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THE STORE MAKERS

PRESSE-RELEASE

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EuroShop 2026: umdasch The Store Makers bring diversity to the stage with “Colours of Retail”

When EuroShop celebrates its 60th anniversary from 22 to 26 February 2026, Düsseldorf will become the vibrant centre of international trade – and umdasch The Store Makers invites you to a festival of colours, ideas and diverse possibilities. Under the motto ‘Colours of Retail – Where Experience Meets Efficiency’, they will not simply be presenting a trade fair stand, but a curated world of experience that showcases retail as a lively interplay of emotion and efficiency.

A trade fair stand becomes a stage

Designed by in-house designers and experts from the Store Consult & Digital Creation team, the presentation serves as a walk-in reference project: inspiration, planning, materiality, implementation expertise and digital touchpoints merge into a holistic exhibition that shows what the Store Makers stand for and what retail needs today – namely diversity and structure, emotion and precision, experience and efficiency.

The façade alone makes a statement: over 20,000 colourful logo tiles form a four-metre-high visual curtain that arouses curiosity about what lies behind it. The entrance resembles a festival gate: synchronised LED animations welcome visitors and open up a view into a world where ideas, experiences and processes interlock harmoniously.

Inside, the Experience Route leads deep into the creation of emotional brand worlds, while the Efficiency Route draws attention to scalable, practical solutions for modern retail and brand spaces. Both routes are grouped radially around the central arrival and information area, which in turn is divided into a total of ten themed areas, like pieces of a large retail cake. These present the entire spectrum of solutions offered by umdasch The Store Makers and bring the ‘Colours of Retail’ to life as a vibrant journey.

The Experience Route:

Creation: Where visions make their first appearance

Like an opening act on a festival stage, this area signals that every powerful retail journey begins with a powerful idea – and this is exactly where it starts. An LED wall, which can be controlled via an interactive button in the centre of the room, visualises the creative process and shows that everything from analogue design to digital content is created under one roof at umdasch's Store Makers.

Experience World: retail inspiration for the taking

The journey continues to an interactive pink flower meadow that brings the principle of ‘experiencing rather than just observing’ to life. Brand and store concepts become oversized floral installations, while digital touchpoints and augmented reality invite visitors to immerse themselves and browse – allowing them to become part of the staging themselves.

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Premium Gallery: retail as an art form

Materials, designs and precision craftsmanship from international premium projects are presented as in a curated exhibition. Digital frames, a haptic sample table and a high-resolution LED wall showcase the world of high-quality shopfitting in all its finesse. Here, it becomes clear how much care goes into every detail – and that for umdasch, premium is not just a style, but a quality standard.

General contracting: behind the scenes on the construction site

The contrast to the glamorous worlds of experience. Inspired by the roadie spirit, this area provides insights into the services offered by general contracting. From the shell construction to impressive before-and-after moments, it becomes clear that we bring spaces to life before the interior design can begin.

One-stop shop: everything from a single source

Right next door, we move from the rough to the refined: here, everything revolves around interior design – from planning, design and materials to the finished furnishings and digital integration. This area brings to life how our 360-degree approach works when all the steps mesh together like a perfectly timed festival line-up. Visitors experience what it's like to have a partner who not only manages the interior design but also orchestrates the entire project from a single source.

Hospitality Area: The heart of the festival

Here it becomes clear: hospitality is a feeling. With a lounge, bar and versatile seating options, the hospitality of the Store Makers is palpable. The area is simultaneously a meeting place, a case study and an atmospheric hub between experience and efficiency. A place where conversations arise, but also where ideas for modern catering concepts sprout.

The Efficiency Route:

Market Place: A bazaar of efficient solutions

The Market Place unfolds as a stage for versatile shelving solutions, smart furniture and innovative store concepts. From modular systems and fruit and vegetable displays to intelligent baking boxes and self-checkout zones, this area showcases the many facets of modern retail. Visitors wandering through the individual themed worlds will discover, step by step, how exciting well-designed shopfitting can be – and how much innovation and creativity can be found in functional solutions.

The headliners in this area are:

- the **self-checkout ecosystem** in cooperation with shopreme, which shows how checkout can be transformed from an optimisation step into a real experience. Seamless app integration, intelligent device networking and flexible hardware create a checkout process that reduces waiting times, increases usability and enables customers to complete their purchases smoothly, intuitively and even inspiringly.
- the **Smart Bakery Box**, the latest version of which is making its debut at EuroShop. It brings real innovation to the bakery department: the right amount of baked goods at the right time, always in optimal quality – resulting in significantly less food waste and optimised storage and baking processes.

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The display unit is equipped with precise weight sensors which, in combination with the software solution from partner AIPERIA, collect valuable sales-related data: from internal processes and stock levels to times of day and even weather conditions. The system automatically recognises when goods need to be replenished, how sales are changing – and how product ranges can be managed accordingly.

