



umdasch

THE STORE MAKERS

We
make
successful and
sustainable
STORES.

A group of four people (three men and one woman) are sitting around a wooden table in a workshop or studio. They are engaged in a collaborative activity, possibly a design or craft project. The man on the left is writing on a piece of paper. The woman on the right is smiling and looking at the man. The man on the far right is looking at the woman. The woman on the far left is looking at the man. They are all wearing casual clothing. The background is a dark green wall with a shelf holding various items. There are two large, woven, cylindrical pendant lights hanging from the ceiling. The text is overlaid on the image in a white, sans-serif font, with horizontal lines underlining the words 'SUCCESSFUL' and 'STORES.'.

AS DIGITAL
PIONEERS WITH
A HERITAGE OF
CRAFTSMANSHIP
AND A PERSONAL
APPROACH,
WE MAKE
SUCCESSFUL
STORES.

Dear reader,

You are looking at the new company brochure of umdasch The Store Makers. It serves as our business card and is intended to give you an impression of our business. If you own or operate space that is used for initiating and conducting business, then you are part of our core target group. This brochure is primarily addressed to you. Like many other retail companies, branch-based service providers, providers of experiences and brands, you are faced with major challenges and tasks. You understand your business like no one else, yet it can be helpful to broaden your view and take on additional perspectives. umdasch The Store Makers can be a valuable support in this. We share with you our experience of the effectiveness of shop concepts, we help with the digitalisation of processes and with sales promotion, we literally act as a general contractor from the first day of the project to the grand opening of your store and the proper recycling of furniture at the end of its lifespan. As a family business with a history of more than 155 years of success, we are more than familiar with material cycles and regulating processes. They are part of our corporate DNA. Form your own picture - or better yet, many pictures. You will realise that successful business is at the heart of our corporate mission. Your success has always been the foundation of our entrepreneurial existence. Yesterday, today and tomorrow.

No other company in our industry worldwide can claim this with comparable justification. We will gladly provide proof of this, both on the following pages, digitally at *umdasch.com* and also in the chapters of your company history.

Yours sincerely



SILVIO KIRCHMAIR
CEO UMDASCH STORE MAKERS



THE STORE MAKERS' RULES



Our aim as Store Makers is to realise successful stores and experience worlds. In order to achieve this it is important that we should first define ourselves: as a trustworthy partner for our colleagues, customers, suppliers and other interested parties. A partner who can provide answers for the diverse matters relating to successful stores. And a partner who accepts challenges, develops constantly and knows how to arouse enthusiasm afresh for every new project. In order to achieve all this, we arrange our daily activities and action according to our principles, the Store Makers' Rules.



We perform with commitment
and concentration.

We act responsibly towards
society and the environment.

We understand the overall
picture and master the details.

We listen, understand
and think ahead.



FACTS & FIGURES

1,400

SKILLED AND
COMMITTED EMPLOYEES



200

GENERAL CONTRACTING
PROJECTS P.A.

1,000,000

SQUARE METRES OF FLOOR AREA
FITTED OUT P.A.



ALTOGETHER OVER

170

LOGISTICS
AND SALES BRANCHES ON
FIVE CONTINENTS WITHIN THE
UMDASCH GROUP



7,000

SHOPFITTING PROJECTS
P.A.

24%

REDUCTION IN CO₂ EMISSIONS AT OUR
PRODUCTION LOCATIONS FROM 2018 - 2021

IN BUSINESS SINCE 1868

With a broad range of services and cross-sector skills, every year we manage a highly diverse variety of projects of all sizes and degrees of complexity. It is very difficult to demonstrate in figures just how that is possible. Because every day our Store Makers need countless cups of coffee and above all a large portion of passion in order to create their perfect experience world every day.

OVER 5,000,000

ELECTRONIC SHELF LABELS (ESL) ALREADY INSTALLED

MORE THAN 65

YEARS AS THE PARTNER OF THE
RETAIL SECTOR AND OVER 155
YEARS OF CORPORATE HISTORY

OUR VALUES



We work together
proactively as a team.



