



umdasch
THE STORE MAKERS

PRESS RELEASE

AMSTETTEN, 10th December 2024

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umdasch The Store Makers realises Austria's largest duty free shop for Gebr. Heinemann at Vienna Airport

With the expansion of the Gebr. Heinemann Duty Free Shop in Terminal 1 of Vienna Airport, umdasch The Store Makers is once again setting new standards in travel retail. The shop, which opened in September, offers travellers not only a larger selection of products, but also a unique shopping experience that meets the highest demands in terms of aesthetics and functionality – and all this on a total area of around 2,000 m².

Gebr. Heinemann's Main Shop Plaza in Terminal 1 has been expanded from 1,200 m² to around 2,000 m², making it the largest travel retail experience in Austria. The newly acquired space creates room for particularly popular product categories such as sunglasses, leather goods, sneakers and exclusive niche fragrances. Regional products and typical Austrian specialities, which are very popular with travellers, can now be offered on an even larger scale. "We are proud to be able to offer our customers an even wider and more exclusive range. The expansion is an important step to further improve the shopping experience at Vienna Airport," said Juan Hildebrand, Head of Design Concept at Gebr. Heinemann and responsible for the shop design.

umdasch as a travel retail expert

As an experienced shopfitting partner in the travel retail sector, umdasch was responsible for the entire project management, furniture production, delivery and installation. "We are very proud to have realised the largest duty free shop in Austria. It was an enormous challenge to convert this large area in just six months in several construction phases," says Daniel Hundegger, Key Account Manager at umdasch The Store Makers. Thanks to the outstanding commitment of the entire umdasch team, we were able to complete the project successfully.

Luxurious market stalls

The design, created by Heinemann and implemented by umdasch, is inspired by the traditional market stalls on Vienna's Naschmarkt, which, in the form of pavilions, bring the travel destination of Vienna to life. The LED-illuminated pavilions also divide the sales area into different zones, optimising the customer experience. The skilful combination of high-quality materials chosen by umdasch for the shopfitting is particularly impressive: powder-coated metal in rose bronze, terrazzo and marble effects as well as walnut and oak décors create an exclusive ambience that immediately catches the traveller's eye. The elegant luxury fragrance back wall has been specially designed for the stylish presentation of premium perfumes. The sunglasses and bags sections benefit from umdasch's precise shopfitting solutions as well. Digital elements have also been incorporated into the redesigned duty-free area to create an immersive, modern shopping experience.

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Long-term partnership

The successful expansion of the duty-free shop at Vienna Airport is a further example of the long-term and trusting cooperation between Gebr. Heinemann and umdasch The Store Makers. It is an impressive continuation of the cooperation that began at Frankfurt and Berlin airports in recent years. "The result is a truly impressive shop that fully meets our high standards in terms of design and functionality," emphasises Juan Hildebrand. "The cooperation with umdasch went very well and we were very satisfied with the realisation of the project."

For umdasch The Store Makers, this project is a further milestone in the implementation of sophisticated retail concepts at Vienna Airport. "The demands in travel retail are high: short construction times, maximum functionality and exclusive shopfitting that optimally present the premium products and inspire travellers – this is exactly what we were able to achieve in this project," continues Hundegger.



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umdasch: rooted in craftsmanship, visionary in the digital world, always with a human touch and one goal: to realise successful stores. The Store Makers at umdasch create extraordinary worlds of experience for discerning customers. With their four business units – Multistore Solutions, Premium Solutions, Construction Solutions and Digital Solutions – they serve numerous areas of expertise ranging from Design Consulting & Value Engineering to Project Management, General Contracting and Shop Systems through to Digital Retail. With around 1,300 employees, umdasch is one of the leading shopfitting companies in Europe. The head office is located in Amstetten, Austria. Every year, the company realises over 7,000 shopfitting and 200 general contractor projects. Together with the Doka division, the Umdasch Group is active on five continents with over 170 production, logistics and sales branches. It has been owned by the Umdasch family for 155 years.

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