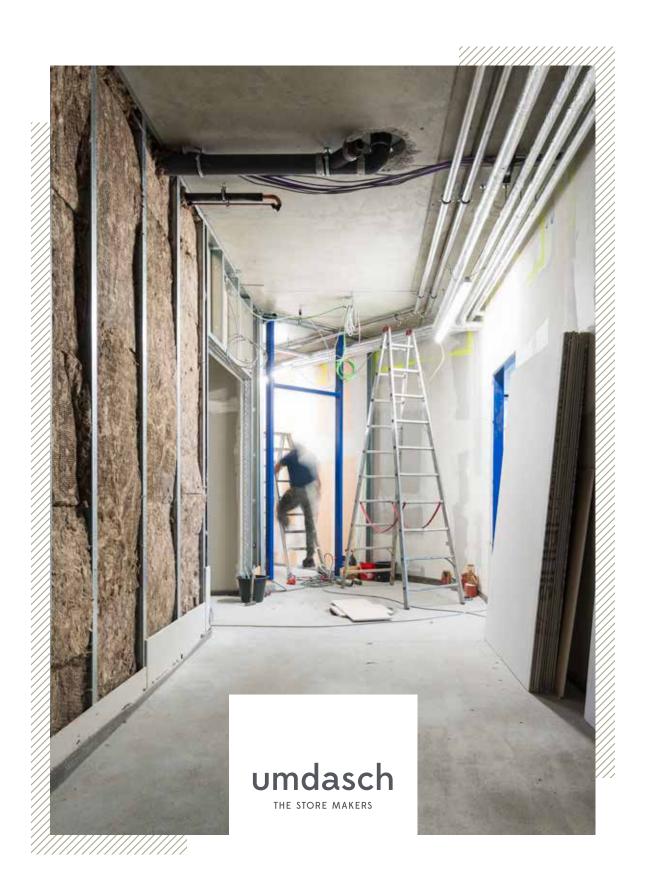
General Contracting

WE TAKE CARE OF EVERYTHING





retail concepts.

Digital Signage
Electronic Shelf Labeling
Interactive Applications
Smart Tracking
Strategy & Software Development
Content Management
Maintenance & Support

Concept
Design
Planning
Value Engineering
3D planning programme shop.up

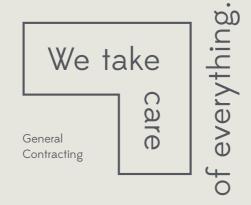
We digitalize



Project Management
Engineering
Production & Procurement
Logistics
Installation & Rollout

Tailor-made seminars Seminars Events Conferences

We train



We produce

shop equipment.

Shelving Systems Freestanding Systems Bespoke Furniture

The Competencies of umdasch

YOUR RELIABLE PARTNER

There are three goups of companies under the umbrella of the umdasch Group. The parent company, umdasch The Store Makers; who are the specialists for the design and implementation of store projects, the partner for general contracting services for stores, the headquarters and worlds of experience and the provider of solutions for digital retail at the point of sale. Doka, the producer of formwork solutions for in-situ concrete construction. Finally, umdasch Group Ventures, with a focus on new and pioneering business models.

Since 1868 we have brought a profound understanding of market requirements and a high degree of specialist skills to the table. Together with our affiliated company and 180 logistics and sales branches in more than 70 countries, we have an efficient international network at our disposal. Our high capital strength and our sustainable and long-term corporate focus enable us to implement a wide range of projects every year – from small to large, and from simple to complex.

COMPETENCIES

We approach the consultations, planning and execution of our projects with energy and passion. We work for global brands as well as the leaders within local markets. We take care of pop-up stores that open for just a few days, but equally we also visualise brand worlds of experience or customer presentations that will last for decades.