Integrity forms the
foundation of our actions.



We think outside
the box.



Our ambition is to play
at the top with our
heart and soul.



We have the courage to
tackle new challenges.



We give our best
every day.

OUR 6 DIMENSIONS OF SUSTAINABILITY



Our visions

Our visions are our innovations. They show how we imagine the future. Together with our customers we therefore, develop sustainable products and services – for a sustainable partnership.

Our finances

Our finances are a part of our sustainability strategy. Because doing business in a generation-oriented way means using financial resources in a forward-looking and prudent manner.

Our products and services

As a strong partner, we are the right choice when it is a question of realising sustainable store concepts.

Our environment

The measurement and continuous reduction of our environmental impacts are our focus.

Our people

Although our employees speak a variety of languages, come from different cultural circles and are unique as regards both mentality and personality, we are all united by one thing in particular: our values.

Our partners

Climate protection is a challenge which we can only measure up to as a community. Sustainable partnerships and networks are therefore enormously important to us.

WHAT

WE

DO

For us as Store Makers, the satisfaction and success of our customers has always been the prime factor. We create successful store solutions with five unique areas of service which can also be made use of individually: Consulting & Value Engineering, Project Management, General Contracting, Shop Equipment and Digital Retail. At the same time our own production locations, together with a global sourcing network, ensure first-class quality and implementation on schedule. With more than 155 years of experience and the personal approach of a family firm we successfully complete every project to meet your requirements and exceed your expectations.

In order for good ideas to become successful stores, you first need a well thought-out concept. Our Consulting & Value Engineering experts and also our Digital Retail professionals offer you the integral development and planning of retail solutions – Store Branding par excellence. We work with and for architects. We develop your ideas further in a joint creative process. The interconnection of wide-ranging competences results in a multipliable solution and forms part of our daily routine.

We think retail concepts



DESIGN CONSULTING
DIGITAL CONSULTING
VALUE ENGINEERING
DESIGN ENGINEERING

We think

retail concepts.

Tailor-made quality with secure deadlines and competitive prices form the backbone of our business. Within the specialist area Project Management, experts and craftsmen ensure the professional coordination of all individual services. They specialise in the efficient and effective implementation of orders, and they can handle projects of all kinds and sizes. They remain calm and on even terms, despite the utmost time and budget pressure.

We make stores happen

PROJECT MANAGEMENT
ENGINEERING
PRODUCTION & PROCUREMENT
LOGISTICS
INSTALLATION & ROLLOUT



stores happen.



Our General Contracting project managers execute all aspects of their construction projects with a steady hand and with supreme professional competence and careful management skills. Together with professional, long-standing partners and you, they expertly keep costs, quality and time in balance. From the preliminary discussions to the opening on time.

We take care of everything

GENERAL
CONTRACTING

We take
care

of everything.

We also see ourselves as the manufacturers of appropriate furniture for the retail sector. Our versatile production units supply well-engineered programmes of shelving and shop systems for all sectors. We reliably cover all your requirements: from tailor-made, project-specific special solutions to series productions for hassle-free rollouts. Our partners round out this extensive range of products. So we can offer precisely fitting store solutions to meet your needs at all times.

We produce shop equipment

SHELVING SYSTEMS
FREESTANDING SYSTEMS
BESPOKE FURNITURE
POP
WAREHOUSE RACKING SYSTEMS



We produce

shop equipment.

Through the symbiosis of classic shopfitting and Digital Retail, the Store Makers at umdasch create new possibilities for staging experiences. The Digital Retail pioneers at umdasch implement exciting solutions with imagination and out-of-the-box thinking. Our services do not only offer retailers a wide range of digital instruments and concepts; they also ensure a smooth system integration and provision of content for cross-channel selling.



CONCEPT & CREATION
SOFTWARE DEVELOPMENT
DIGITAL SIGNAGE
ELECTRONIC SHELF LABELING
INTERACTIVE APPLICATIONS
ROLLOUT, MAINTENANCE &
SUPPORT

We digitalise your store

We digitalise

your store.

