

inSites

Unlocking Insights from the World of Placemaking

No. 6

THINK OUTSIDE THE BOX

Sustainable ideas for a new supply chain



umdasch
THE STORE MAKERS

INTRODUCTION

Where trends meet spaces

inSites is the new online format from umdasch The Store Makers. It deals with developments, trends and innovations in the creation of spaces. The name says it all: the format aims to provide in-depth insights into different places (sites) – be it retail spaces, offices, food courts or other exciting meeting spaces. inSites shows what moves the placemaking industry: it uncovers backgrounds, sheds light on complex topics and focuses on the people who work every day to make spaces more functional, aesthetic and sustainable – in short: better.

inSites is green in 2024

Sustainability has been the main theme running through 2024 inSites, with everything revolving around the umdasch Sustainability Guide. This was created by the Store Makers after the umdasch exhibition at Euro-Shop 2023. Under the motto “Plant an idea”, visitors to the most important industry event for the retail sector were invited to record their ideas for a sustainable point of sale on the umdasch Sustainability Tree.

Many exciting and valuable contributions were collected, from which a comprehensive guide with six sustainability focal points was created – with the most important resource at the centre: people. Because successful, sustainable spaces can only be created through joint action.

Your Store Makers from umdasch wish you inspiring reading!

EXECUTIVE SUMMARY

The sixth edition of the umdasch online format inSites focuses on the topic of Supply Chains in four chapters. The question is what concrete solutions contribute to a more sustainable supply chain process and what this means for companies like umdasch The Store Makers and their customers.

The supply chain is like a complex network where even the smallest changes can have a big impact. For example, focusing on [sustainable procurement](#) means not only carefully selecting suppliers, but also defining your own standards and guidelines.

Concrete, more visible measures can be achieved by optimising [packaging](#), for example. This can be done by reducing the amount of packaging material and favouring sustainable resources, but also by using every centimetre of the packaging itself as efficiently as possible. This in turn has an impact on [logistics](#) and all the underlying processes.

Finally, [transparency, integrity and compliance](#) are the three core issues that underpin sustainable supply chain activities and provide a common framework for various standards.

UMDASCH SUSTAINABILITY GUIDE

The Way to Sustainable (Retail) Environments

The six focal points do not stand alone, but are interlinked. Follow the lines in the guide to see which topics influence the area of supply chain. These lines will lead you to the individual sub-chapters of the Trend Paper.

(STORE) DESIGN



ENERGY



DIGITALISATION



MATERIALS



BUILDING STOCK



SUPPLY CHAIN



Refurbishment/Reuse
Energy-Efficient Lighting

Energy-Efficient Building Operation
Renewable Energy
Green Digital Signage

Building Information Modelling (BIM)
Digital Solutions and Products

Sustainable Materials
Recycling/Upcycling
Sustainable Sourcing
Certifications

Sustainable Building Solutions
Reduction of Emissions
Use of Existing Building Stock

Packaging
Logistics
Transparency, Integrity, Compliance

ECO-DESIGN

ENERGY
TRANSITION

DIGITAL
INNOVATIONS

CIRCULARITY

RENOVATION

COLLABORATION

PEOPLE

SUSTAINABLE PROCUREMENT

sustainably sourced: PROCUREMENT OPPORTUNITIES AND CHALLENGES

Adhering to sustainable practices and switching to environmentally friendly alternatives is a central component of a sustainable business strategy. For a manufacturing company such as umdasch The Store Makers, sustainability also means taking a close look at procurement.

Edin Music, Senior Procurement Manager at umdasch The Store Makers, explains in issue 4 of inSites that sustainable procurement is a central component of the shopfitting specialist's corporate strategy. This includes the careful selection of suppliers, the use of recycled materials, the reduction of packaging materials and the optimisation of transport routes to reduce CO₂ emissions.



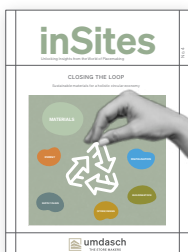
Certification as reliable proof

Wood plays a central role at umdasch The Store Makers. During the procurement process, the company ensures that the wood comes from legally and sustainably managed forests and that it meets the relevant certifications, such as FSC or PEFC, as well as environmental standards, such as the EU Timber Regulation or the EU Deforestation Regulation, which will come into force at the end of 2025. When selecting suppliers, the procurement team at umdasch The Store Makers pays

MORE INFORMATION IN INSITES NO. 4



Read the full interview in
inSites no. 4.



