

umdasch
THE STORE MAKERS

A store life





A store life

What makes a store successful?

The people who run it. And the people who design,
build and support it. If you so wish,
throughout a business lifetime. A store life.

We love our job as Store Makers.

We live for retailing in all its many facets.

We are there, wherever and whenever you need us.

We live for cognitive diversity, united in our
enthusiasm for your project and the story behind it.

We will tell that story, make it visible and tangible –
whichever life cycle your store is currently in.

A store life.

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

Dear Readers,

You are holding in your hands the new reference book of the umdasch Store Makers. Thank you for finding time to browse through it. “Successful Stores” is the mission of our company. We are committed to the goals of our customers, whether they aim to prolong the time spent in their store, to achieve a more effective conversion rate or simply to increase the productivity of their sales space. Their success is the basis for our actions and activities. During recent years, bricks-and-mortar stores have come under pressure from various quarters. The shortage of qualified staff is leading to the increasing automation of processes, while the increasing cost of space necessitates an increased performance per unit area, and online retailing has received a considerable boost and increased its market share. These three challenges are examples of the framework conditions which (bricks-and-mortar) retailers and similar service providers are faced with. These challenges are also our concern. We would never presume to understand our customers’ business better than they do. But we can help them to gather experience more quickly and to shorten the learning curve. We can pinpoint for you the entire knowledge of our international organisation. We are here to help you.

Our range of services begins with the design and the interior architecture, includes the programming of software solutions and even artificial intelligence, which helps you to generate additional revenues. These services also include the optimisation of ideas (Value Engineering) as well as production and hardware logistics. We can provide not only the assembly but also if necessary the entire project handling of the interior construction as well as general contractor services. If you so wish, we will also continue to provide support during the entire lifetime of our services by means of maintenance and service contracts. The Store Makers at umdasch offer everything from a single source. You can choose which of these offers you wish to make use of.

We are proud of our customer service and reliability, which we have proven over past decades. We are accustomed to keeping to deadlines and budgets. Our experienced and competent staff will save you money, time and nerves – just try us. In this reference book you will find numerous suggestions, applications and examples, real-life examples of the range of services of the umdasch Store Makers, so to speak. We look forward to hearing from you. Until then I wish you much pleasure and many new ideas from reading this book.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Silvio Kirchmair', with a stylized flourish at the end.

SILVIO KIRCHMAIR
CEO UMDASCH STORE MAKERS

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STO

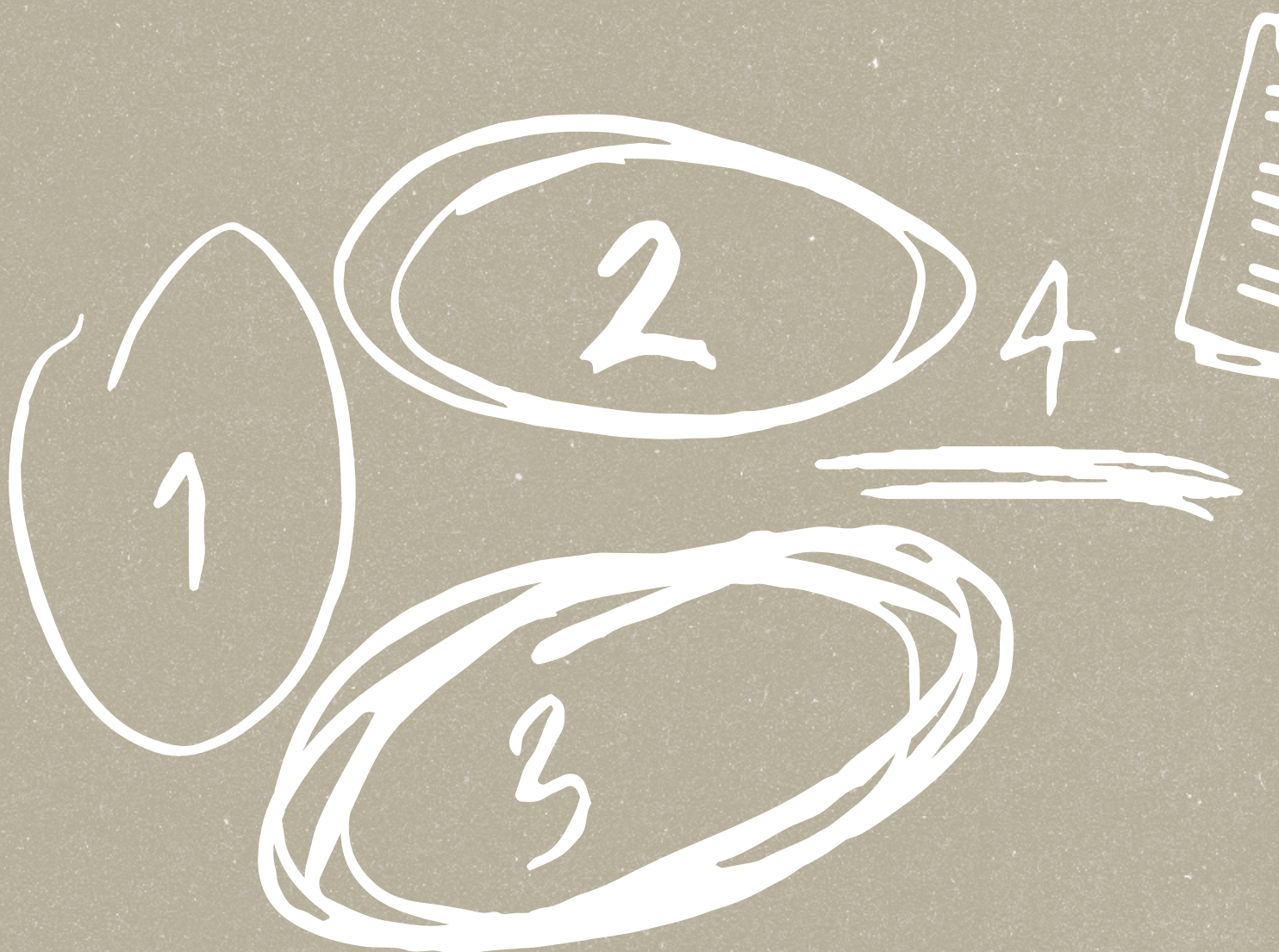
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THE STORE MAKERS' RULES



Our aim as Store Makers is to realise successful stores and experience worlds. 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 arouse 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 Maker's Rules.



We perform with commitment and concentration.

We act responsibly towards society and the environment.

We understand the overall picture and master the details.

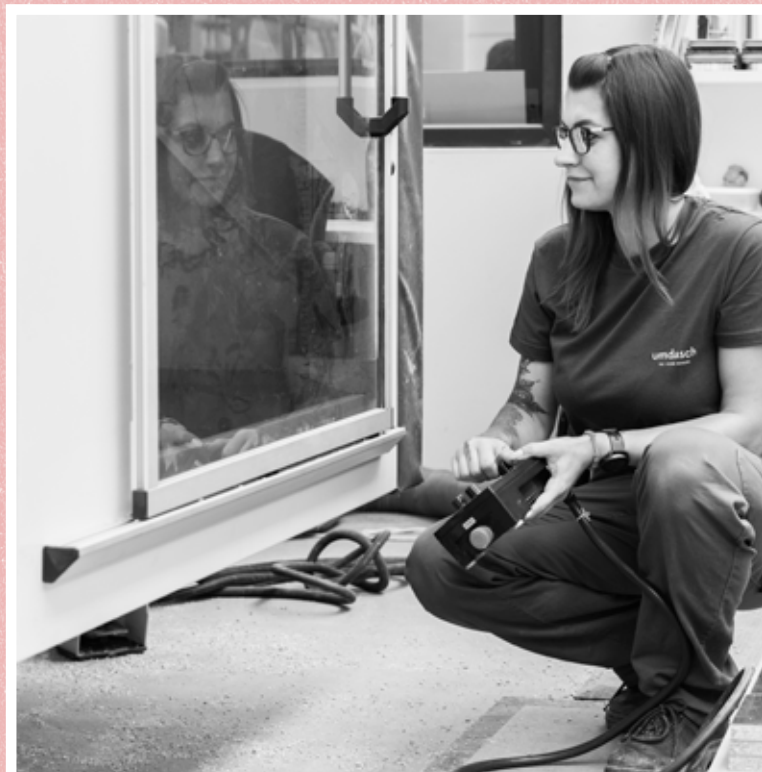
We listen, understand and think ahead.



FACTS & FIGURES

1,400

SKILLED AND
COMMITTED EMPLOYEES

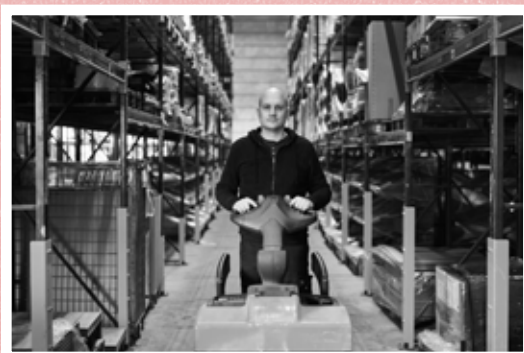


200

GENERAL CONTRACTING
PROJECTS P.A.

1,000,000

SQUARE METRES OF FLOOR AREA
FITTED OUT P.A.



ALTOGETHER OVER

170

LOGISTICS
AND SALES BRANCHES ON
FIVE CONTINENTS WITHIN THE
UMDASCH GROUP



7,000

SHOPFITTING PROJECTS
P.A.

24%

REDUCTION IN CO₂ EMISSIONS AT OUR
PRODUCTION LOCATIONS FROM 2018 - 2021

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 experience world every day.

OVER 5,000,000

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 VALUES



Integrity forms the
foundation of our actions.

We work together
proactively as a team.



We think outside
the box.





Our ambition is to play at the top with our heart and soul.



We have the courage to tackle new challenges.



We give our best every day.

We act sustainab

We create spaces. Spaces to shape the future. Because we are rooted in craftsmanship and visionary in the digital. We are active designers of stores and experience worlds. And we are also designers of the future. Therefore we assume responsibility for our actions and the effects they have. So that the future can live on.

სა



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.

OUR BUSINESS

ESS AREAS

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-conditional 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.



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.

We think

retail concepts.

OUR COM

We take
care

of everything.

We
make

stores happen.

We produce

shop equipment.

PETENCES

We digitalise

your store.

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 co

We think

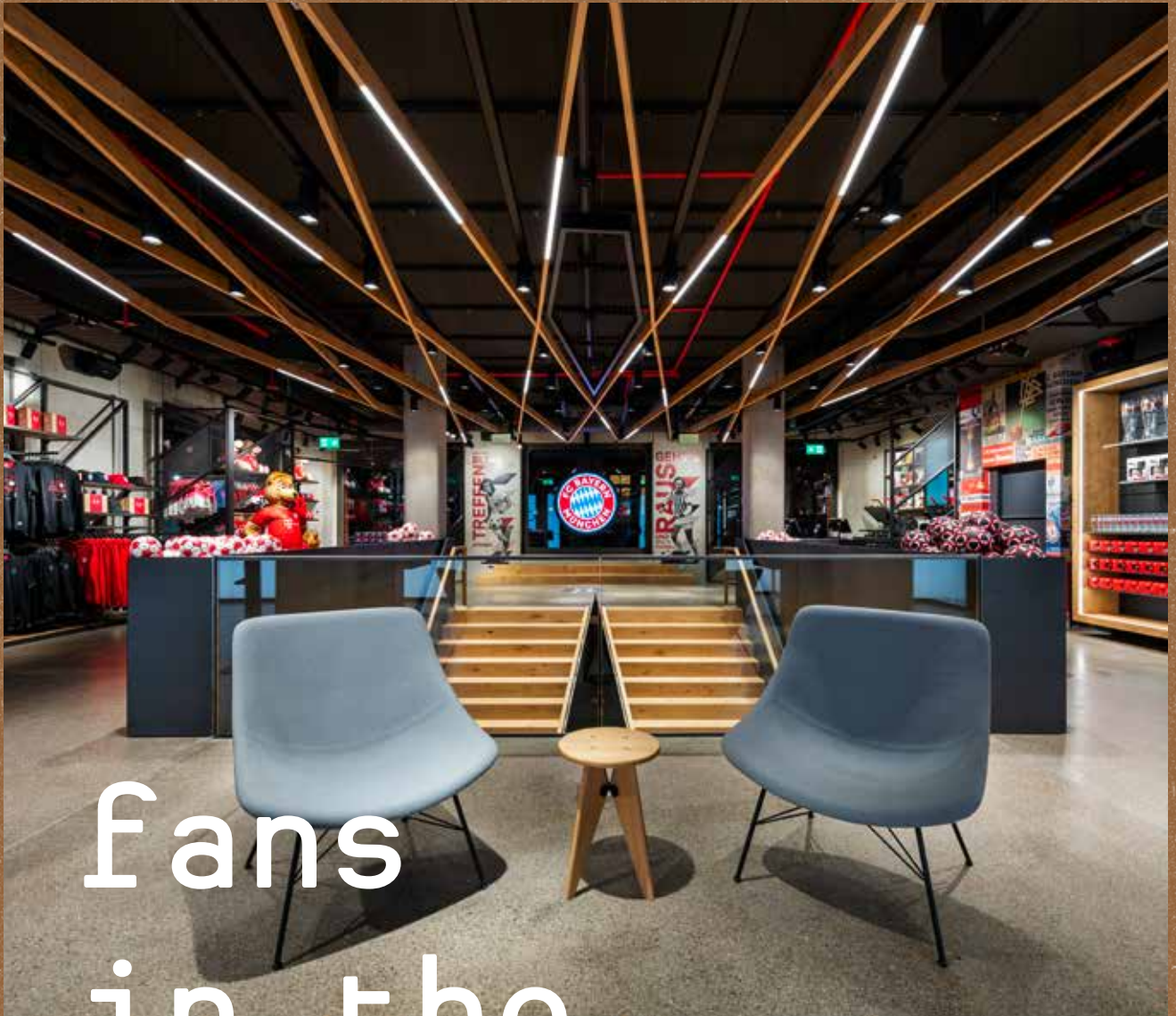
retail concepts.



ncepts

DESIGN CONSULTING
DIGITAL CONSULTING
VALUE ENGINEERING
DESIGN ENGINEERING

For the best



fans in the world



MAIK DREWITZ
SHOP CONSULT DIRECTOR

FC Bayern Munich. The world of FC Bayern Munich lies in the heart of the capital of Bavaria, half-way between the Town Hall and the Frauenkirche. The seven-storey building with its boutique hotel, two restaurants and a flagship store was completed in time for the 120th anniversary of the founding of the football club. With a sales area extending over more than 1,000 square metres, designed and realised by umdasch The Store Makers, the store is also a hot challenger for the Champions League in the retail sector.



- 📍 Munich, Germany
- 📏 1,000 m²
- ✓ Concept, Design, Planning, Manufacture, Installation
- ✂ umdasch
- 🏆 Sports
- 🌐 fcbayern.com



The flagship of the Munich football club is spread out across three floors, accessed via a central staircase which links together tradition and future and thus symbolises the two elements behind the store concept. The prominent diamond in the stairwell, a reference to the Bavarian coat of arms in the logo, provides a visual link to all floors. The emotional heart is the oversized LED wall on the underside of the staircase.