MULTISTORE SOLUTIONS

The right solution
for every rollout

Comprehensive orientation towards the needs of our customers and an excellent understanding of the market make us a reliable partner for multipliable concepts. With our production facilities at several locations, our experts supply well-engineered shopfitting systems for all sectors. Thus the shopfitting professionals at umdasch can be relied upon to cover all requirements: from individual design concepts via customised shelving and series productions to project management for the smooth realisation of rollouts of all sizes – including logistics and installation.



CONSTRUCTION SOLUTIONS

We take care of
everything

With supreme professional competence and careful and skilful control, the General Contracting experts at umdasch keep all the trades involved in the high-quality interior construction in step. Upon request the 100 members of our team of experts will start the work in the pre-clarification phase and will take over your integral project planning and implementation – from electrical installations, heating, ventilation and air-conditional technology to drywall installations and lighting. In line with our motto "We take care of everything".



PREMIUM SOLUTIONS

Retail environments with Premium quality

We know that inherent in every coherent shopping experience is our customer's identity. As professionals for holistic brand experiences the Store Makers of umdasch create top-quality fit-outs with imagination, a fine understanding for materials and pioneering trends. We realise exquisite retail environments for exquisite customers. In cooperation with top architects and established store designers we manufacture supreme craftsmanship, which is reflected in the stores of international brands & Maisons, in international high streets and airports.



18 / 19

DIGITAL SOLUTIONS

We digitalise your store

Through the interaction of shopfitting and Digital Retail, we create new opportunities for efficient procedures and experience staging at the POS.

Together with clients, our digital professionals develop a perfectly coordinated customer journey including concept and creation of digital content. Thanks to their deep understanding of technical possibilities, sophisticated solutions for optimised processes are created. If desired, the digital experts at umdasch can also take care of the international rollout and smooth operations – a Digital Solutions lifetime.



UMDASCH AND THE WORLD

For more than 155 years, we have been driven by the innovative power of tradition created by people who belong among the best in their field.

Our three divisions, Doka, Umdasch Group Ventures and umdasch The Store Makers, with their 8,400 employees, make up a strong, globally active company with a good economic background.

With over 170 branches on all continents, the Umdasch Group is a family firm, which is owned by Hilde Umdasch and her brother Alfred Umdasch.

1868

Stefan Hopferwieser, the great-grandfather of the present owners, is awarded the "concession" to work as a carpenter.

1939

Mathilde Hopferwieser, granddaughter of the founder of the company, marries Ing. Josef Umdasch. The latter takes over the management of the company in 1939. The firm moves to the east of Amstetten and a new plant is built.

Later in 1956 the Umdasch AG specialised in the business areas shopfitting (umdasch) and formwork technology (Doka).

1991

The present corporate structure of the Umdasch Group is established. Under the aegis of Umdasch AG the Doka Group and the Umdasch Shop-Concept Group operate as independent corporate divisions.

