

# SHOP SOLUTIONS

MADE BY WANZL | THE BEST  
INVITATION...



... for your customers!





**wanzl**

GOOD  
TO HAVE  
YOU HERE





# Editorial

## HIGH-END SHOPFITTING

**wanzl**

Shopping as a sensory experience with a high inspirational factor: if you want to give your customers maximum buying incentives, present your products in an environment that succinctly expresses their qualities. A clearly structured product range, varied design language and an invigorating colour selection combine to create a comprehensive feel-good atmosphere for the customer.

With more than 75 years of company history, Wanzl combines many years of experience, versatile expertise and specific knowledge of the current trends in shopfitting.

**TAKE ADVANTAGE OF OUR  
EXPERTISE FOR YOUR STORE!**







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FOOD

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DO YOU HAVE LOTS OF INTERESTING *ideas*

and want us to put the

**PIECES OF THE PUZZLE** together to form a picture?



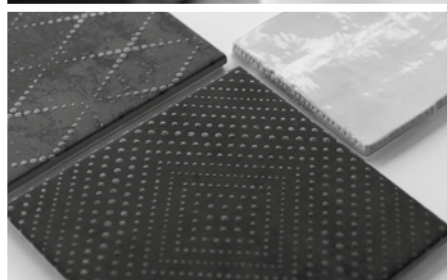
AS YOUR PARTNER, *we are here* TO HELP YOU DEVELOP  
your store's potential to its fullest!

OUR TEAM OF **INTERIOR DESIGNERS**  
AND **PLANNERS** is a team



that makes things happen...





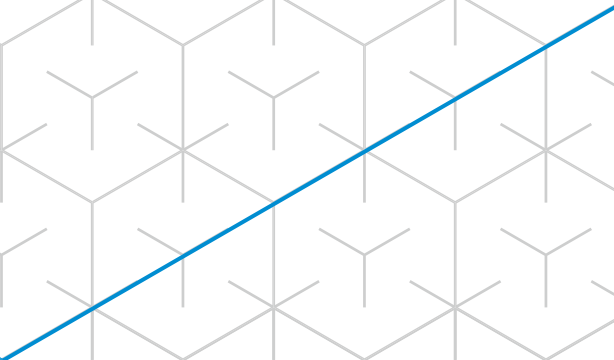
... as we are able to enrich your ideas with our decades of experience in the retail sector and align them specifically to the buying behaviour of your customers.

Do you have fixed CD guidelines that provide a framework for our creativity?  
Or is the location the only limit when designing your point of sale?

Whatever the context may be: we will gladly use your ideas and compose a holistically convincing design using the selected materials, colours and shapes of the various furnishing elements

**YOU CAN  
RELY ON US!**







**OUR STRENGTH:** WE ARE AT YOUR SIDE  
AT EVERY STAGE OF THE STORE DEVELOPMENT ...



... SO THAT EVERY VISIT BY YOUR CUSTOMER WILL

*score a bull's eye* for you and for them!

# Step by step

THROUGH YOUR  
**CONSTRUCTION  
PHASE!**

**10  
STEPS**

FROM INITIAL CONTACT  
TO THE STORE'S  
OPENING.

## **INITIATION** FINDING COMMON GROUND

Anyone who shares the same goals should get to know each other quickly: this is the only way for you to find out more about us – and us about you. And that's what it's all about: getting to know each other quickly and exchanging important information.

**1**

## **TEAM BUILDING**

CONVINCING ONE  
ANOTHER

We take our momentum and information from the first meeting to the wider group of collaborators. We put together a "task force" for you, which will create an initial, rough concept with you and outline initial solutions.

**2**

## **INITIAL PLANNING**

FROM CUSTOMER REQUEST  
TO CUSTOMER JOURNEY

Our guidance is directly based on the buying behaviour of your customers. In this way, customer flows can be optimally directed through your store and the product range and offer areas can be effectively positioned.

**3**

## **SPATIAL PLANNING**

WELL ORGANISED –  
GUARANTEED

Which articles are offered where so that the customer can find their way around in the best possible way? – We support you in defining your product ranges, and ensure targeted movement in the aisles as well as optimal furnishings.

**4**

## **DESIGN CONCEPT**

CREATE THE MOOD WITH US

If you know your customers, you will know the atmosphere that they like. Together, we create the worlds of colours and shapes that best express the impact of your concept.

**5**



6

## DESIGN SKETCHES

### GET INTO POSITION

Whether counters, mid-floor furniture or end display units: positioning highlight elements at strategically important points in the POS is essential for your store's success.

7

## 3D

### WHAT YOU SEE IS WHAT YOU GET

Would you like to know today what your POS will look like tomorrow? - With our 3D representations, we provide you with a detailed picture of what we have planned for the furnishing of your store.

9

## PRODUCTION

### DON'T WORRY - JUST DO IT

We take care of the production of your standard and special parts in the factory, as well as installation in the store - from laying the floors to the shelving and the professional installation of the ceiling elements.

8

## TRADES PLANNING

### WE TAKE CARE OF IT

Our advantage: we combine essential trades under one roof, share responsibility with competent partners and can support with standard "own brand" elements.

## OPENING

### CROSSING THE FINISH LINE

Together we have progressed at every step - together we will celebrate your store opening! Do you have follow-up projects? - As your project partner, we remain close to you and are always available for you!

10

The Wanzl logo is displayed in a bold, white, italicized sans-serif font. It is positioned on a large blue hexagonal background that features a repeating pattern of white geometric lines forming a grid of smaller hexagons. The logo is located in the lower-left quadrant of the overall image, which is a white background with a faint, light gray repeating pattern of the same geometric lines.





# MONEY ISN'T EVERYTHING!

## BUT IT'S DEFINITELY HELPFUL

when it comes to putting inspiring ideas into practice in the best possible way. It is important to precisely assess the scope of your own possibilities.



## THIS MEANS THAT YOU SET US A BUDGET

for your store conversion and we plan and realise the implementation of your ideas within this framework.

WITH A PARTNER THAT HAS PROVEN ITSELF IN SHOPFITTING  
FOR DECADES, YOU'LL ...

*... always be on the safe side!*

# OUR PROMISE!

Whether it's shopfitting for classic supermarkets, extensively equipped beverage stores or exclusive organic stores:

AT WANZL, WE ARE ALWAYS **ONE HUNDRED PERCENT** THERE.



With one hundred percent **EXPERIENCE**

With one hundred percent **EXPERTISE**

With one hundred percent **PASSION**

THAT WE SHARE *one hundred percent*  
WITH YOU, OUR CUSTOMERS!



Get inspired <sup>by</sup>  
**izumi wanzi**

# Super-sized style

## ATTRACT CUSTOMERS MAG(NET)ICALLY

Whether it's the nomination for "Store of the Year", the award for the popular home kitchen restaurant ("Gastro Star 2019") or winning the "Zukunftspreis Handel Baden-Württemberg" [Retail Future Award] and "EDEKA Supercup 2020":

