sustainability, and why aesthetics and nature-based solutions can benefit each other (page 56). Last but not least, in our Showcases, starting on page 22, we shall enable you to share the latest place-making projects, from Cologne to Munich, Vienna, London, and from Moscow as far as Riyadh and Bahrain.

In the name of the Store Makers at umdasch I wish you interesting and inspiring reading. And remember what Mahatma Gandhi said: “Be the change that you wish to see in the world.”

Yours sincerely,
Petra Böttinger-Barth

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umdasch strips off – with its specially developed refilling system that combines environmental protection with digital management.



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News & Facts



From l. to r.: Silvio Kirchmair CEO of umdasch The Store Makers and Dr. Wolfgang Litzlbauer, the new CEO of Umdasch Group AG.

WOLFGANG LITZLBAUER IS THE NEW CEO OF THE UMDASCH GROUP AG

Dr. Wolfgang Litzlbauer (51) took over as CEO of the Umdasch Group AG as of 1st July 2021. The head of the Umdasch Group, Dr. Andreas J. Ludwig, who has been active since 2010, will remain associated with the company and will continue to manage the Umdasch Group Foundation and Corporate Relations. In Wolfgang Litzlbauer the Umdasch Group has appointed a manager who has known the company for several years as a member of the Supervisory Board of the three Divisions Doka, umdasch The Store Makers and Umdasch Group Ventures. For more than 25 years Wolfgang Litzlbauer worked for MIBA AG, which operates in the international automobile industry, most recently as Deputy Chairman. As a result of extensive periods overseas, he has acquired valuable industrial experience in an international context, which he will put to good use for the Umdasch Group in the future.

NEW: PATENTED BAKE OFF HOT TRAY®

The patented Hot Tray® is a recent addition to the Bake Off product family from umdasch. While the Bake Off Hot Tray® consists of removable heating pans with a fixed temperature of 55°C, the Bake Off Hot Plate provides a built-in heating module for individually controllable temperatures in these innovative units for baked goods and pâtisserie. Both versions ensure through targeted heat transfer that the baked goods do not dry out. More information on the new products can be found on page 52 or under umdasch.com/Bake-Off.



Bake Off Hot Tray® at Denner in Switzerland.

HEAVY METAL

During the autumn of 2020 the umdasch Store Makers acquired a majority holding in the Turkish specialist for sheet-metal shopfitting and heavy-duty shelving, umdasch Madosan. With immediate effect customers can also obtain information about the solutions and product portfolio offered by umdasch Madosan on the new website umdasch-madosan.com.



Scan here to access the website of umdasch Madosan.

MEMBER OF THE G7 THE FASHION PACT

Within the framework of the G7 summit in Biarritz, France, during the summer of 2019 the French President, Emmanuel Macron and the CEO of the Kering Group, François-Henri Pinault, laid the foundation for The Fashion Pact. Some 70 prestigious companies in the fashion and textile industry and over 200 brands – and hence one-third of the global fashion sector – are already represented in The Fashion Pact. During the spring of 2021 umdasch The Store Makers became the first shopfitters to join this coalition. All the representatives, including Adidas, Burberry, the Kering Group, Mango, Nike and NOA Brands, have committed themselves to the joint implementation of important environmental goals including the containment of climate change, the regeneration of species diversity and the protection of the oceans. The Store Makers at umdasch have already been actively involved in the first projects on the subject of “Biodiversity” – and contribute their knowledge as to how the sales spaces of major fashion brands can be built and operated in a resource-friendly manner in future.



THE
FASHION
PACT



You can find more information about The Fashion Pact here.

STAY TUNED: iSESSIONS BY UMDASCH



Check up on short, fascinating input on lifestyle topics. Stay informed about digital solutions at the Point of Sale. The iSession Webinars by the Store Makers at umdasch

take place regularly and offer you compact information and an exchange with colleagues in your sector. For inspiring input, moderated discussions and exchange please contact us at isessions@umdasch.com.



Mission sustainability



FOUR VOICES THAT CARRY WEIGHT



How can we be sure that people will still be able to lead livable lives tomorrow? And where should we apply the “sustainability” lever? Now, “with the climate crisis knocking at our planet’s door,” as a politician put it in the face of the most recent environmental catastrophes. We would like to introduce you to four actors of sustainability. They show that solutions are available, for small things and bigger ones too.

THE MEGA-CATALYSER

Michael Braungart is the controversial inventor of the “Cradle to Cradle (C2C)” principle, which sketches out a world without waste. But what exactly does that mean?



Michael Braungart is a chemistry graduate who has experience dealing with violent reactions. He knows which materials he must bring together in order to achieve something – and which to avoid. But that he would prompt such reactions with his daring theory may have even surprised the provocateur himself. For over 20 years, Braungart has been propagating a new, radically sustainable principle. “Cradle to Cradle” means doing business differently: instead of constantly producing more waste, products that wear out should serve as nutrients for nature. And we should use everything else – like computers, machines and washing machines – exclusively in closed technological circular systems. “Cradle to Cradle” eliminates toxins and CO₂ from the environment. Then we could produce more extravagantly again. A C2C T-shirt would rot in the compost and would not harm even the smallest microbe. That, however, presupposes organic cotton which is produced without pesticides and fashion which dispenses with the bleaches that are so harmful to the environment.

But who should pay for all this? The 63-year-old Braungart demands nothing less than a new economy. And he does not mince his words when it comes to his views, which form the subject of controversial discussion: “We think it is enough to destroy a bit less: drive our cars less, create less waste, use less water. That will not protect anything; all we are doing is not destroying as much,” he repeatedly comments during his appearances. And then Braungart continues: “We make what is wrong perfect instead of asking: what is right?”

A good question, because Braungart demands radical new solutions – for example, packaging for ice-cream which melts at room temperature and is completely bio-degradable. And, of course, free from harmful substances. Then “throwing something away is a pleasurable experience.” It is sentences like these which earn such fierce criticism for the environmental activist, who used to climb onto chimneys to protest against the practices of the chemical industry. Representatives of a vegan lifestyle have long demanded that we learn to live abstemiously – in the interests of the environment. But abstinence is not what Braungart proposes, as long as we do the right things. Instead of radical limitation he pleads in favour of intelligent products, which we can rent – as a service. And the large amounts of CO₂ which may be released into the atmosphere? We should recapture that using technology and then use it in products. Scepticism towards technology, of the kind that is considered politically correct in environmental-protection circles, sounds quite different from that. For Braungart, who is married to Monika Griefahn, the former head of Greenpeace, and who runs the international environmental research and consultancy institute EPEA in Hamburg, wicked plastic can even become good plastic, if we think in cycles. Some 11,000 products have already been developed and produced according to the Cradle to Cradle principle, including compostable clothes and homogeneous articles which can be completely recycled. For the elective citizen of Hamburg, however, that is not enough. He wants a changed awareness and does not shy away from even the smallest form of provocation. He criticises icons like Greta Thunberg for her uncompromising approach and describes the Greens as a “wellness movement”. Braungart is like the leopard that cannot change its spots: he needs reactions. Strong reactions. But he himself acts like a catalyser who fuels the discussions and appears to emerge as energetic as ever from the dispute.

WE WANT TO BRING THEM ALL ALONG

*Christoph Bründl on sustainability
which does not stop at the right jacket,
but starts with the people.*

Christoph Bründl

Christoph Bründl, the Managing Director of the Bründl Sports group, is always on the move. It does not matter whether he is constructing a glass walkway across the Ache in Kaprun (by his sports store) or initiating events as the chairman of the local tourist association; his openness for all that is new is based on firm convictions. He relies on people and aims to preserve "his" mountain world for posterity. Read more at bruendl.at.



MR BRÜNDL, YOU HAVE BEEN CLIMATE-NEUTRAL SINCE MARCH 2021. WAS IT A DECISIVE STEP OR SIMPLY ONE STEP ON A LONG JOURNEY?

↳ It was a first important step on a long journey. We are assuming responsibility by measuring our CO₂ footprint, reducing it and compensating for the part that we absolutely need through support in developing and emerging countries.

TODAY YOU ARE NOT A GLOBAL CONCERN, BUT A FAMILY FIRM. SURELY IT IS THEREFORE NATURAL TO PRACTISE SUSTAINABILITY DAILY?

↳ I think so. As the third generation of a family firm we support people and are less focused on quick and maximised profits. And that is the difference between us and other concerns. Preserving a company for your grandchildren demands a focus on the longer term. As with our green flagship store. But you must be able to afford sustainability.

SO WHERE DOES YOUR ABSOLUTE LIMIT LIE?

↳ That's an important point. In the case of our flagship store, the costs accompanied us from the very first decision. We needed paving stones, and the ones from Asia were almost 28 percent cheaper. What a sobering thought. Nonetheless, we chose stones from Austria. It was the same thing with the wood for the façade: certified white fir from Austria and Bavaria. Sustainability is often a real cost factor in the short term, but it is an important investment in the future.

DOES THIS AWARENESS OF QUALITY APPLY TO YOUR EMPLOYEES AS WELL?

↳ We are there for people, especially for our staff. That is why for 13 years now the Bründl Academy has been in existence, and recently we have also introduced a sustainability task force. We don't want to create a place to work; we want development jobs and hence to help people to achieve personal growth. That is why we invest in high-quality communications seminars, flirt seminars and work-life-balance workshops. We aim for an appreciative culture of conflict.

DID YOU NEVER EXPERIENCE RESISTANCE TO THESE SUSTAINABLE CHANGES?

↳ Of course there was also resistance, but things gradually became easier. After all, it's a matter of a long-term change in awareness. And we want to take everybody along.

YOU OPERATE IN A SECTOR WHICH IS SUBJECT TO FASHIONS. HOW DO SUSTAINABILITY AND SPORTS ARTICLES FIT TOGETHER?

↳ Sustainability has definitely arrived: more and more people are becoming aware of the effects of excess consumption and over-production. We see ourselves as pioneers with our repair and rental services. These are new business areas and open up possibilities of establishing a new relationship with customers, partners and friends. In the long term, this transformation offers huge possibilities. We shall approach them one step at a time and will also change our product range.

DO YOU REALLY NOTICE A CHANGE IN CONSUMER BEHAVIOUR?

↳ Increasing numbers of people are showing a preference for a high-quality product, which can also cost more. It is a question of haptics, of materials and the credibility of the manufacturer. Fortunately these days there are also serious certification bodies.

AND YOU TRUST THE CERTIFICATES?

↳ Of course there are gaps. Nothing is perfect. And so we have drawn up our own sustainability matrix for our products and suppliers, from whom we take the relevant certification into account, so that in the shop we can lead our customers through the jungle of information.

SO WHY ARE YOU PUTTING IN ALL THIS EFFORT?

↳ That's a question we sometimes ask ourselves (laughs). But it's about more than that. We want people to visit our store to have the certainty that they can shop without any concerns. We are a hub and we translate between industry, brands and customers. At the same time we ask: Well, folks, do you understand that? What do you need? What would you like? What sells well? And what doesn't sell well? That is the huge advantage of bricks-and-mortar retailing, which has a huge future, especially in the sports sector. Sustainability will be decided by people. That will probably be the toughest competition. Not the price competition. Bricks-and-mortar retailing means improving my inner state by touching things. And only good materials and enthusiastic people will achieve that.

**Franz Josef Radermacher**

The mathematician, economic scientist and computer scientist Prof. Dr. Dr. Dr. h.c. Franz Josef Radermacher is an expert in technology and globalisation with an international reputation. He is also the head of the Research Institute for Applied Knowledge Processing (FAW/n).
Read more at fawn-ulm.de.

ALL PULL TOGETHER

“Sustainability is primarily a social goal and only after that a corporate goal.”

