



umdasch

THE STORE MAKERS

We
make
successful
stores.

A group of four people (three men and one woman) are sitting around a wooden table in a workshop or studio. They are engaged in a collaborative activity, possibly a design or craft project. The man on the left is writing on a piece of paper. The woman on the right is looking at a small wooden object. The man on the far right is looking at the woman. The woman on the far left is looking at the man writing. The background is a green wall with shelves holding various items. There are two large, woven, basket-like pendant lights hanging from the ceiling. The overall atmosphere is creative and collaborative.

AS DIGITAL
PIONEERS WITH
A HERITAGE OF
CRAFTSMANSHIP
AND A PERSONAL
APPROACH,
WE MAKE
SUCCESSFUL
STORES.

Dear reader,

You are looking at the latest company brochure of umdasch The Store Makers. It serves as our business card and is intended to give you an insight into our business. If you own or operate space that is used for initiating and conducting business, then you are part of our core target group. This brochure is primarily addressed to you. Like many other retail companies, branch-based service providers, providers of experiences and brands, you are faced with major challenges and tasks. You understand your business like no one else, yet it can be helpful to broaden your view and take on additional perspectives. umdasch The Store Makers can be a valuable support in this. We share with you our experience of the effectiveness of shop concepts, we help with the digitalisation of processes and with sales promotion, we literally act as a general contractor from the first day of the project to the grand opening of your store and the proper recycling of furniture at the end of its lifespan. As a family business with a history of more than 155 years of success, we are more than familiar with material cycles. They are part of our corporate DNA. Form your own picture – or better yet, many pictures.

You will realise that successful business is at the heart of our corporate mission. Your success has always been the foundation of our existence – yesterday, today and tomorrow. No other company in our industry worldwide can claim this with comparable justification. We will gladly provide proof of this, both on the following pages, digitally at umdasch.com and also in the chapters of your company history.