The teams surrounding project leader Peter Romics of FC Bayern Munich and Maik Drewitz, Shop Consult Director umdasch, came up with some unusual ideas for FC Bayern World; the result is a store full of contrasts. Drewitz explains that while the façade in sgraffito style recalls the original design, inside the shop you will find

printed concrete walls: “In the space for the central staircase, warm oak and untreated black steel form an arc of tension which is full of contrasts.” A conscious decision was taken to use local suppliers for the materials: illuminated glass walls from a Bavarian manufacturer, for example, which draws attention to the poured floor covering of Munich pebbles.

The ground floor is dedicated to the players of the record-holding club. They were scanned and made into life-size figures for the store using 3D printing. They present the current range of jerseys in the centre space, while on the walls are individual floating wall systems developed by umdasch. The more than 20 integrated digital touch-points in the store are part of the integral store concept.



For a unique customer experience, numerous digital innovations were integrated with cooperation with various firms, including mirror screens in the changing cabins, several selfie points and transparent screens for the trophy presentation and projection mapping in the checkout area. In the basement lies the Performance Level, realised in cooperation with adidas, where fans have access to the full kit – from jerseys to training equipment to shoes, which are arranged along the wall. It is designed like a laboratory in which the new developments can grow and mature. A further highlight is the “Test Cage”. Here visitors can pit themselves against the professionals in various gaming scenarios. Jerseys, shoes and balls can be personalised in the “workshop” according to the fans’ individual wishes. The presentation of the “TRIPLE Cups 2020” takes place in digital showcases behind transparent screens and underlines the playful experience of winning. There is even a special area dedicated to the e-sports team of FC Bayern:

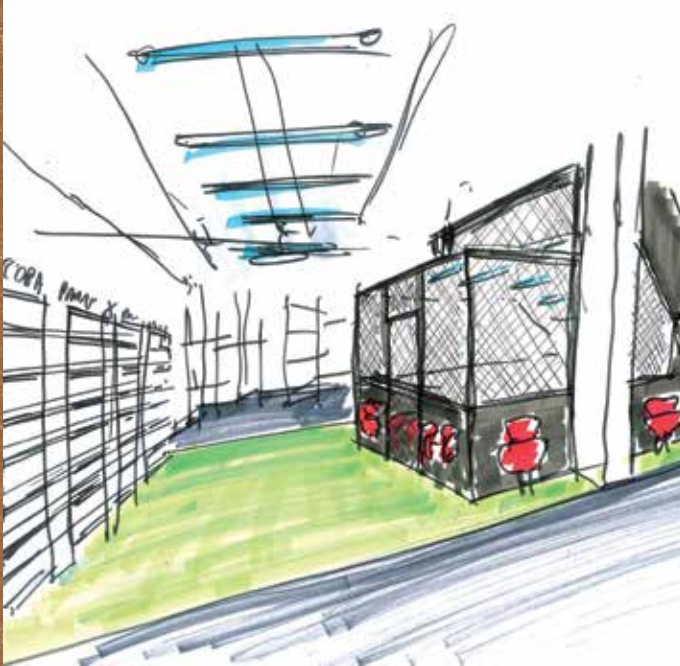
in der Konami Lounge customers can immerse themselves in the virtual football world of the series champions while gaming at the console. On the upper floor, the next highlight awaits the community. In addition to mugs and scarves, fans will find exclusive merchandising products sold only in FC Bayern World in Munich. While the youngest fans love Berni, the little mascot, their parents are more likely to be impressed by the large touch screen and the LED wall. In the area of shareholder Audi they can configure a model and then go for a virtual test drive around the Allianz Arena. Then a robot will draw a sketch of the dream car as a souvenir to take home.

When the sliding doors close behind you, you will leave FC Bayern World not only with a wide range of fan products, freshly embroidered jerseys and a pre-configured new vehicle, but above all with a feeling of having enjoyed a unique experience, together with the longing to return again one day.

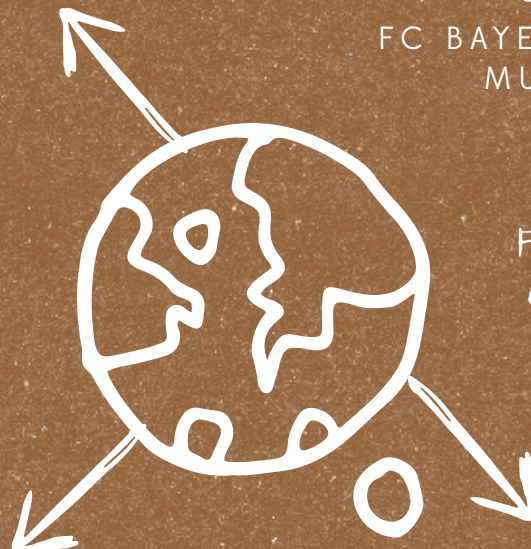


Get in touch!
consulting@umdasch.com





FC BAYERN WORLD
MUNICH



The joint trip with
FC Bayern Munich has
already taken us to
a few places.



FC BAYERN CLUBHEIM
MUNICH



FC BAYERN STORE
INGOLSTADT VILLAGE



Lloyd A NEW STORE FOR A NEW BRAND PRESENTATION

“Modern Classic with a Twist” is how the traditional label Lloyd describes its new brand presentation, which also includes a new logo, an expanded collection and new campaigns. It is a retail format which narrates the history of the shoe manufacturer through the spirit of the times, encompassing premium quality and craftsmanship. The company was founded in 1888, and we were chosen to support it as the narrator for the concept store in Munich. The 65 square-metre store is situated in a listed historic building in a top city-centre location. It was a turnkey project, because the Store Makers

were in charge of the realisation as well as the planning and design, for which they also coordinated all the trades involved. In order to strengthen the identity of the brand, the presentation also includes digital key visuals for a versatile customer approach.



- 📍 Munich, Germany
- 📏 65 m²
- ✓ Concept, Design, Planning, Value Engineering, Manufacture, Installation, Shop Equipment, General Contracting, Lighting
- ✂ umdasch
- 🛒 Footwear & Accessories
- 🌐 lloyd.com



Dodenhof REALISATION FROM A TO Z

Dodenhof's aim? To make the store in Kaltenkirchen into a meeting place for fashion and lifestyle for the entire family. In other words to design and present the spaces in such a way that people with widely ranging interests and preferences will be attracted, will spend time there and also return. We were responsible for the concept for the men's and women's departments of the North-German family firm. Our task was to translate and design a total of some 5,500 square metres of sales area with a multilayered space programme: with fashion and convenience offers, services and community areas – all surrounded by a cosy Nordic and personal atmosphere.

And so that no one is forgotten in the vision of "My Day at Dodenhof", we as realisation partner kept a careful eye on all the various aspects. For the client that meant: maximum control of quality, costs and time.



- 📍 Kaltenkirchen, Germany
- 📏 5,500 m²
- ✓ Concept, Design, Planning, Value Engineering, Manufacture, Installation, Shop Equipment, General Contracting (men's department)
- ✍ umdasch
- 👜 Fashion
- 🌐 dodenhof.de



Salon Verde

SOPHISTICATED CUSTOMER JOURNEY

Short distances and a sustainable, carefully curated range of foliage plants for flat and balcony, home accessories and small furniture items together with care products and culinary offers for trend-savvy town-dwellers – that is the concept of Salon Verde, the new urban format of bellaflora. You will now find the first of these urban formats in Vienna's upwardly mobile Nordbahn district, and as general contractors the Store Makers at umdasch showed from the beginning that they not only have two right hands, but green fingers as well. Because this modern adaptation of a garden centre anticipates the changed shopping behaviour of people as well as raising the concepts of service and the provision





SUSANNE EIDENBERGER
GESCHÄFTSFÜHRERIN
BELLAFLORA

"The dedicated team at umdasch captured the essence of this new, urban small format with spot-on precision and brought our strategy to life with natural materials, a pleasant shop layout and a coherent feel-good ambience. With their sustainable approach and careful planning, they were the essential basis for this exciting, fresh concept, of which we are very proud."

of facilities to a new level of awareness. Changing events, an on-site re-potting service and Green Building principles in shopfitting, which the Store Makers were able to implement alongside the planning and lighting concepts, ensure that the Salon Verde really lives up to its name.



📍 Vienna, Austria
📏 250 m²
✓ Value Engineering, Installation, Shop Equipment
🛠 umdasch
🏠 Lifestyle
🌐 salonverde.at



INTERSPAR Schottentor LOCAL SUPPLIER WITH A HISTORY

The Store Makers at umdasch see themselves as versatile partners for the retail sector, who naturally like to make use of the full range of services and contribute their expertise in an integral manner. Sometimes, however, less is more. When SPAR placed an order for the shopfitting of a new INTERSPAR branch in the prestigious building at Schottentor in Vienna's 1st district, the main concern was to emphasise the features of this jewel of a historic building and to make it fit for the large numbers of customers which can be expected in a Food Retail Store. It is possible to protect such a building, and at the same time to open it up. For example, by putting in new floors and placing the fixtures in the middle of the space. A specially produced collection of furniture blends with the historical setting as if it has always been part of the inventory. Customers now move through contemporary shopping terrain and can nonetheless find themselves at close quarters with history in the atmosphere of the Palais Ephrussi and Daun-Kinsky.





GEROLD KNAPITSCH
MANAGING DIRECTOR
MULTISTORE SOLUTIONS

"As the Long-standing partner of SPAR we have Learned to appreciate the various project formats. The store in the heart of Vienna is not only a very special jewel; it also represented a particular challenge. It is all the more pleasing that we were able to implement the many different aspects of shopfitting together."

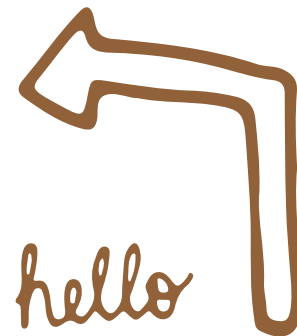


- 📍 Haus am Schottentor, Vienna; Austria
- 📏 1,770 m²
- ✓ Value Engineering, Installation, Shop Equipment
- ✂ Kulmus Bügelmayer Interior & Architecture
- 🍽 Food
- 🌐 spar.at

Edeka Kunzler SOPHISTICATED STORE CONCEPT WITH A REGIONAL ACCENT

We love food! Especially when we are able to stage it as we did for Edeka in Köllerbach in the Saarland. Thanks to our planning and realisation, the result is a local supplier in the best sense of the word, because here the local colour of the former mining region was incorporated into the design and interacts subtly with the cultural awareness of the customers. In addition to carefully planned routing and storytelling with a typical regional flair, combining the materiality, emotionality and functionality to a contemporary, easily adaptable food retail concept, there is a third level. This is the often neglected area between the shelves and the ceiling, which becomes the focus of attention. This connects the successful conversion to the shopfitting by

providing customers with additional orientation on their customer journey, by means of a routing and guidance system adapted to suit the style of the structure of the building.



- 📍 Köllerbach, Germany
- 📏 1,600 m²
- ✓ Concept, Design, Planning, Value Engineering, Manufacture, Shop Equipment
- ✂ umdasch
- 🛒 Food
- 🌐 edeka.de



Walter Skoff Original TAILOR-MADE FROM CONCEPT TO FURNITURE

Many things are important when it comes to wine: the grapes, the soil, the climate, and the way it is cultivated and grown. The various influences are what combine to create the terroir. For Skoff Original our shopfitters “grafted” the Point of Sale with the Point of Soul, thereby revealing the characteristics of the Styrian winery. With colours and materials which underline the DNA of the brand, including the steel shelving from our own production used for the presentation of the products. They blend in with the cross-vaulting just as harmoniously as the custom-fitted furnishings for tasting and hospitality. So the sales room appears like a finely balanced cuvée of functionality and modernity. With a texture which shows off the vintner’s history and products to best advantage.



What doesn't fit is made to fit: custom-fit steel frames and bar tables are grouped under the historic cross-vaulting with the brand DNA of Skoff Original. It fits like a glove.



Before developing the concept, our Store Makers in Leibnitz, Austria, made an intensive study of the brand and the identity of Skoff Original.

- 📍 Gamlitz, Austria
- 📏 60 m²
- ✓ Concept, Planning, Manufacture, Installation, Shop Equipment
- ✂ umdasch
- 🍷 Food & Beverage
- 🌐 skofforiginal.com



BETTENRID COMPLETE RENOVATION WITH A MASTER CONCEPT

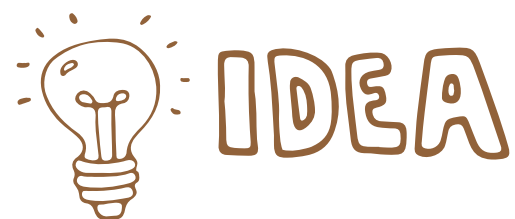
We do not earn our money during sleep, but we can often earn money with sleep. Since 2018 we have been bedfellows of BETTENRID, the Home & Living supplier from Munich, at least with regard to the renovation of the traditional store. It is obvious that someone who advertises "Your sleep in the best hands", will also want to be sure that their business is also in the best hands. The trading up therefore followed a master plan, which presents the various floors in a new light, including the brand areas and made-to-measure workshops. The design and shopfitting styles are inspired by a typical flat in a historic building in the Schwabing district of Munich, thereby enabling customers to experience beds, bed linen and accessories within the context of their own four walls. In addition to concept and creation, we also operated as general contractors and therefore coordinated all the trades involved. So that our customer does not have any sleepless nights.

"It is a pleasure for us to be able to prove the trust placed in our competencies already over several years and numerous floors at BETTENRID in Munich. The renovation of this traditional house is a very special matter for undasch."



MAIK DREWITZ
SHOP CONSULT DIRECTOR





- 📍 Munich, Germany
- 📏 1,050 m²
- ✓ Concept, Design, Planning, Manufacture, Installation, General Contracting
- ✍ umdasch
- 🏠 Home & Living
- 🌐 bettenrid.de



We make stores happen

PROJECT MANAGEMENT
ENGINEERING
PRODUCTION & PROCUREMENT
LOGISTICS
INSTALLATION & ROLLOUT



stores happen.

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.



A sparkling shopping experience



Get in touch!



projectmanagement@umdasch.com

Harrods Moët & Chandon Champagne Bar. For years we have accompanied Harrods in London during selected renovations and modernisation projects. The profile of another signature area of the premium department store has been honed with the new Moët & Chandon Champagne Bar. High-end shopfitting, this time at the interface of British luxury and savoir-vivre.



"It was very challenging to realise the chandelier. Its form was to appear organic and flowing and it required numerous re-hangings. The result speaks for itself."

ROMAN FUSSTHALER
MANAGING DIRECTOR PREMIUM SOLUTIONS

Champagne has settled in England; Epéray goes London-Knightsbridge. Here, on the ground floor of Harrods, in the middle of the Beauty Halls, the French champagne cellars have opened a bar under their own brand name. As long-standing partners of the world-famous department store, the Store Makers at umdasch were chosen to accompany the project – with the successful implementation of the design concept, which was drawn up by the London design studio Sybarite. The bar extends across an area of 200 square metres and is the first independent location of Moët & Chandon in Europe. It is not only because this is a premiere that it has no rival. It is thanks first and foremost to the imposing chandelier, made by hand from some 60,000 shimmering gold metal discs and a further 240,000 brass rings spanning the boldly curving bar counter with its 34 seats like a canopy. Looking back,



umdasch's Project Director Simon Wait remembers above all the complexity of the construction task: making the free form of the chandelier harmonise with the flowing lines of the bar by echoing the pre-defined, high-quality materials. The very idea of the large-format flexible structures of the bar and the chandelier meant that the Store Makers had to build several prototypes and carry out repeated material tests. "Even the spotlights and the sprinkler heads had to be adapted to the dynamic lines. And the subject of light demanded a series of scenarios for the settings, so that an optimal effect was achieved both during the daytime and at night", explains Wait.

