

Creating Shopportunities – Wanzl at EuroShop 2026

Düsseldorf | 22–26 February | Hall 12 | Stand A26 & 46-03

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In today's highly competitive environment, modern retailers face high expectations in terms of convenience, experience, omnichannel strategy and service. Customers want inspiring shopping experiences, personal advice and seamless transitions between physical and digital shopping. At EuroShop 2026, the world's leading trade fair for the retail sector, taking place in Düsseldorf, the retail specialist Wanzl will be demonstrating how it supports its partners in increasing sales potential, designing more efficient processes and redefining customer experiences, under the motto '**Creating Shopportunities**'. At **stand A26 in hall 12**, Wanzl will be presenting pioneering shop formats, tailor-made shop solutions and innovative individual products. Visitors to **stand 46-03 in the Designer Village in hall 12** can also take inspiration from the diverse retail concepts of Wanzl's international planning team.

Shop smart, act efficiently – the customer journey with the FastLaner®

Trade fair visitors can experience the entire customer journey with the intelligent FastLaner® shopping trolley, from digital trolley collection to the various smart payment options. Highlights include automatic charging management, AI-supported product recognition and retail media integration.

4 spaces – the smart food court

When it comes to smart stores, the focus is always on food. Whether Eat & Meet, Pick & Go or Ready-to-Cook, Wanzl is showcasing its practical technologies for authentication, age verification, theft prevention, digital store management and inventory control in an urban setting. One highlight is the Wanzl Connect® platform, which allows all processes to be controlled and analysed centrally.

Japan Concept Store – one concept, five perspectives

Drawing inspiration from Japan's role as a progressive pioneer in innovative shop design, Wanzl brings together five distinct retail worlds within a single concept: Discount, Fine Food, Cash & Carry, Fashion Flagship and High Street Retail. The concept store showcases the synergy of trend awareness, design affinity and shopfitting expertise in skilfully staging brand identity, target groups and product range logic.

Cooling by wsl – efficient solutions for perfect freshness in the store

Another focus area is cooling, presented by wsl. On display are energy-efficient refrigeration units for composite systems and special presentation units for the fresh food area with vertical and horizontal alignment. This further establishes Wanzl as a leading partner for comprehensive retail solutions.

Wanzl for you – tailor-made retail solutions for global retailers

Wanzl demonstrates its competence in the efficient development and production of high-volume products, as well as in the global processing and support of projects. The individual steps are clearly presented, from the initial idea to roll-out and aftersales support. Thanks to the successful combination of in-house production and selected global production partners, Wanzl meets all the key requirements for economical, customer-oriented solutions.

Wanzl Global Creative – retail design as a source of inspiration

For the first time, the international Wanzl Retail Design Team is present at the Designer Village, showcasing its retail design expertise. With the message 'We design to sell and build to inspire', Wanzl is sending a clear signal about its Design & Build service, showcasing creative store and space concepts that combine functionality and emotion.

By exhibiting at EuroShop 2026, Wanzl is emphasising its role as a driving force and a supportive, one-stop partner for the international retail industry. The company has been part of the success story of EuroShop since the first exhibition 60 years ago, actively accompanying its impressive development into the world's leading trade fair for the global retail sector. In 1966, the Wanzl trade fair stand only displayed shopping trolleys and baskets. Today, the World of Wanzl encompasses almost all areas of retail, from planning and design to shop fittings, refrigeration, digital solutions and service management. Together with its customers, Wanzl develops bespoke, economically scalable solutions throughout the entire value chain. The objective: to reduce complexity, simplify processes and generate new Shopportunities.

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Wanzl – act dynamically

Wanzl has been the engine of the retail industry since 1947. Originally a manufacturer of wire shopping trolleys, today the company is an innovative pacesetter for retail solutions worldwide. As a complete solution provider, Wanzl creates unique shopping experiences. These include innovative products such as smart shopping trolleys and product presentation systems, digital solutions, as well as creative shop concepts such as 24/7 stores and fulfillment formats. The company's core areas of expertise include individual logistics solutions from the Material Handling business division, fully automated access and visitor management systems from the Access Solutions business division, and premium products for airports and hotels from the Airport and Hotel Services divisions. With over 4,600 employees, 12 international production sites in eight countries, 27 sales subsidiaries and around 50 agencies, Wanzl supports its customers around the globe as a competent value-orientated family business. [REALIZED BY WANZL](#).