



umdasch
THE STORE MAKERS

COLOURS *of* RETAIL





We love print and are fans of haptic materials.
But nowadays books are no longer everybody's darling.
Many people simply prefer to read on their mobile phone, tablet or computer.
And so we have also produced a digital version of this reference book.

**Just scan the QR code and enjoy
reading your digital version of this book.**

COLOURS *of* RETAIL

Every industry is unique.
Every brand, one of a kind.
And every store? Comes with its own individual requirements.

The world of retail is vibrant.
And we turn that into your recipe for success.
Because together with our clients, we've been shaping the story
of retail for over 155 years. Plenty of time to gather experience across
a wide range of industries – always with passion.

Over the years, we've continuously developed our expertise to
tailor the perfect service package for your specific needs.
We create places that bring your brand and your
offerings to life – for your success.
We make successful stores.

CONTENT

OUR ESSENCE

4	EDITORIAL
8	A STORE MAKER'S VALUES
10	FACTS & FIGURES
12	SUSTAINABILITY

COMPETENCES & REFERENCES

16	OUR BUSINESS AREAS
20	OUR COMPETENCES
22	GENERAL CONTRACTING: WE TAKE CARE OF EVERYTHING
38	CONSULTING & VALUE ENGINEERING: WE THINK RETAIL CONCEPTS
58	PROJECT MANAGEMENT: WE MAKE STORES HAPPEN
78	SHOP EQUIPMENT: WE PRODUCE SHOP EQUIPMENT
100	DIGITAL RETAIL: WE DIGITALISE YOUR STORE

INNOVATIONS & TRENDS

- 116 CHECKOUT ZONE OF THE FUTURE
- 120 WORLDS OF EXPERIENCE
- 124 DIGITAL CONTENT REIMAGINED
- 128 AIRPORTS OF TOMORROW
- 132 FROM SHOWROOM TO BRANDROOM
- 136 PARADIGM SHIFT IN CONSTRUCTION

UMDASCH AND THE WORLD

- 140 UMDASCH AND THE WORLD
- 142 SELECTED CUSTOMERS
- 144 IMPRINT



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

Dear Readers,

You are holding the second edition of the umdasch Store Makers reference book in your hands. Thank you for taking the time to browse through it. “Successful Stores” is the mission that drives our company. We are committed to the goals of our clients – whether that means increasing dwell time, improving conversion rates, or simply enhancing productivity per square metre. Your success is the foundation of everything we do.

In recent years, brick-and-mortar retail has come under pressure from multiple directions. A shortage of skilled labour is driving the need for greater automation. Rising property costs demand higher value creation per unit of space. And e-commerce has steadily gained market share. These three challenges are just a few examples of the broader conditions facing physical retail and similar service providers. These are also the issues we are tackling. We would never presume to understand our clients’ businesses better than they do. But we can help accelerate learning and shorten the path to experience. We can provide you with the full breadth of knowledge from our international organisation – precisely where and when you need it. In short: we are here for you.

Our range of services begins with concept and design, our digital offerings include everything from software development to artificial intelligence – helping you generate additional revenue. Our expertise extends from optimising ideas through value engineering to the production and logistics of hardware. We not only take care of the installation, but also – if desired – the entire project management of the interior construction, right up to general contracting. And with maintenance and service contracts, we remain at your side throughout the entire lifecycle of your store. The Store Makers at umdasch offer everything from a single source. You decide which services you want to make use of.

We are proud of our decades-long track record of customer focus and reliability. Meeting deadlines and staying within budget is simply part of how we work. Our experienced and dedicated team saves you money, time, and stress – give us a try. This reference book is filled with inspiration, use cases, and real-world examples – a tangible showcase of the umdasch Store Makers’ capabilities. We look forward to hearing from you. Until then, we hope you enjoy reading and gain valuable insights from this book.

Yours sincerely,

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

SILVIO KIRCHMAIER
CEO UMDASCH STORE MAKERS

W
ma
succe
stor

le
ake
essful
res.

A STORE MAKER'S VALUES



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

Partnering

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

Passionate

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

Pioneering

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

FACTS & FIGURES

OVER 1,200

SKILLED AND
COMMITTED EMPLOYEES

200

GENERAL CONTRACTING
PROJECTS P.A.



1,000,000

SQUARE METRES OF FLOOR AREA
FITTED OUT P.A.

OVER 180

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



7,000

SHOPFITTING PROJECTS P.A.

31 %

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

IN BUSINESS SINCE 1868

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

OVER 4,000,000

ELECTRONIC SHELF LABELS (ESL) ALREADY INSTALLED

60,000

ACTIVELY MANAGED DIGITAL INSTALLATIONS

70

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

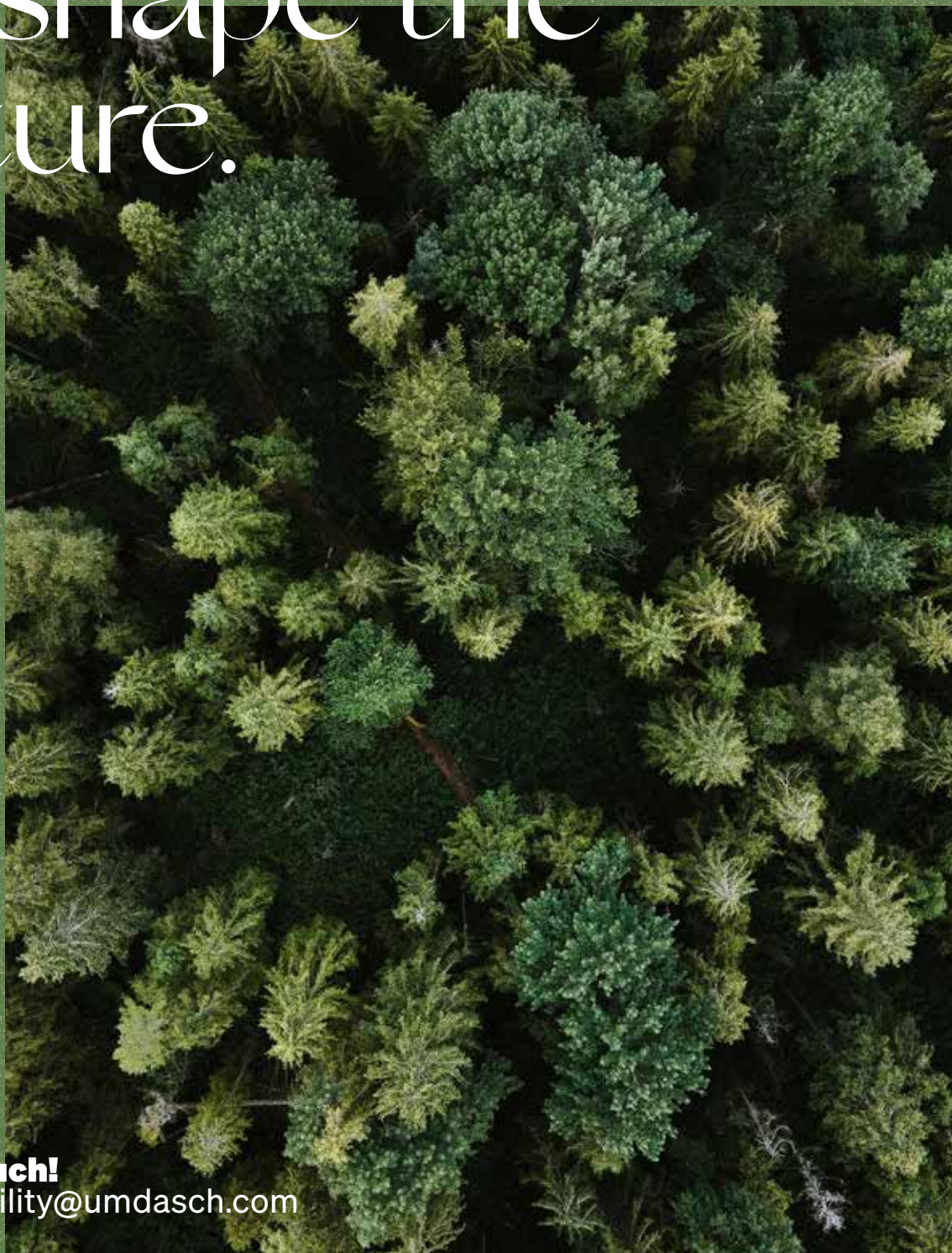
We act sustainable

We create spaces. Spaces to shape the future.
Because we are rooted in craftsmanship and visionary
in 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.

e



We create spaces to shape the future.



Get in touch!
sustainability@umdasch.com

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

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

INVESTMENT IN RENEWABLE ENERGY

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



INTERNATIONAL STANDARDS AS LOCAL BENCHMARKING

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

SUSTAINABLE PROCUREMENT

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

SUSTAINABILITY IN STORE DESIGN

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

Our Business

ur ss 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 high-quality interiors 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.



Our Competences

ur etences

We take
care of
everything

GENERAL CONTRACTING



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

New life for old walls



Get in touch!
generalcontracting@umdasch.com

Kämmerei. Where municipal coffers were once audited, you will now find a space for work, relaxation and socialising. In the heart of Düsseldorf's old town, surrounded by narrow streets, cobblestones and history, Art-Invest Real Estate has transformed the listed Kämmerei administrative building into a modern mixed-use property that preserves the building's historical character while offering new perspectives.

“Instead of demolishing and rebuilding, we are revitalising high-quality existing buildings such as the Kämmerei in a sustainable and needs-based manner.”



MARCO GÖSLING
MANAGING DIRECTOR
CONSTRUCTION SOLUTIONS

Spanning more than 9,000 square metres across five floors, the Kämmerei now houses modern offices, retail outlets, event spaces and restaurants. At its heart is an open, inviting ground floor with direct access to public spaces, as well as a revitalised atrium that serves as a multifunctional event space. The formerly closed administrative building has been completely redesigned and has been returned to the city centre as a vibrant part of the urban landscape.

As general contractor, umdasch The Store Makers was responsible for the entire high-quality interior construction, from drywall construction, natural stone work and metal construction to glass partitions, doors, ceiling and floor work. umdasch The Store Makers was also responsible for the construction site setup and coordination of all trades. This required a delicate touch, as the historic building is a listed monument. Every construction measure therefore had to be carefully planned and



After



precisely implemented. Original banisters and natural stone floors were preserved, and the characteristic shop window elements on the ground floor were integrated in line with conservation guidelines. The vault structures in the basement, which were once symbols of the city's financial security, were also incorporated into the new room concept. At the same time, the inner-city location of the construction site demanded the utmost precision in logistics and the precise timing of all processes. Material deliveries had to be meticulously planned, and the trades had to be coordinated perfectly – a combination that can only be achieved with extensive experience in building renovations. The clear goal for the revitalisation of the Kämmerei was to combine modern functionality and technology with the aura of the historic building. A challenge that the team at umdasch The Store Makers mastered with expertise, perseverance and a keen sense for the extraordinary. From the outset, this pioneering project held a special place in the hearts of our GC experts. “We are delighted to have been able to help shape this special place – as a contribution to revitalising the city centre and intelligently connecting the past and

the future,” says Marco Gösling, Managing Director of Construction Solutions at umdasch The Store Makers.

The result is a showcase project for sustainable real estate development, demonstrating how careful revitalisation can create new possibilities. It is a place that respects the past while creating space for the future. This project proves that places with soul can be revitalised with sensitivity and foresight.

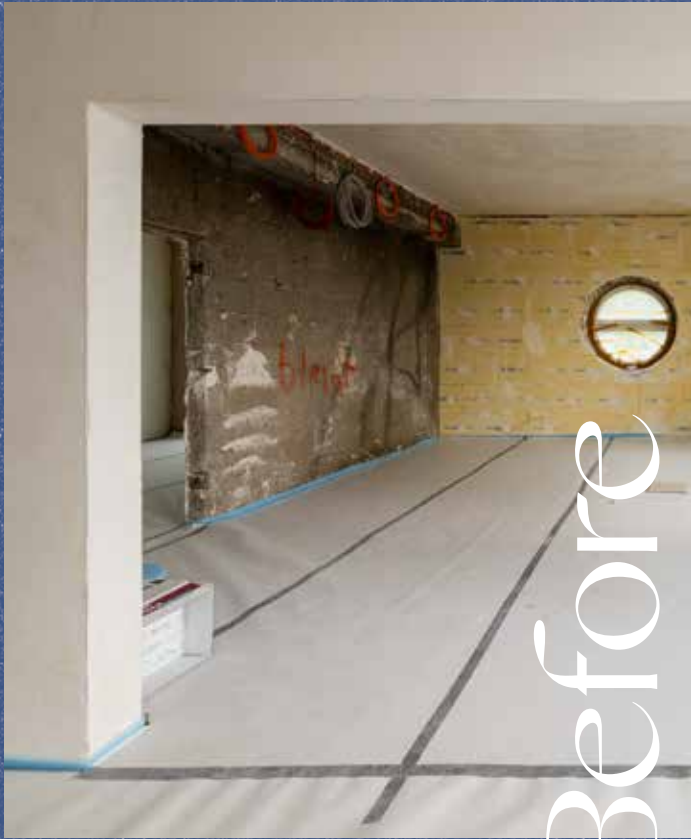


- 📍 Düsseldorf, Germany
- 📏 9,000 m²
- ✓ General Contracting
- 🔧 slapa oberholz pszczulny | sop architekten
- 🏠 Real Estate & Shopping Malls

After



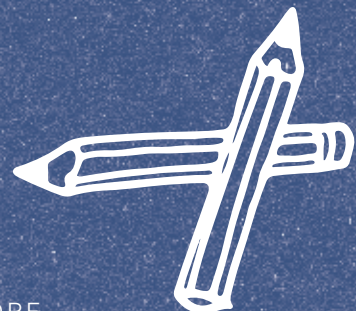
Before



“The conversion of the Kämmererei into a modern, high-quality office property under the constraints of monument protection was and is a challenge in many respects. umdasch supported us as an experienced partner who, on the one hand, handled the existing building with sensitivity and, on the other hand, creatively implemented our requirements.”



