



| SHOP-IN-SHOP SOLUTIONS

We bring brands to the shop

// Shop-in-shop solutions merge product, project and inspirational worlds to create a holistic, multimedia customer experience at the POS. //

MARKETING BRANDS – WITH MULTIMEDIA

Wanzl's shop-in-shop solutions offer several benefits at the POS

■ What makes shop-in-shop solutions at the POS so attractive?

Why are they being used more and more as an integral part of extensive product presentations? The answer is simple: shop-in-shop solutions bundle many advantages in a limited amount of space.

Users of the shop-in-shop solution benefit from the high-quality presentation of the displayed products, with significantly increased sales opportunities and a considerable "brand effect".

Shop operators transport their POS from a mere sales area to a presentation and project world. In this way, they increase the time spent by customers in their shop, and benefit from cross-selling effects.

Customers not only shop, but receive information from multimedia sources intended to inspire them by providing new solutions for ongoing projects.





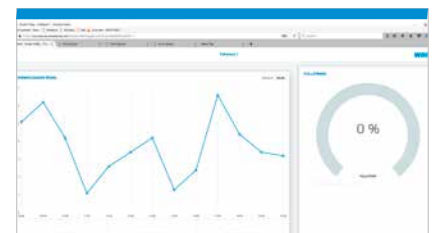
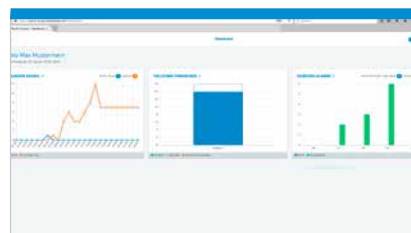
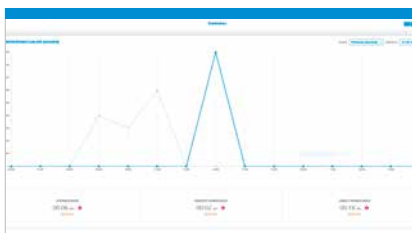
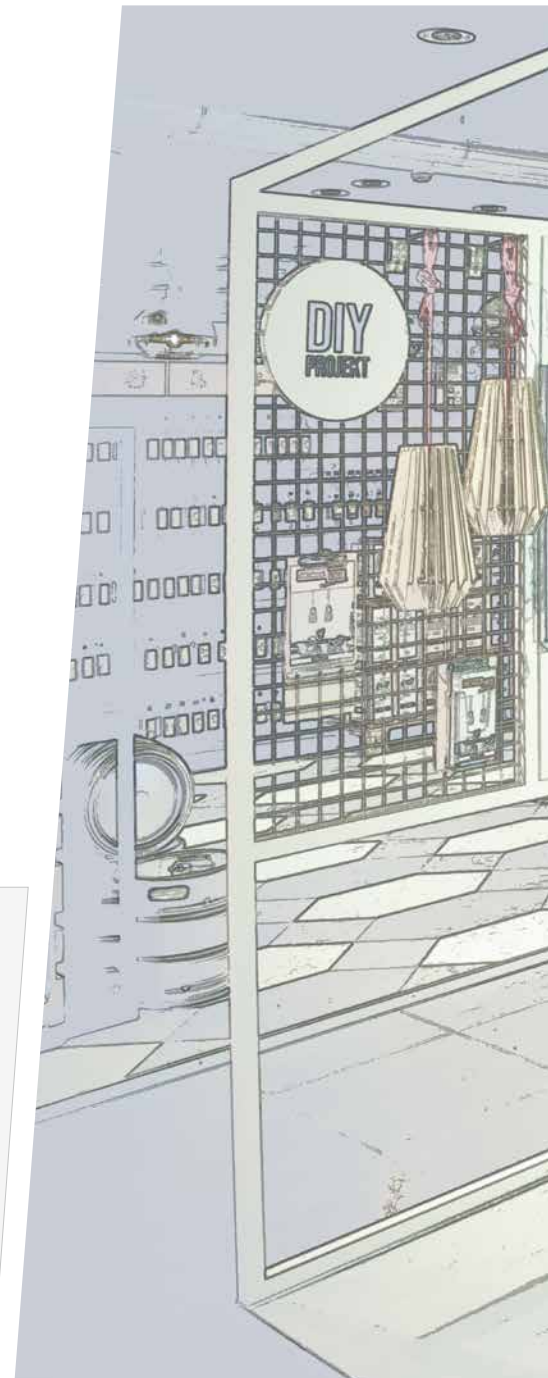
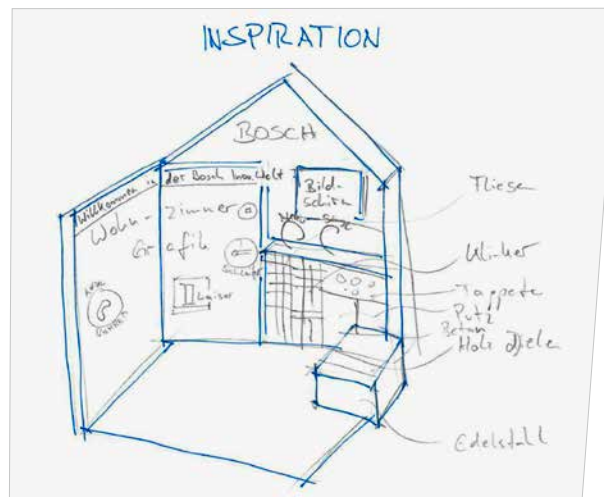
/ DIGITAL – MULTIFUNCTIONAL