2001

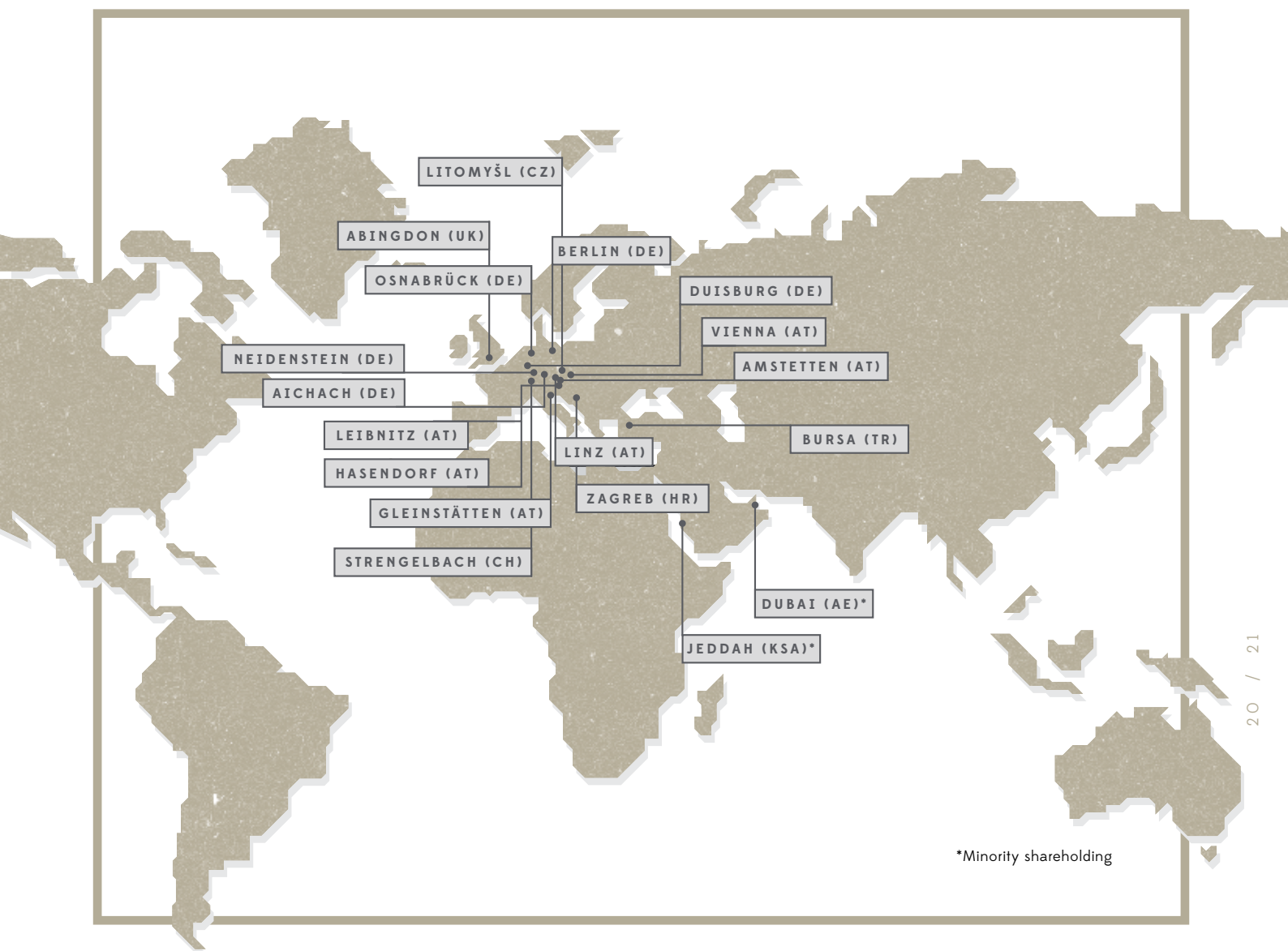
Umdasch AG acquires Assmann Ladenbau Leibnitz, the Austrian market leader for the food retail sector. With the core brands Umdasch Shop-Concept and Assmann Ladenbau the company now covers all sectors.

In 2012 Umdasch Shop-Concept is renamed Umdasch Shopfitting and subsequently the core brands Umdasch Shopfitting and Assmann Ladenbau become the joint brand Umdasch Shopfitting.

2014

Umdasch Shopfitting seals its structural transformation with four Business Units:

Lifestyle Retail
Food Retail
Premium Retail
Digital Retail



2015

Umdasch Shopfitting acquires the technology company MMIT based in Linz and thereby expands the expertise of the Digital Retail Business Unit.

Umdasch Shopfitting takes over the Czech shopfitting company Story Design. Through this corporate acquisition Umdasch Shopfitting strengthens its presence in Eastern Europe and its expertise in the lifestyle sector.

2018

At the end of 2017, Umdasch Shopfitting acquired a Croatian shop construction company, ATT Furnishing. This new member of the group was integrated in the Premium Retail Division.

Umdasch Shopfitting became umdasch The Store Makers. In doing so, the company underlined its extensive product portfolio on the international market.

