



| BRANDING THAT INSPIRES

Wanzl store concepts create new shopping environments



| ON A TOUR OF DISCOVERY

Customer experience –
made by Wanzl



■ **Full makeover for the Würth flagship store** in Kamp-Lintfort: clear orientation, intelligently positioned shopping incentives and emotional, feel-good factors: these are the three pillars of a coherent customer experience. Store concepts by Wanzl integrate contemporary aspirations for the redesign of existing or newly planned store concepts into a coherent brand design.

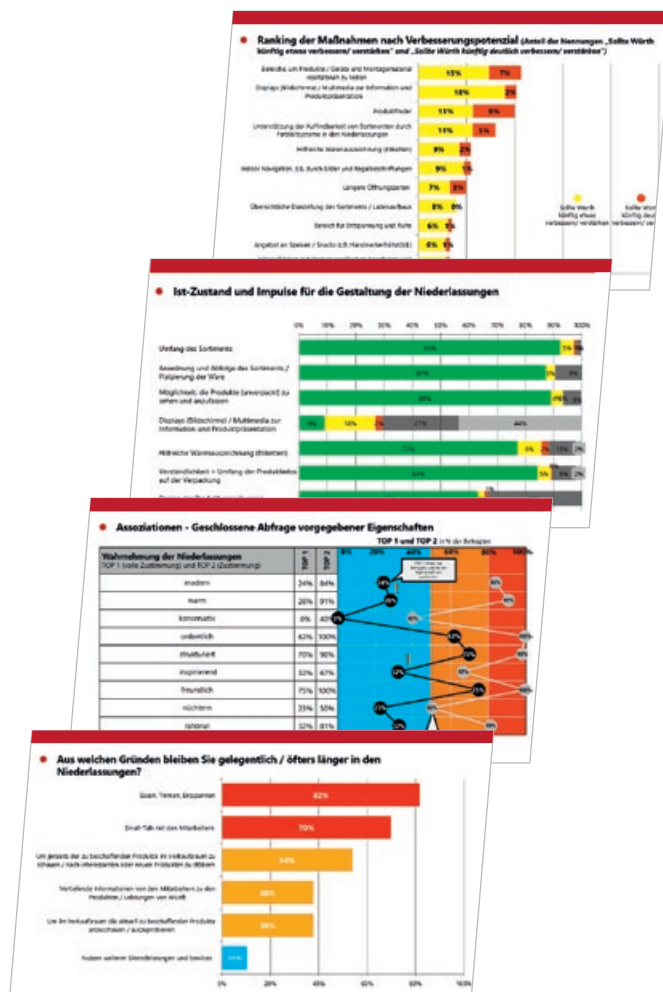
A decisive factor here is that the wishes and needs of the respective customer target groups are carefully defined. We identify these in market research studies and then incorporate them into our design plans. Products and services are consolidated into customer-oriented service and product groups and lined up into a vivid sequence of images and experiences until check-out. Customers not only seek out the familiar – they also discover new things, too!

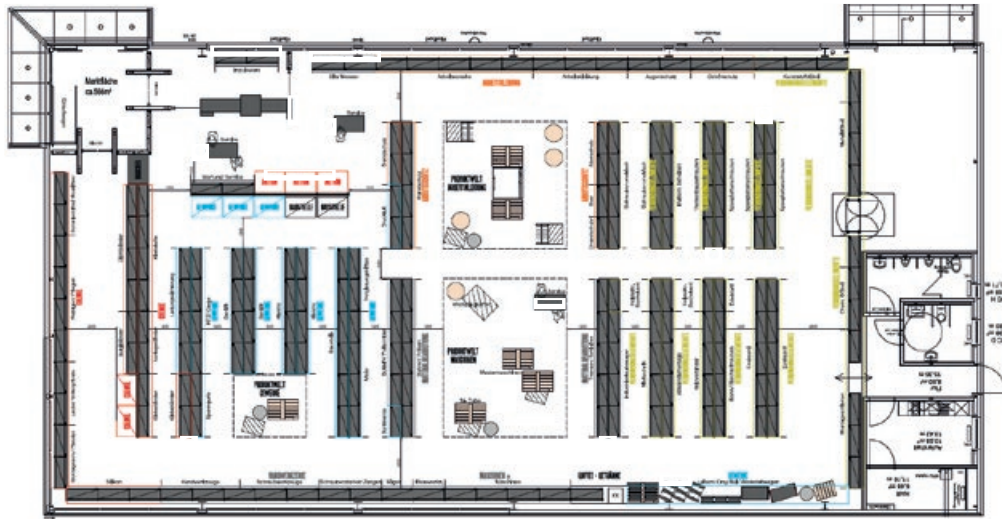
IDENTIFYING CUSTOMERS

Comprehensive analyses – Coherent concepts

■ **If you are eager** to address your customers' needs, you have to identify them first. As such, any process of redesign is preceded by an in-depth market analysis. What expectations does the customer have when they arrive at the POS? How do they decide what to buy? How can we enhance their journey to familiar products by adding extra offers?

Analysis of competitors provides us with further insights. What do they teach us and what can we improve? Analysing the product range enables us to refine these results. The customer now has a clear map for their journey from the store of today to their brand new design.







SHOPPING IS ABOUT EMOTIONS

Customer experience:
From experience to inspiration

■ **The fresh new store design** for the Würth flagship store in Kamp-Lintfort brings to life the strengths of careful visual merchandising design in an inspiring manner. Here, shopping goes far beyond the usual "Seek-Find-Buy" process and is staged as a holistic experience that uses additional offers to inspire the customer outside of their original purchase plans. At the heart of the redesign is the emotionalisation of the experience ("shopping journey") combined with a customer-optimised presentation of products and a significant increase to the scope of services.



When redesigning the Würth store, the design process was based around a new definition of the seller-buyer relationship. Würth's role was expanded beyond that of a simple seller of assembly tools and fixing materials into that of a "partner for professional tradespeople". In line with this new role, products are presented as stylishly and meaningfully as possible within shop-in-shop or central showroom areas. The colour scheme and shaping were also adapted in accordance with a design chosen by the customer. ➤



From Würth to the “Würthsphere” in just a few steps. With Wanzl, the transition from a sophisticated concept into a real-life design is a mere technicality. Starting from the market research, competitor analysis and product range analysis and ending with the planning of furnishings and design, we offer all the product modules needed for successful implementation.

Pick and choose components from various programmes with a range of furnishing modules that you can combine to create the perfect design for you.

↓ GONDOLA HEADS AS ORIENTATION GUIDES



↑ CONSISTENCY AS A PRINCIPLE
→ ENTRANCE AREA: “SKILLED TRADE” IS THE MAIN THEME





- ↑ INVITING BRANDING
- ← FOCUSED PRODUCT PRESENTATION - GENEROUS DESIGN



- ↑ CAREFULLY THOUGHT-OUT WALL DESIGN



YOUTUBE VIDEO

COME AND SEE US AGAIN!

Check-out for the next check-in

■ **Light grey concrete** for the flooring and walls leaves plenty of room for individual design touches. Steel-look elements used to present products create a vivid contrast, along with special offer signage, ceiling framework elements and mini containers in Würth red.

The addition of new service tables and a drinks bar expand the space for communicating with customers by ensuring that it is easier and quicker for visitors to talk to staff than before.



- ↑ SPATIAL DESIGN FOR TRADE PROFESSIONALS
- CHECK-OUT AS A PLATFORM FOR COMMUNICATING WITH CUSTOMERS





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