

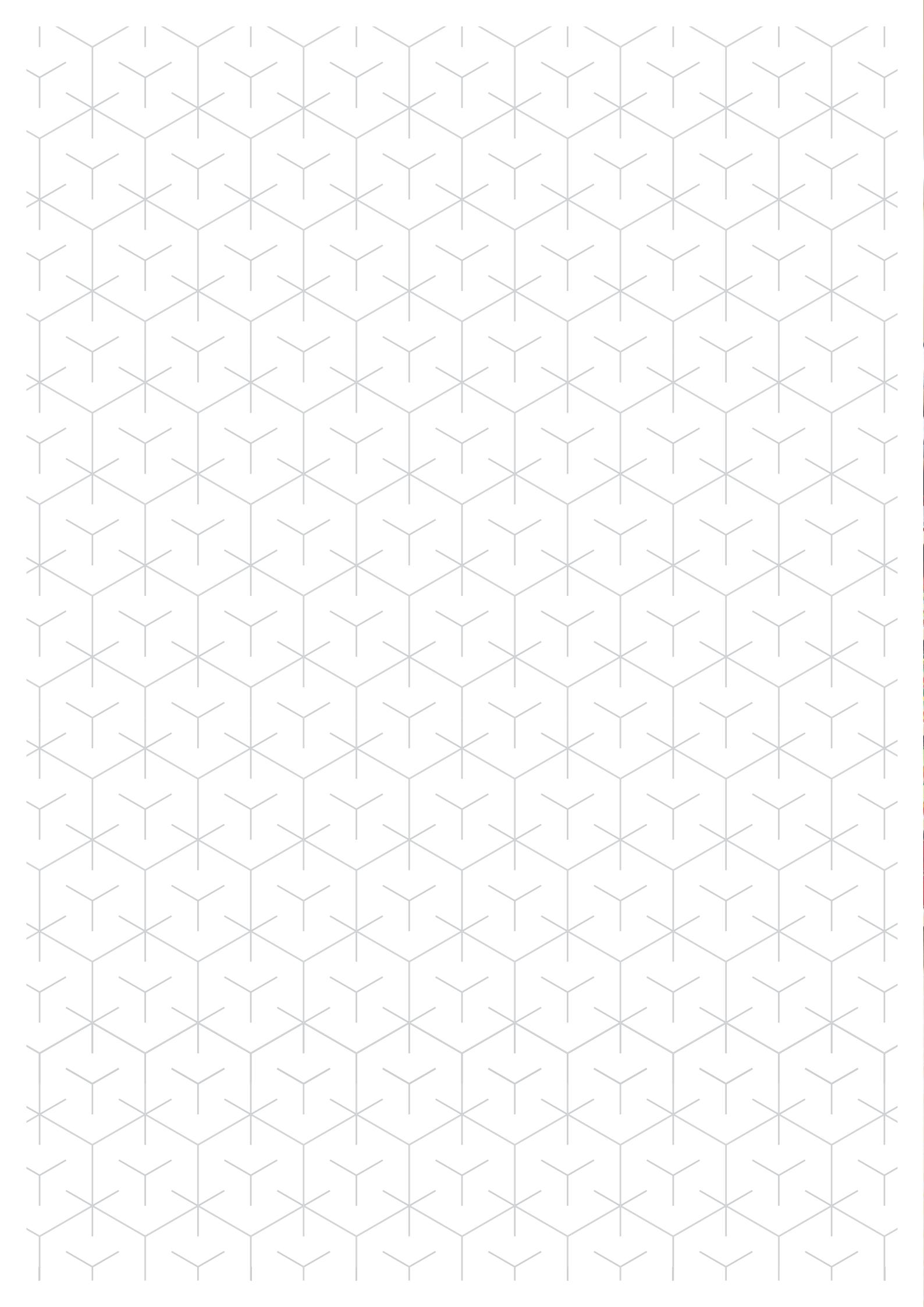
**wanzl**

# SHOP SOLUTIONS

MADE BY WANZL **I THE BEST**  
**INVITATION...**



... **for your customers!**



wanzl



# Editorial

## HIGH-END SHOPFITTING

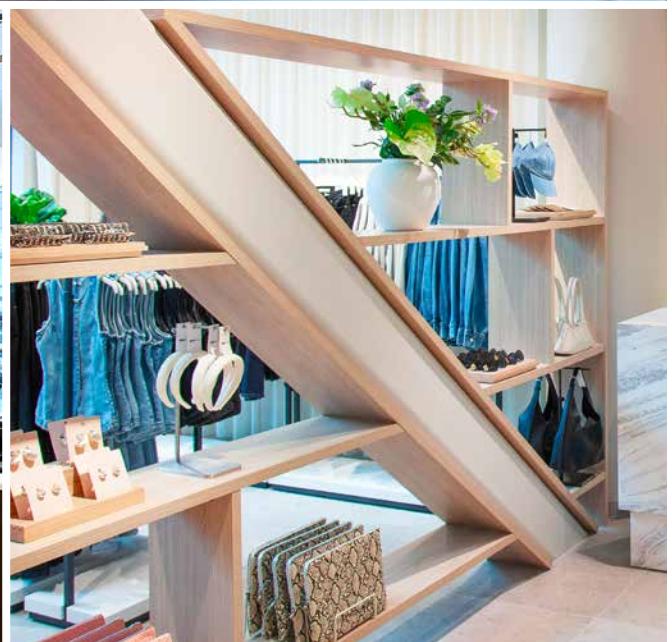
**wanzl**

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!**







DO YOU HAVE LOTS OF INTERESTING *ideas*

and want us to put the

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

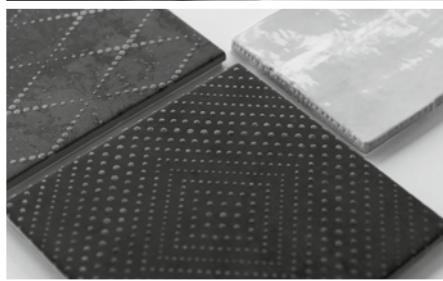


AS YOUR PARTNER, *We are here* TO HELP YOU DEVELOP  
your store's potential to its fullest!

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



that makes things happen...



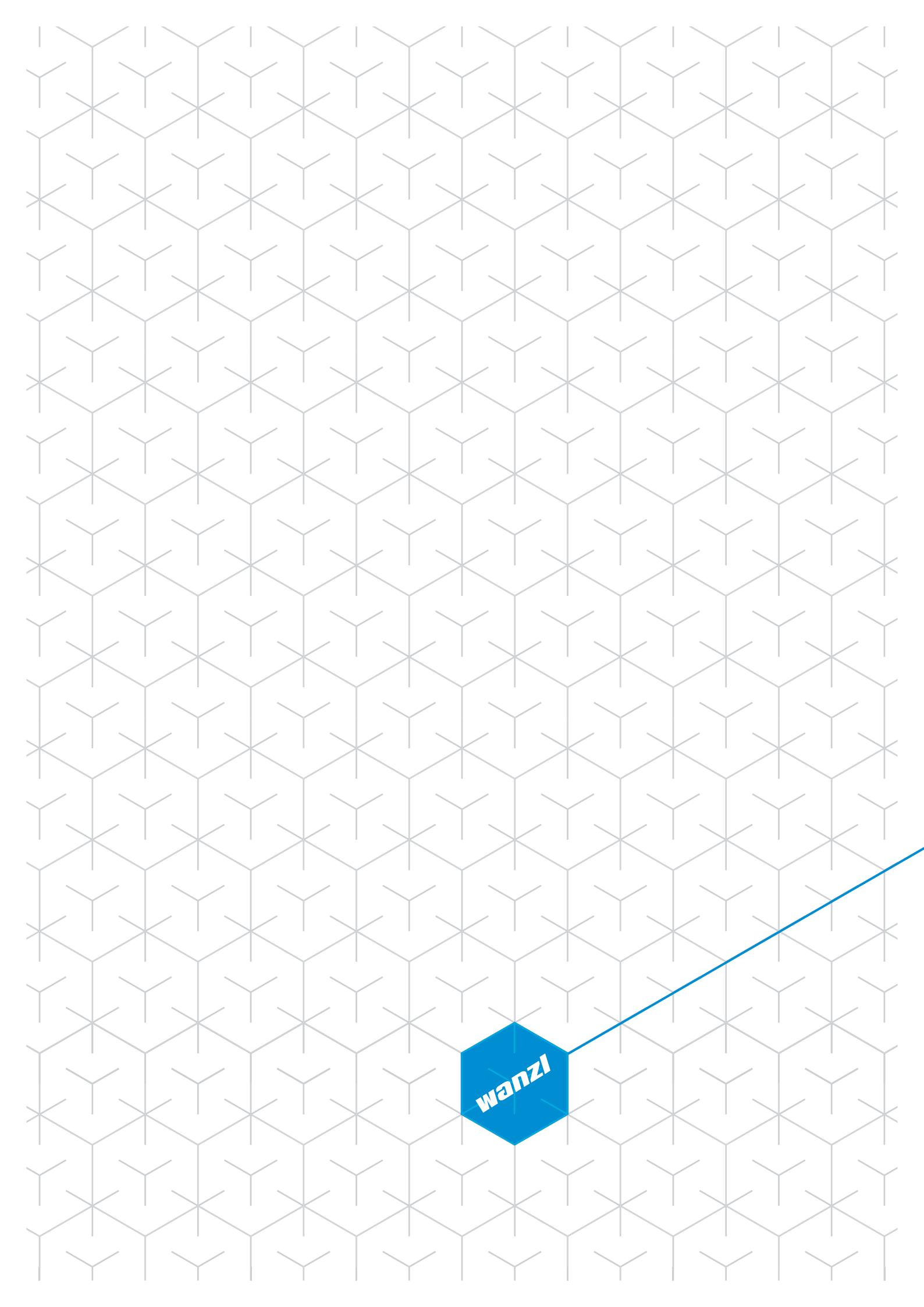
... as we are able to enrich your ideas with our decades of experience in the retail sector and align them specifically to the buying behaviour of your customers.