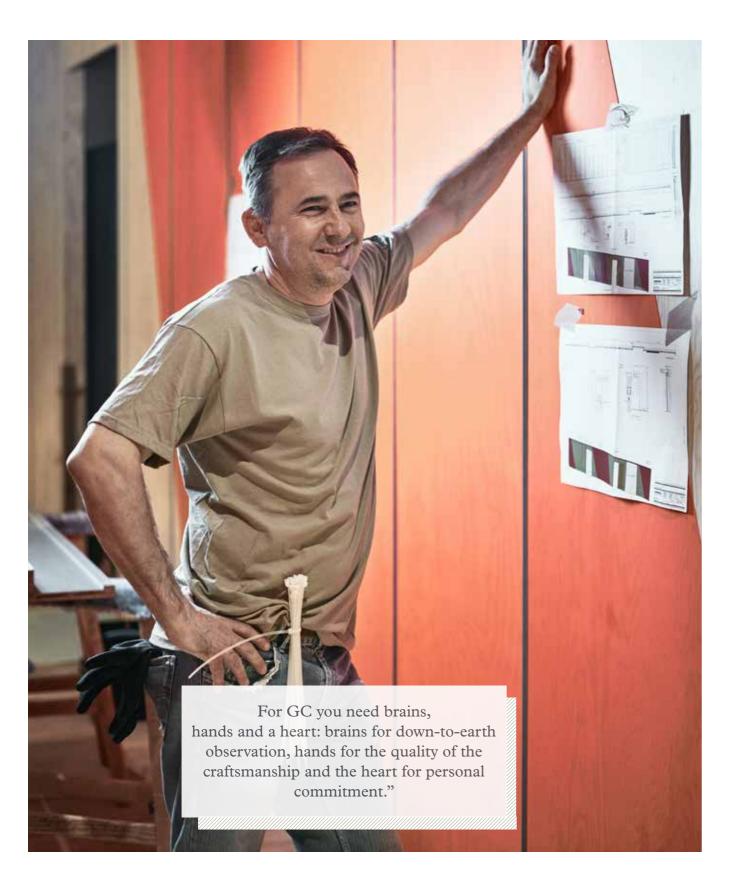
We create successful solutions with six unique services, which can also be used individually:

CONSULTING & VALUE ENGINEERING
PROJECT MANAGEMENT
GENERAL CONTRACTING
SHOP EQUIPMENT
SHOP ACADEMY
DIGITAL RETAIL

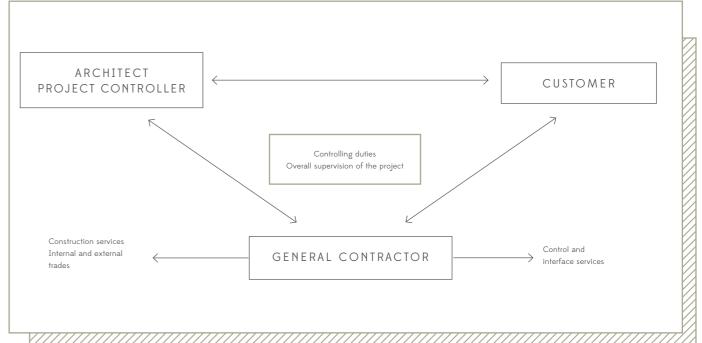
AL CONTRACTING --- 4 / 5

General Contracting (GC)

COMPLEX CONSTRUCTION PROJECTS - SIMPLY EXECUTED



ONE CONTACT PERSON - MANY POSSIBILITIES



THE ALL-INCLUSIVE PACKAGE

Building has never been easier, at least from the point of view of our clients, providing they take advantage of the services of umdasch as General Contractor. GC – two letters, one promise: the architect, the property owner or customer can concentrate fully on daily business while the GC professionals at umdasch take over the complete planning and implementation of the construction projects if so requested. From start to finish.

At umdasch, architects, project managers, design engineers and many other professionals take care of the daily challenges of GC. They are all experts in their field. umdasch provides every customer with an individual team, tailor-made to fit each project.

GENERAL CONTRACTING IN ITS MANY FACETS

GENERAL PLANNER

A general planner is a single contract partner who is commissioned for all the services necessary for a project, such as planning, coordination, organisation, supervision, consultation and monitoring. The general planner bears the sole legal responsibility for planning services on behalf of the client.

