POS Design Manual

work in progress WIP

Do not distribute

Legal Disclaimer

This Manual is intended as a source of reference until the update and completion of the web based platform upon which moment this document seizes to be valid. The information within this document represent, at the moment of publishing the latest development of the new POS elements. It is a design – and not a construction manual. The information contained here are subject to change as we continue to develop and expand the content and scope of this manual. In case of contradictory information, the information provided by the Group directly is the one to be adhered.

Please be advised that in order to implement the new POS design all national building codes, fire regulations (concerning surfaces, materials, heating, ventilation,...), employee protection regulations (natural / artificial light, floor space, heating, ventilation,...), execution of the works of building companies, carpenters and others involved in the shop rebuilding process are to be aligned and followed. All works have to be checked in terms of static, national standards, national requirements and regulations.

This manual as a whole is only for internal usage, furniture details maybe shared with vendors using NDAs.

Introduction

Retail has and always will be at the core of our business. Not only to stage our products and services in an exciting environment, but also to create an innovative customer experience whilst driving our digitalization. If done well, we will successfully push sales, remove the complexity for our customers & employees alike which is one of the foundations for our success as a company and as a group.

WHAT. In 2005 the old retail concept was developed that revolutionized the industry by putting our customers and service into the center, it was rolled out to all our countries and we have seen various improvements over the years to cope with our ever changing markets. In 2017 it was time to rethink and redesign our concept to cater for the needs of the digital age. Not only are markets changing faster, but also customers expect more from retail other than pure sales & service. Thus the new A1 Group Sales Concept was created. Around this centerpiece we developed a POS guideline that shows best practices on how to make the retail experience exciting for our customers and how to organize internally to achieve a level of operational excellence in order to put us ahead of the competition.

WHY. With the one-brand strategy and the creation of our new A1 Group sales concept the challenge has arisen to roll out a recognizable and unified POS design across our group. But not only is our brand changing, but the market as a whole. We need to take into consideration new trends and developments that require us to evolve. The ideas that our experts in the countries have documented on how to manage store design, customer journeys and multi-channel environment to leverage modern shopping behavior will lead us into a new working environment. With the new POS design we will help you to achieving your targets and satisfy the market's needs.

WHO. Many thanks goes to the management of the Group, A1 Austria & A1 Bulgaria who supported the project,to the core project team and all participating colleagues who created and greatly contributed to the development of the A1 Group Sales Concept that lead to this POS Manual. Countless hours were spent on constructing and refining the content of this Manual. Our thanks also goes to our Architects & Designers for the help and support in creating this manual. This manual is but a start, in the end our thanks will need to go to all of our sales teams who will fill our retail spaces with live and promote our products & services.

HOW. First concepts and drafts were made within the A1 Group Sales Concept.

This allowed us to create the A1 Prototype Shop:

- A flexible shop made of cardboard elements to try out layouts and fittings
- Testing of new concepts from small details to complete shop concepts
- In co-creation with experts, customers and employees

A1 Test Shops - Fine-Tuning & Validation:

- Allowed for proof of concept shops such as Kärntner Straße 45 in Vienna.
- Testing of innovations under real conditions, equipped with instore analytics
- Pilots for new products & services, shop design elements, communication material, trainings...
- Tests & walk-throughs with customers and employees

Contents

1.	**The New Sales Concept**	8
1.1	**General** Our Goals Our Approach	9
1.2	**New Store Design** How our Goals become manifest in the new store design	11
1.3	**Products & Services** Products Services	15

2. Design Guidelines 16

Overview: Shop Types 18

2.1 Stationary Shops 19

2.1.1 Flagship Store 19
Not part of this Manual

2.1.2 A1 Brand Store 20

2.1.2.1 Architecture 21

2.1.2.1.1 Store Atmosphere 21

2.1.2.1.1.a Light Archetypes 22
2.1.2.1.1.b Design Vocabulary: Colours 23
2.1.2.1.1.c Design Vocabulary: Shapes 24

2.1.2.1.2 Shop-Layout 25

2.1.2.1.2.1 POS 25
2.1.2.1.2.1.a Sizes & Heights 25
2.1.2.1.2.1.b Shapes 26

2.1.2.1.2.2 Zoning 27
2.1.2.1.2.2.a Zones and their characteristics 27
2.1.2.1.2.2.b Zone-related furniture 28
2.1.2.1.2.2.c Example 29

2.1.2.1.2.3 Orientation & Views 30
2.1.2.1.2.3.a Customer 30
2.1.2.1.2.3.b Employee 33

2.1.2.1.2.4 Circulation & Dwelling 34
2.1.2.1.2.4.a Circulation areas 35
2.1.2.1.2.4.b Dwelling zones 36

2.1.2.1.2.5 Floor Plan Design 37
2.1.2.1.2.5.a Customer Journey 37
2.1.2.1.2.5.b Influencing Factors 38
2.1.2.1.2.5.c Examples 40

2.1.2.1.3 Materials & Surfaces 42

2.1.2.1.3.1.a Floor 42
2.1.2.1.3.1.b Walls 44
2.1.2.1.3.1.c Ceiling 45

2.1.2.2 Interior 46

2.1.2.2.1 Materials & Surfaces 46

2.1.2.2.2 Modules & Elements 50
POS Furniture: Overview 50
Heights 51

2.1.2.2.2.A Product Display Wall 52
A 01 Smartphone Wall 53
A 02 Home Wall 56
A 03 Accessories Wall 60
A 04 Music Wall 63
A 05 Bar Wall 65
2.1.2.2.2.B Product Display Freestanding 68
B 01 Highlight Table 69
B 02 Lift & Learn 74
B 03 Accessories Tower 80
B 04 Pedestal 83
2.1.2.2.2.C Tables 86
C 01 Waiting Table 89
C 02 Product Table 92
C 03 A1 Table 95
C 04 A1 Bar 99
C 05 Consulting Table High 103
C 06 Consulting Table Low 105
C 07 Side Table 107
2.1.2.2.2.D Seating 109
D 01 Consulting Sofa 112
D 02 Consulting Chair 114
D 03 TV Stool 116
D 04 Waiting Sofa 118
D 21 HAY AAC10 121
D 22 HAY AAC20 123
D 23 HAY AAC42 125
D 24 HAY AAS32 127

2.1.2.2.2.E **Storage** 129
E 01 Storage 130
E 02 Coffeebar 134
2.1.2.2.2.F **Branding** 136
0 Logos
F 01 3D-Logo – Wall 138
F 02 3D-Logo – Freestanding 143
F 03 3D-Logo – Furniture 146
F 04 Blade Sign 149
F 05 Fascia 151
F 06 Foliation Construction Site 153
1 Colours 154
F 11 Red Stripe 156
F 12 Red Walls 159
F 13 Light Strip red 161
2 Typography 163
F 21 Lettering 164
3 Image Style
F 31 Moodimage 175
F 32 Digital Signage 177
F 33 Icons 179
4 Design
5 Sound & Motion
2.1.2.2.2.G **Others** 183
G 01 Signpost 184
G 02 Honeycombs 186
G 03 Headphone Holder 188

2.1.2.3 Technical Equipment & Infrastructure 190

2.1.2.3.a **Electric Installations** 190
2.1.2.3.b **Lighting**
Natural Lighting 191
Basic Shop Lighting 192
Shop Window Lighting 192
Indirect Lighting 198
Accent Lighting 199
Night Illumination 200
2.1.2.3.c **Screens**
Interactive Screens & Displays 201
2.1.2.3.d **HVAC – Heating, Ventilation and Air Conditioning** 202

2.1.3 A1 Brand Store hosting another brand 203

2.1.3.1 A1 Furniture

2.1.3.2 Furniture of Guest brand
Not part of this Manual

- Permanent
- Temporary

2.1.4 Shop-in-Shop 204

2.1.4.1 A1 Furniture (e.g. Media Markt)

2.1.4.2 Furniture of Host
Not part of this Manual

- A1-look-alike Furniture (e.g. Post)
- Shop-own Furniture

2.2 Non-Stationary & Temporary Shops 205

2.2.1 Indoor

2.2.1.1 Kiosk

2.2.1.2 Pop-Up-Store

2.2.2 Outdoor

2.2.2.1 A1 Container

work in progress WIP

3. Examples 206

3.1 Stationary Shops

3.1.1 A1 Brand Stores
Prototypical Shops

3.1.1.1 X-Small
3.1.1.2 Small 207
3.1.1.3 Medium
3.1.1.4 Large 210
3.1.1.5 X-Large

3.1.2 Shop-in-Shop 214

3.2 Non-Stationary & Temporary Shops

3.2.1 Kiosks

3.2.2 Pop-Up-Stores

3.2.3 Containers

4. Planning & Building Process 218

4.1 Change Management 219

4.2 Timeline 220

4.3 Checklist 223

5. Appendix 224

5.1 Shop List / AUSTRIA 225

5.2 Imprint 229

1. The New Sales Concept

1.1 General
Our Goals
Our Approach

1.2 New store design
How our Goals become manifest in the new store design

1.3 Products & Services
Products
Services

The A1 Group Sales Concept was developed to achieve three main goals – increase sales, increase experience and increase the digitalization of our POS!

With the help of the defined concepts and sales performance measures we want to improve our set goals.

The second target was to create a concept that is able to adapt to future trends.

Within five years we will see vast changes to the retail landscape and we need to be able to adapt and accommodate future trends within our retail space such as the digital disruption and the need for personalization. Not only will we need to encourage the engagement of our customers with our products but also trigger more emotions through the experience at our physical POS. We will need to improve our core elements of drive to store measures such as e.g. window dressing & campaigns, to not only increase frequency and footfall but also strengthen all our sales KPIs.

Our Goals.
What we want to achieve.

Boost Sales. Our first goal is to increase sales in our physical point of sales. Not only through existing methods but by implementing and testing new activities and concepts that generate more footfall and improve our convergence of existing customers. Some concept will not target our products directly but will increase awareness and also introduce customers to our services, e.g. workshops and/or events. We will also focus on cross- and up-selling activities and sustainable optimization of service quality to reduce missed sales and generate sales out of service.

Enhance Experience. The second goal is to increase customer experience in our stores. The interest of customers increasingly shifts from the product itself to an entire shopping experience along the purchasing process. Touch & try is a vital argument for customers to still take on the hassle of going to a physical store, and by making this journey interesting, easy and worthwhile we increase customer satisfaction/conversion.

Push Digitalization. Our third goal is to increase the digitalization of our stores. No as an end to itself, but to support our employees and enhance the sales & service experience for our customers. Customers value convenience – self-service and mobile devices play a large role in enhancing the purchasing process of products and services. We also enable employees to provide the best customer service through an accessible store design and layout. Convey the brand values and USPs at the physical POS since it acts as brand ambassador and supports differentiation from competition.

Our Approach.
How we sell and service.

The framework for our decisions
10 Retail Guiding Principles

1 We **think omni-channel** offering each customer a **seamless experience** across all **customer-relevant** touchpoints.

2 We **communicate** preferably **as personalized and relevant as possible** (exactly the products that match customers' lifestyles and application areas).

3 We focus on **building long-lasting and valuable customer relationships.**

4 We will only use the **latest technologies** if these drive **revenue,** improve the **customer experience** or make **work more efficient.**

5 We offer an **emotional customer experience** (e.g. Look & Feel) across all channels.

6 We will try to **simplify things** for our costumers and fellow employees.

7 We **internalize and fulfill our brand promise** of high quality along all customerfacing touchpoints.

8 We act as a **convergent player** offering a **broad portfolio** of different products and services **across all channels.**

9 We always base our **decision-making** on **facts** and thorough **analysis** and **test** and **learn before we scale.**

10 We strive to **improve sales efficiency and productivity** internally and externally everyday.

Our goals

- **Boost Sales**

How we reach these goals

▪ Push frequency / increase store traffic

- **Drive2Store**
- **Campaining (analog + digital)**
- Classic channels like TV, radio, newspapers, posters etc. target a broad audience
- Advertising on Website, individual offers via A1 App, search engines, social media etc.
- **New purchasing and fullfilment**
- Buy Online Pickup in Store (BOPIS)
- Buy Online Return In Store (BORIS)
- Reserve Online Pickup in Store (ROPIS)
- **Services & Events**

Repair Service (A1 Guru)

- DJs, Workshops etc.
- **Window Dressing**

▪ Develop new markets

- **Mobile Selling**
- Through Laptops/Tablets
- **Guided Selling**

Same user interface for

- Online
- Endless Aisle (Consulting + Self Service)
- Interactive Screens (Consulting + Self Service)

Our goals

- **Enhance Experience**
  - Omnichannel Experience
  - Instore Experience

Impact on Store Design

Store Layout

- **Convergence**
  Adaptation of the group-wide store design.
- **Experience driven** (instead of transaction based)
  Open plan allows free customer flow & encourages customers to experience our brand & products.

Atmosphere

- **Open & light (active, daytime)**
  Through layout, colours, light (daylight/artificial light, direct/indirect, light temperature), moodimages.
- **Warm & welcoming**
- POS Design (colours, light, material etc.)
- Offers (waiting area, coffeebar, kids zone) make customers feel more comfortable.
  Customers feel welcome and acknowledged without standing in line and should feel enabled to explore our store, products and services.
- Organization (waiting management/smart queuing, personalization etc.)
- Consulting (workstations facilitate proximity between customer and sales reps: consulting on eye-level, side-by-side, listen & take time etc.)
- Attitude/behaviour of sales reps
- **High quality**
- Through materials & surfaces, cleanliness
- Expertise of sales reps

Form & Function

- **Easy orientation**
  Simple orientation (views & ways) for customers in the shop assisted and unassisted through
- Architecture & Interior Design (shop layout, colour & light, zoning)
- Orientation design (signposts, wall headings)
- Omni-channel-features
- **Zoning (2 main product/service zones)**
- 2 Product/Service Zones: „On the way" (Smartphones & Accessories) + „At Home" (TV, Internet & Smart Home)
- General area (Highlight Table, Ticket Machine, Waiting Area, A1 Bar)
- Consulting areas (A1 Guru, Consulting Tables High + Low)
- **Different consulting situations** on eye-level
- Freestanding high tables for short consultations
- Comfortable seating for longer consultations
- **Sales Triangle:**
- Short distances between consulting desk and product areas / between related products and services
- **Relevant information**
- Personalization
- Endless aisle

Our goals	Impact on Store Design	
		▪ **Interactive product/service presentation** ▪ Touch & Feel: Everything is easy to see, try out, learn & buy. ▪ Virtual Reality
	▪ **Brand representation**	▪ **Corporate Colours** ▪ **A1 Logos** ▪ Corporate Logo as Pull-In element ▪ Flexible Logos on screens ▪ **Corporate Fonts & Wording** ▪ **Corporate Picture Language** ▪ Moodimages
▪ **Push Digitalization**	▪ **Organziational topics** (customers)	▪ **Waiting Management** ▪ Ticket Machine / Numbers in Screens ▪ Booking of appointments online (Website, App) ▪ **Digital Selling** ▪ Touch Screens for Consulting (instead of printed folders) ▪ **Tablet Selling** ▪ Increased flexibility of location ▪ Reduction of barriers ▪ **New purchasing and fullfilment** ▪ Buy Online Pickup in Store (BOPIS), ▪ Buy Online Return In Store (BORIS) ▪ Reserve Online Pickup in Store (ROPIS) ▪ **Mobile Instore Usage** ▪ **Self Check-Out** ▪ Self-Service-Terminals
	▪ **Organziational topics** (internal)	▪ **In-Store Analytics / Customer Analytics** ▪ Footfall counter ▪ Heatmap sensors ▪ Demographic sensors ▪ Queuing systems + conversion tracker

Our goals

- **Enable Flexibility**

Impact on Store Design

▪ Elements on/in furniture

- **Digitals price tags**
- **Interactive Screens/Touchscreens**
  for information, ads, consulting, endless aisle etc. facilitate self-explanation as well as selfexploration.
- **Cashless payment (ATM)**
- **Digital signature pads**

▪ Products & Services

- **Educating customers in digitalization**
- **Endless Aisle**
  No missed sales due to unlimited offer of products
- **Internet & Smart Home**
- **Geofencing**
  Create a area of interest around the shop, with push notifications or alerts pointing to sales activities.

▪ Stationary Shops

- **Modular Furniture**
- Change & transpose zones
- **Modular Elements**
- Change products & innovation
- **Mobile Furniture**
- Easy movable furniture to generate space for events & workshops, etc.

▪ Non-Stationary & temporary Shops

- **Kiosks**
- **Pop-Up-Stores**

Products, Services, Entities

When presenting plans to your designers and planners it is advised to give them an overview of how your products work, how & where they should be presented ideally, and how important they are compared to others products. Not only products, but also services and areas that we define. Please find an exemplary list of such elements you might consider for a briefing.

