



| LET YOUR FLOWERS SPEAK FOR THEMSELVES!

Individual and modular presentation and shop-in-shop systems for the retail sector



| DIVERSE CONSUMER EXPERIENCES

Encourage the sale of your flowers and plants with inspiring presentations!

■ **Do you sometimes get the feeling** that the sales area of your cut flower and ornamental plant range leads a bit of a wallflower existence? It is true that "flowers speak their own language" but this does not guarantee that customers will feel that the product range in the store also speaks to them...

Unfortunately, there are still all too often functional but unappealing displays that hide cellophane-wrapped cut flowers or ornamental plants. Even at attractive POS systems in the checkout or entrance area of the shop.



This is where we come in – Wanzl Shop Solutions’ team of experts, whose speciality is to develop tailor-made full-service solutions, such as flower and ornamental plants departments that can be flexibly turned into a variety of theme worlds in a trice.

Our visual merchandisers will first gain an impression of the location of the presentation. Then, in consultation with you, they will select precisely fitting tables, displays, baskets and lighting solutions from the globally tried-and-trusted Wanzl Shop Solutions range. In the end, the store

will benefit from a modular and flexibly designed sales area that allows customers to experience the beauty of the flower and plant ranges with all the senses. Together we will create an atmosphere that will magically attract customers and make them want to take something home.

/ WANZL SHOP-IN-SHOP SYSTEMS

Theme worlds tailored to you and your customers:
from the concept and planning stages to the final shop fitting.

■ **Set completely new buying incentives!** Present floral and ornamental plant products as the main characters of entire theme worlds that customers can immerse themselves in, linger in and even take home with them. Our theme worlds will add interest to the traditional arrangement of your store. The product range is structured thematically and sold in boutique style. Our team of experts will design store concepts and shop formats including lighting, shelf construction, blister goods and much more. This not only promotes sales of cut flowers and pot plants, but also of all products in the theme world in which they are integrated.
Be inspired!



↑ **Presentation area as a dream catcher:** The combination of green potted plants, floral decor wallpaper and crochet fabrics creates an atmosphere that can be experienced holistically.





← **Anyone for DIY?** The matt green colour scheme of the tools and plant care products is a work of art in itself. The reward for gardening is lush green plants, framed in an accentuating gold look.

↓ **Inviting displays with clearly laid-out access** not only present their items, but also represent the unique atmosphere of the entire theme world: within easy reach!





↑ **Where customers become florists!**

The opportunity to create personal gifts awakens the desire to compile individual colour combinations.

→ **Classic but stylish:**

A variety of displays and shelves in timeless grey serve as understatement for the colourful splendour of flowers. Rustic wood look and velvety floral decor wallpaper in the background.