GENERAL CONTRACTOR

A general contractor acts like the conductor of an orchestra. He takes over the overall coordination of all the different tasks which he carries out himself on behalf of the client: the coordination of sub-contractors, local firms, planners, designers, architects and official bodies.

GENERAL SUPERVISOR

The difference between a general supervisor and a general contractor is that the general supervisor generally does not execute any construction services on behalf of the client. His supervisory duties are limited to the overall monitoring and control of the construction project.

Data & facts

100

COMPETENT AND ENTHUSIASTIC EMPLOYEES

200

ENERAL CONTRACTING PROJECTS PER YEAR

OVER PROJECTS EVERY YEAR



180

LOGISTICS AND SALES BRANCHES
IN MORE THAN 70 COUNTRIES
TOGETHER WITH OUR AFFILIATED
COMPANY DOKA

GC PROJECTS UP TO

6.00C

SQUARE METRES AND MORE

20.000

HOURS ON SITE P.A.

IN BUSINESS SINCE 1868

Broadly positioned and equipped with cross-sector skills, we take care of a wide range of different projects every year – from small to large, from simple to complex. In addition to the pure facts, figures and data, above all there is also a large portion of passion which flows into our projects. You cannot measure it, but you can feel it and ultimately see it.

60

YEARS AS PARTNERS OF THE RETAIL SECTOR AND 150 YEARS
OF CORPORATE HISTORY

400 O

ENTERPRISES IN THE NETWORK,
7 OWN PRODUCTION SITES

WE DO NOT ONLY FULFIL HIGH DEMANDS BUT ALSO WISHES

So life is neither a bowl of cherries nor a musical request programme? Or maybe it is, after all? In the case of GC, General Contracting, the image is no so far-fetched. Because, like the metronome or the conductor on the construction site, as General Contractor umdasch takes the coordination and direction of all actors and trades within the project over on your behalf.

Each project is as individual as your signature. Through our many years of experience, we are professionals when it comes to the construction of retail space and with worlds of experience. Wherever a product or a service meets the custor er, wherever a company wishes to present and stage itself, the GC specialists a umdasch will be there to support you and to coordinate the construction smooth Within the tension field of deadlines, quality and costs, we are there at your side provide you with reliable help and advice. This includes the acquisition of official permits as well as conducting the discussions with sub-contractors or the integration of digital solutions at the Point of Sale.

For you, GC will thus become a sort of life insurance. If you have it you may not know exactly what services it can provide. But if the need arises you will fin that it is worth its weight in gold.

GENERAL CONTRACTING BY UMDASCH THE STORE MAKERS



PROPERTY VALUATION

- Examination of the existing building substance
- Analysis of the building's technical infrastructure
- Compilation of location analyses
- Execution of feasibility studies
- Examination of rental and purchase contracts



APPROVAL PROCEDURES

- Preliminary clarification with official bodies, centre management and fire-prevention experts
- Clarification of escape-route planning and accessibility
- Preparation of possible façade technology and advertising facilities
- Compilation of building application and building description
- Clarification of statics and delivery of technical proof
- Preparation of planning permission



PROJECT PLANNING

- Implementation planning
- Budgeting and cost managementAssumption of responsibility for tender
- procedures and selection of sub-contractors
- Drawing up and supervision of the construction timetable
- Assumption of responsibility for construction supervision; acting as continuous contact for the client
- Coordination of individual construction requirements such as fire protection, statics and technical building equipment
- Documentation and project controlling
- Quality control
- Execution of all approvals and transfer of space



INTERIOR CONSTRUCTION

- Commissioning and coordinating the execution of all interior construction tasks, such as: electrics, lighting, heating, air conditioning, lighting, plumbing, drywall installation and shopfitting as well as furnishing, public address systems and digital solutions
- Upon request: individual tasks can be taken over by umdasch The Store Makers



SERVICE

- Building documentation
 - Taking over of guarantee for the customer as general contractor or general
 - Contact for all faults and damage during the guarantee period

ERVICE

SE

RS

S

→ SERVICES

Our GC project managers will implement your construction project with a steady hand, a high degree of specialist expertise and prudent supervisory skills; and always with an eye on the costs, the quality and the time. From the property valuation to the clarification of all questions to the completion on-time you will have a specific contact person who will be at your side in a professional and reliable manner. Your GC project manager will ensure with experience and passion that you are not left standing out in the cold.