OUR PRODUCTS
What we sell.

Smartphones/Mobile Phones/Tablets

Accessories (e.g. cell phone cases)

TV / OTT TV

Internet

Internet of things

Sound Bar

Smart Home

Stopper/Top Seller

Innovations

Vendor promotions

Music Service

Fixed Intern

OUR SERVICES
The services we offer.

Genius / Guru (Technical Expert)

Repair

Self Service

Warranty

Insurance

Financial Services

Public Transport Tickets

2. Design Guidelines

2. Design Guidelines

Overview: Shop Types

2.1 Stationary Shops

2.1.1 Flagship Store

2.1.2 A1 Brand Store

2.1.2.1 Architecture
- 2.1.2.1.1 Store Atmosphere
- 2.1.2.1.2 Shop-Layout
- 2.1.2.1.3 Materials & Surfaces

2.1.2.2 Interior
- 2.1.2.2.1 Materials & Surfaces
- 2.1.2.2.2 Modules & Elements

2.1.2.3 Technical Equipment & Infrastructure

2.1.3 A1 Brand Store hosting another brand

2.1.3.1 A1 Furniture
2.1.3.2 Furniture of Guest brand

2.1.4 Shop-in-Shop

2.1.4.1 A1 Furniture
2.1.4.2 Furniture of Host

2.2 Non-Stationary & Temporary Shops

2.2.1 Indoor

2.2.1.1 Kiosk
2.2.1.2 Pop-Up-Store

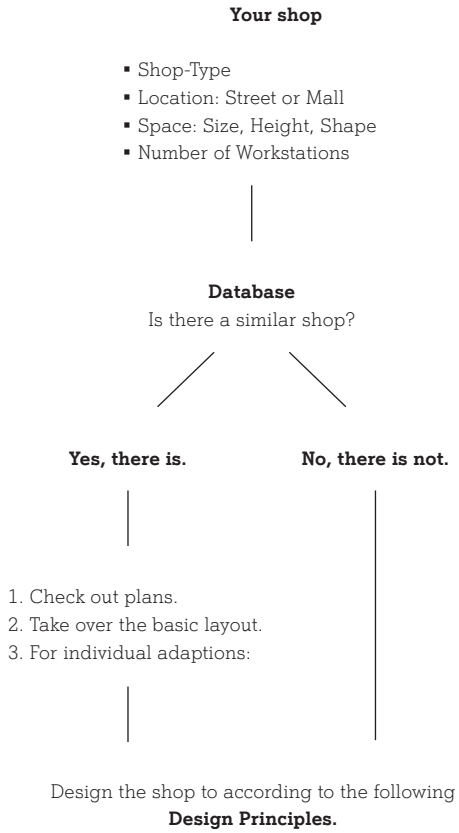
2.2.2 Outdoor

2.2.2.1 A1 Container

„Always design a thing by considering it in its next larger context – a chair in a room, a room in a house, a house in an environment, an environment in a city plan."

Eliel Saarinen

How to use this manual

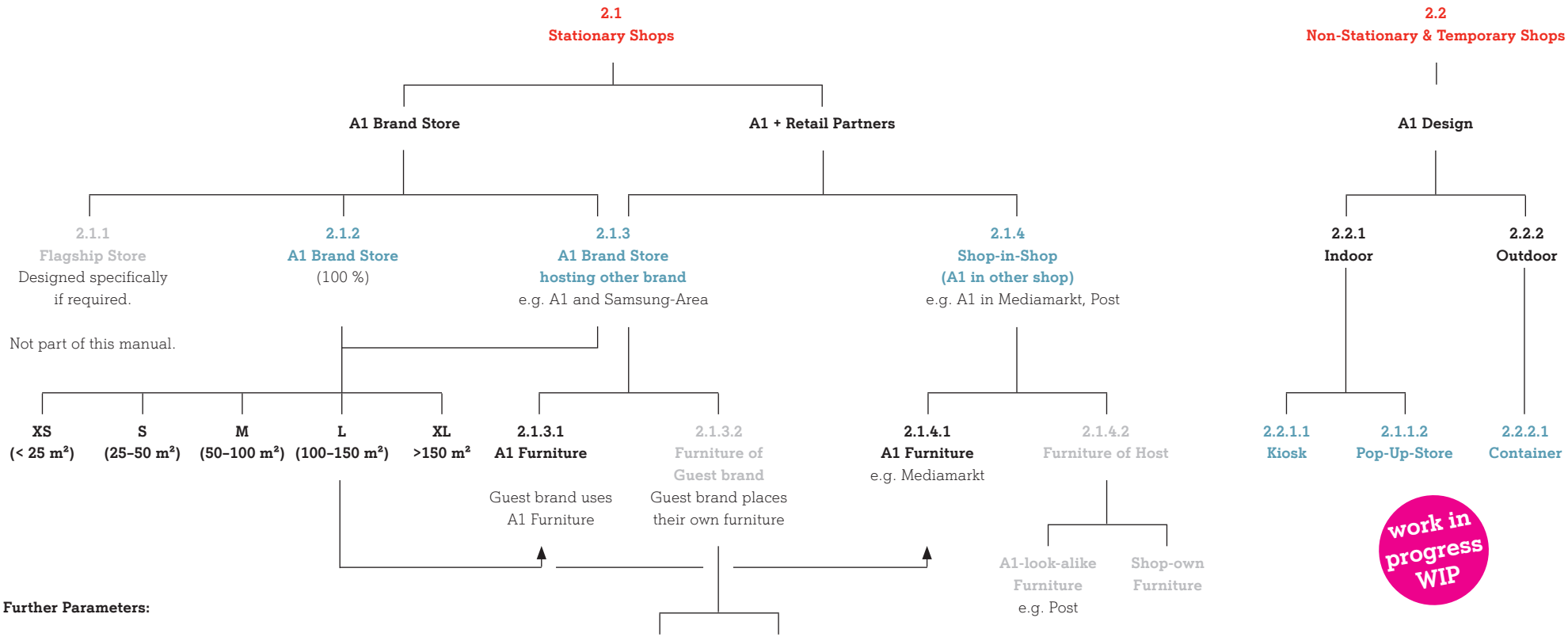


Design Process

We develop und check the design from different perspectives:

- **Third person view**
  Plans, elevations, sections
- **First person view**
  - Perspective sketches and drawings
  - Three-dimensional models
    - Material (scale, 1:1 cardboard shop)
    - Electronic (renderings)

We use both methods parallel to achieve the best results.



Further Parameters:

Indoor (Mall, Shopping Centre)
Outdoor (Shopping Street) → Light, doors
Pedestrians, cars

Pedestrian Zone/Car-free
Car Street → Slow movement
> window dressing
Parking, speed > size

Square
Rectangular longitudinal
Rectangular cross
L-shape
Irregular → Basic Layouts
(Customer Journey)

Company Owned
Franchise → Minimum requirements
e.g. only 1 instead of 3 screens

Not part of this manual

2.1 Stationary Shops

2.1.1 A1 Flagship Store

work in progress WIP

Will be completed in the next updates

A1 Flagship Store

As Flagship Stores are possibilities to create an outstanding and extraordinary brand experience, this requires a different design approach and thus is not part of this manual.

Characteristics

- Strengthen the brand
- Delight broad range of customers
- Look to the future and show what is possible
- Integration of several “wow”-features

2.1 Stationary Shops
2.1.2 A1 Brand Store

work in progress WIP

Will be completed in the next updates

A1 Brand Store

Characteristics

- Meet the needs of both connected metropolitan and rural customer base
- Vary size dependent on location
- further features

Shop Sizes

X-Small:
- Size: < 25 m²
- Number of Workstations: Ø 2–3 (min. 1 / max. 4)
- Products & Services: Short description

Small:
- Size: 25–50 m²
- Number of Workstations: Ø 2–3 (min. 1 / max. 4)
- Products & Services: Short description

Medium:
- Size: 50–100 m²
- Number of Workstations: Ø 3–5 (min. 2 / max. 6)
- Products & Services: Short description

Large:
- Size: 100–150 m²
- Number of Workstations: Ø 5–7 (min. 4 / max. 8)
- Products & Services: Short description

X-Large:
- Size: >150 m²
- Number of Workstations: Ø ?–? (min. ? / max. ?)
- Products & Services: Short description

Large:
- Size: 100–150 m²
- Number of Workstations: Ø 5–7 (min. 4 / max. 8)
- Products & Services: Short description

X-Large:
- Size: >150 m²
- Number of Workstations: Ø ?–? (min. ? / max. ?)
- Products & Services: Short description

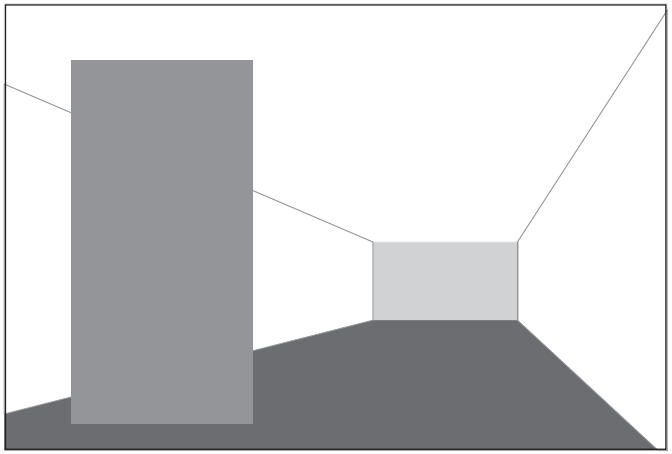
work in progress WIP

Will be completed in the next updates

Brand character and tonality	... and what this means at the POS
▪ **Forward looking**	Modern architecture + design (atmosphere & functionality) Digitalization Try-out-Desks, Lift & Learn Smart Home
▪ **Attentive**	(Employees & Products/Services)
▪ **Full of life**	Colour & Light (Light Archetype: Day) Moodimages Digital Signage Try-out-Desks, Lift & Learn Kids Corner
▪ **Reliable**	(Employees & Products/Services)
▪ **Clear** ▪ **Unambiguous**	Easy orientation through POS layout, zoning, color/light and signposts Clear views and ways Waiting management
▪ **Competent**	(Employees & Products/Services)
▪ **Authentic**	Regionaliy in mood images
▪ **Personal**	Proximity to customers (Consulting Desks): standig across corner/side by side, not vis-à-vis Personalization

Light Archetypes

Day



Atmosphere ✔
- Extroverted, open, public

Characteristics
- Light walls & ceiling
  - Colour (white walls + furniture)
  - Lighting (wall washers, spots, LED, indirect light)

- Lots of daylight & artifical light:
  High overall brightness level

- Contrasts & shadows: three-dimensionality
  - Colour (brightness contrasts)
  - Lighting

Night

Atmosphere ✘
- Private, intimate, enclosed

Characteristics
- Dark ceiling
  > low & enclosed
- Single spotlights
- Contrasts & shadows
  > three-dimensionality

Foggy

Atmosphere ✘
- Foggy, unclear

Characteristics
- Medium, uniform brightness
- Diffuse lighting
- No contrasts & shadows
  > lacking three-dimensionality

Design Vocabulary: Colours

For the shop design we use only a **reduced colour palette:** White, Black, Hot Red and a Greyish Brown. There is no Cool Blue (except for the undertone in mood images) and we do not use the Neutral Greys.

We want to give our products and logos a calm background. This is achieved through the use of **white** as main colour for walls, ceilings and furniture.

We use the **Greyish Brown** for grounding the design and give it a homely atmosphere.

The corporate **A1 Hot Red** serves us as a tool for making the shop recognisable as A1 store. We ensure that red is present and at the same time avoid a overuse of red.

To balance the warm colours we use the **Cool Blue** as undertone of the wall-mounted mood images. Also the screens add a bluish tone to the overall composition.

The function of **A1 Black** is adding accents and contrast in terms of brightness and saturation. It is also used for making things invisible.

Colour Coding

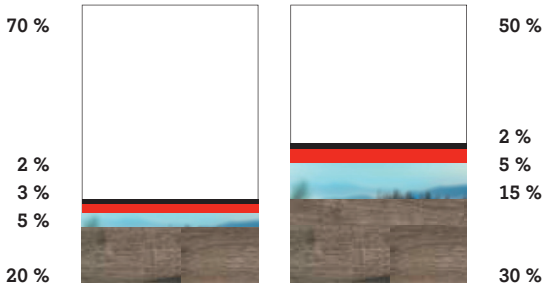
For architectural colour coding in the shops we use RAL® and NCS®.

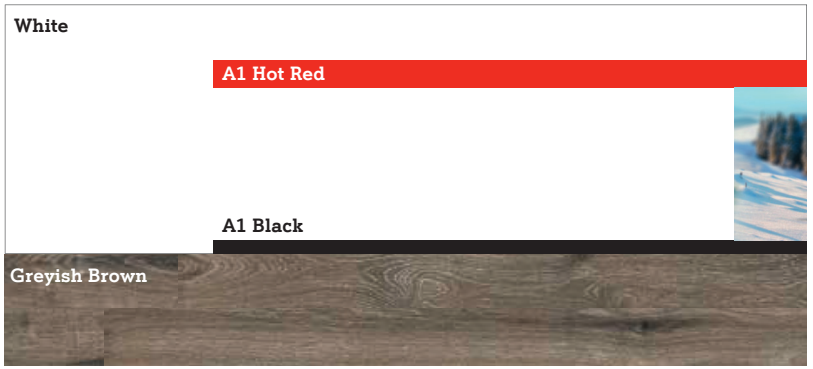
RAL® The most widely used system for defining standardised colours for industrial paints.

NCS® Natural Colour System is a standardised colour system based on average perceptions of viewers from the European area. References can be implemented in a large number of industrial paints and coatings.

Pantone® and CMYK are used for printing, RGB and HEX for web applicatons.

Colour Shares





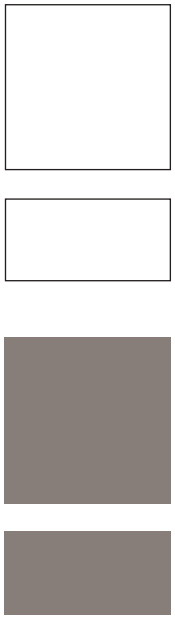
Limited use:
Undertone of mood images

		White	Greyish Brown	A1 Hot Red	A1 Black	A1 Cool Blue
Architecture	**RAL®**	**9003 Signal White**	**[material colours]**	**3020 Traffic Red**	**9017 Traffic Black**	**[image undertone]**
	NCS®	**–**	**[material colours]**	**S1580-Y80R**	**S 9000-N**	**[image undertone]**
Printing	Pantone®	–	–	PMS 485	PMS Black C / U	7696C / 7696
	CMYK	0 0 0 0	–	0 95 100 0	50 30 30 100	55 10 10 20
Screen & Web	RGB	255 255 255	–	218 41 28	0 0 0	98 149 172
	HTML (hex)	FF FF FF	–	#DA291C	00 00 00	#6295AC

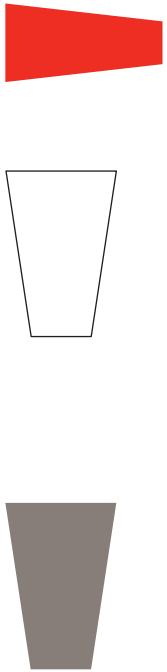
Design Vocabulary: Shapes

Line

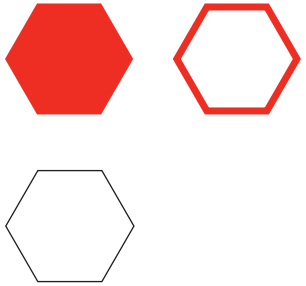
Square & Rectangle



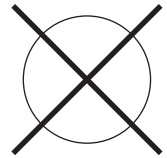
Trapezoid



Hexagon



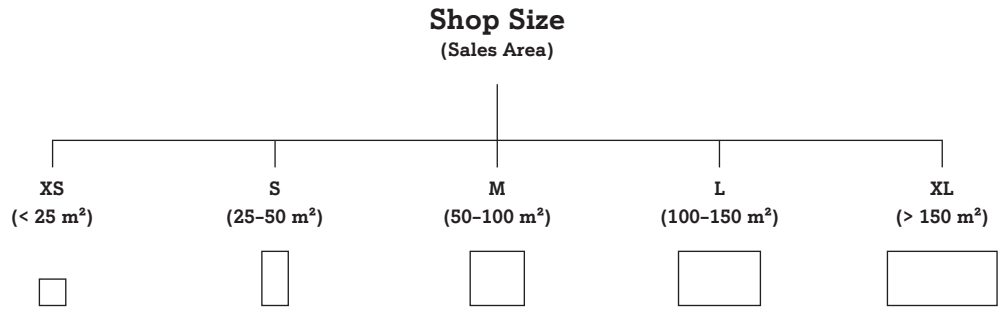
No Circles!