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!**



wanzl

**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





# 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!

# Impressions

FOOD

Get inspired by **IZUMI** **wanz!**

→ Project **EDEKA**

**BAUR**

**Supermarket**

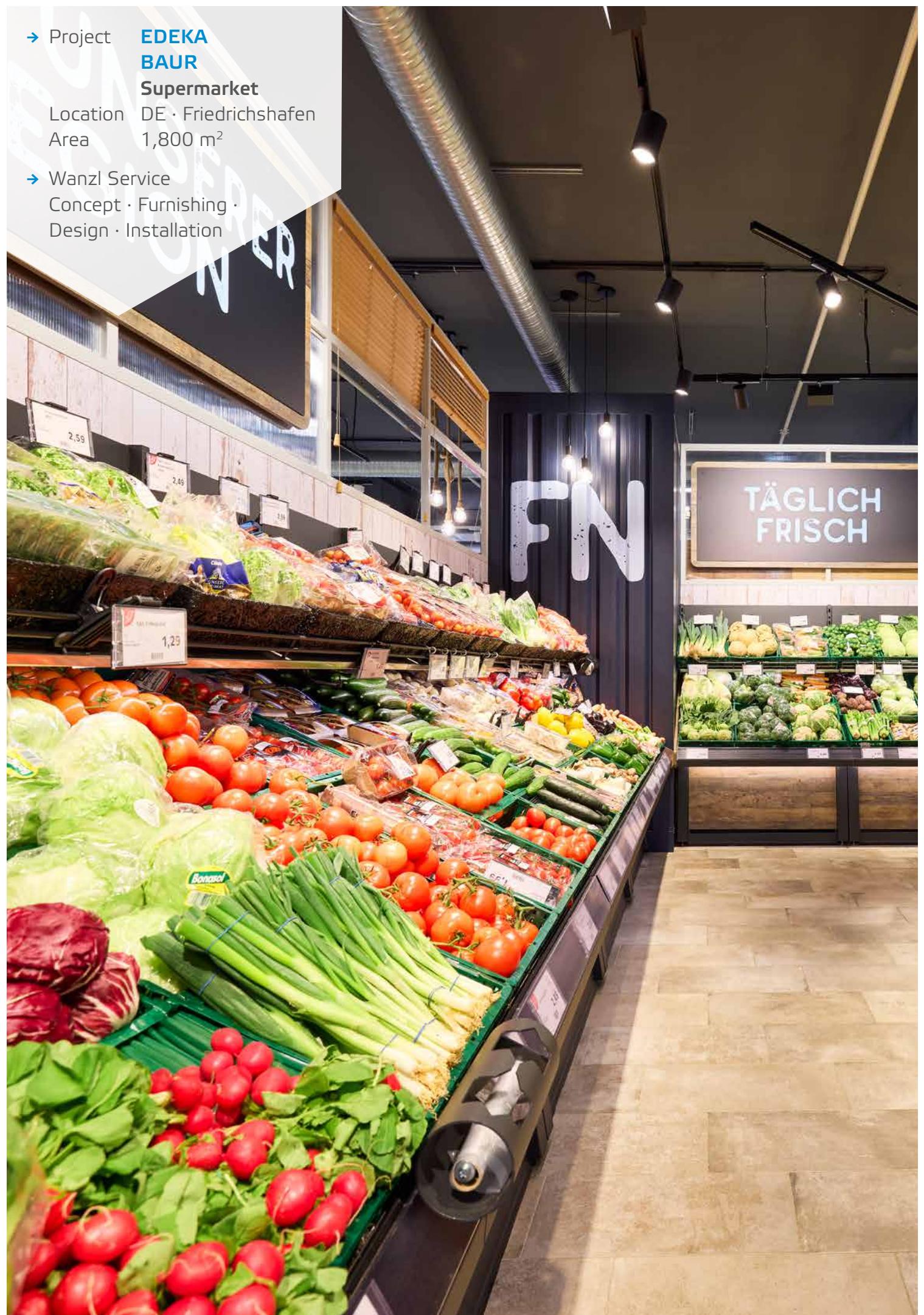
Location DE · Friedrichshafen

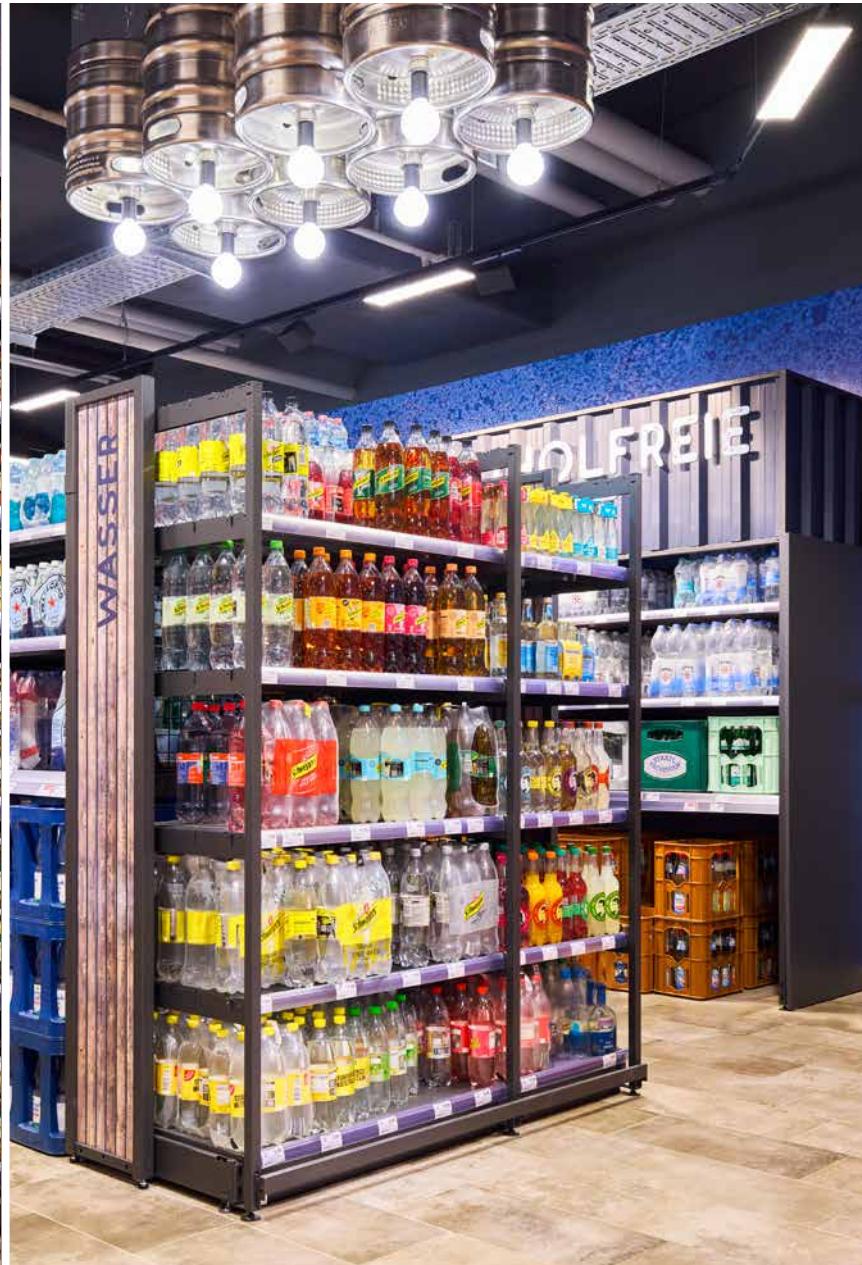
Area 1,800 m<sup>2</sup>

→ Wanzl Service

Concept · Furnishing ·

Design · Installation











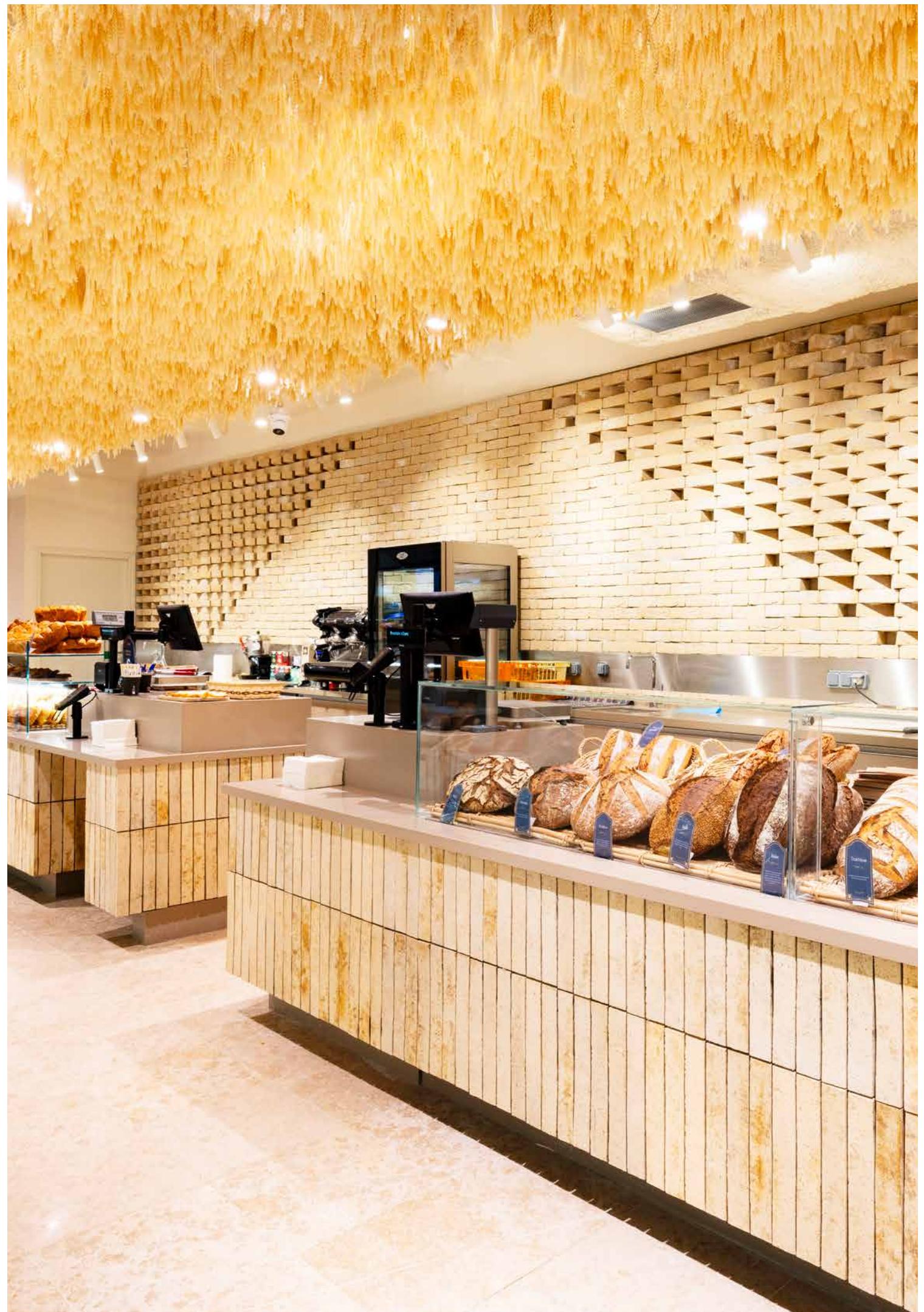


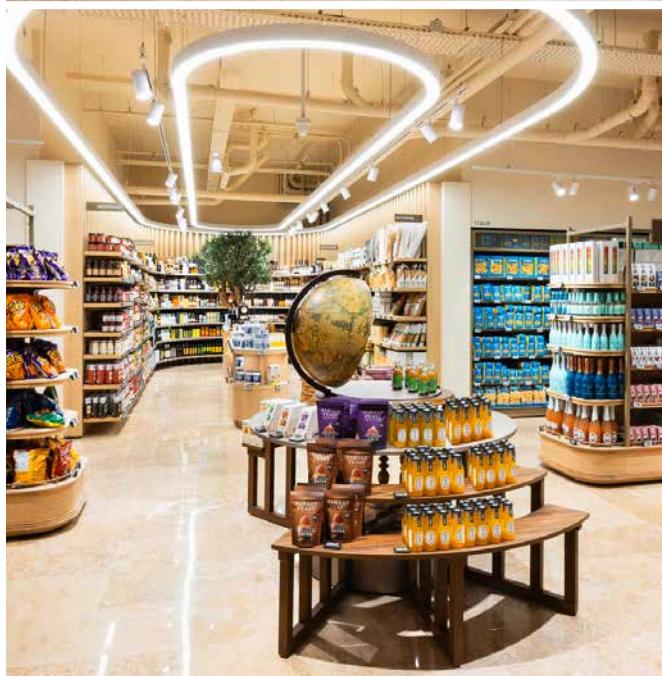
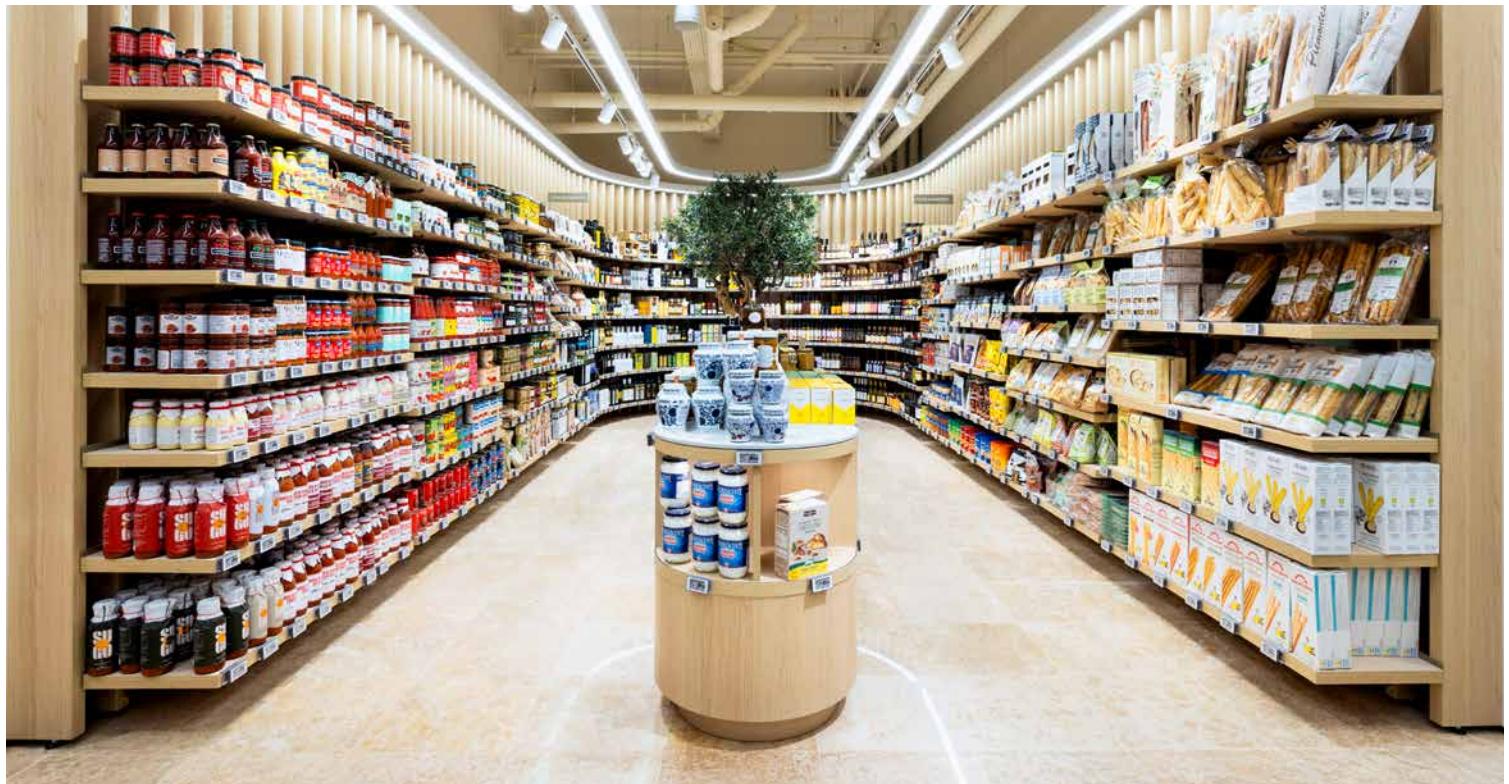
→ Project **EP!C**  
**Premium Supermarket**  
Location FR · Paris  
Area 1,500 m<sup>2</sup>

→ Wanzl Service  
Furnishing · Installation ·  
Design (Malherbe Design Paris)