Even the creative planning of the London studio took six weeks until all the details had been adjusted to suit the situation on site. Then Wait's team had to find solutions



as to how the construction could be made to fit with the ensemble. The bar was manufactured in twelve stages and then assembled on site. The sculptural artwork with its curving bar is probably the central focus of the area. But the four bar tables grouped around the bar equally pack a punch. They were produced with table tops made of artificial resin, and their three-dimensional aesthetics arouse the impression that the guest is sitting in front of a glass of Champagne and watching the bubbles rising to the surface. And there are also the numerous other design details which reflect the terroir of the Champagne brand and make them tangible by taking advantage of the de-

vices of shopfitting. Not only empathy, but also communication and creativity are called for, and so is sensitivity. In other words, no brute force of popping Champagne corks in order to create an effect, but elegant sabering. Respect for the project which motivates both oneself and others, repeatedly bringing in the client and the partner firms – at the end of the day, that is what characterises good project management and leads to first-class results. The high-level cooperation between Harrods and umdasch has been in existence since 2017 – and has led to this day-to the upgrading of selected signature areas on different floors.

UMDASCH AT HARRODS - A LONG-TERM COOPERATION

2017

2018

2019

2020

ROASTERY & BAKEHALL

Sales Area: 600 m²
umdasch Services: Design Engineering, Value Engineering, Manufacture, Project Management and Installation
Architect: David Collins Studio

WINE & SPIRITS AND CIGARS

Sales Area: 507 m²
umdasch Services: Design Engineering, Value Engineering, Manufacture, Project Management and Installation
Architect: Martin Brudnizki Design Studio

MEN'S INTERNATIONAL DESIGNER ROOM 1

Sales Area: 100 m²
umdasch Services: Design Engineering, Value Engineering, Manufacture, Project Management and Installation
Architect: David Collins Studio

DINING HALL

Sales Area: 500 m²
umdasch Services: Design Engineering, Value Engineering, Manufacture, Project Management and Installation
Architect: David Collins Studio

SIGNATURE 1: GIFTS

Sales Area: 1,125 m²
umdasch Services: Design Engineering, Value Engineering, Manufacture, Project Management and Installation
Architect: Farshid Moussavi Architecture

BEDS

Sales Area: 500 m²
umdasch Services: Design Engineering, Value Engineering, Manufacture, Project Management and Installation
Architect: Virgile + Partners

GIFT WRAP

Sales Area: 36 m²
umdasch Services: Design Engineering, Value Engineering, Manufacture, Project Management and Installation
Architect: Harrods

MEN'S SHOES

Sales Area: 900 m²
umdasch Services: Design Engineering, Value Engineering, Manufacture, Project Management and Installation
Architect: David Collins Studio

SIGNATURE 2: SEASONAL & BOOKS

Sales Area: 750 m²
umdasch Services: Design Engineering, Value Engineering, Manufacture, Project Management and Installation
Architect: Farshid Moussavi Architecture



"Because we only assembled the bar on site and then smoothed it over and gave it the finishing touches, it looks as if it was made in a single piece."

SIMON WAIT
PROJECT DIRECTOR UMDASCH UK

Roman Fußthaler, the Managing Director responsible for Premium Solutions at umdasch, says that the Harrods Moët & Chandon Bar was their lighthouse project in 2022. He comments: "It makes us proud to have been entrusted with the implementation of this unique design concept together with other prestigious partners." The listener can also detect in his voice his pleasurable anticipation of things to come, because the cooperation between the British colleagues at umdasch and one of the world's most famous department stores has been planned to continue over a total period of ten years.



📍 Harrods, London, United Kingdom
 📏 250 m²
 ✓ Design Engineering, Manufacture, Installation
 🌐 www.sybarite.com / @sybaritearch
 🏪 Department Store
 🌐 harrods.com

2021

HARRODS H beauty

Location: Intu Lakeside Shopping Centre, Essex, Milton Keynes, Edinburgh; UK
 umdasch Services: Design Engineering, Value Engineering, Manufacture, Project Management and Installation
 Architect: Virgile + Partners

POWDER ROOM

umdasch Services: Design Engineering, Value Engineering, Manufacture, Project Management and Installation
 Architect: Sybarite

KURT GEIGER SHOE HEAVEN

Sales Area: 200 m²
 umdasch Services: Design Engineering, Value Engineering, Manufacture, Project Management and Installation
 Architect: David Collins Studio

HARRODS H beauty

Location: Bristol, UK
 Sales Area: 734 m²
 umdasch Services: Design Engineering, Value Engineering, Manufacture, Project Management and Installation
 Architect: Virgile + Partners

2022

MOËT & CHANDON CHAMPAGNER-BAR

Sales Area: 250 m²
 umdasch Services: Design Engineering, Manufacture, Project Management and Installation
 Architect: Sybarite

SUNGLASSES AND LIFESTYLE

Sales Area: 123 m²
 umdasch Services: Design Engineering, Value Engineering, Manufacture, Project Management and Installation
 Architect: GA Design

MEN'S VIP ROOM

Sales Area: 111 m²
 umdasch Services: Design Engineering, Value Engineering, Manufacture, Project Management and Installation
 Architect: Woods Hardwick

RESTAURANT FRANTZÉN

Sales Area: 1,093 m²
 umdasch Services: Design Engineering, Value Engineering, Manufacture, Project Management and Installation
 Architect: Woods Hardwick

Gebr. Heinemann SHOPFITTING HIGHLIGHT AT FRANKFURT AIRPORT

The phrase “Duty Free” indicates the concept of “obligation”. But what Gebr. Heinemann have created at Frankfurt airport is more like the freestyle of event-oriented retailing: a duty free shop in the form of a department store which we realised for the travel-value specialists. With regard to design and atmosphere, the next-generation retail format builds on the reputation of international brand stores. Our shopfitting concept makes it possible to gain an overview of everything in passing and also to shop for a complete new look within a short space of time. It contains diverse ways of addressing customers, including focus islands and digital promotion areas. This not only allows trends to be presented in an eye-catching manner; in this high-frequency environment

it also promises a high volume of “sales to go”.



- 📍 Frankfurt Airport, Frankfurt am Main/Germany
- 📏 316 m²
- ✓ Design Engineering, Manufacture, Installation
- ✂ Gebr. Heinemann
- 🛍 Travel Retail
- 🌐 gebr-heinemann.de



"The tailor-made concept offers the brand stores located here outstanding visibility and a high degree of flexibility, in order to be able to respond to important trends, present themes and design the area for passengers so that it always appears new, inspiring and surprising."



JAN RICHTER
DIRECTOR PURCHASING
FASHION, ACCESSORIES &
WATCHES, JEWELLERY,
GEBR. HEINEMANN

Billa Michaelerplatz SHOPFITTING WITH ASPIRATIONS

Once a Viennese coffeehouse whose guests included famous poets and philosophers – today a local supplier with tasting and gastronomy areas. The Billa flagship store on bustling Michaelerplatz made considerable demands on us with regard to craftsmanship, style and organisation. We had to treat the historic building with respect and also implement a shop concept which is as functional as it is decorative. The shopfitting is correspondingly complex, consisting of a curving staircase, wood



panelling, opulent wooden furniture, mosaics and atmospheric lighting. These contrast with the ultra-modern food retailing components, which were specially made for this location and which blend harmoniously into the space arrangement. What is more: they ensure that the range of convenience products, delicatessen goods, wine and food are a feast for the eyes.



- 📍 Vienna, Austria
- 📏 700 m²
- ✓ Manufacture, Installation, Shop Equipment
- ✂ section.d, Smertnik Kraut
- 🛒 Food
- 🌐 billa.at



Diesel STORE MAKERS MIDDLE EAST SHINE WITH SHOPFITTING

There are many reasons why retailers place orders with the Store Makers. Sometimes there is a demand for our qualities as troubleshooters, and sometimes customers seek our services as general contractors or our skills at working in both classic and digital fields. And sometimes it is quite simply our shopfitting expertise – or a mixture of all those factors. In the Middle East the customer chose Store Makers Middle East because they are famous for their ambitious rollout projects. After openings in the Yas Mall in Abu Dhabi and in the Dubai Hills Mall, the most recent format was located in the Mall of the Emirates. The store concept delights visitors with metal components

that were powder-coated in creamy white and fiery red, with a grid-like metal structure as a cover as well as red leather chairs and polystyrene elements.



- 📍 Mall of the Emirates, Dubai/United Arab Emirates
- 📏 350 m²
- ✓ Design Engineering, Manufacture, Installation by Store Makers Middle East
- ✂ Diesel
- 👜 Fashion & Accessories
- 🌐 diesel.com

Nike White City FITNESS TRAINING FOR SHOPFITTERS

Nike is testing and launching one retail format after another: first the House of Innovation, and later Nike Live; and most recently, the concept Nike Rise, which lies between the two. What their projects have in common is their direct-to-consumer strategy – with data-driven storytelling, personalised connected-shopping offers and experimental services. For years we have acted as pacemaker to accompany the breathtaking speed of progress; we have been responsible for logistics and shopfitting and ensure that the worldwide rollout, as most recently in London's White City, runs smoothly with dozens of new Nike openings to date. At peak times that means four stores per month – not bad, when we remember that in London alone this involved a three-storey experience store with countless materials and digital features. And that Nike is famous for its zero-waste strategy.



- 📍 London, United Kingdom
- 📏 1,088 m²
- ✓ Design Engineering, Manufacture, Installation
- ✍ TP Bennett
- 👜 Luxury Fashion, Footwear & Accessories
- 🌐 nike.com



Bründl Sports SUSTAINABLE SHOPFITTING WITH DIGITAL SOLUTIONS

Bründl Sports, the Everest among innovative sports retailers, has made further changes to its flagship store in Kaprun. That means even more sales floor space, excellent service and convenience facilities. For us it means: climbing to the top of the mountain in order to reach still greater heights from there. Because shopfitting for Bründl is like a steep rock face and an overhang, thin air and maximal performance. The cooperation culminated in the most sustainable sports house in the Alps, awarded platinum and crystal (for outstanding social sustainability) according to the ÖGNI interior system. The teamwork with our digital specialists is also prizeworthy. They have extended the customer experience – offline merges with online – thanks to integrated applications into as well as good interconnections with the physical world of sports.



Bründl is the first sports retailer in Austria to receive the ÖGNI sustainability certificate for interiors.





CHRISTOPH BRÜNDL
CEO BRÜNDL SPORTS

"For us as a family firm which thinks in generations, the subject of sustainability has always played an important part: to create magic moments for our customers and staff and to take on responsibility when it comes to the subject of sustainability."



- 📍 Kaprun, Austria
- 📏 2,500 m²
- ✓ Design Engineering, Value Engineering, Manufacture, Installation, Digital Solutions: Digital Signage, Interactive Applications
- 🔗 blocher partners
- 📁 Sports
- 🌐 bründl.at

Allbirds PROJECT MANAGEMENT WITH A FOCUS ON SUSTAINABILITY

On average, a human will encircle the Earth four times in his or her lifetime – on foot. We are probably on the road even more than that. Covering long distances for customers like Allbirds, the New Zealand label with headquarters in California, which manufactures shoes from merino wool, eucalyptus fibres and sugarcane. And which,

with our help, is now also selling them on the King's Road in London, where our British colleagues managed the bricks-and-mortar presentation of this cult brand. Here, sustainability is not limited to the products or environmentally-friendly store equipment like water-based varnish, solid woods from certified forestry or recycled steel. It extends beyond this to immaterial features; where the fans of the direct-to-consumer brand live and work. How good it is when customers with a desire to expand can rely on partners like us who are familiar with the markets within the countries concerned.



- 📍 London, United Kingdom
- 📏 70 m²
- ✓ Manufacture, Installation
- ✂ Allbirds
- 👜 Footwear & Accessories
- 🌐 allbirds.eu



National Museum Prague A MAMMOTH PROJECT

Some 5,500 products were supplied, 2,700 hours were worked by the engineers and 8,000 hours of production, and a total of 18 months of work for ten rooms distributed across two floors; all in all, almost 4,000 square metres of exhibition space – the redesign of what was previously the largest public display in the country in the Prague National Museum was a mammoth project for us, and not only because of the exhibits on view there. Our branch in Litomyšl accompanied the project with the production, delivery and installation of furniture, furnishing elements and lighting. History can be very exciting. Especially when it is told in such a lively and scenographic way as in the Czech Republic's leading establishment for cultural and natural history.



"I am proud that we were chosen to implement this concept for one of the most modern natural history displays in Europe. Our customer is very satisfied, not only because of the considerably increased visitor numbers in the museum."

LADISLAV LÁNA
GENERAL MANAGER
UMDASCH LITOMYŠL



- 📍 Prague, Czech Republic
- 📏 3,900 m²
- ✓ Manufacture, Installation, Lighting
- ✍️ Ing. Arch. Daniel Kříž
- 🏛️ Museums
- 🌐 nm.cz

GENERAL CONTRACTING

We take
care of
everything

We take
care

of everything.



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 the opening on time.

Newly built



in Munich

Lucid Motors. Surrounded by magnificent buildings and adjacent to the impressive Hofgarten, Odeonsplatz is one of the most prominent locations in Munich city centre. With the brand launch of the Californian premium electric vehicle manufacturer Lucid Motors, it is now one automotive highlight richer - and thereby strengthened its reputation as one of the first addresses in town for the showrooms of premium manufacturers. The fact that even the project phase was “premium” was largely due to the Store Makers at umdasch.



Get in touch!
generalcontracting@umdasch.com

In line with our motto “We take care of everything”, we were involved as general contractors in order to coordinate the flagship store with supreme professional expertise and a good deal of skilful management. Responsibility for all trades – from electrical and heating engineering to the plastering of all surfaces and the drywall construction including the tiling and the fire-protection ceiling – lay in the hands of the professionals from umdasch General Contracting, so that the shop concept which had been planned could be successfully according to German standards. To achieve this, first of all plans, materials and instructions for execution had to be meticulously studied, tested and finally realised while taking into account the local conditions.

Here the GC experts from umdasch also managed in-situ changes at short notice with flexibility and professionalism. “We are proud that we are able to accompany the market launch of the innovative automobile brand as GC partner in Europe and that we could show our colours in the field of electromobility”, said Marco Gösling, Managing Director Construction Solutions at umdasch The Store Makers. The exclusive interior and optimal use of space – that is a description not only of the high-performance electric vehicles by Lucid Motors, since the qualities also apply to the new store in Munich, which at the same time is also the very first Lucid Motors studio in Europe.