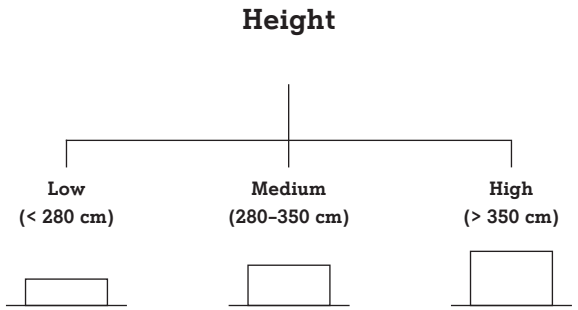


Exceptions:

- Spots
- Steel tubes

POS: Sizes & Heights



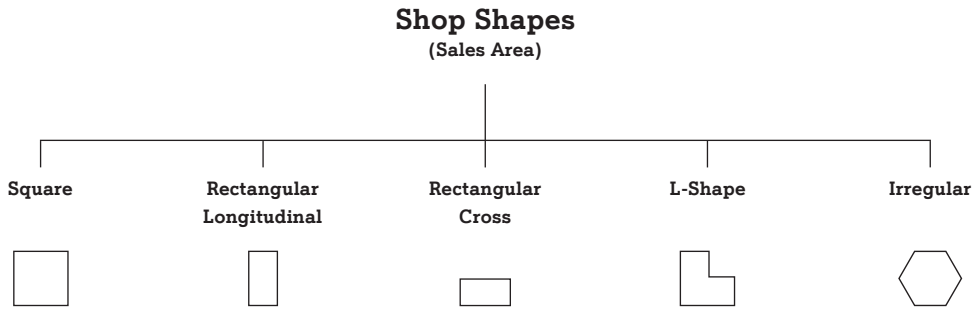


Austria	-	6	**45**	19	4	20	**35**	12
Belarus	18	**47**	20	4	2	14	**63**	13
Bulgaria	23	**112**	97	12	2	68	**161**	17
Croatia	-	2	**17**	5	1	1	**23**	-
Macedonia	**29**	26	16	4	-	?	?	?
Serbia	34	**63**	26	3	-	28	**85**	12
Slovenia	21	**25**	12	4	-	(7)	**(21)**	(2)

* Numbers from August 2018 (some data missing)

Bold	Prevailing category
?	All data missing
( )	Many data missing > non-representative data

Shapes



Austria	9	**27**	8	8	8
Belarus	24	**29**	20	5	13
Bulgaria	32	**113**	1	22	78
Croatia	5	5	5	2	7
Macedonia	?	?	?	?	?
Serbia	19	**65**	2	5	34
Slovenia	**34**	26	-	3	6

* Numbers from August 2018 (some data missing)

Bold Prevailing category
? All data missing

Zones and their characteristics

The store is divided into two product zones:

- **On the go**
  For smartphones and other mobile products and accessories as well as related (short) consulting.
- **At home**
  For fixed and home-related services like TV, Internet and Smart Home plus related (short) consulting.

In addition to that there are

- **General zone**
  It comprises everything from the entrance via the ticket printer and waiting area to the A1 Bar.
- **Consulting zone**
  In addition to the product related consulting tables there is a dedicated zone for longer consultings.

	General	On the go	At home	Consulting
Atmosphere	Dynamic, active	Dynamic, active, modern, innovative	Static, calm, cosy, modern	Quiet, private
Functions/Use	Moving, exploring, standing	Moving, standing, try out	Sitting, watching, active waiting	Sitting, consulting, conversation
Location	Entrance, passage areas, center	Motion zones, passage areas	Staying area	Quiet area, rear area, niches
Colours	White, red, black accents	White, red, black accents	White, wood, black accents	White, greyish-brown (textile), black base
Form	Angular, trapezoidal, hexagonal	Angular, trapezoidal	Angular, hexagonal	Angular, trapezoidal
Haptics	Clean, cool, hard	Clean, cool, hard	Warm, soft	Clean, warm, soft
Surface	Matt white, glossy red	Matt white, glossy red	Matt white, warm wood	Matt white, warm upholstery
Materials	Chipboard varnished and coated, glass	Chipboard varnished and coated, glass	Chipboard varnished and coated, upholstery	Chipboard coated, upholstery

Zone-related furniture

General

A 01 Bar Wall
B 01 Highlight Table
B 02 Lift & Learn / Brand Promo
B 03 Accessories Tower
B 04 Pedestal
C 01 Waiting Table
C 02 Product Table
C 03 A1 Table
C 04 A1 Bar
D 04 Waiting Sofa
D 21 HAY AAC 10
D 22 HAY AAC 20
D 23 HAY AAS32
E 01 Storage
E 01 Coffee Bar
F 01 3D-Logo – Wall
F 02 3D-Logo – Freestanding
F 03 3D-Logo – Furniture
F 11 Red Stripe
F 12 Red Walls
F 21 Lettering
F 32 Digital Signage
G 01 Signpost
G 02 Honeycombs

On the go

A 01 Smartphone Wall
A 03 Accessories Wall
A 04 Music Wall
B 02 Lift & Learn / Brand Promo
C 02 Product Table
C 05 Consulting Table High
D 23 HAY AAS32
F 11 Red Stripe
F 21 Lettering
F 31 Moodimage
G 03 Headphone Holder

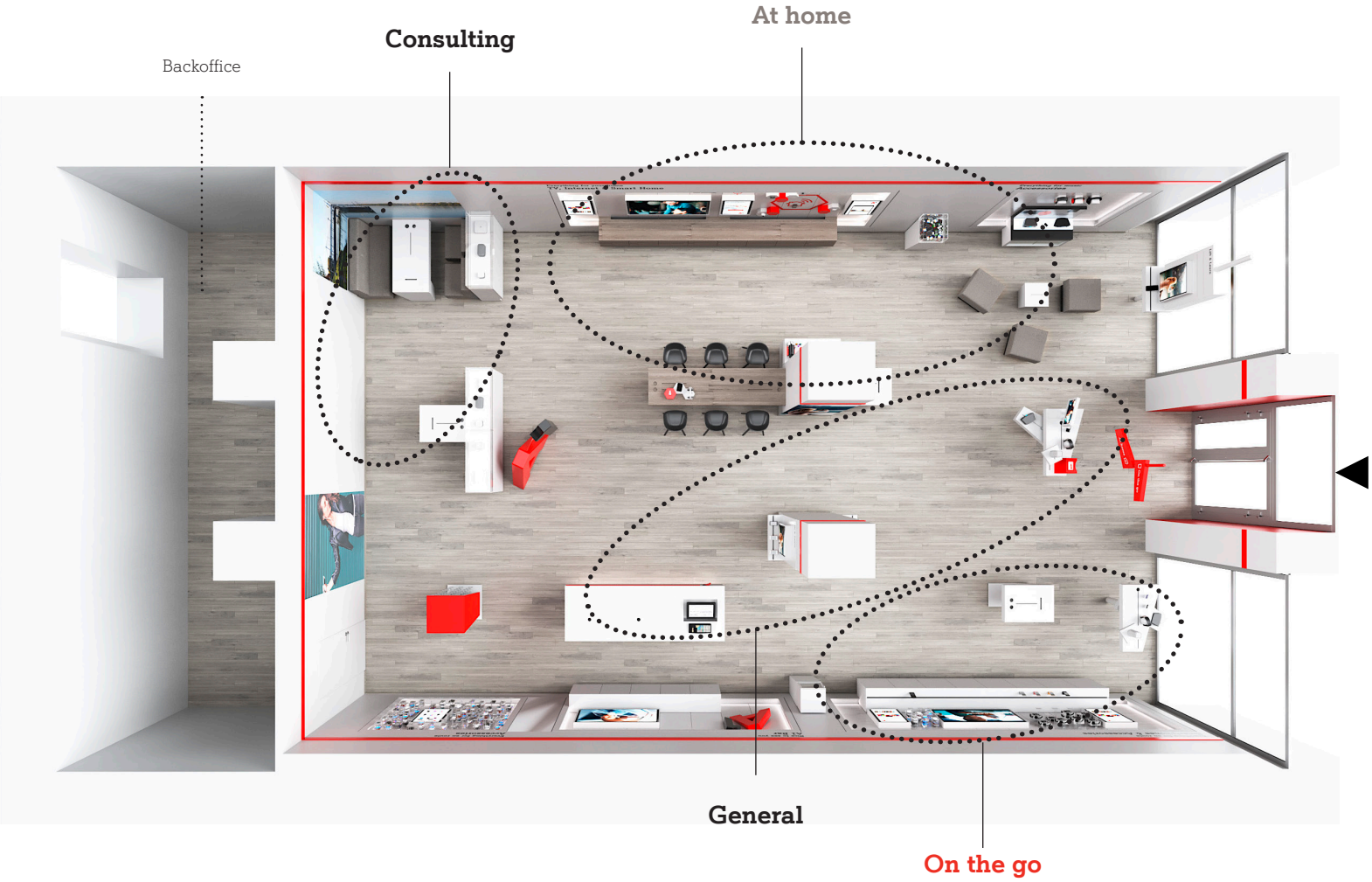
At home

A 02 Home Wall
C 01 Waiting Table
D 07 Side Table
D 03 TV Stool
D 04 Waiting Sofa
D 24 HAY AAC42
E 01 Coffee Bar
F 11 Red Stripe
F 21 Lettering
F 33 Icons

Consulting

C 05 Consulting Table High
C 06 Consulting Table Low
D 01 Consulting Sofa
D 02 Consulting Chair
E 01 Storage
F 11 Red Stripe
F 31 Moodimage

Example



Customer: Orientation

General Zone

Pull-In
The rear wall is perceived first and thus facilitates orientation.

This is the reason why the rear wall is a possible location for the A1 Bar. On the other hand, this can result in the unfavourable situation that customers do not pull a ticket, directly head for the A1 Bar and do not explore the store. Therefore always consider placing an eyecatcher at the rear wall and the A1 Bar on the left hand side of the entrance.

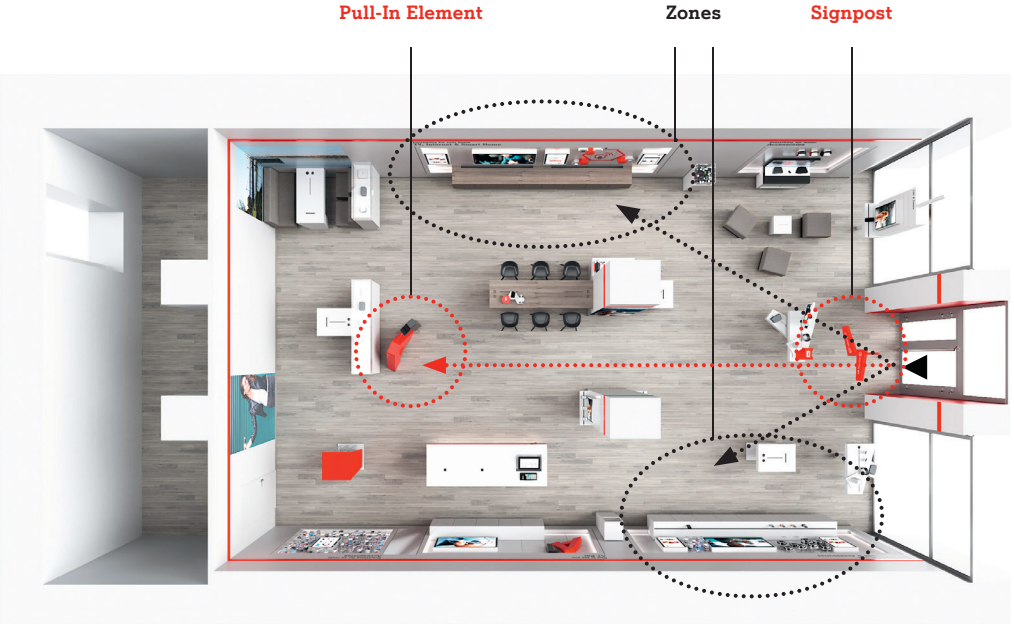
A 3D-Logo in this area – either on the wall or freestanding – can serve as Pull-In-Element.

Zones
The clear design DNA of the two zones (material, colour, light) help customers to orient themselves.

Signpost
In addition to the design aspects of the zones, a signpost above the ticketprinter supports orientation.

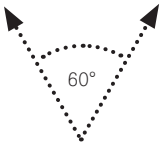
„On the go", „At home" & Consulting

Wall Headings
Furthermore wall headings inform customers about the product categories (Smartphones & Accessories; TV, Internet & Smart Home) and services (A1 Bar, A1 Guru) below.



Customer: Views

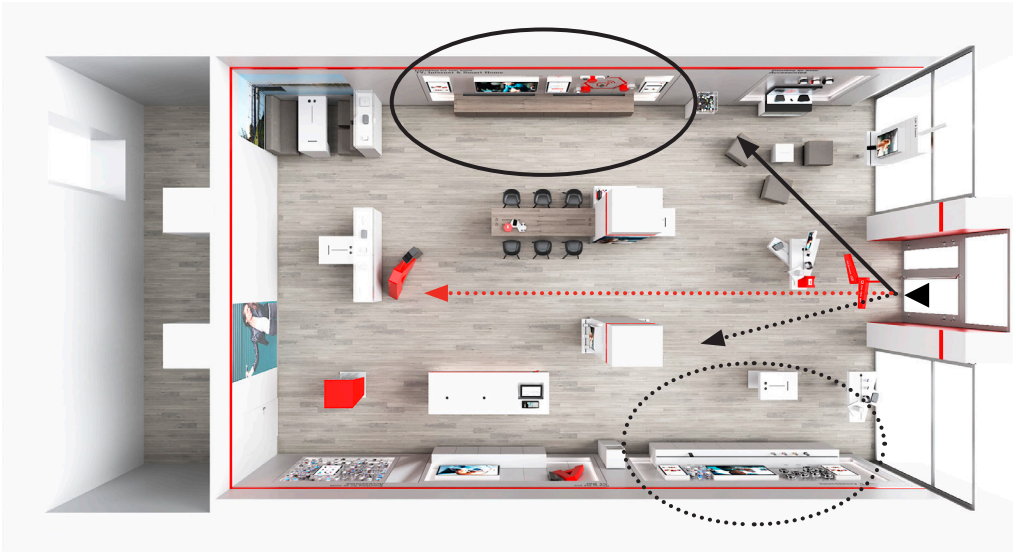
Horizontal sight angle
Consider the horizontal human sight angle of 60° in the shop planning.



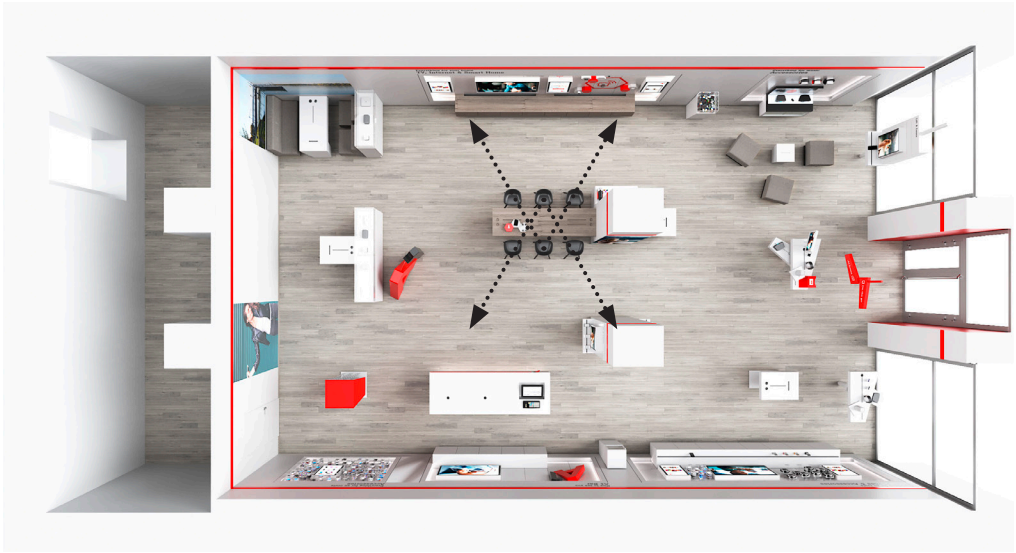
To the right
When left and right direction are equal, customers look and walk to the right hand side. This applys to countrys with right-hand traffic and to right-handed people and turns into the opposite in countrys with left-hand traffice and left-handed people.