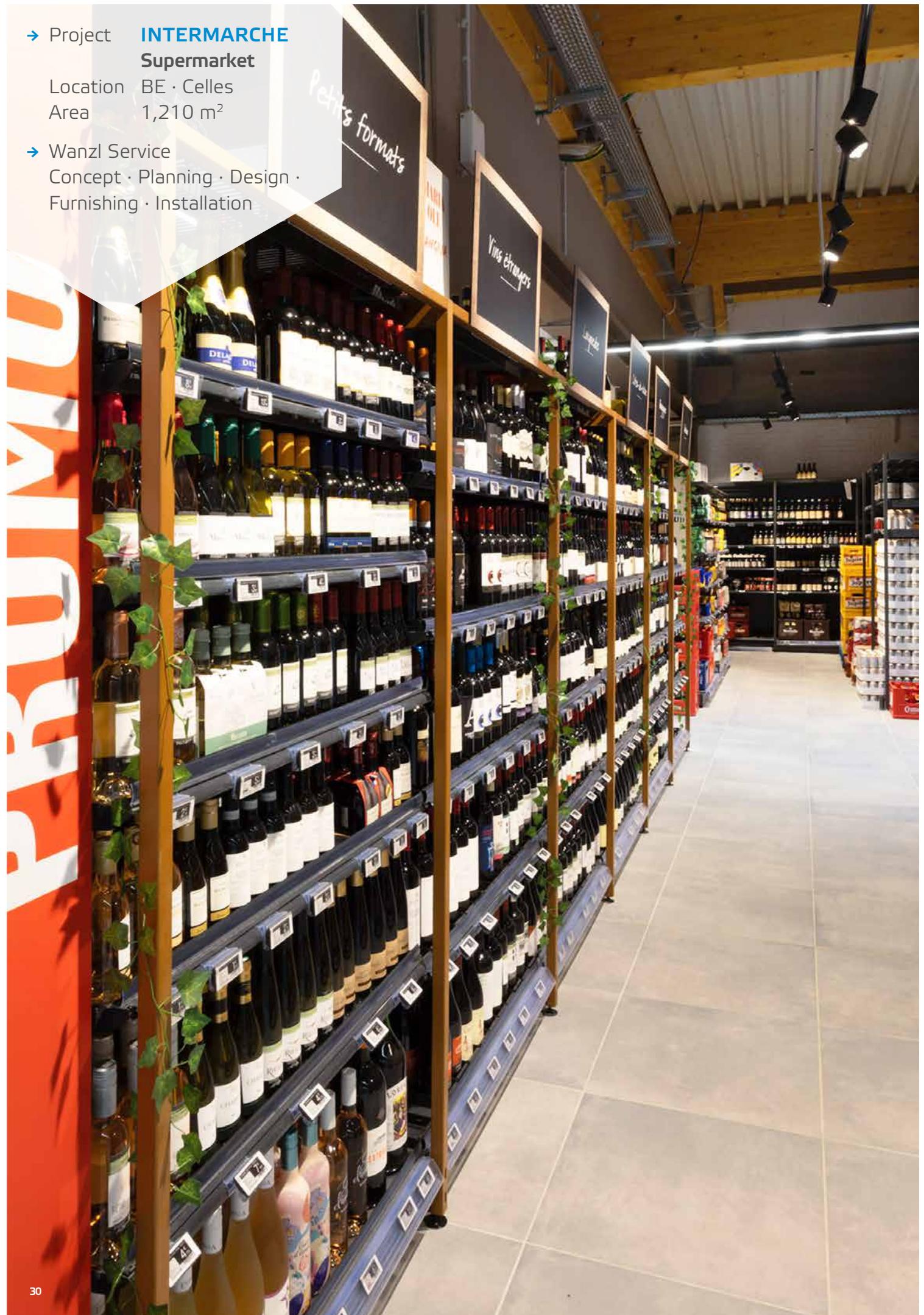




→ Project **INTERMARCHE**  
Supermarket

Location BE · Celles  
Area 1,210 m<sup>2</sup>

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

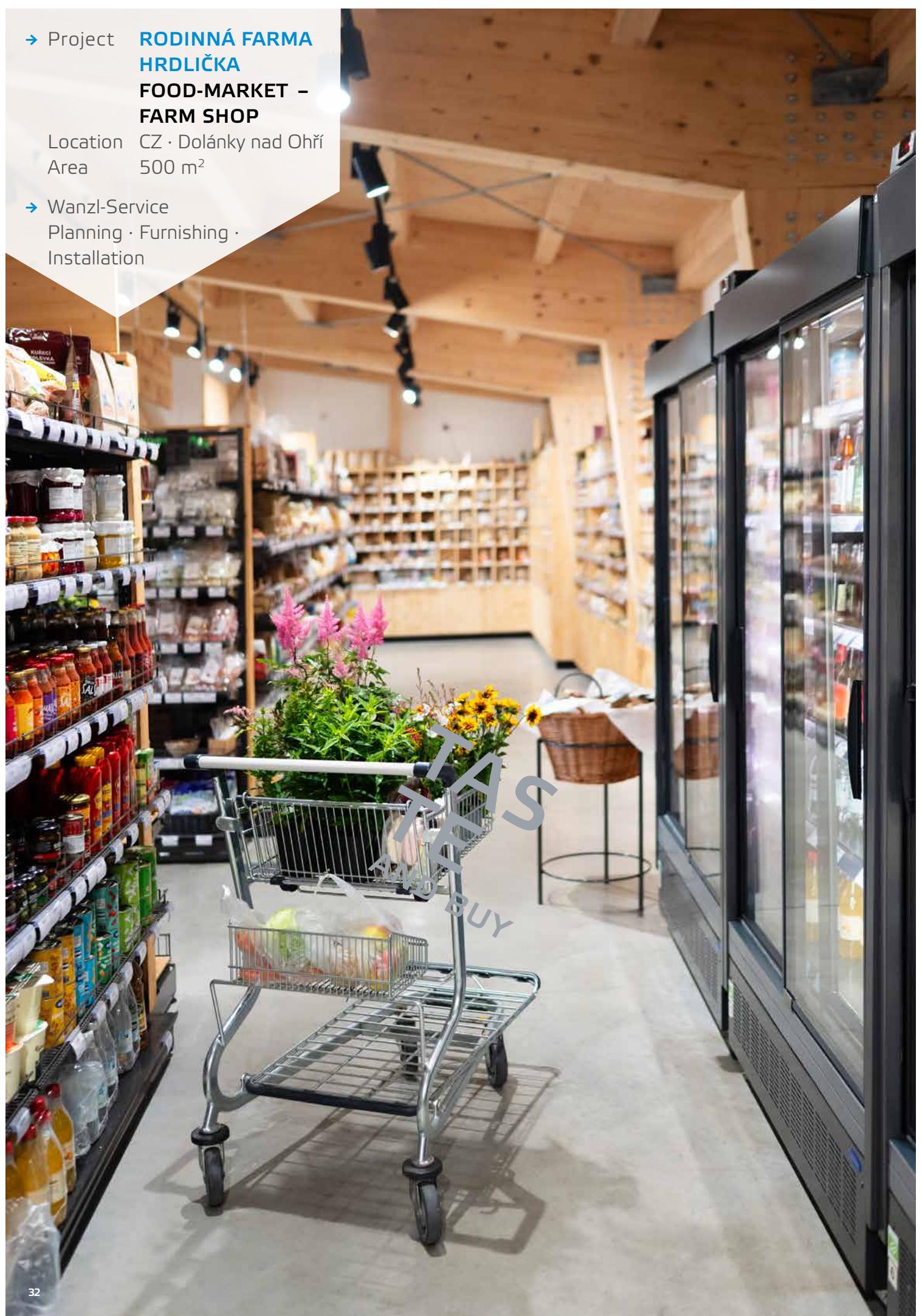




→ Project **RODINNÁ FARMA HRDLIČKA**  
**FOOD-MARKET – FARM SHOP**

Location CZ · Dolánky nad Ohří  
Area 500 m<sup>2</sup>

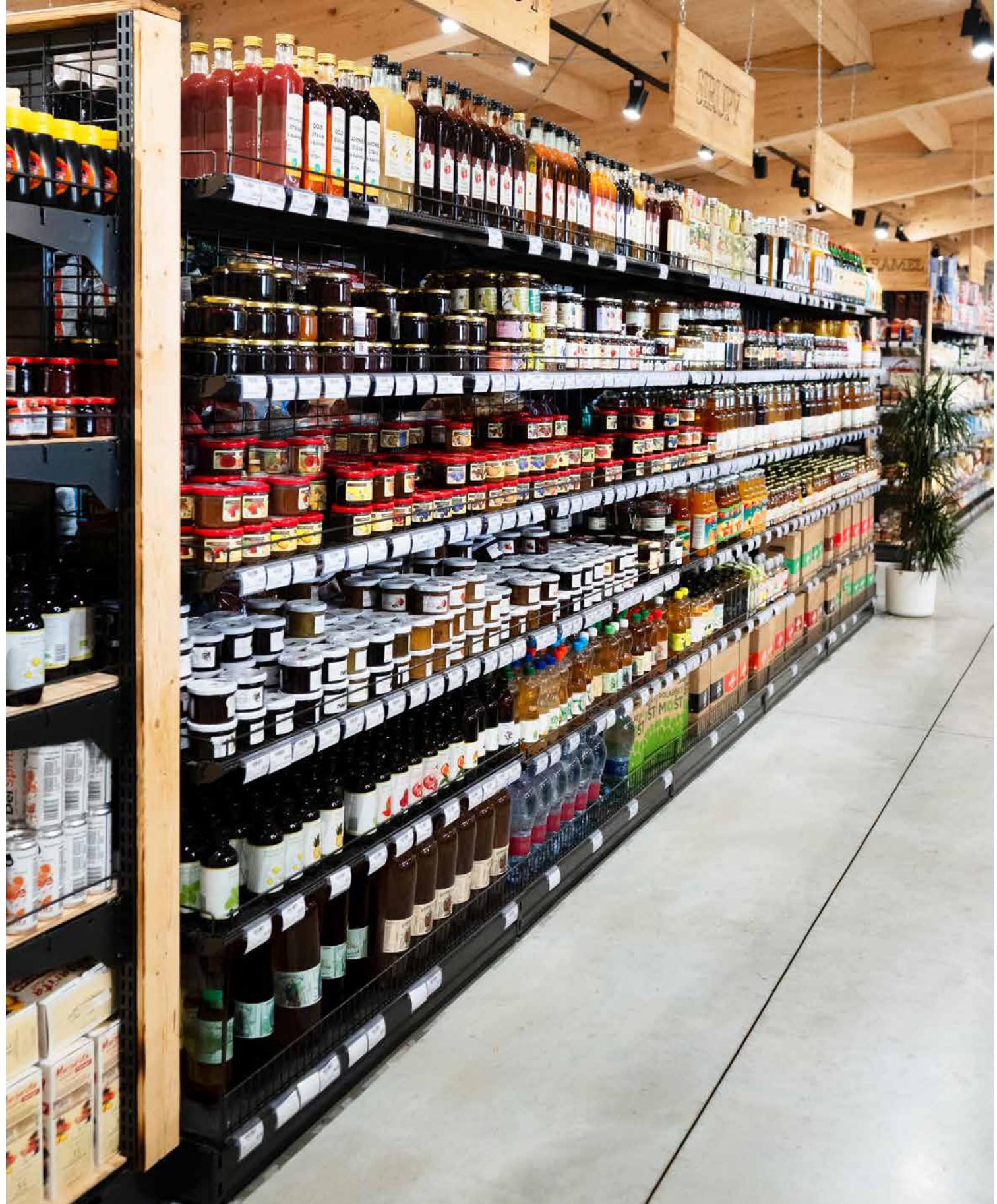
→ Wanzl-Service  
Planning · Furnishing · Installation





