

# umdasch

THE STORE MAKERS

PRESS RELEASE  
AMSTETTEN, 27<sup>th</sup> October 2022

## New umdasch international branch in Abingdon

**The British subsidiary of umdasch The Store Makers moved into the Abingdon Business Park in October 2022 as part of the company's plans to accelerate growth in Britain.**

In Abingdon, the Store Makers have 50 percent more office space available than at their previous location in Oxford. Both customers and employees benefit from this. A prototype area in the centre of the office is the heart of the new location. This is where shopfitting life pulsates – prototypes and furniture of current customer projects are presented on this constantly changing stage. State-of-the-art lighting and stage technology is used for this. Curtains provide flexible room separation and, depending on the setting, offer exciting views in and out.

The excellent infrastructure around the Abingdon Business Park is another reason for the move. Abingdon is highly accessible to and from London, Central and Northern England and is in immediate proximity to several airports. So these are ideal conditions for the international business of umdasch which is managed from the British office.

In cooperation with top architects and established store designers the umdasch experts in the UK accompany premium brands like Harrods, Nike, Stone Island, KaDeWe, NIO, Bucherer and many others.

### **An optimal environment for high performer in the shopfitting business**

Roman Fußthaler, Managing Director umdasch Premium Retail, is convinced: "We want to focus even more on the UK over the next few years and the office is basically the first step of this strategy. Our team goes the extra mile for our clients every day and deserves to work in the best possible environment according to new demands of our time. I believe that we are better together and we make better decisions as humans when we interact well. Our industry is very fast paced and effective communication and cooperation is key to thrive".

The entire office is equipped with state-of-the-art meeting and conference technology and also creates space for a retreat with communication booths. The Store Makers not only work with global players in sports retail, but also stay fit themselves. For example, the team has two meeting rooms with treadmills and indoor bicycles to keep them moving during longer meetings. For all sports enthusiasts who come to work on their bikes & Co, showers have also been provided. Height-adjustable desks support healthy and ergonomic working.

Currently, Fußthaler's team consists of 30 Store Makers in Abingdon. With the new modern location, Roman Fußthaler wants to arouse the enthusiasm of more talented people for umdasch, in order to pursue the company's growth strategy.

**Caption:** Official ribbon cutting with the umdasch Management board in the new international hub in Abingdon

From left to right.: Roman Fußthaler, Managing Director Premium Retail; Bernd Albl, Managing Director Digital Retail; Kurt Steindl, COO; Silvio Kirchmair, CEO; Marco Gössling, General Manager GC; André Spang, Managing Director, Lifestyle Retail

**Get in touch with the umdasch Store Makers in UK:**

umdasch Store Makers United Kingdom Ltd.

The Lambourn, Wyndyke Furlong

OX14 1UJ Abingdon

T +44 18 65 20 78 00

uk@umdasch.com



**Contact:**

**Sonja Wahl**

**International Marketing Manager**

umdasch Store Makers Management GmbH

Josef Umdasch Platz 1, 3300 Amstetten, Austria

T +43 7472 605 3444

[sonja.wahl@umdasch.com](mailto:sonja.wahl@umdasch.com)

[www.umdasch.com](http://www.umdasch.com)

umdasch: Rooted in craftsmanship, visionary in the digital, always with a human aim and one goal: to realise successful stores in the fields of Lifestyle Retail, Food Retail, Premium Retail and Digital Retail. With more than 1,400 employees, umdasch The Store Makers is one of the leading shopfitting companies in Europe. The company headquarters are located in Amstetten, Austria. With around 20 branches in Europe and the Middle East, umdasch and its four operating business units realise more than 7,000 store projects including 200 turnkey projects as general contractor annually. Together with its sister companies Doka and Umdasch Group Ventures and more than 180 production, logistics and sales branches in 70 countries, the company has been owned by the Umdasch family for over 150 years.