

Wanzl for you - Bespoke solutions, from an idea through to roll-out

With *Wanzl for you*, Wanzl consolidates its competences across the entire development and implementation process for individual retail solutions. The service package is aimed at customers with specific requirements - from food and near-food to non-food - and steps in whenever standardised solutions have reached their limits.

At its core is a clear mission: Customers come with an idea, a challenge or a vision; Wanzl then takes responsibility for the journey to the series-ready solution and beyond. The approach includes structured development, industrial production in high volumes and international implementation, including roll-out and aftersales. This creates an end-to-end process that reduces complexity and creates planning security. As a one-stop partner, Wanzl coordinates all relevant steps, shortens coordination processes and ensures a smooth workflow. In-house production capacities are specifically combined with an international network of selected partners. This model makes it possible to react flexibly to different requirements and at the same time consistently implement in-house quality standards. An efficient international supply chain forms the operational basis for this. Central control, clear responsibilities and in-sync supply chains ensure a high level of delivery reliability and speed, especially with complex, international roll-outs. For customers, this means a central point of contact, reliable processes and the certainty that projects are completed efficiently regardless of region or magnitude.

The service package is open on an industry-wide basis and addresses both retail chains as well as system providers and brand manufacturers with their own retail areas. Different formats, product ranges and market positions call for solutions that can be duplicated and at the same time convey the respective brand identity. Wanzl combines these requirements into scalable concepts that are economically feasible and operationally manageable. In its work, the company draws on decades of experience in development, production and project execution. Processes are designed to factor in both time and cost pressures along with quality requirements, logistics and long-term support.

Wanzl for you is led by a consistent approach to implementation for the successful development of new shop opportunities, while also bringing together individual requirements, scaling and international implementation.