MARMELÁDY

OBILKY





→ Project **E.LECLERC**

**EXPRESS**

**Supermarket**

Location AD · Sant Julià de Lòria

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

→ Wanzl-Service

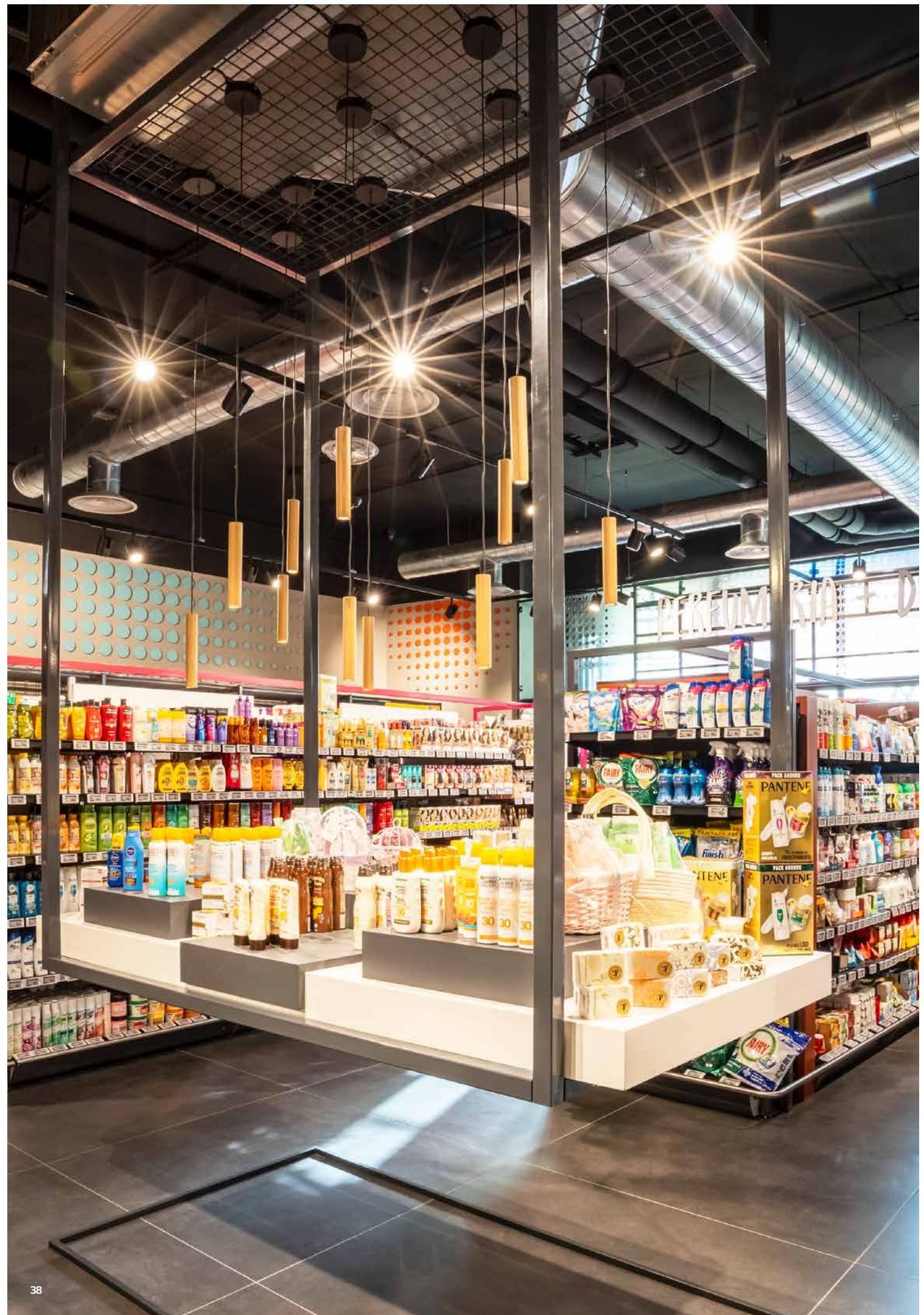
Concept · Planning · Design ·

Furnishing · Installation ·

Lighting









# Cheese





→ Project **ZALACO**

## Bakery

Location HU · Heviz

Area 108 m<sup>2</sup>

→ Wanzl Service

Concept · Planning · Design ·

Furnishing · Installation ·

Lighting





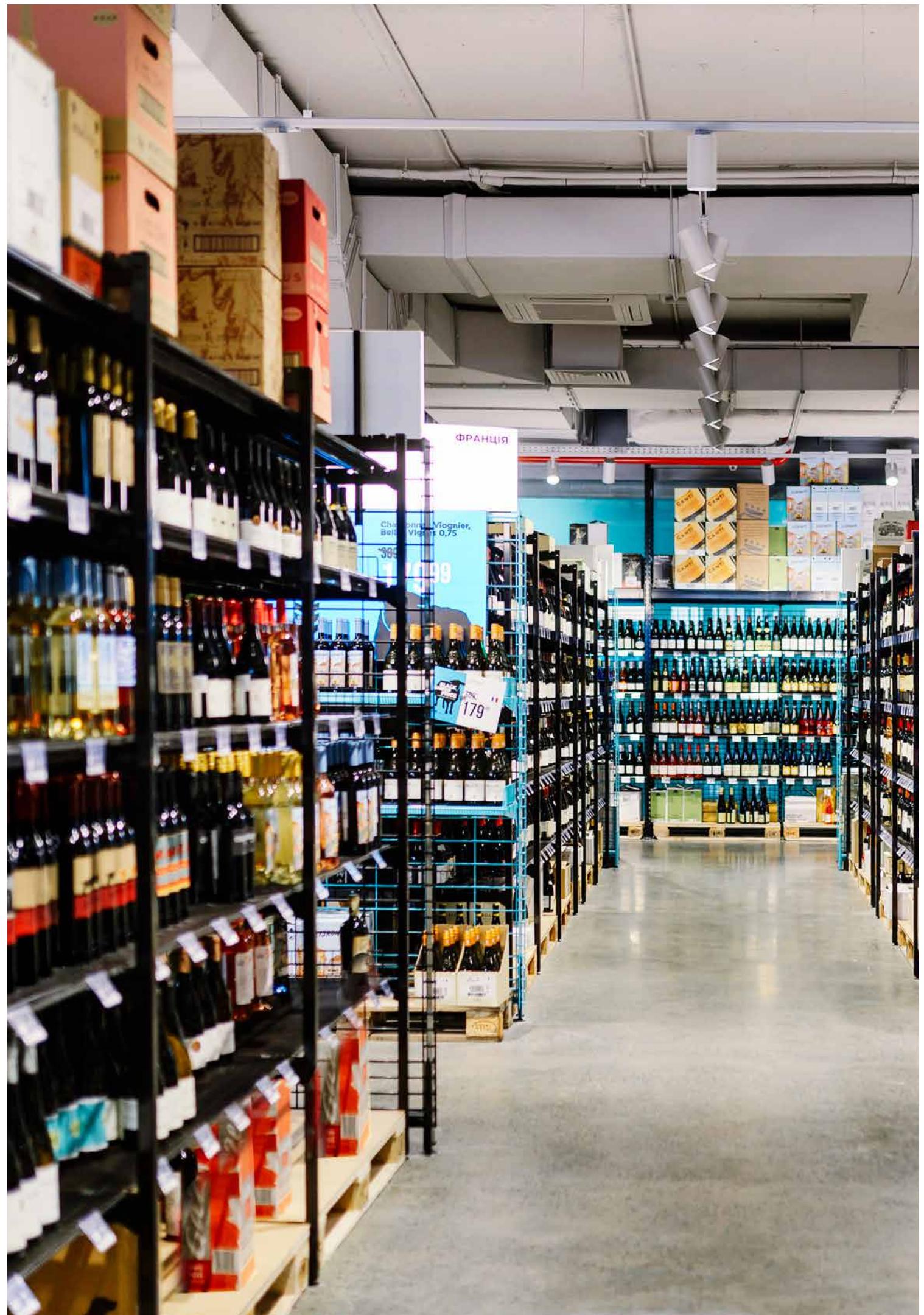


