




umdasch

THE STORE MAKERS

We
make
successful
stores.

A group of four people (three women and one man) 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 next to him is looking at the paper. The woman on the right is looking at the man. The man on the far right is looking at the woman. They are all smiling and appear to be enjoying their work. The background is a dark green wall with a wooden shelf holding various items. There are two large, woven, cylindrical 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, branchbased 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 158 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 storemakers.umdach.com and also in the chapters of your company history.

Yours sincerely,



SILVIO KIRCHMAIR
CEO UMDASCH STORE MAKERS



A
STORE MAKER'S
VALUES



The umdasch Store Makers – with over 1,200 employees from around 25 nations – are part of a traditional Austrian company with a history spanning more than 155 years: the Umdasch Group. Our people speak many languages, come from diverse cultural backgrounds, and are unique in both mindset and personality – and yet, we are united by something fundamental: our shared values. What defines us at umdasch The Store Makers goes far beyond craftsmanship. It is our values that shape our daily actions.

Partnering

means more to us than collaboration on an equal footing –
it is a promise that you can rely on us.

Passionate

describes our inner drive. We are passionate about what we do –
with heart, dedication, and the ambition to make every space
something truly special.

Pioneering

reflects our forward-thinking mindset. We think ahead,
discover new things, set standards – and thus actively shape the future
of interior fit-out.



FACTS & FIGURES

OVER **1,200**
SKILLED AND
COMMITTED EMPLOYEES

200
GENERAL CONTRACTING
PROJECTS P.A.



1,000,000
SQUARE METRES OF FLOOR AREA
FITTED OUT P.A.

OVER **180**
PRODUCTION, LOGISTICS AND SALES
BRANCHES ON FIVE CONTINENTS
WITHIN THE UMDASCH GROUP



7,000

SHOPFITTING PROJECTS P.A.

31 %

REDUCTION IN CO₂ EMISSIONS
AT OUR PRODUCTION
LOCATIONS FROM 2021 - 2024

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 world of experiences every day.