ANNA WORTMANN
HEAD OF DEVELOPMENT DÜSSELDORF,
ART-INVEST REAL ESTATE

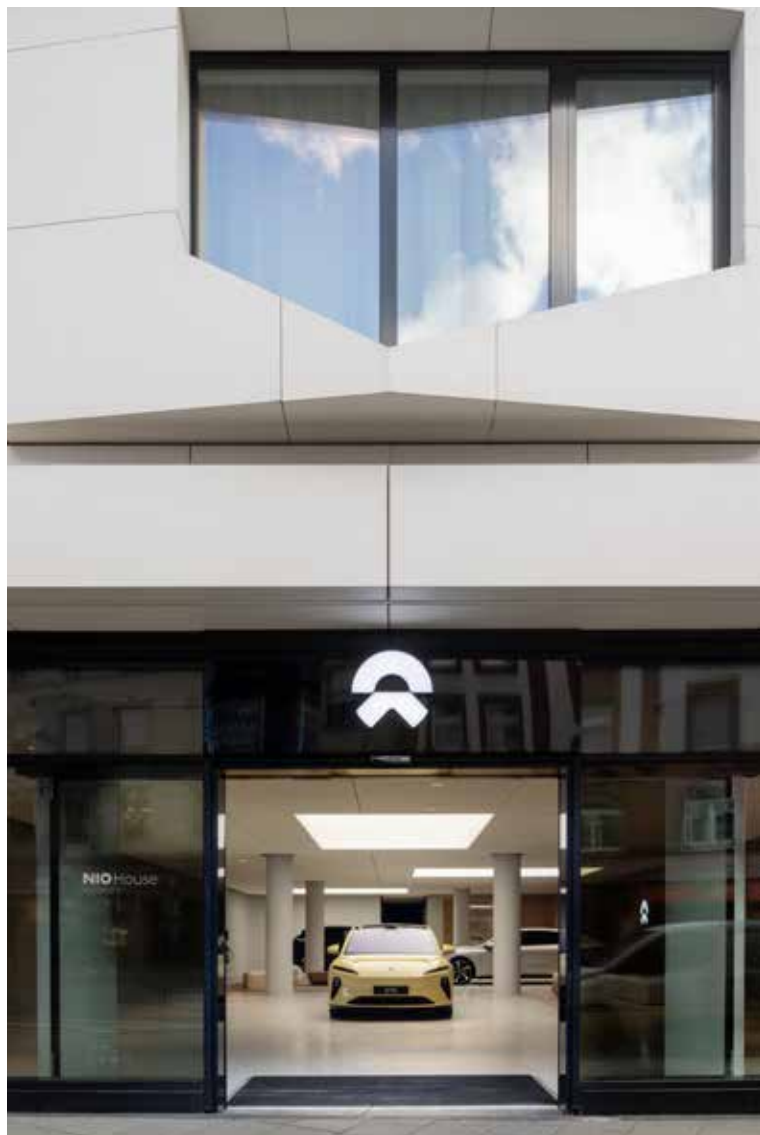


NIO House DESIGN MEETS DRIVE

When planning its second NIO House in Germany, NIO knew that Frankfurt was the place to showcase speed and sophistication. The aim was to create a space that would bear little resemblance to a traditional showroom. The young car manufacturer wanted its concept of a modern car dealership to be a multifunctional space for exchange, branding and e-mobility. The 1,600 square metre space is located in the heart of the Main metropolis.

There was no time to lose, so while the planners were still fine-tuning the details, construction work had already begun. Materials were sampled, furniture was produced in parallel and technical concepts were coordinated throughout the

process. The Store Makers from umdasch were right in the thick of things – as general contractors and shopfitters, as coordinators and enablers, and as reliable partners keeping pace with the construction site. The design vision was realised through an interplay of glass, natural wood, concrete and terrazzo. This contrasting mix creates the welcoming atmosphere for which the city is known, while also conveying the innovative character of the international NIO brand.



- 📍 Frankfurt am Main, Germany
- 📏 1,600 m²
- ✓ General Contracting, Manufacture, Installation
- ✍ Anastasiya Simonis
- 🏗 Automotive



Juwelier S.M.WILD PREMIUM QUALITY BEHIND A HISTORIC FAÇADE

When working with listed buildings to meet the highest standards, tact and sensitivity are required, as well as an experienced general contractor. For the new store of jeweller S.M.WILD on Linz's Taubenmarkt, umdasch The Store Makers was responsible for the design, lighting planning and shopfitting of the multi-brand area, as well as acting as general contractor. This included the sensitive handling of the listed façade, coordinated interior design and elaborate lighting installations. Despite the tight construction constraints, they succeeded in creating a brand space that reflects the values of S.M.WILD impressively. Anyone who thinks that general contractors can only do standard work has yet to experience our approach to premium quality.



“The ambience of the newly designed shop on Taubenmarkt has reached a level rarely found even internationally.”

MARCUS WILD
MANAGING DIRECTOR AT
S.M.WILD



- 📍 Linz, Austria
- 📏 50 m²
- ✓ Design, Planning, Value Engineering, General Contracting, Manufacture, Installation, Lighting
- 🔧 Rolex & umdasch
- 👜 Luxury Jewellery



zweite sahne CIRCULAR ECONOMY MEETS DESIGN

zweite sahne is a second-hand department store in Dossenheim that combines sustainability, transparency and style. Furniture, household items and toys are given a new lease of life in a 600 square metre space – staged in a room concept that umdasch The Store Makers was responsible for from the initial idea to implementation as general contractor. Concept, design, planning, manufacturing, installation, general contracting and lighting: all services from a single source. The open preparation area right at the entrance shows customers how used goods are checked and reconditioned. Clear shapes and minimalist materials provide a backdrop that allows the colourful items to shine, while the pink corporate colour adds strategic highlights. The store itself is a symbol of



sustainability in action thanks to its minimal use of materials, flexible furniture, recycled pallets and reusable shelving systems. The result is a place that conserves both resources and budgets, making every item a special discovery.



- 📍 Dossenheim, Germany
- 📏 600 m²
- ✓ Concept, Design, Planning, General Contracting, Manufacture, Installation, Lighting
- ✍ umdasch
- 🏠 Home & Living

hansgrohe FROM SHOWROOM TO EXPERIENCE SPACE

With the opening of its new headquarters in Warwick, hansgrohe sent a strong signal for growth and innovation – and the Store Makers from umdasch were given the opportunity to implement this flagship project. As general contractors, they were responsible for the complete renovation, the coordination of all trades, and the production, delivery and installation of the high-quality shopfitting. A 375 square metre showroom was created to showcase the new product world of hansgrohe and AXOR – from exclusive



bathrooms and kitchens to innovative fittings and showers to the latest innovations in ceramics, furniture and mirrors. Dennis Grünewald, Sales Director at umdasch, is delighted with the successful project: “The opening of the hansgrohe headquarters in Warwick is a good example of the excellent cooperation and commitment of our interdisciplinary teams.”



- 📍 Warwick, United Kingdom
- 📏 375 m²
- ✓ Value Engineering, General Contracting, Manufacture, Installation, Lighting
- ✂️ hansgrohe
- 🏠 Home & Living





Lucid Motors PREMIUM ACROSS THE BOARD

When a brand like Lucid Motors arrives in Frankfurt, it's about more than just a traditional showroom; it's about making a statement. Rather than choosing a sprawling car dealership on the outskirts of the city, the American electric car manufacturer has deliberately opted for an inner-city location. In doing so, it is following the trend for urban flagship stores. The Goetheplatz location speaks for itself: with its central location and cultural significance, the site itself is part of the presentation. Here, the future of motoring meets architectural finesse. The interior of the flagship store lives up to this vision, offering a space that embodies the future. umdasch The Store Makers accompanied the project as general contractor, from complete demolition and technical planning to



high-quality interior construction. The foundation for a harmonious overall experience was laid through the installation of a full-surface drywall ceiling, precise painting and flooring work, custom-fit furniture and the adaptation of the air conditioning and ventilation systems. The result is a brand space that showcases cars and brings design and technology to the fore.

- 📍 Frankfurt am Main, Germany
- 📏 280 m²
- ✓ General Contracting, Installation
- ✂ SPI Società Progettazioni Integrali / Rhizomet
- 🏢 Automotive



ImmoMa SPONTANEOUSLY PLANNED, PRECISELY IMPLEMENTED

What should you do when your office no longer suits the modern working world? For ImmoMa in Dresden, the answer was clear: they needed the GC professionals from umdasch. As general contractor, we took on the conversion of the outdated office space, which covered approximately 700 square metres. We showed spontaneity. The requirement was maximum flexibility in the event of plan changes. As well as dismantling, drywall construction, electronics and integration of the existing structure, our team had to respond to last-minute



requests and technical adjustments once the renovation was already underway. Whatever came our way, we went with the flow. Today, people work there in state-of-the-art office premises. We know that when things don't go as planned, that's when we really excel.



- 📍 Dresden, Germany
- 📏 700 m²
- ✓ Planning, Installation, General Contracting
- 🔧 RKA Architekten
- 🏢 Office



Glogauer Weg / Wolfenbüttel

A CONTRIBUTION TO SUSTAINABLE LIVING

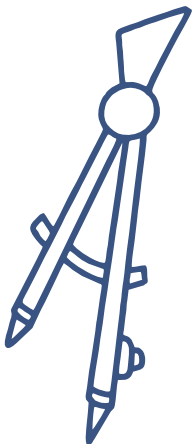
One team, one mission: The KfW 55 standard. If you're unfamiliar with this term, you've probably never had anything to do with thermal renovation. But don't worry – that's what we're here for! Our general contracting team in Wolfenbüttel has demonstrated what can be achieved when building for the future in existing buildings.

Sixty-two residential units in eleven apartment buildings were made fit for the future with the removal of asbestos-containing façade panels, replacement of windows, insulation, electrical work and concrete renovation.





The goal was to improve energy efficiency to the KfW 55 level. Of course, special attention was also paid to the surrounding nature. What about the trees near the buildings? They were left standing – thanks to a specially constructed ring formwork system from our sister division, Doka. The result is sustainable living spaces that have been modernised with foresight by a team that not only renovates, but also thinks ahead.



📍 Wolfenbüttel, Germany
✓ General Contracting
🏠 Real Estate & Shopping Malls

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 conc



cepts

DESIGN CONSULTING
DIGITAL CONSULTING
VALUE ENGINEERING
DESIGN ENGINEERING



A kingdom for children's dreams



Get in touch!
consulting@umdasch.com



Puppenkönig. The exterior, reminiscent of a knight's castle, hints at the adventures that await inside. And these expectations are not disappointed – quite the opposite. In the heart of Bonn's city centre, the Store Makers have breathed new life into the traditional toy shop, Puppenkönig. In doing so, they have created a place that awakens childhood dreams.



From design and shopfitting to digital retail, Puppenkönig and PLAYMOBIL® relied on the combined expertise of umdasch The Store Makers, who transformed their vision of a store that goes far beyond the classic sale of toys into an impressive kingdom of experiences for young and old alike.

"Children rule here" is not just a slogan at Puppenkönig; it's a living reality. As soon as you enter the listed building, it becomes clear that it has been designed with great heart and imagination. The designers at umdasch immersed themselves in the colourful world of PLAYMOBIL® and were able to be children again. Spanning around 800 square metres over three floors, they created a backdrop landscape

that takes young visitors on a journey through inspiring play worlds. Life-size figures, detailed scenes, and interactive elements blur the line between reality and fantasy. Would you like to fight daring battles in the "Novelmore" knight kingdom, or even lock your dad up in the police station? Anything is possible. At Puppenkönig, the kids are in charge.

The individual experience areas are based on the most popular PLAYMOBIL® series and were combined into a coherent emotional hub in numerous joint workshops. The Store Makers impressed with their visionary design, high-quality craftsmanship and digital magic. Interactive screens, sensors, and audiovisual installations transform Puppenkönig



into an interactive gaming experience for all the senses. Using avatars or touchscreens, children can race through space on an intergalactic mission or extinguish burning buildings as firefighters – and feel like heroes in the process.

Another highlight is the specially developed, flexible event stage, which hosts regular shows and events. While the little ones enjoy their own adventures, adults can relax in the doll's kitchen bistro. This makes shopping a relaxed family outing. "It was a particular pleasure for me to work on this project for Puppenkönig and design a concept that appeals to both children and adults. Creative and extraordinary worlds of experience like this are what make my job as a designer at umdasch so exciting. The common goal was to bring the fascinating world of games to life and create an immersive gaming experience," says Maik Drewitz, Director of Shop Consult at umdasch in Duisburg.

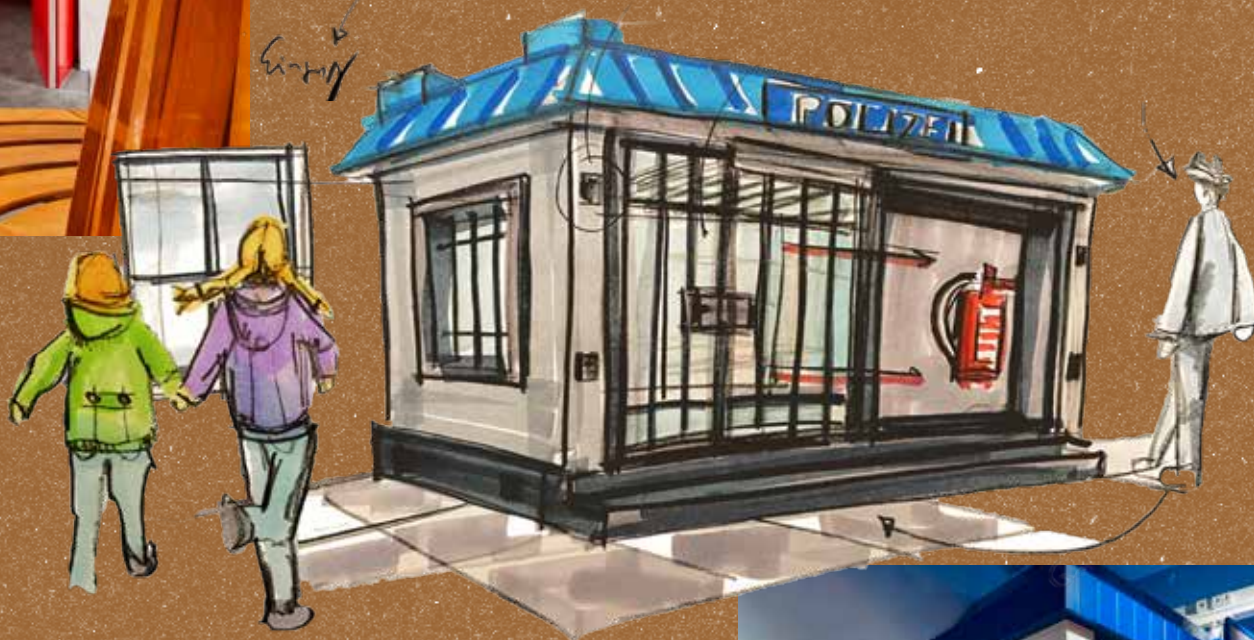
The new Puppenkönig store is a flagship project that showcases the potential of modern brick-and-mortar retail. For children, it is a stage on which they can express themselves. For parents, it is a place to relax.