\longrightarrow SECTORS

Whether it is a business space covering 6,000 square metres for a financial services provider or a 300-square-metre store for an international retail chain which is to undergo an extensive facelift in the shortest possible time and at many locations: the challenges in the refurbishment and extension of business spaces and worlds of experience may vary from sector to sector. They have one thing in common, however: the quality must be right, the predefined costs must be adhered to and the opening date must be preserved. The GC professionals at umdasch will ensure that this is so.

UMDASCH - EVERYTHING FROM A SINGLE SOURCE - INDIVIDUALLY ACCORDING TO YOUR REQUIREMENTS

BANKS AND
FINANCIAL SERVICES
PROVIDER

WORLDS OF EXPERIENCE
AND
AND
AND
AND
AND
SHOPPING CENTRES

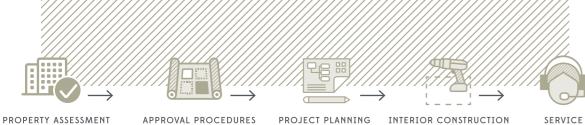
MUSEUMS
SYSTEM GASTRONOMY
MUCH
MORE

SENERAL CONTRACTING --- 8 / 11

One for all

GC SHOWN THROUGH THE EXAMPLE OF VORWERK LONDON





Installation, Digital Retail, General Contracting



sible for the work on the façade. Here it was necessary to comply with strict fire-prevention regulations. An integrated fire-prevention curtain, a glass apron and an additional roller door were needed to fulfil the requirements



The joint story of umdasch and Vorwerk started more than three years ago. It began with the development of the store concept via the planning and production of the shopfitting to the integration of digital signage solutions at the point of sale. The Store Makers at umdasch took over the entire implementation on behalf of the German company, a manufacturer of household appliances. The all-round carefree package was extended to include the services as General Contractor. The professionals at umdasch coordinated all the trades involved in the 250-square-metre store in the Betall Center in Kingston-upon-Thames, south of London's Heathrow airport.

A DAY'S WORK FOR OUR GC PROJECT MANAGER

"Until recently, Vorwerk operated only via direct sales. It has only been present with bricks-and-mortar stores for the past few years. For many of the Vorwerk employees in the UK, the idea of having their own store was simply unreal. For

this reason the retail company came to us with a whole range of requests. We took our customer by the hand, so to speak, and after some preliminary discussions everything ran like clockwork", explained the GC Project Manager who was in charge on behalf of umdasch. She acted as the good spirit on the spot and established the link to the customer by coordinating all the various trades including the drywall installation, plumbing, ceilings, façade and ventilation. Vorwerk could relax, lean back and concentrate on its core business.".

A FINISHED STORE IN SIX WEEKS

Of course, in projects of this complexity, challenges are part of the daily routine. Then it is a matter of rearranging things. In other words: adopting a new approach in order to arrive at the same goal. "We intervene repeatedly and to a considerable extent between the design and the technical execution in order to ensure that the customer is not left out in the cold. A quick fix is never quick. Because ultimately it is a matter of what can be seen later", explains Marco Gösling, head of General Contracting at umdasch. And so, of course, requests for changes occur especially during the construction phase, and the GC experts at umdasch are pleased to comply. In the case of the Vorwerk store, for example, it was a matter of rearranging the staff kitchen to include space for additional appliances. And the store was fitted out with cameras, which were not included at the beginning. "The art is that the General Contractor also becomes the troubleshooter - and that is precisely what umdasch does", continues Gösling. Furthermore, there are often very tight time schedules: All planning applications and planning documents had to be approved within just six weeks. "After which we also had to implement the store within this short period of time. But by joining forces and in close consultation with the customer we were able to open the new shop on time," explained the project manager in charge with pleasure. "The coordination of the various trades ran without a hitch and the installation by the umdasch team on

LOCATION London, UK SALES AREA 250 m²

SERVICES Shop Design, Manufacture, Shop Equipment,

CONTACT www.vorwerk.com

"The coordination of the various trades ran without a hitch and the installation by the umdasch team on the construction site was very good. umdasch is an excellent GC."