OVER 4,000,000

ELECTRONIC SHELF LABELS (ESL) ALREADY INSTALLED

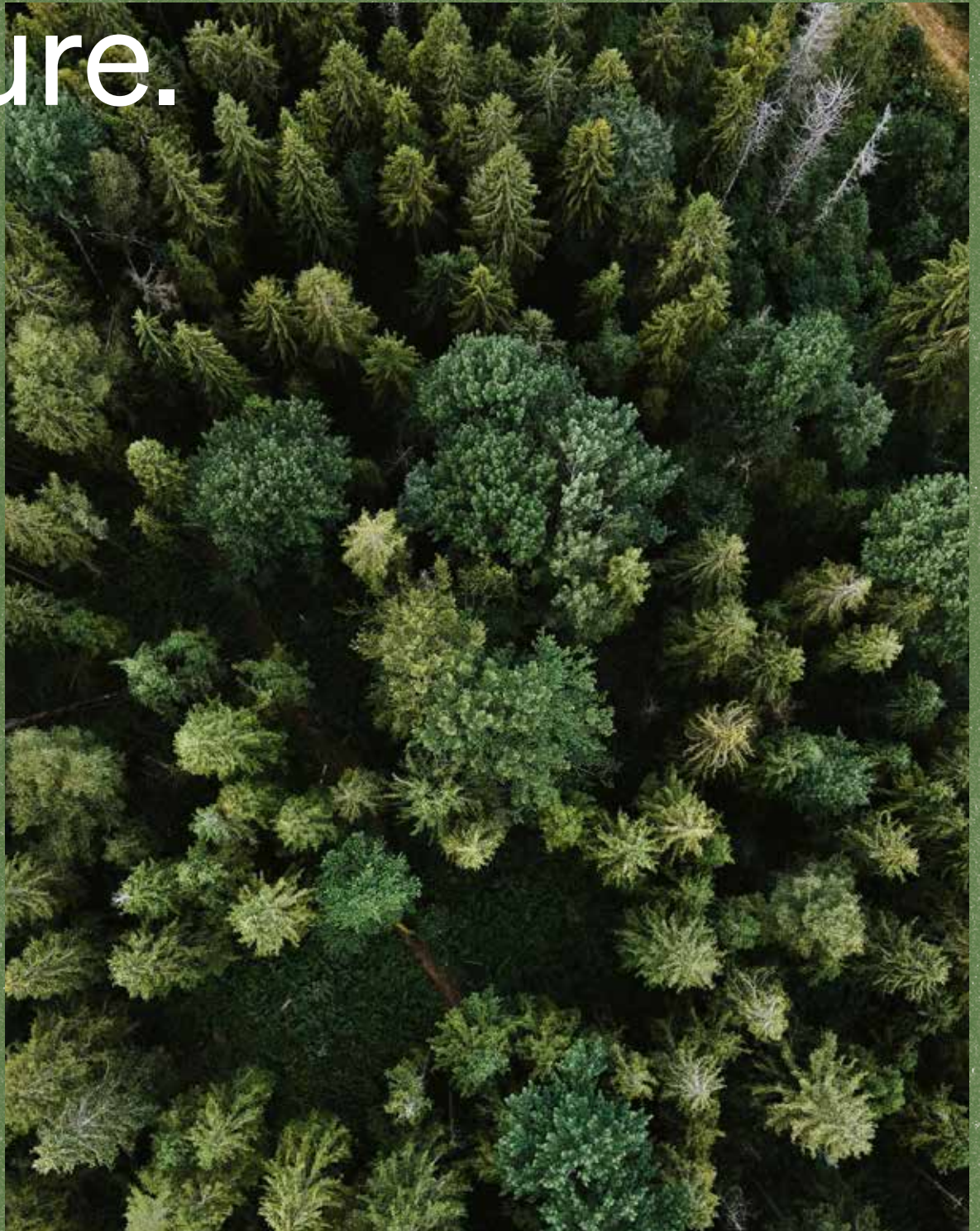
60,000

ACTIVELY MANAGED DIGITAL INSTALLATIONS

70

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

We create spaces to shape the future.



Get in touch!
sustainability@umdasch.com

At umdasch The Store Makers, sustainability is a core element of our business activities. As part of our comprehensive sustainability strategy, we are pursuing a clear goal: Net Zero by 2040. This strategy is not something we develop in isolation – it is a joint effort with Umdasch Group AG and our sister divisions Doka and umdasch Industrial Solutions.

Our shared goals come to life through our actions – in our projects, products, services and innovations, in how we work with our partners and colleagues, and in our interaction with the environment. On our journey towards these goals, we have already achieved several important milestones:

INVESTMENT IN RENEWABLE ENERGY

In 2024, photovoltaic systems were commissioned at our Austrian sites in Leibnitz, Gleinstätten, and Hasendorf. Another system is currently being installed at our production site in Litomyšl, Czech Republic. Our commitment to sustainable energy generation is further supported by our biomass heating plant in Hasendorf, which saves over 300 tonnes of CO₂ annually and fully covers the heat supply of our logistics centre.

INTERNATIONAL STANDARDS AS LOCAL BENCHMARKING

In 2025, umdasch The Store Makers was awarded the Bronze Medal by the renowned sustainability rating platform EcoVadis for the second year in a row. This recognition highlights our commitment to social responsibility, environmental protection, and ethical business conduct. At the same time, certifications such as ISO 9001, ISO 14001, and FSC clearly demonstrate that we meet the highest standards in terms of quality and environmental performance.

SUSTAINABLE PROCUREMENT

Careful supplier selection, the use of recycled materials, the reduction of packaging, and the optimisation of transport routes are central elements of our procurement strategy. With the establishment of our own packaging production at our Logistics Centre in Hasendorf, we are making our packaging more efficient and environmentally friendly. The goal is to reduce packaging materials and thus sustainably optimise logistics processes.

SUSTAINABILITY IN STORE DESIGN

With initiatives such as ECOlib, our digital database for sustainable materials, the Sustainable Design Consulting service module, and customised sustainability workshops, we support our clients in implementing resource-efficient shopfitting concepts. Our experienced Store Consultants develop tailored solutions for sustainable design through workshops and consultations.



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 und 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.

Whether you wish to utilise our services as a complete package or as individual components, we will put together a personalised offer for you from our range of solutions, tailored to your specific requirements.



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, long-standing 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



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 Project Management department, 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

We also see ourselves as the manufacturers of specialist 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



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
RETAIL TECHNOLOGY
POS MANAGEMENT
SUPPORT & OPERATION
UMDASCH EXPERIENCE PLATFORM

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.