This means that focus products (e.g. „At home" in Austria) are preferably placed there, whilst selfselling products can be positioned in the less prominent areas.

Entrance: Direct view to Pull-In Element, prevailing view to right hand side

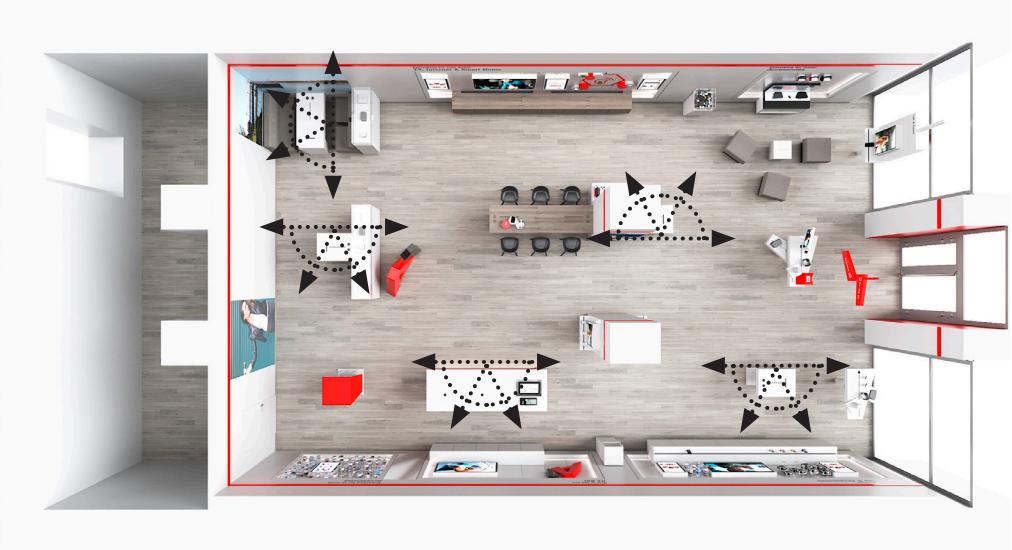


Waiting: View to A1 Bar, screens with numbers, TV



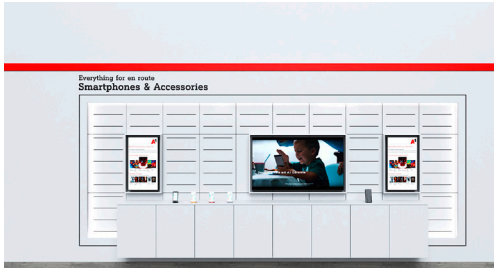
Customer: Views

Consulting: View to products, moodimages, advertisements & view into the shop when they turn their heads



Vertical sight angle

> 210	Above head (view)	Information
170–210	Above head (hands)	Light products
120–170	Eyes (main view)	Main products
80–120	Waist (hands)	Main products
0–80	Knees ankles	Heavy products Storage



The design is based on the scope of the human body:

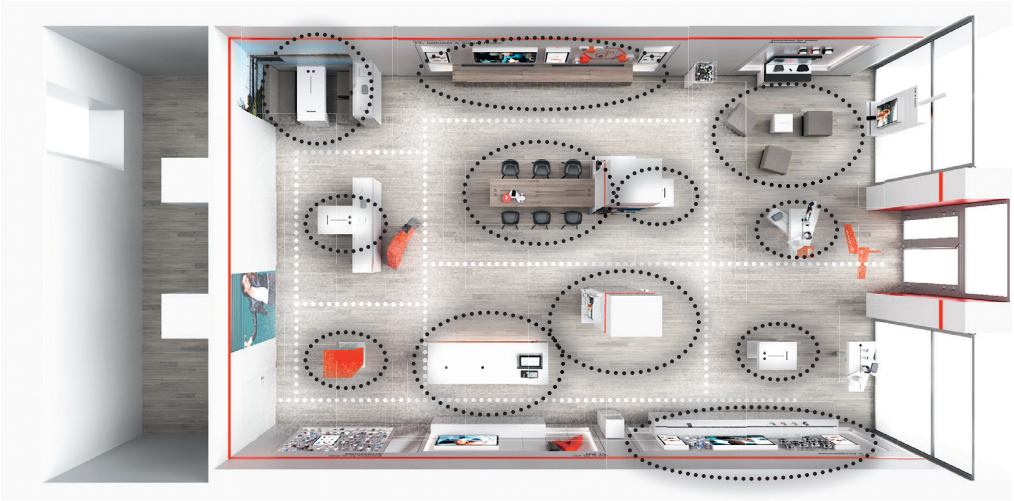
Employee: Views

Consulting: View into the room (overview over the shop) parallel to window (no glare, no reflection on screen)

Circulation & Dwelling

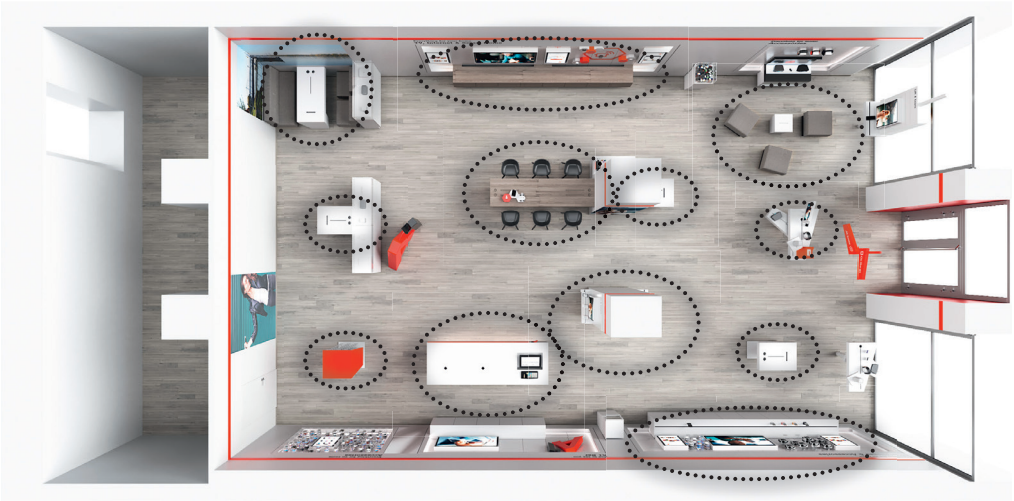
Ideally the implicit circulation areas and dwelling zones of the space correspond to the circulation areas and dwelling zones of the shop layout: Then circulation areas facilitate movement and dwelling zones automatically have a calm quality and animate customers to stay longer.

Circulation areas and dwelling zones should never interfere with each other, otherwise neither of them will work properly.



Circulation Areas

Dwelling Zones



Circulation Areas

Passage width
Provide walkways of a minimum width of 100 cm (More may be required according to countryspecific laws.)

Wider passage widths make for a more open and comfortable atmosphere and facilitate accessibility for people with disabilities (e.g. wheelchairs) and bulky equipment like strollers.

Employees

Customers (before being served)

Customers (being served)

Dwelling Zones

Dwelling Zones have three main functions:

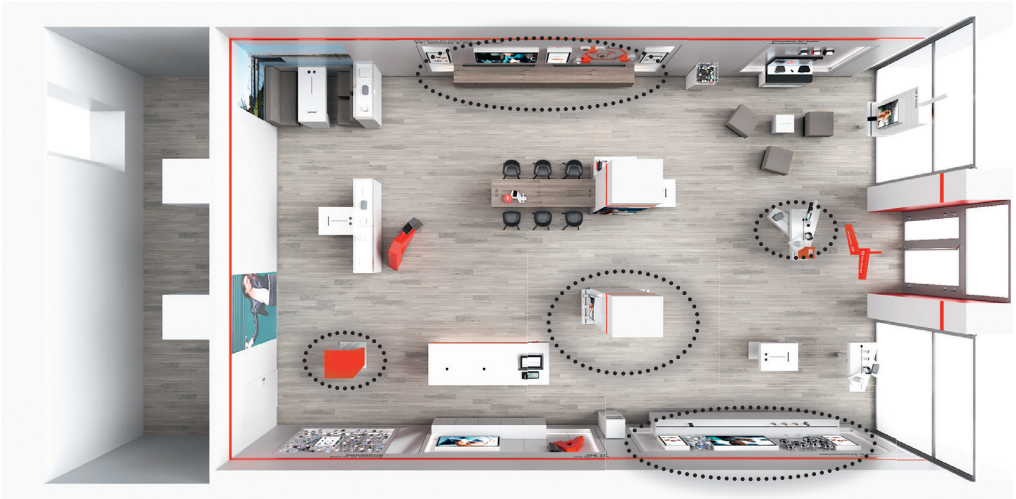
- (Active) Waiting
- Exploring products & services
- Consulting

Of course these functions overlap, the graphics show the respectively prevailing functions.

Ideally the different functions are spread across the shop the way that customers are invited to explore the whole store.

Waiting (Customers)

Exploring (Customers)



Consulting (Customers + Employees)

Shop Layout: The Basis

Briefing

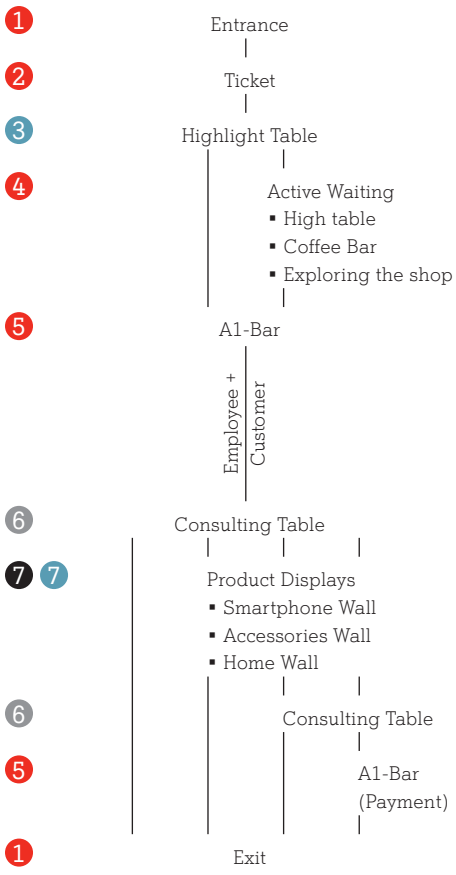
The basis for a good and need-oriented planning is a **good briefing.**

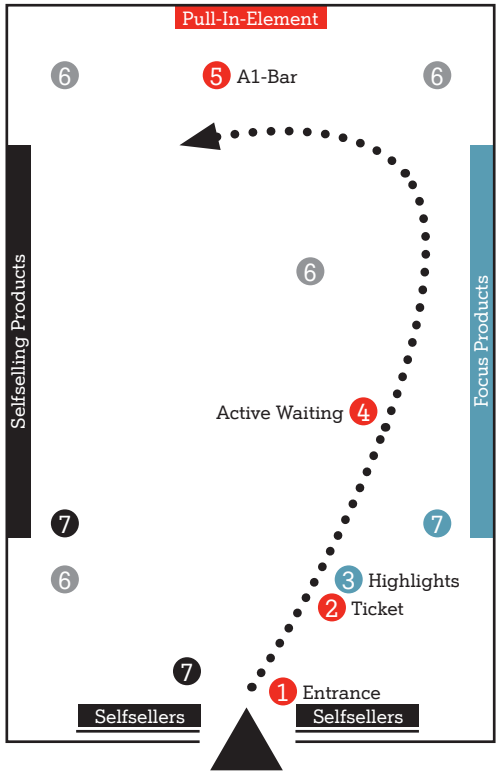
The definition of the requirements for a particular shop takes into account everything from

- the specific location of the shop
- the shop itself (size, shape etc.)
- the product and service range offered as well as
- certain target groups

The furnishing of the stores is always based on the intended customer journey and the laws of human perception.

Customer Journey





Influencing Factors

Location

There may be consequences for the shop layout for the following reasons:

- **Countryspecific characteristics** due to different products & services and work routines.

- **Urban / Rural**
  Possible differences in products & services.

- **Indoor (Malls) / Outdoor (Street):**

  - Different entrances (defined doors versus fully opened shop facade) have impact on window dressing.
  - Shops along streets require a stronger illumination of the shop windows due to higher contrasts
  - Shops along streets need to provide adequate equipment for bad weather conditions

- **Pedestrian Zone / Car Street:**

  - Pedestrians approach the shop in walking speed, walking line close to the shop
  - Cars pass the shop at a higher speed, greater distance to shop window

Size

Although of course there are some differences between a small and a large shop, basically they can be furnished with the same elements.

The modular furniture system provides for a flexible use: On the basis of modules, elements can be built in longer and shorter versions (e.g. Walls, A1 Bar, Storage etc. in 50 cm steps) and other pieces of furniture can be used just once or be implanted more often (e.g. Consulting Tables, Highlight Tables) depending on the respective shop size.

X-Small:
- Size: < 25 m²
- Number of Workstations: Ø 1–2

Small:
- Size: 25–50 m²
- Number of Workstations: Ø 2–3

Medium:
- Size: 50–100 m²
- Number of Workstations: Ø 3–5

Large:
- Size: 100–150 m²
- Number of Workstations: Ø 5–7

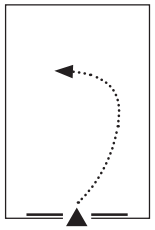
X-Large:
- Size: >150 m²
- Number of Workstations: Ø ?–?

Shape

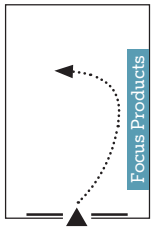
We distinguish five basic shapes:
- square
- rectangular longitudinal (prevailing)
- rectangular cross
- L-shape
- irregular

Direction of view and movement

- Follow the natural **counterclockwise flow of view and movement.**

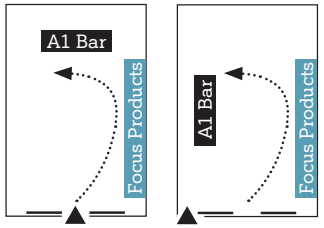


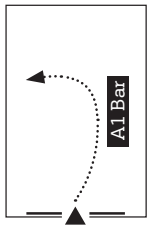
- Use the **prominent spot on the right hand side** of the entrance for focus products.



A1 Bar

- Locate the **A1 Bar** at the **rear wall** or on the **left hand side** of the entrance.





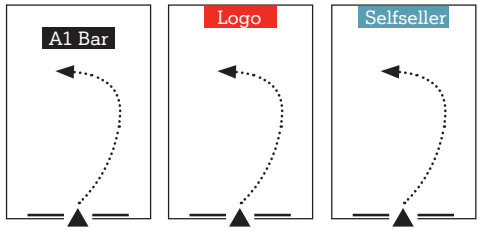
Pull-In Element

- **Pull customers into the shop as far as possible!**

Make the customer **explore the shop, discover new products und try out things.**

Depending on the particular situation place one of the following at the rear wall:

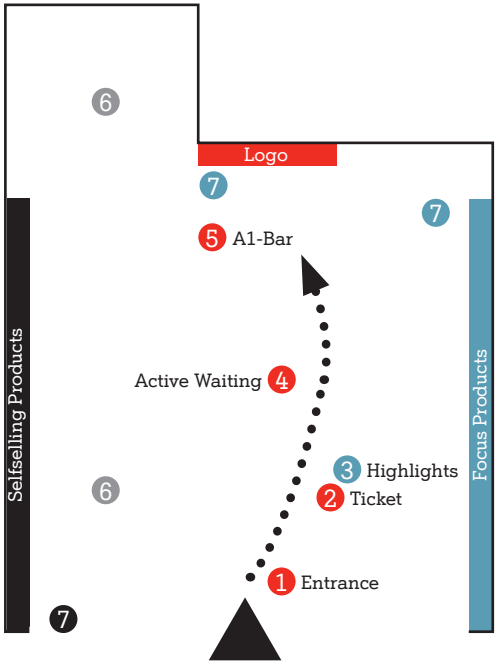
- A1 Bar (customers have to go there)
- Pull-In Element / Eyecatcher (A1 Logo, large screen, etc.)
- Selfselling Products (people will go there anyways)



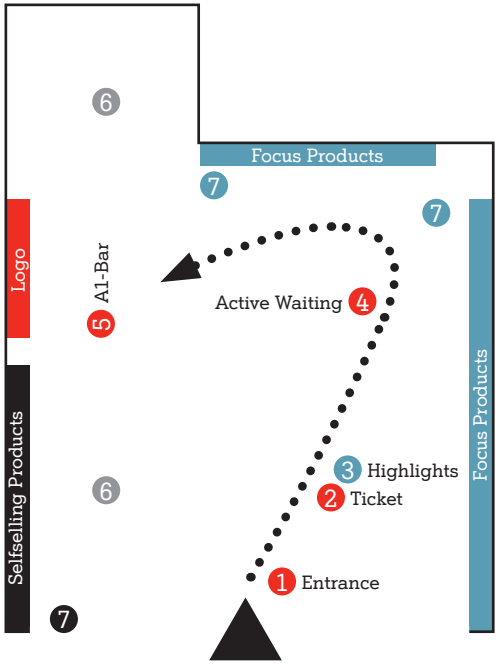
Examples

Square
Square-shaped plan (mall) with consulting niche (e.g. through back office).