And for the city of Bonn, it showcases how tradition and innovation can be combined. At the heart of the concept is the experience and discovery of a whole world – namely that of PLAYMOBIL®, Ravensburger® and Co. Today, the traditional Puppenkönig opens its doors not only to customers, but also to adventurers, heroes, magicians and explorers.

- 📍 Bonn, Germany
- 📏 800 m²
- ✓ Concept, Design, Planning, Value Engineering, Manufacture, Installation, Shop Equipment
- Digital Solutions:** Digital Signage, Interactive Applications, Software Development
- ✂ umdasch
- 🛍 Leisure





“Our goal was to create a place where children can play and dream while adults take a deep breath and enjoy themselves.”

ALEXANDER JENTSCH
MANAGING DIRECTOR OF PUPPENKÖNIG



Setur Duty Free MARKETPLACE MEETS DEPARTURE HALL

An airport is a place of both departure and arrival, and this is particularly evident in the shopping experience. For the new duty-free areas in Terminals 1 and 2 at Cologne/Bonn Airport, umdasch The Store Makers has implemented an open, marketplace-like concept that combines regionality, flexibility and sustainability. From the “Cologne bridge green” on the façades to the pink blossoms in tribute to Bonn's cherry blossoms and the sculpture of Cologne Cathedral, every detail tells a story. The Store Makers took on not only the design, but also the shopfitting and general contracting.





Despite the short renovation time in the security area, they created a place with a high quality of stay: seating islands, event areas, modular furniture, digital services and a well-thought-out night closure without classic façades. The result is a travel retail experience that invites visitors to linger as well as shop, and establishes Cologne/ Bonn as a great location.



- 📍 Cologne, Germany
- 📏 1,500 m²
- ✓ Concept, Design, Planning, General Contracting, Manufacture, Installation, Shop Equipment, Lighting
- ✂ umdasch
- 🛍 Travel Retail

Upper Belvedere Museum Shop A STYLISH FINALE FOR GREAT ART

Where Klimt, Schiele and van Gogh are at home, the museum shop also shines. For the Upper Belvedere in Vienna, umdasch The Store Makers designed a retail space that blends into the historic architecture with timeless elegance. A 100 square metre space has been created that combines art and commerce harmoniously, with high-quality materials, a clear design language, and great sensitivity to the location. Particularly elegant are the stone-clad cash desk and

central furniture, which resemble sculptural elements. The entire interior was manufactured and installed by umdasch – precisely, to a high standard and with respect for the cultural context. The result is a shop that not only showcases products, but also adds a stylish finishing touch to the museum experience. It is a shop that demonstrates how art lives on in the details.



- 📍 Vienna, Austria
- 📏 100 m²
- ✓ Concept, Design, Planning, Value Engineering, Manufacture, Installation, Shop Equipment, Lighting
- 🔧 umdasch
- 🛍 Leisure



Doka @Bauma 2025 A TRADE FAIR APPEARANCE OF SUPERLATIVES

A 30-metre-high tower is the centrepiece. Three halls offering an immersive experience. And right in the middle: the Doka brand. For Bauma 2025, the Store Makers developed a trade fair design for their sister division that sets new standards. The zoned hall concept provided both orientation and an experience, taking visitors from an event area with an impressive stage and gigantic scaffolding tower to a product showcase of the latest formwork and digital



solutions and finally to a spacious hospitality zone with 300 seats. Visitors were welcomed into an open atmosphere that strongly conveyed the values of the formwork and scaffolding experts, down to the last detail. For example, the Store Makers realised the Doka fan shop as a turnkey retail space. The modular concept combined brand impact and functionality – and made the construction partner an impressive experience across 4,500 square metres.



- 📍 Munich, Germany
- 📏 4,500 m²
- ✓ Concept, Design, Planning, Value Engineering, Design Engineering, Manufacture, Installation
- 🛠 umdasch
- 🏢 Industrial Brands



nordlicht DINING IN A HYGGE ATMOSPHERE

Following the redesign of the building, the restaurant at dodenhof Kaltenkirchen has also been given a makeover. It also has a name that says it all: “nordlicht” stands for a bright, Nordic feel-good atmosphere, and the restaurant has been designed to be open, friendly and inviting, inspired by the concept of hygge. The new 400 square metres restaurant combines regional cuisine, homemade specialties and a relaxed atmosphere. The various areas, from the barista bar to the market square and the gallery with a view of the atrium, cater for the culinary needs of guests. Different seating and table formats create spaces for everyone, whether you want to sit alone, with a partner or with family. The Store Makers

provided the design, concept and planning for this gastronomic experience, which captures the spirit of the times and welcomes guests of all generations.



- 📍 Kaltenkirchen, Germany
- 📏 400 m²
- ✓ Concept, Design, Planning
- ✂ Dodenhof Posthausen Immobilien und Dienstleistungs KG
- 🍽 Food & Beverage

REWE Motta GROWN WITH CARE

When the first discussions began about the new REWE store in Leutkirch, it quickly became clear: this was not to be an ordinary supermarket. Rather, a place that offers orientation through its design, convinces with its atmosphere, and turns shopping into a pleasant experience. With this vision in mind, umdasch The Store Makers accompanied the project from the very beginning. Not as a supplier, but as a partner on equal footing – providing holistic support from planning through to production and installation of the entire store interior. The result is a store that impresses with its clear structure and thoughtful details. Examples include the individually developed flower and herb shelf, as well as the fruit and vegetable section, which was designed to visibly showcase fresh-

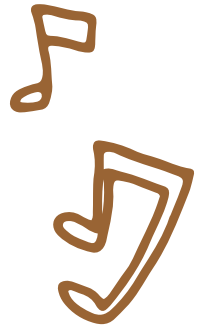


ness and variety. The kiosk area offers space for spontaneous breaks, while the wine section – with its calm, high-quality design – invites customers to browse. Especially charming is the Bakery Box, with its open design and matching signage. It evokes the familiar atmosphere and aroma of fresh pastries, reminiscent of the bakery around the corner.



📍 Leutkirch, Germany
📏 2,295 m²
✓ Concept, Design, Design Engineering,
Manufacture, Installation, Shop Equipment
🛒 Food Retail

Thomann Music Store A SPACE FOR SOUND AND CREATIVITY



When you enter the new Thomann Music Store, you immediately sense that it's not just about instruments – it's about passion. umdasch The Store Makers has created a 690 square metre space that will make any musician's heart beat faster. Each area has its own unique character, from the elegant brass room with velvet-covered chairs to the rock-inspired drum area with an industrial aesthetic. Glass-fronted play areas, flexible shelving systems, digital touchpoints, and well-designed signage make the store a unique experience. Particularly impressive are the room containing 1,001 cymbals and the illuminated tuba funnel at the heart of the brass section. What was the biggest challenge? Every instrument requires its own stage – and umdasch built it. They did so with sensitivity, functionality and a feel for the world of sound.





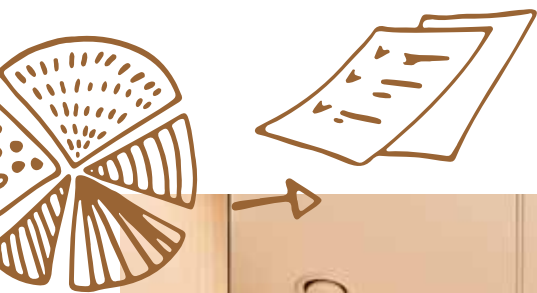
📍 Burgebrach-Treppendorf, Germany
 📏 690 m²
 ✓ Concept, Design
 ✂ umdasch
 🛋 Leisure

Reisebank GOLD MEETS DESIGN

In the heart of Munich, right on Stachus, umdasch The Store Makers has created a Reisebank branch that is more than just a place for trading precious metals – it is an architectural statement of trust, value and discretion. The polygonal floor plan is the design leitmotif, with polygonal shapes running through the walls and materials to create a sense of direction and encourage exploration. High-quality stone-look, oak and white surfaces reflect the exclusivity of the product range.



The room structure enables intuitive navigation and provides spaces for personal consultations. A separate presentation room provides the perfect setting for confidential discussions, away from the hustle and bustle. The new branch is therefore not only a sales area, but also a venue for events and knowledge transfer relating to precious metals. It is a place that radiates competence and gives customers the reassurance that they are in the right place for their valuables.



- 📍 Munich, Germany
- 📏 137 m²
- ✓ Concept, Design, Planning, Value Engineering, Design Engineering, General Contracting, Manufacture, Installation, Shop Equipment, Lighting
- 🔧 umdasch
- 🏪 Retail Banking

FC Bayern Fanshop INDUSTRIAL FLAIR FOR THE BEST FANS IN THE WORLD

In the heart of Munich's old town, just a stone's throw away from FC Bayern World, a new attraction for football enthusiasts opened at the end of 2023: the FC Bayern Fan Store. Across 400 square metres, the Store Makers created a shopfitting concept that reflects the heart and soul of the brand in every detail. Concrete, black elements and warm wood tones come together to create a modern, urban ambience with industrial charm. Existing furniture has been carefully integrated, and new highlights have been strategically placed – such as the oval tables in the centre, which effectively showcase the fan merchandise. Hovering above it all, as an emotional tribute to the club, is an oversized fan



scarf. This is a store that combines tradition with the zeitgeist, inspiring fans of all generations. The Store Makers were responsible for the concept, design, shopfitting and installation. It is the fans, however, who really bring the store to life, hailing from the ranks of FC Bayern Munich.



- 📍 Munich, Germany
- 📏 400 m²
- ✓ Concept, Design, Planning, Value Engineering, Design Engineering, Manufacture, Installation, Shop Equipment
- Digital Solutions:** Concept & Creation
- ✂ umdasch
- 📁 Sports

Leonardi ENJOYING IT TOGETHER MAKES ALL THE DIFFERENCE

What does a place taste like where you can briefly escape the everyday? At the Leonardi Manufaktur in Vienna, this question is answered both culinarily and spatially – with fresh dishes for companies without their own canteen and a well-thought-out spatial concept by umdasch The Store Makers that places enjoyment and community at its heart. From the initial idea through to design, planning and on-site installation, the Store Makers supported the project holistically. The result is a space that invites you to linger – with warm wood tones, colourful accents and a carefully considered layout. In addition to the classic canteen area, umdasch also created a café zone with showroom character for digital modular solutions – flexible, modern and inspiring. This turns employee catering into a shared experience – in a space as individual as the people who use it.



- 📍 Vienna, Austria
- 📏 401 m²
- ✓ Concept, Design, Planning, Manufacture, Installation, Shop Equipment
- 🔧 umdasch
- 🍽️ Food & Beverage

Stadtwerke Amstetten THE FUTURE OF ENERGY WITHIN REACH

The new service point of Stadtwerke Amstetten is a place where the future becomes tangible. The Store Makers from umdasch transformed the former customer area into an innovative energy centre covering around 400 square metres, which goes far beyond providing advice. With the motto “Energy future you can touch”, ecological topics are brought to life through interactive elements, flexible pop-up areas, and open room architecture that encourages interaction. Centrepieces include a “place-and-learn” table, where 3D models convey knowledge in a playful way, and an “eco-house”, which clearly demonstrates how energy can be used efficiently at home. Sustainability is evident in the details too, from drinking fountains and refill stations to modular furniture for changing displays and events.





From the initial idea to implementation, umdasch realised a holistic concept that combines service, education, experience and sales in a contemporary way, demonstrating how the future of the city can be experienced locally.



- 📍 Amstetten, Austria
- 📏 400 m²
- ✓ Concept, Design, Planning, Value Engineering, Design Engineering, Manufacture, Installation
- ✂ umdasch
- 🛠 Service Provider

We make stores happen

PROJECT MANAGEMENT
ENGINEERING
PRODUCTION & PROCUREMENT
LOGISTICS
INSTALLATION & ROLLOUT





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

Knightsbridge's Finest



Get in touch!

projectmanagement@umdasch.com

Harrods. There are places where history is not only on display but also continues to be written. Harrods is one such place. As you stroll through the halls of this world-famous department store, you are immersed in a world of British spirit, architectural splendor, and opulent living. We have supported Harrods with select renovation and modernisation projects for several years. Take a tour of Harrods' latest signature areas to see how this traditional department store showcases itself and how the Store Makers created the setting.

A statement with style
Women's Designer Collections Department

The tour begins in a department that doesn't showcase trends but defines them. The Women's Designer Collections Department brings together the “who's who” of international luxury fashion under one roof. Each label has space to express its own character. Meanwhile, the elegant overall concept, with clean lines, warm lighting, and fine materials such as marble and velvet, creates a sense of harmony. The design allows customers to glide intuitively

through the rooms, past sophisticated shop-in-shop solutions, custom-made furniture, and opulent changing rooms. An embedded pavilion adds architectural accents and gives the department its unmistakable signature. It is a place where you can shop and find inspiration. For umdasch The Store Makers, this project meant the highest precision in planning, production, and assembly, as well as another milestone in its long-standing collaboration with Harrods and the renowned David Collins Studio.



“This project represents the best of both worlds – outstanding design paired with excellent craftsmanship.”

STEPHEN CHAMPION
PROJECT MANAGER
PREMIUM SOLUTIONS



Luxury in festive attire Holiday & Occasions Department

Just around the corner, the journey continues, taking you from premium everyday fashion to clothing for those very special moments. The Holiday & Occasions Rooms are a tribute to excellence. This is evident not only in terms of fashion, but also in terms of design, execution and materials. Spanning around 1,000 square metres, the space features highly polished wood, fine fabrics and striped marble alongside clean lines and carefully curated lighting.

Both areas share the same mission: to provide customers with the perfect outfit. Whether it's for their next trip or a gala evening. With four spacious changing rooms, two luxurious VIP areas and a variety of premium brands, spaces have been created that are both a retreat and a stage.

For the Store Makers, this project was characterised by attention to detail and technical sophistication, involving complex materials, tight timings and the usual high standards. Each piece of furniture was specially designed, manufactured and installed with millimetre precision, bringing David Collins Studio's design and the vision of Harrods to life with the utmost care in planning and craftsmanship.



Timeless beauty in new splendour The Georgian

After shopping comes relaxation. And there's no better place for that than here, where silverware glints on white tablecloths and porcelain clinks softly. It's 4 p.m., time for afternoon tea at the historic restaurant The Georgian.

With great respect for history, the Store Makers at umdasch have extensively revitalised the iconic restaurant on the fourth floor. Now, it once again exudes the elegance for which it was famous. The delicate shades of amethyst and champagne, the restored coffered ceiling, the mirrors with mother-of-pearl inlays, and the custom-made chandeliers all tell the story of the golden era of the 1920s. In collaboration with the renowned David Collins Studio, which was also responsible for the exceptional design concept, the Store Makers have transformed the space into a masterpiece that elegantly captures the essence of Art Deco.

