

inSites

Unlocking Insights from the World of Placemaking

No. 13

COLOURS *of* RETAIL

Where experience
meets efficiency,
the future of retail
takes shape

**EuroShop
2026
Special**



umdasch

THE STORE MAKERS

A TRADE SHOW BOOTH THAT MAKES A STATEMENT ABOUT THE FUTURE OF RETAIL



There are moments when an idea transcends the space in which it is presented.

Our appearance at EuroShop 2026 was exactly such a moment – a moment that revealed what brands are focused on, what customers expect, and where the retail industry is headed.



EuroShop itself demonstrated just how compelling this concept was. Our booth won a gold award at the EXHIBITOR Magazine EuroShop Awards, which is special recognition for the concept developed by our in-house design team.

With the theme of **‘Colours of Retail – Where Experience Meets Efficiency’**, this exhibition is less of a showroom and more a reflection of our philosophy. It pays tribute to what brick-and-mortar retail needs today: experiences that resonate and effective systems. Diversity and structure. Emotion and precision. Experience and efficiency.

All of these elements are united in a cohesive customer journey that connects rather than divides. **This interplay of heart and mind defines our trade show booth concept:**

- A world of inspiring experiences.
- A world of efficiency that brings structure.
- A digital realm that connects.
- And colours that speak of diversity.



Join us on this journey, where an emotional brand world meets smart solutions for efficient processes, with the Store Makers as your hosts.

1. EXPERIENCE: WHEN BRANDS BECOME PLACES OF COMFORT



In today's market, where consumers decide not only what to buy, but also where they want to be, **experience** is the key to differentiation. **Brands that become places where customers enjoy spending time become more significant, memorable and loyal.**



Many projects from recent years demonstrate just how effective this experiential factor can be. This applies to multisensory premium environments, interactive brand lands, and hospitality areas that prioritise quality of experience. After all, people remember brands they experience: spaces that tell stories and foster a sense of connection.



The enthusiasm surrounding Charlotte Tilbury's flagship store in London, where the brand's immersive presentation creates a "Beauty Wonderland", illustrates this trend perfectly. Brands that create their own world, thereby reflecting an entire community, also thrive financially.

The idea of bringing brands to life also shaped our EuroShop concept. We wanted our visitors to be able to absorb and experience the identity of the Store Makers in all its facets.

We deliberately designed our entrance area to evoke emotion, turning the moment of arrival into an experience.

Animated LED walls, monochromatic colour schemes and an open spatial design create an inspiring atmosphere that offers orientation. This design focuses on the beginning of a customer journey that engages people before they immerse themselves in the curated content of our Experience World.

‘The retail experience is no longer defined by what’s on the shelves, but by the moments customers enjoy in-store. When diverse perspectives are incorporated into the customer experience, retail becomes more human, vibrant and memorable.’



MELISSA MOORE
RETAIL CONSULTANT & PODCAST HOST
THE RETAIL ADVISOR



Where ideas take root and blossom into experiences. In our Creation area, we showcased the development process behind our analogue and digital concepts, which evolved into exciting retail projects in our pink flower meadow.

All focus on the experience? Embark on a journey through our inspiring Experience World:

Starting with the engaging content creations from our Digital Unit, you'll stroll across an interactive pink flower meadow straight into our elegant Premium Gallery, from where the path continues into our General Contracting area, where things get a little rougher but no less stimulating, and finally ends in our One-Stop-Shop area – where we show you that everything is possible from a single source.



2. EFFICIENCY: WHERE SMART SYSTEMS MAKE THE DIFFERENCE

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Since retailers in practice are also concerned with behind-the-scenes processes rather than visible emotional aspects, it was important to us to offer our EuroShop visitors a clearly business-oriented perspective. When it comes to rollouts, technical management or day-to-day operations, one thing is clear: **the efficiency of work methods and processes determines whether a concept is scalable** and whether the retail format will endure.

Our many years of experience with rollout projects certainly show this. **Scaling only works when these processes are seamlessly integrated** – from planning and value creation, through production, to installation and ongoing support. It is precisely this synergy that we demonstrate through our broad range of services. Reliable general contracting, replicable store design, digital concepts, value engineering and modular furniture form the foundation for this.



We have been working with the REWE Group as their store design partner for over 50 years. During this time, we have completed around 450 projects for BILLA across various retail formats, from the Parisian-style BILLA Corso to the 3,000-square-metre BILLA Plus.



However, efficiency also involves re-evaluating daily business processes, for instance by optimising workflows, minimising sources of error, adopting sustainable practices and maximising space efficiency. That's why we showcased smart products designed specifically for these areas at EuroShop, including **self-checkout systems**, the **Smart Bakery Box**, **modular shelving** and **'New Retail Lighting'**.

Furthermore, with tools such as our sustainable materials library, ECOlib, well-thought-out refurbishment concepts and upgrades to existing stores, we demonstrate how rethinking can truly drive efficiency and sustainability in retail and beyond.

Want to boost efficiency in your store?

Take a tour of our Efficiency World:

In our **RE...Think** area, we start with solutions that require a shift in thinking.

These solutions lead to impressive **rollouts** across hundreds of stores in numerous countries, culminating in a **marketplace** that showcases the diversity of our shelving systems and intelligent solutions.



3. DIGITAL: THE BRIDGE BETWEEN THE WORLDS

The real magic happens when experience and efficiency are combined – and this is precisely where digital retail becomes a strategic enabler. Digital touchpoints combine the best of both worlds:

1. **They create an emotional connection** – through immersive media, interactive installations, personalised content and digital displays right at the shelf.
2. **They create efficiency** – through automated content delivery and centralised managed touchpoint management; for example, with the umdasch eXperience Platform and our reliable **10/7 support**.