PROF. RADERMACHER, THE UNITED NATIONS CONFERENCE ON THE HUMAN ENVIRONMENT IN 1972 IN STOCKHOLM IS REGARDED AS THE DATE WHEN THE SUBJECT OF SUSTAINABILITY IN THE MODERN SENSE WAS BORN. WHY HAVE WE BEEN MORE OR LESS MARKING TIME FOR ALMOST FIFTY YEARS?

↳ The situation has indeed been clearly described for a long time. However, this also includes an understanding for the massive conflicts of interest. In a world in which some 200 sovereign states pursue their own interests, each one has an effect on the others. This increases the risk of galloping to our ruin. At the moment there is a lot of evidence that this is the case. Historically speaking, it would not be the first time.

WHAT IS GOING WRONG IN THE DISCUSSION?

↳ I think we are focusing too much on the climate change. But catching up on the creation of prosperity and thus the social question, innovation and the economy, the environment and genetic diversity are also central subjects for sustainable development.

CATCHING UP ON THE CREATION OF PROSPERITY?

↳ A sustainable approach must be for the rich countries to transfer money in very large amounts as a quid pro quo for poorer countries not to touch their rain forests in future. Unfortunately there is no willingness to do this. It is most likely to be found in the private sector, which could change the situation through massive support for so-called nature-based solutions.

BUT IF WE DON'T ALL PULL TOGETHER, THERE IS A RISK OF UNFAIR COMPETITION.

↳ The competition argument plays a central role, and the entire debate can rise or fall on that. We shall probably not achieve the two-degree goal, and certainly not Agenda 2030. It is easy to draw up fancy-sounding programmes, but it is extremely difficult to carry them out.

SO HOW CAN WE SUCCEED ANYWAY?

↳ In my view, sustainability can only be secured through technological progress. The forests were saved by the invention of the steam engine, and linked to that, the massive promotion of coal. That was the starting point for three industrial revolutions. The number of people on Earth has subsequently increased tenfold, and prosperity a hundred-fold. Innovation is the key, but a lot of people haven't understood that yet.

MORE PEOPLE WILL ALSO MEAN MORE STRESSES FOR THE PLANET.

↳ Each month the world population increases by the equivalent of the number of people living in Austria. It is a question of climate neutrality in a rich world with an estimated ten billion people in 2050. It is also about excess energy, not about the administration of an energy shortage. Under these conditions, catching up on the creation of prosperity is of the utmost importance, because it offers the prospect that humankind will have reached its maximum with ten billion. That would be an important interim step on the way to sustainable development.

YOU SPOKE OF INNOVATION. WHAT ROLE WILL DIGITALISATION WITH ITS SHARE AND RENT MODELS PLAY?

↳ Digitalisation and the provision of services are overestimated. Until now, digitalisation has always been associated with an increased load with regard to the environment and the climate, a result of the so-called boomerang effect. Without IT, for example, there would be no budget airlines. This example shows that the material side of life is more important, in this case the beach holiday, and not the IT environment, which is only an enabler for the physical-material side. To put it more clearly: property is not a religion, but the basis of every well-functioning society.

DOES SUSTAINABILITY REPRESENT MORE OF A SOCIAL OR AN ECONOMIC CHALLENGE?

↳ Sustainability is primarily a social goal and only as a consequence also a corporate goal. As regards character, sustainability is a global topic. Companies may engage in the subject over and above the legal requirements as a reaction to their stakeholders or for reasons of self-interest.

WHAT DOES THAT MEAN FOR THE RETAIL SECTOR?

↳ There are a lot of shrewd starting points here, including the reduction of disposable products, wastage of food and packaging. Retail companies can also commit themselves globally by helping to finance sustainable projects in developing and emerging countries. The Alliance for Development and Climate could be a good partner here.

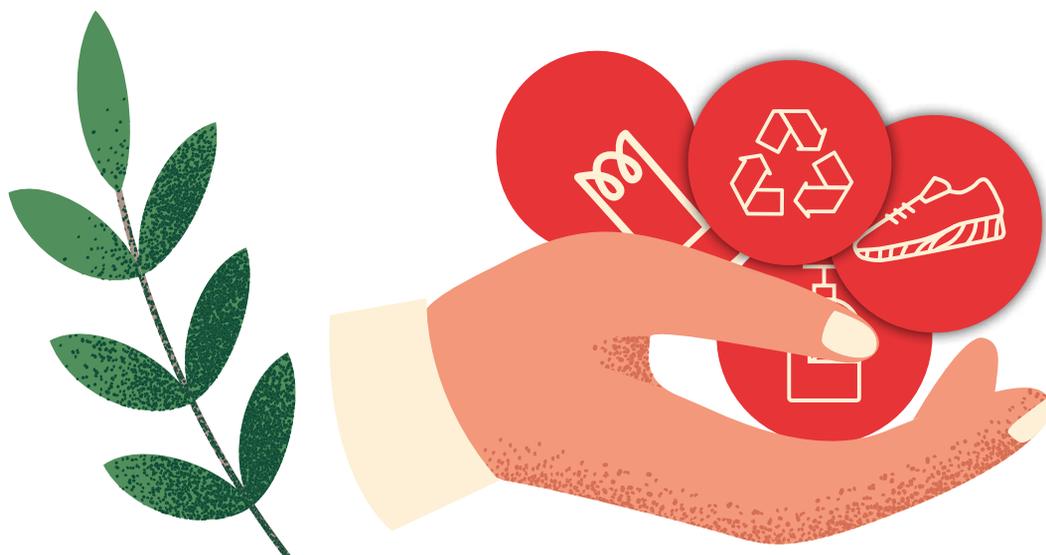
INVOLVEMENT IN ALL SECTORS

“From sustainability and corporate strategy to an integrated and sustainable corporate strategy.”

Thomas Köck

Thomas Köck is a member of the board of management of the Austrian dm drogerie markt GmbH and is responsible there for various aspects including shopfitting, facility management and the international expansion of the chain of health and beauty stores. Read more at [dm.at](https://www.dm.at).





MR KÖCK, IN THE BASIC PRINCIPLES OF DM YOU REFER TO A WORKING TEAM WHICH OPERATES IN AN EXEMPLARY MANNER IN ITS ENVIRONMENT, AND WHICH CULTIVATES THE CONSUMER REQUIREMENTS OF ITS CUSTOMERS. ARE YOU NOT PUTTING YOURSELF UNDER PRESSURE BY INCLUDING SUSTAINABILITY AS PART OF THE PHILOSOPHY?

↳ I would prefer to call it an urge to extract the best possible result from our mission statement – in the firm conviction that it is appreciated by consumers, employees, partners and society. Our success over the past 45 years proves that we are right.

ONE COMPANY COMMITS ITSELF MORE AND ANOTHER ONE LESS: AREN'T YOU AFRAID OF UNFAIR COMPETITION?

↳ No, because when I look at Austria, I currently observe a paradigm change in the retail sector. 245 companies have addressed a petition to the government. Their aim is that ecological, sustainable activities should become a legal requirement. But the real subject is a social one: less-developed countries want to catch up. As a company with 3,800 branches in 13 countries we play an important part here.

YOU ARE COUNTING ON THEM CATCHING UP WITH PROSPERITY?

↳ Yes. As an expanding retailer we are investing in these countries, creating jobs and hence higher incomes. That results in a material effect, but also sustainable activity. For example, dm employees cleaned up polluted river banks in Bosnia; to do this they used the “dm more from life day”, an additional day of holiday donated by dm, on which they can get involved in a good cause.

WHAT IS THE LINK BETWEEN PROSPERITY AND SUSTAINABLE COMMITMENT?

↳ We all know about the needs pyramid. The better off we are, the easier it becomes for us to think less egoistically. At some point it is even reversed. Previously it was said that you had to be able to afford sustainability; today, without ecological sustainability we shall soon not be able to afford anything at all.

IT CAN'T BE AN EASY TASK WITH 63,000 EMPLOYEES THROUGHOUT EUROPE.

↳ We have very few sustainability experts in the ecological sense. We have sustainability in the form of inter-departmental work groups that set up projects in which everyone in the company can become involved. That is a challenge, because every country and every society has its own identity. But the internal effect in the company also has an external effect. Ultimately the consumers decide whether we have done a good job in this respect.

LET US STICK WITH THE INTERNAL EFFECT; WHAT DOES THE SUSTAINABILITY STRATEGY AT DM LOOK LIKE?

↳ Well, first of all we have combined the sustainability strategy and the corporate strategy into an integrated, sustainable corporate strategy. This applies to all areas, whether it is the launch of new own brands like Pro Climate, which is not only climate-neutral but also environmentally neutral; the logistics, where with the GS1 Smart-Box we are using the new re-usable standard for the retail sector and industry. And our locations, which we use with property-sector green technology systems like photovoltaics. And of course our network of branches: with hundreds of renovated shops every year we think a lot about recycling. And today we also carry out many more repairs, for example with the support of umdasch, who offer this service.

WHAT IS THE STATUS OF DIGITALISATION FOR THE SUSTAINABILITY PROCESS AT DM?

↳ It affects all areas. Simply the fact that we can link up from every location. I used to drive 80,000 kilometers per year in order to meet a few people. Of course e-commerce is a major topic; how we can set up online shopping in a sustainable manner, be it for customers to collect the goods or having them delivered. Digitalisation is not an end in itself, however. It depends what you make of it.

UMDASCH STRIPS OFF



Refilling: A sustainable
success format for the PoS



The umdasch Liquid Dispenser ensures that customers always have the liquidity they require, helps to avoid plastic waste and is IoT-capable. The system takes the reduction of CO₂ and climate protection seriously. Now a calculation has proven that within a very short space of time it also undercuts conventional disposable off-the-shelf bottles with regard to its carbon footprint.

THE TIME IS RIPE



Perhaps it was only logical, after the GreenShelf had already been launched – the shelf with the best carbon footprint – to also take a closer look at consumer behaviour. And to think about a sustainable alternative to the products in their original packaging on the store shelves. Therefore the Store Makers at umdasch have developed a station for selling packaging-free cleaning and laundry products in order to save packaging material. Encouraged by a survey of a thousand people, the overwhelming majority of whom spoke out in favour of an offer of this kind, the teams got to work. In addition to an attractive cost-benefit ratio as a prerequisite for an innovative refillable system, the people who were interviewed repeatedly named a product segment which they considered particularly suitable for refill products: liquid detergent.

There followed numerous experiments. They researched, tested, abandoned and re-thought time and again until they got the right results regarding filling speeds and filling behaviour, and the integrated sensor technology was optimally adjusted – and the system was mature enough for a prototype to be tested by an innovative food retailer in Styria. With the pilot schemes, which were soon in place with other progressive retailers, new umdasch experts joined the team, including IT technicians and software developers. After all, the enormous amounts of data which the environmentally friendly filling stations supplied were to be evaluated and used to make the Liquid Dispenser fit for the Internet of Things. The latest generation of the Liquid Dispenser is now established on the market as a sustainable shopfitting system: for example, in order to refill containers with liquid cleaning and body-care products. For the retailer it is above all easy to service, and it enables producers to make a statement at the PoS. And the consumers? At the touch of a button they can decide while shopping whether they want to contribute to ensuring that less plastic waste is produced in future.



MICHAELA DRAGE
ENGINEERING DIRECTOR
BY UMDASCH

A THOROUGHLY GREEN MACHINE

A calculation of the carbon footprint commissioned by umdasch from the sustainability experts at c7-consult recently came to a sensational result: After just 100 filling procedures of washing-up liquid or detergent in refillable containers at the PoS, the Liquid Dispenser is more climate-friendly than the purchase of conventional disposable containers with the same content. Michaela Drage, Engineering Director at umdasch, sees here a further indication of the high everyday value of the appliance. “What once started out with a study regarding the acceptance of refilling, has now been confirmed with the Product Carbon Footprint,” says Drage: “The best waste is the waste that is never even produced.” Her colleague Christian Hammer, Business Development Manager, adds: “With the refilling station as a way of showing a responsible approach to resources, we at umdasch want to show a way of moving towards the carbon neutrality we are aiming for.” The Product Carbon Footprint, or PCF for short, provides information about the total greenhouse gas emissions which a product causes during its entire life cycle, in other words from manufacture via all transport, installation, service and maintenance including energy requirements when in operation as well as disposal at the end of its useful life. The carbon footprint is calculated in kilograms of CO₂ equivalents.