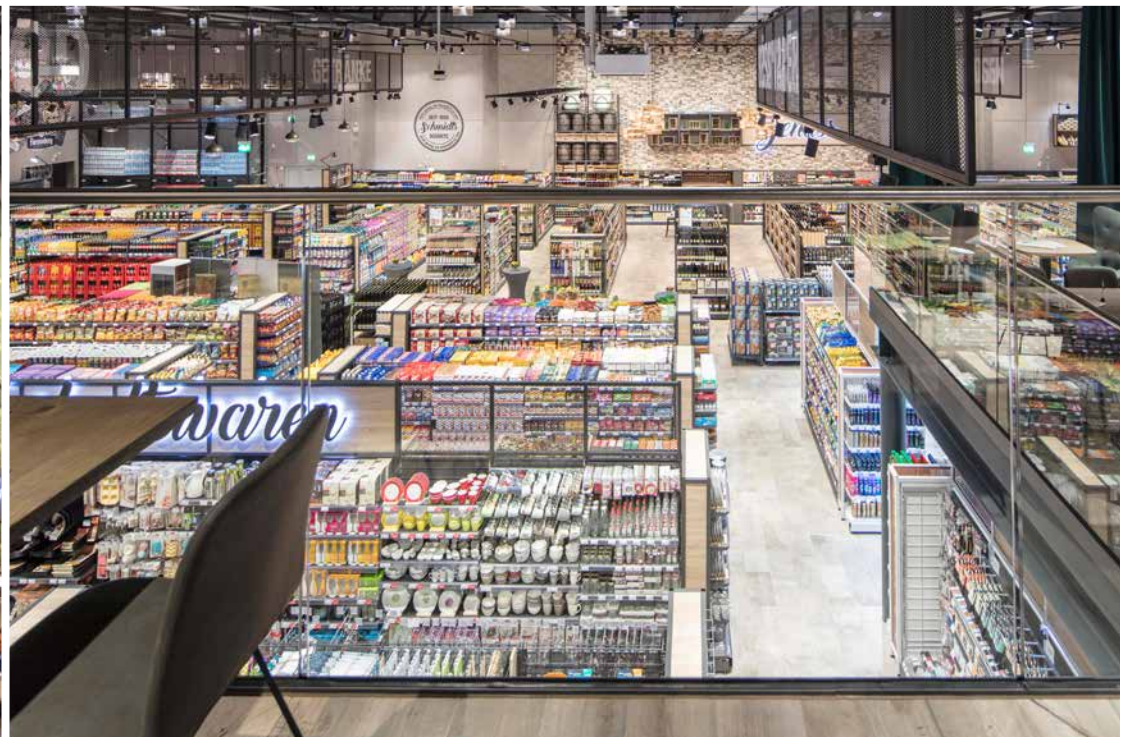
**EDEKA SCHMIDT** has set standards in the food store segment in 2019 with its new-build store in Bad Säckingen. It's easy to see why in the pictures. This store proves that even XL formats with their overwhelming range of products can be designed in a conceptually uniform and highly stylish way with changing colour and light effects.

The result: the appeal to customers is simply mag(net)ic!



PURE  
ENJOY  
MENT







→ Project **EDEKA SCHMIDT**

**Food supermarket**

Location Bad Säckingen

Area 3,000 m<sup>2</sup>

→ Wanzl Service

Concept · Planning · Design ·

Shopfitting · Installation



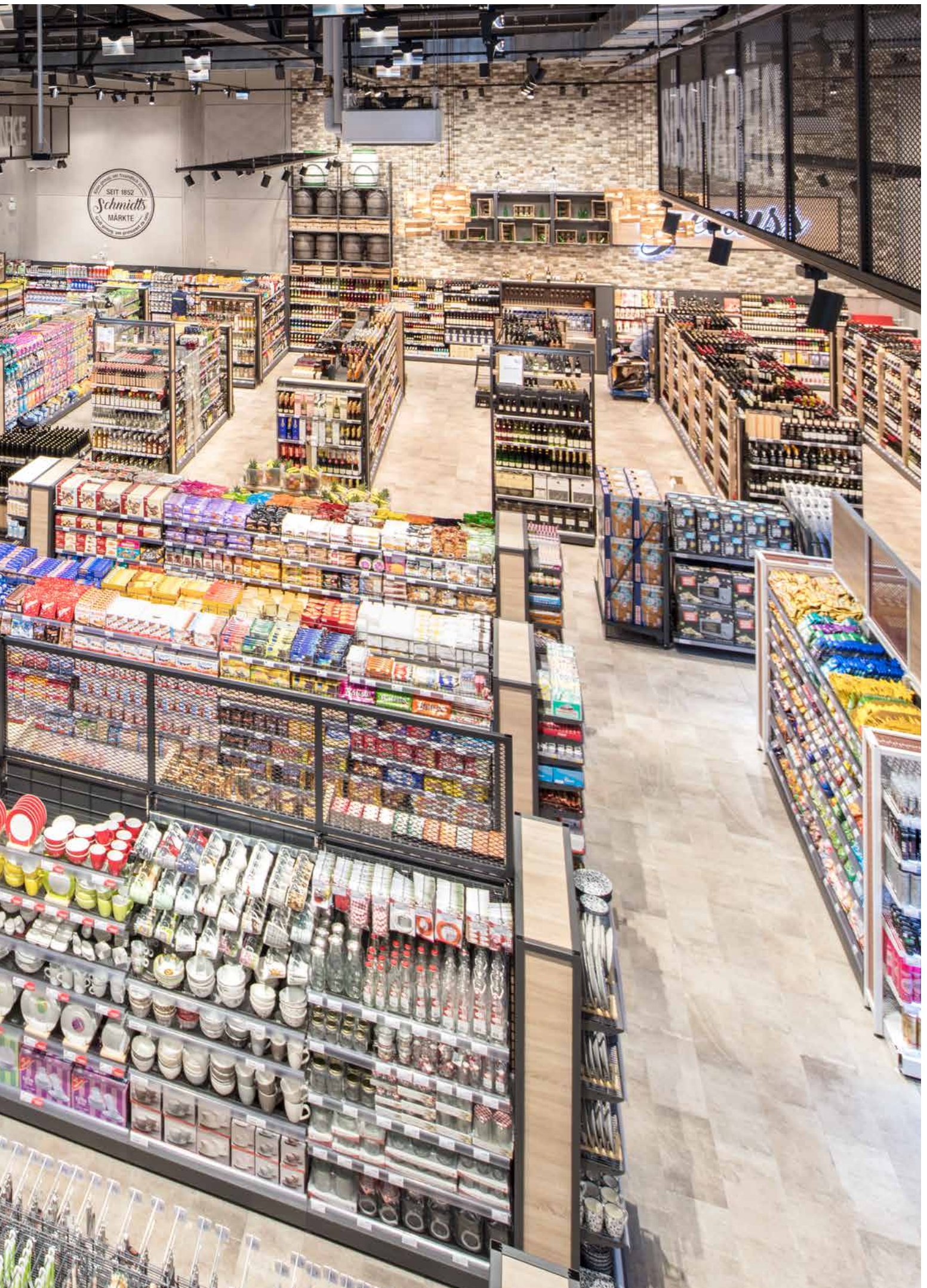














# Effectively presenting NATURE'S IRRESISTIBLE PRODUCTS

"Bonheur", i.e. happiness, is what the **BIOCOOP STORE** in Anglet on the southwestern French Atlantic coast promises in bright yellow letters. In cooperation with designer Felix et Associés, Wanzl has succeeded in vividly bringing the farm experience into the store: shopping as if directly at the farmer's market!

The use of robust raw materials such as brick, raffia and wood in combination with a discreetly laid-out colour scheme served as an effective means of staging the inviting countryside ambience. It forms the ideal background to accentuate the freshness of the colours of the fruit, vegetable and herb varieties. This once again significantly increases the customer's "please-grab" reflex!



PURE  
NATURE







- Project **BIOCOOP**  
**Organic supermarket**
- Location France · Anglet  
Area 450 m<sup>2</sup>
- Wanzl Service  
Shopfitting · Installation







# The product is the star

## THE CUSTOMER REMAINS KING

No clear shapes, no clear design of large surfaces, this much is certain. However, what is just as impressive about the interior design of the “**E.LECLERC**” hypermarket in Le Relecq Kerhuon, Brittany, is how uncompromisingly modern the use of classic wood materials and elements can look. And all this on a sales area of around 5,000 square metres! Whether wines or cosmetics, clothing or fresh products: Wanzl France has given each product segment in the store its own, individually designed podium. In this way, it can be staged in the best possible way by the store operator. Please note: the products are clearly the stars here, but of course: the customer remains king!