- the **Impulse Zone** and the **Hybrid Kiosk** demonstrate how digital touchpoints take the shopping experience to a new level. The direct connection between physical products and dynamic content creates presentation areas that intuitively guide and inform customers and encourage spontaneous decisions. Elements such as video rails, stretch screens, digital shop windows, ESLs and other information surfaces come together here to form a networked system that is flexibly scalable – from shelves to compact convenience formats. This smart, data-based mix of analogue goods and digital communication makes processes more efficient and strengthens customer proximity – regardless of whether a store is personally managed or operated autonomously.
- the **Produce Future Zone** and our **F.O.M furniture** (Flexible, Optimal, Maximal) jointly illustrate how the Basixx shelving system is becoming a flexible and future-proof platform for different retail requirements. The system is modular, 'Ready to Cool' and can be easily adapted to seasonal ranges or new product images. Technologies such as UV LED lighting from Lumitech increase the freshness quality in the O&G sector, while integrated info touchpoints offer customers guidance and added value. With the F.O.M extension system, Basixx is additionally supplemented with new shelf sizes, back panels, presentation modules and industry add-ons – making it a multifunctional solution for food, drugstores or convenience stores. Modern lighting technology from Thorn and Zumtobel harmoniously showcases products and supports individual store experiences.

Efficiency World: Where rollouts run smoothly

Efficiency World is all about the processes that make large rollouts work. Here, umdasch shows how well-coordinated project teams, clear procedures and an international value chain merge into a perfectly coordinated set-up. This area highlights how the Store Makers orchestrate hundreds of brand spaces, relying on one thing above all else: their many years of experience as their strongest asset.

RE... THINK: Sustainable instead of new

This area represents a change of perspective in shopfitting and interior design: reusing spaces instead of building new ones, thinking about resources in a circular rather than one-dimensional way, transforming spaces instead of demolishing them. Here, umdasch The Store Makers presents concepts for renovation and refurbishment as well as solutions such as ECOLib – its own specially created digital material database.

The lifecycle approach of the Umdasch Group, which includes not only the Store Makers but also the formwork and scaffolding company Doka and the industrial solutions provider umdasch Industrial Solutions, spans the strategic bracket from the outset: In future, the Umdasch Group wants to be the best partner for its customers throughout the entire life cycle of their property: from development, planning, execution, furnishing and ongoing operation to refurbishment and, ultimately, demolition and recycling – all from a single source, all with the aim of long-term quality and sustainability.

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umdasch XP: digital solution in the beat of the 'Colours of Retail'

In the lobby, the digital centrepiece, the umdasch eXperience Platform (umdasch XP), becomes an interactive DJ desk: vinyl records activate short videos, screens convey the digital full-service ecosystem of the Store Makers. Here, you can literally experience how strategy, content, operation and 10/7 support work together.

A strong line-up of partners

Numerous cooperation partners are expanding umdasch's trade fair presence. Thorn and Zumtobel are joining the ranks of those already mentioned, setting striking accents with their lighting solutions – including a ceiling installation that picks up on the radial stand structure and shines like a sun on the umdasch Store Makers festival grounds, as well as customisable new retail lighting scenarios in the Market Place.

The digital concept is supported by LED screens from partner LEDECA, from the large-format entrance setup to the LED ring above the welcome desk to the circular screen in the creation area.

As a development partner, umdasch also contributed to the hardware of the Combyn BioCore Loop – a do-it-yourself health kiosk for cardiovascular diagnostics that can be tested live at Efficiency World.

Samsung, Grassfish and Navori bring further digital strength to the table, rounding off the comprehensive range of technology services on offer at our trade fair presentation.

Colours of Retail as a leitmotif that connects everything

'Colours of Retail' is not just a motto, but a statement. A promise that experience and efficiency are not mutually exclusive, but belong together – in planning, design, construction, process, implementation and digitality. And a festival of possibilities for everyone who wants to rethink retail.

If you would like to delve even deeper into our project world, you will find **selected references** here – a look behind the scenes of the stages that are already showcasing 'Colours of Retail' today.

- [HOUSE OF SILHOUETTE, Wien \(AT\)](#) | Services: Value Engineering, Manufacture, Installation, Shop Equipment, General Contracting, Lighting, Design Engineering, Digital Signage
- [FC Union Berlin, Berlin \(GER\)](#) | Services: Concept, Design, Digital Signage, Concept & Creation
- [Kämmerei, Düsseldorf \(GER\)](#) | Services: General Contracting
- [NIO, Frankfurt \(GER\)](#) | Services: Manufacture, Installation, General Contracting
- [Charlotte Tilbury, London \(UK\)](#) | Services: Planning, Value Engineering, Manufacture, Installation, Design Engineering
- [Reisebank, Munich \(GER\)](#) | Services: Concept, Design, Planning, Value Engineering, Manufacture, Installation, Shop Equipment, General Contracting, Lighting, Design Engineering
- [Česká spořitelna, CZ](#) | Services: Value Engineering, Installation, Rollout, Shop Equipment, General Contracting, Design Engineering
- [Chery, CZ](#) | Services: Concept, Design, Planning, Value Engineering, Manufacture, Installation, Rollout, Digital Signage, Interactive Applications

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umdasch: rooted in craftsmanship, visionary in the digital world, always with a human touch and one goal: to make 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 1,200 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 180 production, logistics and sales branches. It has been owned by the Umdasch family for over 155 years.

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