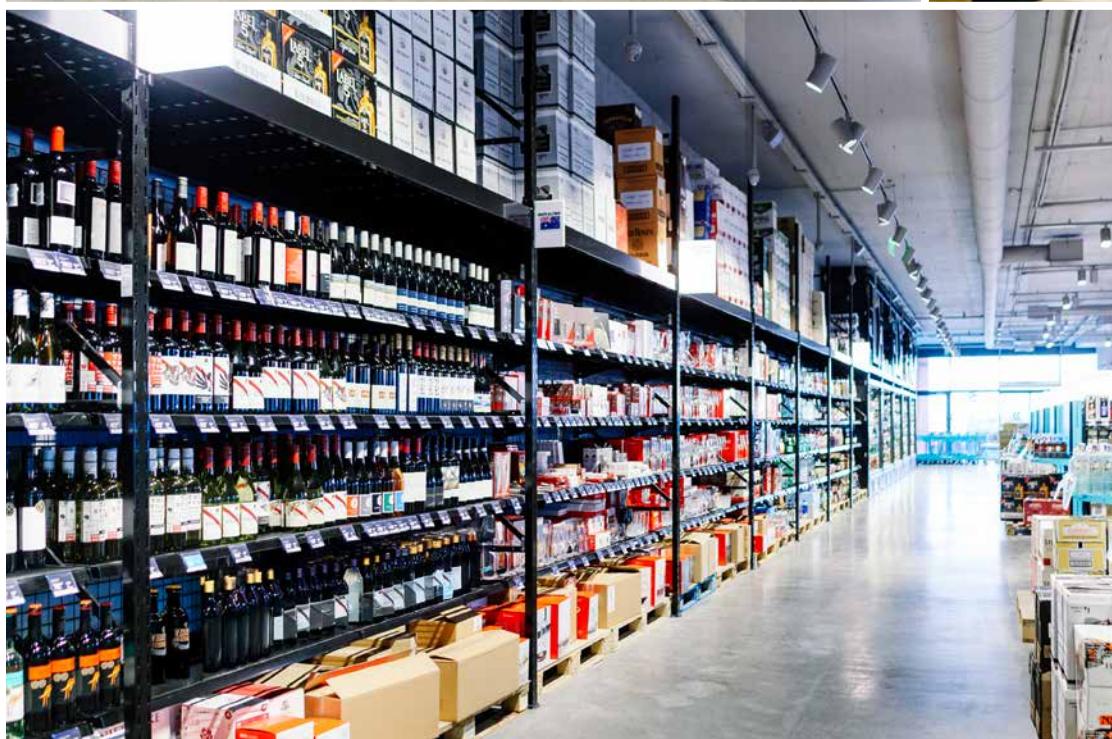


→ Project **BAD BOY**  
**Beverage market**  
Location UA · Dnipro  
Area 1,455 m<sup>2</sup>  
→ Wanzl Service  
Furnishing · Installation









→ Project **SUNTREE**

**Premium  
Supermarket**

Location CN · Changchun  
Area 680 m<sup>2</sup>

→ Wanzl Service

Concept · Planning ·  
Design · Furnishing ·  
Installation













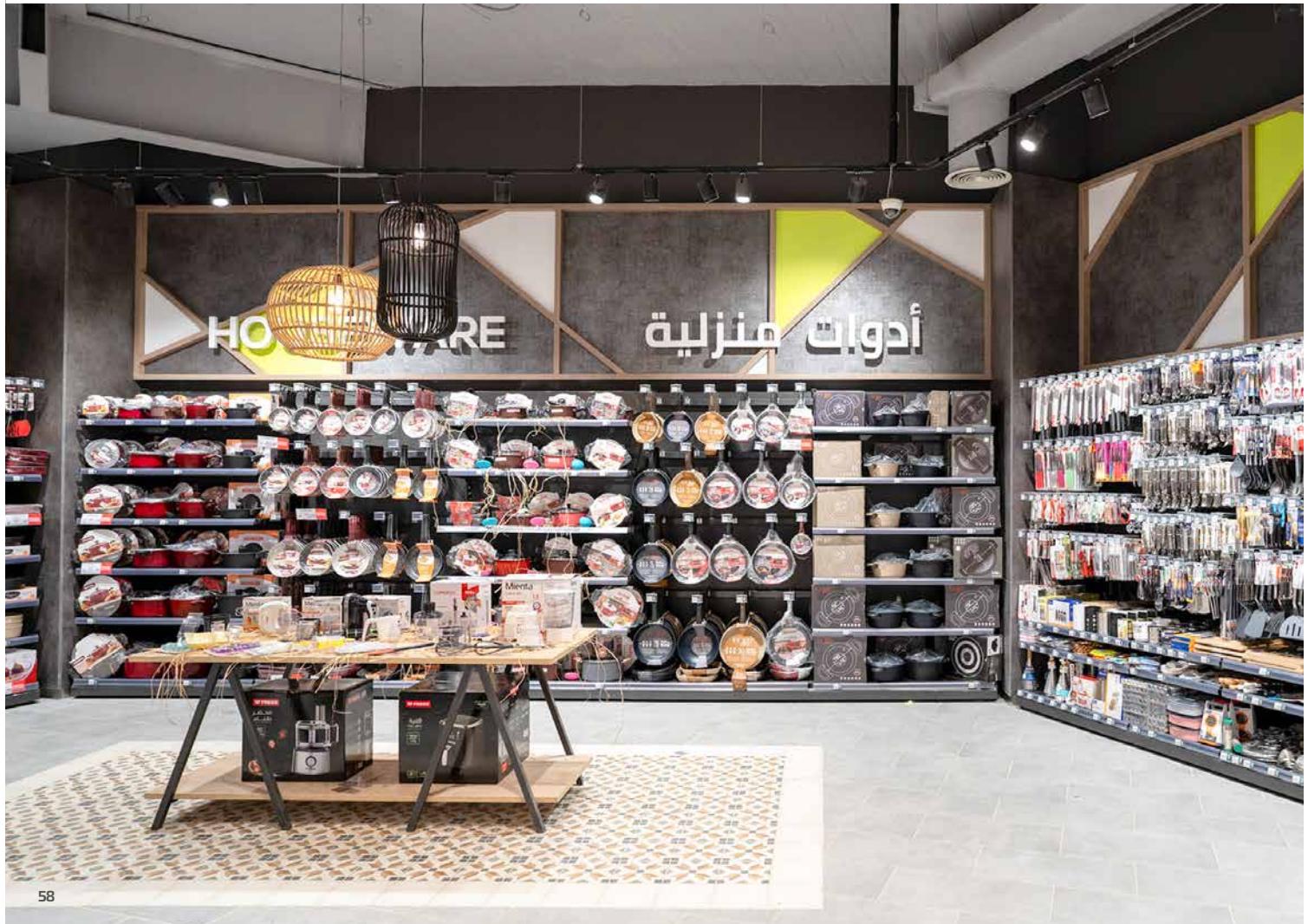
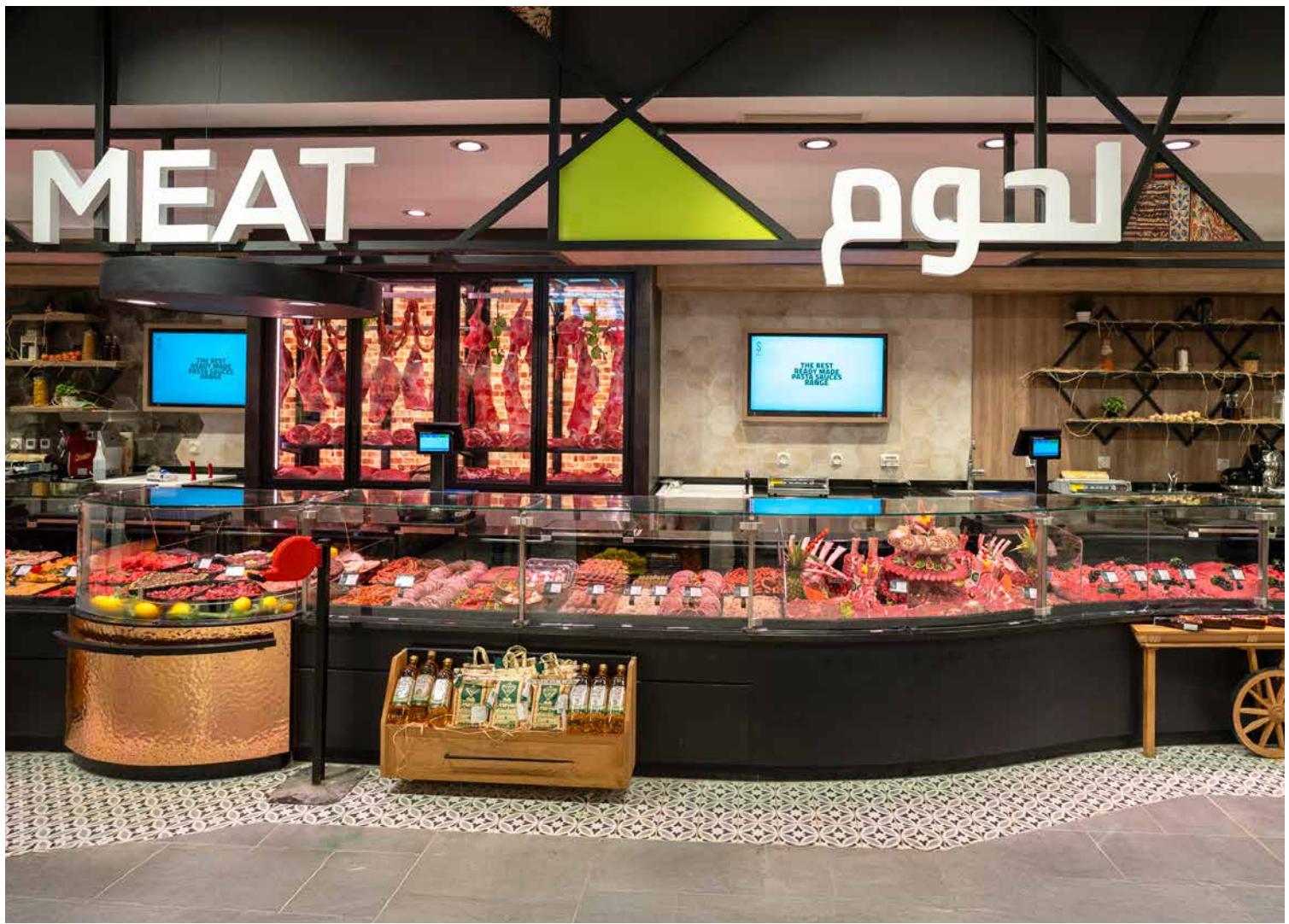
→ Project **SEOUDI**  
**Supermarket**