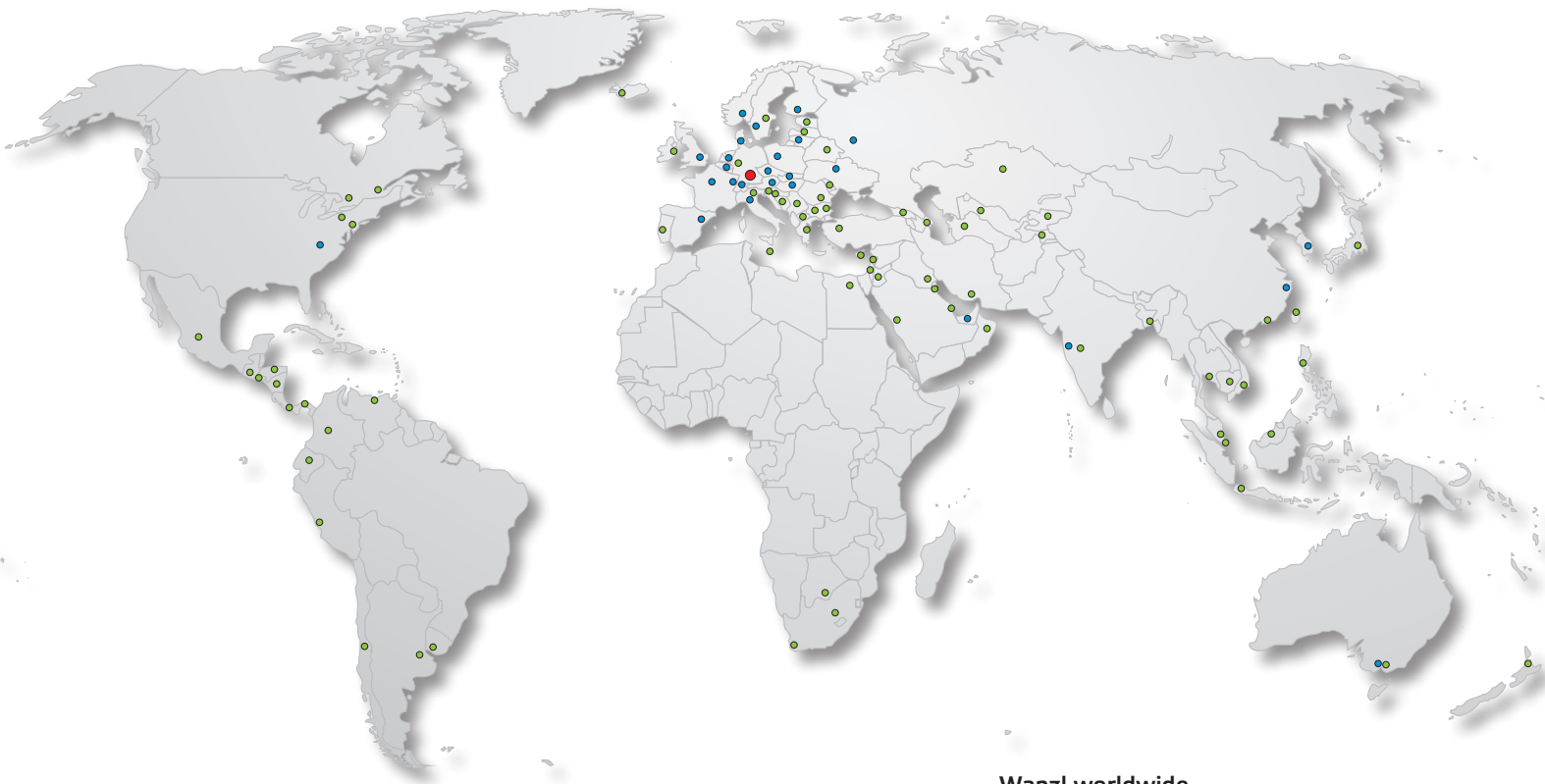


➤ **Ample room to move and a clear view of the products** despite tightly packed shelves. A complete range - from cut flowers to special fertilisers.

➤ **Warm earth tones and an authentic wood look** create a rustic atmosphere. Plants in colour groups on different levels create a pleasantly calm overall picture.

➤ **Bright but not gaudy:** coordinated lighting scenarios are the perfect finishing touch for an all-round successful plant presentation.





Wanzl worldwide

- Head Office
- Subsidiaries
- Partners



GERMANY

Wanzl GmbH & Co. KGaA
Rudolf-Wanzl-Straße 4
89340 Leipheim

Phone +49 (0) 82 21 / 7 29-0
Fax +49 (0) 82 21 / 7 29-1000

info@wanzl.com
www.wanzl.com

GREAT BRITAIN

Wanzl Ltd.
Europa House
Heathcote Lane
Warwick CV34 6SP

Phone +44 (0) 1926 / 45 1951
Fax +44 (0) 1926 / 45 1952

enquiries@wanzl.co.uk
www.wanzl.com

AUSTRALIA

Wanzl Australia Pty. Ltd.
97 Highbury Road
BURWOOD VIC 3125

Phone +61 (0) 3 / 98 08 22 99
Fax +61 (0) 3 / 98 08 22 66

info.au@wanzl.com
www.wanzl.com