- Project **E.LECLERC LRK**  
**Hypermarket**
- Location France ·  
Le Relecq Kerhuon
- Area 5,200 m<sup>2</sup>
- Wanzl Service  
Shopfitting · Installation

















# Exclusive enjoyment IN A STYLISH ENVIRONMENT

Taste is still what makes the difference: this applies to selecting exclusive wines as well as designing the interior for a beverage specialist. Tradition has always been part of the business for **"GETRÄNKE MEYER"**. The history of the former brewery dates back to the 19th century:

this was precisely what the design concept for the Abtsgmünd beverage store had to take into account. The result is a harmonious and atmospheric symbiosis of rich, dark-tinted colours, combined with stylish and rustic furniture, especially when presenting selected spirits, beer and wine varieties. Customers will certainly be able to enjoy a sample or two in a stylish environment!



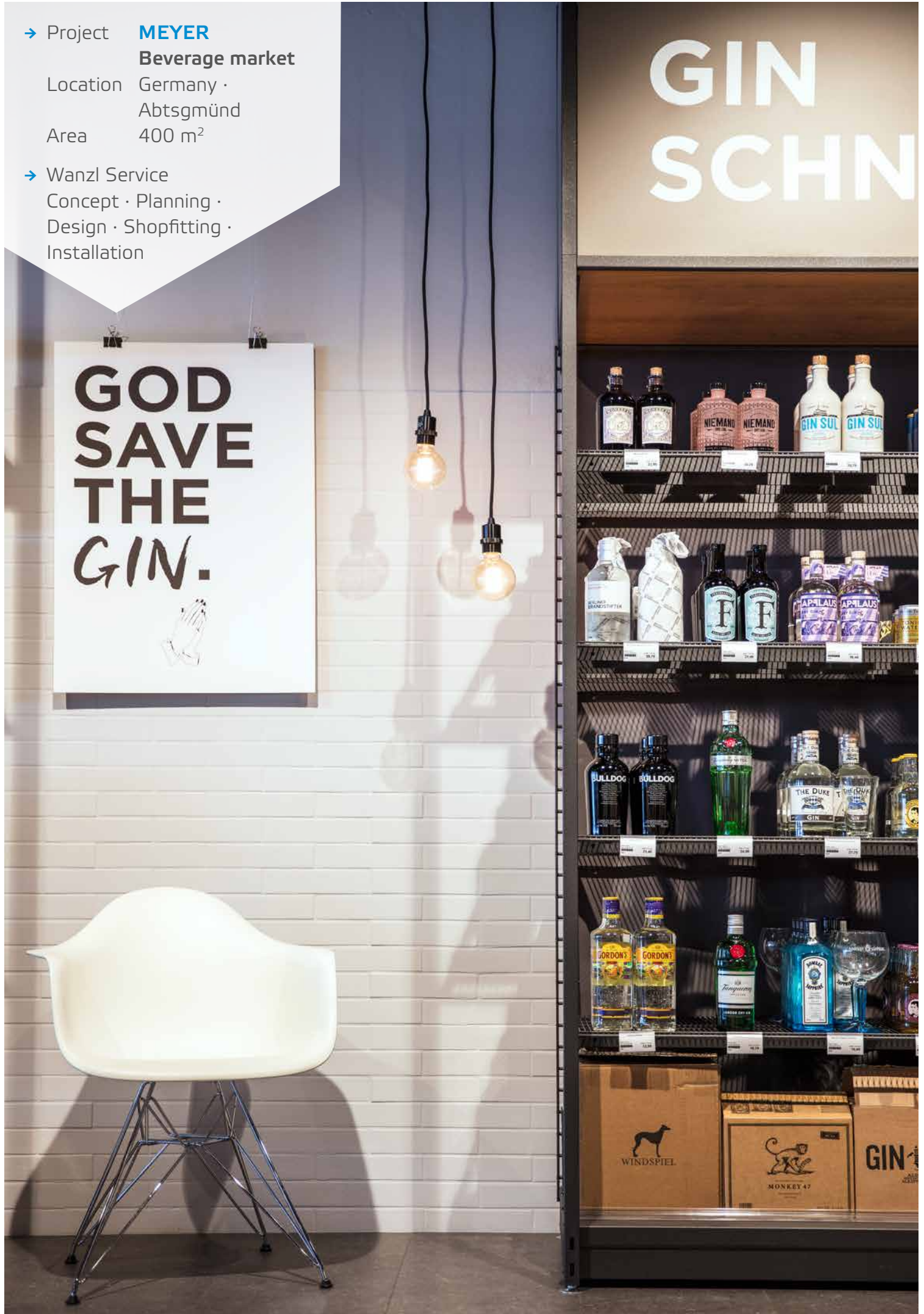
**TAS  
TE**  
AND BUY







- Project **MEYER**  
**Beverage market**
- Location Germany ·  
Abtsgmünd
- Area 400 m<sup>2</sup>
- Wanzl Service  
Concept · Planning ·  
Design · Shopfitting ·  
Installation