Location EG · Cairo  
Area 2,100 m<sup>2</sup>

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









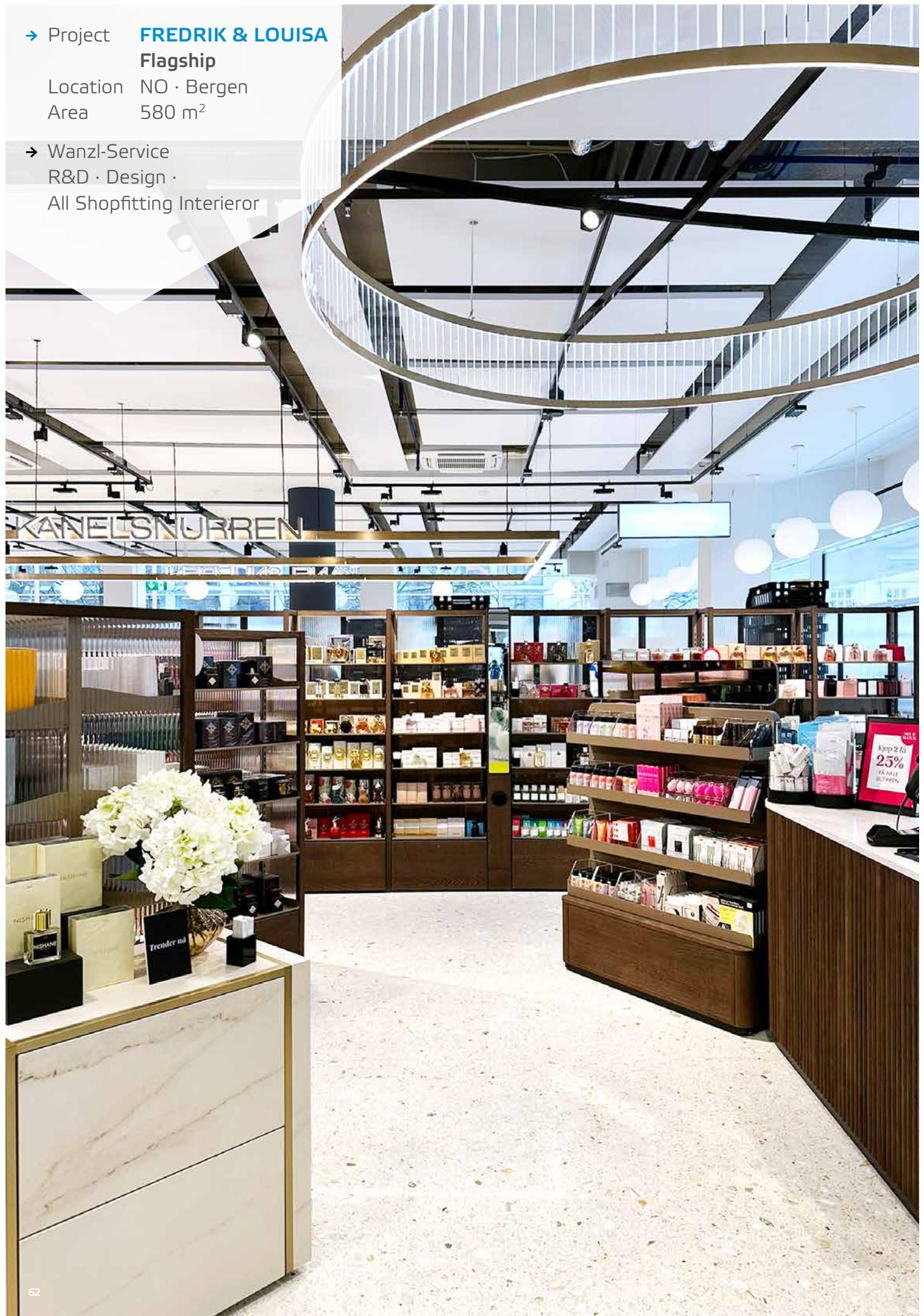


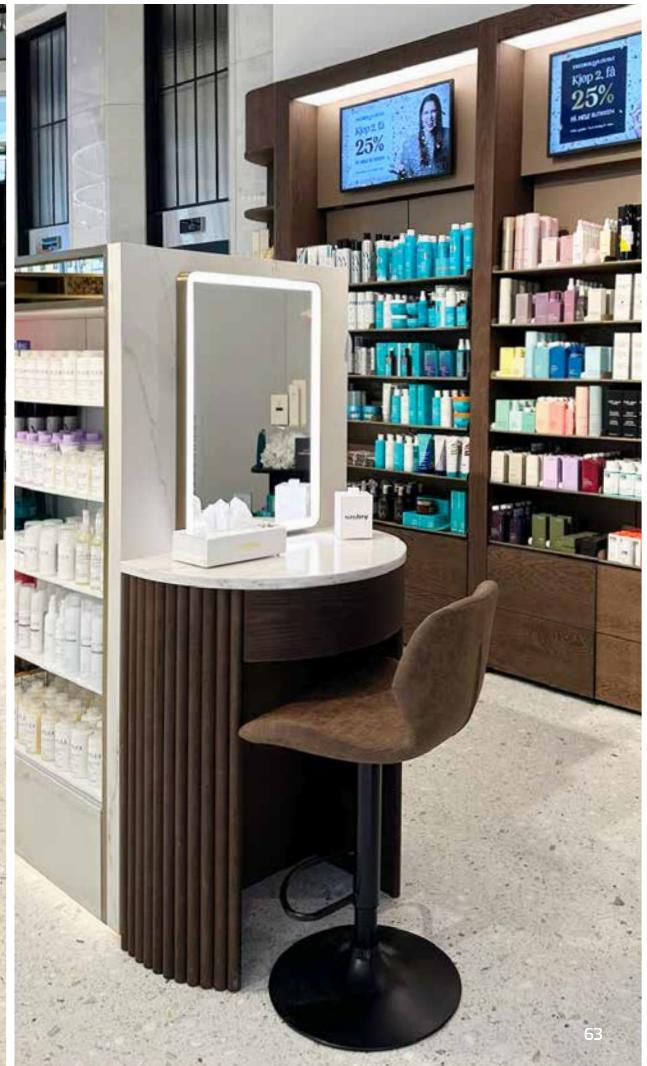
Get inspired by **wanz!**

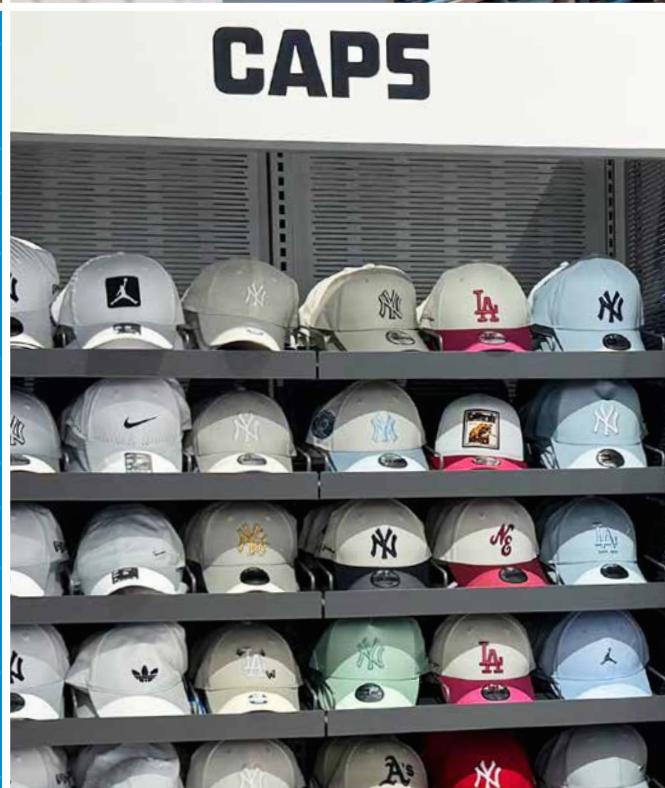
→ Project **FREDRIK & LOUISA**  
**Flagship**