A1 Bar: rear wall

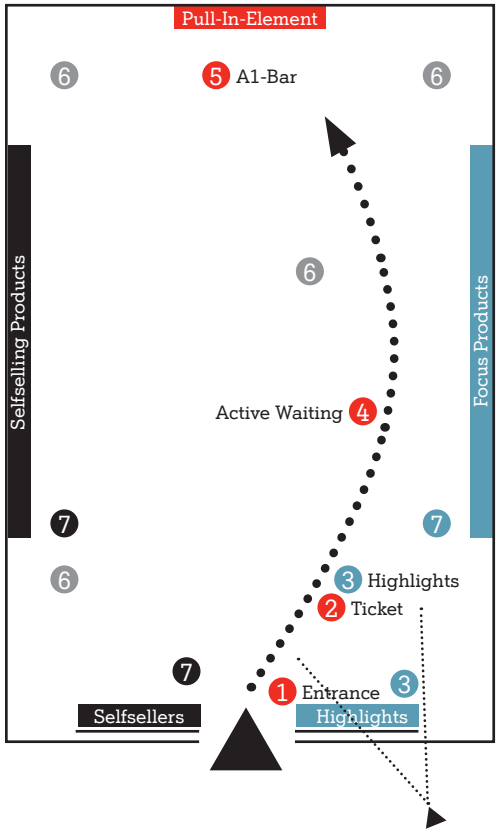


A1 Bar: left wall

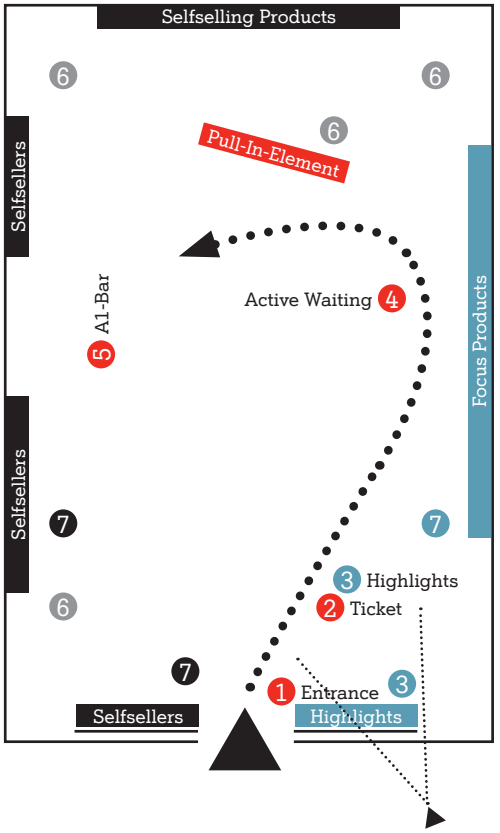


Rectangular longitudinal
Classical rectangular shape (street facade)

A1 Bar: rear wall



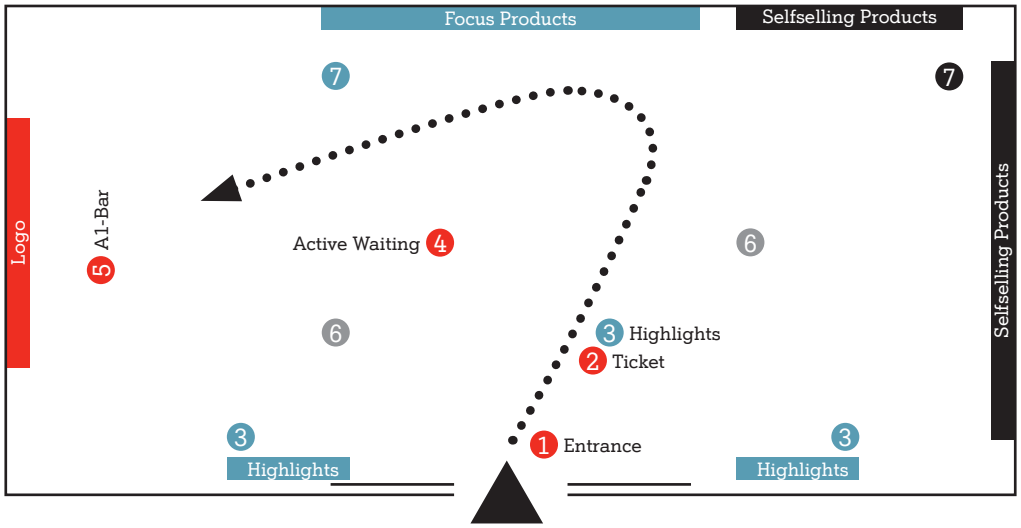
A1 Bar: left wall



Examples

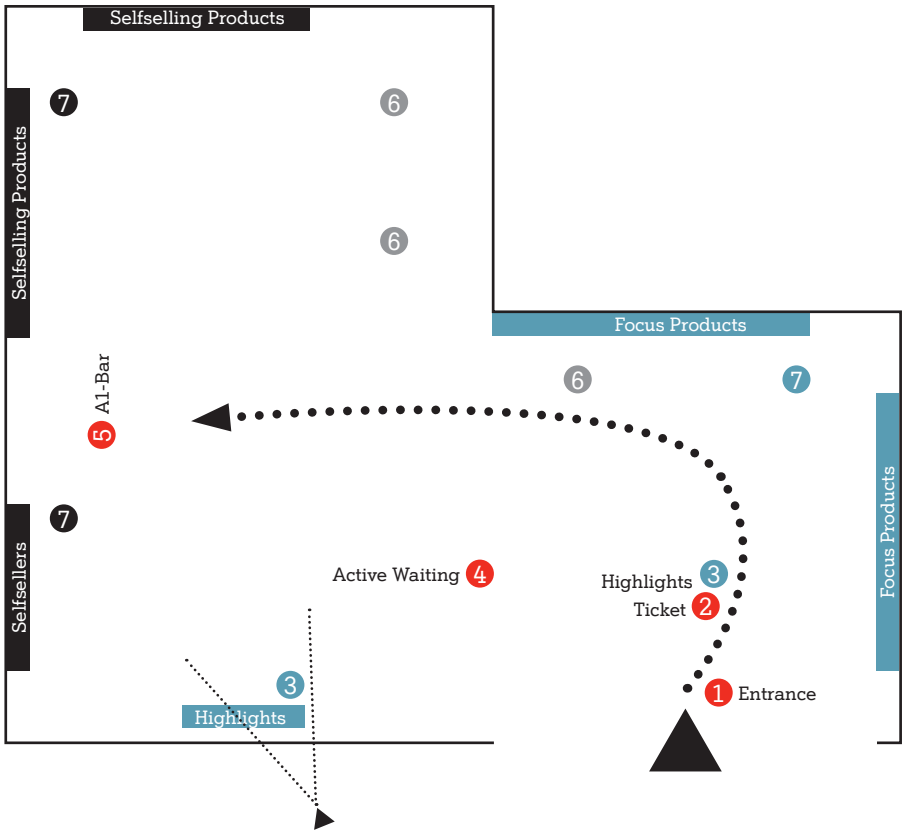
Rectangular cross
Transversal rectangle with a street facade.

A1 Bar: left wall



L-Shaped
L-Shaped ground plan (mall).

A1 Bar: left wall



Floor: Materials & Products

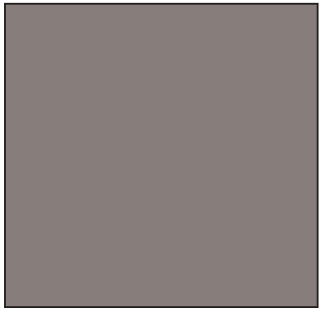
Floor Tiles
Novabell Eiche Timber
Dimensions: 120 x 20 cm
Thickness: 10,5 mm
Surface: R10

Skirting Board
Novabell Eiche Timber
120 x 7 cm

www.novabell.it

Joint Sealer
Sopro DF10
18 sand grey

www.sopro.com



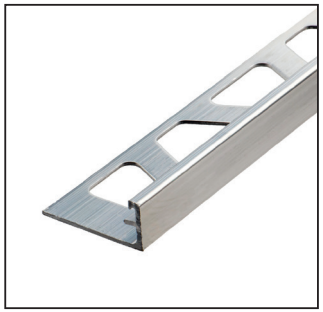
Prepare Underground:
Even, dry and dust-free Surface.
Mind drying-time!

Tile adhesive

Doormat
Material: 100 % polypropylene
(UV-resistant, sturdy)
Bottom: Non-skid rubber
Thickness: 10 mm
Colour: Anthracite

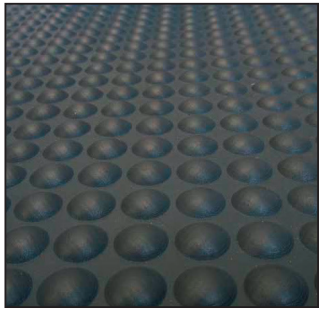
Lay Doormat directly onto screed.

www.fuma.com



Schlüter-Schiene

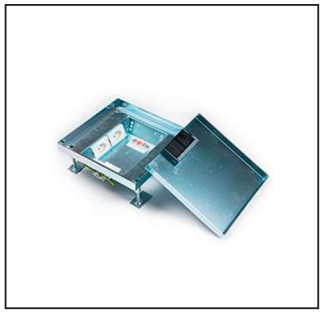
Place **Schlüter-Schiene** between
Floor Tiles and Doormat.



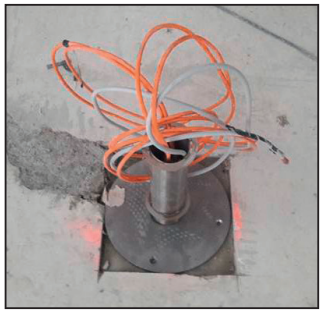
Ergomat
Engelhard Ergo-Med Flat Massiv B1
Colour: Anthracite RAL 7016
Thickness: 11-13 mm
Beveled egdes

Lay Ergomat onto Floor Tiles.

www.engelhard.at



Floor Outlets



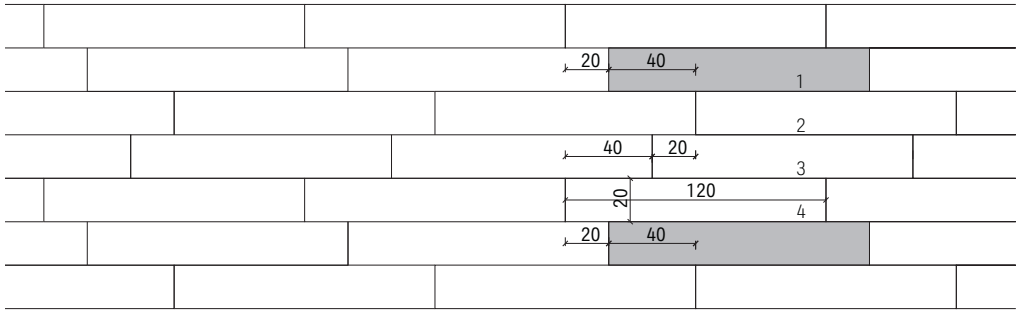
Cable ducts

Substructures furniture

Countryspecific Remarks
Obey countryspecific technical and legal requirements and regulations as well as the manufacturers' processing guidelines.

Pattern

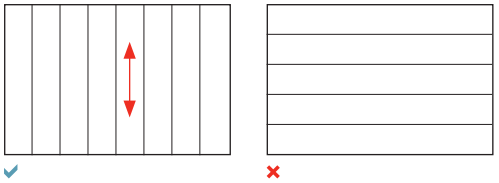
Pattern: „Random Pattern"
Offset: 20 cm / 40 cm
Joint Dimension: 2–3 mm



Direction

The target of the floor pattern is to support and influence atmosphere and circulation of the shop subtly. Take into account the following parameters when you decide on the direction of the floor pattern.

Orientation of the layout (lengthwise/crosswise)

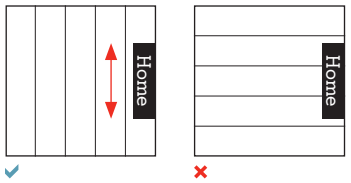


Basically we try to make a rectangular space seem wider by laying the tiles parallel to the short side of the room. (If the tile pattern follows the long side of the space, it intensifies the tubular appearance of the space.)

Direction of movement

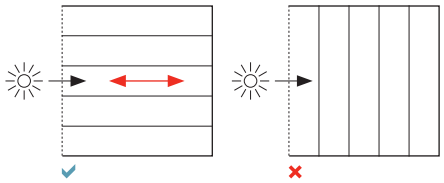
The direction of the floor follows the direction of the movement of the customer into the shop from the entrance to the A1-Bar, thus pulling him subtly into the shop.

Location of the Home Wall



Ideally, the direction of the floor pattern is parallel to the home wall, that is parallel to the grain of the wood of the sideboard.

Location of windows (light)



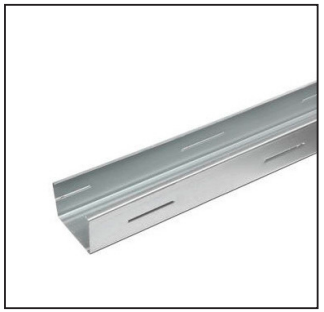
If the floor pattern follows the direction of the natural light, joints and gaps as well as irregularities will be less visible. In addition to that the light seems to be transported into the room.

Walls: Materials & Products

Gypsum Plasterboard
1 Layer of regular panels

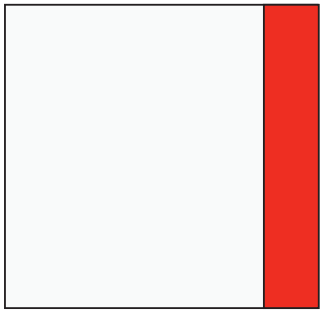
Drywalls flush with Wall frames (Smartphone Wall etc.).

Filling
Holes and joints reinforced and filled flush according to manufacturers guidelines.



Metal stud substructure

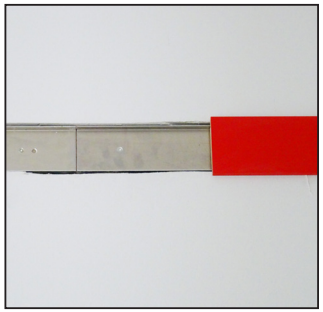
Edge protection profiles



Paint
RAL 9003 Signal White

Paint Red Walls
RAL 3020 Traffic Red

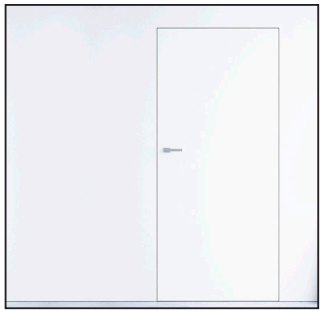
Moodimage
High underground smoothness required (quality level Q4)



Profile for Red Stripe
1. Screw U-profile to substructure
2. Mount plasterboard
3. Fill and paint drywall
3. Glue Red Stripe into U-Profile

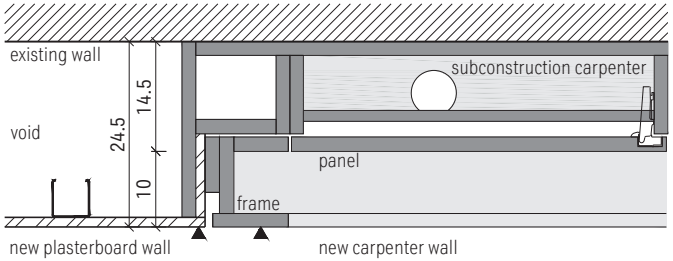
Substructure for 3D-Logo

Lettering
Glue Lettering to finished drywall.



Doors
Doors to internal areas should possibly be positioned not directly opposite the entrance, but around the corner and blend in the walls as good as possible.