The umdasch XP as a digital mixing desk: Using RFID vinyls, mood loops and smart touchpoint management, we showed how strategy, content and support work together perfectly.



Projects such as the HOUSE OF SILHOUETTE (left) and the Union-Zeughaus (right), as well as our digital rollouts, demonstrate how virtual try-on, interactive tools and digital signage enrich the customer experience whilst reducing operational costs.

This added value is particularly evident in systems such as **electronic shelf labelling (ESL)** and advanced **video rails (V-Rails)**: narrow screens integrated directly into the shelf that present price and product information in modern and dynamic content formats.



They evoke emotion through brand messages, facilitate navigation and can be used as flexible retail media spaces. In combination with sensor technology, they enable targeted, situation-specific displays, thus becoming an effective driver of sales and providing data-driven retail insights.



At EuroShop, we demonstrated just how closely physical and digital elements interact today. In our **Hybrid Kiosk**, which serves as a blueprint for modern convenience formats, we utilised digital shop windows, stretch screens, V-Rails and ESLs, as well as a flexible infrastructure that enables both manned and unmanned operating models.

The C-Store combines self-scanning, click-and-collect and autonomous services, demonstrating how efficient small-format retail works today.

Seamless connection for greater efficiency and an enhanced customer experience at the point of sale.

Digital technology is therefore an essential component of modern store concepts, not an add-on or a gimmick. Consistently placed touchpoints create a customer journey that combines experience and efficiency, making stores scalable, adaptable and inspiring.

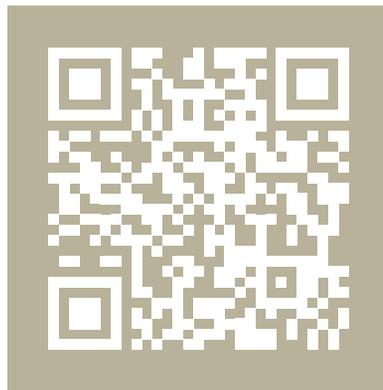


We demonstrated how emotion, insights and efficiency come together in a seamless customer journey, showcasing everything from information kiosks and interactive 'place-and-learn' tables to a DJ mixing desk.

4. DIVERSITY AS A FACTOR FOR SUCCESS: WHERE DIVERSITY BECOMES A COMPETITIVE ADVANTAGE

Diversity is one of the factors that shapes the retail sector today more than almost anything else. The colours of our exhibition concept reflect this diversity. Every sector has its own dynamics, requirements and customer expectations. A premium customer seeks sophistication, a diner in a quick-service restaurant seeks speed and a supermarket customer seeks guidance and reliability. These differences make the retail sector challenging yet offer a great deal of potential.

Our approach is therefore **to treat each sector correctly, not the same.** Successful concepts emerge when brand worlds, processes, materials and digital touchpoints are precisely tailored to their respective target groups. Our expertise is drawn from decades of experience across a wide range of sectors.



Every industry is unique.
Let's turn that into your
winning formula.

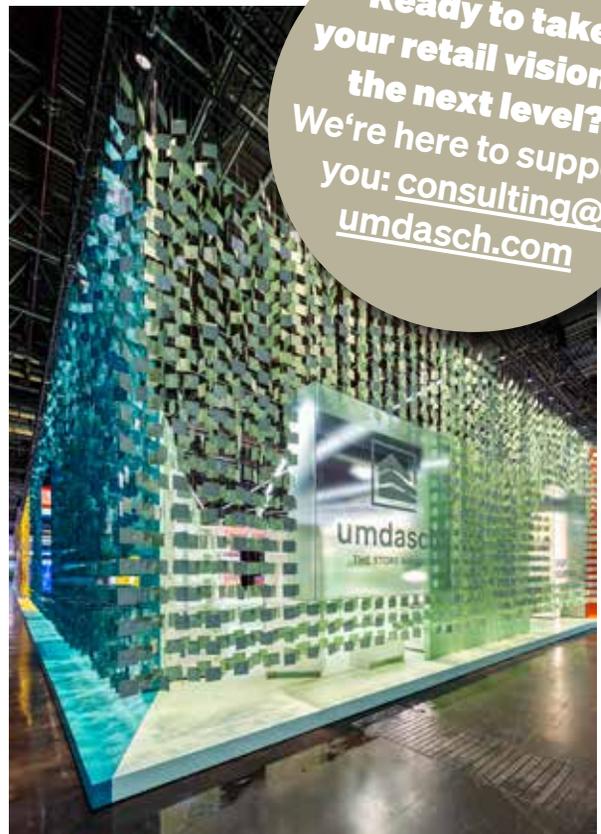
THE FUTURE OF RETAIL IS NOT BLACK AND WHITE, BUT A SPECTRUM OF COLOURS

Retail has never changed as rapidly as it does today. However, those who recognise the strength of diversity – in sectors, processes, people and technologies – will remain relevant tomorrow. **‘Colours of Retail’** is therefore more than just a design motto for us. It is our perspective on today’s high street and our invitation to think about retail with heart and mind. Our aim is to create a retail experience that is:

- emotional and efficient
- digital and physical
- brand-specific and scalable
- diverse and structured.

The Store Makers at umdasch will accompany you on this journey, providing a service package tailored precisely to your individual requirements.

Because where experience and efficiency meet, true added value is created.



Ready to take your retail vision to the next level?
We're here to support you: consulting@umdasch.com

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