FACTBOX

100% USER FRIENDLY

- Automatic product recognition by scanning the product packaging
- Implemented light guidance shows the correct filling tap after scanning
- Swivelling filler tap for easy removal of the refilled packaging
- Filling control by weighing using sensor technology
- Integrated safety functions during the filling process

In the case of the Liquid Dispenser, in addition to the refilling station itself the test also applied to the reusable product packages and the Bag-in-Boxes (BIB), in other words the containers used to fill up the refilling station. If we are looking at a period of use of five years and we assume 500 filling processes per month, the refilling will save 2,260 kg CO₂ equivalents. “That,” Drage calculates, “corresponds to the climate-relevant effect of a car with average consumption after 12,000 kilometres – and hence more than an average citizen drives during an entire year.”

CUSTOMERS ALWAYS HAVE THE LIQUIDITY THEY REQUIRE

However, the carbon footprint is not the only positive characteristic of the system. When it comes to operating the refilling station, it is extremely simple: you just scan the code on the product packaging you have brought along with you and start the filling process – and the Liquid Dispenser does everything else. A receipt is printed automatically and is stuck onto the bottle ready for payment at the checkout, the container is closed – and that is all. An integrated screen guides customers step by step through the filling process, so that filling the container becomes a sort of ritual with a high repeat factor, in which the consumer makes an active contribution to more environmental protection. In order to make effective use of the filling time, a cross-selling video can be played on the screen.



Here you see the Liquid Dispenser in use in dm drogerie markt.



The advantage is that targeted messages can be supplied without scattering loss, because the user group of the Liquid Dispenser is relatively homogenous. The second major advantage is the uncomplicated maintenance by the staff. Only two brief steps are needed for the daily service procedure: simply cleaning the filling taps and the removable drip tray. And how time-consuming is it to refill the system with the products? The exchange is carried out by utilizing two BIBs each containing 10.5 litres, both of which are filled equally. The well thought-out technique makes it possible to use all containers completely before the machine is completely empty by means of an integrated switchover valve. When a product is about to run out, the staff will receive an automated e-mail as a reminder. So there is no risk of a shortage at any time. And the BIB can be exchanged so to speak “on the run” in less than a minute.

AND THINGS RUN SMOOTHLY FOR THE RETAILER TOO

With the optional umdasch eXperience Platform (uXP), retailers can link the Liquid Dispenser into a central management tool – and thus expand the service station by further features, including electronic shelf labelling (ESL), digital signage and the inventory control system. uXP is a central element for the strategic management of marketing campaigns and promotions. The interlinking of the Liquid Dispenser as an IoT appliance supplies valuable data and useful knowledge from all the branches. Retailers can thus react automatically, intuitively and rapidly, especially in connection with the uXP.

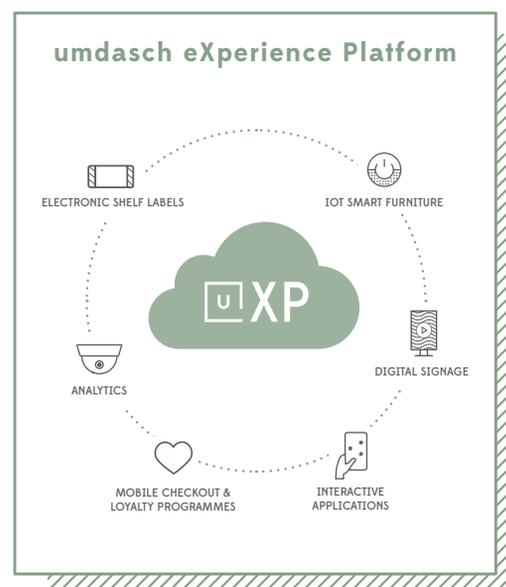


Image source: umdasch, Shutterstock / Blan-k

The cloud-based uXP makes it easy for users to manage all the digital technologies centrally – and thereby to ensure an integral green customer journey at the press of a button, so to speak.

LET'S GET STARTED!



Incidentally, the Liquid Dispenser also scores optically, whether it is integrated into the line of shelving or chosen as a gondola head solution, and whether it is with or without Crownor: the casing and surfaces can be individually designed and thus adapted perfectly to the corporate image of the retailer or producer.

Like all sophisticated technology, the system requires regular inspection and software updates. Here umdasch offers its customers a variety of packages, depending on their requirements. As the central partner, umdasch takes care of the complete project handling of the installation and rollout of the Liquid Dispenser, including the appropriate service level. The experienced project managers at umdasch see themselves as the link between producers and retailers – and upon request will also provide assistance in the choice of the contract fillers for the Bag-In-Boxes.



Scan here for the website and contact details.

The desert

IS
GREEN

Expos – or World Fairs – have been synonymous with the most innovative and creative architectural designs throughout their history. It is the Expos that gave Paris its Eiffel Tower and Seattle its Space Needle, and Dubai is hoping to follow in their footsteps with the Middle East’s first Expo, showcasing 192 countries. Supplying the shop fit for all its official stores, plus displays and retail systems for a host of the US and Australian pavilions, umdasch has been heavily immersed in making Dubai Expo a sustainable festival of place.

Dubai is preparing to become the first country from the Middle East, Africa and South Asia region to host a World Expo. Expo 2020 Dubai, postponed to 2021 due to the pandemic, will run with the theme “Connecting Minds, Creating the Future”. The show will begin on 1st October and is expected to attract more than 25 million visitors from all over the world over its six months of opening. In all, 50,000 employees have helped to set up 192 national pavilions and 30,000 volunteers have been recruited to welcome the world at Expo 2020 Dubai. Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum (Crown Prince of Dubai) said of the upcoming mega event, the first of its kind after the outbreak of the coronavirus: “The global community is preparing for a new stage of collaboration by harnessing science and technology to combat the pandemic. Expo 2020 Dubai provides the platform for sharing knowledge and innovations”. In a first, every participating nation will have its own pavilion and the countries will be clustered not by their geography but under Expo 2020’s three sub-themes of “Opportunity, Mobility and Sustainability”.



SUSTAINABILITY DRIVES EXPO STRATEGY

At the heart of Expo 2020 Dubai is Terra - The Sustainability Pavilion, created as a model for adopting sustainable practices, as well as a learning and innovation platform for supporting Dubai’s Sustainable Development Goals 2030. The 4,912 solar panels on the pavilion’s 130-metre wide canopy and 18 “Energy Trees” will help generate 4GWh of alternative energy per year, enough electricity to charge more than 900,000 mobile phones. Terra (which means planet earth) to offer what the organiser describes as an immersive journey through the wonders of the natural world, including an interactive walk through the roots of the forest, where every footstep affects the “wood wide web” (named after the phenomenon that trees in the forest exchange information through their roots and the threads of mycorrhizal fungi). The pavilion also uses cutting-edge water-reduction strategies, water recycling and alternative water sources. Speaking after a recent meeting with the Supreme Committee of Crisis and Disaster Management, Dubai Crown Prince Sheikh Mohammed bin Rashid added that Dubai Expo will be “truly exceptional” and pointed out that: “Dubai will be the centre of the world’s attention when it hosts Expo 2020. Working as one team, we are all set to showcase the excellence, innovation and preparedness that we are known for across the UAE.” In line with previous fairs, Expo 2020 Dubai has drawn some outstanding architectural talents from across the world to design the national pavilions. With each nation determined to attract visitors with the most eye-catching, technologically advanced structures, many have hired the best architectural practices to design their pavilion. Two such examples are the Australian and US pavilions.



Centrepiece of Expo 2020 Dubai: Terra, the Pavilion of Sustainability.

UMDASCH AT EXPO 2020 DUBAI

Aside from supplying fixtures and systems for the 12 official merchandise stores for the whole of Expo 2020 Dubai, operated by TVG and totalling 3,200-3,300 m² retail space, umdasch is also providing fixtures in both of the pavilions' retail areas. And Patrick Fallmann, General Manager, umdasch Middle East, believes - such is the level of work that umdasch has gained across the event - that the business is the largest shopfitting firm present at Expo 2020 Dubai. The US pavilion will have an enormous SpaceX rocket model on display. Standing at 43 metres tall, the replica is of a Falcon 9 booster, which US space agency NASA has used so far for three missions – a test flight, Crew 1 and Crew 2 – to the International Space Station. The mock-up will be one of many space-themed displays at the pavilion.



The participating nations are not divided geographically, but are spread across the three Expo districts of Opportunity, Mobility and Sustainability.

Construction of the showcase Australian pavilion, which seeks to highlight Australia's "diversity, ingenuity and contribution through 60,000 years of innovation", was completed by Brisbane-based architectural firm bureau proberts. The building showcases a dramatic roof structure that appears to hover and is said to be inspired by the cumulus cloud, reflecting a "feature of the diverse Australian landscape".

FOCUS ON RE-USE AND RECYCLING

Fallmann says that for Expo 2020 Dubai, a major criterion in terms of the project is sustainability. This includes the re-use of equipment and fittings after the event, local manufacture – umdasch has a 7,000 m² production facility less than 10km from the Expo site at the Dubai International Park 2 – and the use of locally-sourced materials.

"For example, our Steel Wood Density Board (SDB) is 100% recycled from wooden waste from construction sites. It is a very durable and strong material," says Fallmann. "The materials will be used at Expo and then either rented out for further contracts or shredded, compounded and recycled once again, to be reused once more. This, plus our close vicinity to Expo to simplify logistics and the use of local raw materials was very important in winning the contracts." Richard Bandera, commercial counsellor at the Austrian Embassy in Abu Dhabi, is helping to spearhead the Austrian presence at Dubai Expo, with a major focus on sustainability also part of the Austrian pavilion approach.

"Both before Expo 2020 Dubai and during it we will be leading visits to manufacturing sites in the region, such as the umdasch production facilities, and re-use of materials is a very important way of demonstrating the industry's commitment to this approach and it is a great message to be sharing," says Bandera. "When we are showcasing Austria, we want to be able to tell good stories."

FACTBOX

UMDASCH AS A SUSTAINABLE SUPPLIER @ EXPO 2020 DUBAI

SCOPE OF SERVICES: Equipment for

- twelve official Expo merchandising stores
- US-American pavilion
- Australian pavilion

UMDASCH SHOP SYSTEMS IN USE:

- Varitable
- Fold-up!
- Basixx

SUSTAINABLE SHOPFITTING PRINCIPLES:

- Use of regional raw materials
- Local manufacturing
- Reuse or recycling of furniture after the Expo



Scan here for the Shop Systems from umdasch.



“The re-use of materials is a very important way of demonstrating the industry’s commitment to a sustainable approach”

RICHARD BANDERA,
COMMERCIAL COUNSELLOR AT THE
AUSTRIAN EMBASSY IN ABU DHABI

GREEN IN EVERY DETAIL

A number of umdasch products are being used across the Dubai Expo site. Fold-up! is a very versatile pop-up display system that can be easily set up and used in different locations and configurations. Thanks to its modular design, Fold-up! offers the ideal platform for showcasing products of all kinds, regardless of their dimensions and product group, and, says Fallmann, it is a great system for brands such as start-ups looking for their first physical space and requiring a flexible display option. “Varitable is a versatile table with two simple base models and different display options,” adds Fallmann of another umdasch product being used extensively at the Expo. “A modular table programme for all product ranges in the retail sector, it can be combined with individual components or electric add-ons.” Finally, Basixx is being used across pavilions at Expo 2020 Dubai and provides a basis for shopfitting systems which can be used in a modular fashion and which can be used by all sectors within the retail world. The Basixxfresh is a shopfitting system that has proven important for grocery retailers, offering a durable shelving system, with a lot of flexibility to merchandise fittings. Everything umdasch is supplying to Expo 2020 Dubai will be reused or recycled afterwards, emphasising how the company will support the global event in becoming the most sustainable ever.