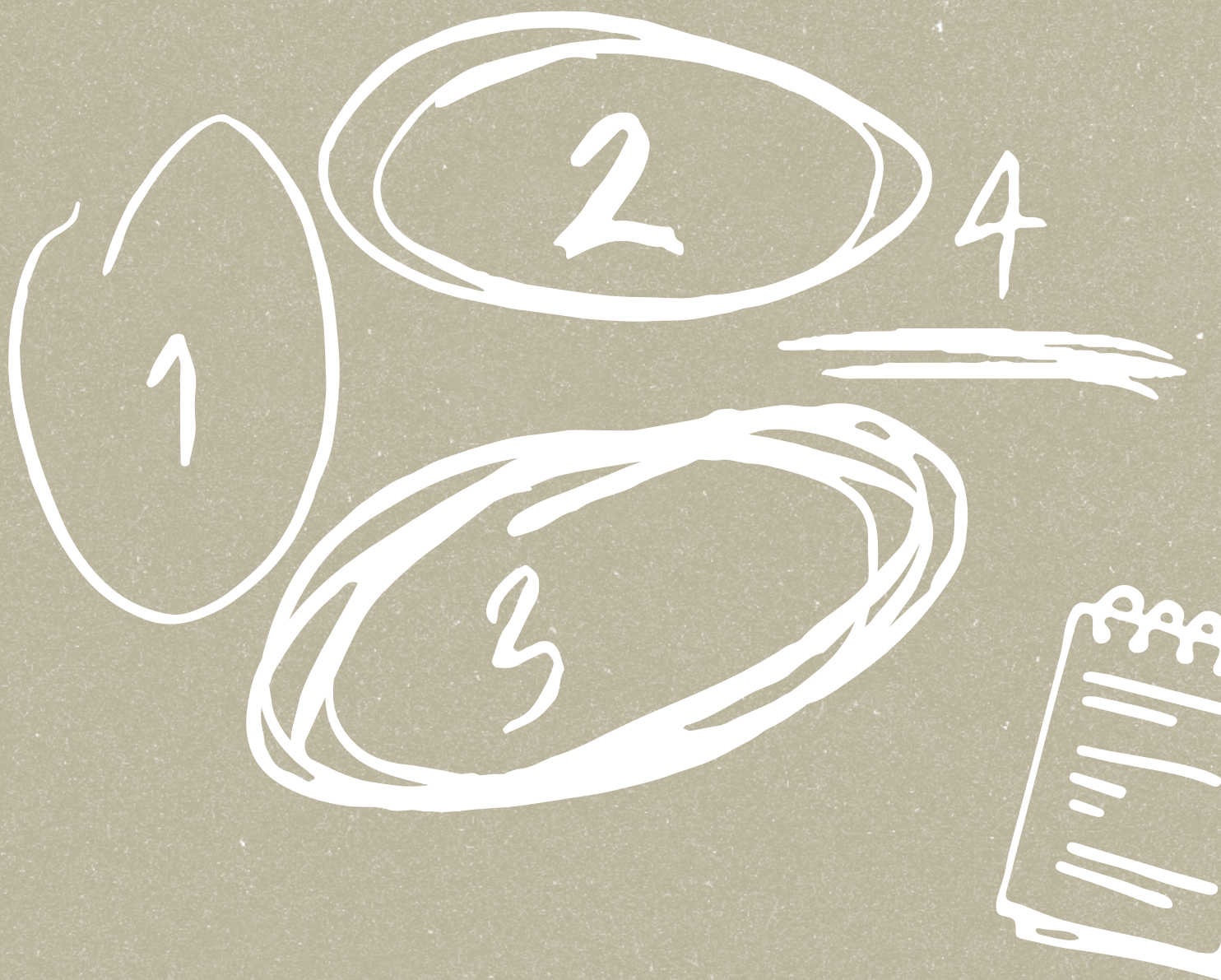
Yours sincerely,



SILVIO KIRCHMAIR
CEO UMDASCH STORE MAKERS



THE STORE MAKERS' RULES



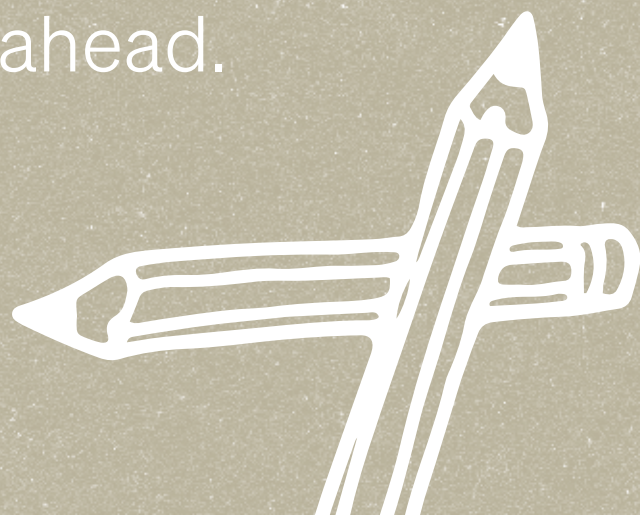
Our aim as Store Makers is to realise successful stores and create experiences. In order to achieve this, it is important that we should first define ourselves: as a trustworthy partner for our colleagues, customers, suppliers and other interested parties. A partner who can provide answers for the diverse matters relating to successful stores. And a partner who accepts challenges, develops constantly and knows how to encourage enthusiasm afresh for every new project. In order to achieve all this, we arrange our daily activities and action according to our principles, the Store Makers' Rules.

We perform with commitment
and concentration.

We act responsibly towards
society and the environment.

We understand the overall
picture and master the details.

We listen, understand
and think ahead.



FACTS & FIGURES

1,300

SKILLED AND
COMMITTED EMPLOYEES



200

GENERAL CONTRACTING PROJECTS P.A.

1,200,000

SQUARE METRES OF FLOOR AREA FITTED OUT P.A.



ALTOGETHER OVER

170

LOGISTICS AND SALES BRANCHES
ON FIVE CONTINENTS WITHIN THE
UMDASCH GROUP

8,000

SHOPFITTING PROJECTS P.A.