Get inspired <sup>by</sup>  
**izumi wanzi**



→ Project **EDEKA PESSIOS**  
**Food supermarket**

Location Nastätten

Area 1,700 m<sup>2</sup>

→ Wanzl Service  
Concept · Planning ·  
Design · Shopfitting ·  
Installation













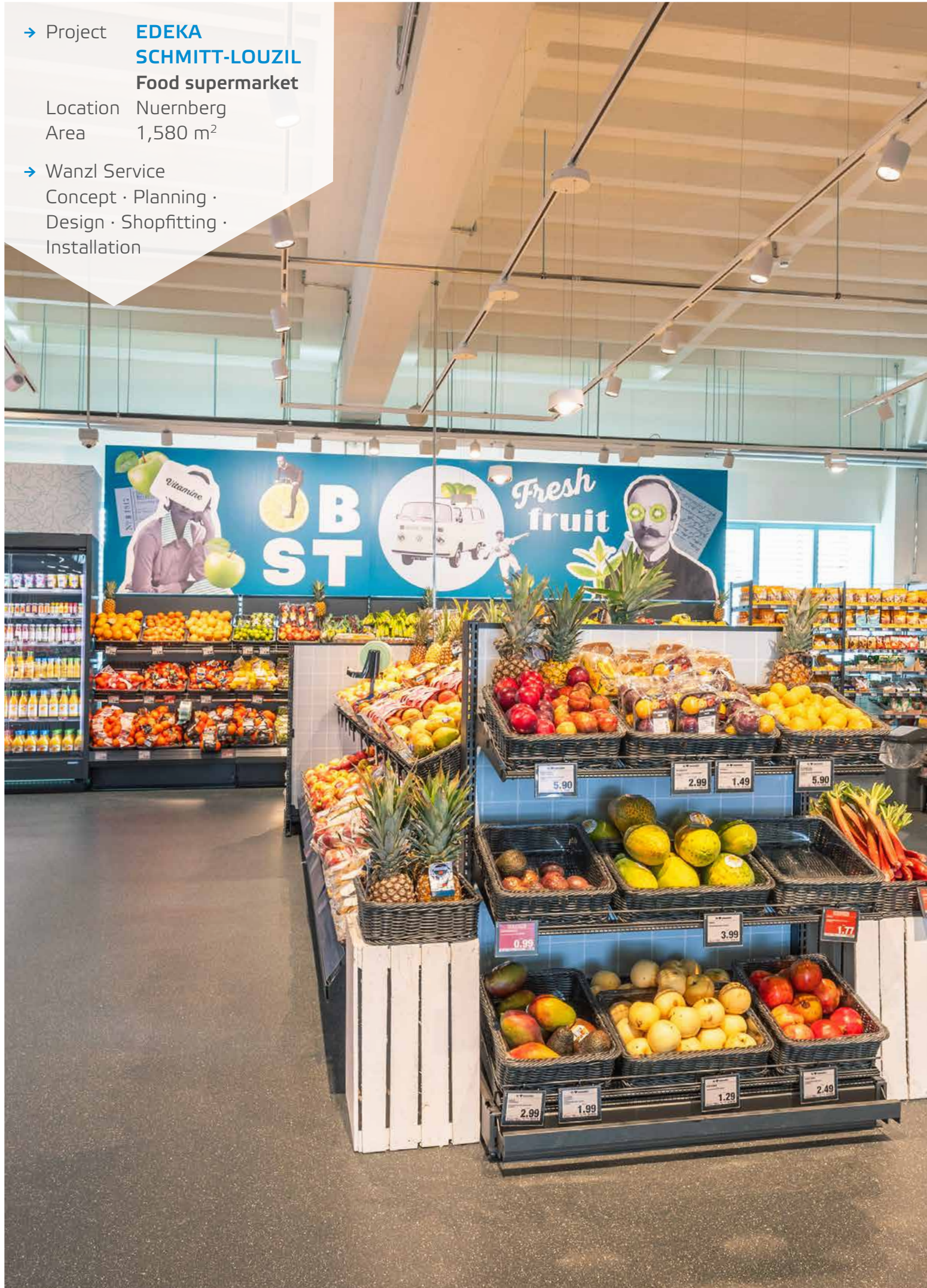




→ Project **EDEKA  
SCHMITT-LOUZIL**  
Food supermarket

Location Nuernberg  
Area 1,580 m<sup>2</sup>

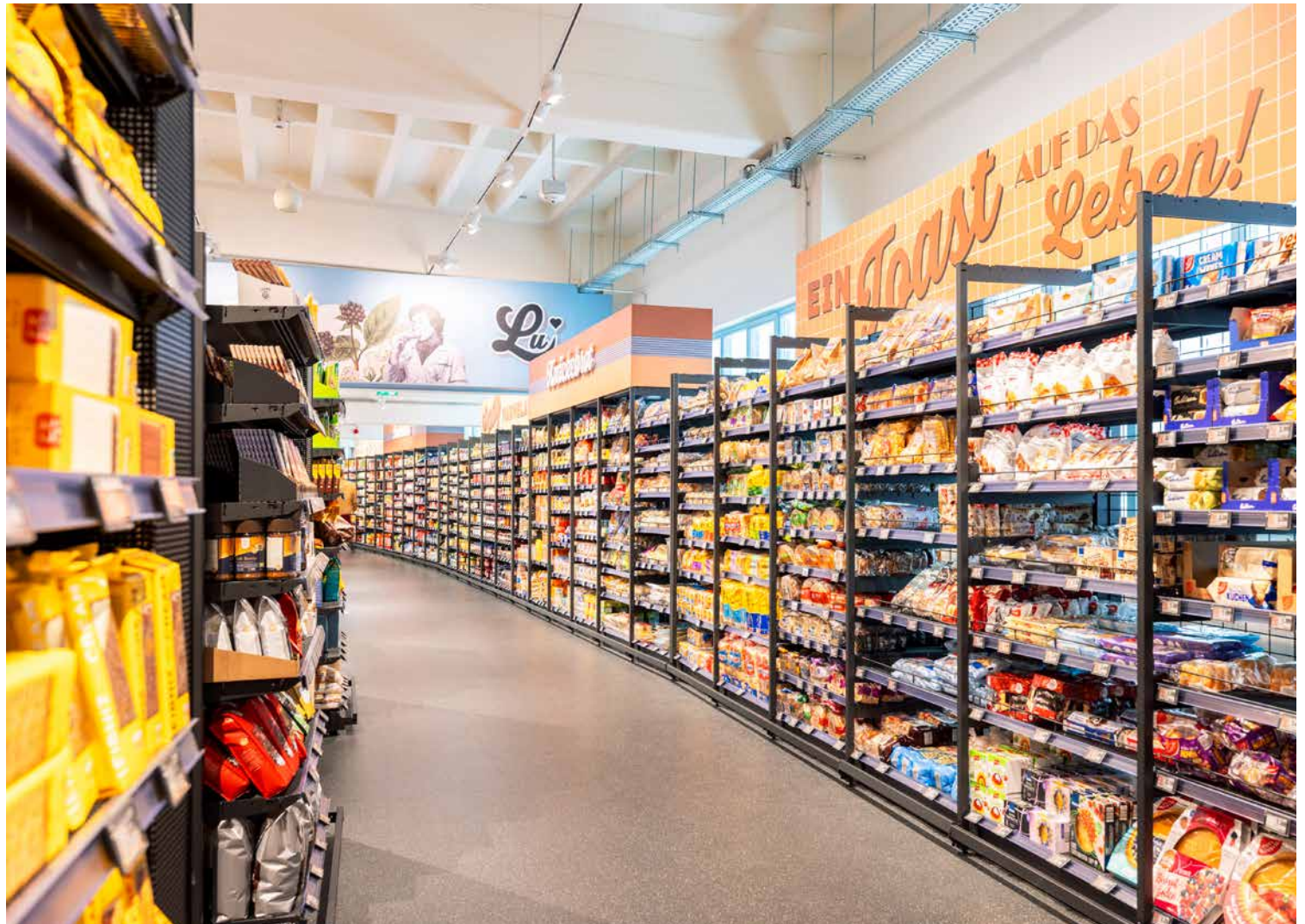
→ Wanzl Service  
Concept · Planning ·  
Design · Shopfitting ·  
Installation