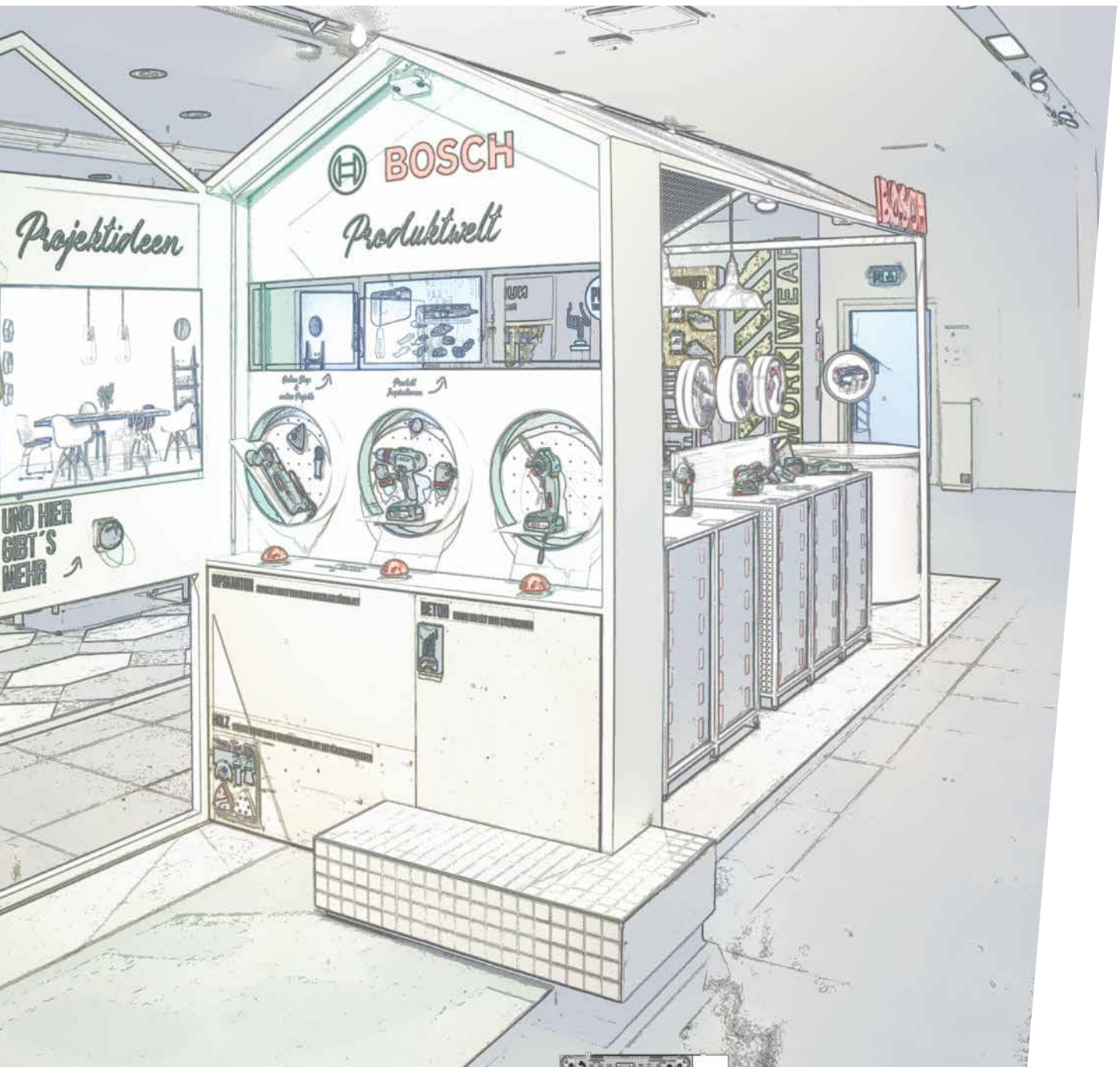
Customer journey made by Wanzl

■ **With our wide-ranging expertise** in the areas of store conception and shop-fitting, and as the globally renowned supplier of shop furniture and logistics, we are predestined for the development and implementation of multifunctional and multimedia-based shop-in-shop concepts.

Our solutions can either be tailored to one specific shop environment or designed as an overarching modular concept, which can then – due to its great flexibility – be used for various POS environments.

The key specifications for planning the design are derived from our customer's brand image. We base the customer journey on this brand image, to directly attract the attention of the specific target group in a variety of ways.





Additional (digitally processed) information is supplemented by the opportunity to experience and test the displayed products directly at the POS. In this way, the shop-in-shop solution becomes a "playground" for customers to encourage them to complete existing or newly discovered projects.





↑ **DIY AT THE POS**
Bosch product presentation with a magnetic pull



/ CULTIVATE LOYALTY!