46%

REDUCTION IN CO₂ EMISSIONS AT OUR
PRODUCTION LOCATIONS FROM 2021 – 2022



IN BUSINESS SINCE 1868

With a broad range of services and cross-sector skills, every year we manage a highly diverse variety of projects of all sizes and degrees of complexity. It is very difficult to demonstrate in figures just how that is possible. Because every day our Store Makers need countless cups of coffee and above all a large portion of passion in order to create their perfect experiences every day.

OVER 6,000,000

ELECTRONIC SHELF LABELS (ESL) ALREADY INSTALLED

MORE THAN 65

YEARS AS THE PARTNER OF THE
RETAIL SECTOR AND OVER 155
YEARS OF CORPORATE HISTORY

OUR 6 DIMENSIONS OF SUSTAINABILITY



Our visions

Our visions are our innovations. They show how we imagine the future. Together with our customers we therefore, develop sustainable products and services – for a sustainable partnership.

Our finances

Our finances are a part of our sustainability strategy. Because doing business in a generation-oriented way means using financial resources in a forward-looking and prudent manner.

Our products and services

As a strong partner, we are the right choice when it is a question of realising sustainable store concepts.

Our environment

The measurement and continuous reduction of our environmental impacts are our focus.

Our people

Although our employees speak a variety of languages, come from different cultural circles and are unique as regards both mentality and personality, we are all united by one thing in particular: our values.

Our partners

Climate protection is a challenge which we can only measure up to as a community. Sustainable partnerships and networks are therefore enormously important to us.

WHAT

WE

DO

For us as Store Makers, the satisfaction and success of our customers has always been the prime factor. We create successful store solutions with six unique areas of service which can also be made use of individually: Consulting & Value Engineering, Project Management, General Contracting, Shop Equipment, Digital Retail and Industrial Contract Manufacturing.

At the same time our own production locations, together with a global sourcing network, ensure first-class quality and implementation on schedule. With more than 155 years of experience and the personal approach of a family firm we successfully complete every project to meet your requirements and exceed your expectations.

In order for good ideas to become successful stores, you first need a well thought-out concept. Our Consulting & Value Engineering experts and also our Digital Retail professionals offer you the integral development and planning of retail solutions – Store Branding par excellence. We work with and for architects. We develop your ideas further in a joint creative process. The interconnection of wide-ranging competences results in a multipliable solution and forms part of our daily routine.

We think retail concepts



DESIGN CONSULTING
DIGITAL CONSULTING
VALUE ENGINEERING
DESIGN ENGINEERING

Tailor-made quality with secure deadlines and competitive prices form the backbone of our business. Within the specialist area Project Management, experts and craftsmen ensure the professional coordination of all individual services. They specialise in the efficient and effective implementation of orders, and they can handle projects of all kinds and sizes. They remain calm and on even terms, despite the utmost time and budget pressure.

We make stores happen

PROJECT MANAGEMENT
ENGINEERING
PRODUCTION & PROCUREMENT
LOGISTICS
INSTALLATION & ROLLOUT



Our General Contracting project managers execute all aspects of their construction projects with a steady hand and with supreme professional competence and careful management skills. Together with professional, longstanding partners and you, they expertly keep costs, quality and time in balance. From the preliminary discussions to opening on time.



We take care of everything

GENERAL CONTRACTING

We also see ourselves as the manufacturers of the right furniture for the retail sector. Our versatile production units supply well-engineered programmes of shelving and shop systems for all sectors. We reliably cover all your requirements: from tailor-made, project-specific special solutions to series productions for hassle-free rollouts. Our partners round out this extensive range of products. So we can offer precisely fitting store solutions to meet your needs at all times.

We produce shop equipment

SHELVING SYSTEMS
FREESTANDING SYSTEMS
BESPOKE FURNITURE
POP
WAREHOUSE RACKING SYSTEMS



Through the symbiosis of classic shopfitting and Digital Retail, the Store Makers at umdasch create new possibilities for staging experiences. The Digital Retail pioneers at umdasch implement exciting solutions with imagination and out-of-the-box thinking. Our services do not only offer retailers a wide range of digital instruments and concepts; they also ensure a smooth system integration and provision of content for cross-channel selling.



