



**umdasch**  
THE STORE MAKERS

**PRESS RELEASE**

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## **Focus on variety: umdasch The Store Makers present their “Colours of Retail” at EuroShop 2026**

**From 22 to 26 February 2026, EuroShop will once again open its doors in Düsseldorf and celebrate its 60th anniversary under the motto “The Global Retail Festival”. As one of the world's leading trade fairs for the retail industry, EuroShop has been a central meeting place for innovations, trends and visions for decades. Also taking part: umdasch The Store Makers, who will once again make a strong statement in 2026.**

A typical festival thrives on variety, be it in terms of the programme, the audience or the experience on offer. At EuroShop 2026, the umdasch Store Makers will be presenting their comprehensive range of solutions for stationary retail and for worlds of experience under the motto “Colours of Retail”, in keeping with the overall theme. It is a tribute to the variety that characterises umdasch: different sectors, a broad service portfolio, decades of experience and a passion for actively shaping the future of retail.

### **Focus on experience and efficiency**

At the umdasch Store Makers' 700 square metre stand, everything will revolve around two central topics that play a key role in all projects: Experience and Efficiency. The focus will be on the question of how to create worlds of experience that not only inspire customers in the long term, but also convey the brand character. At the same time, the focus is on efficient interaction with analogue and digital solutions – for example with regard to IoT-enabled furniture, digital touchpoints and versatile service packages.

The EuroShop presentation is an invitation to shape the future of retail and interior design together. The Store Makers want to inspire, open up new perspectives and show with unique worlds of experience how they are shaping the retail of tomorrow and offering decisive added value for retailers and their customers.

### **Proven partnerships complement impressive backdrop**

Collaborations with selected partners rounds off the trade fair experience at the Store Makers stand. Ledeca, for example, will provide impressive LED installations that showcase digital content on the stand, while Zumtobel and Thorn will create the perfect atmosphere with the latest lighting solutions. Together, we create an environment that brings innovation and inspiration to life.

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successful  
stores.**



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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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