Image source: Shutterstock / Creative Family, Expo 2020 Dubai, umdasch

Visitors can stroll under “trees” that produce condensation water with the help of solar energy.

SHOP ACADEMY

RETAIL EXPERIENCE TOUR

EXPO 2020 DUBAI
26 – 27 FEBRUARY 2022

Discover retail in Dubai around the Expo –
the world’s greatest show

Information & Registration:

(Event language English)
umdasch.com/shopacademy

Showcases

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Not only but also

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For the best fans in the world

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A compass in stormy times

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Best man





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Real beauty

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Berlin presses "Play" again

50 → **ŠKODA**

Continuing on the road to success

50 → **MCDONALD'S®**

First you eat with your eyes!

51 → **ROSSMANN**

Shopreme Scan & Go

52 → **BAKE OFF HOT TRAY®**

Denner AG - Hot goods

53 → **EUROSPAR**

A first for SCHMANKERL & Co.

54 → **INTERSPAR**

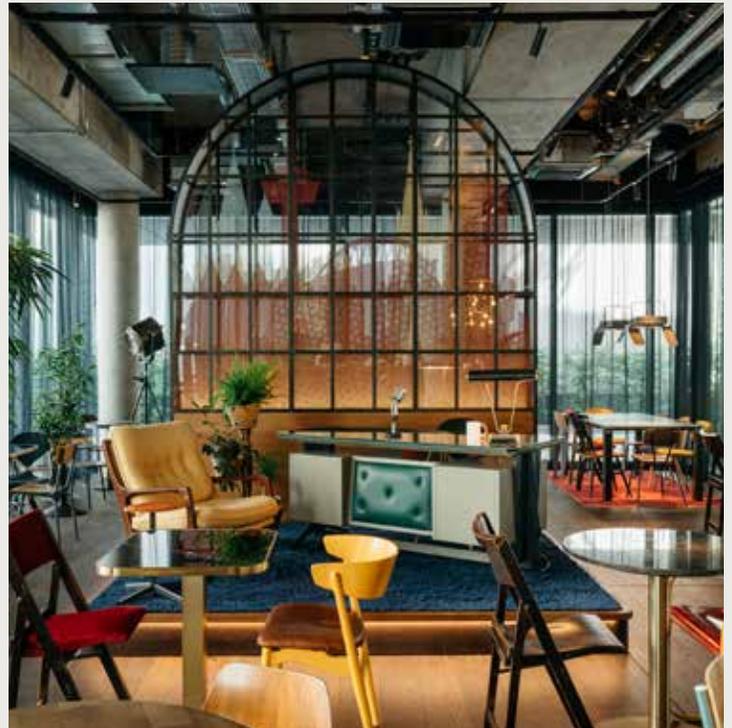
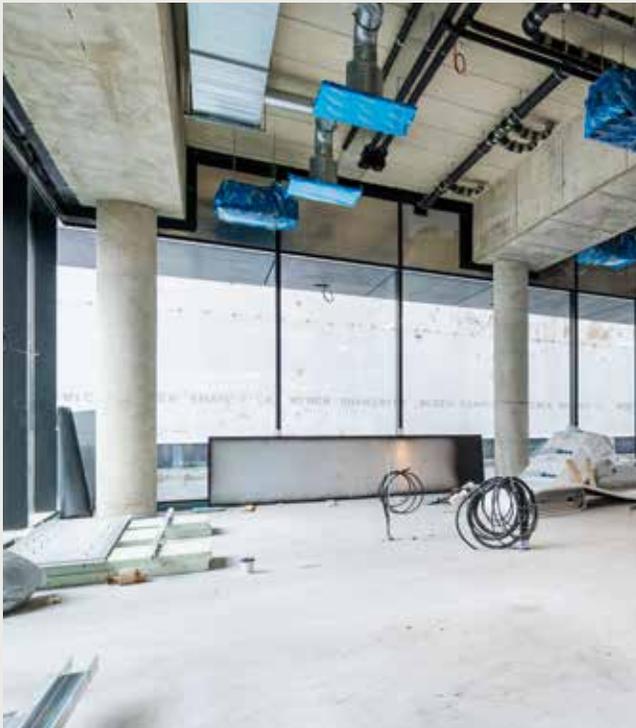
It's all great!

Ruby Ella Hotel & Bar

NOT ONLY BUT ALSO

FACTS

LOCATION: Cologne, Germany
SALES AREA: 5,000 m²
OPENING: 06/2021
SERVICE: General Contracting, Manufacture, Installation
ARCHITECT: Ingenhoven architects
DEVELOPER: Proximus Real Estate
CLIENT: Ruby (Architecture, Interior Design & Interior Decoration)
SECTOR: Hospitality
CONTACT: ruby-hotels.com



The new Ruby Ella in Cologne is located on historic ground.

The Ruby has opened a new hotel in Cologne, on the site of the former Capitol, where Harald Schmidt and Stefan Raab once left their mark on the genre of the German-language Late-Night-Show. Like all the hotels in the group, “Ella” follows the philosophy of the Lean Luxury Style, with references to the culture of the location concerned. Before its own design department could seek inspiration on location from the glittering showbiz of the age of the Economic Miracle, umdasch was called upon with regard to the constructional conversion: as General Contractor (GC) and partner for exclusive interior design. That meant refining the shell of the building and providing the structure of all the rooms and the public areas including the Lobby and Bar. “It was a particular highlight for us to be able to carry out the transformation of the rooms as well as the public areas, in addition to our role as General Contractors,” commented Jörg Pieper, Business Development Manager GC at umdasch, who was delighted to have been able to convince the contractor by means of the comprehensive package of services.



With the General Contracting expertise of umdasch the 186 rooms have been transformed into Ruby's typical Lean Luxury style.

umdasch realised 186 guest rooms across six floors, hundreds of interior doors, thousands of square metres of stone floor and tiles, wood flooring and carpets, together with graceful furniture designs of brass and marble and elegant solutions like the electronics embedded in the counter for the smart self check-in. All in all the total area amounted to 5,000 m², which umdasch realised together with its sub-contractors. It lies in the nature of things that the logistical effort was high and the transport routes long, as Christian Schäfers, Project Leader for furniture, reports. umdasch even went as far as Italy with regard to its sourcing – in search of the best materials for the interior construction.



More photos are available here!



Built-in units in characteristic style, vintage furniture and decorative artefacts in mid-century chic refer to the film and television scene of Cologne – and recall the glamorous era of the Capitol cinema.

L'Osteria Metzingen

LOOKING BEYOND THE BOX

FACTS

LOCATION: Outlecity Metzingen, Germany
SALES AREA: 250 m² plus 280 m² roof terrace
OPENING: 06/2021
SERVICE: Planning, Installation (Kitchen),
General Contracting
ARCHITECT: DiPPOLD Innenarchitektur
SECTOR: Restaurant Chains
CONTACT: losteria.net



The Outlet City in Metzingen has acquired a new attraction: the new restaurant L'Osteria in the Enzian Höfe. As General Contractor, umdasch The Store Makers confidently directed the project through the turbulent times of the pandemic. Even in normal times General Contracting is regarded as a challenge, because it takes over the complex construction tasks for the client and coordinates and supervises all the various trades on its behalf. In times of the coronavirus this all-round service, for which it is a question of maintaining close contact with the customer and short distances are paramount, becomes a real challenge. As befits a genuine L'Osteria, even the extension was tackled energetically and passionately, whether the major topics concerning the building services (TGA) were being planned, or simply which radiators should be used to heat the 250 m² interior space.

In spite of the individual solutions and modifications to the plan during the course of the works, the experienced General Contracting professionals at umdasch managed the construction process with skilful project management and thus maintained the quality at a high level.



For example, in the case of the lighting: “Everything can now be illuminated or dimmed individually,” explained Marco Gössling, Managing Director of umdasch General Contracting, “even the extractor hood in the kitchen.” Except that there was no manufacturer on the market who had anything like that in their product range, continued Gössling. “Our cooperation was carried out in a true spirit of partnership, and the odd extra detail proved to be worthwhile,” observed Frank Föll, who accompanied the project for umdasch from the beginning as Business Development Manager. “I have never been in a single L’Osteria in which I did not feel at home.” Metzingen is no exception: a long expanse of transom windows, open ceiling constructions with concrete supports which convince with their unspoilt charm, an impressive high

ceiling with loft-like dimensions, fair-faced concrete on all sides, and of course the famous subway tiles and the essential bentwood furniture and brass mountings. In matters of design, L’Osteria shows its accustomed love of detail. After all, design is a matter for the boss in Upper Franconia, and so this latest branch, with its additional rooftop terrace restaurant extending across 280 m², once again bears the signature of its CEO, the passionate restaurateur, Friedemann Findeis, the founder of L’Osteria. And the same thing applies to the Outlet City Metzingen: you can eat as much as you like, but you will never be able to see all you would like.



FC Bayern World

FOR THE BEST FANS IN THE WORLD



More photos are available here!



Visitors who step through the sliding door to the FC Bayern World in its top location in Munich's city centre, will feel flattered to note that they are entering the store "For the best fans in the world" – in the proverbial sense. Because the unofficial claim greets them at the entrance, where it is burned into the mat on the floor. And it gives a foretaste of what is in store for the fans of the German record holders, who are not stingy with their superlatives both on the football field and away from it. The concept designed and implemented

