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THE STORE MAKERS

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AUTHOR: Dominik Reichartzeder

bellaflora with a new urban concept: Salon Verde as an urban feel-good oasis

Here comes the green! Salon Verde, bellaflora's new urban concept, opens its first store in the modern Nordbahnhofviertel in Vienna's second district and brings nature to the city. The new concept is geared towards urban living and offers plenty of inspiration for people's homes on around 250 m². The Store Makers from umdasch had the pleasure of accompanying the project as general contractor from the very beginning and are responsible for the planning and lighting concept as well as the realisation of the shopfitting.

In addition to a carefully compiled assortment of plants for the home and balcony, city dwellers will also find trendy home accessories and small pieces of furniture as well as care products and a culinary assortment in the new concept of the green number 1. Salon Verde is an oasis of well-being in the middle of the urban jungle - fully dedicated to (green) life in the city, as Susanne Eidenberger, Managing Director at bellaflora, also explains: "With the new store concept, we are responding to the wishes of the people around the location and taking into account the changed shopping behaviour - especially in the city. In a visually pleasantly calm shop design, the assortment carefully curated, Salon Verde offers services especially for city dwellers: For example, you can buy soil or fertiliser by the scoop and repot the plants directly in the store. bellaflora's Salon Verde is meant to be a place where people feel at home, are inspired and there is always something to discover."

Additional services such as the rental of transport bags or a cargo bike for transporting larger products up to sustainable delivery with electric vehicles round off the offer and provide great added value for life in the city. Particular emphasis is placed on cooperation with regional suppliers and the sale of sustainable products and materials such as flower pots made from potato starch or planters made from sun-fired ceramics and recycled plastic.

Sustainable shopfitting concept with a carefully thought-out customer journey

For the store makers from umdasch, who already have a long-standing partnership with bellaflora, the realisation of this pilot project also focused on sustainable solutions: for example, an economical LED lighting concept ensures energy-efficient operation of the store. Shelves and furniture made of solid wood also create a homely, inspiring atmosphere. The shopfitting was deliberately designed to be open and subtle in order to give the product range space to unfold its full effect. The modular umdasch shelving system Basixx Light, with which the product presentation can be flexibly designed, is also used. "The topic of sustainability was always a major concern for us when developing the store design. Our focus was

particularly on materials with short supply chains as well as on the lowest possible CO₂ footprint," Bettina Wieser, Shop Consult Manager at umdasch, describes the design process.

In developing the customer journey, careful attention was paid to guaranteeing perfect processes for customers and employees alike. Through zoning with labelled signs and different materials, various feel-good and inspirational areas were created in the store, which fulfil different tasks along the customer journey. The centrepiece of Salon Verde is an abstracted greenhouse in the centre of the store. As a themed stage, the greenhouse celebrates the seasons - it changes with the seasons and regularly offers visitors new ideas and inspiration. In the 'Earthy Corner' - another store highlight - granulate fertiliser can be filled independently with a special dispenser from umdasch. "This area is definitely unique for stores like this. The product becomes an experience thanks to the interactive elements," architect Bettina Wieser is convinced.



Contact:

Dominik Reichartzeder

Marketing & PR

umdasch Store Makers Management GmbH

Josef Umdasch Platz 1, 3300 Amstetten, Austria

T +43 7472 69 000 2504

dominik.reichartzeder@umdasch.com

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 1,500 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.