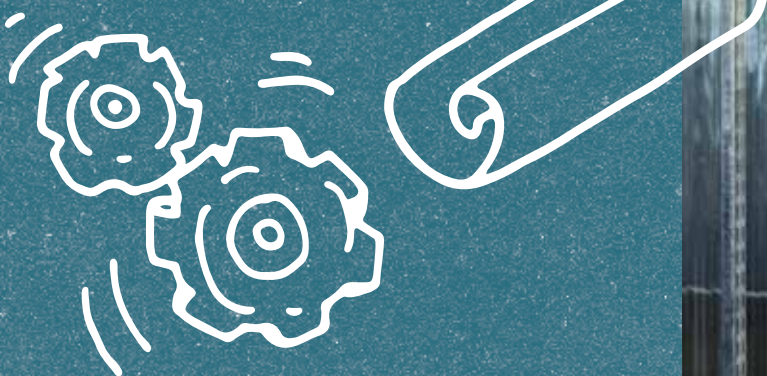


The luxurious retail area invites customers to discover the brand in an exclusive atmosphere that is flooded with light and reflects the design aesthetic of the company; after all, Lucid means “bright” or “light”. The showroom was designed by the Spanish architecture studio TheBrand-Tailors with a focus on clean lines and gives an impression as to how the company is inspired by the power of innovation and diversity of its native California. Customers can configure vehicles online, but also experience the appearance and haptics of a wide variety of features live on site. It was not by chance that the American auto-

mobile supplier chose Odeonsplatz as the location for its first showroom in Europe, which extends across some 280 square metres. The location is a popular setting for exclusive showrooms for premium automobile brands, which are in very good company there. Lucid Motors, which sets standards with its quick-charging long-range electric vehicles, has strengthened its position as a global brand with this expansion. And umdasch was able to demonstrate once again its expertise in the automobile sector – and also keep its promise to be a strong partner for high-quality project management.



📍 Munich, Germany
 📏 280 m²
 ✓ General Contracting
 ✍ TheBrand-Tailors
 🏢 Automotive
 🌐 lucidmotors.com





"to continuously include others, to motivate them and overcome language barriers, in order to ultimately all pull together – that is what eventually makes for good GC."

MARCO GÖSLING
MANAGING DIRECTOR
CONSTRUCTION SOLUTIONS

David Lloyd Meridian Spa & Fitness

GENERAL CONTRACTING MARATHON

It is hardly surprising that a brand like David Lloyd that specialises in sports and fitness, should want its leisure to be sporting too. Just how sporting could be seen in Hamburg, where we accompanied the German expansion of the British concern as general contractors. Our instructions were to open five fitness and wellness clubs within six months, with an existing area of some 15,000 square metres to be refurbished, and all this during normal running operations. David Lloyd Leisure took our promise “We take care of everything” quite literally and let us get on with the work. And getting on





with the work frequently meant working at the beginning and end of the day. Or starting on the construction works while the project was still at the execution planning stage, because of the tight timetable. Well, we kept our word: costs, quality, deadlines – right on target. Now the club members of the chain can lift their weights at a completely new level. And we know that thanks to our well-coordinated team we can also take on heavyweights like the five Hamburg projects.



- 📍 Hamburg, Germany
- 📏 700 – 4,200 m²
- ✓ General Contracting
- ✍ umdasch
- 🏠 Sports, Health & Beauty
- 🌐 meridianspa.de



City Carré LARGE-SCALE BUILDING PROJECT

Anyone who has ever extended or renovated a house, knows how nerve-racking the planning and execution can be. Now just imagine that you want to refurbish a highly frequented row of shops across an area of 13,500 square metres like the one in City Carré in Magdeburg. That is to say, demolition across an area almost as large as two football fields, in order to provide space for a completely new room structure. For our team of project and construction leaders, that meant: everything back to square one. Immense pressure re-

garding both time and costs. Ensuring that the customer suffered as few interruptions to daily business as possible. In short: managing a large-scale construction site with all its trades and sub-contractors with as little noise as possible. That, too, is one of our aims. With the experience of our 100-odd GC professionals.



📍 Magdeburg, Germany
 📏 13,500 m²
 ✓ General Contracting
 ✏️ arc architekturconcept GmbH
 🏠 Shopping Centre
 🌐 city-carre-magdeburg.de

Deutsche Bank FULL RANGE OF SERVICES IN ACTION

It is always exciting to work for a bank. Here old money meets new technologies, overalls are seen next to suits, and doers find themselves faced with top security regulations. For example, in the branch of the Deutsche Bank in Hannover, where we were commissioned to completely refurbish in line with a predefined design concept. In addition to the renovation and extension of the self-service zones and the consulting and office spaces as well as the lounge areas, the range of services we provided also included the technical planning and the implementation of digital signage modules.



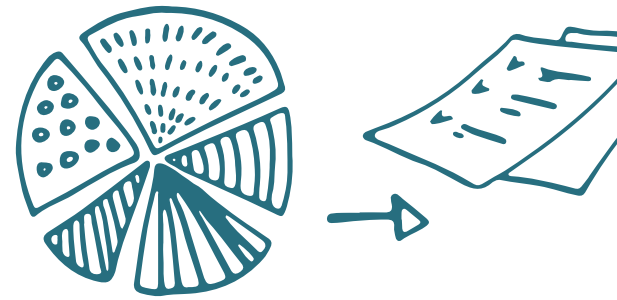
- 📍 Hannover, Germany
- 📏 6,000 m²
- ✓ Value Engineering, Manufacture, Installation, General Contracting, **Digital Solutions:** Digital Signage, Concept & Creation, Rollout, Maintenance & Support
- 🏢 Retail Banking
- 🌐 [deutsche-bank.de](https://www.deutsche-bank.de)



ČESKÁ SPOŘITELNA

ROLLOUT WITH DESIGN UPDATE

In times of internet banking with new players, the qualities which characterise successful retailers in bricks-and-mortar stores also apply to banks: the willingness to question one's own presentation, and to constantly continue to develop further. A banking institution like the Czech savings bank that is almost 200 years old understands how important it is to focus on what is coming, and not simply to bank on tradition. They have found a highly efficient partner in the Store Makers – a partner that can not only translate the institute's business strategy into visual terms, but is also in





200 years old and not even a little bit outdated. Which is also thanks to us store makers, who have been supporting the Czech Savings Bank for years as shopfitters, general contractors and rollout partners.

a position to ensure the quality and timing of the projects. Whereby shopfitting is only one of many topics. It is a question of adapting the different locations to the latest corporate identity during the rollout process, to implement new areas and also to tackle special projects. Moreover, as general contractors in this process we supervise dozens of sub-contractors including construction firms, architects and suppliers and then finally hand over the branches to the bank as turnkey properties. To date, these include more than 100 branches with approximately 30,000 square metres of additional floor area.



- 📍 Říčany, Czech Republic
- 📏 428 m²
- ✓ Value Engineering, Installation, Rollout, Shop Equipment, General Contracting, Design Engineering
- 🏢 Origon s.r.o.
- 🏠 Retail Banking
- 🌐 csas.cz

Ruby Emma Hotel & Bar

PUBLIC HOTEL AREAS IN OUR HANDS

Ruby is a young, unconventional hotel group that is keen to expand and that chooses its locations with great care. Typical for the group are interesting settings, preferably also in existing historic buildings which then are expanded in the modern manner in accordance with the principle of the Lean Luxury Philosophy, thereby setting the story for the design concept and then ultimately breathing the culture of the city in question: individuality as Corporate Identity. This makes it not business as usual for us, who have already projected Ruby Hotels in Cologne and Zurich. Because rubies occur in many different varieties; no final polishing is like any other. Historically, Emma is located in an energetic





place, with the power of nature providing the leitmotif. Consequently, our general contracting and the furnishings for the public areas represented a powerful performance – as did everything that was involved: drywall installation, interior doors, painting works, furnishings for the lounge, flooring and window decoration. And because the customer likes to deliver a punchline, this also included an elegant check-in desk and Quooker taps in the galley kitchens. The project management was correspondingly complex, even challenging. And this could be seen, for example, in the increased amount of correspondence, the more detailed discussions and in the logistic and constructional performance.

Working for the Ruby hotel group means constantly re-inventing yourself. That also applies to our shopfitters and project managers. The only exception is the performance, which remains uniformly strong.



- 📍 Amsterdam, Netherlands
- 📏 1,800 m²
- ✓ General Contracting, Manufacture, Installation
- ✂ Ruby
- 🏠 Hospitality
- 🌐 ruby-hotels.com

NIO House

UMDASCH AS A STRONG PARTNER
AT THE PREMIERE IN BERLIN



- 📍 Berlin, Germany
- 📏 2,200 m²
- ✓ Planning, Value Engineering, Manufacture, Installation, General Contracting
- 🔧 Schmidt Hammer Lassen Architects
- 🚗 Automotive
- 🌐 nio.com





MARCO GÖSLING
MANAGING DIRECTOR
CONSTRUCTION SOLUTIONS

"As a general contractor, undasch takes care of everything from A to Z, with its team of 100 people. Thanks to our holistic expertise, we are a strong partner for the interior finishing of all kinds of commercial spaces."

We produce shop equipment

SHELVING SYSTEMS
FREESTANDING SYSTEMS
BESPOKE FURNITURE
POP
WAREHOUSE RACKING SYSTEMS

We produce

shop equipment.

e

We also see ourselves as the manufacturers of appropriate 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.



Rock 'n'



Rollout



SPAR. From an Austrian to a Central European retail concern: the family-managed Spar Austria Group, the largest private employer and the nationwide market leader also relies on a permanent upgrade of its locations for its growth course – and thereby on the skills of the umdasch Store Makers.



There is a good chance that you have already had contact with us today. At least indirectly, for example while shopping. Or even a very good one if you purchased your groceries in a SPAR, INTERSPAR, EUROSPAR or SPAR-Gourmet store. Because in order to increase revenues and profits, the full-range retailer permanently examines its own presentation and invests in the shopfitting.

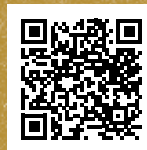
We are pleased to have been able to support SPAR as a service partner for many years in this demanding task; with the production and installation of additional furnishings as well as complete shopfitting, from small orders to large-area rollouts. How about a few statistics? In 2022 alone, we provided the complete shopfitting for 63 markets and equipped almost as many with 169 new

checkout desks and a few with around 70,000 electronic shelf labels. About 100 times we were requested to modernise selected areas such as drinks, baked goods or fruit and vegetables.

And so far we have not even mentioned the rollout projects – that is to say, the extensive retrofitting of the branch network, so that all are on the same level with regard to construction, technology and appearance. A few dozen items of furniture and accessories here, a few hundred stand-up displays, shelves or baskets there – either throughout a region, or – as in most cases – throughout Austria. The football motto applies here: “After the game is before the game”, because there is always something to do. Sometimes a SPAR express shop at a petrol station is



- 📍 Rollout
- 📏 from 200 - 1,500 m²
- ✓ Value Engineering:
Manufacture, Shop Equipment, Installation
- 🏠 Food
- 🌐 spar.at



Get in touch!
shopequipment@umdasch.com

on the agenda, and sometimes it is the SPAR-Gourmet at the Fleischmarkt in Vienna, which we were also chosen to fit out according to a completely new design concept.

In the case of a job of this size, good timing is essential. In a rollout the art is to organise dozens of installation teams at the same time, to draw up a perfect tour plan for them, as for example for the Austria-wide retrofitting of the hygiene stations. Manpower and materials must be available everywhere, and indeed within the shortest possible period of time as many retail locations as possible should be brought in line with the modernised presentation. Including the equipment, which of course must also be produced in good time and then sent on its way. But that is another story.





"The successful partnership with SPAR has already been in existence for several decades. An essential factor in the good cooperation is the atmosphere of mutual trust. Each year we are able to implement exciting projects and in some cases new concepts and product developments together with SPAR and then retrofit and implement them at selected locations."



STEFAN STRITZINGER
KEY ACCOUNT MANAGER



Toyota

CONCEPT UPDATE WITH IMPOSING ROLLOUT



- 📍 Europe-wide
- 📏 650 m²
- ✓ Planning, Value Engineering, Manufacture, Installation, Rollout
- 🔧 Automotive
- 🌐 global.toyota





Die Station / Das Depot TRAVELLING STORE DESIGN

People love storytelling. We buy stories, and the good feeling associated with those stories. Good design tells a story too. Bank Cler in Basel has recognised that fact and expanded its customer zone to become a culinary meeting place: with the bistro, known as “Die Station”, which is transformed into a bar in the evening, as well as an adjacent delicatessen called “Das Depot”. The subject of trains – or rather stations

– provides the main theme. It was cast into brilliant images and form language by our Swiss colleagues and transformed into a journey based on gastronomic experience. The transitions between finances and culinary delights are fluid. As they are between our service phases concept, creation, production and installation.



- 📍 Basel, Switzerland
- 📏 206 m²
- ✓ Concept, Design, Value Engineering, Manufacture, Installation
- ✂ umdasch
- 🍽 Hospitality
- 🌐 diestation.ch

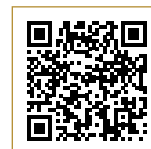
Weingut Sattlerhof ONE SOLUTION FOR MANY ASPECTS

A good wine is one thing, but presenting it attractively is another. For the Sattlerhof in southern Styria we were chosen to redesign the sales space of the winery. Whether stored lying, standing or diagonally in the so-called wine safe, whether in wooden crates, cartons or positioned openly in the space – the concept takes into account the different quality categories, from the everyday wine that is ready to drink to specialities and rare vintages. And it takes into account that there is not just a single size of bottle, and that every wine has its own story. Therefore there are shelves that run dynamically along the wall in a “responsive design” with space for product information, matt black uprights on the shelves, and sales furniture made of larchwood. The effect is

unpretentious but elegant, structured and yet casual. Drinking pleasure begins with the purchase.



- 📍 Gamlitz, Austria
- 📏 148 m²
- ✓ Concept, Design, Planning, Manufacture, Installation
- ✂ umdasch
- 🍷 Food & Beverage
- 🌐 sattlerhof.at



Reformhaus Herrmann

A VERSATILE STORE WITH UMDASCH'S OWN PRODUCTS

A health-food shop like Herrmann's is characterised by an eclectic range of products, including a bread counter, natural cosmetics and medicines and packaging-free food items from a Solid Dispenser, one of umdasch's developments. For the shopfitting, for which the family-managed group of companies entrusted us, this meant: creating function areas which can be effective on their own but which nonetheless follow a fundamental design concept. The whole is brought together by a series of shelves in a high-quality



- 📍 Bad Homburg, Germany
- 📏 160 m²
- ✓ Concept, Design, Planning, Installation, Shop Equipment (Solid Dispenser)
- 📱 **Digital Solution:** Digital Signage
- 🔗 umdasch
- 🏪 Food & Health Stores
- 🌐 reformhaus-herrmann.de

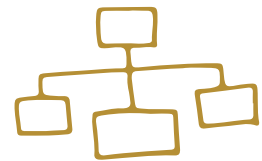
cupboard look, backlit and elegantly framed or encased. A subtle differentiation is achieved in that the product groups were allocated certain colours and materials,

for example white for cosmetics and earth tones and wood elements for the food products. The spin-off effect is a timeless business setting with a high degree of wellness moments.



Lemon Pharmacy UMDASCH MADOSAN COOPERATION IN THE MIDDLE EAST

Those who want to understand their customers must speak their language; they need empathy and of course the appropriate solutions. All this is condensed into our job for Lemon Pharmacy, a chain of chemist's shops in Saudi Arabia. As is customary in the Arab world, these stores are more wellbeing supermarkets than pharmacies. Special store furnishings are needed if you position yourself as broadly and deeply as this – a shelving system based on metal shelving, for example. This was a project for our Turkish shopfitting subsidiary umdasch Madosan, which was responsible for the development and fitting out of the branches together with Store Makers Middle East. Incidentally, the interaction is also an object lesson in how alliances strengthen competencies and can be profitable even across boundaries.