Location NO · Bergen  
Area 580 m<sup>2</sup>

→ Wanzl-Service  
R&D · Design ·  
All Shopfitting Interior







Get inspired by **wanz!**

→ Project **GINA TRICOT**

**Flagship**

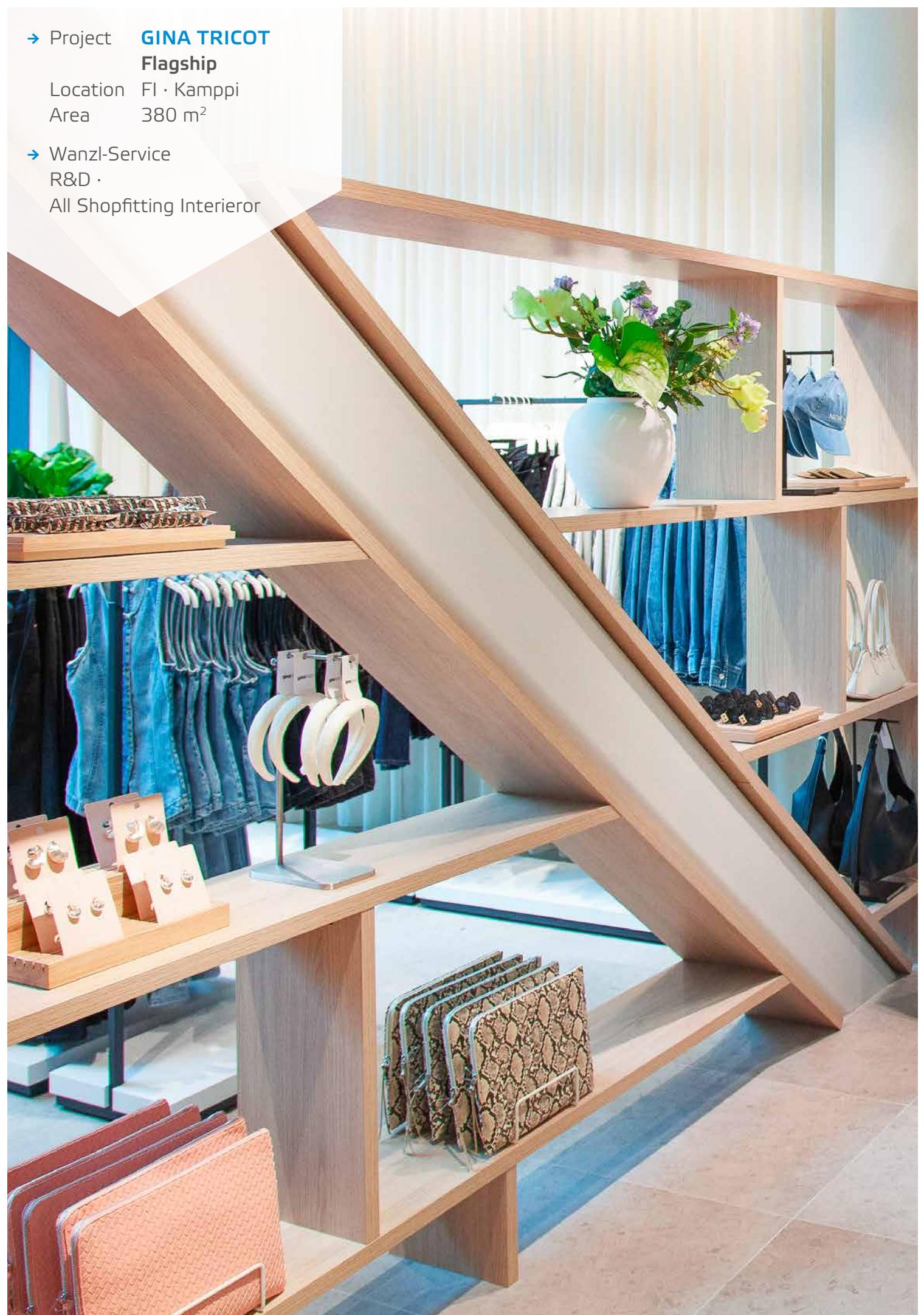
Location FI · Kamppi

Area 380 m<sup>2</sup>

→ Wanzl-Service

R&D ·

All Shopfitting Interior









→ Project **LINDEX**

**Flagship**

Location SE · Stockholm

Area 310 m<sup>2</sup>

→ Wanzl-Service

R&D ·

All Shopfitting Interior





→ Project **PRIMARK**

**Clothing and  
Homeware**

Location ES · Alcalá de Henares

Area 2,500 m<sup>2</sup>

→ Wanzl Service

Concept · Planning · Design ·

Shopfitting · Installation







ASCENSORES >  
PROBADORES >



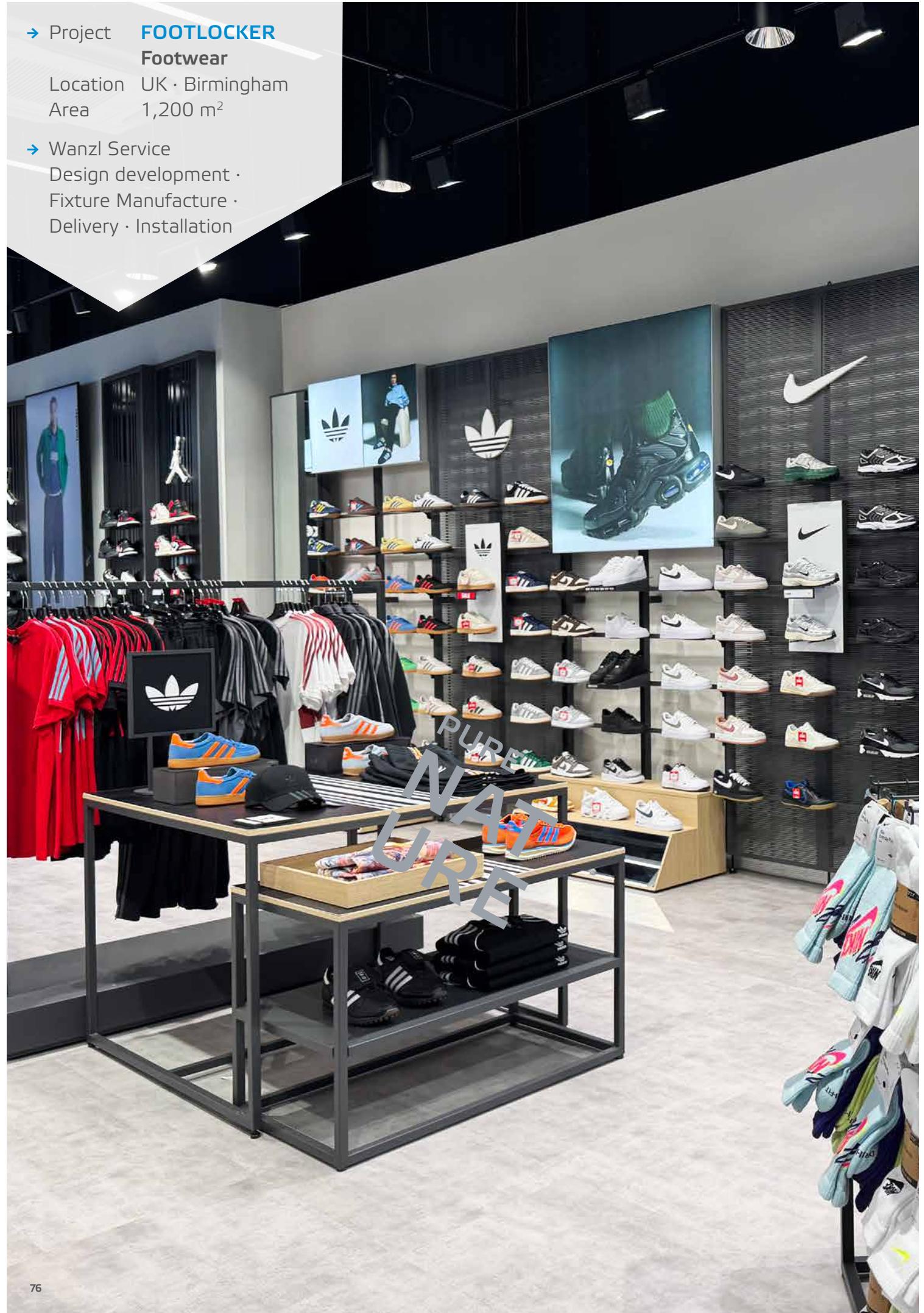
→ Project **FOOTLOCKER**

### Footwear

Location UK · Birmingham  
Area 1,200 m<sup>2</sup>

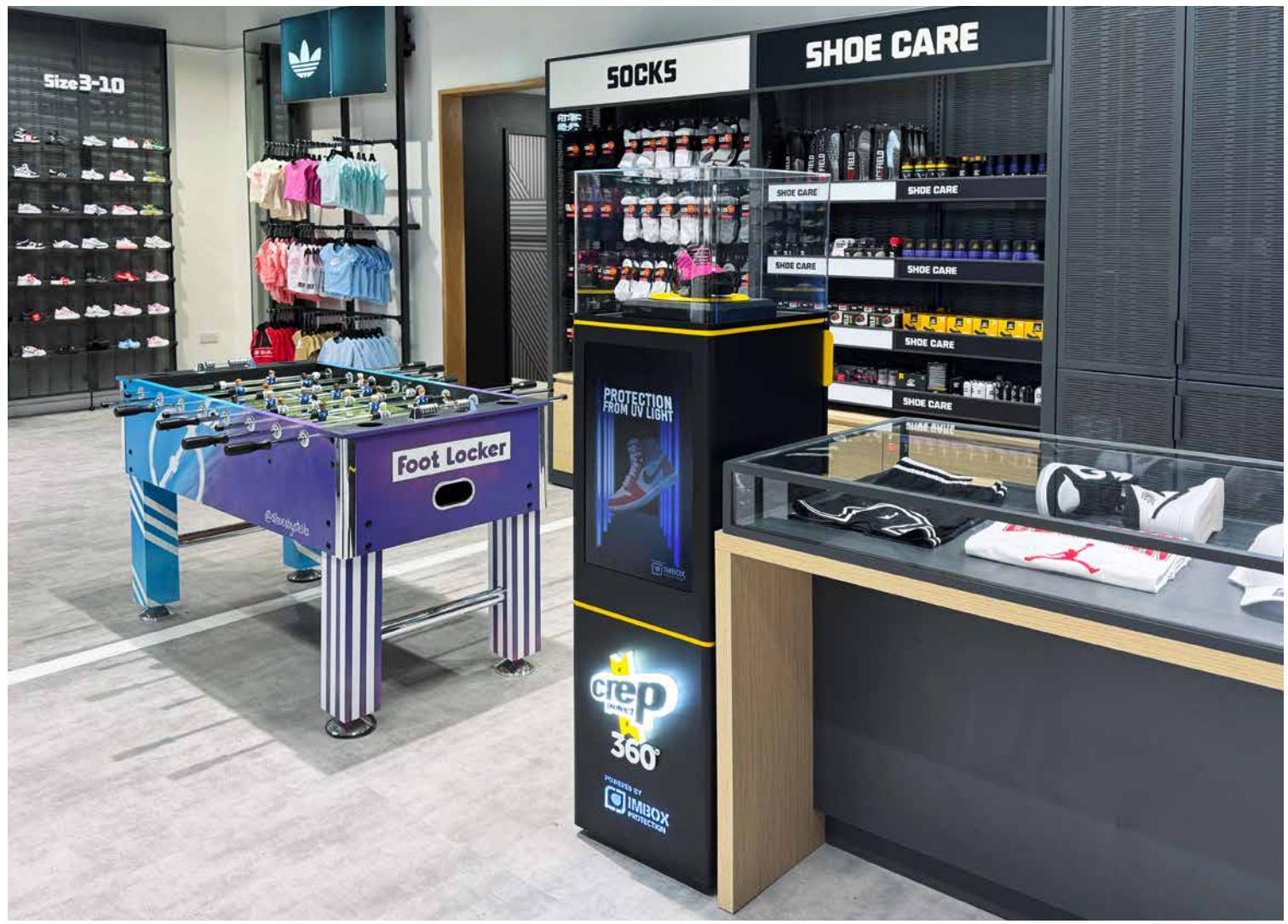
→ Wanzl Service

