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THE STORE MAKERS

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AUTHOR: Dominik Reichartzeder

Sustainable marketplace atmosphere: Online platform markta opens first physical store with shopfitting by umdasch The Store Makers

Six years after its founding in 2017, the online platform for agricultural, regional products from sustainable production has now opened its first physical store in Vienna. umdasch The Store Makers was asked to accompany the pilot store as shopfitting partner.

The new store at Alser Strasse 16 in Vienna's 9th district offers a full range of locally and sustainably made products on almost 400 square metres, including household products and cosmetics as well as food. The store's design is intended to set it apart from traditional grocery stores, inviting customers to linger and enjoy. The concept is more reminiscent of an open market hall, supported by a looser arrangement of shelves and display furniture, as well as a tree in the centre of the store.

Focus on sustainability

When selecting the materials for the store's shopfitting elements, great importance was attached to sustainable solutions. The Store Makers from umdasch, who were responsible for the production and assembly of the store furniture, chose only sustainable materials. Shelves from the Basixx Light product range in matt black were combined with natural straw panels and wood for markta's store design, which further supports the look of a regional farmers' market and thus rounds off the overall image of the company right up to the physical point of sale. "At markta, sustainability is lived throughout the company. I am all the more pleased that we were able to implement the shopfitting for this project," says Ursula Schütze, Shop Consultant at umdasch Multistore Solutions in Leibnitz (AT). She adds: "We were able to use our modular shopfitting system in combination with sustainable materials and thus create a symbiosis between local shopfitting craftsmanship and regional, high-quality food at markta".

Thoughtful placement

Shelving has been installed only on the walls of the store, so that customers only see a smaller amount of products as soon as they enter the store, rather than being overwhelmed by the shelves. In the centre of the sales area, however, furniture has been placed to display local products in wooden crates. Similar to a market stall, the products are at an ideal height for browsing. The result is a cohesive and sustainable store concept.

About markta

As a platform for food, markta is convinced that a purchase is only sustainable if it is good for people, animals and the environment. That is why the company questions existing structures in the food trade and consciously creates alternative solutions. This means that markta sources its products as locally as possible and pays all its suppliers fairly. Animal welfare, careful cultivation and regional quality are not empty words for markta, but meet the highest standards with which they want to actively influence the Austrian food scene. Through marketing, sales and delivery, they support their producers and enable them to step in front of the curtain. By showing consumers who is behind their purchases, they bring responsibility back to their own doorstep.



Contact:

Dominik Reichartzeder

Marketing & PR Manager

umdasch Store Makers Management GmbH

Josef Umdasch Platz 1, 3300 Amstetten, Austria

T +43 (0) 7472 69000-2504

dominik.reichartzeder@umdasch.com

www.umdasch.com

umdasch: rooted in craftsmanship, visionary in the digital, always with human standards and one goal: to realise successful stores. The Store Makers at umdasch create extraordinary worlds of experience for exquisite customers. With their four business units – Multistore Solutions, Premium Solutions, Construction Solutions and Digital Solutions – they serve numerous fields of competence from Design Consulting & Value Engineering to Project Management, General Contracting and Shop Systems to Digital Retail. With around 1,400 employees, umdasch is one of the leading shopfitting companies in Europe. The headquarters are located in Amstetten, Austria. The company realises more than 7,000 shopfitting and 200 general contractor projects every year. Together with the Doka and Umdasch Group Ventures divisions, the Umdasch Group is active on five continents with over 170 production, logistics and sales branches. It has been in the family of siblings Hilde Umdasch and Alfred Umdasch for 155 years.