SUSTAINABLE PROCUREMENT

attention not only to costs and quality, but also and above all to compliance with various sustainability criteria.

“Sustainability means not only selecting the right materials, but also taking responsibility for the entire supply chain.”

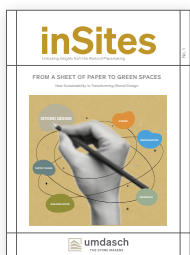
Gerhard Fuchs
Operations Director
umdasch The Store Makers

Regular supplier audits and clear agreements such as the Supplier Code of Conduct (more on this in the chapter ‘Transparency, Integrity and Compliance’) also ensure that sustainability principles are consistently adhered to. This is also taking place with the background of increasingly stringent regulatory requirements.

MORE INFORMATION
IN INSITES NO. 1



In the first issue of inSites you will find an overview of certifications in store design.



Gerhard Fuchs, Operations Director at umdasch The Store Makers, explains: “Customer requirements and new legal frameworks are creating standards that companies must meet in terms of sustainability. The legal requirements form the basis of our sustainability activities – they are non-negotiable.”



At the same time, Fuchs says, they are only the basis: “Because at the heart of our activities is the belief that every little contribution and every extra mile is crucial in terms of sustainability. We now have the opportunity to play a major role in shaping the future of life on this planet for generations to come. As a company, it is therefore our duty to actively look for better alternatives as best as we can – in every area.”

SUSTAINABLE PROCUREMENT**Digitalisation promotes process optimisation**

Digital transformation also offers great opportunities in procurement. With the help of forecasting algorithms, material requirements can be predicted more accurately and processes can be made more efficient. This reduces overstocking and waste.

However, despite digitally-enabled procurement, companies and their procurement teams are sometimes challenged when it comes to the availability of sustainable materials, such as certified wood, recycled raw materials or low-emission technologies. "Access to sustainably sourced materials is limited, which can lead to material supply bottlenecks and is a significant challenge - especially in terms of achieving sustainability goals," says Fuchs, highlighting a major challenge in sustainable procurement.

Flexibility versus sustainability

A strategic focus on sustainability offers companies the opportunity to implement a long-needed cultural change. This may present operational challenges, but it has a long-term future - for companies, for the environment and for future generations on the planet.

"Only if all stakeholders - from employees and management to owners and external partners - pull together can we successfully implement sustainable procurement," says Fuchs. Integrating sustainability requires more than processes: it requires conviction and cooperation.



**"Our goal is
net zero by 2040.
Our activities throughout
the supply chain
contribute to reaching
this goal."**



GERHARD FUCHS
OPERATIONS DIRECTOR
UMDASCH THE STORE MAKERS

PACKAGING

ON THE EDGE(S)

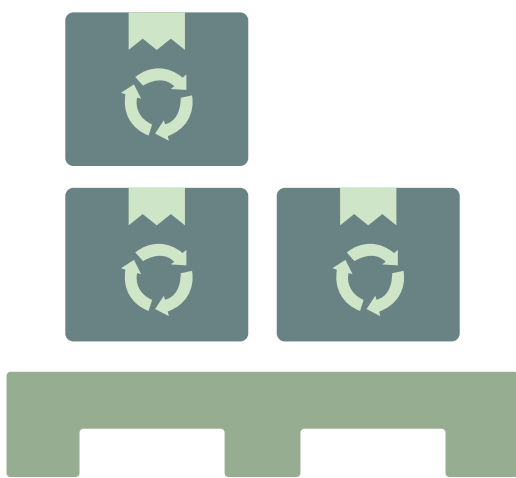
HOW SUSTAINABLE PACKAGING CAN IMPROVE PROCESSES AND THE ENVIRONMENT

Packaging and logistics go hand in hand in the supply chain process. Sustainable packaging solutions not only provide added environmental value, but also contribute significantly to process optimisation in the supply chain. The packaging strategy of umdasch The Store Makers is based on sustainable materials and intelligent solutions to reduce packaging and transport - and thus create more sustainable logistics.

