



umdasch
THE STORE MAKERS

PRESS RELEASE

AMSTETTEN, 23. April 2025

Author: Katrin Kranabetter

umdasch The Store Makers realise new precious metals branch for Reisebank Munich

A new chapter in precious metals trading has begun in the heart of Munich: Reisebank has opened its new branch - with an innovative store design by umdasch The Store Makers.

On behalf of Reisebank, umdasch's Store Makers have transformed the branch at Stachus into a modern centre of excellence for precious metals. With a new façade and an overall interior design that goes far beyond classic shopfitting, a space has been created that offers room for discreet discussions and informative events.

High-quality materials for an exclusive customer experience

Where gold is traded, the ambience should also shine. In keeping with the high-quality product portfolio, the shopfitting experts at umdasch also opted for materials of real substance: the store concept focuses on an exciting mix of stone look, oak and light, elegant surfaces, which create a pleasant and high-quality atmosphere.

Maik Drewitz, Director Shop Consult at umdasch The Store Makers, explains the idea behind the design concept: 'The design of the Reisebank branch in Munich conveys both stability of value and trust, which are important aspects when buying precious metals.'

Unique spatial structure that invites you to explore

Special attention was paid to developing an exciting spatial structure that responds to the polygonal layout of the site. As a result, polygonal shapes were used as a recurring element on the walls and run through the different materials throughout the store. Signage and lighting have been designed to guide customers intuitively through the store and invite them to explore. The new store not only functions as a salesroom, but also offers the necessary discretion for personal recommendations away from the hustle and bustle, with a presentation room specially designed for confidential discussions. The stylish atmosphere of the new branch also provides the perfect setting for selected precious metals events.

A new hotspot for those interested in precious metals

The new branch caters for a wide audience - from experienced precious metals investors to customers looking for a special gift. A stylish ambience that conveys security and expertise is equally important to all.

**We make
successful
stores.**



umdasch
THE STORE MAKERS

'Trust, discretion and a high-quality environment are what count when buying precious metals - and that's exactly what our new branch at Stachus radiates. Together with umdasch The Store Makers, we have created a space that makes our values architecturally tangible,' says Markus Kirchschrager, Head of Organisation and Administration at Reisebank AG.

umdasch The Store Makers are proud to have realised this exciting and challenging project together with Reisebank. The shopfitting of the new Precious Metals branch at Stachus combines design excellence with a keen sense of the needs of the clientele and impressively demonstrates how interior design can become a stage for brand values.

**We
make
successful
stores.**

Contact:
Karin Kranabetter
Marketing & PR Manager

umdasch Store Makers Management GmbH
Josef Umdasch Platz 1, 3300 Amstetten, Austria
T +43 (0) 664 / 8311846
karin.kranabetter@umdasch.com
www.umdasch.com | A company of Umdasch Group

umdasch: rooted in craftsmanship, visionary in the digital world, always with a human touch and one goal: to realise successful stores. The Store Makers at umdasch create extraordinary worlds of experience for discerning customers. With their four business units – Multistore Solutions, Premium Solutions, Construction Solutions and Digital Solutions – they serve numerous areas of expertise ranging from Design Consulting & Value Engineering to Project Management, General Contracting and Shop Systems through to Digital Retail. With around 1,300 employees, umdasch is one of the leading shopfitting companies in Europe. The head office is located in Amstetten, Austria. Every year, the company realises over 8,000 shopfitting and 200 general contractor projects. Together with the Doka and umdasch Industrial Solutions divisions, the Umdasch Group is active on five continents with over 170 production, logistics and sales branches. It has been owned by the Umdasch family for 155 years.

**We make
successful
stores.**