Ian Gibson, Retail Manager Vorwerk
 London



For Vorwerk London not only the General Contracting came from umdasch. The Store Makers also provided their expertise with regard to design, concept, lighting, shopfitting and digital retail.





The new Vorwerk store in the Bentall Centre in Kingston-upon-Thames, UK. The Store Makers at umdasch were involved from the start: in addition to the coordination of all the trades, the store design was also the work of umdasch. Thanks to the high-quality shopfitting and digital signage solutions, an integrative product presentation was created for the modern household appliances by Vorwerk across 250 square metres.

the construction site was very good. umdasch is an excellent GC", was how the Retail Manager of Vorwerk UK, Ian Gibson, summarised the project.

Reliability, professionalism and trustworthiness were the building blocks needed to get this exciting product presentation off the ground for Vorwerk.

THE ALL-ROUND CAREFREE PACK-AGE BY UMDASCH

The fact that the General Contractor acts as a single contact person for the retailer applies not only in the case of the various services. It is also an advantage to have a single contract and contact partner with regard to the guarantee. If needed, the retailer has in umdasch a central contact to act as coordinator. Time-consuming research as to who is responsible for which trade is therefore not necessary.

ADVANTAGES

EVERYTHING FROM A SINGLE SOURCE

As General Contractor umdasch not only assumed responsibility for the coordination of all the construction trades. With its expertise as Store Maker the company can draw on its extensive experience in the fields of design, shopfitting, installation and digital retail.

100 PERCENT TRANSPARENCY

The relationship of the GC contact person at umdasch with the customer is characterised by close cooperation. The maximal degree of openness and transparency are a prerequisite which is put into practice daily.

EXPERTIS

Challenges are part of the everyday routine in GC projects. The General Contractor always has a solution at hand, even for unpredictable events. The experts at umdasch are also skilled in the art of troubleshooting.

EXPERIENC

The large number of individual projects linked with well-founded technical expertise ensure that for our customers each project will be realised in the required quality and at the agreed cost.

PASSION

The GC project managers are passionate about "their" projects. They put both energy and passion into ensuring that the store will open on time.



umdasch demonstrated reliability, trustworthiness and professionalism when acting as a professional General Contractor to stage an exciting world of experience for Vorwerk.



"umdasch is quite simply a strong partner when it is a question of the reliable implementation of the overall planning. The extensive experience and expertise concerning new technologies in the retail sector convinced us immediately during consultations. We were very satisfied with the execution"

- Michael Mehnert, Managing Director BSH Hausgeräte

The first Bosch monolabel store in Europe is located in Mariahilfer Strasse in Vienna, Austria. From the concept and design via the planning, execution as General Contractor and shopfitter to the latest digital retail solutions, the Store Makers from umdasch have created a truly remarkable presentation across a sales area measuring 400 square metres. With the concept by umdasch the GC professionals have implemented the brand identity of Bosch in this first store, creating space for innovative products and competent advice by the German appliance manufacturer.