How will all this be achieved? One step at a time: “When it comes to sustainable packaging materials, our focus is on the ability to return them to the cycle after disposal - properties that are particularly met by cardboard and recycled plastic,” explains Ivan Cvitkusic, who, as Packaging Manager at umdasch The Store Makers, is playing a leading role in transforming the shopfitting company’s packaging solu-

tions. “Basically, we want to find the ideal balance between robustness, low weight and the ability to combine packaging materials with other materials to achieve transport advantages,” he continues.

When it comes to packaging, there is always the question of disposal. In addition to using sustainable materials, it is important to reduce the number of different materials to a few so that as many parts of a package as possible can be disposed of together. Even before disposal, umdasch considers the reusability of packaging materials.



PACKAGING

Less variety, more efficiency

In their analysis, Cvitkusic and his colleagues found that the problem and the solution for reducing the amount of packaging material lies in the effort to provide as many packaging variants as possible for different products. Previously, the approach was to use many different formats to avoid wasting packaging material. Now the approach is to be able to offer a variety of formats in the same carton: through variable carton sizes.

“We are now working on a concept that offers a variety of formats but with a reduced amount of packaging material.”

“Ultimately, this should solve any packaging challenge sustainably and without additional costs,” says Cvitkusic, giving an insight into his work. This includes the introduction of standard boxes that can be flexibly adapted to different product sizes.

A further step is the development of a carton production facility at the umdasch The Store Makers

logistics centre in Hasendorf, Austria, with the aim of producing customised cartons. This means that only as much packaging as necessary is used, which also significantly reduces the consumption of filling materials and aids such as edge protectors. This also makes the sustainable solution more economical.

See challenges as opportunities

Switching to sustainable packaging materials and reducing packaging also brings its own challenges. For example, reduced availability and higher procurement costs, or even significant additional organisational effort because of changes in the enterprise resource planning system, where item numbers and packaging processes are linked.

However, it is worth the effort. “Packaging is often the first thing that customers notice. Sustainable, attractive packaging not only meets expectations but also strengthens the brand image,” says Cvitkusic. Packaging is an important figurehead, especially in the B2C sector - but it is also becoming increasingly important in the B2B sector.



Customised packaging makes a valuable contribution to the entire supply chain. Investing in state-of-the-art solutions is an important step for umdasch The Store Makers to make the most of the optimisation potential in packaging.

PACKAGING

Sustainable packaging solutions not only contribute to the circular economy, they also improve efficiency and reduce long-term logistics costs. This makes packaging more than just a functional element: it becomes a strategic opportunity for companies.

From the customer's point of view, of course, optimised logistics is also a major advantage. The calculation is simple: if packaged goods can be

stacked more efficiently, faster delivery times are possible with better overall conditions. Improving the circular economy by reducing the number of different packaging materials and means of packaging also leads to better processes and more sustainable behaviour, for example by reducing waste.



IVAN CVITKUSIC
PACKAGING MANAGER
UMDASCH THE STORE MAKERS

short interview with Ivan Cvitkusic:

1. What are the main benefits of sustainable packaging solutions?

↳ Sustainable packaging saves resources, promotes recycling and enhances a company's image. It can also reduce costs in the long term.

2. What challenges do you see in the transition?

↳ Access to sustainable materials is limited and procurement costs are usually higher. In addition, the transition requires us to adapt our inventory management systems and therefore involves a significant organisational effort.

3. How does packaging affect the perception of a company?

↳ Packaging is often the first point of contact with a company. High quality, sustainable packaging enhances the perception of quality and meets the growing expectations of our customers.

4. What added value do sustainable packaging solutions offer the customers of umdasch The Store Makers?

↳ The economic benefits of cost efficiency and optimised processes are certainly at the heart of our efforts. Transport efficiency saves time and effort. Reducing waste helps the environment and simplifies further processing at the point of delivery.

LOGISTICS

THE SMALLER THE FOOTPRINT, THE SMALLER THE IMPACT

A company's logistics play a key role in the sustainability of the supply chain. It connects numerous interfaces - from transport to storage - and holds enormous potential for increasing efficiency and sustainability. Sebastian Isak, Head of Logistics Multistore Solutions at umdasch The Store Makers, provides exciting insights into current developments and strategies.

In logistics, the focus is on process optimisation that not only reduces the workload but also has a positive impact on the transport system. "Our goal is to significantly reduce the carbon footprint of the entire logistics network," says Isak. Packaging is a key lever: the use of packaging and filling materials is reduced to the absolute minimum.