GÜRSEL YAĞIZ
BUSINESS DEVELOPMENT
MANAGER UMDASCH
MADOSAN

"In the development of the concept we allowed ourselves to be inspired by the motto 'more than a pharmacy'."

- 📍 Riyadh, Saudi Arabia
- 📏 250 m²
- ✓ Design Engineering, Manufacture by umdasch Madosan und The Store Makers Middle East
- ✂ umdasch Madosan & Lemon Pharmacy
- 🏪 Pharmacy & Drugstore
- 🌐 lemon.sa

KTM Motohall READY TO RACE WITH SYSTEM

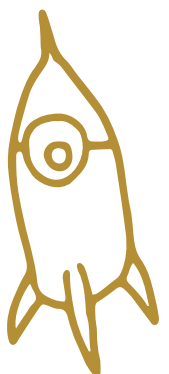
KTM has positioned an architectural monument directly in Mattighofen, just a few metres away from the first workshop of Hans Trunkenpolz, the company's founder. In the exhibition, which extends across 2,600 square metres on three levels, visitors can learn interactively everything about the history, innovations and design processes and can learn through visual displays about the technical details relating to the subject of motorcycles and the KTM brand. Architecture and design also play an important role in the fan shop, which extends over an area of some 300 square metres, providing glimpses of the exhibition and the active workshop. Our Store Makers developed, implemented and installed it for Europe's largest motorcycle manufacturer. Orange



acrylic elements and wood materials combined with black and grey metal parts describe a merchandising parcours and have been positioned dynamically within the space, referring to the typically angular formal language of the motorsport and lifestyle brand. Visitors are expressly allowed to try things out and put them on.



- 📍 Mattighofen, Austria
- 📏 300 m²
- ✓ Value Engineering, Manufacture, Installation, Shop Equipment
- ✂ Kiska
- 🛍 Fashion & Accessoires, Sports
- 🌐 ktm-motohall.com



Kia NEW SETTING FOR A EUROPE-WIDE NEW DESIGN

Kia Motors, part of one of the largest vehicle manufacturing groups in the world, has recently discovered a liking for the Store Makers. It is now up to our colleagues in Litomyšl in the Czech Republic to roll out internationally the firm's corporate identity, which was developed at the brand's headquarters in Korea. As a pre-taste we have developed and installed a first project together with the Dealer Development Team at



the headquarters of Kia UK in Walton-on-Thames and Kia UK's design partner Brand Twenty Two: the so-called "Infinity Loop", a decorative element made of wood with integrated lighting, which in future will adorn the showrooms of the Korean brand. It forms part of the new room programme, which is intended to remind staff and customers of Kia more

of an atmospheric lounge, with all the advantages including an increased quality for the stay and encounter. In the course of a five-year rollout plan we are now starting to supply around 600 dealers in eleven European countries.



- 📍 United Kingdom
- ✓ Value Engineering, Manufacture, Installation, Rollout, Shop Equipment
- ✂ Brand Twenty Two
- 🚗 Automotive
- 🌐 kia.com

We digitalise your store

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.

lise e

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



Online



& Offline

JYSK. Anyone who is equally at home in both worlds, that is, physical store design and digital brand communication at the POS, has an obvious advantage. Especially when the order specifies modifying existing spaces to include smart technology.



The JYSK Group from Denmark, one of the world's largest Home & Living suppliers, wanted to convert more than 1,000 of its specialist stores in the DACH region to electronic shelf labeling (ESL). We were chosen to be their integration partner. Since then we have converted and upgraded the JYSK markets – two to three branches every day – fitting them out with several thousand intelligent price labels in each case. That was not the end of the story. In order to connect them reliably with the shelves, we first had to develop suitable mountings: a modular package with metal and plastic parts specially produced for JYSK to be used in different situations: tables and chairs, suspended, standing and even free-floating.

Last but not least, the installation teams had to be managed. They carried out the rollout efficiently – during running operations, needless to say.



- 📍 Germany, Austria, Switzerland
- ✓ Electronic Shelf Labeling, Software Development, Rollout, Maintenance & Support
- 🏠 Home & Living
- 🌐 [jysk.com](https://www.jysk.com)

Digital Signage



Initiative

TotalEnergies. When digital solutions and classic shopfitting are both in demand and are to be implemented throughout Germany, good coordination and organisation will be essential in addition to professional expertise.



DELON CHANDRAMOHAN
HEAD OF PROJECT
MANAGEMENT
DIGITAL SOLUTIONS

"This product shows how the wide-ranging services of the store makers at umdasch complement the presentation and offer the customer totalenergies a recognisable added value."



What a good thing that we unite all the specialists under one roof, and therefore everyone in the eight installation teams that work simultaneously can keep an eye on the whole picture. That is invaluable, especially for a job like the project for TotalEnergies. We are upgrading several hundred locations with digital signage for the multi-energy concern; a total of five touchpoints per filling station, which will make day-to-day business considerably easier and will open up new possibilities for customer communication for them. Thanks to the prefabricated layouts and a user-friendly content-management system, the technology is easy to use, thereby enabling information and actions

to be displayed in responsive design in line with the concern's corporate identity. In addition to the digital eyecatchers, a tailor-made shelf for tobacco products built by umdasch has also been incorporated. Its modular structure and the addition of screens at the top enables products and brands to be presented in a skilful manner.



- 📍 Germany-wide
- ✓ Digital Signage, Maintenance & Support, Rollout, Shop Equipment
- 🏠 Petrol stations, convenience stores
- 🌐 totalenergies.de

Hartlauer DIGITAL SIGNAGE UPGRADE

Shopfitting fits out and equips stores. In the case of Hartlauer, a family firm specialised in photography, optics, mobile phones and hearing aids, we can say: We make shops fit for the digital transformation at the POS. At Hartlauer we were selected to accompany this development with a digital signage rollout, and then also to take over the maintenance and support.

The screens are in use in the shop window, where for example there are brightness sensors which adapt the brightness of the monitors to the lighting conditions outside; indoors the screens are used to mark the theme areas by means of appropriate visual elements and to advertise the corresponding products.



- 📍 Austria
- ✓ Concept, Installation, Digital Signage, Interactive Applications, Maintenance & Support
- 🛒 Consumer Electronics
- 🌐 hartlauer.at



goods. by migrolino ESL BY UMDASCH DIGITAL SOLUTIONS

goods – with three “o”s, as in food shop. This is how migrolino, the Swiss subsidiary of Migros, launched its convenience format for the younger target group. The shop concept is based on enjoyment and health and scores especially with smart shopping features such as electronic shelf labeling and mobile payment/self checkout. That is how we came into play an integral partner for interconnected solutions – in line with the modern lifestyle of a user group that is well acquainted with apps, and who

appreciate the advantages of electronic shelf labeling, including the possibility of generating further added value via QR code and smartphone.



- 📍 Zurich, Switzerland
- 📏 110 m²
- ✓ Electronic Shelf Labelling
- 🛒 Store concept, design and implementation: Interstore | Schweitzer
- 🍷 Food
- 🌐 goods.ch

LET'S DOIT AN APPROACHABLE MULTIMEDIA WORLD OF EXPERIENCE

The DIY sector is sitting on a treasure, and all we have to do is to unearth it. LET'S DOIT does precisely that – and brought us in to help. The concept? Approachable omni-channelling. Physical customer contacts are accompanied by virtual product experience. Wherever it makes sense, digital tools and applications complement the POS, while support screens, tablets, smartphones and even 3D printing technology enhance the sales process. Thus the brand world is made tangible interactively and is correlated with positive experiences which go well beyond the classic product



presentations and consultations. Inform, seize, try out – curated according to the principle of “offline merges with online”, the pilot branch in Wels has received such a positive response, that we have already been able to charge up further Austrian markets of the brand Digital storytelling at its best.



to-do

- 📍 Several locations in Austria
- ✓ Concept, Design, Planning, Value Engineering, Manufacture, Installation, Shop Equipment
- Digital Solutions:** Digital Signage, Interactive Applications, Rollout, Maintenance & Support
- 📦 Tools and Garden Specialist Retail
- 🌐 lets-doit.at



Bosch Home Appliances SMART SOLUTIONS, CLEVERLY APPLIED

Bosch Home Appliances are regarded as innovative, smart, well-connected household aids. We have already been able to show in several mono-label stores just how much they can be used to make everyday life easier. The concept behind this: is to immerse oneself in the world of well-being as a guest visiting good friends, and discover what smart living involves. The shopfitting concept developed by the Store Makers is flexible and allows the interconnected family of products by Bosch to be constantly presented in a different way, and to show it in relation to customers. Whether appliances and accessories are professionally presented or tested by the customers themselves, whether there are live cookery or baking demonstrations for visitors – the intelligent interaction between the physical setting with digital features brings the “Technology for Life” (Bosch) to life. The extensive digital signage installations as a profound eye-catching display expand the customer journey with topics to, match the seasons. Shelves we have

retrofitted with electronic shelf labeling help to increase the freedom of the staff, for example to develop the customer relationship still further. Smart Tracking enables the evaluation of the frequency and analysis of customer behaviour, in order to support the strategic product sales.



- 📍 Vienna, Graz, Vösendorf, Pasching; Austria
- 📏 280 – 400 m²
- ✓ Concept, Design, Planning, Value Engineering, Manufacture, Installation, Shop Equipment, General Contracting, Lighting
- Digital Solutions:** Digital Signage, Electronic Shelf Labeling, Interactive Applications, Smart Tracking
- ✂ umdasch
- 🏠 Consumer Electronics
- 🌐 bosch-home.com



O₂ Live Concept Store Berlin

MAKING THE INVISIBLE VISIBLE



How can you show people something which is beyond the powers of the imagination – for example, the intangible products of a telecommunications provider? Human beings explore their surroundings with curiosity, wide-eyed and inquiringly. And so the O₂ Live Concept Store in Berlin encourages visitors to approach the subject of mobile communications in a playful manner – with the shop window as a playground.

Our digital professionals have transformed it into a semi-transparent LED-Wall and fitted it out with movement sensors and software which interacts with passers-by. Network lines then follow their movement profile. This means that a virtual ball pit can also be controlled as you pass by. And thanks to NFC tags on the window pane, your mobile phone becomes your “extended arm” at the POS, so that you can also play out the additional content interactively. The Store Makers’ technological concept permits a wide variety of presentations – not only for campaigns which can then be developed further within the shop, but also for special occasions like Valentine’s Day or Christmas. So that it really strikes a light between the store operators and the customers.





IDEA



- 📍 Berlin, Germany
- 📏 344 m²
- ✓ Digital Signage
- 🔗 hartmannvonsiebethal the brand experience company GmbH
- 📠 Telecommunications
- 🌐 telefonica.de

SPAR RE-THINKING ESL

Would you like a little more? The good old counter principle fits in with our service culture. For SPAR – already a long-standing umdasch customer – we have developed a new concept for electronic shelf labeling, which we are able to implement gradually in the form of an ESL rollout. The entire mounting and installation concept has been revised and customised at the same time. In addition to optimised ESL rails, all the accessory parts were also exchanged. And on the shelves you will now find buffer bars which protect the electronic shelf labels from damage, for example from shopping trolleys. In our products additional value such as durability is priced in, so to speak.



- 📍 Austria
- ✓ Electronic Shelf Labeling, Installation, Rollout
- 🛒 Food
- 🔗 spar.at



s.Oliver STORYTELLING WITH SCREENS

s.Oliver shows with its new generation of flagship stores how retail at the POS functions in the digital modern age. One of the most obvious innovations is the digital signage concept implemented by umdasch Digital Solutions across the space of the Munich store, which transforms the product presentation into multimedia storytelling throughout. Skilfully integrated into the shop systems, the touchpoints and 75-inch displays present inspiring contemporary content, for example outfit combinations. Multimedia touchtables are positioned in the lounges, promising visitors in-depth insight into the world of the fashion brand. As eyecatchers, two LED walls arranged one on top of the other build up on the front of the store. The tile optics entertain visitors with further stories relating to the brand.



- 📍 Munich, Germany
- 📏 750 m²
- ✓ Digital Signage
- 🔗 Kitzig Design Studios
- 👗 Fashion
- 🌐 soliver.de



INNOVATION
AND
TRENDS



ATIONS

VD

NDS

ALL-In-Box

They can be arranged in multiple ways and used in modular fashion, and thereby provide maximum flexibility for all typical needs within the retail sector.



Learn more about the
All-In-Box on our website.



Purchasing daily necessities in a box with self-service is no longer a rare event. You can also shop around the clock and then simply pay cash or with a card on the premises of umdasch The Store Makers in Leibnitz in Austria. There you will find the All-In-Box, the prototype of a so-called unmanned store – a shop without staff.

A WIDE RANGE OF SERVICES COMBINED IN A SMALL SPACE

The All-In-Box was set up in cooperation with Umdasch Group Ventures and myAcker GmbH. A number of technologies specially developed by umdasch are employed in the box, including for example the highly acclaimed Liquid Dispenser, the refilling station for detergents and washing-up liquid, and the Hot Bakery Box as an innovative unit for the presentation of bread and baked goods. Electronic shelf labels enable a rapid and simple adjustment of product details and prices. Payment takes place quickly and in an uncomplicated manner, leading customers through the payment process via the terminal with an audiovisual guide. Smart Home technologies permit lighting, air conditioning, video monitoring and a locking system to be controlled easily from a central point.

INDIVIDUALITY FIRST AND FOREMOST

Regardless of whether you also want to install your self-service shop in a box or have other space available – umdasch offers the mini-store for your existing space as an individual and comprehensive complete solution. We can oversee the establishment of your store through all the stages of the project, from design to digital concept to project management and shopfitting including digital equipment.



GEROLD KNAPITSCH
MANAGING DIRECTOR
MULTISTORE SOLUTIONS

"Self-service boxes are an important topic that we are examining intensively. The All-In-Box serves as a prototype so that we can continuously test new technologies. We also like to use the box as a showcase, in order to present customers with our product portfolio in a real-life setting."

Basixx Light

Comprehensive shelf solutions
for all demands. Reliable
shopfitting components to meet
the highest requirements.



Learn more about
Basixx Light as a download.

Welcome to the Basixx Family. When it is a question of shelf solutions by umdasch, there is no getting around our Basixx Family series. The standard shelves convince with their modular structure, consisting of steel tubing uprights, back walls that can be individually designed, and a free choice of shelves. The new shelving system Basixx Light has recently been added to the family of products, which also includes Basixx Green Shelf and Basixx Fresh. Modern, flexible, Light – that is Basixx Light.



BASIXX STANDARD

BASIXX GREEN SHELF

BASIXX FRESH

BASIXX LIGHT

ACCESSORIES



Elegant but nonetheless robust, decorative, practical and individually adjustable – that is Basixx Light. Our latest shelving system offers even more shopfitting design options, because the system consists of shaped tubing and connection nodes. As in the case of “big brother” Basixx Standard, the various elements are inserted rather than screwed – thereby permitting a construction method which is as flexible as possible. The difference is that in the case of Basixx Light, a back wall is not essential. This means that it is possible to realise attractive free-standing items of furniture or units that can be fixed to the wall: wall designs with a particular character, which can be shown to best advantage and which also emphasises the product presentation.

AS INDIVIDUAL AS EVERY STORE

Customers decide whether to select shelves of wood, sheet metal or wire mesh. Complementing the system is a well thought-out range of tables from the Basixx Light series. The top elements available complete both the

Basixx Light shelves and the existing Basixx Standard solutions, and with little effort lend every store a subsequent modern design update on the so-called third level. It is the perfect eyecatcher for all sectors – from do-it-yourself markets to beauty stores.