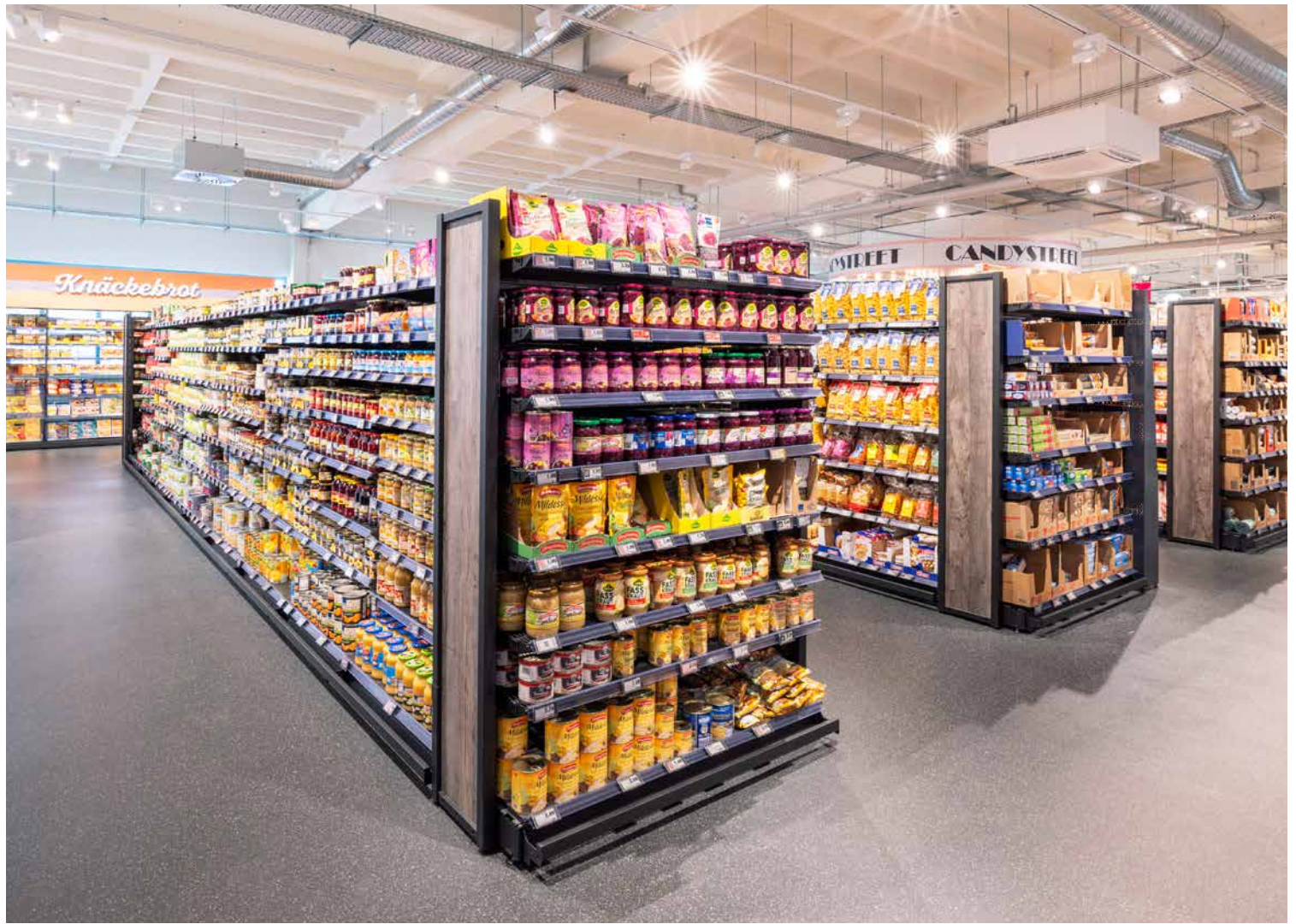








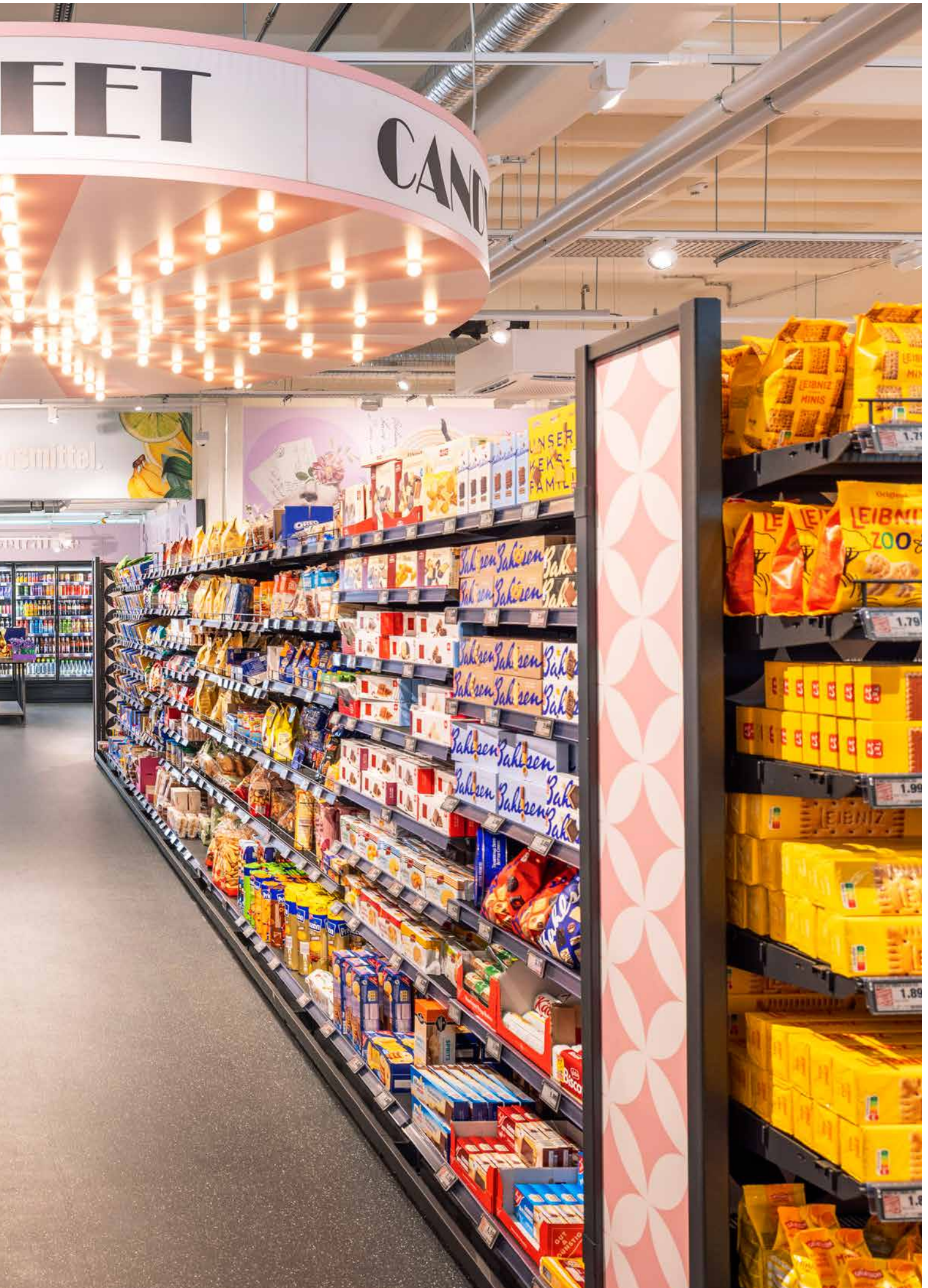










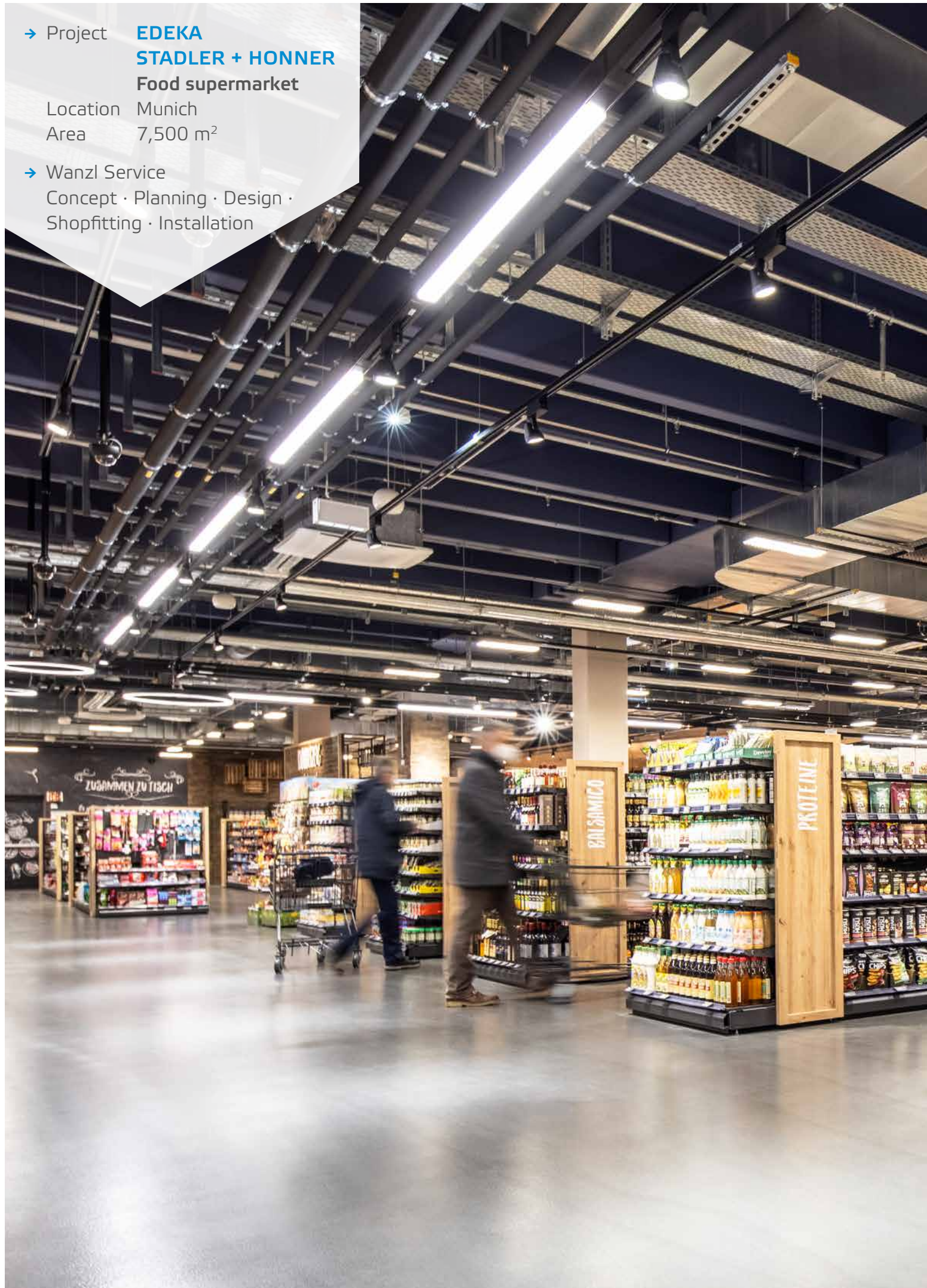




→ Project **EDEKA  
STADLER + HONNER**  
Food supermarket

Location Munich  
Area 7,500 m<sup>2</sup>

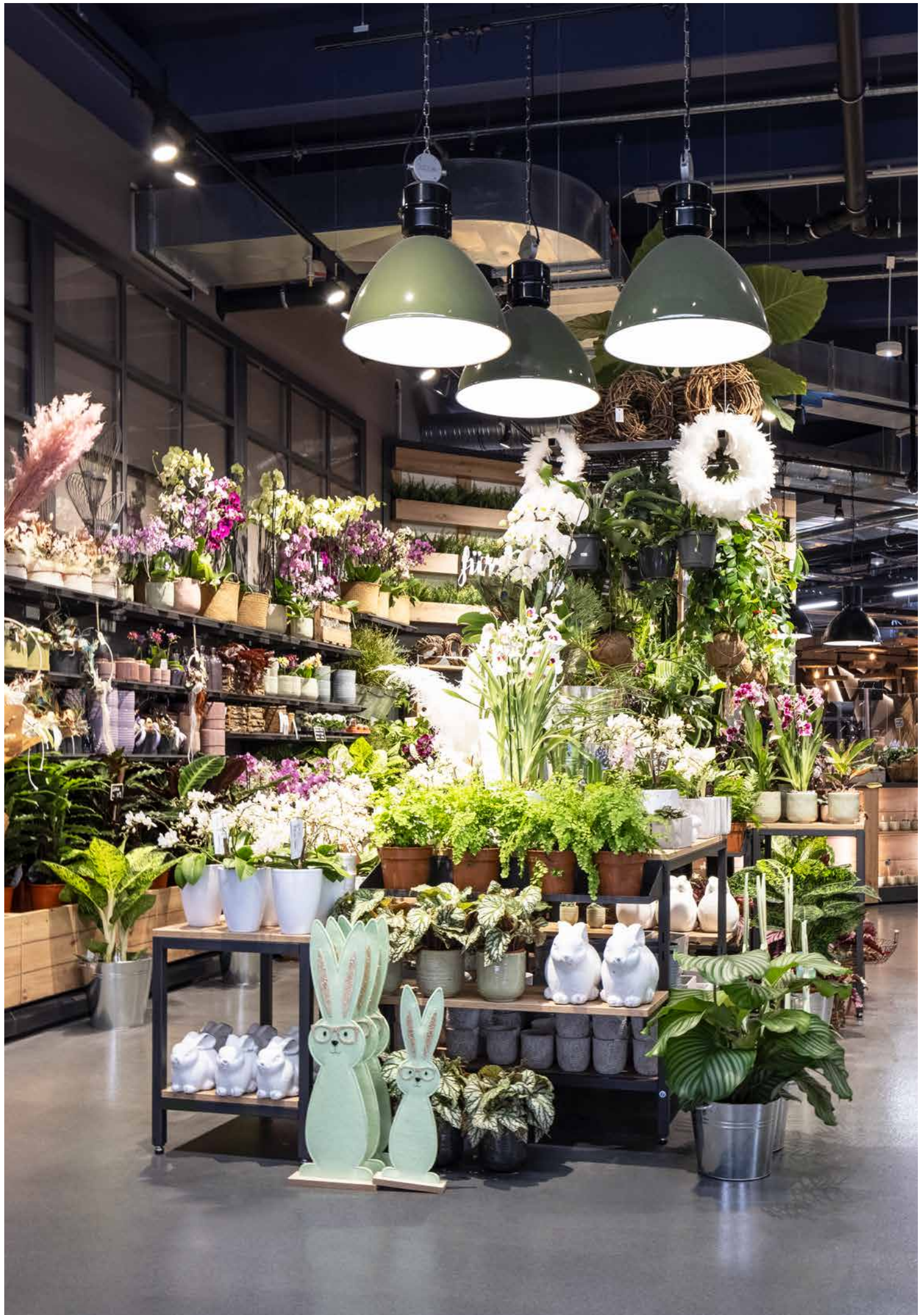
→ Wanzl Service  