The role of recycled alternatives and the challenges and roles of sustainable packaging solutions have already been discussed in more detail in the 'Packaging' chapter. More flexible packaging sizes create more efficient storage options and save resources - literally in every corner.



Digitalisation as a driver of change

Digitalisation also plays a central role in logistics when it comes to optimising efficiency and results. Much of the logistics process has already been digitised and simplified through scanning. To increase the efficiency of load carrier documentation and transport orders, for example, umdasch is testing digital technologies and automation processes, for example in the form of image-based measurement using machine learning algorithms, as Isak reveals.

LOGISTICS

This development is now moving towards full automation using intelligent camera systems and working with digital twins of entire logistics sites. “We see great potential in modern digital solutions to significantly optimise the interaction between packaging and storage space,” says Isak.



SEBASTIAN ISAK
HEAD OF LOGISTICS
UMDASCH THE STORE MAKERS

MORE INFORMATION

IN INSITES NO. 3



Read more about the link between digital twins and shopfitting in the third issue of inSites.



Perfectly coordinated, tailor-made and fully digital, logistics is entering an exciting phase of digital transformation. Here too, data is becoming a valuable asset, as Isak explains: “In order to sustainably reduce CO₂ emissions in logistics and be able to make a well-founded statement about our progress, we need a reliable data base.”

This data is collected with the help of special transport management software that, among other things, simplifies and makes more transparent the procurement process in the transport industry.

3 questions to Sebastian Isak

What is the role of digitalisation in logistics?

↳ Digitalisation offers enormous potential for increasing efficiency and sustainability. Projects such as image-based dimensioning or digital twins enable more precise processes and optimal use of storage space.

How are you tackling challenges in the area of packaging?

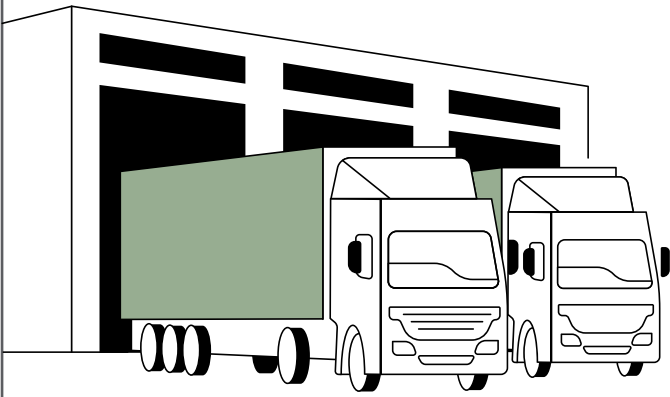
↳ We are reducing the use of packaging materials to the minimum necessary and are focusing on flexible sizes that make storage and transport more efficient.

How do you assess alternative drive systems in logistics?

↳ E-mobility is particularly suitable for short distances if the electricity comes from renewable sources. For longer distances there are still hurdles, for example in terms of range and cost-efficiency.

LOGISTICS

“We see great potential in modern digital solutions.”



Sustainable transport: challenges and opportunities

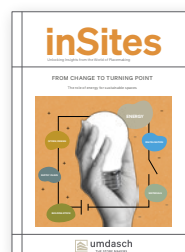
When it comes to sustainable logistics, the choice of means of transport is particularly striking and quickly raises the question of alternative transport methods and “green” drive systems, which currently still pose a number of challenges for the transport industry. While fossil fuels are still dominant, “green” propulsion systems are gaining in importance - at least for short distances. “E-mobility is a good alternative, especially if the electricity comes from our own production, as it does here,” says Isak.

STORE MAKERS ALSO FOCUS ON RENEWABLE ENERGY



The umdasch logistics centre in Hasendorf, close to the production site in Leibnitz (AT), has been equipped with a 250 kWp photovoltaic system on the roof. This sustainable energy source will supply the local vehicle fleet and the building itself with electricity, but also represents an important step in our commitment to sustainability. Further expansion is already in the pipeline.

MORE INFORMATION IN INSITES NO. 2



In the second issue of inSites, you can read more about energy efficiency in the context of interior design.

TRANSPARENCY, INTEGRITY AND COMPLIANCE

Live transparency. Maintain integrity. Ensure compliance.

The cornerstones of a sustainable supply chain:
Why clear values are key to trust and success.