Bake Off Systems

Modular sales systems for
small baked goods



Learn more about the
Bake Off Systems on
our website.

Who has not experienced it? After finishing work you quickly stop off at the supermarket to buy the week's groceries. Strictly according to the shopping list, it goes without saying. As you enter the store there is a delicious smell of bread, croissants & co. On an empty stomach, the scent, like that at the baker's, immediately makes you forget your shopping list. Nobody could object to a savoury snack before supper. And a fresh croissant with your breakfast coffee the next morning is also an appealing prospect.



The feelings and thoughts which we previously had at the baker's shop on the corner have now been transferred to numerous supermarkets. Partly responsible for the increased sales of bread and baked goods are the various Bake Off Systems by umdasch. The unit not only ensures an ideal presentation of baked goods, but – depending on the version selected – also appeals to all the consumers' senses. For supermarket operators the modular sales system offers many advantages. The well thought-out modular principle can be used flexibly, depending on the space available. The unit is extremely easy to fill and clean. In each module there is space for baked goods to be offered on four presentation levels and three product areas. The

special plus for staff in food retail stores is definitely the service unit in the base, which offers space for withdrawal tongs, gloves, paper bags and a bucket for refuse. An integrated vacuum cleaner is always available for the rapid and easy removal of crumbs around the unit.

VARIANTS OF THE BAKE OFF SYSTEMS

There are now a number of different Bake Off Systems with different functions. The Bakery Box, the unit in its original form, serves for the presentation of bread and baked goods. The Hot Bakery Box is available in the versions Hot Plate or Hot Tray.

While baked goods are presented on the Hot Plate in the form of a heated glass tray, bread and baked goods presented on the Hot Tray are arranged on a stainless steel tray with ridges, thereby guaranteeing the pleasure of maximum crispness.

NEW: SMART BAKERY BOX

How important are availability and freshness on the bakery shelf? The Smart Bakery Box not only ensures through the integrated weighing sensors in each presentation tray that the required product is available for customers at the right time. It monitors and controls the processes beforehand and afterwards, reports minimum quantities and keeps an eye on the freshness of the products. Not only can the ovens be controlled more efficiently through corresponding interfaces; it is also possible to connect the unit into checkout systems.



The smart bakery unit can place orders directly with a local traditional baker via a corresponding interface, and can also directly control the digital price labels and carry out adjustments.

Individual wood
decors and metal
colours

Damped automatic
closing mechanism of
the removal flaps

Modularity through
standardised
shelving components

Four presentation
levels per module





Bakery Box



Hot Bakery Box - Hot Plate



Hot Bakery Box - Hot Tray



Service module



NINA CHRISTANDL
PRODUCT MANAGER
MULTISTORE SOLUTIONS

"The Smart Bakery Box enables the careful deployment of resources through efficient use of appliances and energy, as well as demand-driven production control."

Integrated
Price rails

LED-based
lighting

Sophisticated
service area:
Removal tongs,
glove dispenser,
paper bag tray,
waste bin and
integrated hoover

Stable impact protection

The staff in the branch will be informed over changes in stock live and just in time, either via smartphone or tablet, or on their smartwatch.

AS INDIVIDUAL AS YOUR BUSINESS

You decide yourself which metallic colours and wooden decor are to be used in your Bake shop. The unit can thus be easily adapted to the corporate design of your company. Whether mounted on the wall or integrated into the bakery counter, your bakery unit can be filled either from the front or the back.



Get in touch!
shopequipment@umdasch.com



Liquid Dispenser

A smart contribution
for a green future.



Learn more about the
Liquid Dispenser on our
website.

Doing the laundry and making an important contribution to environmental protection at the same time. That sounds easy enough – and so it is. Struggling to crush enormous detergent bottles, only to discover that they take up far too much space in the rubbish bin, will become a thing of the past with the Liquid Dispenser by umdasch. Why not refill an existing container instead of throwing it away?



umdasch Liquid Dispenser as a refill station integrated into the shelving system



umdasch Liquid Dispenser as a free-standing gondola head solution



umdasch Liquid Dispenser as a refill station integrated into the shelving system with a crowner solution

You may have already seen our Liquid Dispenser in a store somewhere. The Liquid Dispenser is a technologically sophisticated system for refilling liquids in existing containers. It is extremely easy to use. The first time you use it you purchase a container with contents, which you can then refill as required. When you have used the contents and rinsed out and dried the container, you take the empty container with you and return to the store with the refill station. Here you first scan the code on the packaging you have brought with you, in order to ensure that you are using the right container. The Liquid Dispenser instructs customers interactively to place the container under the correct filling tap with the right product before starting the refill process. The filling process is very easy and does not take long. It functions hygienically and precisely thanks to the weight sensors which monitor the quantity of liquid required to fill the container. The use of the Liquid Dispenser behind the scenes is very easy too. We can design the Liquid Dispenser individually according

to your wishes, so that it fits in harmoniously with the corporate design of your brand and the visual presentation within your store. The small amount of maintenance can be carried out using the intuitive touch display, and the refilling of the system is also quick and easy thanks to the well thought-out design.

FOR A SMALLER CARBON FOOTPRINT

For many years the aims of umdasch have also included working to ensure a sparing use of resources and paying attention to environmental protection. That is why we believe that it makes more sense to avoid plastic waste even before it arises. What effect does it have on the carbon footprint? Over a period of use of five years and assuming 500 refills per month, at a net weight of 65 g per container, it will save 1,950 kg of plastic waste. This calculation is based on a carbon footprint calculation commissioned by umdasch.



MICHAELA DRAGE
ENGINEERING DIRECTOR
MULTISTORE SOLUTIONS

"We make sure that the Liquid Dispenser is easy to use for both staff and customers alike, in order to continue to increase the refilling quota in the retail sector."



Integrated safety functions during the filling process

Swivelling outlet tap for easy removal of the refilled packaging

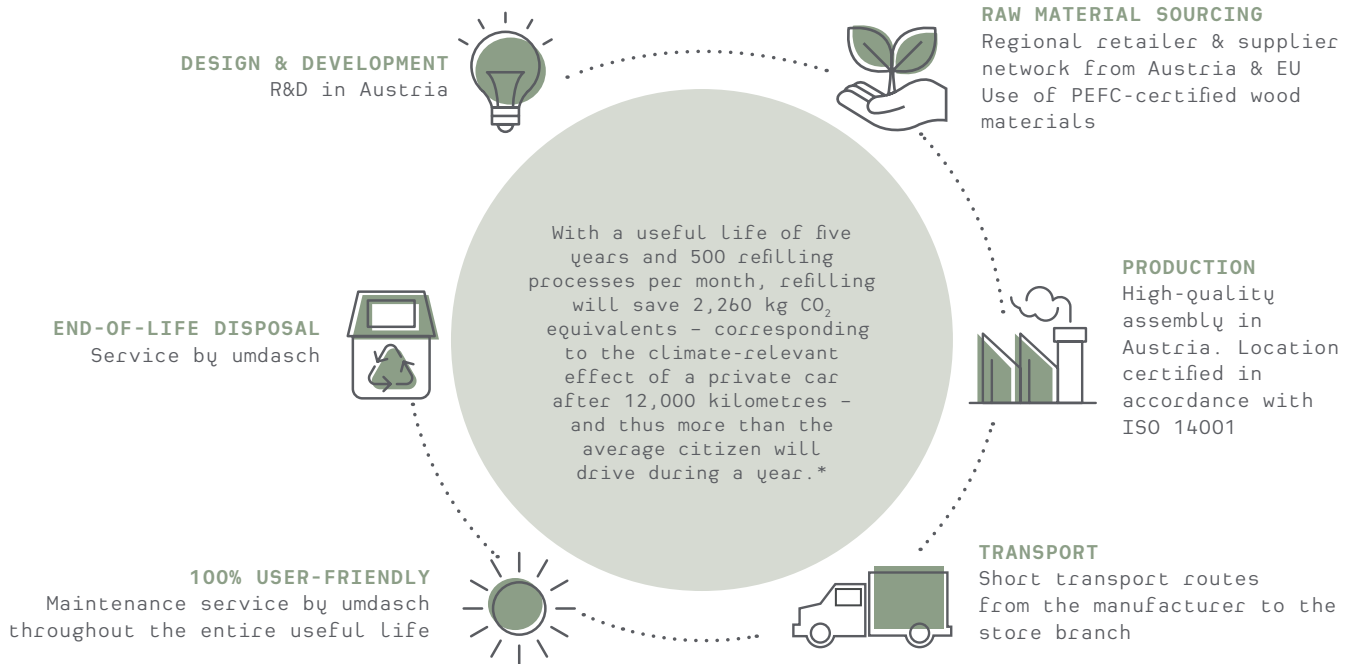
Automatic product recognition by scanning the product packaging

Filling monitoring via weighing sensors

Implemented light guidance shows the correct outlet tap after scanning process



LIFE CYCLE OF THE LIQUID DISPENSER



*The calculation of the carbon footprint was commissioned from the sustainability experts at c7-consult and takes into account manufacturing, transport (delivery, assembly, service), operation with electricity from hydropower, maintenance and disposal.

AWARD-WINNING FOR ENVIRONMENTAL PROTECTION

The Liquid Dispenser has already been honoured with the German Innovation Award and the Green Product Award for its innovative character and its important contribution to climate protection. The Austrian Eco-Label also confirms that the refilling station is environmentally friendly and not harmful to health, based on its environmental effects, quality and ease of use.

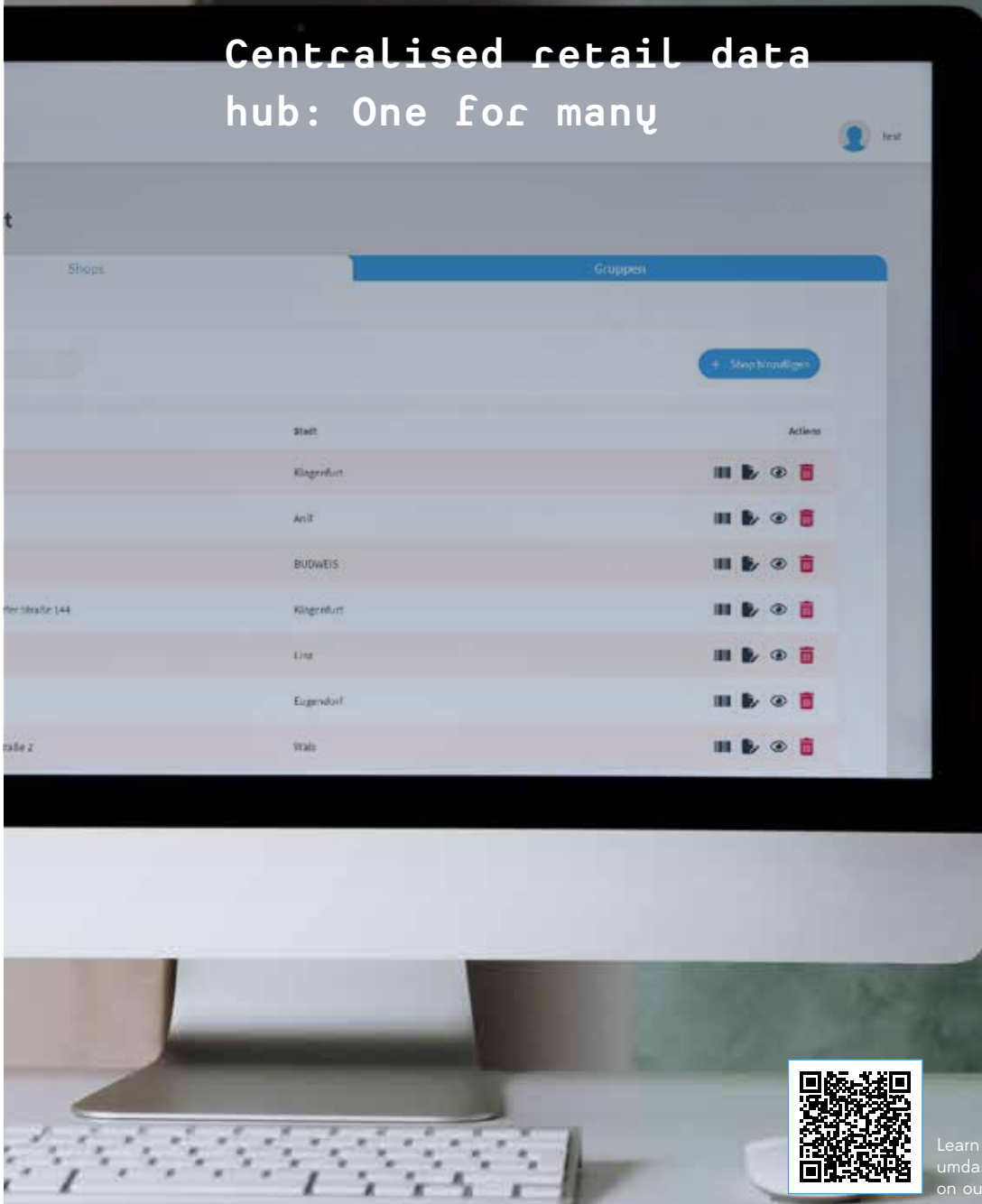
In any case, the subject of refilling will continue to play an important part in future at umdasch, in order to continue to shape the retail environment towards packaging-free shopping and to further promote a sustainable recycling economy.

AWARDS



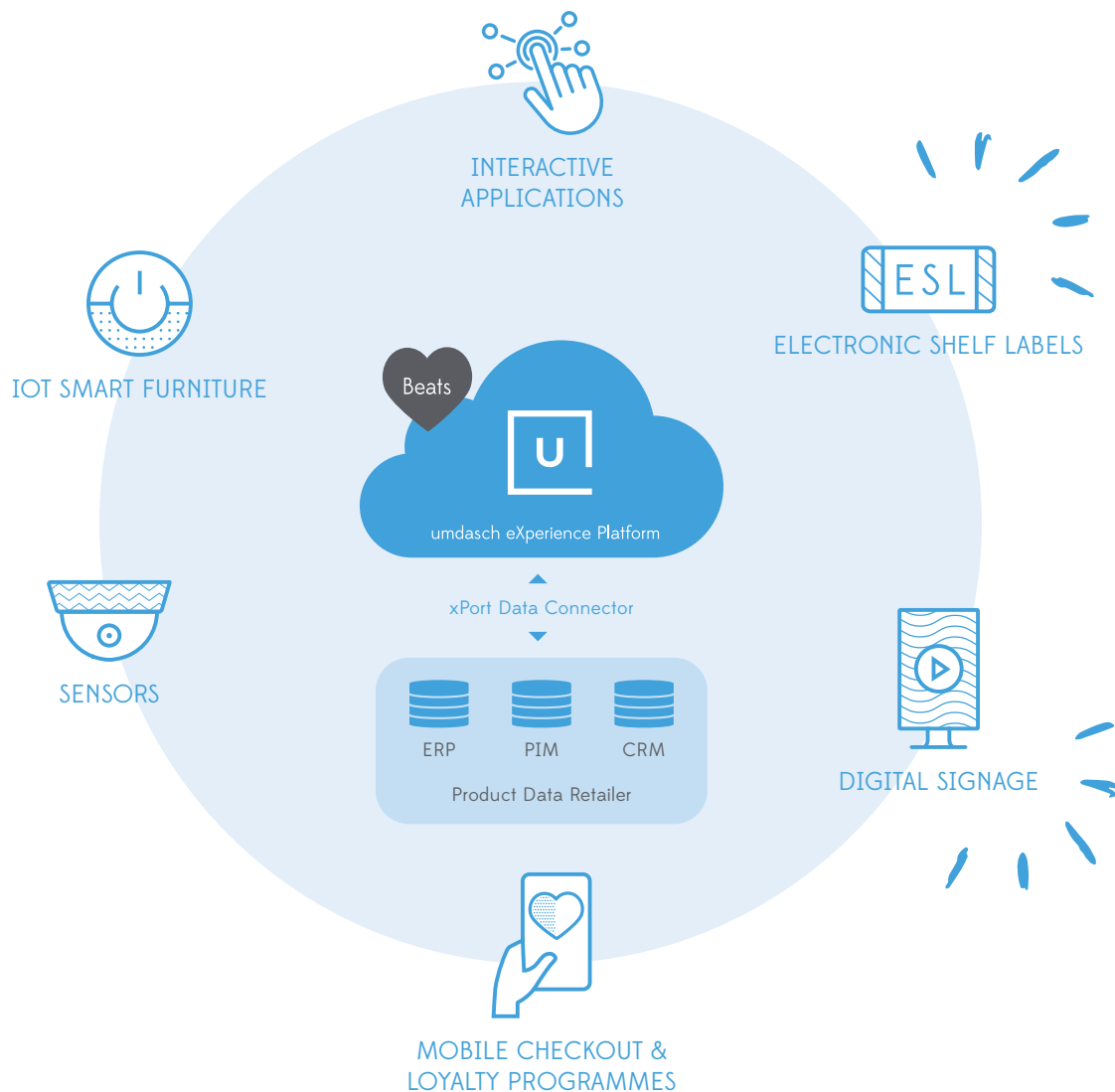
umdasch eXperience Platform

Centralised retail data
hub: One for many



Learn more about the
umdasch eXperience Platform
on our website.