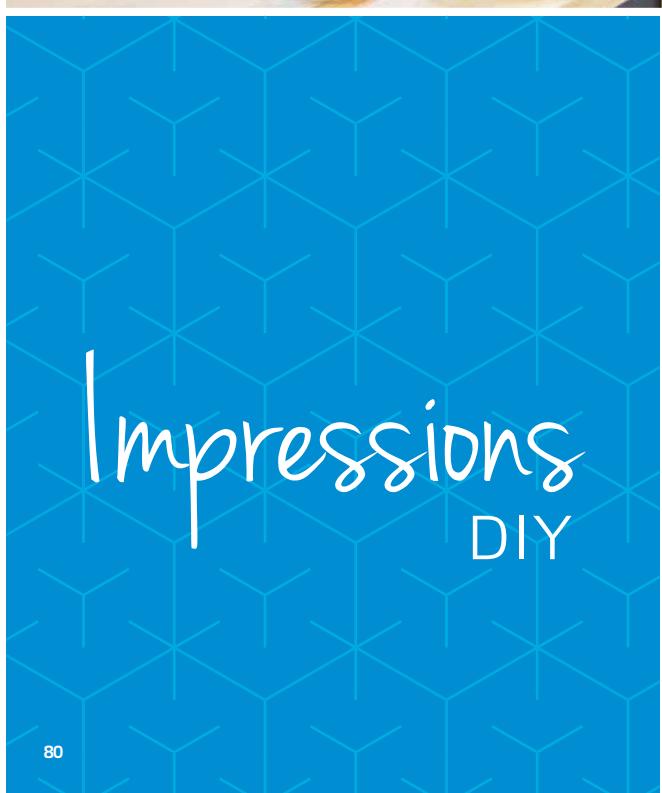
Design development ·  
Fixture Manufacture ·  
Delivery · Installation











Get inspired by **wanz!**

→ Project **RECA NORM**  
**Craftsman's Shop**

Location DE · Ismaning  
Area 500 m<sup>2</sup>

→ Wanzl Service  
Concept · Planning · Design ·  
Furnishing · Installation ·  
24/7 Technology





RECA | HÄLT. WIRKT. BEWEGT.

ARBEITSSCHUTZ

ZANGEN

SCHRAUBENDR



→ Project **AUTOCENTER  
GOEDERT**

**Autoshop**

Location LU · Bartringen

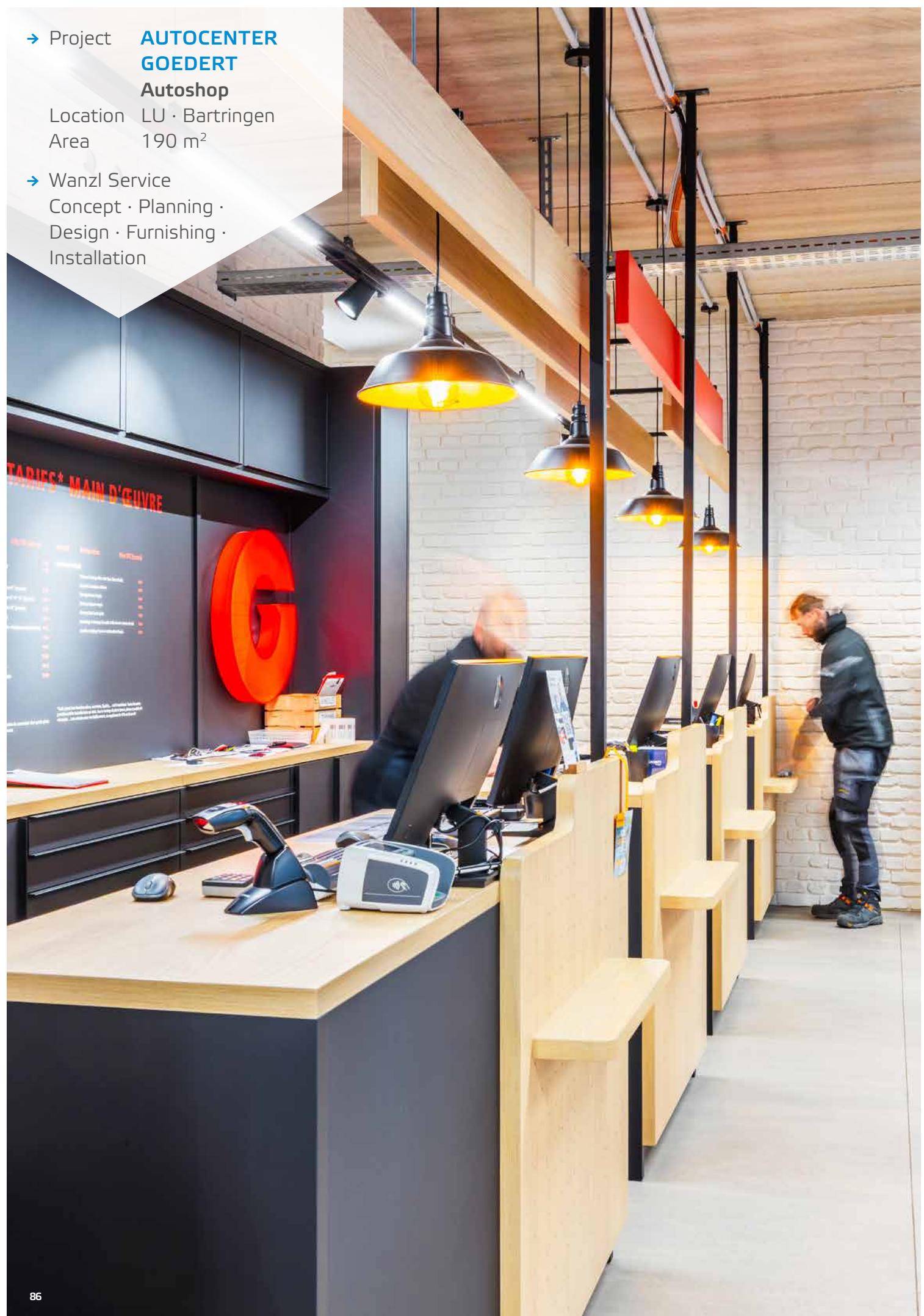
Area 190 m<sup>2</sup>

→ Wanzl Service

Concept · Planning ·

Design · Furnishing ·

Installation





**Mobil**

Synthetic Lubricant





# Wanzl-Shopformats

## DESIGN WITH FORMAT

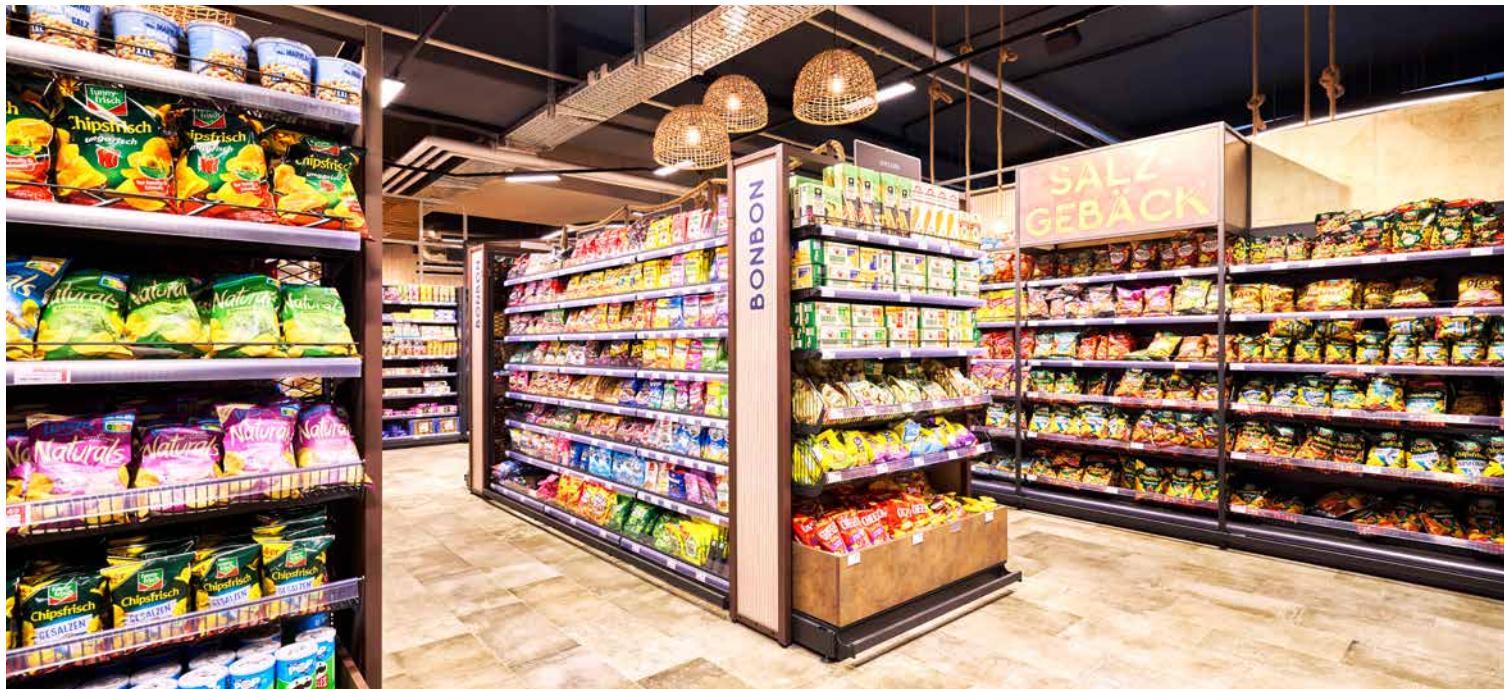
**wanzl**

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!**





Get inspired by  
**wanzl**

[www.wanzl.com](http://www.wanzl.com)