Concept · Planning · Design ·  
Shopfitting · Installation

















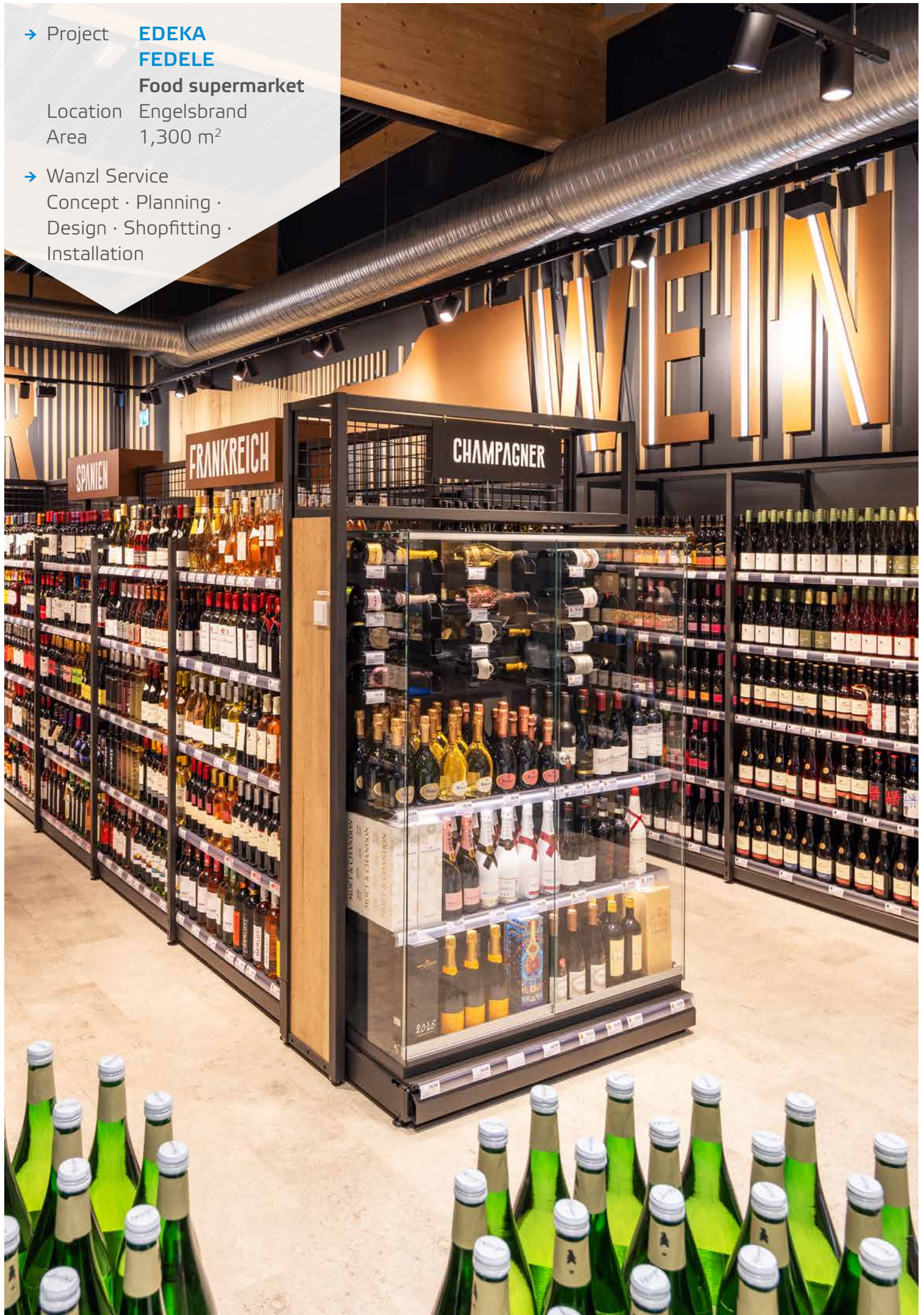








- Project **EDEKA  
FEDELE**  
**Food supermarket**
- Location Engelsbrand  
Area 1,300 m<sup>2</sup>
- Wanzl Service  
Concept · Planning ·  
Design · Shopfitting ·  
Installation

