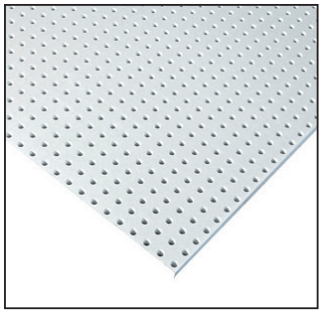
Type: Concealed door (flush)
Colour: White



Flush assembly of Walls (Smartphone Wall etc.) **into plasterboard wall**

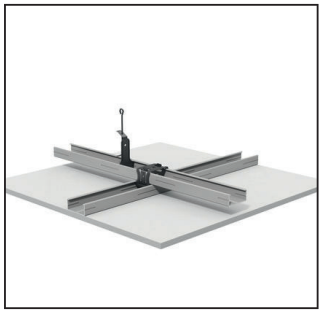
Countryspecific Remarks
Obey countryspecific technical and legal requirements and regulations as well as the manufacturers' processing guidelines.

Ceiling: Materials & Products



Gypsum Plasterboard
Acoustic Panels
Perforation: 8/18 round

Mind implications of ceiling heights lower than 280 cm on lighting system, logo size, red stripe, lettering, moodimages.



Suspended Ceiling

Paint
RAL 9003 Signal White

Lighting System
Zumtobel TECTON

Ceiling Height ≥ 320 cm:
Suspended trunk

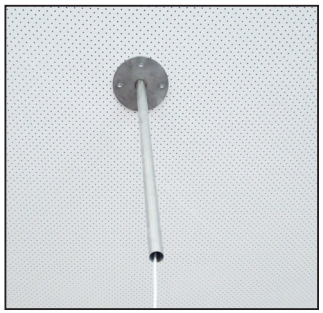
Ceiling Height < 320 cm:
Ceiling-mounted trunk

Lower edge trunk:
300 cm above floor

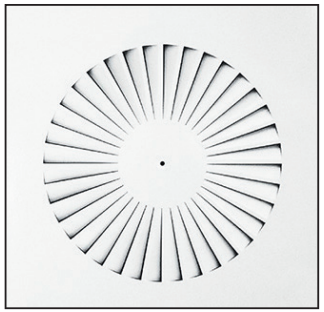
Accent Lighting
Zumtobel PANOS

Always suspended.

Lower edge luminaire:
200 cm above floor



Substructure Furniture



Ventilation
Ceiling diffusor (symbolic picture)

Existing installations can be used as long as they fit into the design concept and are fully functioning.

Inspection Flap

Countryspecific Remarks
Obey countryspecific technical and legal requirements and regulations as well as the manufacturers' processing guidelines.

Substructure

Plywood (AW100, 18 mm)

- Substructure for Walls

MDF

- Panels
- Red Stripe
- Frames for screens

Chipboard

- Frame of the Walls

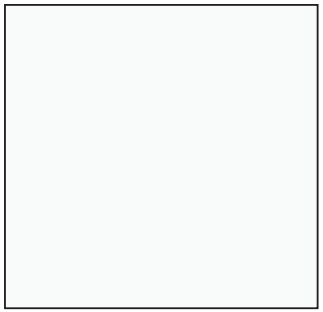
Steel

- Highlight Table
- Lift & Learn

Material Thickness & Substructure:
Up to manufacturer & static requirements unless otherwise stated.

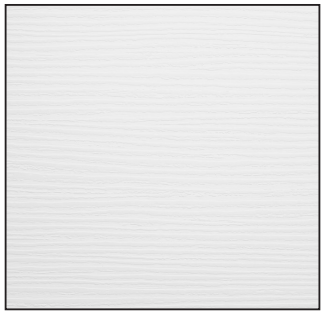
Countryspecific Remarks
Obey countryspecific technical and legal requirements and regulations as well as the manufacturers' processing guidelines.

Surfaces



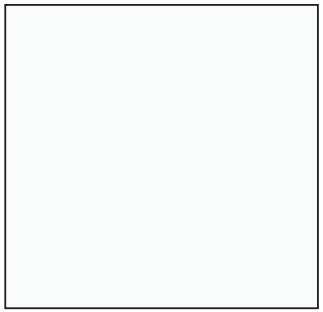
Furniture Varnish
RAL 9003 Signal White

- Regular stressed surfaces
- Steel parts



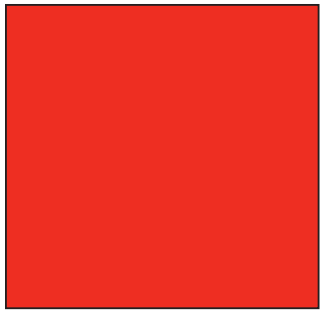
Furniture
Fundermax 0112 Topwhite SU – Special Board

- Highly stressed surfaces



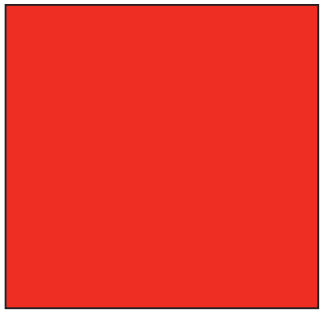
Acrylic
White opaque

- Outdoor Signs



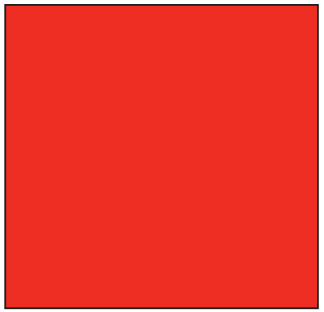
Furniture Varnish
RAL 3020 Traffic red (high gloss)

- Red Stripe, Logo „A", Ticket Printer, Honeycombs, ...



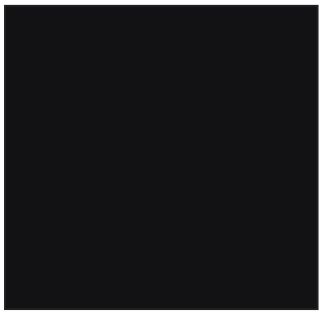
Acrylic
Acrylic Red GS 3H67

- Outdoor Signs + Logos
- Light Strip Red



Upholstery
To be defined

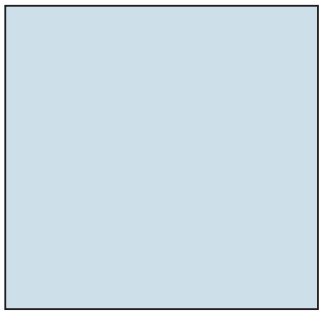
- Waiting Sofa
- Upholstery HAY AAC10 + AAC20



Furniture Varnish
RAL 9017 Traffic Black (matt)

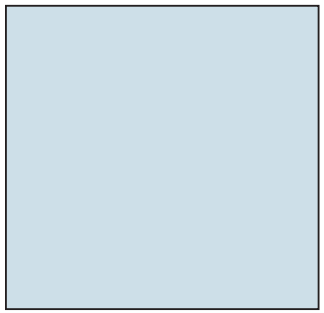
Acrylic
Black opaque

- Lettering
- Outdoor Signs + Logos



Safety glass (ESG, 8 mm)
White glass (Optiwhite, Ultraclear)

- Storage
- Music Wall (Doors sideboard)



Acrylic
Transparent

- Pedestal (Collecting Box)
- 3D-Logo Freestanding (Joint)

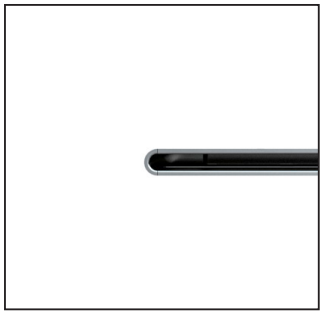
Furniture
Kronodesign
K079 PW Grey Clubhouse Oak

- Sideboard Homewall
- Waiting Table, A1 Table

Upholstery
Kvadrat
Molly 2 160

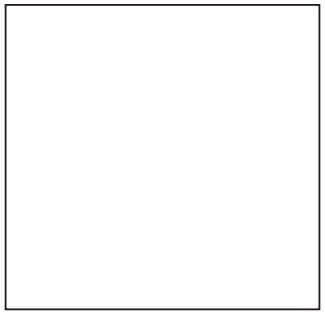
- Consulting Sofa & Chair
- TV Stool

Details



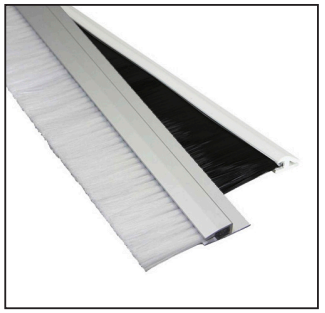
Display
Visplay Invisible 3 and 6 P/L

- Walls
- Accessories Tower



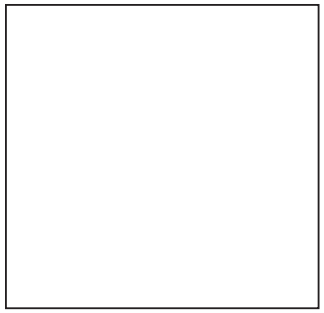
Product Holder
Custom-made (See also C 03)

- Walls
- Accessories Tower



Black / White Bristles
Product

- Cableslots
  Wooden surface: Black
  White Surface: White



Bag holder
Product

- Consulting Tables

Fittings
Blum (Blumotion, Movento)

- A1 Bar, Storage, Coffeebar
- Sideboards of Walls

Monitor holder
Vesa 100 & 75 (10–22"), Black

- A1 Bar

Digital Signage Player
Bofex I-Series 600

- Walls
- Lift & Learn
- Digital Signage

Attention: Heat generation!

Details

Light Strips
Häfele Loox LED 2043, white,
10 x 1.3 mm, 12V, 4000K, adhesive

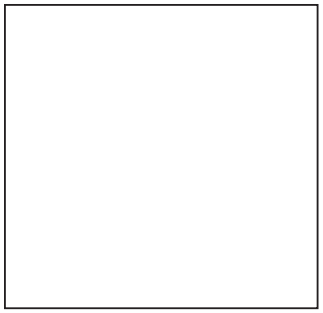
- Wall Frames
- Highlight Furniture

Locking System
Häfele Dialock

- A1 Bar
- Storage
- Sideboards

Recoiler
Compact Recoiler CR-20

- Walls
- Highlight Table
- Waiting Table, A1 Table

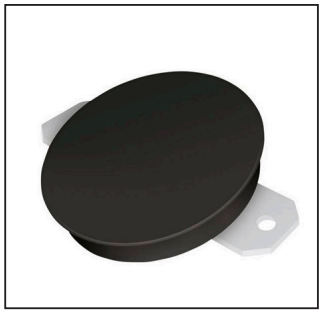


Electronic retail security system
Sensors with spiral cable
Alarmbox Master 10

- Walls
- Highlight Table
- Waiting Table, A1 Table

Digital Price Tags
SES Imagotag (Accessories: 2.2,
Highlights: 2.7, Smartphones: 4.2)

- Walls
- Highlight Table
- Waiting Table, A1 Table



Inductive Charger
Product

- Walls
- Highlight Table
- Tables

POS Furniture: Overview
How we furnish our stores.

A	**Product Display: Walls**
A 01	Smartphone Wall
A 02	Home Wall
A 03	Accessories Wall
A 04	Music Wall
A 05	Bar Wall

B	**Product Display: Freestanding**
B 01	Highlight Table
B 02	Lift & Learn
B 03	Accessories Tower
B 04	Pedestal

C	**Tables**
C 01	Waiting Table
C 02	Product Table
C 03	A1 Table
C 04	A1 Bar
C 05	Consulting Table High
C 06	Consulting Table Low
C 07	Side Table

D	**Seating**
D 01	Consulting Sofa
D 02	Consulting Chair
D 03	TV Stool
D 04	Waiting Sofa
D 21	HAY AAC10
D 22	HAY AAC20
D 23	HAY AAC42
D 24	HAY AAS32

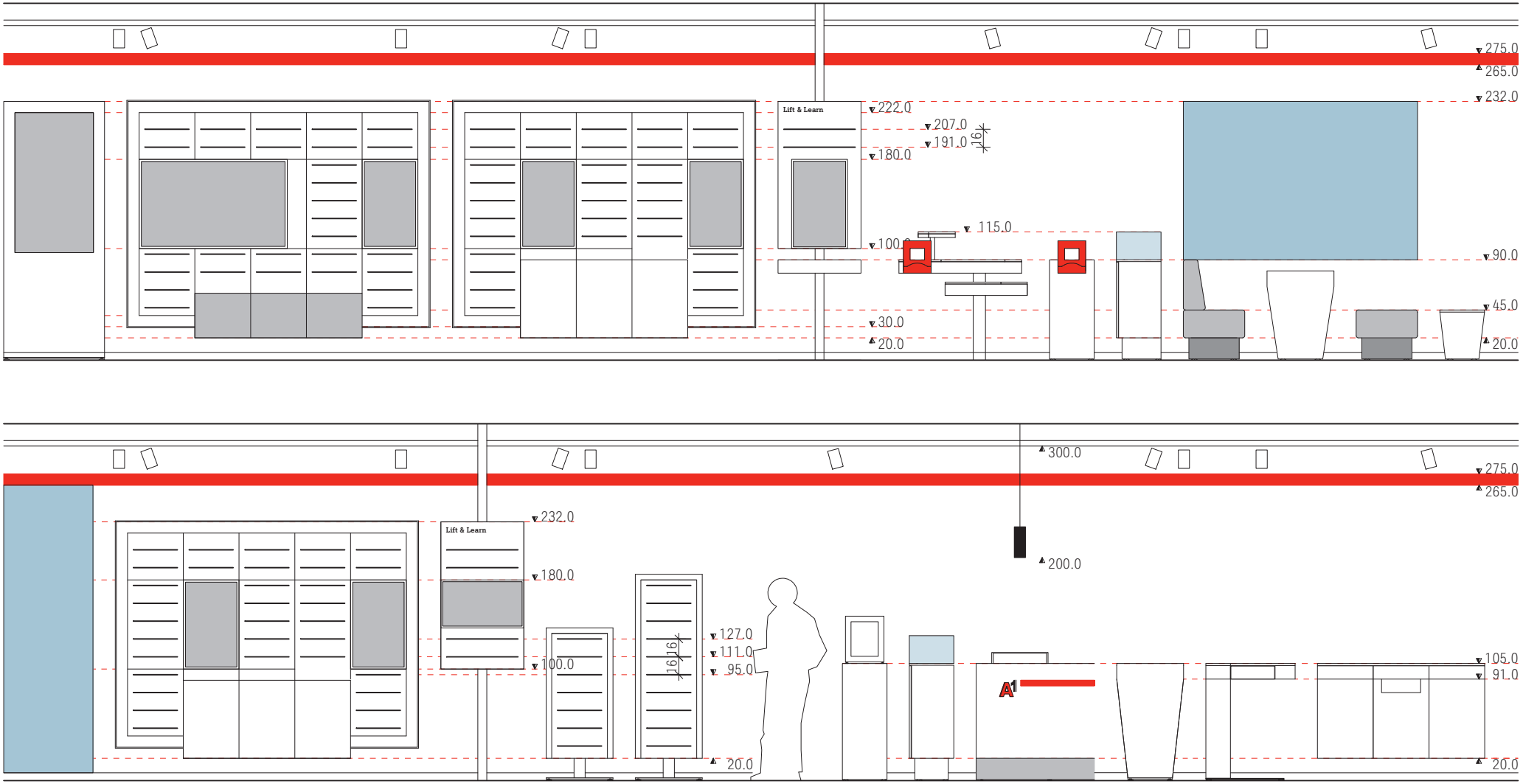
E	**Storage**
E 01	Storage
E 02	Coffeebar