APPROVAL PROCEDURE

PROJECT PLANNING

- One-Stop-Shop Experience by umdasch:
- Development of furniture units, wall cladding and ceiling constructions

INTERIOR CONSTRUCTION

- Integration of all digital components such as, for example, digital signage
- Implementation of the new lighting concept
- Integration of all digital components
 E.g. digital signage

Construction documentation

SERVICE

 Maintenance and service package for digital solutions





Virtual 3D Insight in the Bosch Monolabel Stor

- Property portfolio taken over in very poor condition
- Complete demolition of the old interior architecture (tiles, plasterboard and brick walls)
- Complete dismantling of the electrical installations and lighting was necessary
- Application planning in close cooperation with BSH Facility
- All official channels dealt with by umdasch
- Adaptation of existing ventilation to reduce costs
- Fire protection modified to meet current regulations

Design concept developed by umdasch Shop Consult

- Adaptation of construction timetable
- Continuous monitoring of costs





After a joint creative process the Store Makers from umdasch developed the concept by Friend and Company Architects from London further and implemented it in a unique shopfitting design which does justice to the sales area of the world's largest collection of contemporary art.

The complete implementation was carried out by umdasch The Store Makers in Oxford, UK and the firnishings were produced at umdasch in Leibnitz, Austria.



PROJECT PLANNING

- Analysis of existing structure and loads
- umdasch took over the difficult aspect of monument protection and official permits in Westminster, London
- All work had to be carried out with the museum operating normally
- It was necessary to complete the project with a total construction time of only eight weeks
- Exceptionally close coordination of all trades involved was necessary
- Up to 20 workers per day were involved on seven days per week





INTERIOR CONSTRUCTION

- Disposal of 50 tonnes of old furnishings and building rubble
- The massive old walls required the strengthening of the underfloor in order to support ceiling girders weighing 27 toppes
- Engineering services, coordination of furniture production and installation





- "You can feel in your heart of hearts that you are in the presence of excellent craftsmanship and that is precisely what the Victoria & Albert Museum stands for."
 - Alex Stitt, Director of Commercial & Digital Development Victoria and Albert Museum

Manufactum

THE DEPARTMENT STORE FOR GOOD THINGS









For Manufactum in Hannover the gallery was closed off with special steel sections to enlarge t sales area. The ceiling ends flush with the windows, extending them down to the floor.

"High-quality and unusual products which function well, last well and can be repaired. Manufactum is the department store for good things," is Manufactum's definition of sustainability and umdasch was called upon to build two stores for these good things in Vienna and Hannover. The demands which the store makes of its products were also required during the rebuilding works. Here umdasch could demonstrate its organisational skills as General Contractor and also supplied

the high-quality furnishings from its own production facilities. In addition to the sales areas, the gastronomy area in both establishments was also fitted out by umdasch. A particular challenge was the organisation of the complex rebuilding measures in Hannover, as you can read in the timeline for the building process.

APPROVAL PROCEDURES

PROJECT PLANNING

- umdasch was responsible for communications between the architects and the client
- Escape routes clarified by umdasch: the old emergency exit was blocked off and the new one was integrated into the façade
- Fire protection classification F90 was ensured in the





- Agreement reached in close coordination with architects
- Only six weeks' construction time for the first phase
- Work during the second phase was carried out with the store fully operational
- Coordination of external trades by umdasch





INTERIOR CONSTRUCTION

- Floor on the first floor extended. The entire storey was extended from the former gallery
- Ventilation technology coordinated by umdasch parallel to construction: waste air removal necessary on three floors
- Services for the gastronomy area provided by umdasch: ceiling suspension, air supply, installations, power, tiles and much else
- Special requirements in the design of the staff areas: installations for tea kitchen and wet rooms
- In addition to the interior construction, sections of the façade were removed by umdasch and rendered fireproof.