The umdasch eXperience Platform simplifies the interaction of retail systems with digital touchpoints.



A customer and staff-friendly digital customer journey can be compared with a musical composition. A large number of different use cases, touchpoints and technologies are fused to create a melodic whole: a symphony. The umdasch eXperience Platform acts here as the conductor and ensures that the orchestra, choir and soloists play together harmoniously and above all efficiently.

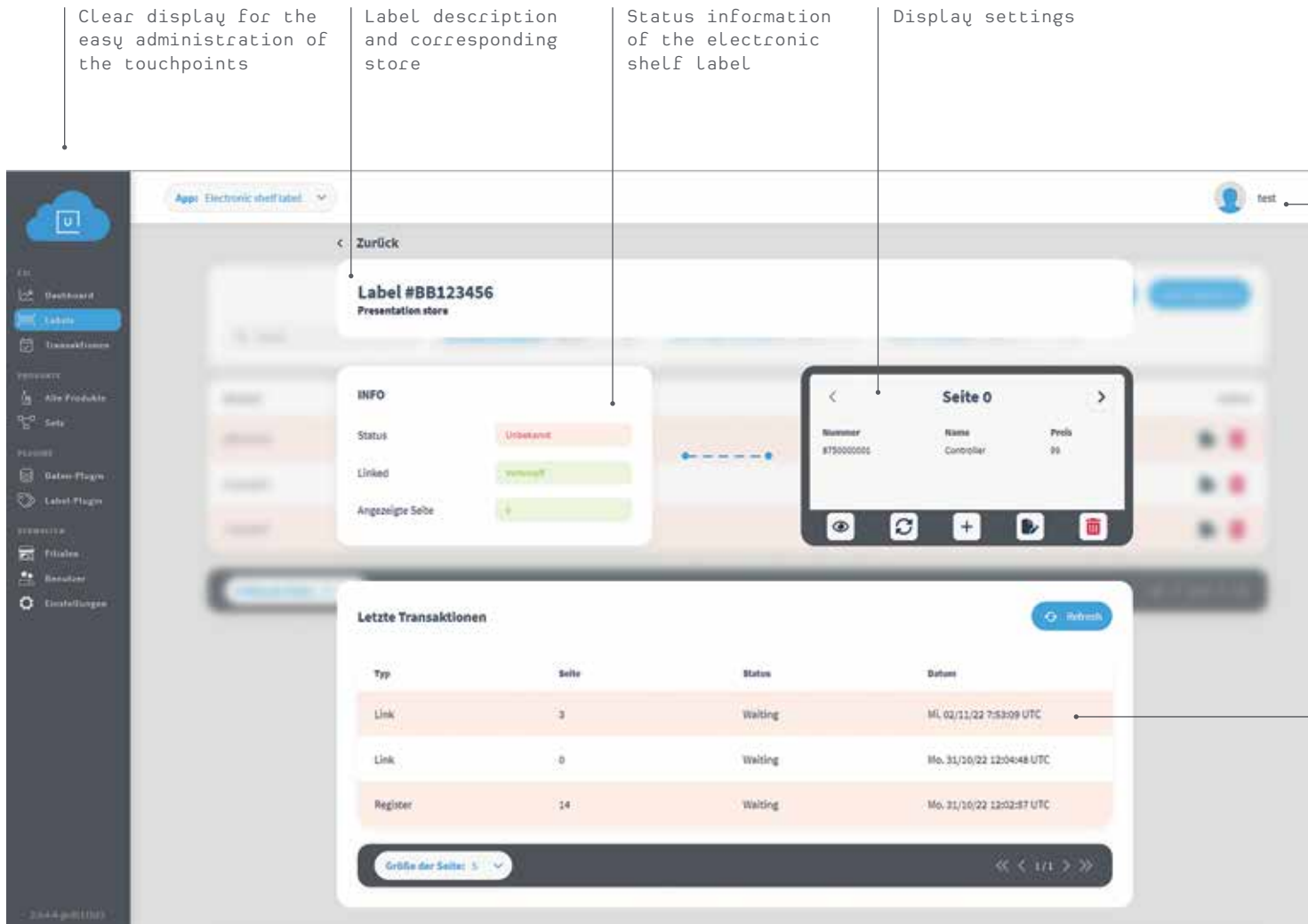
The umdasch eXperience Platform is a desktop-based software solution – developed by the Store Makers at umdasch, in order to make life easier for retailers and their

staff. Instead of having to control a large number of applications, the umdasch eXperience Platform ensures they retain a structured overview in the software jungle, thus proving itself as a multifunctional interface. For customers, too, the umdasch eXperience Platform is a tangible asset, because store employees have a better and faster overview of the digital touchpoints and therefore have more time for advice – especially because of the wide-ranging possibilities for analysis, such as for example for the use of IoT appliances. This means that the overall customer journey in the store is improved.

COMMUNICATION IS ALSO THE NAME OF THE GAME FOR SOFTWARE

A number of actors is necessary in the background to ensure the correct sequence and to ensure that the digital composition becomes harmonious. The xPort Data Connector docks the relevant retailer systems, for example ERP, PIM, CRM or checkout systems, and makes their data available to the different technologies in standardised form. Here it connects together, for example, digital signage, electronic shelf labels (ESL), IoT units like the Liquid Dispenser, and mobile applications like checkout solutions as well as sensors and/or tracking systems. The xPort Data Connector cannot only receive data, but can also communicate in both directions with the data sources.

umdasch eXperience Platform Beats forms the “brain” or switchboard of the umdasch eXperience Platform. This ensures that the different touchpoints communicate with each other. For example, price campaigns can be adapted to the actual target group in the store by means of sensors (audience measurement). Instead of only showing price changes via the digital price labels, these can for example be presented as an appropriate promotion version in the playlist for the digital signage touchpoints and the product can thus be promoted specially via the mobile checkout application. Thus the administration of digital touchpoints can take place across all branches, and it is nonetheless possible to react rapidly to external influences and circumstances. From the retailer’s point of view the umdasch eXperience Platform is therefore not only efficient, but also effective.





The user interface offers users a rapid overview and makes the administration of the digital touchpoints easier.



User
profile



View over the
history of the
last updates



"The undasch experience Platform as a mid-
leware platform relies on the incorporation of
digital touchpoints at the point of sale.
The data it thus gathers provide a valuable
insight into the customer journey, which
retailers can use in real time – for example
in order to modify the digital signage content."

BERND ALBL
MANAGING DIRECTOR DIGITAL SOLUTIONS

Scan & Go by shopcreme

A fully interconnected customer experience



Get the vector brochure here.

How can retailers offer a smooth customer experience which combines the comfort of online shopping with the qualities of a bricks-and-mortar store? The Graz-based company shopreme provides the answer. The Leading Scan & Go suppliers (an Umdasch Group Ventures participation) is digitalising the shopping process in bricks-and-mortar stores, thereby providing the greatest possible use for retailers and their customers.



shopreme was founded in July 2020 as a joint venture by Umdasch Group Ventures, the innovation hub of the Umdasch Group, and the Graz technology firm wirecube, which had embarked on the development of a Scan & Go solution back in 2015. Customers also profit from the synergy effects of this partnership, because here innovative retail software meets decades-long experience in the field of retail hardware and shopfitting – including a worldwide network.

SCAN – PAY – GO – AND MUCH MORE

shopreme offers a complete Scan & Go ecosystem and thus helps retailers to gain a clear competitive advantage: the hybrid shopping experience which today's customers expect. The basis for this is shopreme's turnkey Scan & Go

solution, which can be personalised and branded in the corporate design of the retailer. The White Label app is also available as a web-app and for hand scanners by Zebra in addition to Android and iOS. Most popular, however, is the seamless integration into an existing app by means of a software development kit (SDK). The advantages for customers are obvious: with Scan & Go, waiting times at the checkout are a thing of the past. And shopreme also ensures cost transparency while shopping. The value of the shopping basket is calculated in real time, and vouchers and loyalty points can simply be cashed in via the app. A particularly useful feature is the integrated shopping list, with which customers can note all the products they require in the app while still at home and tick them off in the shop by scanning. This also even functions with family and friends via the sharing option.

In addition to improved satisfaction values and greater customer loyalty, retailers profit from extensive opportunities for analysis relating to purchasing and use behaviour within the store. This allows them to address customers more directly via the app with personalised campaigns and product recommendations. In addition there are valuable optimisation opportunities for the Point of Sale.

VECTOR CREATES CLARITY

Together with the Store Makers at umdasch, shopreme has developed the Scan & Go-optimised exit gate shopreme vector. The innovative exit hardware marks a physical end to the customer journey. This brings clarity for the purchaser and the retailer alike. Customers know exactly where they can leave the store safely, and staff can easily recognise who has paid using Scan & Go. Through security checks and the option of integrating all barrier systems within the market, the store will be effectively protected against shrinkage.

Thanks to the visible barriers, shopreme vector works as a psychological deterrent in the exit area. On a technological level, a progressive QR-code validation ensures that only valid bills are accepted with a correct time stamp and location. An algorithm also reliably selects those shopping baskets which need to be subjected to random checks. The system informs the staff member who will carry out the check via the shopreme staff app. The combination of these three factors leads ultimately to an impactful and secure system, which effectively prevents loss.



shopreme vector

"Our motivation is to offer customers exciting digital solutions when they visit their favourite shops. Retailers can create the maximum useful value for their customers by combining analogue and digital elements to a single, seamless customer journey. This is why we have developed shopreme Scan & Go and, together with umdasch, our exit solution vector."



FLORIAN BURGSTALLER
CEO SHOPREME

SKETCHING THE CUSTOMER JOURNEY:

The user journey can be configured according to individual requirements.

The standard journey when using shopreme vector looks as follows:

1

Enter the store

The shopreme Scan & Go customer app recognises when someone enters the store via the Bluetooth beacon built into the vector.



2

Scan products

Customers begin their purchase by scanning products, which are thereby added to the shopping basket.



3

Pay

Customers pay in the app and receive an exit code. The app asks them to scan the exit code at the shopreme vector, in order to complete their purchases.



4

Scan the exit code

Customers scan the exit code at the shopreme vector, which then checks the validity of the code and determines whether an interaction with staff, for example a random check or the removal of a security label, is necessary. In this case a push message is sent to the staff app. The vector and the customer app show the customer that a member of staff will be coming.



5

Finish and bill

After a successful transaction, the shopreme vector displays a corresponding message and the barriers open. The customer app displays a "success screen" and the receipt is downloaded. Optionally, vector can even provide a clear list of all purchased products.



Shelving systems by umdasch Madosan

Easy storage for
heavy loads



Scan the QR code and visit the
umdasch Madosan website.



"A well-structured warehousing concept ensures that there are no interruptions in the supply of goods!"

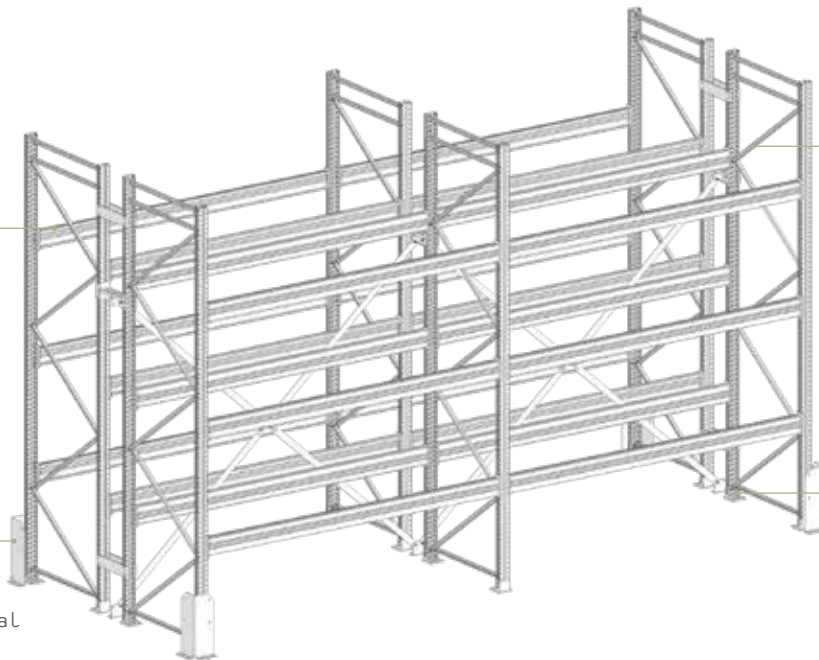
FERAY KOYLAN
SALES MANAGER UMDASCH MADOSAN



Different profiles,
depending according
to weight.



All necessary
precautions for
maximum occupational
safety.



Reinforced steel
material and uniform
powder coating.



Adjustable
shelf spacing for
different
pallet sizes.

Good logistics stand and fall with the warehousing technology. Direct access to the goods required reduces the processing time and increases efficiency. And yet: each warehouse has its own special requirements. First and foremost there is the safety of the goods – especially because storage space mostly forms the hub of a supply chain process and loss of goods can have far-reaching economic consequences for retailers. But the same rule also applies for other areas like food retail: the better the shelving system for the main storage area or reserve storeroom of a shop has been planned and thought through, the more successful the sales will be and the higher, ultimately, will be the customer satisfaction. umdasch Madosan from Bursa in Turkey is one of the

leading suppliers of warehousing solutions. Since 2020 it has formed part of umdasch The Store Makers. The firm's core competence is the development, manufacture and installation of high-quality shelving systems for the storage of goods on pallets or small items and longer objects, as well as mezzanine structures.