FACTS

LOCATION: Munich, Germany

SALES AREA: 1,000 m²

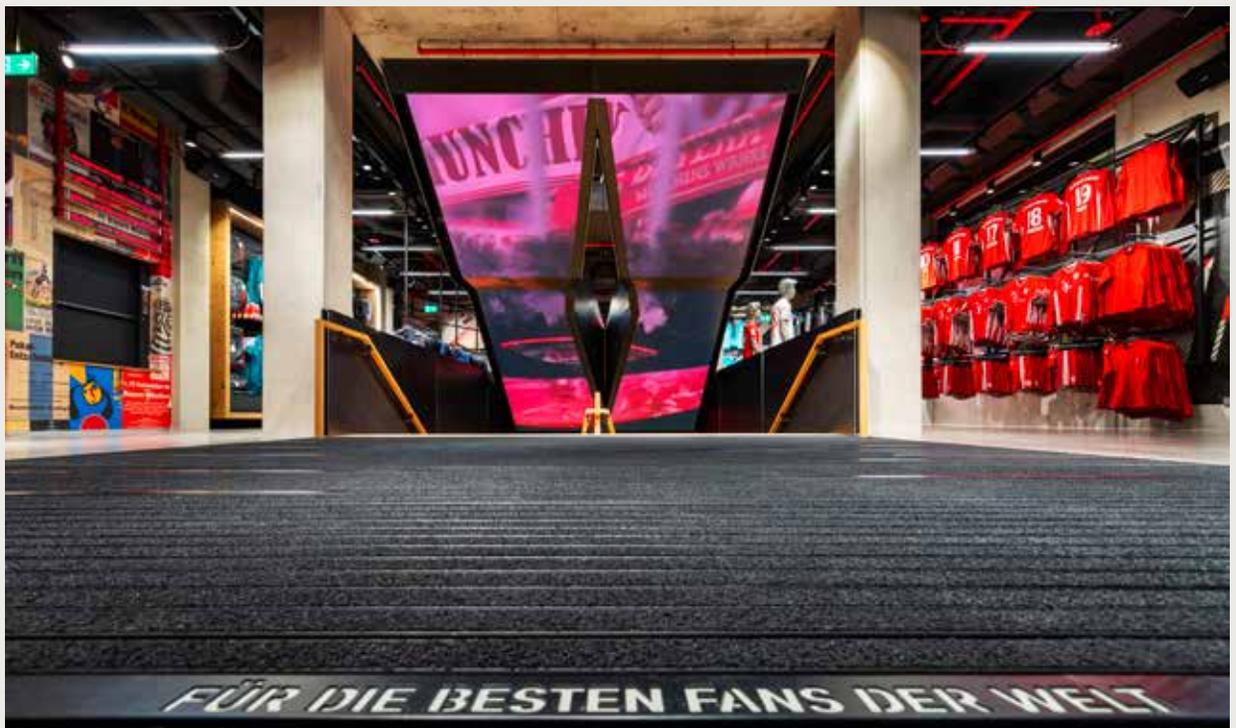
OPENING: 12/2020

SERVICE: Concept, Design, Planning,
Manufacture, Installation

ARCHITECT: umdasch

SECTOR: Sports

CONTACT: fcbayern.com





by umdasch bears the title “Tradition meets the Future”. It was immediately chosen as the Store of the Day by Textilwirtschaft, Germany’s leading specialist magazine. An oversized LED-Wall, which runs along the underside of the staircase, marks the “emotional heart of the store,” as Maik Drewitz, Shop Consult Director at umdasch The Store Makers, explained. “In the central staircase, warm oak wood and raw black steel form a contrasting arc of suspense,” continued Drewitz. The materials selection intentionally focuses on regional suppliers. Illuminated glass walls from a Bavarian manufacturer make the cast flooring of Munich pebbles glow. Numerous brand experiences await fans in addition to the exciting design. They can experience their favourite team at close quarters: the FC Bayern players are present as models from the 3D printer via more than 20 integrated digital touchpoints such as mirror-screens in the changing cabins, several selfie points and transparent screens for the trophy presentation as well as projection mapping in the checkout zone. In the “test cage” fans can measure themselves against the professionals in various gaming scenarios. And jerseys, shoes and footballs can be personalised according to the fans’ individual wishes in the “workshop”. Does that make you long for more? Under the following QR-code you can get in the mood for the next home or away game with a video.



Here you can find the official FC Bayern World Video!

Huawei

THE STAGE IS SET!



More photos are available here!

HUAWEI



In the spring of 2021 Germany's first HUAWEI flagship store opened its glass doors on Berlin's Kurfürstendamm. Behind lie five digital theme worlds to touch and try out.

FACTS	
LOCATION:	Berlin, Germany
SALES AREA:	450 m ²
OPENING:	03/2021
SERVICE:	Planning, Manufacture, Installation, General Contracting
Digital Retail:	Digital Signage, Maintenance & Support
ARCHITECT:	Lonsdale
SECTOR:	Consumer Electronics
CONTACT:	consumer.huawei.com/en



White walls in interplay with light wood applications: the minimalist Bauhaus chic ensures maximal attention for the digital gadgets. Another reminder of how smoothly the work of the umdasch experts from General Contracting, Shopfitting and Digital Retail proceeds in practice.

Digital animations and sculptural installations go hand in hand; the transition between technology and aesthetics are fluid. The best example is the specially developed chandelier with its 23 integrated LED elements.

Optiker Bode

FIRST GLASS



One of the largest opticians in Germany has opened its new flagship store in Hamburg. And with regard to the shopfitting by the Store Makers at umdasch, the rule must be: Just gaze at this new feast for the eyes.



More photos are available here!

FACTS

LOCATION: Hamburg, Germany

SALES AREA: 250 m²

OPENING: 06/2021

SERVICE: Manufacture, Installation, Shop Equipment

ARCHITECT: Schwitzke

SECTOR: Opticians

CONTACT: optiker-bode.de



Reiter Betten & Vorhänge

HOME ADVANTAGE

FACTS

LOCATION: Vösendorf, Austria

SALES AREA: 2,000 m²

OPENING: 05/2021

SERVICE: Design, Planning, Manufacture, Installation, Shop Equipment

Digital Retail: Electronic Shelf Labeling, Interactive Applications, Analytics

ARCHITECT: umdasch

SECTOR: Home & Living

CONTACT: bettenreiter.at



More photos are available here!

An innovative and interactive way of presenting home furnishing fabrics: Amongst the store solutions developed by umdasch is this 100-square-metre display area for telling a sort of multi-sensory story.



Warema Sun Forum

LET THERE BE SHADE!



More photos are available here!



The entrance puts visitors in the mood for the product worlds of the sun protection specialists. As the integral one-stop partner, umdasch was also responsible for the storyboard as well as the production and animation – and took care of the creation of the content in line with the brand's corporate identity.

The Warema Sun Forum in Wertheim, Germany accompanies visitors on a journey through the manufacturer's brand world. Across a total area of 1,600 m² they can discover the full variety of modern sun protection for both indoors and outdoors. The architects and digital designers at umdasch have come up with some original ideas: visitors can stroll in a playful manner through a stylised village with little houses where the product range can be experienced directly on site. The digital consulting professionals at umdasch have integrated a digital customer journey into the architectural concept. It permits visitors to immerse themselves even further in the material by calling up additional information on a specific product on the screens and then compiling their own personal digital portfolio by scanning it with their smartphones. Afterwards they can discuss this collection of material in detail at the service point or with a nearby specialist retailer.



reddot winner 2021
digital solutions



FACTS

- LOCATION:** Wertheim, Germany
- SALES AREA:** 1,600 m²
- OPENING:** 11/2020
- SERVICE:** Concept, Design, Planning, Design Engineering
Manufacture, Shop Equipment, General Contracting, Installation, Lighting
- Digital Retail:** Concept & Creation, Digital Signage, Interactive Applications, Smart Tracking, Software Development
- SECTOR:** Brandlands
- CONTACT:** warema.de



The "sections" of the Warema houses serve to present sun-protection solutions within the context of "living" and "working". Visitors can gain a clear impression of how the products would fit into their surroundings and what they would look like, both in enclosed spaces and outdoors.



The central focus of the exhibition is a digital table, positioned like a wishing well between the houses. It serves as an "enchanted" advice tool for control systems, collections and products.

In the Sun Forum, the physical space and a multi-sensory impression are fused to create an integral brand experience: here on the one hand they will find the principles of constructive sun protection, and there on the other, smart tools like interactive maps and a digital information counter for orientation. Everything is grouped around a centrally positioned digital table that looks like a wishing well – from which visitors to the exhibition can scoop up further knowledge.

Michael Kors

REFINED TEXTURES

FACTS

- LOCATION:** Al Nakheel Mall, Riyadh, Saudi Arabia
SALES AREA: 133 m²
OPENING: 11/2020
SERVICE: Manufacture, Installation
ARCHITECT: Nomade Architecture and Interior Design
SECTOR: Luxury Fashion & Accessories
CONTACT: michaelkors.global



More photos are available here!



Michael Kors is strengthening its presence in Saudi Arabia with the opening of a new store in the capital. For the first time the male clientele in the Kingdom will be targeted with items from the men's collection. The light, dynamic façade with its white linen pattern serves as an eye-catcher in Al Nakheel Mall. The use of linen fabrics on the wall panels inside takes up the theme in the design.



A palette of soft shades of brown and grey blended with warm woods, textured surfaces and luxurious materials reflects the American label's concept of glamour – and offers at the same time a modern and inviting atmosphere.



The re-designed Stone Island flagship store in London presents the cult brand as a mixture of desirable design object and a sort of walk-in wardrobe. The framework is supplied by exclusive natural materials and innovative textures, which – atmospherically illuminated and cleverly arranged – combine to create an inspiring ambience.

FACTS

LOCATION:	London, United Kingdom
SALES AREA:	300 m ²
OPENING:	06/2021
SERVICE:	General Contracting, Manufacture, Installation
ARCHITECT:	Zeichenweg TM
SECTOR:	Fashion & Accessories
CONTACT:	stoneisland.com

Stone Island

A COMPASS IN STORMY TIMES

A complex store project in London in the time of the pandemic, demanding materials and sophisticated furnishings, and the inevitable tight time frame – the new flagship store for Stone Island in Brewer Street in Soho was the stuff that films are made of. Because of Covid-19 umdasch The Store Makers, which won the contract as General Contractor, once again found themselves in the role of the supervisor who in some cases had to bring together suppliers from all over Europe and manage them from a distance. In particular the flooring of Italian natural stone with its connecting joints and channelling demanded precision work of the highest quality. But not least because of the intensive communication and flexibility of all those involved, the new show place was steered successfully from the start. And the logo of the cult brand, the compass badge, became a symbol for the project which had been safely navigated through the lockdown.



More photos are available here!

Bahrain Duty Free

TRAVELLING SALES

One of the biggest challenges to the economy during the ongoing pandemic came to the travel sector. As destinations, hospitality, and, of course, airports start to open up to passengers once more, there is a renewed sense of hope for the travel industry. Nowhere carries this optimism more than one of the Middle East's most important traffic hubs; Bahrain International Airport.

FACTS

LOCATION: Al-Muharraq, Bahrain
SALES AREA: over 4,500 m²
OPENING: 01/2021
SERVICE: Manufacture, Installation
ARCHITECT: Champalimaud Design
SECTOR: Travel Retail
CONTACT: b dutyfree.com



More information is available here!

A popular transit destination for flights connecting from and to Europe, Asia, North America, and beyond – Bahrain International Airport's new terminal is also home to the magnificent Bahrain Duty Free. An entirely immersive and engaging retail arena has been created to welcome all passengers visiting or travelling via the Kingdom's bustling airport. Set across more than 4,500 m², the outstanding Bahrain Duty Free is a space that truly offers an elevated shopping experience with thoughtfully-crafted areas that cater to the new era of travel. The Store Makers from umdasch have helped to create an extraordinary world of travel retail at Bahrain International Airport.





umdasch has worked on The Pearl Lounge as well as a number of other stores throughout the duty-free space. The spacious terminal has been transformed into an exciting, and enticing, shopping destination. The goal was also to give premium brands a fitting platform on which to showcase their offerings.

umdasch's out-of-the-box creative thinking led to the development of a one-of-a-kind Retail Cart that is placed at several boarding gates. Strikingly, the cart takes on the shape of an aircraft with their exclusive bodywork, which was specially-configured for Bahrain Duty Free by Michael Ripfl, Key Account Manager Global Travel Retail, and his colleagues. The cart is an electric-powered vehicle that is custom-fitted with all the features of the bigger store. It serves as a link to the main shops, and a reminder for travellers to stop, browse, and make last-minute purchases. As Ripfl reports, the retail carts guarantee both attention and conversion rates, or at the very least an Instagram photo for their impressive concept.



More photos are available here!

Euronics XXL

GREAT CINEMA!

FACTS

LOCATION: Kontor Zum Alten Speicher, Bremen, Germany
SALES AREA: 1,200 m²
OPENING: 06/2021
SERVICE: Manufacture, Installation, Shop Equipment
Digital Retail: Concept & Design, Digital Signage, Interactive Applications
ARCHITECT: umdasch
SECTOR: Consumer Electronics
CONTACT: euronics-deutschland.de



The fact that the world seen from space appears an even more intense shade of blue is partly due to Euronics. The first specialist electronics store of the new generation has opened in the Kontor Zum Alten Speicher shopping centre in Bremen. Extending across an area of 1,200 m², the mega-store is currently seen as the most innovative location of the purchasing association, which is cooperatively organised and which can claim more than 1,200 members in Germany alone. That describes the challenge which umdasch The Store Makers saw and which they ultimately decided on: to develop a concept which could be adapted to the different retail formats, and which would appeal to as many retailers as possible while at the same time not only strengthening the umbrella brand but also introducing a gentle trading-up – with emotionalisation and digitalisation as the driving forces. In short: squaring the circle. With a banderole in brilliant blue meandering through the airspace as a central element linking the touchpoints visually and providing orientation, the shopfitting professionals surrounding Gerhard Leber (Store Concept) and Manuel Pilz (Digital Retail) have shown how to create curves without dispensing with



More photos are available here!



angularity. The new Euronics XXL is straightforward and looks neat and clearly structured, and yet inviting and inspiring. This may be due to the in-store communication, like virtual shelves, which encourage conversations between the staff and customers in a playful manner. And the Click & Collect has been taken a stage further. The shopping can continue independently of opening times: as a “hands-on service”, familiar from pick-up stations.