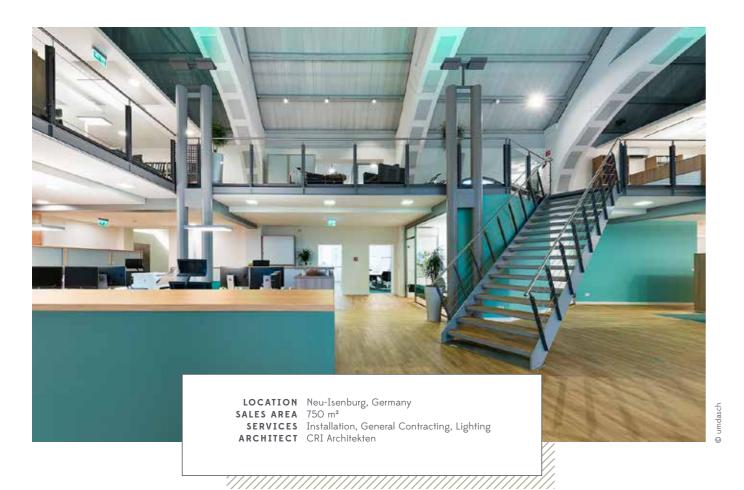




Virtual 3D Insight

Bonava

PRESERVING CHARACTER WHILST RE-INVENTING ITSELF





Bonava is one of the biggest residential property developers in the construction sector in Germany. It sells its customers properties in which they will feel at home. This was also the requirement that Bonava made of the design of its new headquarters. The new Bonava headquarters have been integrated into an old cinema. One of the demands made of umdasch was that as few changes as possible should be made to the building substance in order to retain the character of the old cinema. In view of the space available and the open roof

beams the result was a vast, ultra-modern open office with loft character. Corners for discussions and cosy think tanks were created on various gallery levels. Highlights include the roof area, which is designed in country-house style, a wall element created from tree trunks and unique ceiling constructions in the conference rooms.

PROPERTY ASSESSMENT

APPROVAL PROCESS



 Securing of the statics and the load-bearing constructions as the existing structure was to be modified as little as possible





- Official approval of the rebuilding project obtained by umdasch
- Escape route planning
- Clarification of the possibilities of adapting the building's technical infrastructure



\uparrow

INTERIOR CONSTRUCTION

All trades involved were organised by umdasch:

- Air conditioning
- Floor coverings
- Ceiling constructions
- Lighting
- Electrics
- Complete furnishing





"umdasch once more demonstrated absolute service competence for the residential building project developer: we organised the ceiling constructions, the floor coverings, the electrical work, the drywall construction, the lighting and much else."

Marco Gösling, General Contracting
 Director umdasch

Gropius Passagen Foodcourt

TIME PRESSURE AND MANY COOKS





With some 150 shops across more than 90,000 square metres, 2,000 jobs in the shopping centre and ten million visitors every year, the Gropius Passagen is one of the largest shopping centres in Germany.

The GC professionals at umdasch were responsible for the entire rebuilding of the food court in the Berlin centre: the result was seven restaurants with over 500 seats in front and a central island area.



PROJECT PLANNING

- The particular challenge: opening on time in spite of delays in taking over the works in the building shell
- Umdasch team worked continuously:
 24-hour shifts on seven days a week with the centre still fully operational.
- Complex structures: coordination of all trades and coordination with seven contact persons for the restaurants
- The motto of the construction site: keep calm and in spite of the time pressure always maintain a friendly ear for all those involved, and arrive at a consensus whenever necessary.





INTERIOR CONSTRUCTION

- Drywall construction, floor screed, waterproofing, tiles, masonry and plastering, metalwork and locksmith work
- General Contracting project managers at umdasch were also responsible for coordinating the plumbing, heating, ventilation, refrigeration and fire extinguishing technology





"The Gropius Passagen have positioned themselves as an urban meeting place in south Berlin, offering a high-quality stage and an attractive mix of national and international top brands as well as new, creative food concepts."

- Gropius Passagen

YOUR PLANS ARE SAFE WITH US



The GC experts at umdasch not only know their job; they also know their projects like the back of their hand. So it is not surprising that when it comes to renovating their properties, banks in particular greatly appreciate the confidential treatment of information.

The Store Makers at umdasch respect this—with absolute honesty and 100 % loyalty. Your information is as safe with us as the diamonds in the banking vaults: umdasch promises discretion and complete confidentiality.



PROPERTY ASSESSMENT

- In-depth inspection of the prop-

erty to see whether the build-

the high security regulations.