2020

Store Makers acquired 55% share in a Turkish company, Madosan, and not only continued its international expansion but also broadened the scope of its competences in the area of sheet metal furnishings and heavy duty shelves for retailers.

2022

Since the beginning of 2022, Store Makers Middle East has united three successful shopfitting companies, JWP Technical Services, HDD Interiors and umdasch, which is a great advantage for clients in the luxury goods business and in travel retail.

2023

The Store Makers adapt their four Business Areas, based on their competences:

Multistore Solutions
Premium Solutions
Construction Solutions
Digital Solutions

OUTSTANDING
PROJECTS NEED
OUTSTANDING
CUSTOMERS. WE
HAVE HAD THE
PRIVILEGE TO
ENJOY BOTH OVER
THE YEARS. IN THIS
WAY WE HAVE BEEN
ABLE TO DELIVER
SHOPPING ENVIRON-
MENTS WHICH SET
NEW STANDARDS.

11teamsports	Dodenhof	Michael Kors
A1	Doka	Miele
Abadir Supermarket	Edeka	migrolino
ADAC	Electroplanet	Migros
Adeg	Emirates Coop	Modehaus Schneider
adidas	Eni	MPreis
AGM	Eterna	Müller Drogerie
AIDA	Euronics	Nah&Frisch
Amber Hypermarket	EUROSPAR	Neuform
Ansons	FC Bayern Munich	Nike
ARANYANI	Fortnum & Mason	NIO
Ars Electronica Linz	Frankonia	OMV Viva
Aswak Assalam	Fressnapf	Optiker Bode
Atacadão	Frischeparadies	Özdilek A.
Auchan	Gebr. Heinemann	Palfinger
Audi	Globetrotter	Penny
Autogrill	Golf House	Phillip Morris (Iqos)
Bamesa	Grandiose	PME Legend
bellaflorea	Hagebau	Puppenkönig
Benzina	Harrods	Qatar Duty-Free
BETTENRID	Hartlauer	Regency Hypermarket
Beyçelik Gestamp	Health Stores Austria & Germany	Reiter Betten & Vorhänge
Billa / Billa Plus	Henkel	Rewe Germany
Binder Optik	Hermes	Rewe International
Bipa	hollu	Roasting Plant
Bosch	Huawei	Ruby Hotels
Bosch Rexroth	Hyundai	s.Oliver
Brau Union	Incipio Group	Santander
Breitling	INTERSPAR	SC Freiburg
British American Tobacco	Iveco	Seat Mó
Bründl Sports	IWC	Seifert Hörgeräte
Bucherer	Jaguar Land Rover	Shell
bugatti	Japan Tobacco International	Signa Retail Group
Bulgari	Jet Tankstellen	Škoda
Burger King	Juwelier Kraemer	SPAR
BWT	JYSK	Stella McCartney
Calumet	KaDeWe	Stiegl
Carrefour	Kaes	Stone Island
Cartier	Karl Lagerfeld	Studio Frantzen
CBRE Investment Management	Kia	Sun Store
Česká spořitelna	KIND	Tank & Rast
Chaumet	Knutzen Wohnen	Tegut
Cheil	KSR Showroom	Telefónica
Christ Juweliers	KTM Group	Thonet & Mauser Sitzkultur
Citroën Switzerland	Kurt Geiger	TotalEnergies
Coach	Lagerhaus	Toyota
Coca Cola	Lalique	TPI Komposit
COOP	Legero	Transgourmet
Coop City	Leroy Merlin	Unimarkt
Coop Restaurant	Let's DOIT	Valiant
CP Clothing	Liebeskind	Van Cleef and Arpels
ČSOB	Liebherr	Veletta Duty Free
Czech National Museum	L'incroyable	Versace
David Lloyd	Lindt	Vita Nova
De Beers	LLOYD	Vodafone
denn's Biomarkt	Lucid Motors	Vorwerk
Denner	Magrabi	Warema
Dennree	Manufactum	Zotter
Deutsche Bank	Marjane	Zwilling
Diesel	McDonald's	
dm drogerie markt	Metro Cash&Carry	

We take
care

of everything.

umdasch.com