BILLA & BILLA PLUS

BEST MAN

FACTS

LOCATION: Austria-wide

SALES AREA: 11 m² - 1,600 m²

OPENING: 04/2021, 05/2021

SERVICE: Manufacture, Installation, Shop Equipment

SECTOR: Food

CONTACT: rewe-group.com



Some 900 different wines, sparkling wines and spirits can be selected from the BILLA Wine Bar in the Ringstrassen Galleries in Vienna.



More photos are available here!

The fusion of the REWE brands BILLA and Merkur was celebrated in the Austrian retail scene as the “Wedding of the Year”. As “best man”, so to speak, for the two supermarket chains, which will operate in future under the names BILLA and BILLA PLUS, umdasch The Store Makers sealed the deal – by implementing the first two branches in the new format in Strasshof (Lower Austria) and Weppersdorf (Burgenland).



In addition, the Store Makers were also involved in other BILLA projects during 2021. At the new exclusive location in the Ringstrassen Galleries in Vienna, umdasch was responsible for the production, supply and installation of all shelves, display cases, gondolas and presentation furniture for the approximately 300 m² Wine Bar, which radiates the flair of a traditional Viennese coffeehouse. The shop was opened in mid-May together with the Billa Food Court, which can be found on the ground floor. Here, too, the inventory bears the signature of the Store Makers, for example



Spacious gondolas present special offers even more effectively at Billa Plus in Strasshof.

with the Bake Off and some of the Varitables, which umdasch produced, supplied and installed. And last but not least the shopfitting professionals implemented the first mobile “Regional Boxes” in container format for Billa – and showed the food retailers by means of other innovative retail concepts how much potential the sector holds.



In cooperation with myAcker, the Billa Regional Box presents over 200 articles across an area of 11 m² on a self-service basis.

Bründl Sports

AT ONE WITH NATURE

FACTS

- LOCATION:** Kaprun, Austria
- SALES AREA:** 2,500 m²
- OPENING:** 10/2021
- SERVICE:** Design Engineering, Value Engineering,
Manufacture, Installation
Digital Retail: Digital Signage,
Interactive Applications
- ARCHITECT:** blocher partners
- SECTOR:** Sports
- CONTACT:** bruendl.at



From OCTOBER click here for photos of the opened store.

Behind the building the Kapruner Ache rushes by, and the Kitzsteinhorn and Maiskogel are not far away. The flagship store of Bründl Sports, which has doubled its sales area after being renovated and rebuilt by the architects of blocher partners, looks like an erratic boulder from the ice age in its sharp-edged, monolithic form. It is no coincidence that it refers back to nature; the entire project is regarded as a milestone of sustainability, from its construction principles to the comfort of the interior space to the management and user behaviour.





Managing Director Christoph Bründl



“AS A FAMILY FIRM WHICH THINKS IN GENERATIONS, THE SUBJECT OF SUSTAINABILITY HAS ALWAYS PLAYED AN IMPORTANT ROLE FOR US: TO CREATE MAGIC MOMENTS FOR OUR CUSTOMERS AND STAFF AND TO ASSUME RESPONSIBILITY WHEN IT COMES TO SUSTAINABILITY.”

umdaschThe Store Makers accompanied the store, with its interior certified according to ÖGNI sustainability principles – for the first time in the Austrian retail sector - in the areas of shopfitting and digital retail. This meant for the cooperation that the various trades involved had to submit to strict audits as regards ecology, economy and social aspects. It was advantageous that umdasch itself has also adopted the sustainable approach and as a company practises these principles on a daily basis, not least through its membership in the G7 The Fashion Pact (see page 7).



From OCTOBER click here for a 360° tour!



Spar Thüringen

A WINNING LABEL!

FACTS

LOCATION: Thüringen, Austria
SALES AREA: 654 m²
ESL: 04/2021
SERVICE: Digital Retail: Electronic Shelf Labeling
SECTOR: Food
CONTACT: spar.at

The Store Makers at umdasch adopt innovative concepts in the retail sector at the earliest opportunity – including, for example, Electronic Shelf Labeling, ESL for short. Electronic price labelling has long developed into a digital all-rounder because the opportunities simply know no bounds – from fully automatic price adjustments to additional product information, with high frequency for campaigns and advertising as well as integration into the inventory control system using the umdasch eXperience Platform (uXP).



More information is available here!



The ESL 3.0 rail by umdasch: a smooth transition between rail and shelf.

In the Spar store in Thüringen (Vorarlberg), the latest generation of the umdasch rail system can be seen in practice for the first time: with a flush and seamless transition between rail and shelf. And because the upper edge of the rail is fixed, even when the front is at an angle, there is a larger area for products. In the case of heavy items, extensive tests were carried out to check the lifting and tensile strength. The customers are pleased because ESL makes things easier for the staff. And so it was a logical consequence that the Spar market should win the Goldene Tanne award, amongst other things for customer satisfaction.



Harrods H beauty

REAL BEAUTY

FACTS

- LOCATION:** Milton Keynes, United Kingdom
- SALES AREA:** 1,600 m²
- OPENING:** 04/2021
- SERVICE:** Design Engineering, Value Engineering, Manufacture, Installation
- ARCHITECT:** Kendal Kingscott (Executing Architects)
Virgil and Partners (Interior Designers)
- SECTOR:** Luxury Perfumes & Cosmetics
- CONTACT:** harrods.com



The Store Makers at umdasch were certainly in an enviable position with this attractive challenge. Since 2017 they have been responsible partners for Harrods, one of the most famous and exclusive department stores in the world – and one of the largest – when innovative shopfitting solutions are called for. Hitherto it was a question of production, supply and installation in selected departments at the store’s headquarters on Knightsbridge in London; recently the subject of beauty was on the agenda. Therefore the two independent areas H beauty in Essex and Milton Keynes.



More photos are available here!



In particular the larger of the beauty departments in centre:mk is a curated temple of beauty which combines the best products of selected premium brands with unusual treatments and excellent advice. And introduces beauty fans playfully into the world of make-up, hairstyles and styling; for example at an interactive play table where you can try out products and treatments. In short: Beauty meets Spa meets Bar, because part of any Wellbeing Day is a glass of Champagne, as Madame Bollinger noted during her legendary visit to London. And perhaps the best news of all: the cooperation between Harrods and umdasch will be continued shortly.

Fine materials such as marble, glass and mirror-polished and brushed stainless steel lend the concept store a timeless but modern note.



FACTS

LOCATION: Zurich, Switzerland

SALES AREA: 40 m²

OPENING: 06/2021

SERVICE: Design Engineering, Manufacture, Installation

ARCHITECT: Dobas (Executing Planning)
Liganova (Design)

SECTOR: Luxury Jewellery & Watches

CONTACT: bucherer.com

Bucherer BLUE

BLUE HEAVEN DE LUXE

Bucherer, the premium jewellers, are represented by stores in 36 top-class locations. They have recently expanded their flagship boutique on Zurich's Bahnhofstrasse. The address was already a preferred destination and is now even more firmly anchored in the awareness of lovers of fine watches and hedonists who favour a luxurious and relaxed lifestyle. In addition to the gallery concept with lounge, own bar and art exhibitions, the presentation of the exclusive watch collection "Bucherer BLUE" is one of the highlights of the expanded store area. For the first time worldwide, a specially staged area has been created which emphasises the vibrant character of the line of blue watches with changing art objects.



With an impressive presentation the traditional Swiss firm spotlights its individual luxury models so that they appear to be hovering in mid-air. The symbiosis of glass and lapis lazuli – a semi-precious stone which has been used since Antiquity to create jewellery – leads to perfect craftsmanship.

Nike by Haussmann

LOCAL & DIGITAL

FACTS

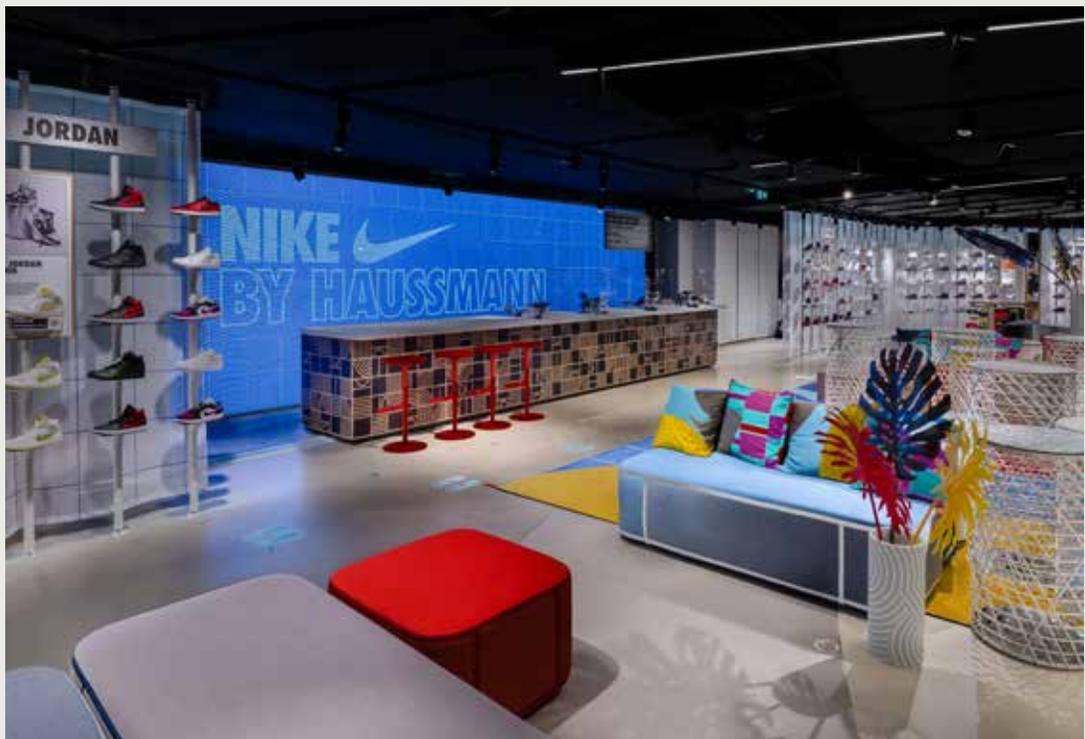
- LOCATION:** Citadium Paris, France
- SALES AREA:** 538 m²
- OPENING:** 01/2021
- SERVICE:** Design Engineering, Value Engineering, Manufacture, Installation
- ARCHITECT:** Nike Design
- SECTOR:** Sports
- CONTACT:** nike.com



The Nike Live Concept launched in 2018 is celebrating its European premiere in the Paris streetwear megastore Citadium. The US sports article giant is focusing even more strongly on its own stores and aims to further increase the speed of openings over the next months: the strategy is thus “Direct to Customer”. In addition to the main flagship stores – we have already reported on the “House of Innovation” in shops 153 – the so-called Live Stores in a smaller retail format set the tone in the various local communities. Innovative digital features twinned with a clear focus on the local community form the cornerstones of the live concept. Nike members can make use of the colourful experience world in all its facets – from scan-to-learn (scanning the barcode for additional product information in the Nike app) to self-checkouts and unlock boxes (digital vending machines with goodies) as well as led workouts and exclusive member events.