PALLET SHELVING SYSTEM

In the fitting out of warehouse areas in particular, the requirements to be fulfilled are completely different from those for sales areas in retail spaces, for example. Since shelving systems in warehouses have to bear much more weight, they are designed differently as regards

both form and load-bearing capacity. The heavy-duty pallet-shelving system by umdasch Madosan can be adapted to individual requirements and thus maximises the storage area. When each pallet needs to be accessible at all times, the best solution is the so-called back-to-back version.

For this, two modules of heavy-duty shelving are positioned back to back. Connections on both sides between special supports ensure the necessary stability – also in earthquake zones and even at great heights. Because with the back-to-back system by umdasch Madosan, goods can be stored at heights of up to eleven metres, thereby making optimal use of the storage space.

MINI RACK SYSTEM INCLUDING IN-UNIT INTEGRATION

The combination of different shelving systems is a further possibility which is also attractive for different store formats. A so-called integration system, for example, provides for both the product presentation in the retail sector and the storage required there. Even the suspended temporary storage of accessory parts is possible with this system. The combination of different modules is also a practicable solution in the wholesale sector, in order to make the presentation of goods more attractive and at the same time to expand the in-situ placement.





A well-considered warehouse concept not only saves time but also costs and can sometimes also become a competitive advantage.



Modular shelving systems have the great advantage that the available space can be used in the best possible way.



An optimal product presentation makes all the difference in do-it-yourself stores and cash & carry markets.



Combination of different elements from the areas of shopfitting and warehouse technology.



Fulfills the requirements of both retailers and wholesalers.



Global retail chains get the best out of both worlds.



SiteLight

The digital technology which transforms construction sites into DOOH advertising spaces.



Scan the QR code and visit the website of Umdasch Group Ventures.

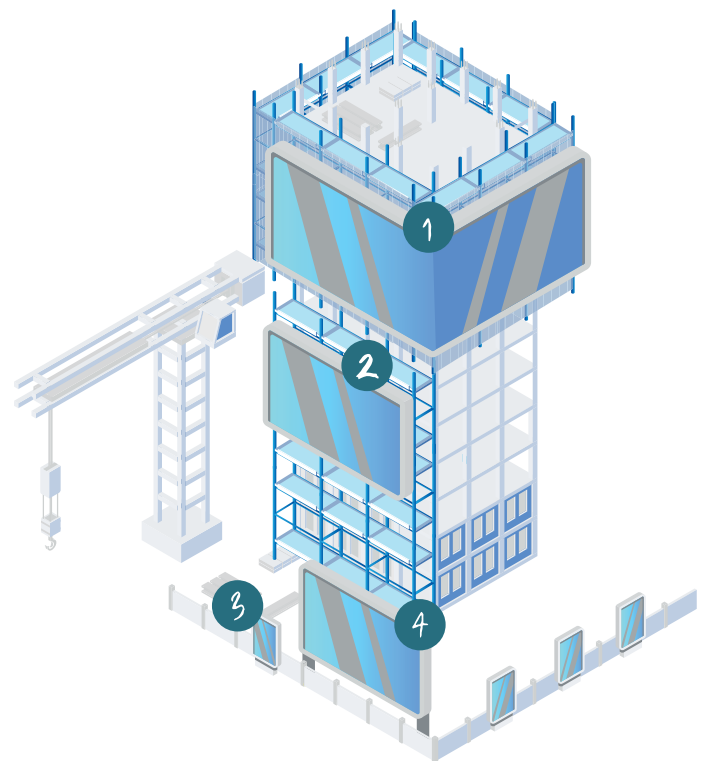
SiteLight is the new, unique complete solution for Digital out of Home (DOOH). The medium including marketing partnerships is the result of cooperation between umdasch Digital Solutions – the digital experts at umdasch The Store Makers – and the engineers at Doka, also a member of the Umdasch Group. It revolutionises advertising banners on construction sites.



It is a well-known fact that Doka products, such as the housings on high-rise projects and the scaffolding of Doka subsidiary AT-PAC, are particularly well suited to the mounting of advertising. Thanks to the synergies within the Umdasch Group, these advertising spaces can be used digitally and thus open up completely new sources of income during the construction phase for property investors and developers as well as construction firms. For advertisers, SiteLight also represents an interesting opportunity to communicate messages in a way that will attract attention and generates publicity.

“With SiteLight, DOOH has arrived on the building sites in the big cities of the world, thereby creating interesting advertising possibilities,” was the enthusiastic reaction, for example, of Bernd Albl, Managing Director of umdasch Digital Solutions. “High-rise projects in inner-city locations in particular provide huge potential because they are visible over a large distance.”

SiteLight was also created to meet the great demand. For years Key Account Managers and engineers at Doka have been repeatedly confronted with the question



1 LED technology for safety shields on high-rise buildings

2 LED technology for scaffolding

3 LED technology for building-site fences

4 LED technology for construction signs

“What possibilities are available for us to place advertising on our building site in an attractive manner?” as Christian Neumann, Senior Engineer in the Global Expertise Center High Rise at Doka, confirms. Investors, construction companies and marketing experts wish to draw the attention of future customers and neighbours to themselves even during the construction phase, and are thus always in search of unusual solutions.

SOPHISTICATED LED TECHNOLOGY

In order to present the digital content successfully, it is necessary to make the best possible use of LED technology on the construction sites. Doka engineers and the digital experts at umdasch Digital Solutions have therefore

developed a system which will stand up to the particularly difficult conditions on building sites and nonetheless permit high-quality content. At high altitudes it is not only a question of defying wind and weather; the subject of safety must also be addressed adequately.

SiteLight permits the creation of displays on different digital touchpoints on building sites. Particularly prominent and visible from afar are LED screens on the Doka Safety Shield, a hydraulically climbing safety system for building-site workers which climbs progressively higher on high-rise projects as the construction site moves upwards, storey by storey. As the construction progresses the advertising space also moves upwards and the visibility range of the advertisement increases. From the immediate surroundings of the construction site initially, the range of

 Global spending on DOOH is expected to reach over 12 billion US dollars by 2025. Source: statista

SiteLight was presented for the first time at the Doka / Umdasch Group Ventures stand at bauma 2022 in Munich and wowed visitors. On the 30-metre high scaffolding tower, the DOOH medium shone with a total area of 120 square metres of LEDs. In the indoor exhibition area SiteLight presented an LED wall.

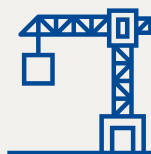


The services and advantages of SiteLight:

1	2	3	4	5	6
Analysis of the marketing potential of your location	Permits from the city authorities	Marketing of the advertising spaces	Supply and installation of DOOH technology	Media operation and content management	Support with the creation of marketing content



Property investors and developers generate additional income through DOOH during the construction phase.



Construction firms permit the operation of DOOH on the construction site and profit from additional income.



Marketing professionals and brands are offered unique and impressive opportunities for the presentation of their advertising campaigns.



visibility increases to several kilometres. Especially in densely populated big cities, SiteLight provides a unique opportunity to achieve maximum visibility.

The formwork elements of Doka and scaffolding by AT-PAC also offer themselves as advertising spaces, in order to present digital content on buildings. In addition to screens mounted on the fence surrounding the site, LED technology also represents an attractive option for construction signs to present their information in digital form. Should investors decide to make their property available as a DOOH space during the construction period, SiteLight takes over the sales aspect with professional marketing partners – without additional costs or work for the investor.

With its products, SiteLight opens the door to new markets for marketing specialists in the Digital-Out-of-Home sector – areas which were previously not accessible. In doing so, it enables new temporary digital advertising spaces in markets that are usually extremely competitive. The uniqueness of the spaces in use should be emphasised in particular in view of their range of effectiveness, which quite literally grows continuously, as well as their location. After all, SiteLight products are employed on the tallest buildings in the world's most important metropolises.

UMDASCH AND THE WORLD

For more than 155 years, we have been driven by the innovative power of tradition created by people who belong among the best in their field. Our three divisions, Doka, Umdasch Group Ventures and umdasch The Store Makers, with their 8,400 employees make up a strong, globally active company with a good economic background.

Umdasch Group with its more than 170 branches on all continents is a family business exclusively owned by siblings Hilde and Alfred Umdasch.

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 specialised 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

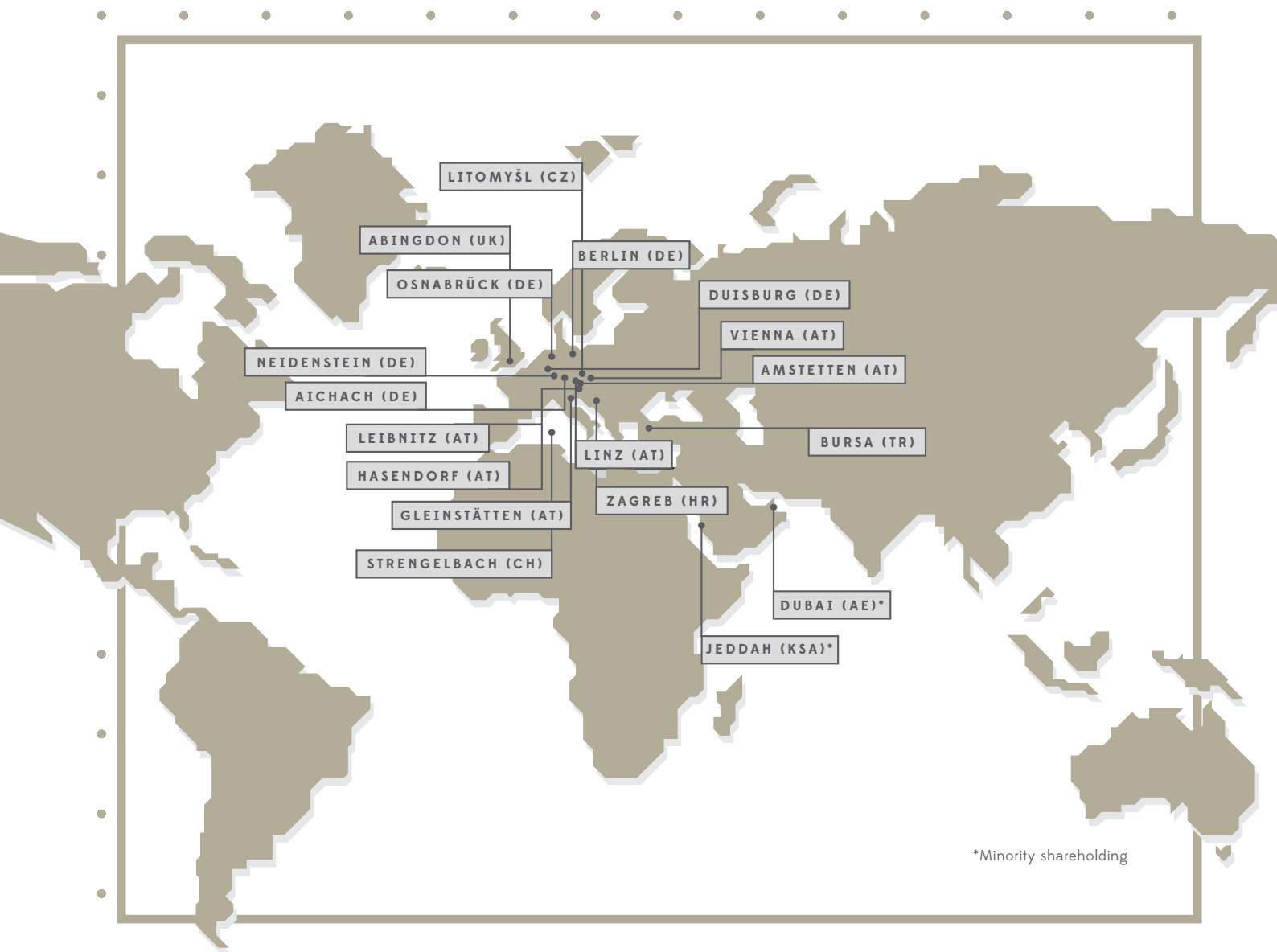
Umdasch AG acquires Assmann Ladenbau Leibnitz, the Austrian market leader for the food retail sector. With the core brands Umdasch Shop-Concept and Assmann Ladenbau the company now covers all sectors.

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

At the end of 2017, Umdasch Shopfitting acquired a Croatian shop construction company, ATT Furnishing. This new member of the group was integrated in the Premium Retail Division.

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

2020

Store Makers acquired 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 ENVIRON-
MENTS WHICH SET
NEW STANDARDS.

11teamsports	Dodenhof	Michael Kors
A1	Doka	Miele
Abadir Supermarket	Edeka	migrolino
ADAC	Electroplanet	Migros
Adeg	Emirates Coop	Modehaus Schneider
adidas	Eni	MPreis
AGM	Eterna	Müller Drogerie
AIDA	Euronics	Nah&Frisch
Amber Hypermarket	EUROSPAR	Neuform
Ansons	FC Bayern Munich	Nike
ARANYANI	Fortnum & Mason	NIO
Ars Electronica Linz	Frankonia	OMV Viva
Aswak Assalam	Fressnapf	Optiker Bode
Atacadão	Frischeparadies	Özdilek A.
Auchan	Gebr. Heinemann	Palfinger
Audi	Globetrotter	Penny
Autogrill	Golf House	Phillip Morris (Iqos)
Bamesa	Grandiose	PME Legend
bellaflora	Hagebau	Puppenkönig
Benzina	Harrods	Qatar Duty-Free
BETTENRID	Hartlauer	Regency Hypermarket
Beyçelik Gestamp	Health Stores Austria & Germany	Reiter Betten & Vorhänge
Billa / Billa Plus	Henkel	Rewe Germany
Binder Optik	Hermes	Rewe International
Bipa	hollu	Roasting Plant
Bosch	Huawei	Ruby Hotels
Bosch Rexroth	Hyundai	s.Oliver
Brau Union	Incipio Group	Santander
Breitling	INTERSPAR	SC Freiburg
British American Tobacco	Iveco	Seat Mó
Bründl Sports	IWC	Seifert Hörgeräte
Bucherer	Jaguar Land Rover	Shell
bugatti	Japan Tobacco International	Signa Retail Group
Bulgari	Jet Tankstellen	Škoda
Burger King	Juwelier Kraemer	SPAR
BWT	JYSK	Stella McCartney
Calumet	KaDeWe	Stiegl
Carrefour	Kaes	Stone Island
Cartier	Karl Lagerfeld	Studio Frantzen
CBRE Investment Management	Kia	Sun Store
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Chaumet	Knutzen Wohnen	Tegut
Cheil	KSR Showroom	Telefónica
Christ Juweliers	KTM Group	Thonet & Mauser Sitzkultur
Citroën Switzerland	Kurt Geiger	TotalEnergies
Coach	Lagerhaus	Toyota
Coca Cola	Lalique	TPI Komposit
COOP	Legero	Transgourmet
Coop City	Leroy Merlin	Unimarkt
Coop Restaurant	Let's DOIT	Valiant
CP Clothing	Liebeskind	Van Cleef and Arpels
ČSOB	Liebherr	Veletta Duty Free
Czech National Museum	L'incroyable	Versace
David Lloyd	Lindt	Vita Nova
De Beers	LLOYD	Vodafone
denn's Biomarkt	Lucid Motors	Vorwerk
Denner	Magrabi	Warema
Dennree	Manufactum	Zotter
Deutsche Bank	Marjane	Zwilling
Diesel	McDonald's	
dm drogerie markt	Metro Cash&Carry	



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