→ Project **NELLY**  
**Fashion Flagship Store**

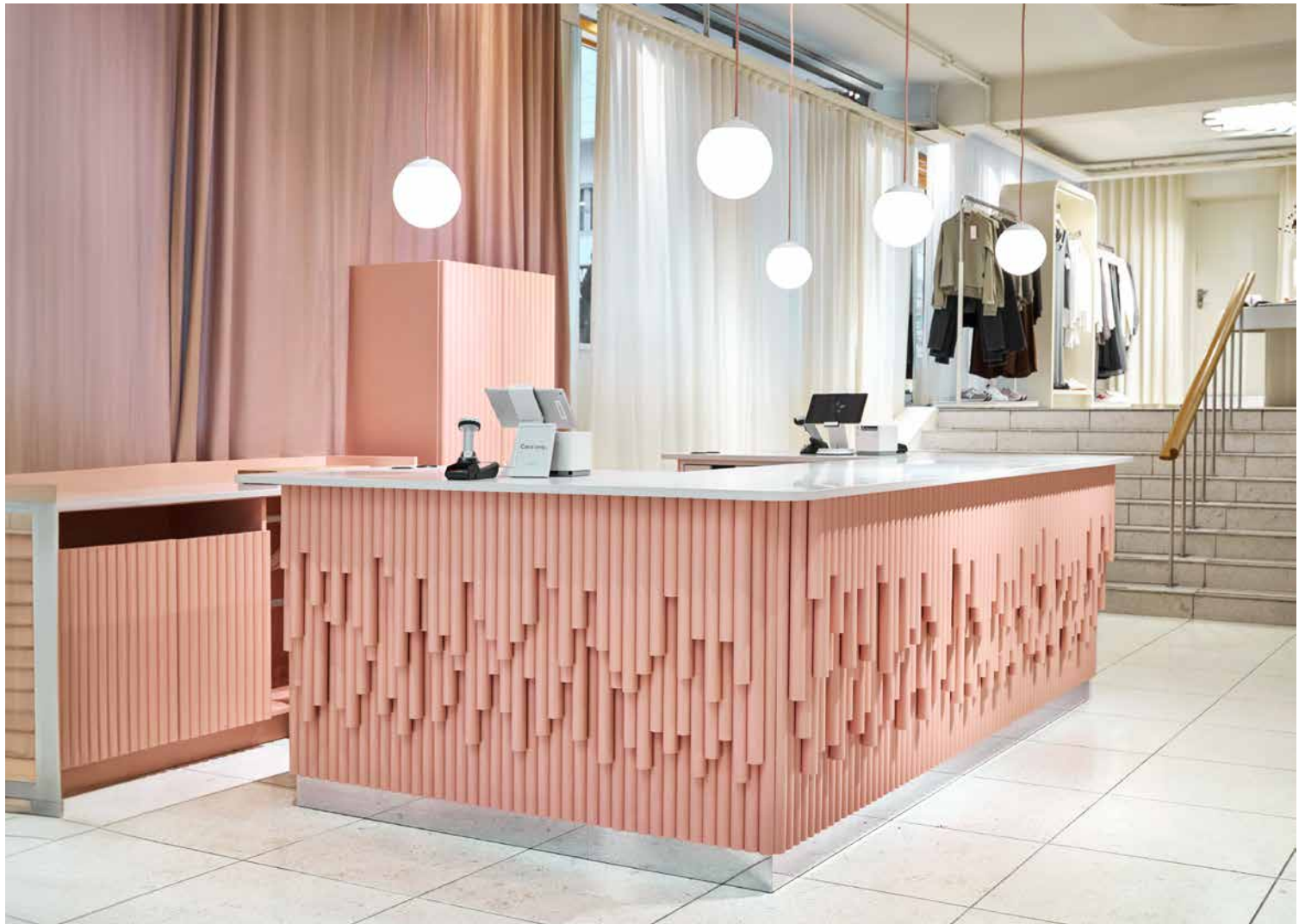
Location Sweden ·  
Stockholm

Area 500 m<sup>2</sup>

→ Wanzl Service  
Concept · Planning ·  
Design · Shopfitting ·  
Installation









# Natural beauty IN THE SPOTLIGHT

Founded in 1984, **FREDRIK & LOUISA** is one of the most renowned cosmetic suppliers in the Nordic region, with over 50 branches and around 600 employees. In line with Fredrik & Louisa's own strategic direction – presenting and selling beauty products from the luxury and premium segments – the management of Fredrik & Louisa had planned a comprehensive relaunch of the existing store concept. The primary aim was to have higher end equipment components and to create an even more detailed staging of the shopping experience for the customer.

Fredrik & Louisa was looking for a design partner who would combine their own creative ideas and suggestions for optimisation with a powerful implementation dynamic and a high degree of flexibility – and found it in Wanzl subsidiary Expedit Sweden!



**HIGHLIGHT**







→ Project **FREDRIK & LOUISA**

**Beauty shop**

Location Norway ·

Oslo

Area 900 m<sup>2</sup>

→ Wanzl Service

Concept · Planning ·

Design · Shopfitting ·

Installation









# Half-timbering presents FASHIONABLE CHIC

The furnishings of the **MARGREITER** fashion boutique in Appenzell, Switzerland, show just how well the presentation of the latest fashion trends can fit into a historic environment in an almost beguiling way. The strong accent that the generously dimensioned 16th century half-timbered house sets as a backdrop is integrated into the design and furnishings of the shop with surprising cohesion.

Gleaming oak dominates the light-flooded interior: as flooring in the form of oiled oak floorboards combined with sandstone or as (antique) furniture in combination with wire-tech shelving elements from Wanzl.

Our verdict: definitely worth seeing!



STYLISH  
CHARM







→ Project **MARGREITER**

**Fashion shop**

Location Switzerland ·  
Appenzell

Area 130 m<sup>2</sup>

→ Wanzl Service

Planning · Shopfitting ·  
Installation









# Ideas and inspiration FOR YOUR OWN KINGDOM

The right furnishings for a home furnishing store? This is always a special challenge, as the retailer's competence and credibility are at stake here! When designing the **ILVA – FURNITURE SHOP** in Køge, Denmark, professionals worked together with professionals to create a truly exceptional interior ambience.