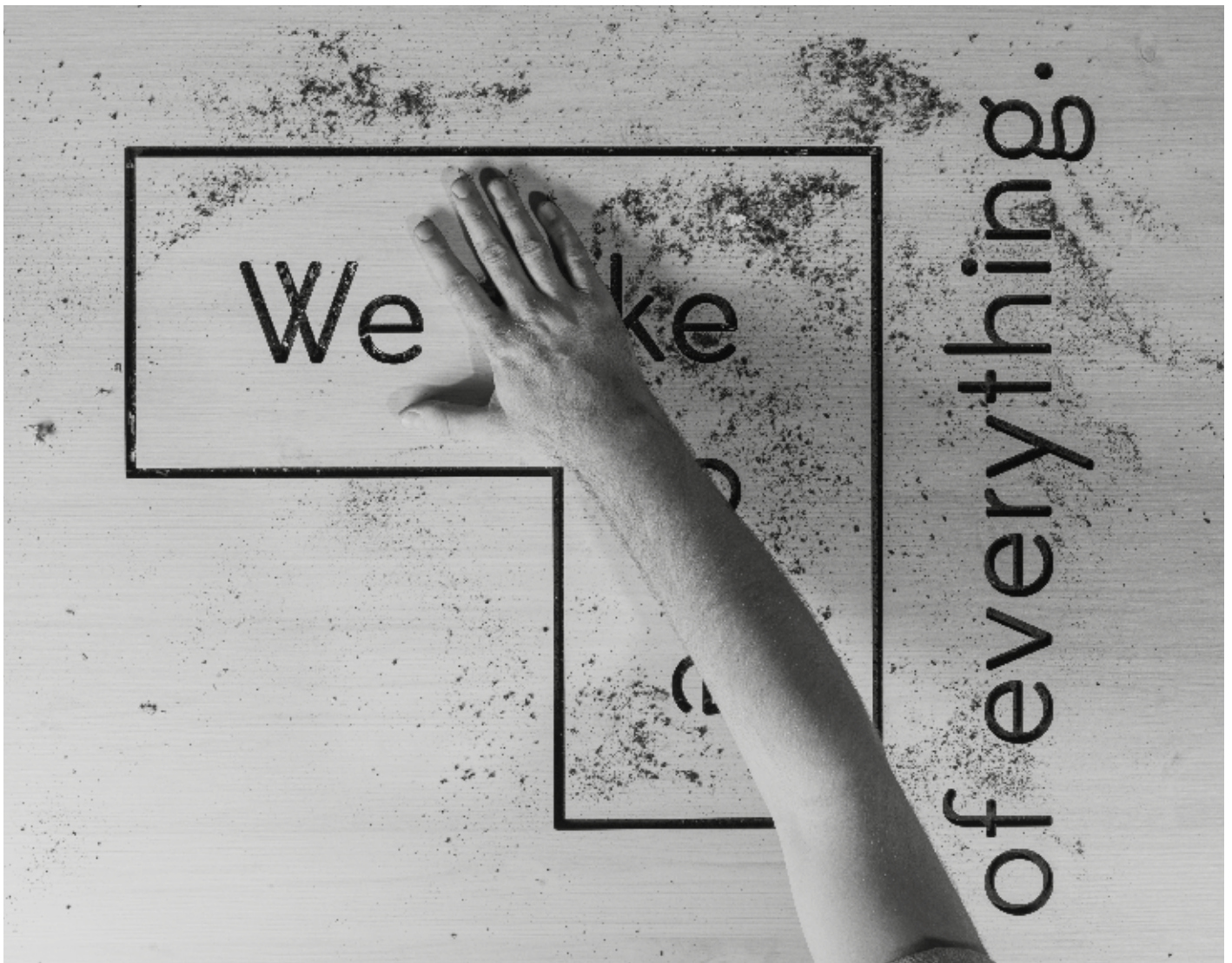
We produce your individual products

INDUSTRIAL EQUIPMENT
INDUSTRIAL PROJECT MANAGEMENT
INDUSTRIAL ENGINEERING
INDUSTRIAL SERVICE



UNIQUENESS BECOMES STRENGTH.

Every industry has its own rules. Together with our diverse customers, we design shopping environments that focus precisely on these specific characteristics. Whether it's food, automotive, banking or premium retail: we understand the requirements and turn them into your very own formula for success.