Here, you can enjoy traditional afternoon tea or a special evening of British pies in an ambience that sets standards in terms of both cuisine and atmosphere. In 2025, the Georgian was awarded the prestigious RLI Award for Interior Excellence – an accolade that honours both the design and the Store Makers' masterful execution.



4th Floor
The Georgian

1st Floor
Holiday & Occasions
Women's Designer Collections

Tour de Excellence

What unites all these spaces is more than their location under the Harrods roof. They were all created with uncompromising standards, meticulous execution and a unique experience in mind.

For umdasch The Store Makers, every project within the Harrods transformation is a piece of a living partnership characterised by trust, mutual respect and a shared vision of making retail a stage for the extraordinary.

A tour of Harrods is definitely more than just shopping. It is a journey through style and history, characterised by precise design and craftsmanship.

“It’s always inspiring to work on such iconic interiors – rooms that you simply have to admire.”



ROMAN FUSSTHALER
MANAGING DIRECTOR
PREMIUM SOLUTIONS



📍 London, United Kingdom
✓ Value Engineering, Design Engineering,
Manufacture, Installation
✍ David Collins Studio
🏪 Department Stores

Charlotte Tilbury A BEAUTY WONDERLAND AWAKENS

With the opening of the world's largest flagship store in Covent Garden, Charlotte Tilbury has created a true beauty universe. This dream was brought to life by our Store Makers in collaboration with Charlotte Tilbury's Global Store Design Team and Zebra architects. From the initial idea to the final brushstroke, one thing was clear: this was not to be a classic store. Our task was to translate the magic of the brand design into a physical space, making each customer feeling in their own personal beauty fairy tale. And so, on around 400 square metres, we created a "Beauty Wonderland" that brings together award-winning products and an immersive experience in flawless harmony.

A gently curving pink rainbow guides visitors through the store, while intuitive placement creates moments of discovery and wonder. Highlights such as the new "Pillow Talk Parlour" and the "Beauty Boudoir" create unique spaces that immerse customers in the iconic world of Charlotte Tilbury in private masterclasses.





The crowning glory: Charlotte Tilbury's very first Skin Spa – an exclusive area for facial treatments.

For us, this project was much more than a store relaunch. It is the physical manifestation of Charlotte Tilbury's vision: to express beauty and create a place where every visitor leaves as the most beautiful and confident version of themselves.



📍 London, United Kingdom
 📏 400 m²
 ✓ Value Engineering, Design Engineering,
 Manufacture, Installation
 ✂ Charlotte Tilbury & Zebra Architects
 🛒 Health & Beauty



HOUSE OF SILHOUETTE

THE DECISIVE EYE FOR DETAIL



When the Silhouette Group began planning its first Brand Experience Store, we knew: this would be more than just shopfitting. It would be an experience – a true statement set within the historic Palais Herberstein. Here, craftsmanship, high-tech and brand identity merge into a store experience of the highest calibre. Together with the Ippolito Fleitz Group, we created a world of experience centred entirely around the theme of “seeing”. And our range of services is equally worth seeing – in this project, it spanned from general contracting and shopfitting to digital retail. At the entrance on the ground floor, a 30 square metre LED wall presents brand content in brilliant resolution, setting the tone for a phygital shopping experience from the very beginning. Upstairs, the virtual try-on station allows customers to digitally try on various eyewear models – even those not physically available on site.





Sustainable materials such as ECHOJAZZ, made from recycled PET, underline our commitment to long-lasting shopfitting. The original staircase of Palais Herberstein was stylishly integrated and leads to the brand world with a refraction room nestled within the stairwell. A project that shows how umdasch is taking retail into a new dimension.



- 📍 Vienna, Austria
- 📏 300 m²
- ✓ Value Engineering, Design Engineering, General Contracting, Manufacture, Installation, Shop Equipment, Lighting
- Digital Solutions:** Digital Signage
- ✂ Ippolito Fleitz Group GmbH
- 👓 Opticians



Aranyani A STORE LIKE A FOREST CLEARING

In the heart of London's elegant Mayfair district, a new world opened in early 2023 – shimmering green, natural and yet luxurious. The first Aranyani flagship store, from India's first international luxury handbag brand, is unlike any conventional shop; it is a tribute to nature. Inspired by the “goddess of the forest,” the store's design by Kinnersley Kent Design combines sustainable materials, precision craftsmanship and spiritual symbolism.

umdasch The Store Makers was responsible for general contracting, value engineering and shopfitting, creating a modern forest landscape from clay, British stone, Irish marble and recycled oak. Sculptural shapes, changing lighting moods and sophisticated details come together to create a space that showcases elegant accessories and brings the brand's values of timelessness, closeness to nature and elegance to life.



- 📍 London, United Kingdom
- 📏 130 m²
- ✓ Value Engineering, General Contracting, Manufacture, Installation
- ✂️ KKD - Kinnersley Kent Design
- 🛍️ Fashion & Accessoires

Nike House of Innovation A LANDMARK FOR THE FUTURE OF SPORTS RETAIL

After New York and Shanghai, it's the turn of Paris. On the world-famous Avenue des Champs-Élysées, Nike is presenting its vision for the store of the future with its third House of Innovation, the first of which is located in Europe. This flagship store offers an immersive experience combining digital tools, modular concepts, and coherent storytelling, setting it apart from a traditional retail store. For the Store Makers at umdasch, the project was as prestigious as it was challenging.



In the midst of strict travel restrictions and logistical challenges, maximum flexibility was required. However, the team delivered, providing design engineering, value engineering, shopfitting, and assembly from a single source. The result is a modern retail design landmark that showcases Nike athletes and offers the community a space for inspiration. It's proof of what's possible when innovation meets athletic determination. It's also another reason to visit the most beautiful avenue in the world.



📍 Paris, France
📏 2,400 m²
✓ Planning, Value Engineering, Design Engineering, Manufacture, Installation
👉 Nike
👉 Sports

Gebr. Heinemann Plaza MARKET FLAIR FOR SOUVENIRS

A touch of Vienna's Naschmarkt, spanning 2,000 square metres. Located right in the middle of Vienna Airport, the Store Makers' expansion of the Gebr. Heinemann duty-free store has created Austria's largest travel retail shop. Pavilion-like market stalls inspired by Vienna's most famous gourmet mile divide the space. Finishes in rosé bronze, terrazzo, oak and marble create a luxurious ambience for sneakers, sunglasses, niche fragrances and more. Particularly popular are regional specialties and fine souvenirs “Made in Austria”.

In just six months of construction, the Store Makers from umdasch implemented the project in several phases, providing comprehensive project management, precise shopfitting and great attention to detail. The result is an immersive shopping experience that combines aesthetics and functionality, inspiring travellers from the moment





they set foot inside. This is another chapter in a successful partnership and a flagship project for travel retail at Vienna Airport.

“The result is a truly impressive shop that fully meets our high standards of design and functionality.”

JUAN HILDEBRAND
HEAD OF DESIGN CONCEPT
AT GEBR. HEINEMANN



- 📍 Vienna, Austria
- 📏 2,000 m²
- ✓ Value Engineering, Manufacture, Installation
- ✂ Gebr. Heinemann
- 🛍 Travel Retail

La Moda Bernado A PIECE OF ITALY IN VORARLBERG

When Italian lifestyle meets Austrian craftsmanship, the result is La Moda Bernardo. Just in time for spring, the Store Makers transformed the traditional building in the heart of Dornbirn into a stylish fashion destination with a Mediterranean soul. Drawing inspiration from the Sicilian island of Pantelleria, the home of the owners, materials such as natural stone, bamboo and rough porcelain stoneware bring sunshine, lightness and authenticity to the space. Arched shapes characterise the architecture, and a floor-to-ceiling olive tree connects the two storeys. The changing rooms resemble an Italian piazza, and the checkout area is reminiscent of a charming café. Complimentary fragrant espresso and a special farewell at the checkout are included. From the first sketch to the last screw, the Store Makers at umdasch took care of the concept, design, general contracting and shopfitting, creating a place that not only showcases fashion, but also tells a family story. It is a store as warm and full of character as the people behind it.





“At La Moda Bernardo,
we combined
thoughtful zoning
with emotional brand
staging to create a
very special atmosphere.”



JULIA MITTEREGGER
SHOP CONSULT DIRECTOR
PREMIUM SOLUTIONS



- 📍 Dornbirn, Austria
- 📏 350 m²
- ✓ Concept, Design, Planning, General Contracting, Value Engineering, Manufacture, Installation, Lighting
- ✍ umdasch
- 🛍 Fashion & Accessories

adesso WHERE WORK MEETS ATMOSPHERE

A place that can do it all: offering retreat and exchange, concentration and creativity. For IT service provider adesso, the Store Makers from umdasch carried out the complete interior design of the new office in Nuremberg, which covers 4,600 square metres in the middle of the Seetor City Campus. The heart of the building is on the fifth floor, where employees can enjoy a gaming room and a lounge-style break room with a flexible bar. These rooms are ideal for relaxation, but can also be used for events or training courses.





Despite the large rooms and high ceilings, well-considered acoustic solutions ensure peace and quiet throughout. Custom-made built-in furniture, kitchenettes and lockers complete the modern working environment.

This is an office that not only promises New Work, but truly lives it.



- 📍 Nuremberg, Germany
- 📏 4,600 m²
- ✓ Manufacture, Installation
- ✂️ raumkontor
- 🏢 Office

Smartseller, Nuremberg Airport TRAVEL RETAIL REIMAGINED

Smartseller is opening up a new dimension of travel at Nuremberg Airport: across 1,100 square metres, duty-free shopping, high-quality dining and regional flair come together to create an experience that goes far beyond classic travel retail. umdasch The Store Makers took on the entire project management for the shopfitting and ensured smooth implementation with furniture, catering elements and striking light sculptures. Highlights include the central wine bar, a beer garden complete with real barrels, and a spacious spa area dedicated to perfumes and cosmetics, making the store a place to meet people, find inspiration, and unwind. Flexible enjoyment isles, elegant shelving systems and impressive lighting create both orientation and atmosphere.





With Smartseller, The Store Makers are building on their many years of expertise in travel retail and realising a concept that inspires, surprises and welcomes modern travellers alike – whether they want a quick coffee on the go or an enjoyable end to their journey.



- 📍 Nuremberg, Germany
- 📏 1,100 m²
- ✓ Manufacture, Installation, Shop Equipment, Lighting
- 🔧 Smartseller
- 🛒 Travel Retail

We produce shop equipment

SHELVING SYSTEMS
FREESTANDING SYSTEMS
BESPOKE FURNITURE
POP

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



From timber to tech



Get in touch!
shopequipment@umdasch.com

Toyota. Nowadays, the shopping experience is almost as important as the product itself. For the world's largest car manufacturer, this was reason enough to rethink its showroom design. Toyota aims to roll out its new retail concept across the European market by 2027, collaborating with umdasch The Store Makers on the project. As part of the collaboration, more than 900 showrooms have already been completed in a total of 25 countries within around three years.



So, what makes a showroom today? For Toyota, the answer is clear: it must be more than just a place where cars are displayed. It must be a space that inspires, invites and brings the brand to life. With this in mind, Toyota launched one of the most ambitious retail projects in Europe, finding an ideal partner in umdasch The Store Makers to implement it, among others. What followed was a joint journey spanning the whole of Europe.

We are well versed in large-scale rollout projects, but this one is definitely amongst the most remarkable. Our international shopfitting team travels across Europe, distinguishing itself as a reliable partner as

always. "We expect to pass the 1,000 mark before the end of this year," says Ladislav Lána, General Manager of Sales at the Litomyšl production site. In the heart of the Czech Republic, production capacity has doubled in just one and a half years, thanks to new halls, modern machinery and a passionate team. When it comes to precision, speed and international logistics, umdasch is in its element.

"Comprehensive rollouts are our speciality," confirms Mr. Lána, whose customers include numerous world-renowned brands such as Toyota. The automotive industry is clearly on the move, not only in terms of testing and developing alternative engine technologies.



- Europe
- Value Engineering, Manufacture, Installation, Rollout, Shop Equipment, Lighting
- Endorfine Architects - Bratislava
- Automotive

A new era of vehicle presentation has also begun, with showrooms currently experiencing a renaissance thanks to a variety of concepts. The common denominator is a maximum quality of stay and a shopping experience that puts the respective brand noticeably in the foreground. The focus is always on the customer and their desire to find their ideal vehicle.

The new concept offers many ways to experience the Toyota brand and its vehicles. At the heart of every showroom is the central “Customer Hub”, which invites visitors on a journey of discovery in an atmosphere that is more lounge than showroom. Surrounded by warm wood tones and inviting seating, buying a car here becomes a relaxing experience. The monumental LED “HERO wall” acts as a portal, allowing visitors to further immerse themselves in the world of Toyota. As the shopfitting partner, umdasch is responsible for the production and assembly of the furniture, which is much more than mere fittings – it is a symbol of a retail evolution. The result is a space that promises to make every visit to the showroom an unforgettable experience.

And what about the vehicles? They complement the feel-good atmosphere, providing space to make an impression and be explored as part of the overall experience. They almost feel like they're in your living room, where you can sit back, relax, and unwind from the stresses of the day – immersing yourself in another world and escaping the hustle and bustle of everyday life. With this project, Toyota is showing that buying a car today is different – it's emotional, relaxed and brand-strong. The Store Makers are demonstrating how such visions can be realised from Kazakhstan to Portugal.



“There’s always something special about experiencing our completed projects in real life. A huge thank you to our client Toyota for trusting us with such a comprehensive project.”

SILVIO W. KIRCHMAIR,
CEO OF UMDASCH THE STORE MAKERS,
CONGRATULATES ON THE 500TH
SHOWROOM COMPLETED NEAR
AMSTETTEN, THE HEADQUARTERS OF
THE UMDASCH GROUP AND UMDASCH
THE STORE MAKERS.

EDEKA Didis FRESHNESS MEETS SMART TECHNOLOGY



At the EDEKA Didis store in Kürnach, umdasch The Store Makers demonstrates how modern shopfitting solutions can revolutionise everyday operations in retail. As a pilot project, the first Smart Bakery Box went live here – a three-metre-long fixture that not only presents fresh, unpackaged baked goods, but also thinks ahead. Equipped with precise weighing sensors, the box communicates directly with the AI-powered software from AIPERIA. Every change in weight is analysed in real time to calculate exactly which products need to be restocked or freshly baked. This keeps shelves fresh, reduces returns, and provides staff with clear, digital action recommendations. umdasch handled everything from technical equipment to integration into the store environment – and created a piece of furniture that combines freshness, efficiency and digital intelligence. A successful example of how retail is being reimagined through smart solutions.