More photos are available here!



Lautsprecher Teufel

BERLIN PRESSES “PLAY” AGAIN

FACTS

LOCATION:	Bikini Berlin, Germany
SALES AREA:	600 m ²
OPENING:	07/2021
SERVICE:	Digital Retail: Digital Consulting, Content & Creation (Opening Content), Digital Signage
ARCHITECT:	Severich & Partner
SECTOR:	Consumer Electronics
CONTACT:	teufel.de



For the past seven years the experts for loudspeaker systems and audio accessories have been showing their true colours with their own shops – of which there are already six in Germany and one in Vienna. The oldest and largest store in the “Bikini” concept shopping mall in Berlin has now been brought up to date with a design that is really worth seeing and hearing. Two music rooms, a cinema and an earphone bar ensure a harmonious sound experience. The Digital Retail professionals from umdasch accompanied the design phase with a store experience check. They examined in detail the interplay between online and offline retailing. From that they derived additional digital touchpoints for the PoS – such as the LED video wall in the entrance area, which measures 2 by 3.5 metres.



The optimally positioned Digital Signage wall draws passers-by into the refurbished Teufel flagship store with emotionally charged content.



A virtual look inside the store:
360° video.

Škoda

CONTINUING ON THE ROAD TO SUCCESS

FACTS

LOCATION: SIGMA St. Petersburg, Russia
SALES AREA: 450 m²
OPENING: 12/2019
SERVICE: Manufacture, Installation, Rollout
SECTOR: Automotive
CONTACT: skoda-auto.com



More photos are available here!

Škoda and umdasch have a long and successful business relationship. The best proof: the more than 100 showrooms that have already been remodeled by the Store Makers in 33 countries as part of a comprehensive rollout. The “world tour” also leads to Russia, where the Store Makers are refurbishing further showrooms of the VW brand. The project was carried out professionally as usual, not least because of the experienced project managers on site and the local production at the company’s own location near Moscow.

McDonald's®

FIRST YOU EAT WITH YOUR EYES!

FACTS

LOCATIONS: Several locations in Russia, Czech Republic and Slovakia
SERVICE: Value Engineering, Manufacture, Installation, Rollout
SECTOR: Restaurant Chains
CONTACT: mcdonalds.com



McDonald's® – that means, of course, Big Mac and Donut, but increasingly it also means design, lounge atmosphere, living-room flair and a community meeting place. The fast food chain is continuously updating its branches with a modernisation programme. And umdasch is helping to implement the various store design concepts internationally. For example currently in Russia, the Czech Republic and Slovakia, where customers will find themselves in restaurants with natural materials, cool seating areas and specific colour and lighting moods. So that not only the quality of the food is as it should be, but also the quality of the stay.





You can scan the barcodes on the products on the shelves with the Scan & Go function integrated into the Rossmann app – so you will not have to put the goods onto the checkout band later on and wait while they are recorded again.

shopreme

FACTS

LOCATION: Hannover, Münster, Nordenham; Germany
GO-LIVE: 08/2021
SERVICE: Integration Scan & Go in Rossmann App
SECTOR: Health Store
CONTACT: rossmann.de

Rossmann

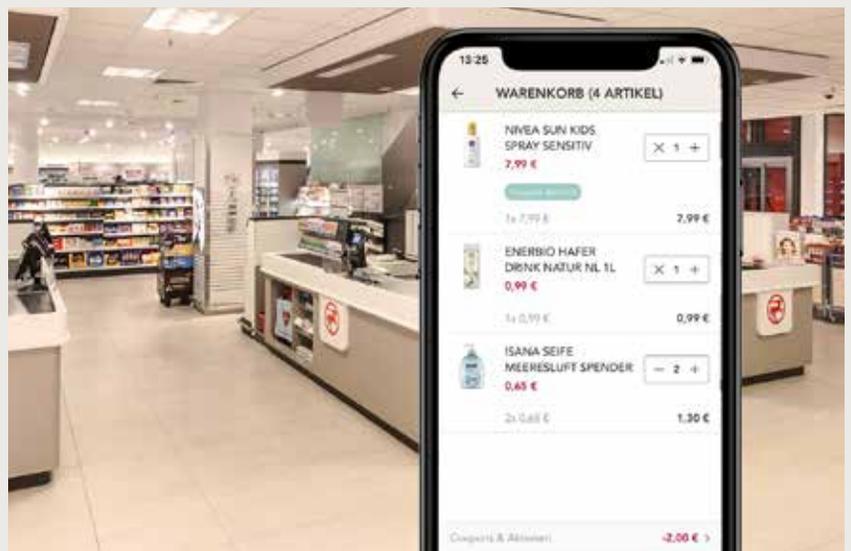
SHOPREME SCAN & GO

Rossmann, one of the biggest health-store chains in Europe, is testing a new form of payment. The creator of the health and beauty market is launching shopreme Scan & Go, a mobile self-scanning solution, in selected branches. It is implemented into the existing Rossmann app, which has been well received by customers. Customers scan their products with their smartphone directly at the shelf and can then place them straight into their shopping bag. At the cash desk or self-checkout all you then have to do is pay with the customer card. That saves the staff work and speeds up the payment process. In principle there are four simple steps with your smartphone and a few more in the market, without having to pay cash or place the products on the checkout band. This new app function is being tested in three branches in North Germany, so that after the proof of concept they can move on to a rollout across the country. Scan & Go interacts with other features of the Rossmann app, including the shopping list or available coupons in the digital shopping basket. This new module in the customer journey can be used intuitively, saves time and is fun to use.

Shopreme Scan & Go is part of umdasch. Umdasch Group Ventures, the group's innovation hub, holds shares in the Graz-based start-up shopreme GmbH. Together they are launching digital solutions for the retail sector on the market.



More information is available here!



So this is the customer journey of today: simply identify the preferred branch via Scan & Go, put the articles you require into the digital shopping basket, redeem any coupons and pay with your customer card.

Bake Off Hot Tray®

Denner AG

HOT GOODS

We do not buy fresh, warm, fragrant baked goods only when we are hungry, but especially because they are so hard to resist. When looking for a product to boost sales in the field of “freshness”, baked goods virtually always win hands down. With this in mind, the Store Makers at umdasch have developed a new, patented solution: the Bake Off Hot Tray®.

The Bake Off Hot Tray® extends the umdasch Bake Off product family with a heated “bread shelf”. Removable heated product presentation pans are supplied with power via a contact area between the back of the pan and the main body of the Bake Off unit. The heating film integrated into the tray guarantees at 55 degrees Celsius the optimal surface temperature for keeping things warm. Customers in Switzerland can enjoy fine baked goods all day. In contrast to other technologies, they remain noticeably fresher and moister thanks to the targeted warmth transfer.

FACTS

LOCATION: Zurich, Switzerland
SALES AREA: 429 m²
IMPLEMENTATION: 03/2021
SERVICE: Shop Equipment (Bake Off Hot Tray®)
SECTOR: Food
CONTACT: denner.ch



More information about
Bake Off Hot Tray® are
available here!

Pat-a-cake, pat-a-cake! Customers and staff are delighted: Apart from fresh baked goods all day long, the advantages of the Bake Off Hot Tray® are its low maintenance requirements, great flexibility and uncomplicated cleaning.

EUROSPAR

A FIRST FOR SCHMANKERL & CO.

FACTS

- LOCATION:** Neulengbach, Austria
- SALES AREA:** 1,475 m²
- OPENING:** 07/2021
- SERVICE:** Value Engineering, Installation, Shop Equipment
- ARCHITECT:** Spar
- SECTOR:** Food
- CONTACT:** spar.at



In selected markets, EUROSPAR now offers a restaurant service. At SCHMANKERL & Co., the Store Makers at umdasch served up the project management and shopfitting.



“To be put in charge of this exciting project was a gratifying sign of confidence. Through our long-standing cooperation we know what SPAR’s requirements are, and so we can master new projects together smoothly and without problems.”

Stefan Stoppacher, Sales Director AT & CH umdasch Food Retail

As we know, variety is the spice of life. That’s why the EUROSPAR Neulengbach branch is celebrating an absolute premiere in the SPAR universe with its reopening with SCHMANKERL & Co. Based on the current shopfitting concept 2.0 and under the guidance of the umdasch Store Makers, the restaurant service concept was developed and implemented for selected EUROSPAR markets.



More photos are available here!

INTERSPAR

IT'S ALL GREAT!

Today the former banking hall of the Wiener Bankverein is a superlative supermarket. In the heritage atmosphere of the historic protected building, Austria's leading local supplier has curated a sort of Best of the Best of its product range after some three years of planning and conversion. From daily food supplies to seasonally changing specialities from all over the world, and from some 850 wines and sparkling wines to the first a la carte restaurant by Interspar on the mezzanine level – the elaborately renovated building at Schottentor has become a real stage presentation. But special laws govern the realm of the atlantes, glass windows and ornamentation.

FACTS

LOCATION:	Haus am Schottentor, Vienna, Austria
SALES AREA:	1,770 m ²
OPENING:	05/2021
SERVICE:	Value Engineering, Installation, Shop Equipment
ARCHITECT:	Kulmus & Bügelmayr
SECTOR:	Food
CONTACT:	spar.at



Delicacies from all the corners of the globe with specialities from Austria can now be found in the historic building.



The popular INTERSPAR World of Wine is also a feature of this outstanding branch.



“As the long-standing partner of SPAR we have learned to appreciate the various project formats. The new store in the heart of Vienna is not only a very special jewel; it also represented a particular challenge. It is all the more pleasing that we were able to implement the many different aspects of shopfitting together.”



Gerold Knapitsch, Managing Director Food Retail

For the umdasch Store Makers this meant that the conversion had to treat the building structure sensitively as well as taking into account the typical pitfalls of old buildings such as varying floor levels, areas full of nooks and crannies and stairways. An unusual location demands special solutions. Shelves, gondolas, chilled counters – all the presentation furniture was specially constructed for the historic setting in the vicinity of the Ephrussi and Daun-Kinsky city palaces. And a second floor above the real marble surface, with fittings positioned freely in the space, encounter the historic heritage with the fitting respect. The charm of the new INTERSPAR, now already the 76th in Austria, lies in the way customers move through contemporary shopping terrain and simultaneously remain in close contact with history.



More photos are available here!

LOOKING GOOD!

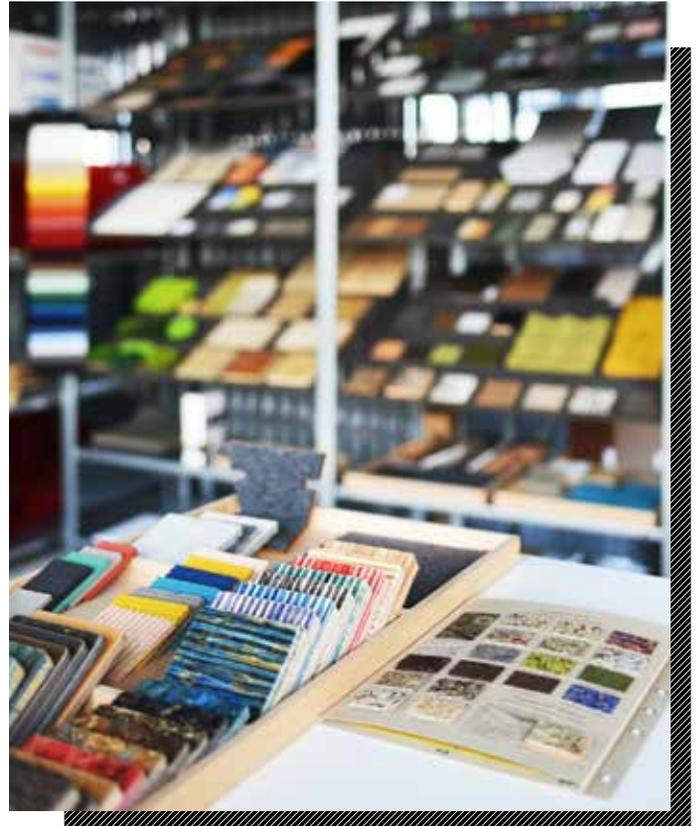
The desire to reconcile aesthetics with sustainability

What was once simply nice to have, is a must-have today. For retailers to subscribe to sustainability is no longer just a trend, but has become a firm part of their brand identity. Not least because customers regard it as an essential pre-requirement that they are offered environmentally-friendly products from transparent supply chains. And that ideally the retailer's approach is also reflected at the point of sale – in the form of brilliantly designed sales areas and shops. The fact that sustainable materials are also becoming increasingly convincing from an aesthetic point of view, makes their use in shopfitting even more attractive. A short history of nature-based solutions at umdasch.