AUTOMOTIVE



Audi | CUPRA | Kia | Lucid Motors | NIO | Omoda / Jaecoo | ŠKODA | Toyota | Volkswagen

BEAUTY & WELLBEING



Apotheke Liebenau | Augustinus Bader | BIPA | Charlotte Tilbury | David Lloyd | dm drogerie markt | Harrods H Beauty | Reformhäuser Austria & Germany

BRANDLANDS & SHOWROOMS



1. FC Union Berlin | FC Bayern München | Geero | Hansgrohe | hollu | Museumsshop Oberes Belvedere | Palfinger | Puppenkönig | SC Freiburg | Vorwerk | Warema

CORPORATE SPACES & OFFICES



ADAC | adesso | BMW | Doka | Kämmerei | umdasch Industrial Solutions

FINANCIAL SERVICES



Česká spořitelna | Deutsche Bank | Reisebank

FOOD RETAIL, ANIMAL SUPPLY & CONVENIENCE



ADEG | BILLA / BILLA PLUS / BILLA CORSO | Broth3rs Asia Food Store | Circle K | Coop | denn's Biomarkt | Edeka | Eni | Fressnapf | Frischeparadies | JET Tankstellen | KAES | Kastner | LM Energy | MPREIS | Nah&Frisch | Penny | REWE Deutschland | REWE International | Roasting Plant | Shell | Spar / EUROSPAR / Interspar

FOOD & BEVERAGE, QUICK SERVICE RESTAURANT



dodenhof ROOTS | Gropius Passage Berlin | Harrods Moët & Chandon Champagne Bar | Harrods The Georgian | Le big TamTam | Leonardi | L'Osteria Metzingen | McDonald's | nordlicht | Ruotkers | zalando Foodcourt

TECH STORES & OPTICIANS



Binder Optik | BSH | Calumet | Hartlauer | Huawei | KIND | Lautsprecher Teufel | Liebherr | o2 / Telefonica | Optik Matt | Optiker Bode | Photo Vision Zumstein | Silhouette | Stadtwerke Amstetten

HOSPITALITY



Max Brown | Ruby Hotels

PREMIUM RETAIL



Aranyani | BETTENRID | Bründl Kaprun | Bucherer | Bugatti | Cartier | De Beers | Diesel | Globetrotter | Golf House | Harrods | Juwelier Kraemer | Juwelier S.M.WILD | La Moda Bernardo | Legero United | Lloyd | LVMH | Manufactum | Michael Kors | Nike | PKZ Men | Steinecker Moden | Stone Island | Valentino | Van Cleef and Arpels

TRAVEL RETAIL



Aelia Dutyfree at Prague Airport | Dubai Duty Free | Eurotrade Munich Airport | Gebr. Heinemann | Miles & More Worldshop | Qatar Duty Free | Senses of Austria | Setur Duty Free | Smartseller

AND MANY MORE ...



11teamsports | Bellaflora | CBRE Investment Management | City Center Amstetten | hagebau | IQOS | JYSK | Kantonspital Winterthur | Lagerhaus | LET'S DO IT | Musikhaus Thomann | Philip Morris | Salon Verde | Vita Nova | Weaves Group | zweite sahne