“Our goal with the Smart Bakery Box is to digitalise, optimise and make key processes in food retail more efficient.”



NINA CHRISTANDL
PRODUCT MANAGER
MULTISTORE SOLUTIONS



📍 Kürnach, Germany
✓ Value Engineering, Manufacture,
Installation, Shop Equipment
🍽️ Food & Beverage

Coop Megastore XXL SHOPPING EXPERIENCE

At the Coop megastore in the Centre Bahnhof Biel-Bienne, shopping becomes a journey of discovery. Across 5,000 square metres, a market experience unfolds with character – from the scent of freshly baked bread to the atmospherically staged “wine cave”. For the team at umdasch The Store Makers in Switzerland, this was the largest project to date in the country. It fitted out the store based on Coop's concept: with natural materials, clever custom solutions and a keen sense for the right atmosphere. The shopfitting specialists were responsible for planning, implementing bespoke elements, as well as producing and installing numerous fixtures. Wood panelling and thoughtful design features run like a

common thread throughout the store, creating a warm and welcoming atmosphere.



- 📍 Biel, Switzerland
- 📏 5,000 m²
- ✓ Planning, Value Engineering, Manufacture, Installation, Shop Equipment
- 🍷 Food & Beverage



dm drogerie markt Österreich FROM CUSTOM SOLUTION TO STANDARD

Our collaboration with dm drogerie markt Österreich continues to show: when passion for outstanding shopfitting meets mutual trust, great things can happen. A prime example: our Liquid Dispenser, which now offers customers throughout Austria and in neighbouring Central and Eastern European countries a sustainable way to avoid plastic in everyday life. From custom solution to standard fixture – you could almost call it the motto of our shared journey. The latest addition: the Beauty Isle, a presentation unit in the beauty and cosmetics section that takes product staging and visual emphasis to a whole new level. What does this mean for the Store Makers? Annual refurbishment of around 200 stores, countless shelf



metres, and projects in 12 European countries – during more than 30 years of collaboration. A special highlight to close out 2025: the replacement of counters for decorative cosmetics in around 360 stores across Austria, managed by 12 installation teams travelling the country.



- 📍 Europe
- ✓ Value Engineering, Manufacture, Installation, Rollout, Shop Equipment
- 🏠 Health & Beauty

SPAR SHOPFITTING MADE TO MEASURE



When it comes to shopfitting for the food retail sector, SPAR Group Austria has relied on umdasch The Store Makers for more than six decades. What began as a partnership has grown into a well-established collaboration – built on trust and a spirit of innovation.

Whether it's Spar Markt, SPAR Gourmet, EUROSPAR, INTERSPAR, or SPAR express outlets integrated into petrol stations:

umdasch completes around 100 projects per year for the SPAR Group – from small local stores to large hypermarkets. The range of services spans from standard and bespoke shelving elements for fresh produce, delicatessen, and convenience areas to bakery corners, checkout counters, and modern grab-and-go concepts. umdasch's rollout expertise is also in demand for international projects in Slovenia, Croatia and Hungary.





Every retail format brings different requirements for shopfitting. What's needed is a balanced combination of precision and flexibility.

This is where the company's strengths shine: custom furniture development, precise project planning, smooth logistics and professional installation – all from a single source, locally based in the heart of Europe. This is shopfitting that not only works – it inspires.



- 📍 Europe
- ✓ Value Engineering, Manufacture, Installation, Rollout, Shop Equipment
- 🛒 Food & Beverage

Fressnapf / Maxi Zoo MODERN SHOPFITTING FOR ANIMAL LOVERS

When the love for animals meets thoughtful design, a place like the Fressnapf store in Graz is born: bright, well-structured, welcoming – and full of heart. This is where the story begins of a store concept that goes far beyond traditional shopfitting. From the meat corner in market-stand style to the consultation module shaped like a house – umdasch The Store Makers realised spaces that



foster closeness and take customer needs seriously. Shelving is deliberately kept low, walkways are spacious, orientation is clear. What began in Graz is bearing fruit: new stores are opening in five other countries – in the Netherlands, for example, under the name Maxi Zoo – equipped with furniture “made in Austria”. umdasch is supporting the international rollout as a reliable interior fit-out partner, with experience, passion and a keen sense for the special moments between humans and animals.

The service consultation module offers consumers an inviting atmosphere to engage with store staff and receive valuable advice.



- 📍 Europe
- ✓ Value Engineering, Manufacture, Rollout, Installation, Shop Equipment
- ✍️ Concept design by Fressnapf
- 🛒 Animal Supplies



Light wood combined with dark industrial-style elements – with the rollout of its new Future Store concept, the Fressnapf Group is embracing modern flair and clear orientation.



BILLA PARTNERSHIP FOR EVERYDAY NEEDS

What do the weight of 180 elephants and the length of around 950 football pitches lined up end to end have in common? They give a sense of the scale of work umdasch The Store Makers has carried out for REWE Group projects over the past three years alone – namely around 1,100 tonnes of processed sheet steel for shelving units and nearly 100 kilometres of upright profiles for



Profiling zones such as fruit & vegetables or the wine section often stand out with unique design elements.

customers BILLA, ADEG, Penny and BIPA. How many projects does that represent? Around 450 – including numerous highlights across different retail formats. These include the first BILLA CORSO in Linz, a unique wine shop inside BILLA CORSO in Vienna-Döbling, and the new BILLA PLUS Beauty Zone not far from the Umdasch Group headquarters in Amstetten (AT). Overall, everything from the 60 square metre BILLA BOX to the BILLA PLUS



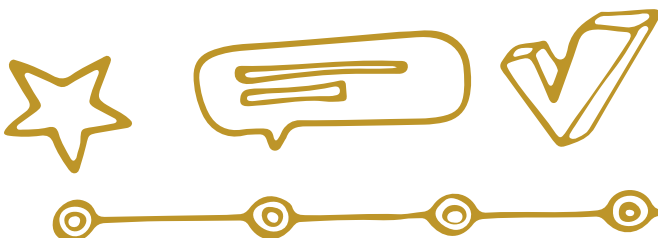


The opening of the first Beauty Zone marks a milestone in the evolution of the drugstore shopping experience within Austrian food retail.

with over 3,000 square metres is included – and additional projects in other countries such as Slovakia, Czechia and Bulgaria. But beyond the numbers, what's even more impressive are the solutions with which the Store Makers have supported the REWE Group as a shopfitting partner for over 50 years.



These range from basic shelving, bake-off systems, customised profiling zones and efficient checkout areas to bespoke special solutions. So chances are good that you've experienced umdasch during your daily shop.



- 📍 Europe
- ✓ Design, Value Engineering, Manufacture, Installation, Rollout, Shop Equipment
- 🛒 Food & Beverage

LM Energy WELCOME TO THE PETROL STATION OF THE FUTURE

What used to be a quick stop to fill up with fuel now has much more to offer: Together with LM Energy, umdasch The Store Makers is realising petrol station shops that go far beyond fuel and snacks. With a fine sense for functionality and customer needs, a place is created that invites people to linger – with a lounge area, curated product range and digital features. Three locations were successfully completed by umdasch as interior fit-out partner in 2024, impressing with high-quality materials, thoughtful spatial planning and an atmosphere that combines comfort and style. While the car charges, customers enjoy coffee, browse the wine shelves or simply relax. umdasch contributes not only decades of shopfitting expertise, but also innovation and a spirit of partnership – for retail solutions that shape the future.





“All in all, we want to keep evolving, regularly adapt our store concept and have found in umdasch a partner who supports us in doing so. With lots of experience, ideas and sensitivity. And when it comes to execution, umdasch is certainly a leader!”



MARKUS LEIKERMOSER
MANAGING DIRECTOR LM ENERGY



- 📍 Austria
- ✓ Value Engineering, Manufacture, Installation, Shop Equipment
- 🏪 Petrol Stations & Convenience Stores

Omoda & Jaecoo SPACE FOR NEW PATHS

When new brands enter the market, they need more than great vehicles – they need spaces that express identity. For the Asian car manufacturer Chery, umdasch The Store Makers has created exactly such spaces: showrooms that not only present the Omoda and Jaecoo brands, but make them tangible. More than 30 locations have already been completed in the Czech Republic and further European countries – from façade design to interior furnishings. The team in Litomyšl handled planning, production and installation – with a keen sense for brand identity and technical sophistication. A specially developed lightweight façade, a visitor orientation concept, and LED lighting control as a visual highlight turn these showrooms into places where mobility becomes

tangible. This creates a brand experience that doesn't need to be loud to leave a lasting impression – but is thoughtful, high-quality and future-oriented.



📍 Czech Republic
 ✓ Concept, Design, Planning, Value Engineering, Manufacture, Installation, Rollout, Shop Equipment, Lighting
Digital Solutions: Digital Signage
 🏠 Automotive



KIA SHOPFITTING THAT MAKES THE BRAND TANGIBLE

Buying a car shouldn't feel like an appointment – it should feel like an experience. With Kia's new store concept, that's exactly what becomes possible. Together with the Dealer Development Team of Kia UK and design partner Brand Twenty Two, umdasch The Store Makers is supporting the Europe-wide rollout of the



new brand identity – from technical planning and furniture production to on-site implementation and installation. In eleven countries, a spatial concept is being implemented that reimagines the car-buying experience: homely, high-quality, future-oriented. The showroom is divided into two worlds: a bright, futuristic display area and a warm, inviting customer zone with lounge furniture, wood décor and the illuminated Infinity Loop as its centrepiece. Here, processing technology meets atmosphere, consultation meets connection. More than 300 completed showrooms already form the kind of space that not only showcases vehicles, but builds trust. A place that proves: mobility begins with a good feeling.



- 📍 Europe
- ✓ Value Engineering, General Contracting, Manufacture, Installation, Rollout, Design Engineering
- 🔗 Brand Twenty Two
- 🏠 Automotive

BILLA Self-Checkout SHOPPING MADE SIMPLE

It all started with an idea: shopping should feel effortless. No queues, no stress – just scan, pay, and go. Together with shopreme, umdasch The Store Makers turned this vision into reality for BILLA. The result: a self-checkout ecosystem that guides customers through their shopping journey using their own smartphone – intuitive, fast, and entirely at their own pace. For retailers, this means more flexible staffing and therefore greater efficiency. At the heart of it all is the interplay between hardware and software – the Scan & Go app and the smart employee app from shopreme, as well as the exit terminal from umdasch The Store Makers – a system that not only optimises processes, but builds trust.

Already a reality in selected BILLA stores in Vienna, Lower Austria and Styria, it offers a glimpse into the future of retail: digital, simple, yet human.



- 📍 Austria
- ✓ Manufacture, Installation
- 🏪 Food Retail

Česká spořitelna LONG-TERM ROLLOUT SUCCESS

When Česká spořitelna began redesigning its branch network across the Czech Republic in 2016, the Czech team of umdasch The Store Makers was part of this special journey from the very beginning as an interior fit-out partner. With precision, reliability and a deep understanding of complex rollout processes, 125 locations have since been realised – each one unique and a testament to the power of collaborative execution. What started as a project has grown into a long-term, trust-based partnership. Because quality is never left to chance – it is the result of attitude and craftsmanship. A project where the DNA of the Store Makers is truly tangible.



- 📍 Czech Republic
- ✓ Concept, Planning, Value Engineering, General Contracting, Manufacture, Installation, Rollout, Lighting
- 🏪 Retail Banking

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.

CONCEPT & CREATION
RETAIL TECHNOLOGY
POS MANAGEMENT
SUPPORT & OPERATION
UMDASCH EXPERIENCE PLATFORM



Communication to the point.



Get in touch!
digitalretail@umdasch.com

Circle K. What used to be a quick stop is now a stage for digital brand communication. Since 2021, umdasch The Store Makers has been supporting the digital transformation of Circle K (former TotalEnergies) petrol station shops – with over 7,000 displays across more than 800 locations in Germany.



What began as a technical rollout has become a finely orchestrated experience: Customers are guided through the shop via five digital touchpoints, with high-impact content that informs, inspires and activates: With the custom-developed Screen Controller and a scalable service package, umdasch ensures maximum availability and brand-consistent communication.

The next step? Our Digital Retail team has taken over full content management and now acts as a partner from design to deployment – and beyond. Together with Circle K, a digital ecosystem is emerging that redefines convenience: fast, relevant and personalised. A project that shows how displays tell stories and technology simplifies processes.



📍 Germany
✓ **Digital Solutions:** Concept & Creation,
Installation, Digital Signage, Rollout,
Maintenance & Support
🏪 Petrol Stations & Convenience Stores

Audi & Volkswagen WELL INFORMED

What does progress feel like? For Audi and Volkswagen, it begins at the point of sale – with information stands that set new standards in customer communication thanks to the harmonious interplay of functionality and design. In collaboration with the renowned car manufacturers, umdasch The Store Makers contributed to the development of this solution as a hardware partner – with the aim of creating a digital touchpoint that goes beyond simply conveying information.



“The information stands are an example of the future of retail. They combine state-of-the-art technology with appealing design, creating a unique customer experience.”



BERND ALBL
MANAGING DIRECTOR
DIGITAL SOLUTIONS



📍 Europe
✓ Planning, Manufacture
Digital Solutions: Digital Signage
🏠 Automotive



With their minimalist, elegant silhouette and integrated touchscreen, the stands fit perfectly into the showrooms of both car brands and reflect the modern, high-quality character of the brands and their vehicles. This offers customers a playful, intuitive way to find out about the latest vehicle models.

From Store Makers' perspective, the project impressively demonstrates how a customised prototype was turned into a production-ready product that is manufactured in large quantities and premium quality. The housing was developed by the umdasch Digital Solutions team and produced with the highest precision at the Store Makers' largest production site in Leibnitz (AT).

1. FC Union Berlin FAN CULTURE YOU CAN FEEL

Since May 2025, a fan world with unique digital highlights has been making the hearts of fans and those who want to become fans beat faster in the middle of Berlin's ALEXA shopping centre: The new Union-Zeughaus is more than a fan shop – it's a place where fan culture becomes visible, audible and tangible. For 1. FC Union Berlin, umdasch The Store Makers has created a store concept that combines digital solutions and emotional brand engagement across 250 square metres. At the centre is a well thought-out digital concept consisting of an LED platform with dynamic content and video rails along the product zones.



The digital experience is enhanced by a photo booth in the style of Berlin's iconic boxes with a Union background and announcements from the stadium announcer, as well as a configurator for customised fan merchandise and the "Trikotschmiede", where fans can personalise their jerseys and follow the creation process live.





umdasch did not just supply the technology: the overall concept and design resulted in a store that translates Union's DNA into space, material and function

– authentic, flexible and crafted with attention to detail. A place that shows how digital solutions can create real added value – seamlessly integrated into a coherent overall concept.