We digitalise your store

CONCEPT & CREATION
SOFTWARE DEVELOPMENT
DIGITAL SIGNAGE
ELECTRONIC SHELF LABELLING
INTERACTIVE APPLICATIONS
ROLLOUT, MAINTENANCE & SUPPORT

Our years of experience mean we understand the needs of the industry. Our first priority is to provide an uncompromising and holistic focus on the needs of our customers. That is why our Contract Manufacturing specialises in the areas of surface technology, component production and safety fencing to meet your individual requirements. With state-of-the-art machinery and an efficient logistics network, we are always at the forefront of meeting your individual needs.

We produce your individual products

INDUSTRIAL EQUIPMENT
INDUSTRIAL PROJECT MANAGEMENT
INDUSTRIAL ENGINEERING
INDUSTRIAL SERVICE



Whether you want to take advantage of our services as a complete package or just parts of it, we will put together a customised offer for you, tailored to your needs.



MULTISTORE SOLUTIONS

The right solution
for every rollout

Comprehensive orientation towards the needs of our customers and an excellent understanding of the market make us a reliable partner for multipliable concepts.

With our production facilities at several locations, our experts supply well-engineered shopfitting systems for all sectors. Thus the shopfitting professionals at umdasch can be relied upon to cover all requirements: from individual design concepts via customised shelving and series productions to project management for the smooth realisation of rollouts of all sizes – including logistics and installation.