The promise of sustainability made by many retailers can be kept on the sales floor, and the architects at umdasch The Store Makers support them in doing so. Thus consumers will find not only a sustainable product portfolio, but will also experience a store which is green through and through. It can be realised amongst other things through biological materials without harmful substances, renewable raw materials and recycled plastics which gain a new lease of life within the store.

HANDS-ON FASCINATION IS THE MOTTO IN DUISBURG

In the new Innovation Hub of umdasch The Store Makers in Duisburg, not only integral and well thought-through analogue and digital store concepts are produced, a special section is also dedicated to new material trends. “In our showroom we offer our customers over 200 samples in different colours and finishes which they can not only look at but also feel. Part of the collection focuses exclusively on sustainable materials. The selection of the most appropriate materials is an essential part of our design consulting process for a harmonious customer journey,” explains Maik Drewitz, Director of Shop Consult at Lifestyle Retail. His colleague, Swantje Donath, has specialised for some years in sustainable material trends. What are the typical characteristics? “They are of natural origin or recycled, are produced locally or have only short procurement journeys, are biologically degradable or have a long useful life, and are suitable for unusual presentations within a space. Customers are looking for tailor-made and original solutions; the trend is towards the upcycling of pre-customer production waste or the recycling of their own product returns.”



The star in the showroom: Sustainable material trends for unique shopfitting concepts.



As a Shop Consultant at umdasch, Swantje Donath has focused for some years on sustainable material trends.

“Sustainable materials are a must in shopfitting. The use of these innovative details very often produces surprising results which can be profitably used for spatial storytelling.”

NATURE-BASED SOLUTIONS BY UMDASCH

Swantje Donath has compiled five trends for shops and located them in a concept store. Here are her suggestions for five exciting materials which are sustainable and which are nonetheless in no way inferior to conventional products as regards attractiveness and appearance:

SECOND LIFE

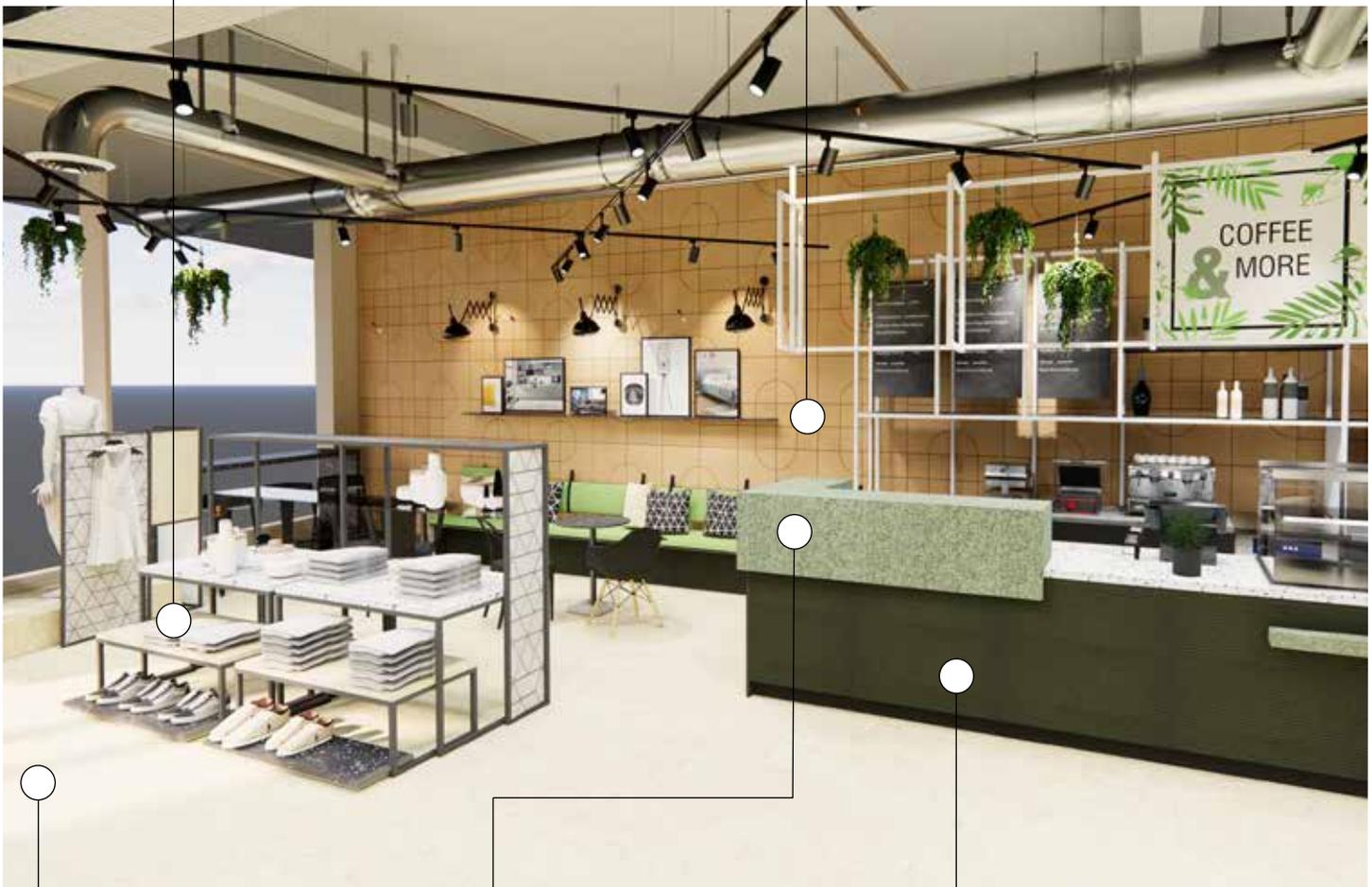
Whether PET bottles, yogurt pots or packaging material – plastic waste is processed to create another unique, high-quality material. In other words, a material with a history. The panels have a wide range of uses in furniture construction or product design.

smile-plastics.com, plasticief.com

VISIBLY NATURAL

This eye-catcher is made of almost completely recycled cork. The best thing about it is that cork is a renewable, emission-free raw material. The cork panels demonstrate their full effect as a sound-absorbing wall system.

spinneybeck.com



CLOSE TO NATURE

These panels made from 100% natural wheat-straw fibres can be used as a floor covering, as acoustic panels in interior construction or in furniture construction. A further plus: the emission-free bonding guarantees user-friendly use and a long useful life.

novofibre.com

TREASURE FROM SHEDS

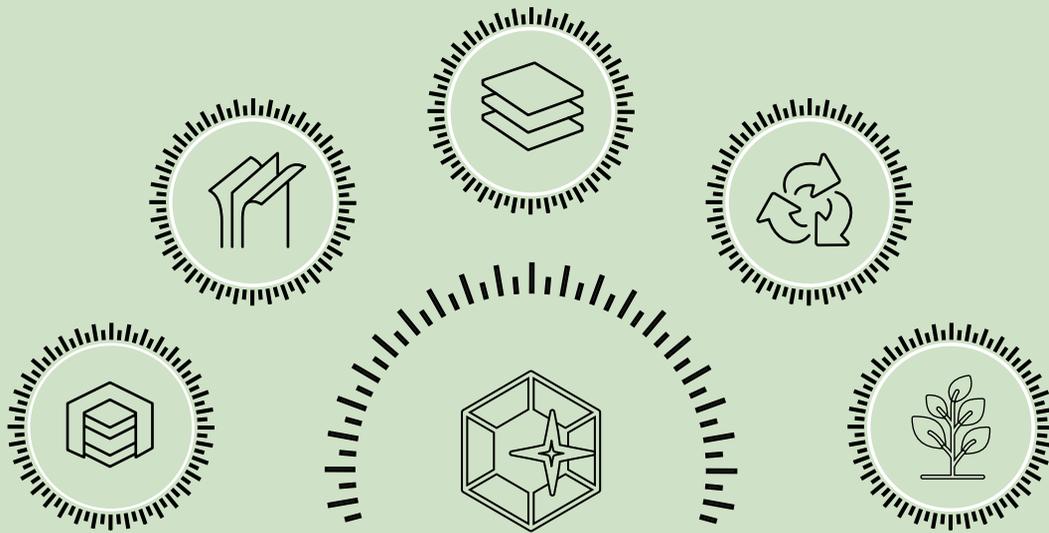
Waste can be so beautiful: A biopolymer is obtained from the scales of sardines and salmon from sustainably managed fish stocks in France. The result? Unique tiles which reveal their beauty as a wall covering, flooring or furniture elements.

scale.vision

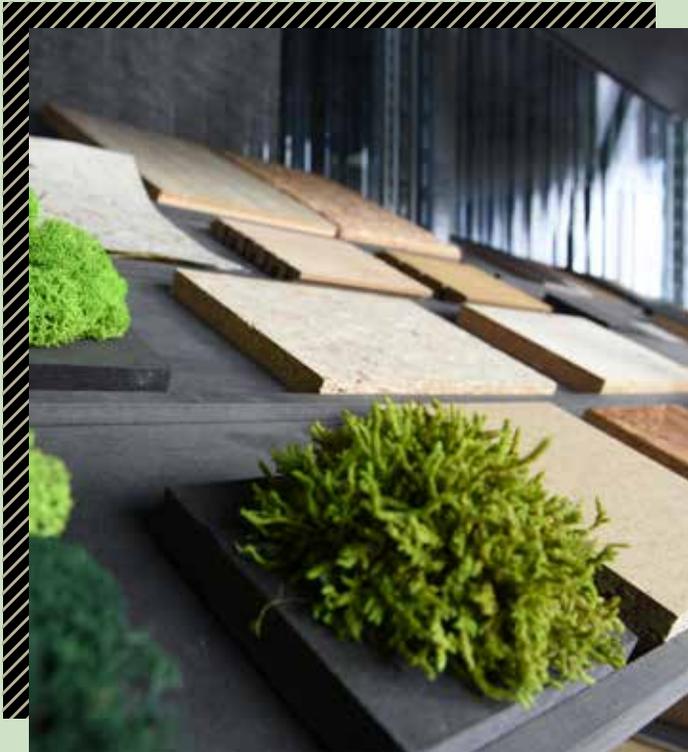
QUITE SUPERFICIAL

A natural surface design using the latest styling technology: here the natural material cork is presented in an optimal manner. The structured material is available in 14 different colours and fascinates through its creative applications in interior construction.

muratto.com



A SUSTAINABLE STORE CONCEPT WITH UMDASCH



CONSULTING

A visit to Duisburg (Germany), Amstetten (Austria) and Leibnitz (Austria) is always worthwhile. The experts at umdasch can develop ideas for you as to how a sustainable store presentation can be successful. For more information please contact consulting@umdasch.com

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 Josef Umdasch Platz 1, 3300 Amstetten, Austria
 Ottokar-Kernstock-Gasse 16, 8430 Leibnitz, Austria



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