- 📍 Berlin, Germany
- 📏 250 m²
- ✓ Concept, Design
- Digital Solutions:** Digital Signage, Concept & Creation
- 🏆 Sports

Telefónica FIRST IMPRESSIONS COUNT

Digital communication at the point of sale often begins with the very first moment of eye contact between a brand and its audience. That's exactly where the collaboration between umdasch The Store Makers and Telefónica Germany comes in. Since 2017, umdasch has supported over 500 locations with the goal of strategically leveraging the potential of digital media for high-impact promotional spaces at the point of sale. With the Attract stand, developed by umdasch, a new digital signage highlight has entered Telefónica Germany's stores. It can be

used for advertising on both sides: One screen addresses passers-by through the shop window, while easily interchangeable magnetic panels on the rear side display current campaigns inside the store.

If needed, the stand also enables dual-sided product presentation or the integration of an additional screen – a true





multi-talent in the retail environment. The stand is another building block in the broader collaboration. The Digital Retail specialists at umdasch are responsible for installation, execution and documentation of digital signage solutions – including seamless system integration into the umdasch eXperience Platform and ongoing maintenance for consistently reliable performance.



hello



- 📍 Germany
- ✓ **Digital Solutions:** Planning, Digital Signage, Rollout, Maintenance & Support
- ✍️ hartmannvonsieenthal the brand experience company GmbH
- 🏠 Telecommunications

hagebau WHEN BRAND MESSAGES BECOME TRULY VISIBLE

Equipping large store networks with brand communication that is both consistent and locally adaptable was long considered nearly impossible – especially given the variety of advertising options available at local level. In modern retail, that's no longer a problem – as the Digital Retail specialists at umdasch know well. What does it take? A comprehensive digital signage concept, like the one developed for the hagebau Group, which sets new standards. Modern screens deliver high-impact product presentations – flexible, inspiring and perfectly tailored to the needs of industry partners and customers. At the heart of the system is the Dealer App, developed by umdasch: an intuitive software solution that allows store staff to easily adapt content themselves –

no prior knowledge required, but with maximum impact. This ensures that centrally managed content always finds its way to the local screen.

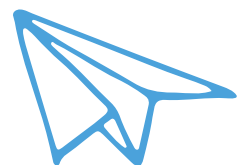


📍 Germany & Austria
 ✓ **Digital Solutions:**
 Installation, Digital Signage
 🛠️ DIY

Miles & More Worldshop RETAIL EXCELLENCE FOR THE HIGHEST STANDARDS

A store that transforms like a work of art – that's exactly what the Worldshop in the Lufthansa First Class Terminal at Frankfurt Airport represents. For Miles & More, and in collaboration with Heinemann, umdasch The Store Makers has created a retail space that blends digital innovation with an exclusive ambience. Particularly impressive: the LED cubes and screens, synchronised to immerse the space in ever-changing experiential worlds. Content flows across ceilings and walls, transforming the atmosphere in real time and turning the store into a stage. Complemented by interactive touchpoints, a cross-channel shopping experience emerges – one that inspires and informs. For this project, umdasch delivered a comprehensive package that goes far beyond digital highlights:

From concept and design to shopfitting, lighting design and general contracting, including the integration of sustainable materials and modular furniture – the entire project came from a single source. This is how retail becomes an experiential space – one that adapts flexibly and showcases brands at the highest level.



- 📍 Frankfurt/Main, Germany
- 📏 80 m²
- ✓ Concept, Design, Planning, Value Engineering, General Contracting, Manufacture, Installation, Lighting
- Digital Solutions:** Digital Signage, Interactive Applications
- 🏪 Travel Retail

PALFINGER A HOLISTIC BRAND EXPERIENCE

From the moment you enter the PALFINGER World in Lengau, it's clear: this is where brand and experience merge into a modern retail highlight. At the heart of this staging is the first PALFINGER fan shop – developed and realised by umdasch The Store Makers. With a holistic approach that combines design, shopfitting, general contracting and above all digital solutions, a space was

created that is far more than just a shop. Interactive touchpoints, RFID-controlled display cases, transparent screens and digital price tags with personalised content make the global brand intuitively tangible. Visitors can explore products digitally, access content in real time and stay informed about changing promotions. The digital infrastructure was seamlessly integrated into the architectural concept – a prime example of umdasch's innovative strength in the retail of the future.



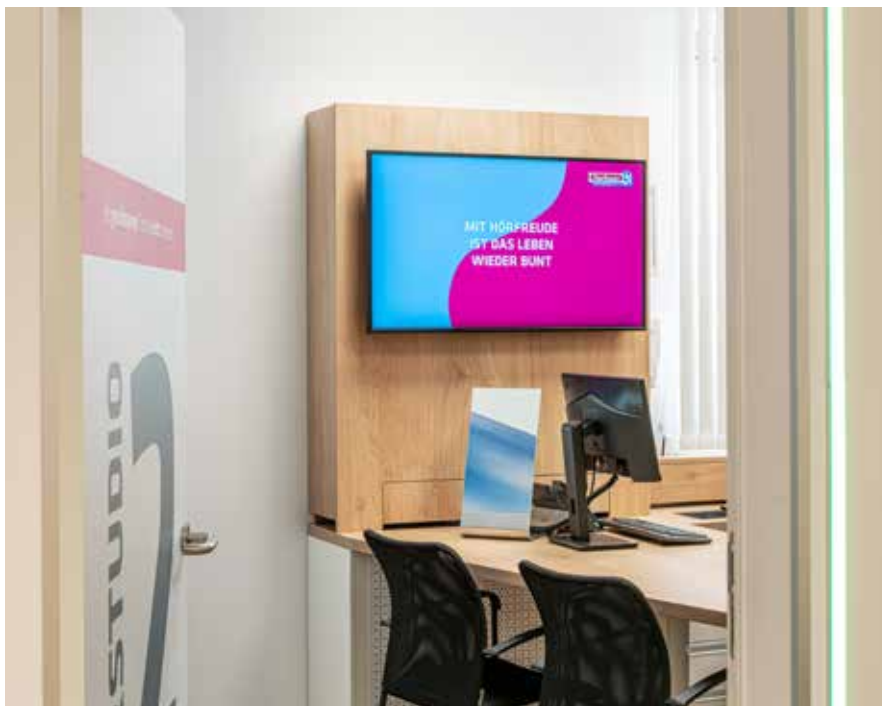
- 📍 Lengau, Austria
- 📏 45 m²
- ✓ Concept, Design, Planning, Value Engineering, General Contracting, Manufacture, Installation, Lighting
- Digital Solutions:** Digital Signage, Electronic Shelf Labeling, Interactive Applications
- ✂ umdasch
- 🛍 Industrial Brands



Hartlauer THE RIGHT MESSAGE IN THE RIGHT PLACE

Digital communication at the point of sale doesn't need to be loud – but it must be clear, flexible and efficient. That's exactly what umdasch The Store Makers delivers for the Austrian family-owned company Hartlauer. As part of an ongoing digital signage rollout, more than 80 stores have already been equipped with modern screens. The goal: to visually structure

the various departments – from photography and optics to hearing aids – and to display targeted product information. Content can be managed centrally and adapted to each location, ensuring a consistent brand image while also making daily operations easier for staff. Our digital experts provide not only the right hardware, but also the technical integration and the know-how for smooth implementation.



- 📍 Austria
- ✓ **Digital Solutions:** Digital Signage, Interactive Applications, Rollout, Maintenance & Support
- 📦 Consumer Electronics

Innovat Tre

tions &
nds

Checkout Zone of the Future

**THESES FOR THE
MODERN CHECKOUT**



Constant change defines the present. A challenge faced by many companies, including those in the retail sector. One area that has increasingly come into focus is the checkout zone. Innovative technologies such as modern self-checkout systems, Scan & Go, or Grab & Go are challenging the status quo – offering the prospect of streamlined processes, cost savings, and enhanced customer experiences

The traditional checkout zone has passed its peak.

Today's consumers have more diverse and individual expectations than ever before – a rigid checkout process no longer meets their needs. Instead, we are witnessing a period of transformation, in which innovations are playing a key role in shaping the evolution of the checkout area. However, this transformation takes time: an immediate shift would be too abrupt and overwhelming for many. What truly matters is the harmonious interaction of all touchpoints.

In this context, modern checkout solutions are gaining importance – solutions that integrate seamlessly into a holistic store design concept. **The future lies in a holistic approach**, where software, hardware, and spatial design form a symbiotic relationship.

“Consumers expect a fast and efficient checkout process.”



NINA CHRISTANDL
PRODUCT MANAGER
MULTISTORE SOLUTIONS



Once this ecosystem operates smoothly, both retailers and consumers benefit from tangible advantages. **At the heart of this lies the global IT infrastructure:** it must be capable of processing vast volumes of data while remaining agile enough to adapt to new demands. This technological foundation opens up new opportunities for value-added services at the physical point of sale.

A well-thought-out omnichannel strategy brings offerings such as Click & Collect directly into the store – introducing new requirements for product placement and cross-selling. By intelligently leveraging customer data – whether via apps or anonymised shopping behaviour – the customer journey can be personalised, allowing tailored offers to be delivered with precision.

Yet amid all this digitalisation, one essential element must not be lost: human connection. The growing shortage of staff highlights just how much consumers value interpersonal interaction. Here too, transformation is a gradual process.



Stay up to date! Sign up now.

Get the latest trends delivered straight to your inbox with our inSites online paper!

Traditional checkouts may in future only operate during specific times, while new solutions run in parallel. **The future of the checkout zone will not be defined by a one-size-fits-all solution, but by individual concepts** – tailored to industries, consumer needs, and retailer strategies.

“There is no single system that solves everything, because store concepts, shopping behaviours, and customer baskets are so diverse.”



FLORIAN BURGSTALLER
CEO SHOPREME



CHECKOUT SOLUTIONS IN PRACTICE

LM Energy Petrol Station Shop

The role of petrol stations has fundamentally changed over the past decades. Individuality throughout the customer journey – from product selection to the payment process – is now a top priority. The Austrian family business Leikermoser demonstrates how this can be successfully implemented.



BILLA Click & Collect Furniture

Additional services such as Click & Collect are already being adopted across numerous sectors, including grocery retail. The Store Makers at umdasch are supporting BILLA as their shopfitting partner in the nationwide rollout of the new Click & Collect furniture in Austria.



Worlds of Experience

FOUR ELEMENTS THAT TURN STORES INTO WORLDS OF EXPERIENCE



Brick-and-mortar retail has changed. Where products used to sit on shelves, today there are worlds of experience that bring brands to life and create emotional bonds with customers. In an age where digital sensory overload has become the norm, physical stores are gaining importance as places of inspiration and encounter. Four key elements transform stores into real brand lands. And thus into places that not only sell, but also touch people.

“Experience-oriented shopfitting has the task of translating stories and thus making the brand spatially tangible.”



JULIA MITTEREGGER
SHOP CONSULT DIRECTOR
PREMIUM SOLUTIONS

It all starts with a good story. Because people love stories – they create emotional closeness and make brands tangible. Shopfitting takes on the role of the storyteller: it translates brand values and visions into spatial experiences. This is the case at the service point of Stadtwerke Amstetten, where sustainability is not only communicated but also made tangible through architecture and design. Every design detail becomes part of the customer journey – from the first glance to the last step back onto the street. The brand becomes a stage, the store a narrative.

But a story alone is not enough – it must also be tangible. This is where **multisensory** perception comes into play. Stores that appeal to all the senses create atmosphere and depth. Light, sound, scent and touch create an environment that invites discovery. A matt shelf feels different to a shiny counter, citrus notes tell a different story to the scent of leather. Targeted zoning, modular furniture and deliberate lines of sight create spaces that are not only functional but also emotionally appealing. People who feel comfortable stay longer – and come back.

This physical world of experience is enhanced **by digital touchpoints**. They open up new dimensions of interaction and combine the best of the analogue and virtual worlds. In the Union Berlin fan shop, for example, LED pedestals, a digital jersey forge and a photo booth with original stadium announcements create an immersive brand experience. Digital solutions are not an add-on, but an integral part of the customer journey – they generate curiosity, enable personalisation and strengthen the connection to the brand.

And finally, the store becomes a social space. **Encounter and community** are at the heart of a store that wants to be more than just a sales area. Lounge zones, co-working areas or integrated catering create places for slowing down and exchanging ideas. Projects such as BETTENRID in Munich or Salon Verde in Vienna show how stores can become

meeting places that bring people together. Those who feel welcome become brand ambassadors – and experience the store as a “third place” where they enjoy spending time.

These four elements – storytelling, multisensory experiences, digital interaction and community – are not isolated building blocks, but a holistic concept for stores that touch people. They create lasting experiences and spaces that have an impact. umdasch The Store Makers accompanies brands on this journey with strategic consulting, creative store design and holistic implementation. So that retail spaces become places full of possibilities.



Amidst high-quality home textiles, customers at BETTENRID in Munich can enjoy a cosy break in “Rosa's Lounge” while watching the hustle and bustle on Theatinerstraße.

“Digital solutions are not optional extras, but the key to genuine experiences – if they are considered from the outset and used in a targeted manner throughout the customer journey.”



MARCEL JOHNE
TEAMLEAD CLIENT CENTRE
DIGITAL SOLUTIONS



Stay up to date! Sign up now.

Get the latest trends delivered straight to your inbox with our inSites Online Paper!

FROM AN ADVICE CENTRE TO A WORLD OF EXPERIENCE

Stadtwerke Amstetten

Through coherent storytelling, the new service point of Stadtwerke Amstetten has become a place where sustainability and energy can be experienced first-hand.



Salon Verde, Vienna

Surrounded by greenery, customers can repot their plants on site, take part in seasonal workshops or experience events related to urban gardening. A store that literally cultivates encounters and allows community to blossom.



Digital Content Reimagined

HOW DIGITAL SIGNAGE IS TRANSFORMING BRICK-AND-MORTAR RETAIL



More than ever, brands are challenged to stand out from the competition and capture the attention of their customers. How can this be achieved? Through creative staging and the intelligent use of digital technologies. These technologies go far beyond mere visual presentation. Their impact extends deep into internal business processes and can play a crucial role in day-to-day operations. Economic factors are also increasingly linked to the use of digital touchpoints at the point of sale.

Brick-and-mortar retail has evolved – from a place of transaction to a space of experience. The focus is no longer solely on the product, but on storytelling, emotion, and atmosphere. Digital signage is far more than just a screen: It is the stage on which brands tell their stories and communicate with customers in real time.

Even the most sophisticated customer journey is nothing more than an empty shell without compelling content. For a brand to resonate, it needs not only appealing visuals but also a smart system to manage digital content and ensure consistent communication.