For collaborative interactions to work, it is necessary to establish rules that both level the playing field and ensure that people act in accordance with those rules. This may sound very simple at first, but these basic rules of collaboration are becoming more and more extensive and complex, as Gerhard Fuchs, Operations Director at umdasch The Store Makers, explains in the inSites interview.



GERHARD FUCHS
OPERATIONS DIRECTOR
UMDASCH THE STORE MAKERS

Mr Fuchs, what are the main objectives when creating the ground rules?

↳ From our point of view, the main objective is fairness and equal opportunities and chances for everyone - be it in the interaction between people, in dealing with nature and the environment, or in the competition between companies.

How do you implement these principles in your work with the Store Makers?

↳ The Umdasch Group has defined a 'Supplier Code of Conduct' for its two divisions, Doka and umdasch The Store Makers. This code defines how cooperation must be organised in order to comply with social, ecological and legal requirements. It covers the areas of 'sustainability', 'compliance and fair competition' and 'human rights and fair working conditions'. It also specifies how suppliers must implement these requirements.

TRANSPARENCY, INTEGRITY AND COMPLIANCE

What is the role of transparency in this context?

- ↳ Transparency is the basic prerequisite for compliance with jointly established rules. In the supply chain in particular, transparency and traceability are of paramount importance. This is the only way to ensure that all materials and products are sourced in accordance with the required sustainability standards.

Where do you see the biggest challenges in implementing these standards?

- ↳ Especially in global supply chains, it is often difficult to monitor and enforce sustainability standards along the entire chain. When suppliers



operate in regions where regulations are less stringent or where there are fewer opportunities to effectively implement sustainable practices, it becomes much more difficult to enforce our standards.

What does this mean for Store Makers?

- ↳ For us, it is about being a reliable partner for our customers. This is our top priority. It is therefore important to us that we also select suppliers who fully adhere to our standards and help us achieve our sustainability goals. Ultimately, this benefits our customers as well.

TRANSPARENCY, INTEGRITY AND COMPLIANCE**Are there benefits to these changes?**

- ↳ Yes, complying with standards and creating your own policies can now also be a competitive advantage. Overall, there is a growing emphasis on being an environmentally and socially responsible business, not least because of increasing legal requirements and market pressure.

What does this mean for your customers?

- ↳ When one unit in a chain acts sustainably, it effectively acts as an enabler for the other units - it literally gets the ball rolling. This

also benefits our customers. When we act sustainably, we help them to achieve their own sustainability goals.

The way companies deal with sustainability is also having an increasing impact on their brand identity. We want to and can make an important contribution to our customers, particularly in terms of the relationship with the end customer. After all, stores are a kind of ambassador for the brand as a whole.

**OUR FIELDS OF ACTION
FOR SUSTAINABILITY**

CONCLUSION

Working together for a common future

Sustainability is the word of the moment. There is hardly a sector that is not confronted with it. Generally speaking, the term sustainability seems to be reserved exclusively for nature. Perhaps that is why the colour green is associated with sustainable solutions. But sustainability goes far beyond nature. It can be economic or social.

For the umdasch Store Makers, the first six issues of their online magazine inSites were about exactly that: showing what sustainability means - in the context of creating spaces.

As the umdasch Sustainability Guide shows, sustainability has an impact on many areas in the creation of spaces. Whether in the context of design, planning, implementation or digital solutions, sustainability is diverse, creates diverse solutions and requires a transformative rethink.

Sustainability also creates challenges, but as so often, the trick is to turn them into opportunities. For the planet and for us humans. Ultimately, it is about working together. This inSites paper, like all its predecessors, shows that collaboration and a

willingness to work together can achieve something that benefits everyone.

The supply chain is a good example of this. Procurement and logistics interact like clockwork, and the choice of packaging materials can have a significant impact on both. Similarly, external partners and their behaviour play an important role in the supply chain.

Rules are needed to make collaboration work. The aim should not be to restrict, but to ensure that everyone has the same opportunities and the same starting point. And cooperation is essential for this, whether in one's own environment or beyond, whether as a company or as an individual. With the latter being in control.

The umdasch Sustainability Guide also shows that we humans are the connecting link across all areas in the creation of sustainable spaces. After all, it's all about people working together to develop and implement sustainable solutions. For a future that has a future.

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