Active support for banks in

matters relating to coordina-

tion of contracts, for example

as project director, during the

negotiation of leases, planning

and engineering services.

ing's structure can match up to

Official approval

Communication with official bodies

APPROVALS PROCEDURES

 Works on historic buildings, clarification of and compliance with monument protection requirements

Transparency in the allocation of trades, umdasch adhere to the legal safeguarding and confidentiality clauses of all parties.

PROJECT PLANNING

- With atypical working hours and mobile banking containers, highest safety standards are also high priority to ensure smooth operations.
- Introduction of the most modern Technology in partially listed buildings and building materials.

INTERIOR CONSTRUCTION

Decades of experience in the use of high-quality materials such as marble floors and brass elements

 Integration of digital components and comprehensive security technology are part of our "daily business"

Compilation of the complete revision documents (technical inspection reports, expert assessments, care instructions)

SERVICE

We regard ourselves to be under an uncompromising obligation to our customers, even after completion of the project. Our cooperations are characterised by long-term partnerships.

SELECTED CUSTOMERS

OUTSTANDING CUSTOMERS DEMAND
OUTSTANDING PROJECTS. BOTH HAVE
ACCOMPANIED US OVER THE YEARS.
AND SO WE AS GENERAL CONTRACTORS
HAVE REALISED MANY SHOPPING
CENTRES AND WORLDS OF
EXPERIENCE WHICH SET NEW
STANDARDS.

Apple Assos Austria Tabak backWerk Balenciaga Banking projects in Austria and Germany Bettenrid Binder Optik Bistro Box Bonava Bosch Bottega Veneta Burberry Calumet Cinque Dior Douglas E4You

> FaceGym Geco

Golf House

Gropius Passagen

H&M

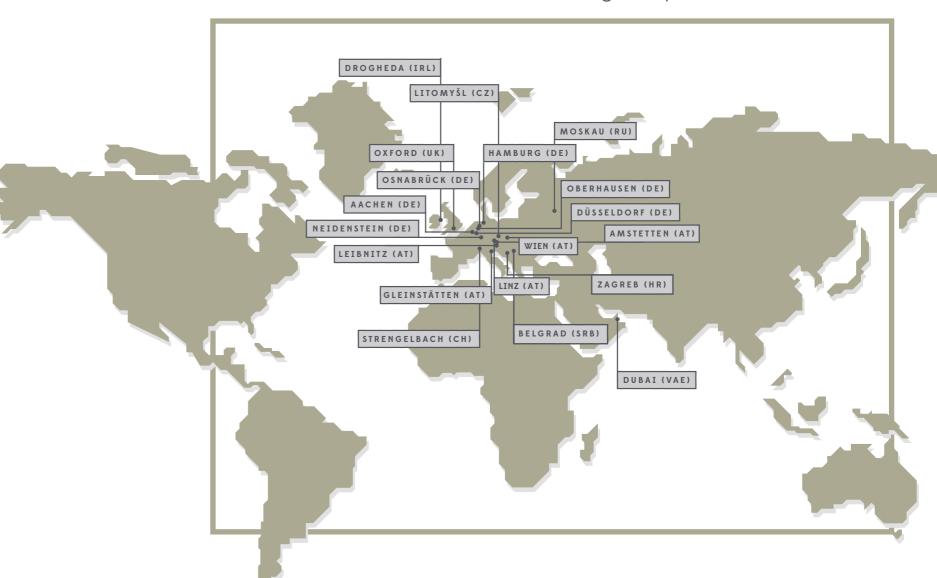
Hans im Glück

HEMA Hirmer Jaguar Landrover Showrooms Kettner Khaadi KIND Manufactum McArthurGlen Mister Spex NYX Professional Makeup 02 Patricia Pepe Paul Smith PME Legend Pollux Samsung Superdry Tegut TSA - Traktionssysteme Austria Victoria & Albert Museum Vorwerk Zalando

Zwilling J.A. Henckels

UMDASCH THE ENTIRE WORLD OF SHOPFITTING

No matter where your project is – we are not far away. The GC professionals at umdasch are passionately devoted to their work and look forward to hearing from you.



GET IN TOUCH

generalcontracting@umdasch.com

We'take

umdasch.com