With the Dealer App from umdasch The Store Makers, this vision becomes reality: an intuitive software solution that enables retailers to distribute brand-compliant content efficiently across store networks – easily and without any graphic design expertise.

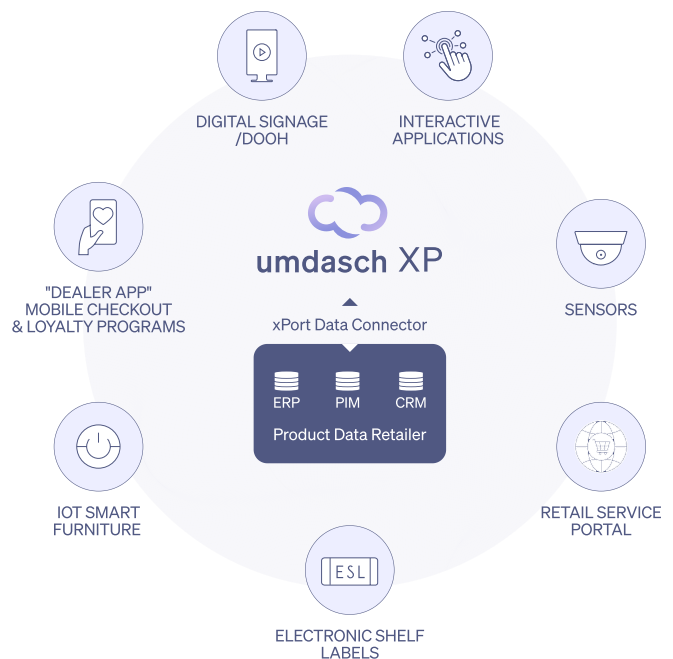
Behind every successful digital signage solution lies a complex system of hardware procurement, software development, content creation, installation, and operation – a big challenge even for experienced IT departments.



“Content must be considered a core component of any comprehensive digital strategy.”



LISA SAGER
HEAD OF CREATION
DIGITAL SOLUTIONS



This is where a reliable partner is essential – one who knows the ropes and takes care of everything, like the Digital Solutions Team at umdasch The Store Makers. With their umdasch eXperience Platform, they've developed a tool that simplifies touchpoint management and gives retailers full visibility over their digital infrastructure. The result: transparency, efficiency, and data-driven optimisation.

The simpler the management, the more creative the content. And digital signage can do even more: As a retail media platform, the store becomes an advertising space. Retailers can monetise their screens and tap into new revenue streams – thanks to automated, target-group-specific content delivery.

In short: **Digital signage today is content, technology, and business model all in one.** To unlock its full potential, you need not only strong content – but also a partner who has everything under control.



Stay up to date! Sign up now.

Get the latest trends delivered straight to your inbox with our inSites online paper!



DIGITAL SIGNAGE MAKES THE DIFFERENCE

Teufel Vienna

Digital signage helps brands elevate their communication and reach their target audience with precision – whether through advertising campaigns, product presentations, or interactive content. For German audio manufacturer Teufel, the digital retail specialists at umdasch The Store Makers installed an LED wall nearly two metres high in the store on Vienna's Mariahilfer Straße. The result: a stage for impressive product and brand communication.



hagebau

Digital communication enables content to be delivered precisely and at the right time to the target audience. For large branch networks such as the hagebau Group, easy access to centrally managed content and easy local customisation options are therefore essential. The Dealer App implemented by the digital retail team provides exactly that.



AIRPORTS OF TOMORROW

FIVE TRENDS FOR THE AIRPORT OF THE FUTURE



Airports are no longer just places of transit – they are becoming destinations that enrich the travel experience and seamlessly adapt to the needs of a new generation of travellers. Generations Y and Z in particular, characterised by their focus on experiences, digital connectivity and a strong sense of values, are placing new demands on travel retail. To remain relevant, airports and retailers need to rethink their concepts.



GOOD TO KNOW:

Babyboomer	approx. 1946–1964
Generation X	approx. 1965–1979
Millennials (Gen Y)	approx. 1980–1995
Generation Z	approx. 1996–2012
Generation Alpha	approx. 2013–2029

A trend that is emerging in retail in general is also evident at airports: the focus is on the **experience**. Travellers often spend several hours at the airport – time that is increasingly filled with retailtainment and immersive store concepts. Brands are no longer just presented, but staged. Interactive technologies, pop-up stores and multisensory experiences are transforming retail spaces into emotional experiences. Airports such as Doha and Changi are leading the way and setting new standards for quality of stay. Shopfitting plays a crucial role in this: it creates a stage for brands that will be remembered.

At the same time, digitalisation is fundamentally changing the shopping experience. Smart stores and cashierless concepts such as “REWE To Go” in

Frankfurt or the robot restaurant “SELF” in Lisbon stand for efficiency and innovation. A seamless omnichannel strategy is essential, especially for digitally savvy target groups. The connection of physical and digital touchpoints – for example, through self-checkout, digital product information or click & collect – is becoming a must. Best practices such as Gebr. Heinemann show how well-thought-out concepts maximise convenience for travellers while setting new standards in travel retail.

But it is not only technology that is shaping change – **sustainability** is also becoming a key factor. Millennials and Gen Z value climate-conscious consumer behaviour. Re-sale concepts and pre-loved stores, as already implemented in Lisbon



“Digital services need to be carefully integrated into the store design – ideally in a way that invites customers to explore further.”



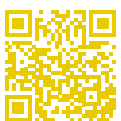
DANIEL HUNDEGGER
KEY ACCOUNT MANAGER
TEAMLEAD OF PROJECT MANAGEMENT
PREMIUM SOLUTIONS

and Copenhagen, are bringing sustainable luxury goods to airports. At the same time, the focus is shifting to structural implementation: resource-saving materials, modular construction methods and durable designs make stores not only ecologically but also economically sustainable. Classic travel retail is being reinterpreted – with a clear commitment to responsibility.

Authenticity is another key to success. For younger generations, it's not just the product that counts, but the holistic brand experience. Airports have the opportunity here to create an emotional connection to the destination with local elements. Concepts such as “sense of place” and “sense of belonging” bring culture and identity into retail. The Setur project at Cologne/Bonn Airport shows how regional accents – from “Cologne bridge green” to Beethoven motifs – create a unique shopping experience. Authenticity thus becomes a distinguishing feature in international competition.

The vision of the future is rounded off by the trend towards **self-care** and **individuality**. Wellness, sports and mindfulness offerings such as Napcabs in Munich or yoga lounges in Helsinki reflect the growing importance of mental health. Wellness zones can also be integrated into retail – through special furnishings, multisensory design and innovative space concepts. When people feel comfortable, they linger longer. Airports that offer a high quality of stay not only become more attractive, but also increase their sales potential.

These five trends – experience orientation, digitalisation, sustainability, authenticity and self-care – show that the airport of the future is a place that inspires, connects and excites. umdasch The Store Makers accompanies travel retailers on this journey – with expertise in shopfitting, concept development and general contracting. Together, we are shaping the airports of tomorrow.



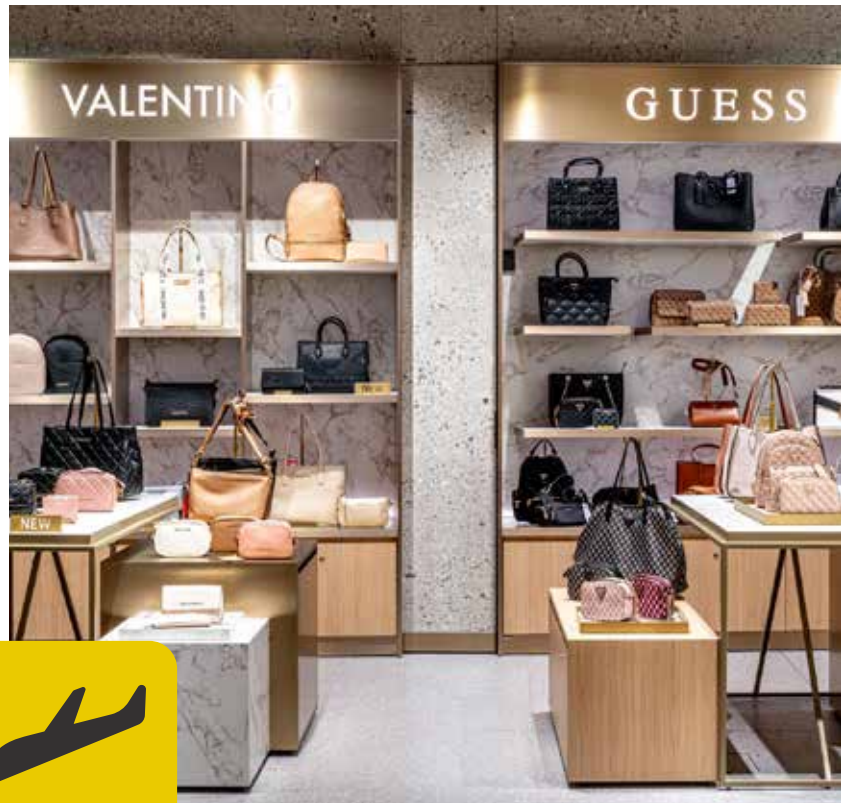
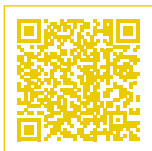
Stay up to date! Sign up now.

Get the latest trends with our inSites Online Paper delivered directly to your inbox!

TRAVEL RETAIL MEETS OMNICHANNEL

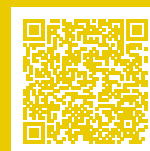
Gebr. Heinemann Plaza, Vienna Airport

Gebr. Heinemann, a long-standing umdasch customer, operates duty-free and brand shops worldwide. With Click & Collect, the travel retailer offers relaxed shopping: pre-order online, pick up on the day of travel or have it conveniently delivered to your home.



Setur at Cologne/ Bonn Airport

The Setur project at Cologne/Bonn Airport shows how regional accents – from the “Cologne bridge green” to the Beethoven motif – create a unique shopping experience. Authenticity thus becomes a distinguishing feature in international competition.



**FROM
SHOWROOM**



**TO
BRAND ROOM**

**HOW CAR DEALERSHIPS BECOME
BRAND EXPERIENCES**

The automotive industry is undergoing profound change – and it's not just the car itself that's evolving, but above all the space in which it is experienced. Today, it's no longer just about product presentation; atmosphere, identity and brand worlds are taking centre stage.

A “brandroom” is more than just a sales area. It's a space that speaks – one that makes a brand's values tangible. It enables encounters, consultation, and emotion – both analogue and digital. It is a living room, gallery, community hub and stage all in one. And above all, it is: thoughtfully staged.



umdasch The Store Makers are actively shaping this transformation – architecturally, technologically, and emotionally. From location to lounge, from lighting mood to digital touchpoints: the space becomes a narrative. The brand becomes an experience. **The location of a car dealership has always been a key factor** – traditionally on the outskirts of cities or in busy commercial zones. But this classic image is beginning to shift. New market players with innovative concepts are moving into central urban locations, bringing fresh momentum to the industry. Automotive retail is undergoing a transformation that is not only spatial but also conceptual.

This shift is changing perceptions of what a car dealership should look and feel like today. **Instead of vast halls filled with vehicles as far as the eye can see, the focus is now on experience.** Light-filled spaces invite visitors to linger, furnishings convey

“We’re seeing a strong trend towards direct-to-consumer strategies and customer-centric showroom concepts.”



LADISLAV LÁŇA
GENERAL MANAGER
MULTISTORE SOLUTIONS



The NIO House is far more than a showroom – it's a community space. With forums and labs, a gallery, living room, café, library and play area, it invites people to work and relax, to connect and celebrate. NIO House Berlin, DE

comfort – and that comfort translates directly into the driving experience. Buying a car becomes a slower, more personal moment that goes beyond the product itself. This new experiential world is no longer aimed solely at individual customers, but at entire communities. **The dealership becomes a meeting place – a space for connection and exchange.** Enthusiasm for technical details takes a back seat; what matters now are brands that convey a lifestyle and bring people together. It's no longer about selling – it's about inspiring and creating emotional resonance.

Especially because buying a car is a significant investment for many, the personal customer journey plays a central role. The modern sales process must therefore function seamlessly in digital terms as well. Particularly in a physical industry like automotive, the point of sale needs solutions that accompany the customer's individual journey – holistically, across all channels, and without friction.

“Today, car showrooms are much more than just salesrooms – they are becoming worlds of experience where brand, design and emotion merge.”



GEROLD KNAPITSCH
MANAGING DIRECTOR
MULTISTORE SOLUTIONS



Stay up to date! Sign up now.

Get the latest trends delivered straight to your inbox with our inSites online paper!

AUTOMOTIVE SOLUTIONS IN PRACTICE

Toyota

New concept with Europe-wide rollout

Quality of stay has become an essential factor in car sales – what was once reserved for restaurants and bars is now being integrated into automotive environments. Brands like Toyota are focusing on central areas within their showrooms that offer maximum comfort and slow down the car-buying process.



Lucid Motors

Focus on inner-city concepts

US electric vehicle manufacturer Lucid Motors is deliberately choosing prominent city-centre locations. The location itself becomes part of the exclusive overall experience – one that continues seamlessly inside the store.



Paradigm Shift in Construction

**TRENDS FOR A CLIMATE-FRIENDLY
FUTURE**



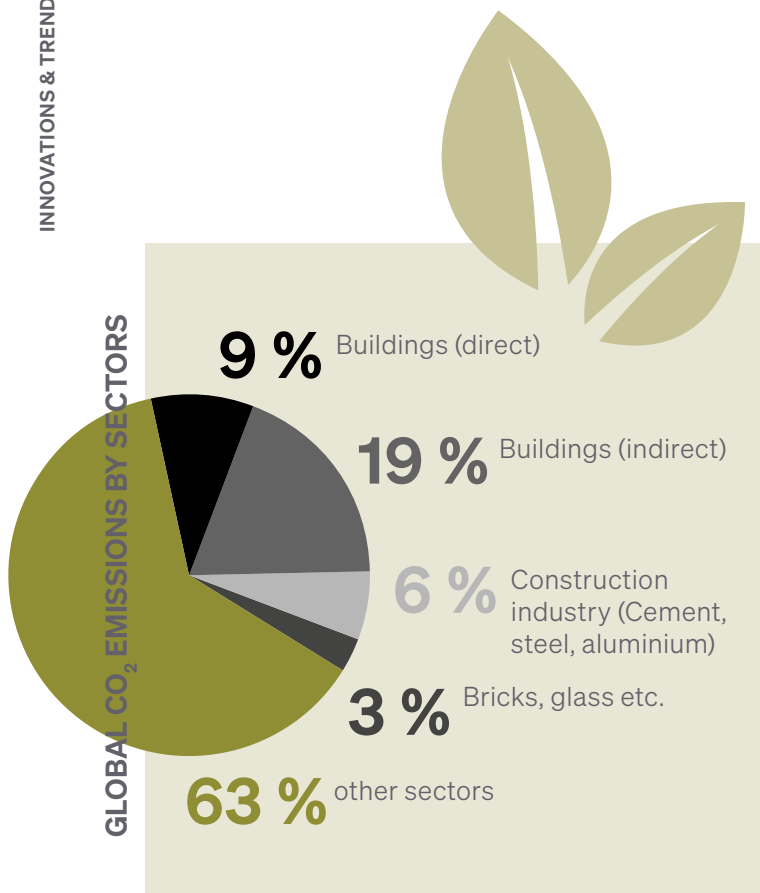
The construction industry is facing fundamental change. This sector accounts for around 37 per cent of global CO₂ emissions – a figure that shows how urgently a rethink is needed. The future lies not in new construction, but in existing buildings: renovation, refurbishment and repurposing of existing buildings offer enormous potential for reducing emissions and conserving resources. A clear paradigm shift is emerging – towards an understanding of construction that combines sustainability, digitalisation and the circular economy.