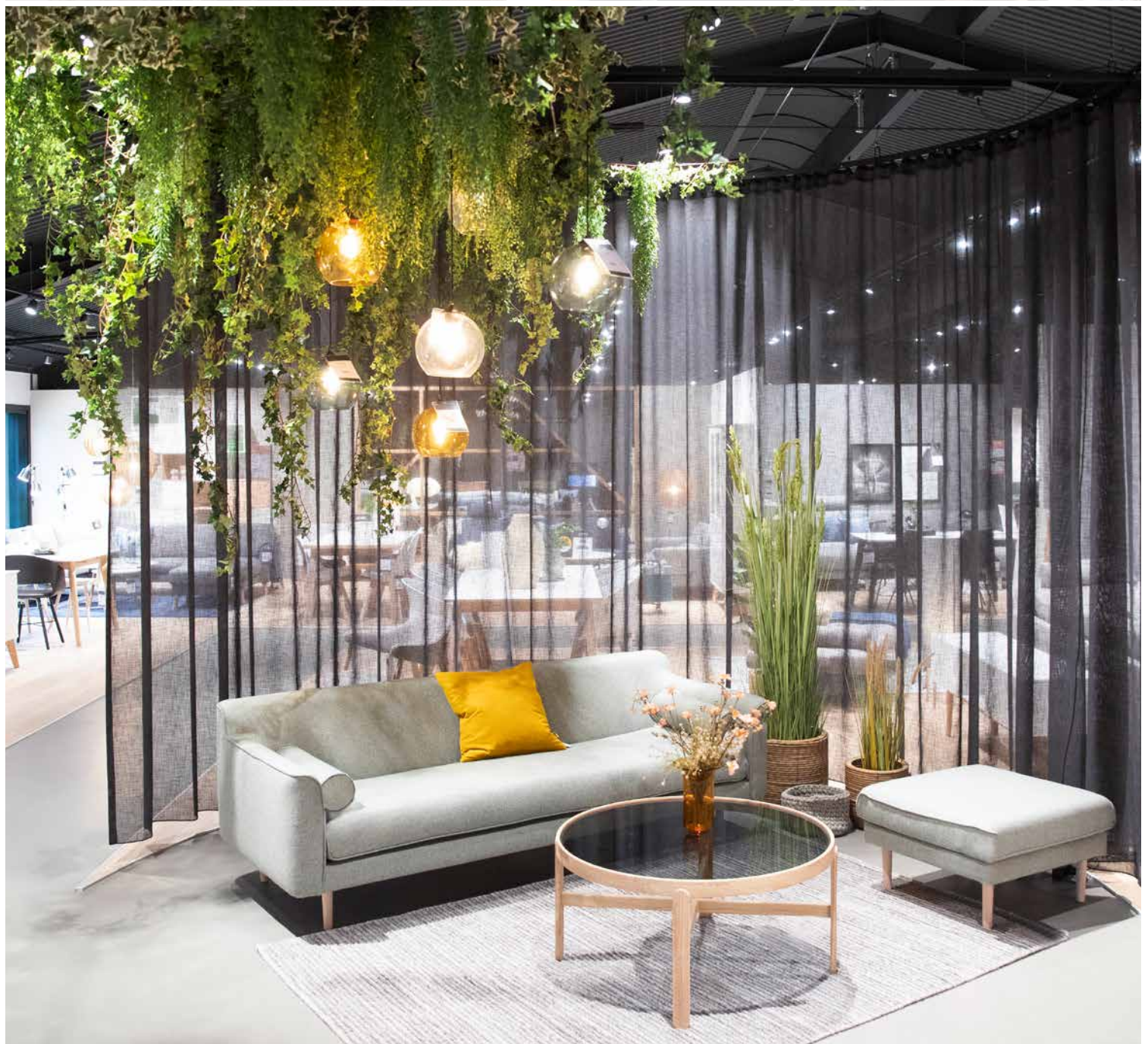
If you're looking for suitable furniture and furnishings for your own living spaces, you'll find a host of ideas and inspiration under the black corrugated roof between wooden displays and wooden metal shelves.

Impossible not to be inspired!



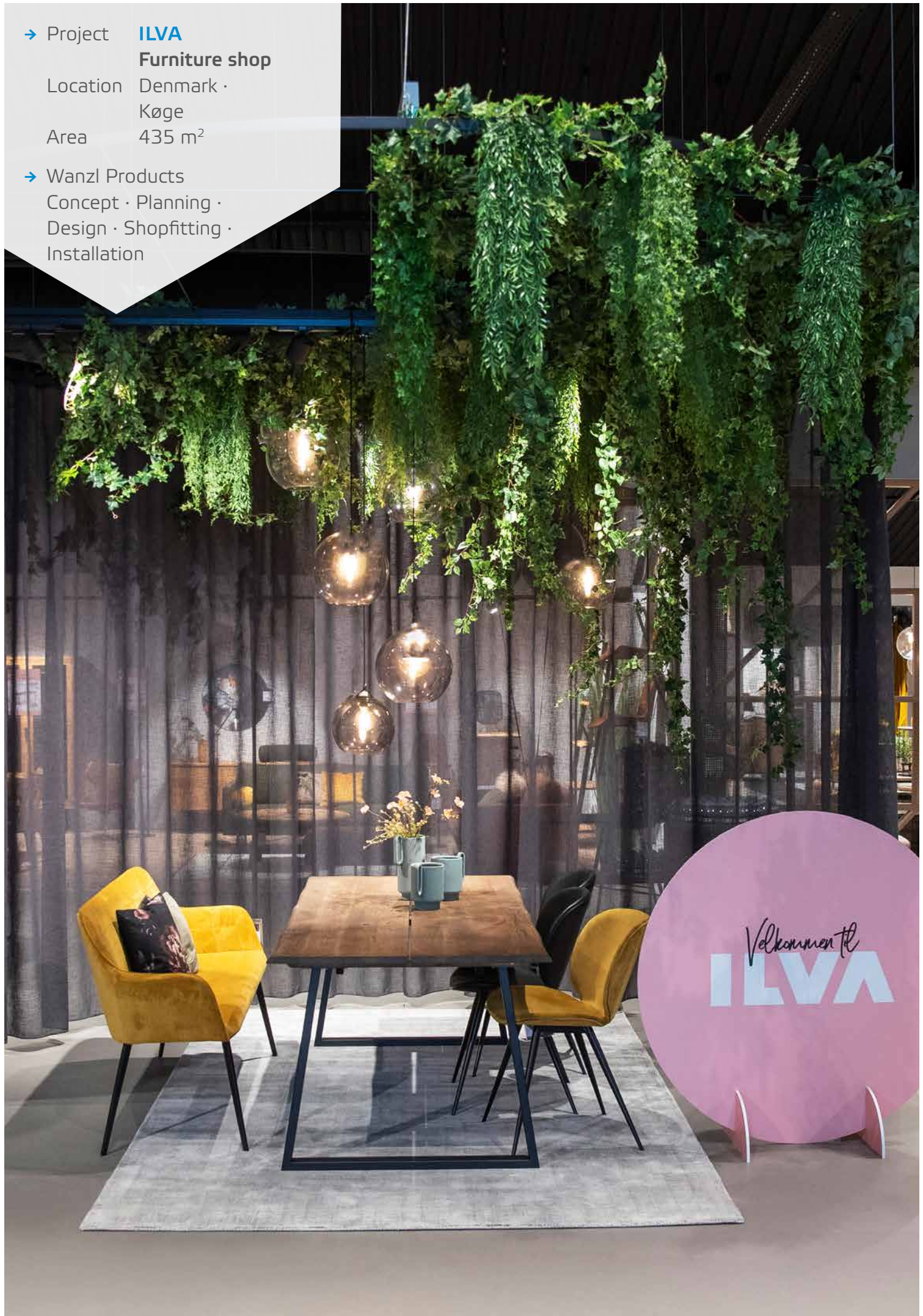
MOD  
ERN  
CLASS







- Project **ILVA**  
**Furniture shop**
- Location Denmark ·  
Køge
- Area 435 m<sup>2</sup>
- Wanzl Products  
Concept · Planning ·  
Design · Shopfitting ·  
Installation









# Wanzl-Shopformats

## DESIGN WITH FORMAT

**wanzl**

The future in retail – these are shop formats in which the changing needs of customers can already be found today. Store owners who are able to adapt and implement such formats to their possibilities now will secure an advantage over the competition tomorrow!

Factors such as mobility, fast accessibility and 24/7 availability, as well as the potential extended use of the POS, play a leading role here. Regardless of the format you want to use for yourself, whether it's a hard discounter or enjoyment market, whether urban, dark or mobile stores:

**WITH WANZL, YOU'LL ALWAYS BE  
AT THE CUTTING EDGE!**







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Get inspired<sup>by</sup> **wanzi**  
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