

# umdasch

THE STORE MAKERS

PRESS RELEASE  
AMSTETTEN, 24. Februar 2020  
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## EuroShop 2020: Complete Success for umdasch

**umdasch The Store Makers presented new perspectives for the retail sector of the future at the EuroShop in Düsseldorf from 16 – 20 February 2020. In an integral tour of a wide range of retail sectors, visitors could experience multimedia ideas, unusual materials and extensive opportunities for profitable measures at the Point of Sale.**

They could experience the topics that currently concern the retail sector live at the world's biggest fair for retail investment. Thousands of umdasch discussion partners found inspiration on a trade-fair stand extending over 900 square metres, exchanging views on the latest challenges: the sales spaces of many retailers are changing – becoming smaller, implementing a new concept or interconnecting various sales channels to create an omni-channel store. The retailers agree unanimously that emotional touchpoints are essential for their stores and that the customer demands added value and experiences.

umdasch presented numerous effective examples on its fair stand, and the response of the visitors was impressive. "With our open and spacious stand at the EuroShop 2020 we underlined our claim to be one of the leading shopfitting firms in Europe in a remarkable manner. The connection between analogue and digital solutions for the retail sector succeeded most impressively, as the encouraging feedback from our customers and other interested parties confirm. All in all the EuroShop 2020 set a milestone for us. It was visible from afar that this was probably the most successful and effective presentation of our services and performance. We are delighted with our success, which is already directly measurable," confirmed Silvio Kirchmair, CEO of umdasch The Store Makers.

### **Trends & innovations**

At the EuroShop it was evident that retailers are searching energetically for new solutions and fresh ideas. The "Retail Cart", for example, attracted considerable attention from our visitors. With this sustainable electric vehicle, not only duty-free operators are able to reach travellers directly at the gate. Many visitors to the fair gained ideas and suggestions for individual implementation from presentations like this one. Shopfitting innovations and flexible systems such as the "Turntable", which can be transformed from a table into a shelf in no time at all, also attracted visitors from all sectors. Crowds also formed around the "Liquid Dispenser", a system for refilling packaging, and the "Green Shelf", the umdasch shelf with the smallest CO<sub>2</sub> footprint, consisting of natural materials such as, for example pressed hay. Here the Store Makers targeted precisely the spirit of the times: conversations confirm that two out of three retailers plan investments for sustainable solutions at the Point of Sale.

## Digital at last

The Digital Retail experts at umdasch presented fully integrated solutions for electronic price labelling, digital signage, interactive applications and much more at the fair for the first time. "The willingness to invest in digital solutions at the POS has increased considerably since the last EuroShop," observed Bernd Albl, Managing Director of umdasch Digital Retail. Thus visitors showed great interest in electronic shelf labeling in independent use as well as in combination with digital signage. "Since many of the retailers are only at the beginning of the digital integration in the store, above all integral solutions are called for – such as those offered by umdasch – with advice from the store concept phase, content creation and service and maintenance," continued Albl.

## Complete success

The Store Makers' visitors were enthusiastic about the openness and unusual design of the umdasch trade-fair stand, which itself became a presentation stage. Wooden slatted walls over three metres high combined with a roof made from some ten kilometres of tightened cords in the trendy shade of blue symbolised that interconnected thinking is required for successful retail concepts. "We were able to greet tens of thousands of visitors during the five days at the umdasch stand in Düsseldorf. They included retailers from all over the world, from the food retail sector to fashion to luxury labels. Combined with Austrian hospitality, Düsseldorf became the optimal showroom for the presentation of our range of services," was the enthusiastic comment of Marketing Director Petra Böttinger-Barth, who was in charge of the project.

Picture captions:

- (1) The fair stand of umdasch The Store Makers at the EuroShop in Düsseldorf convinced visitors by its openness. The slatted walls and the roof of some ten kilometres of tightened cords drew all eyes towards the Store Makers' stage.
- (2) The new "Fold up" system was presented as a modular solution for flexible implementation options such as pop-up stores.
- (3) A transparent display at the Urban Gardening object became a selfie hotspot.
- (4) At the Retail Experience Wall visitors could immerse themselves in the world of umdasch at the touch of a fingertip through beams of light and sounds.
- (5) The Retail Cart – the new mobile sales solution by umdasch.
- (6) High-quality materials – used for luxury projects by umdasch – offered an unusual haptic experience at the EuroShop .
- (7) From Lift & Learn to Out-of-Stock Management: the Store Makers at umdasch presented many different technologies for the retail sector that were intelligently integrated into the shelves.
- (8) The Liquid Dispenser: the production-ready solution for the refilling of packaging, was in great demand among the visitors to the EuroShop.
- (9) The Turntable can be transformed in no time at all from a table into a shelf and vice versa.
- (10) Countless "interconnected" conversations took place in the sophisticated atmosphere of the Store Maker's Bar.
- (11) Together with the interior of the stand restaurant, green moss walls guaranteed very special wellness moments at the fair.



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umdasch: rooted in craftsmanship, visionary in the digital, always with a human aim and a goal: to realize successful stores. The Store Makers at umdasch create extraordinary worlds of experience for demanding customers in the sectors Lifestyle Retail, Food Retail, Premium Retail and Digital Retail. umdasch The Store Makers is one of the leading shopfitting concerns in Europe, with a staff of more than 1,500 employees. The corporate headquarters are in Amstetten, Austria. With some 20 branch locations in Europe and the Middle East, umdasch and its four operative divisions realise over 7,000 shopfitting projects and 200 general contracting projects every year. Together with its sister concerns Doka and Umdasch Group Ventures, and with over 180 logistics and sales branches in 70 countries, the concern has been owned by the Umdasch family for over 150 years.