In the Glogauer Weg redevelopment project in Wolfenbüttel, Lower Saxony, umdasch Construction Solutions from Osnabrück took responsibility for 62 residential units in 11 buildings.

A key trend in this context is **energy-efficient refurbishment**. It is considered the key to reducing emissions and improving the energy efficiency of existing buildings. Measures such as insulating facades, roofs and basement ceilings, replacing windows and doors, and modernising heating, ventilation and air conditioning systems help to drastically reduce energy consumption. Supplemented by photovoltaic systems and heat pumps, this creates a holistic concept that combines ecological and economic advantages. It is crucial to consider the entire building life cycle – including the so-called “grey energy” that is already contained in materials and construction processes.

At the same time, **digitalisation** is fundamentally changing the construction industry. Technologies such as Building Information Modelling (BIM) enable precise planning, simulation and control of renovation measures. Digital building models help to analyse energy consumption, optimise material use and make processes more efficient. Especially in serial renovations – for example in residential areas – 3D scans and model-based planning can save considerable costs and CO₂. Platforms such as PrometriQ show how digital solutions can accompany the entire life cycle of a building and serve as a “single point of truth” for all parties involved.



Source: UN Status Report 2022 on Buildings and Construction

A rough rule of thumb for energy saving potential:

18-22 %	Exterior façade insulation
12-16 %	Roof insulation
13-17 %	Top floor ceiling insulation
9-11 %	Basement ceiling insulation
15-22 % (depending on system)	Heating system replacement

Note: The potential savings are highly dependent on the condition of the building. Source: umdasch.

A third trend is the conversion of buildings – the circular economy is thus also becoming a cornerstone of the construction sector. Instead of demolition and new construction, the focus is shifting to the reuse of existing structures and materials. Vacant office space, former hotels and retail space are increasingly being transformed into residential space, hybrid use concepts or social meeting places. The concept solution “The Remakers” from umdasch The Store Makers and formwerk shows how sustainable property revitalisation can be thought of holistically – from potential analysis and ESG-compliant planning to turnkey handover.

Circular construction methods, life cycle assessments and funding opportunities are taken into account from the outset.

One example of this is the redesign of the listed Kämmerei building in Düsseldorf, where historical charm has been combined with modern uses – a project that shows how creative solutions are possible even with complex requirements.



WHEN EXISTING BUILDINGS BECOME THE FUTURE

Glogauer Weg, Wolfenbüttel

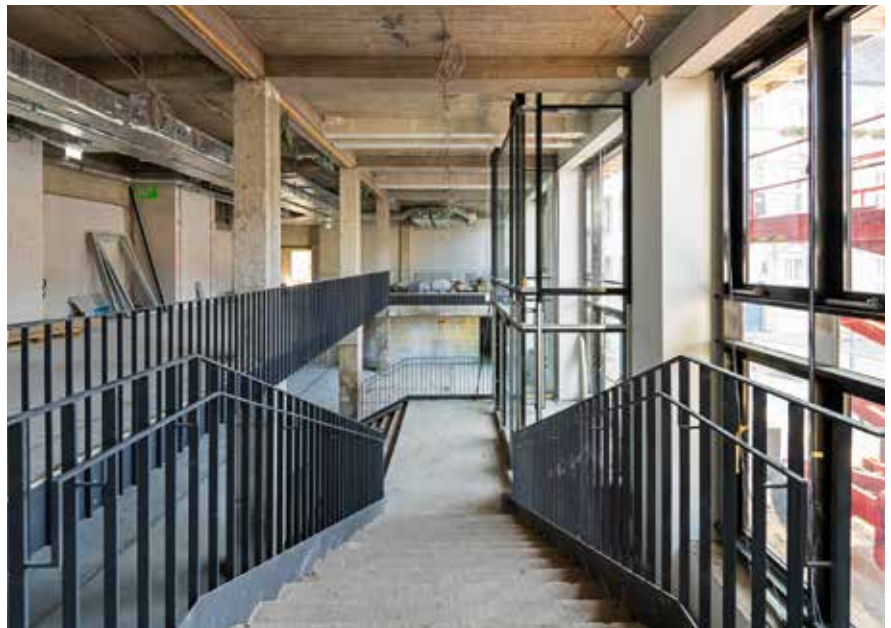
In the Glogauer Weg project in Wolfenbüttel, umdasch Construction Solutions was responsible for the energy-efficient renovation of 62 residential units in 11 buildings. From insulation measures and window replacement to the removal of asbestos-containing façade panels, a comprehensive contribution was made to sustainable living.



“I am convinced that the future of construction lies in existing buildings.”



MARCO GÖSLING
MANAGING DIRECTOR
CONSTRUCTION SOLUTIONS



Stay up to date! Sign up now.

Get the latest trends with our inSites Online Paper delivered directly to your inbox!

UMDASCH AND THE WORLD

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

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

1868

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

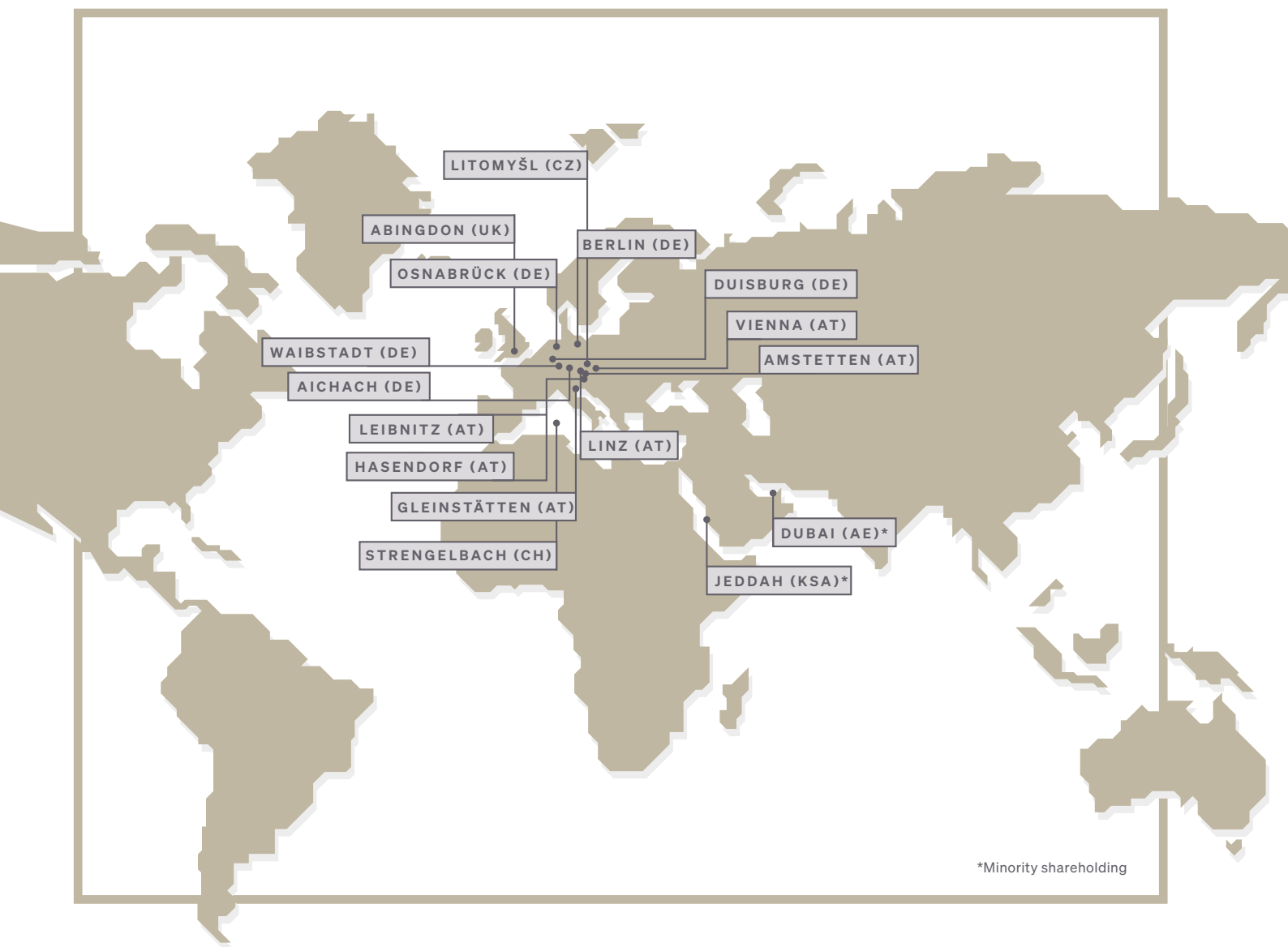
Umdasch AG acquires Assmann Ladenbau Leibnitz, the Austrian market leader for the food retail sector. With the core brands Umdasch Shop-Concept and Assmann Ladenbau the company now covers all sectors.

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

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

2023

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

Multistore Solutions
Premium Solutions
Construction Solutions
Digital Solutions

2024

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

The new icon in the logo symbolises cohesion and unity – a group-wide step into the future.

2025

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

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.

1. FC Union Berlin	Geero	Nah&Frisch
11teamsports	Globetrotter	Nike
A1	Golf House	NIO
ADAC	Grandiose	NYX Professional Makeup
ADEG	Gropius Passage Berlin	OMODA
adesso	hagebau	OMV Viva
adidas	Hanseviertel Hamburg	Optik Matt
Ansons	Hansgrohe	Optiker Bode
Aranyani	Harrods	Palfinger
Auchan	Hartlauer	Penhaligon's
Augustinus Bader	Health Stores Austria & Germany	Penny
Audi	Henkel	Philip Morris (Iqos)
Bamesa	Hermes	Photo Vision Zumstein
Bellaflora	hollu	PKZ Men
BETTENRID	Huawei	Puppenkönig
BILLA / BILLA PLUS / BILLA CORSO	Hyundai	Qatar Duty-Free
Binder Optik	ImmoMa	Reisebank
BIPA	INTERSPAR	Reiter Betten & Vorhänge
BMW	IQOS	Restaurant Nordlicht
Bosch	Iveco	REWE Germany
Brau Union	IWC	REWE International
British American Tobacco	JAECOO	Roasting Plant
Broth3rs Asia Food Store	Jaguar Land Rover	Ruby Hotels
Bründl Sports	Japan Tobacco International	Ruotkers
Bucherer	JET Petrol Stations	s.Oliver
Bucheron	Juwelier Kraemer	Salon Verde
Cartier	Juwelier S.M.Wild	SC Freiburg
CBRE Investment Management	JYSK	Senses of Austria
Česká spořitelna	KAES	Setur Duty Free
Charlotte Tilbury	Kastner MeinBioMarkt	Shell
Christ Juweliere	Kaubamaja	Silhouette
Circle K	Kia	Škoda
Citroën Switzerland	KIND	Smartseller
City Center Amstetten	Klaas + Kock	SPAR
Coach	La Moda Bernardo	Stadtwerke Amstetten
Coca Cola	Lagerhaus	Steinecker
Coop	Lautsprecher Teufel	Stiegl
CUPRA	Legero United	Stone Island
Czech National Museum	Leonardi	Sun Store
David Lloyd	Leroy Merlin	Tank & Rast
De Beers	LET'S DO IT	Telefónica
Denner	Liebeskind	Thonet & Mauer Sitzkultur
Dennree	Liebherr	Toyota
denn's Biomarkt	LLOYD	Transgourmet
Deutsche Bank	LM Energy	Upper Belvedere Museum Shop
Diesel	L'Osteria Metzingen	Valentino
dm drogerie markt	Lucid Motors	Valiant
Dodenhof	LVMH	Van Cleef and Arpels
Doka	Manufactum	Vita Nova
Edeka	Maxi Zoo	Vodafone
Emirates Coop	McDonald's	Volkswagen
Eni	Metro Cash&Carry	Vorwerk
Eterna	Miele	Warema
EUROSPAR	Migros	Weaves Group
FC Bayern München	Miles & More Worldshop	zalando
Fressnapf	Moët & Chandon	Zotter
Frischeparadies	MPreis	zweite sahne
Gebr. Heinemann	Musikhaus Thomann	Zwilling



MEDIA OWNER AND PUBLISHER

umdasch Store Makers
Management GmbH
Josef Umdasch Platz 1
3300 Amstetten, Austria
presse@umdasch.com
storemakers.umdasch.com
A company of Umdasch Group.

DIVISIONAL MARKETING DIRECTOR

Petra Böttinger-Barth

EDITOR-IN-CHIEF

Dominik Reichartzeder

GRAPHIC DESIGN

Denise Siegl

EDITORIAL TEAM

Petra Böttinger-Barth, Silvio W. Kirchmair,
Katrín Kranabetter, Silke Lederhaas, Daniela
Mühlgassner, Fatima Pereira, Mariana Pinto
MacAuley, Julia Raab, Dominik Reichartzeder,
Nicole Trampusch, Sophie Viechtbauer

TRANSLATION

umdasch The Store Makers

PROOFREADING

Mark Faithfull

PRINTING

Queiser GmbH
Waidhofner Straße 48
3300 Amstetten, Austria
www.queiser.at

RIGHTS

All contributions published in this book are protected by copyright. Any exploitation, distribution or making available (print/online) outside the narrow limits of copyright law without the written consent of the publisher is prohibited and liable to prosecution. The citation of reviews is permitted in its entirety.

This publication contains content created with the help of AI. The published contributions are checked to the best of our knowledge and belief. Liability for any direct or indirect damages is excluded.

1ST EDITION, NOVEMBER 2025

