



| CREATE PLACES THAT FEEL GOOD

Pharmacies and pharmacy sections

| MORE TIME FOR YOU

Feel-good products in a feel-good atmosphere

■ **With increasing appreciation for self-care, beauty and organic products,** customers' buying behaviour has also become more discerning. Taking into account their own needs, customers are becoming increasingly intentional and more targeted when selecting their products from these areas. As such, they are now spending more time in pharmacies or pharmacy sections searching for, comparing or testing the products and brands that are suitable for them. As a result, the design and layout of retail spaces must be ideally aligned with the purchasing behaviour of customers, because: Feel-good products sell particularly well in a feel-good atmosphere.

At Wanzl, we know what well-being feels like for the customer at the POS! Numerous testimonials for the design of pharmacies and pharmacy sections show how we can merge current trends with timeless aesthetics and the knowledge of what customers really want. Take advantage of our expertise!

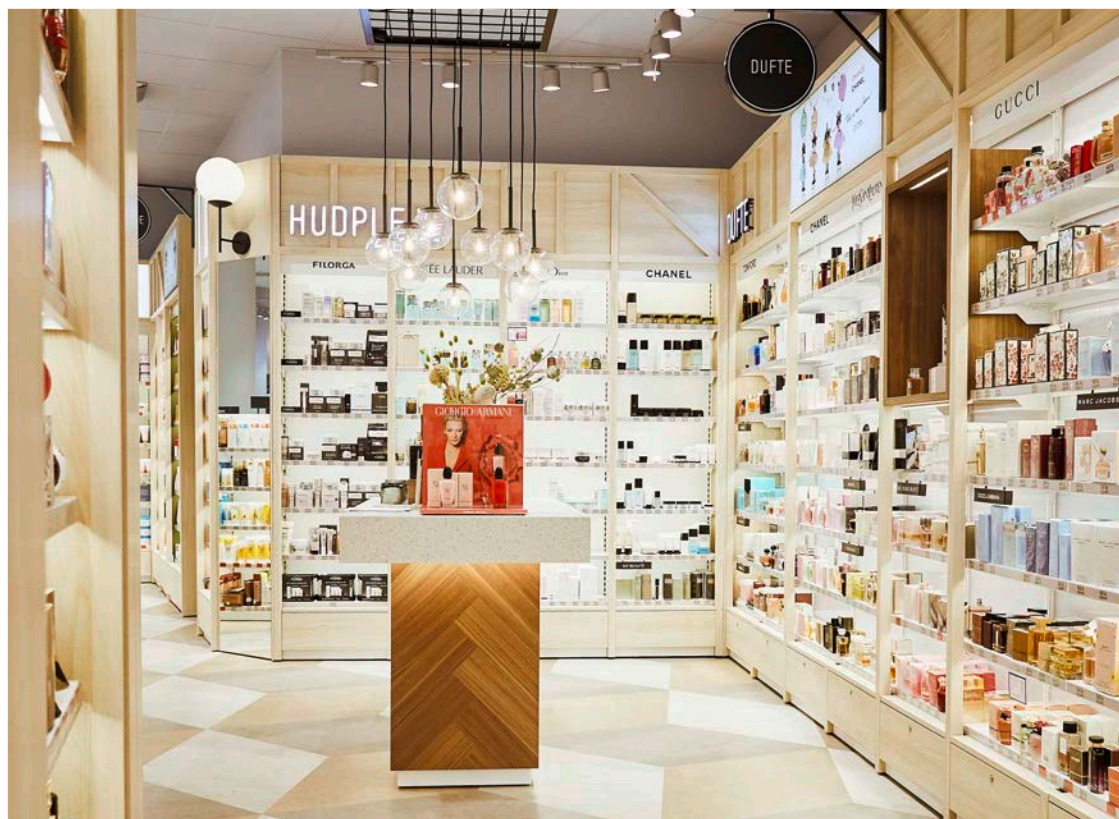




↑ **LIGHT WOOD AND BEIGE TONES** are the ideal background for the colour-saturated beauty display.

← **TREAT THE EYE BY ANY POSSIBLE MEANS:**
Make up your POS!

→ **NATURAL ELEGANCE:**
Anyone who can transmit this aura to their customers is sure to win them over.



| AS FAR AS THE EYE CAN SEE

Clearly arranged structures and best possible use of the space

■ **The planning and implementation of** concepts for fitting out pharmacy sections for the food retail industry is attracting more and more attention. This is of course logical because the decision on where customers shop often depends on it. For all-in-one shoppers in particular, the combination of sophisticated design, a clearly arranged and extensive overview as well as trendy and needs-based product ranges can be decisive for their POS of choice.

With design expertise and a wide range of shopfitting elements, Wanzl Shopping Solutions offer all the elements needed to combine this expertise in an all-round solution. Based on individual design concepts integrated into the overall store, we can set up our modular and adaptable presentation and shelving systems to perfectly suit the conditions on site and provide your customers with fast, unhindered access to your product range.



↑ → **SHELVING SYSTEMS THAT CAN BE OPTIMALLY ADAPTED TO THE PRODUCTS** ensure the best possible utilisation of existing space.





↑ **WANZL SHELVING SYSTEMS** also create sufficient space for extensive product ranges.

↓ **PRICING** – made easy: This aspect of the system is perfect right down to the last detail.



// Your benefits – at a glance //

- Focused design expertise in food retail
- Get the most out of your on-site capacities
- Concept adapted to typical customer channels
- New concept for “pharmacy products” even in existing store setups



↑ **FROM GONDOLA ENDS** to complete shelving units: Wanzl Shopping Solutions set the benchmark in product presentation.

| THE ART OF TEMPTATION

Would you like to win over your customers in every area of your store? – We are on hand to help!

■ **Whether independent individual stores or pharmacy branches** with proven corporate design: with our knowledge of shopfitting, our design expertise and our eye for trends, we are able to create a unique character for a wide variety of styles and equipment variants.

You provide us with your design specifications based on your specific wishes and your customer- and industry-specific standards. From this, we develop shopping worlds with an irresistible flair: from the concept to the set-up and installation, right through to any intricate rework.



↑ **EXCLUSIVE SELECTION**

–elegantly presented:
Here, beauty is in the
eye of every beholder!

*// You provide us with the specifications:
we use these to develop spaces with
an irresistible flair. //*



↔ “DURANCE” IN
PARIS: The dream of your
own beauty salon
living room has come true!



wanzl

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Dimensions in mm, specifications approximate, colours similar to RAL, design subject to changes.
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