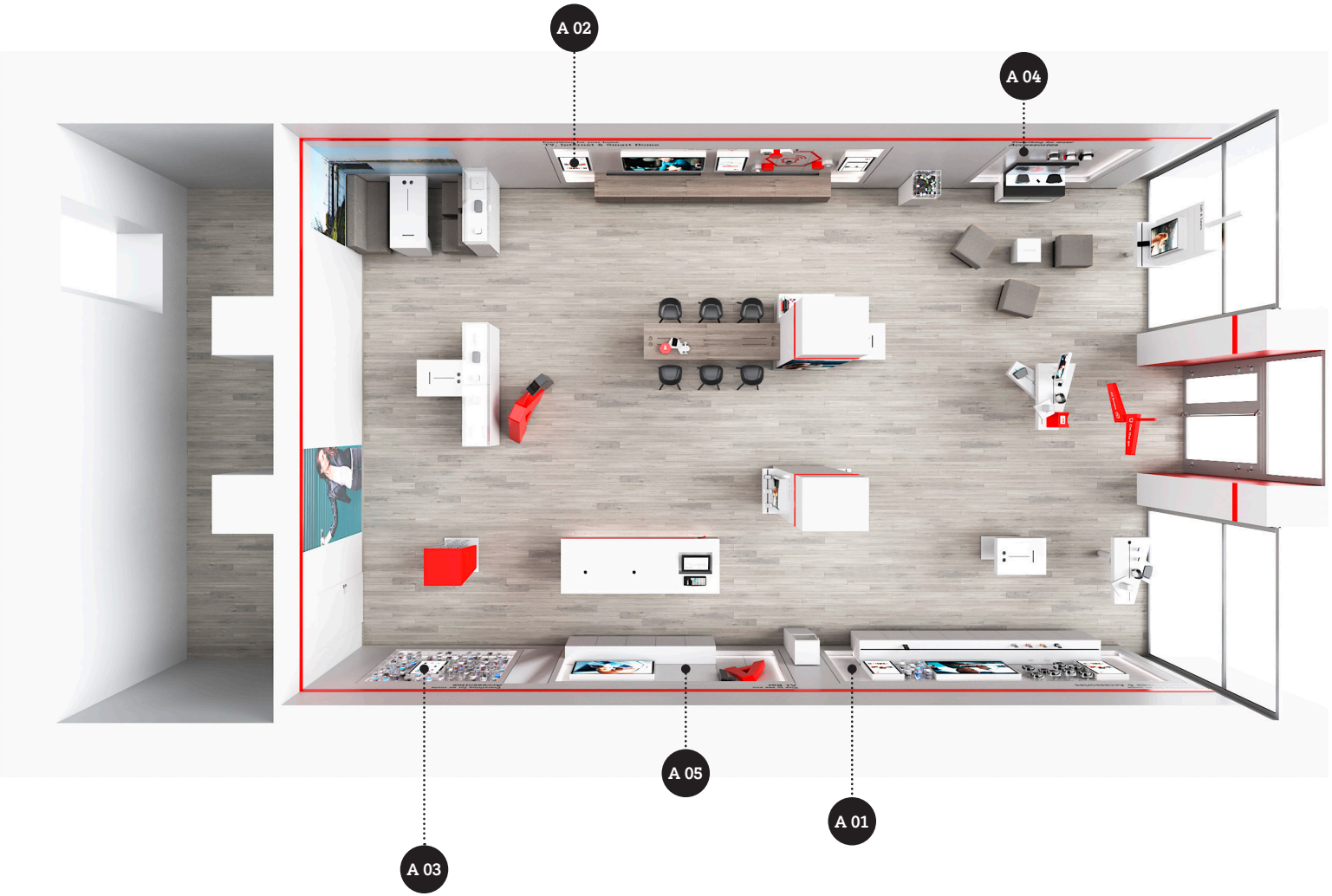
F	**Branding**
0	**Logos**
F 01	3D-Logo – Wall
F 02	3D-Logo – Freestanding
F 03	3D-Logo – Furniture
F 04	Blade Sign
F 05	Fascia
F 06	Foliation Construction Site
1	**Colours**
F 11	Red Stripe
F 12	Red Walls
F 13	Light Strip Red
2	**Typography**
F 21	Lettering
3	**Image Style**
F 31	Moodimage
F 32	Digital Signage
F 33	Icons
4	**Design**
5	**Sound & Motion**

G	**Others**
G 01	Signpost
G 02	Honeycombs
G 03	Headphone Holder

Heights

Continuous lines for a smooth overall impression.





Product Display: Wall

A 01	Smartphone Wall
A 02	Home Wall
A 03	Accessories Wall
A 04	Music Wall
A 05	Bar Wall

A 01 Smartphone Wall

Lettering: Everthing for en route (240 pt)
Smartphones & Accessories (360 pt)

Functions: Display of Smartphones (Sideboard)
Display of Accessories (Headphones, ...)
Touch Screens (Consulting, Information)
Digital Signage (Advertisements)
Storage

Dimensions: W 50 x + 20 cm, e.g. 320 cm
D 40 cm (+15 cm)
H 232 cm (LE 20 cm / UE 232 cm)

Colour: White
- RAL 9003 Signal White
- FUNDERMAX 0112 Topwhite SU – Special Board

Black
- RAL 9017 Traffic Black

Material:
- Panels: MDF varnished (RAL 9003)
- Frame: Chipboard varnished (RAL 9003)
- Sideboard: Chipboard coated (FUNDERMAX 0112 Topwhite SU)
- Screen Housing: MDF varnished, outside: RAL 9003 / inside: RAL 9017

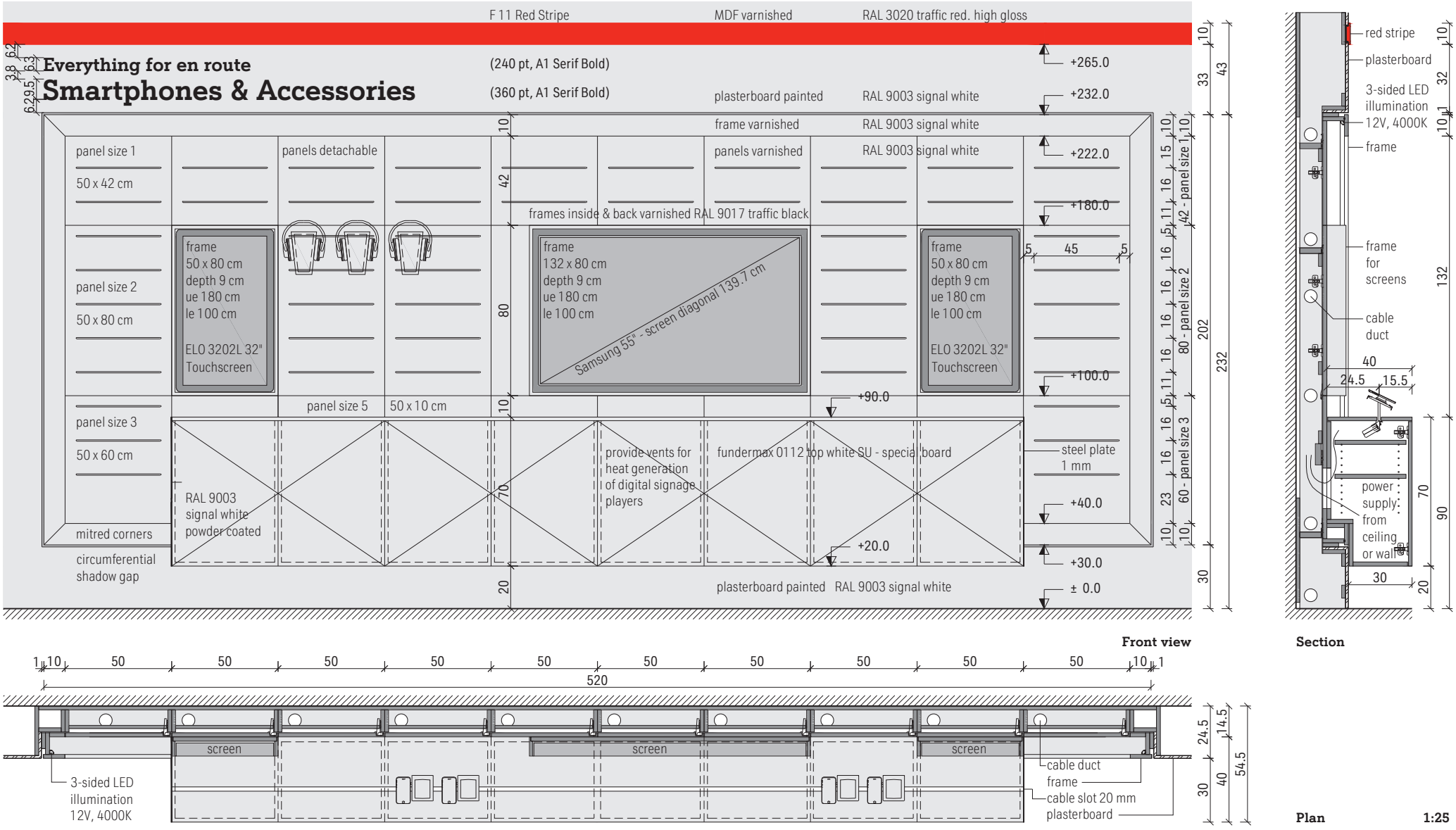
Versions: Different sizes/numbers of panels

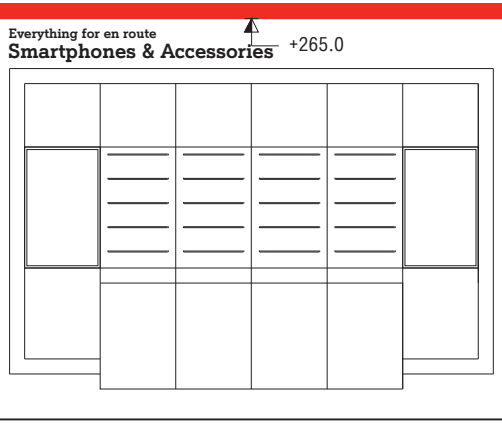
Combo: F 21 Lettering

Zone: On the way

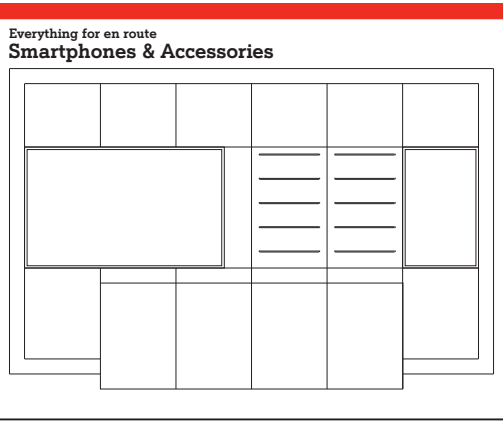
Location: Wall

Smartphones = selfselling products
- Pull-In-Element (back of the store)
- Less prominent spots

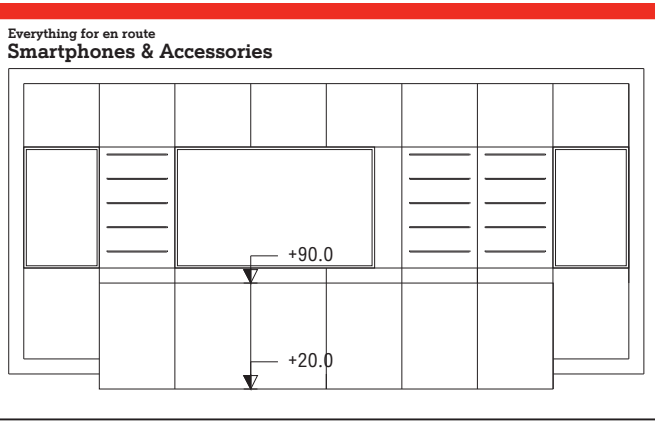

F 11 Red Stripe
MDF varnished
RAL 3020 traffic red. high gloss
Everything for en route
Smartphones & Accessories
(240 pt, A1 Serif Bold)
(360 pt, A1 Serif Bold)
plasterboard painted
RAL 9003 signal white
frame varnished
RAL 9003 signal white
panels varnished
RAL 9003 signal white
+265.0
+232.0
+222.0
+180.0
+100.0
+90.0
+40.0
+20.0
+30.0
± 0.0
panel size 1
50 x 42 cm
panels detachable
panel size 2
50 x 80 cm
frames inside & back varnished RAL 9017 traffic black
frame
50 x 80 cm
depth 9 cm
ue 180 cm
le 100 cm
ELO 3202L 32"
Touchscreen
frame
132 x 80 cm
depth 9 cm
ue 180 cm
le 100 cm
Samsung 55" - screen diagonal 139.7 cm
frame
50 x 80 cm
depth 9 cm
ue 180 cm
le 100 cm
ELO 3202L 32"
Touchscreen
panel size 5
50 x 10 cm
panel size 3
50 x 60 cm
RAL 9003
signal white
powder coated
provide vents for
heat generation
of digital signage
players
fundermax 0112 top white SU - special board
steel plate
1 mm
mitred corners
circumferential
shadow gap
plasterboard painted
RAL 9003 signal white
42 - panel size 1
80 - panel size 2
60 - panel size 3
Front view
Section
screen
screen
screen
3-sided LED
illumination
12V, 4000K
cable duct
frame
cable slot 20 mm
plasterboard
red stripe
plasterboard
3-sided LED
illumination
12V, 4000K
frame
frame
for
screens
cable
duct
power
supply
from
ceiling
or wall
Plan
1:25



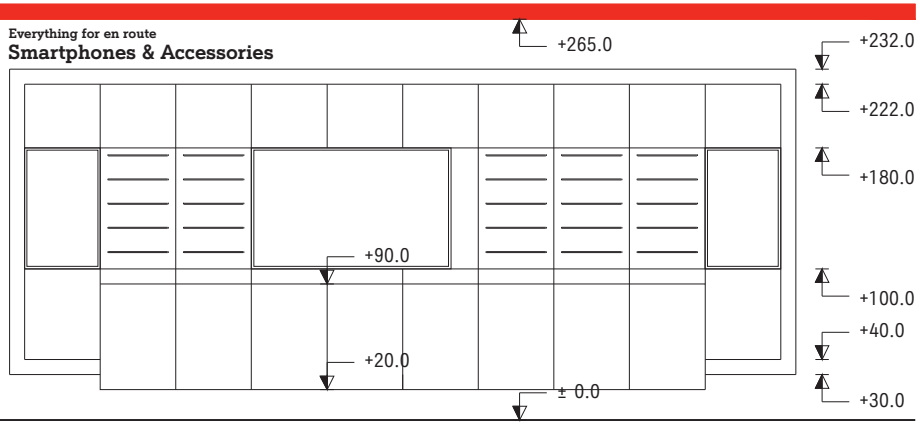
A 01 / 6 Panels – V1



A 01 / 6 Panels – V2

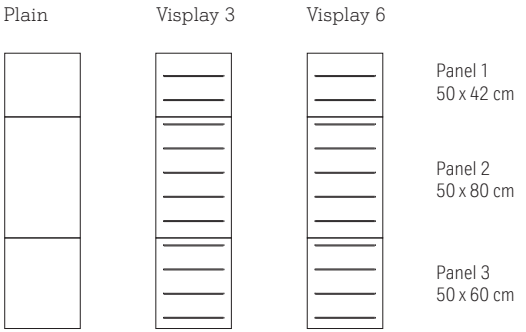


A 01 / 8 Panels



A 01 / 10 Panels

All panels available



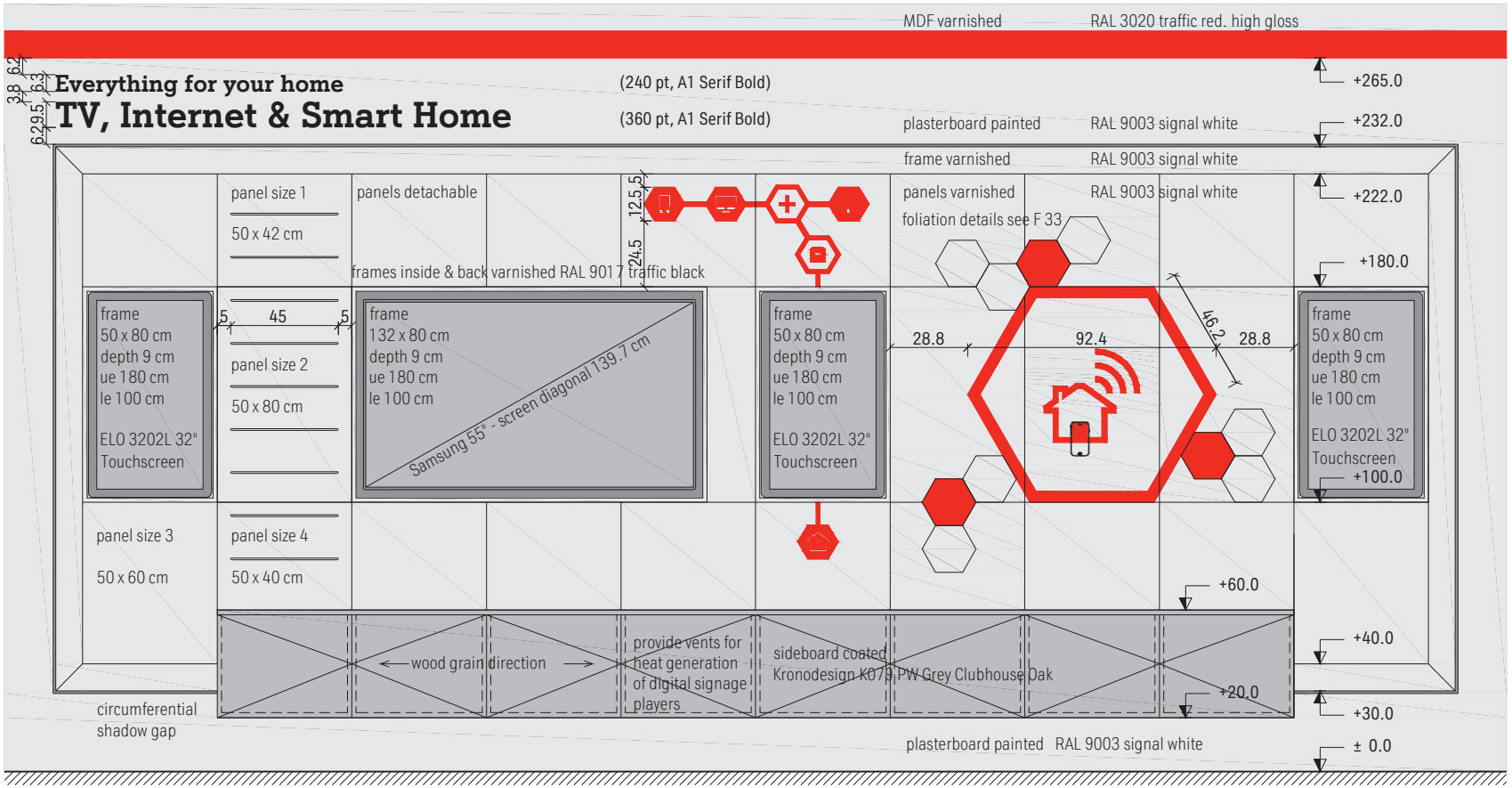
Smartphone Wall: Examples & variations **1:50**