Get to know your customers with help from Wanzl

■ **Innovative shop-in-shop concepts from Wanzl** utilise a variety of multimedia interactive measures to present wares at the POS and enable shop and brand operators to increase customer loyalty. Wanzl connect is a digital concept that links the needs of everyone involved with the possibilities of intelligent technology. It enables stock levels to be recorded automatically and this data to be displayed directly on dashboards.

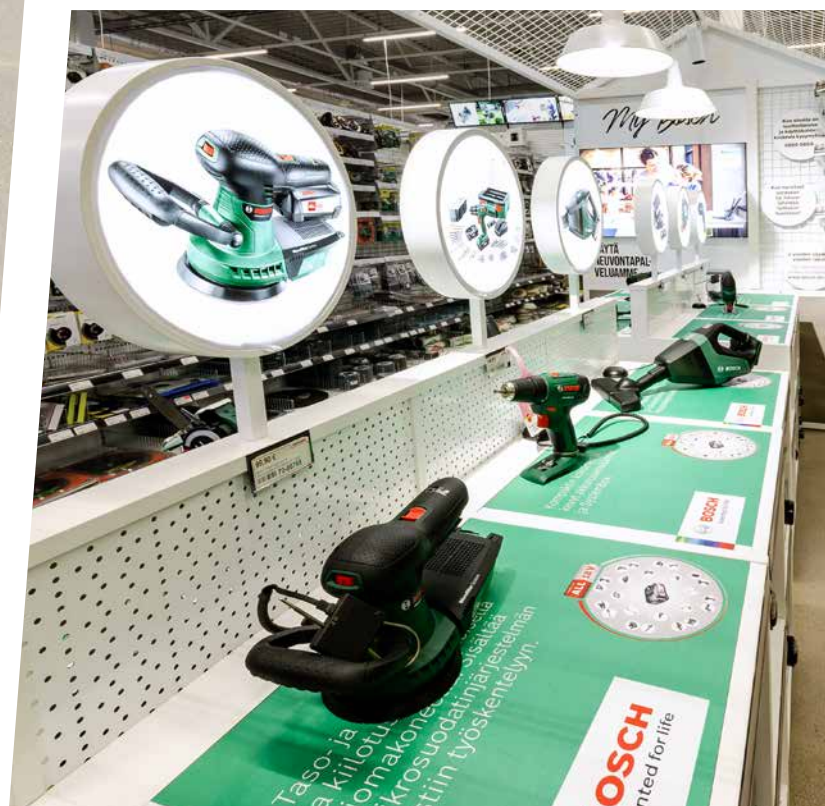


↑ MY BOSCH

Brand in the picture

← USE AT POS

Get informed and try it out on the spot



↑ SHOP-IN-SHOP SOLUTION

Combine product groups into project units

If product availability drops below a specified value, an order recommendation is generated just in time. Stereoscopic cameras record footfall, dwell time and customer flow, and analyse it together with other parameters such as calendar day, weather and outside temperatures.

VISIT US AT
www.wanzl.com



GERMANY

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

Phone +49 (0) 8221 / 729-0
Fax +49 (0) 8221 / 729-1000

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