CONSTRUCTION SOLUTIONS

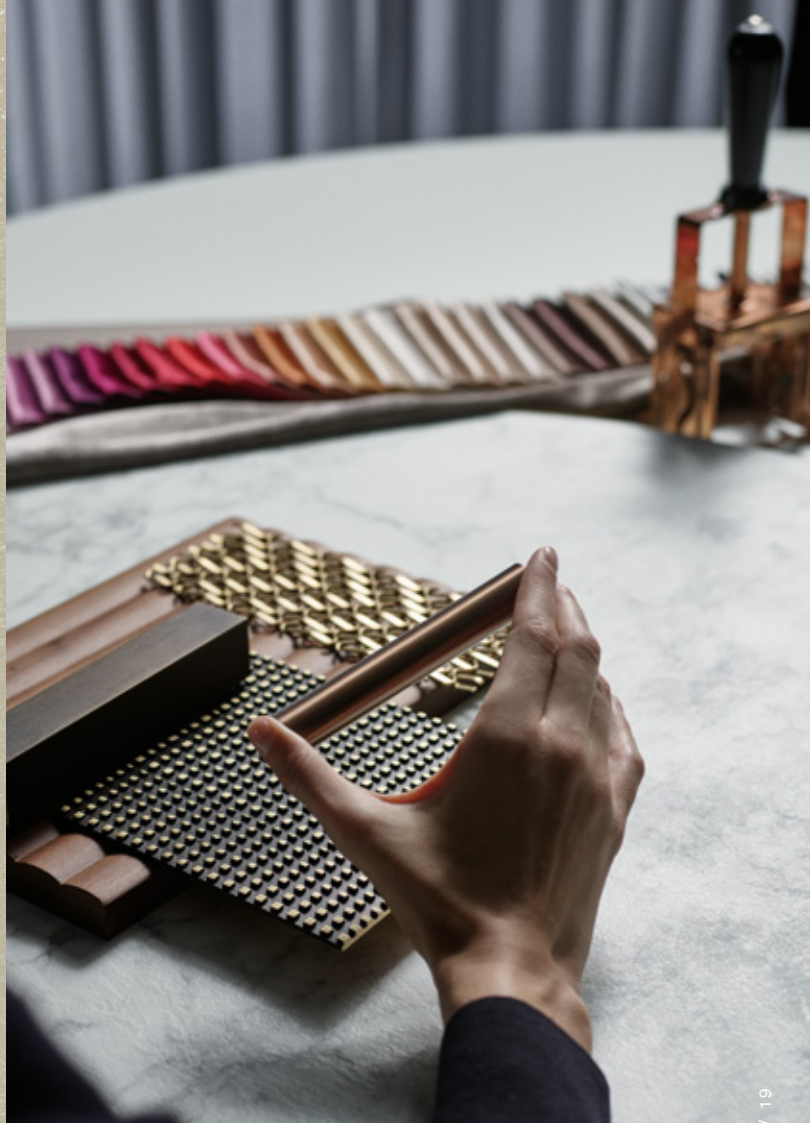
We take care of
everything

With supreme professional competence and careful and skilful control, the General Contracting experts at umdasch keep all the trades involved in the high-quality interior construction in step. Upon request the 100 members of our team of experts will start the work in the pre-clarification phase and will take over your integral project planning and implementation – from electrical installations, heating, ventilation and air-conditioning technology to drywall installations and lighting. In line with our motto “We take care of everything”.

PREMIUM SOLUTIONS

Retail environments with Premium quality

We know that inherent in every coherent shopping experience is our customer's identity. As professionals for holistic brand experiences the Store Makers of umdasch create top-quality fit-outs with imagination, a fine understanding for materials and pioneering trends. We realise exquisite retail environments for exquisite customers. In cooperation with top architects and established store designers we manufacture supreme craftsmanship, which is reflected in the stores of international brands & Maisons, in international high streets and airports.



18 / 19

DIGITAL SOLUTIONS

We digitalise your store

Through the interaction of shopfitting and Digital Retail, we create new opportunities for efficient procedures and experience staging at the POS.

Together with clients, our digital professionals develop a perfectly coordinated customer journey including concept and creation of digital content.

Thanks to their deep understanding of technical possibilities, sophisticated solutions for optimised processes are created. If desired, the digital experts at umdasch can also take care of the international rollout and smooth operations – a Digital Solutions lifetime.



UMDASCH AND THE WORLD

For more than 155 years, we have been driven by a tradition of innovation – realised by people who are among the best in their field. The two divisions Doka and umdasch The Store Makers form a globally active company with around 11,000 employees and a very solid economic background.

With over 170 branches on 5 continents the Umdasch Group is a family business solely owned by the Umdasch family.

1868

Stefan Hopferwieser, the great-grandfather of the present owners, is awarded the “concession” to work as a carpenter.

1939

Mathilde Hopferwieser, granddaughter of the founder of the company, marries Ing. Josef Umdasch. The latter takes over the management of the company in 1939. The firm moves to the east of Amstetten and a new plant is built.

Later in 1956 the Umdasch AG is formed in the business areas shopfitting (umdasch) and formwork technology (Doka).

1991

The present corporate structure of the Umdasch Group is established. Under the aegis of Umdasch AG the Doka Group and the Umdasch Shop-Concept Group operate as independent corporate divisions.

2001

Umdasch AG acquires Assmann Ladenbau Leibnitz, the Austrian market leader for the food retail sector. With the core brands Umdasch Shop-Concept and Assmann Ladenbau the company now covers all sectors.