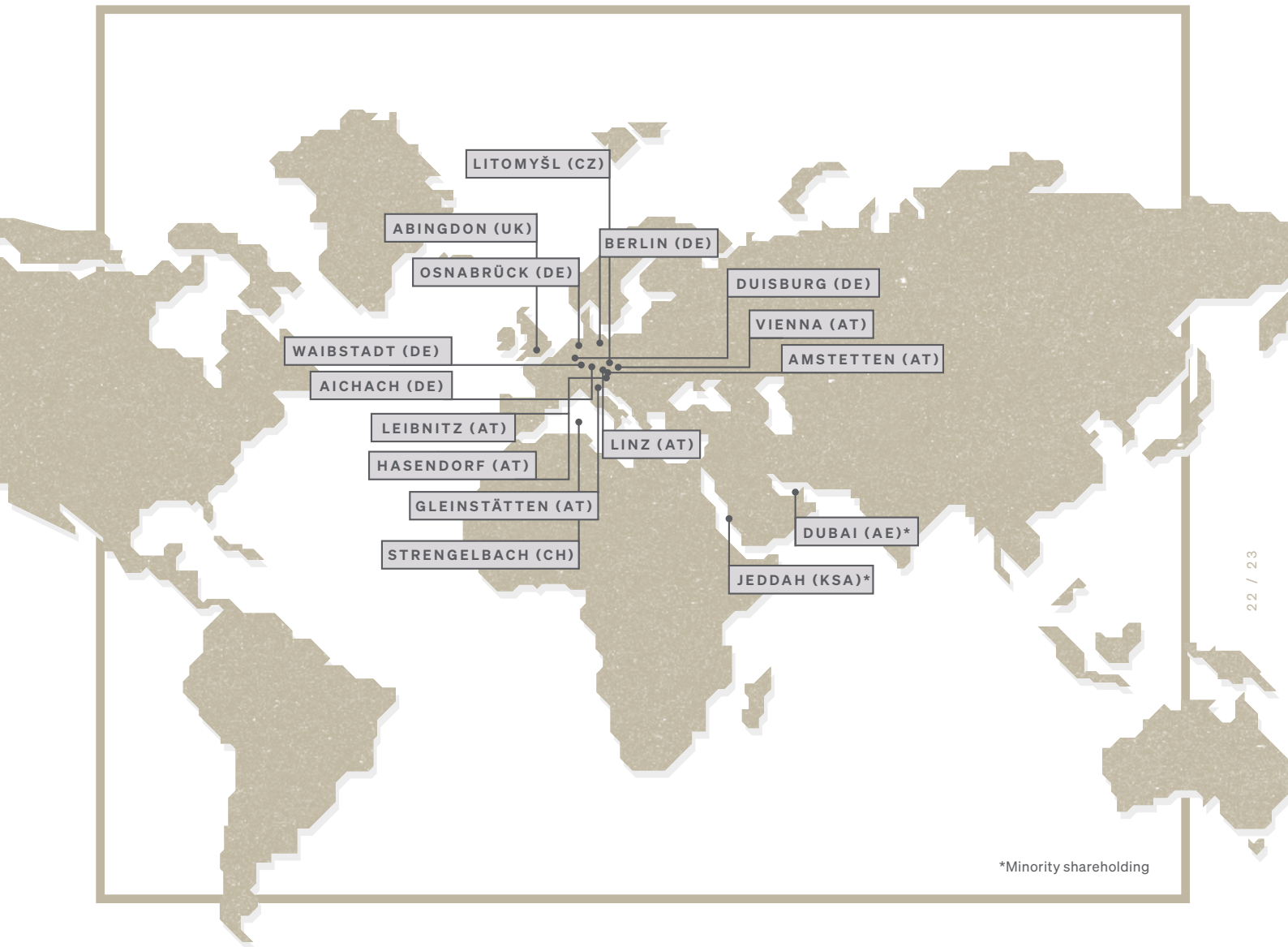
UMDASCH AND THE WORLD



For over 155 years, innovation has been part of our tradition – driven by people who are among the best in their field.

With its three divisions – umdasch The Store Makers, Doka and umdasch Industrial Solutions – the Umdasch Group operates across five continents with more than 180 production, logistics, and sales locations. The company has been family-owned for over 155 years.

1868	1939	1991	2001	2014
<p>Stefan Hopferwieser, the great-grandfather of the present owners, is awarded the “concession” to work as a carpenter.</p>	<p>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.</p> <p>Later in 1956 the Umdasch AG specialised in the business areas shopfitting (umdasch) and formwork technology (Doka).</p>	<p>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.</p>	<p>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.</p> <p>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.</p>	<p>Umdasch Shopfitting seals its structural transformation with four Business Units:</p> <p>Lifestyle Retail Food Retail Premium Retail Digital Retail</p>



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 became umdasch The Store Makers. In doing so, the company underlined its extensive product portfolio on the international market.

2023

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

Multistore Solutions
Premium Solutions
Construction Solutions
Digital Solutions

2024

Following a rebranding, umdasch The Store Makers presents itself in a unified look together with the divisions of the Umdasch Group.

2025

After around eighteen months of construction, the expanded production and office facilities at the Czech site in Litomyšl have officially opened – a significant step towards strengthening in-house manufacturing and the diverse service portfolio across Europe.

We take
care

of everything.

umdasch Store Makers Management GmbH
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A company of Umdasch Group