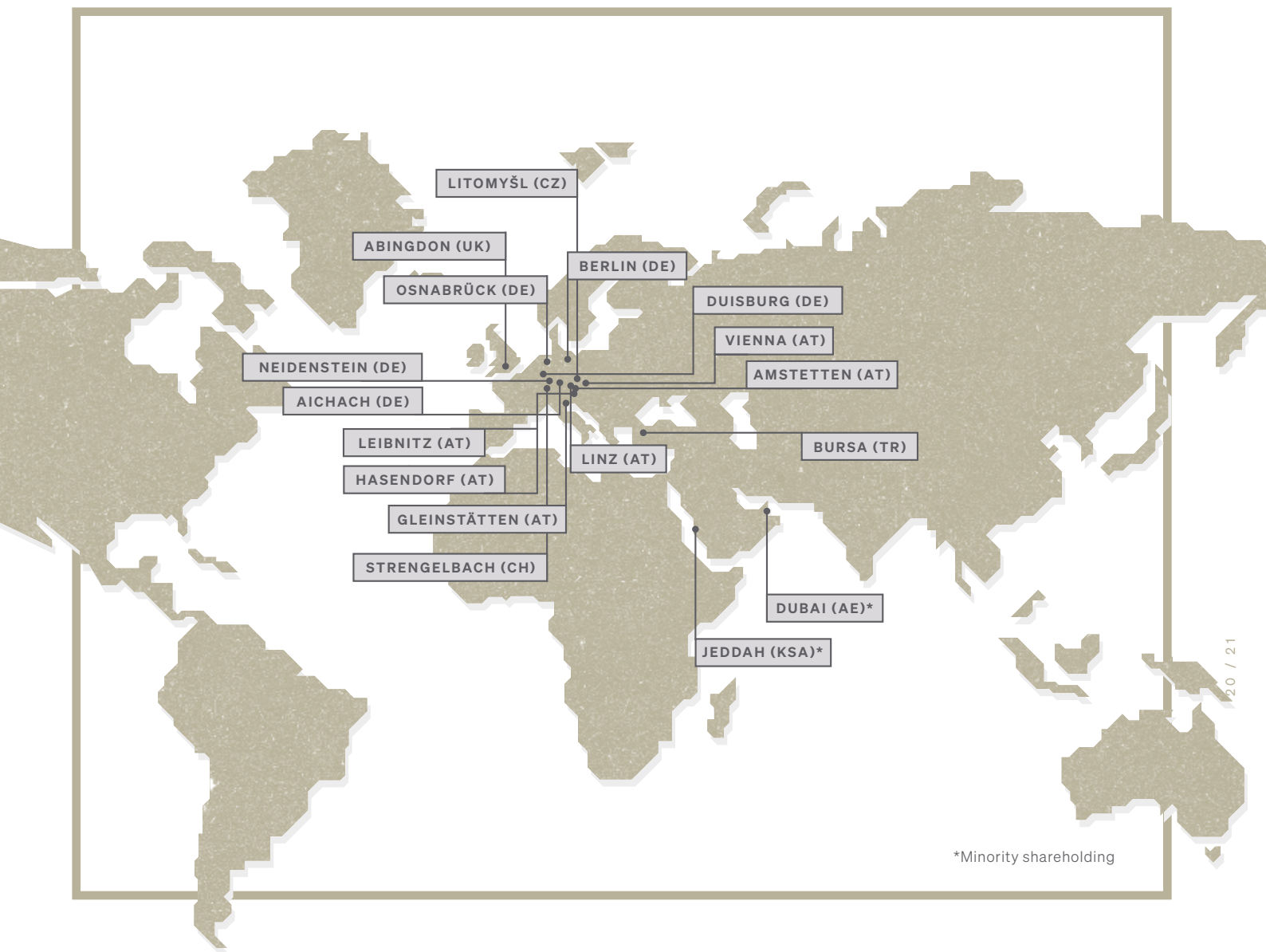
In 2012 Umdasch Shop-Concept is renamed Umdasch Shopfitting and subsequently the core brands Umdasch Shopfitting and Assmann Ladenbau become the joint brand Umdasch Shopfitting.

2014

Umdasch Shopfitting seals its structural transformation with four Business Units:

Lifestyle Retail
Food Retail
Premium Retail
Digital Retail





2015

Umdasch Shopfitting acquires the technology company MMIT based in Linz and thereby expands the expertise of the Digital Retail Business Unit.

Umdasch Shopfitting takes over the Czech shopfitting company Story Design. Through this corporate acquisition Umdasch Shopfitting strengthens its presence in Eastern Europe and its expertise in the lifestyle sector.

2018

Umdasch Shopfitting becomes umdasch The Store Makers. In doing so, the company underlines its extensive product portfolio on the international market.

2020

Store Makers acquire 55% share in a Turkish company, Madosan, and not only continued its international expansion but also broadened the scope of its competences in the area of sheet metal furnishings and heavy duty shelves for retailers.

2022

Since the beginning of 2022, Store Makers Middle East has united three successful shopfitting companies, JWP Technical Services, HDD Interiors and umdasch, which is a great advantage for clients in the luxury goods business and in travel retail.

2023

The Store Makers adapt their four Business Areas, based on their competences:

- Multistore Solutions
- Premium Solutions
- Construction Solutions
- Digital Solutions

OUTSTANDING
PROJECTS NEED
OUTSTANDING
CUSTOMERS. WE
HAVE HAD THE
PRIVILEGE TO
ENJOY BOTH OVER
THE YEARS. IN
THIS WAY WE HAVE
BEEN ABLE TO
DELIVER SHOPPING
ENVIRONMENTS
WHICH SET NEW
STANDARDS.

11teamsports
 Abadir Supermarket
 ADAC
 Adeg
 Adidas
 AGM
 Amber Hypermarket
 Aranyani
 Aswak Assalam
 Atacadao
 Auchan
 Audi
 Bamesa
 bellaflora
 BETTENRID
 Beyçelik Gestamp
 BILLA / BILLA Plus / BILLA CEE
 Binder Optik
 Bipa
 Bonava
 Bosch
 Bosch Rexroth
 Boucheron
 Brau Union
 Breitling
 Bründl Sports
 Bucherer
 Bugatti
 Bulgari
 BWT
 Calumet
 Carrefour
 Cartier
 Casinos Austria
 CBRE Investment Management
 Česká spořitelna
 Charlotte Tilbury
 CHRIST
 Cinque
 Circle K
 City Carré Magdeburg
 Coach
 COOP
 Coop Mineralöl
 ČSOB
 Cupra
 Czech National Museum
 David Lloyd
 Dehner
 denn's Biomarkt
 Denner
 Dennre
 Deutsche Bank
 Diesel
 dm drogerie markt
 Dodenhof
 Doka
 Douglas
 Dukan Retail
 Edeka

Electroplanet
 Emirates Coop
 Eni
 Eterna
 Euronics
 EUROSPAR
 EWE
 FC Bayern München
 Ferragamo
 Fortnum & Mason
 Frankonia
 Fressnapf
 Frischeparadies
 Gebr. Heinemann
 Globetrotter
 Golf House
 Grandiose
 Gropius Passagen
 Hagebau
 Harrods
 Hartlauer
 Hausverwaltung Harte
 Health Stores Austria & Germany
 Henkel
 Holli
 Huawei
 Hyundai
 INTERSPAR
 Jaguar Land Rover
 Japan Tobacco International
 Jet Tankstellen
 Juwelier Kraemer
 JYSK
 KaDeWe
 Kaes
 Karl Lagerfeld
 Kastner
 Kazyon Retail
 KIA
 KSR Showroom
 KTM Group
 Kurt Geiger
 Lagerhaus
 Lalique
 Legero
 Leroy Merlin
 Let's DOIT
 Liebherr
 L'incroyable
 Lindt
 LLOYD
 L'Osteria
 Lucid Motors
 Luisa Spagnoli
 Magrabi
 Manufactum
 Marjane
 McDonald's
 Metro Cash&Carry
 Michael Kors

Migrolino
 Migros
 Miles & More
 Modehaus Schneider
 Moët & Chandon
 MPreis
 Nah&Frisch
 Neuform
 Nike
 NIO
 Nissan
 Optiker Bode
 Özdilek A.Ş
 Palfinger
 Penhaligons
 Penny
 Philip Morris (Iqos)
 PME Legend
 Postbank
 Puig
 Puppenkönig
 Ralph Lauren
 Regency Hypermarket
 Reiter Betten & Vorhänge
 Rewe
 Rewe Germany
 Rewe International
 ROM Technik
 Ruby Hotels
 s.Oliver
 Santander
 SC Freiburg
 Seat Mó
 Seifert Hörgeräte
 Shell
 shopreme
 Sixt
 Škoda
 Sky
 SPAR
 Stella McCartney
 Stiegl
 Stone Island
 Studio Frantzen
 Tank&Rast
 Tegut
 Telefónica
 Tory Burch
 Toyota
 TPI Kompozit
 Transgourmet
 Unimarkt
 Van Cleef and Arpels
 Vita Nova
 Vodafone
 Volkswagen
 Vorwerk
 Warema
 Zalando
 Zwilling

We take
care

of everything.

www.umdäsch.com