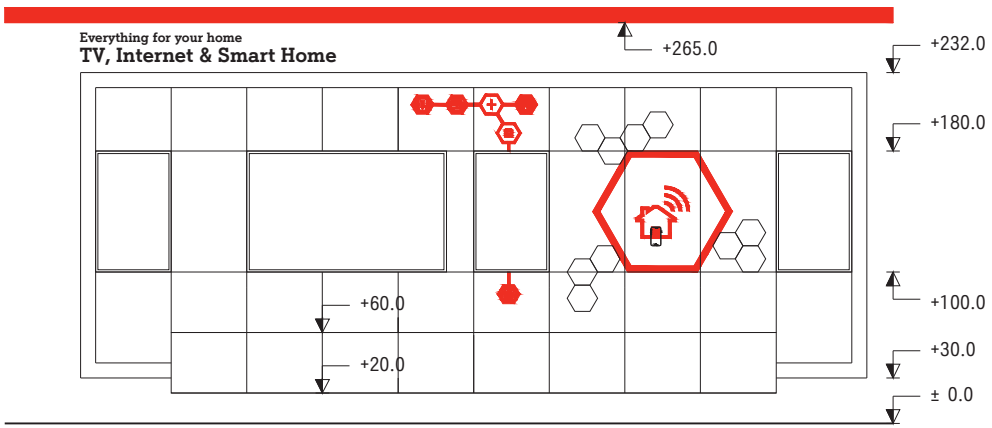
A 02 Home Wall

Lettering:	Everything for your Home (240 pt) TV, Internet & Smart Home (360 pt)
Functions:	Center: Internet (Modem, ...) + Bundles Left: TV Screen (A1 TV) Right: Smart Home (User Interface, Gadgets) Touch Screens (Consulting, Information) Storage
Dimensions:	W 50 x + 20 cm, e.g. 320 cm D 40 cm (+15 cm) H 232 cm (LE 20 cm / UE 232 cm)
Colour:	White ▪ RAL 9003 Signal White ▪ FUNDERMAX 0112 Topwhite SU – Special Board Wood Decor ▪ KRONODESIGN K079 PW Grey Clubhouse Oak Black ▪ RAL 9017 Traffic Black
Material:	▪ Panels: MDF varnished (RAL 9003) ▪ Frame: Chipboard varnished (RAL 9003) ▪ Sideboard: Chipboard coated (KRONODESIGN K079 PW) ▪ Screen Housing: MDF varnished, outside: RAL 9003 / inside: RAL 9017
Versions:	Different sizes/numbers of panels
Combo:	F 21 Lettering
Zone:	At Home

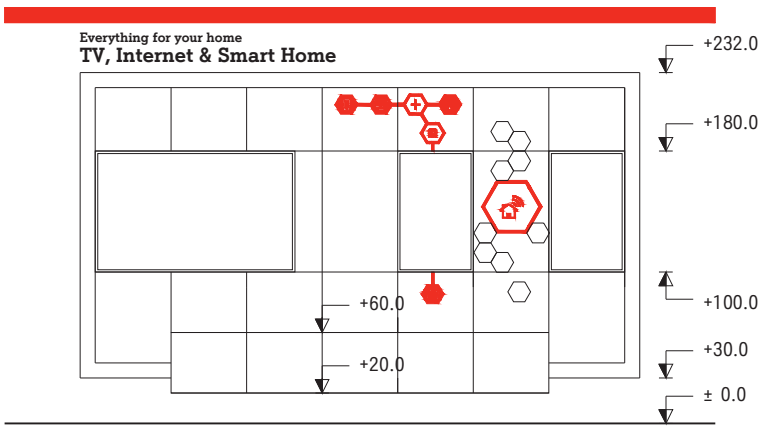
Location: Wall

Home = promoted products
- Prominent spots
- TV screen visible from waiting area


Everything for your home
TV, Internet & Smart Home
(240 pt, A1 Serif Bold)
(360 pt, A1 Serif Bold)
MDF varnished
RAL 3020 traffic red. high gloss
plasterboard painted
RAL 9003 signal white
frame varnished
RAL 9003 signal white
panels varnished
RAL 9003 signal white
foliation details see F 33
panel size 1
50 x 42 cm
panels detachable
frames inside & back varnished RAL 9017 traffic black
frame
50 x 80 cm
depth 9 cm
ue 180 cm
le 100 cm
ELO 3202L 32"
Touchscreen
frame
132 x 80 cm
depth 9 cm
ue 180 cm
le 100 cm
Samsung 55" - screen diagonal 139.7 cm
panel size 2
50 x 80 cm
panel size 3
50 x 60 cm
panel size 4
50 x 40 cm
28.8
92.4
46.2
28.8
+265.0
+232.0
+222.0
+180.0
+100.0
+60.0
+40.0
+20.0
+30.0
± 0.0
wood grain direction
provide vents for heat generation of digital signage players
sideboard coated Kronodesign K079 PW Grey Clubhouse Oak
circumferential shadow gap
plasterboard painted RAL 9003 signal white
Front view
red stripe
plasterboard
3-sided LED illumination 12V, 4000K
frame
frame for screens
cable duct
power supply from ceiling or wall
Section
520
cable slots - clear width 20 mm with black bristles
cable slot cover removeable
3-sided LED illumination 12V, 4000K
cable duct
frame
cable slot 20 mm
plasterboard
Plan
1:25

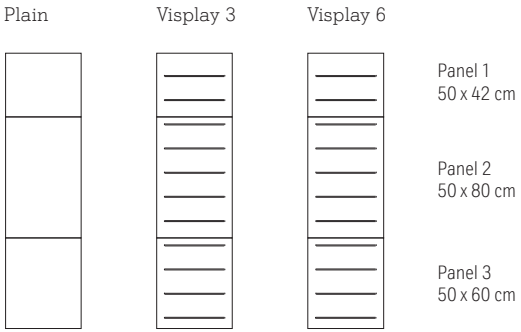


A 02 / 10 Panels



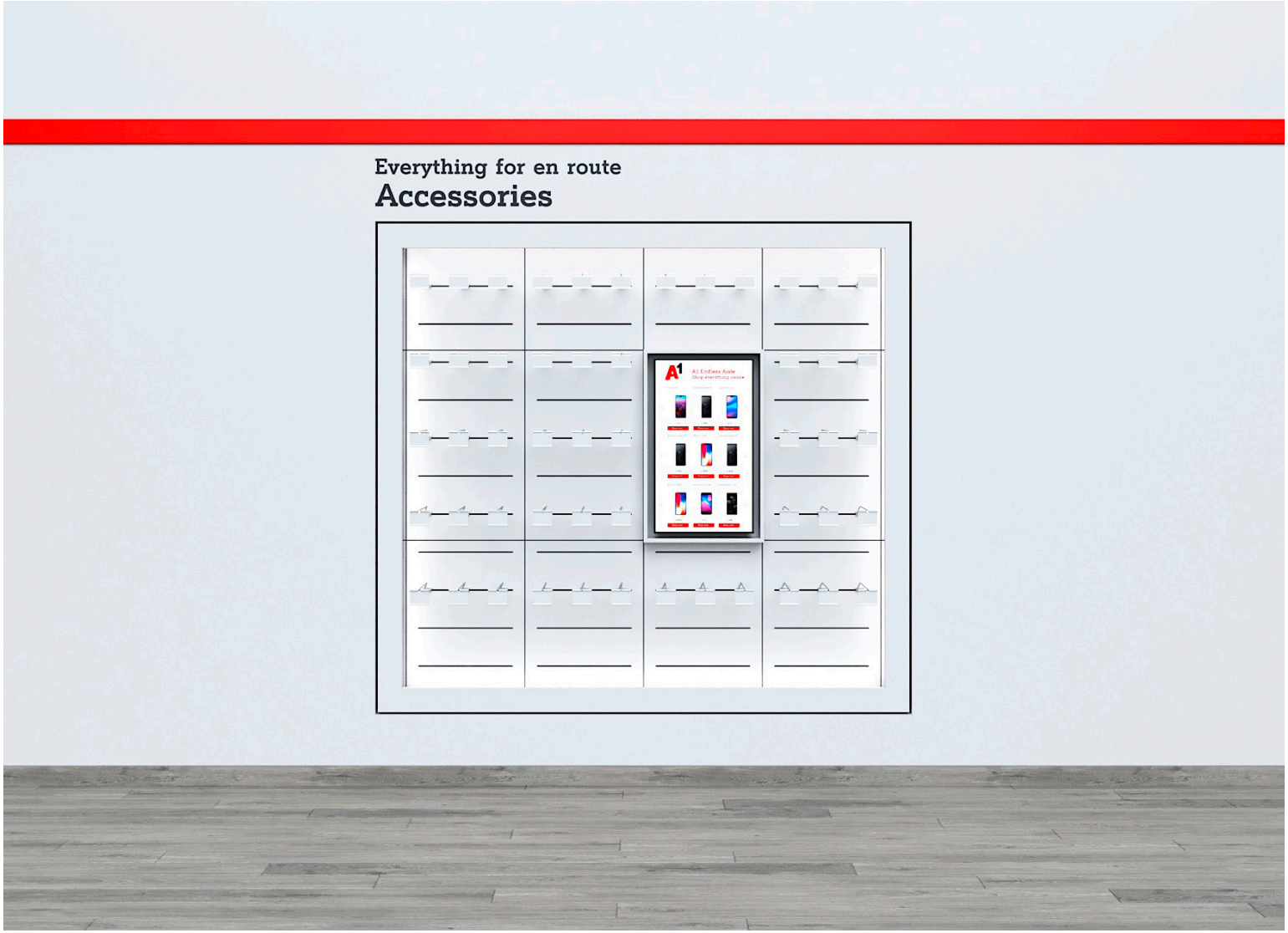
A 02 / 7 Panels

All panels available



Home Wall: Examples & variations **1:50**

A 03 Accessories Wall



Lettering: Everything for en route (240 pt)
Accessories (360 pt)

Functions: Display of Accessories (Cables etc.)
Optional: Touch Screen (Endless Aisle)
Optional: ATM

Dimensions: W 50 x + 20 cm, e.g. 220 cm
D 10 cm (+ 15 cm)
H 232 cm (LE 20 cm / UE 232 cm)

Colour: White
- RAL 9003 Signal White
- FUNDERMAX 0112 Topwhite SU – Special Board

Black
- RAL 9017 Traffic Black

Material:
- Panels: MDF varnished (RAL 9003)
- Frame: Chipboard varnished (RAL 9003)
- Screen Housing: MDF varnished, outside: RAL 9003 / inside: RAL 9017

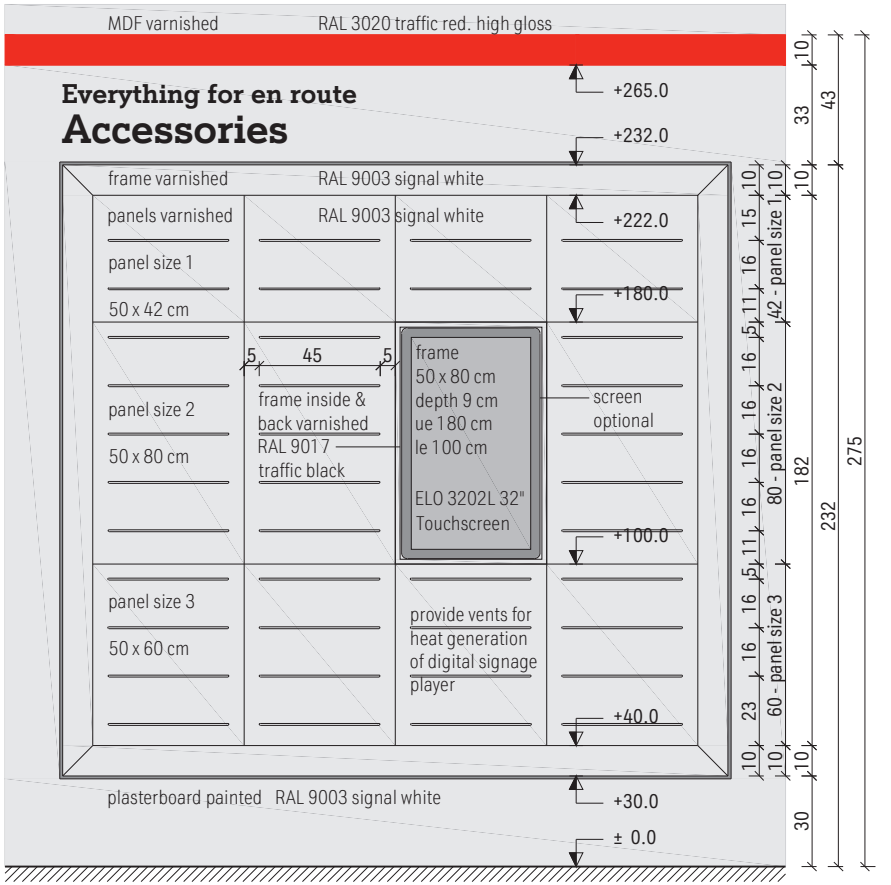
Versions: Different sizes/numbers of panels

Combo: F 21 Lettering

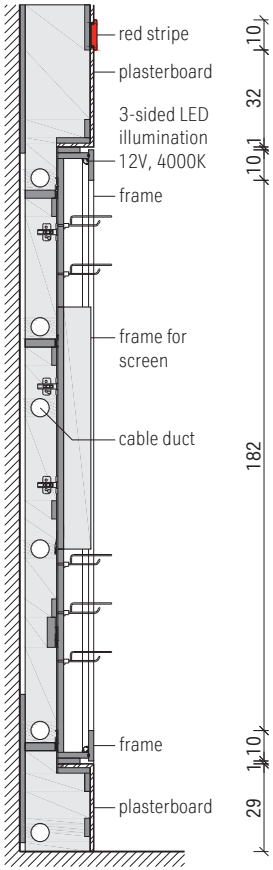
Zone: On the way

Location: Wall

- Close to Smartphone Wall
- Up- and cross-selling



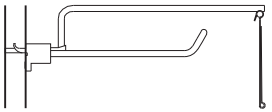
Front view



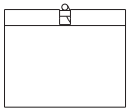
Section

Visplay rails
Invisible 3
Invisible 6

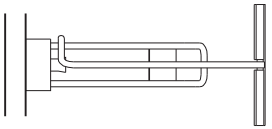
Hooks



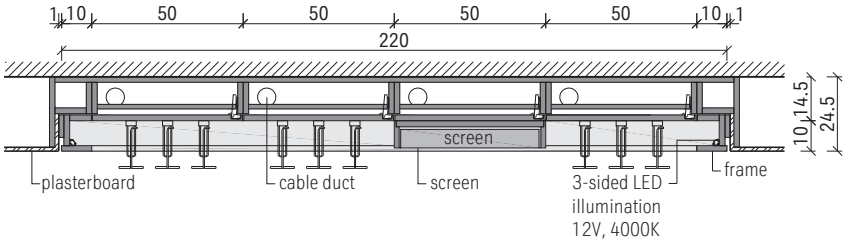
Side view



Front view

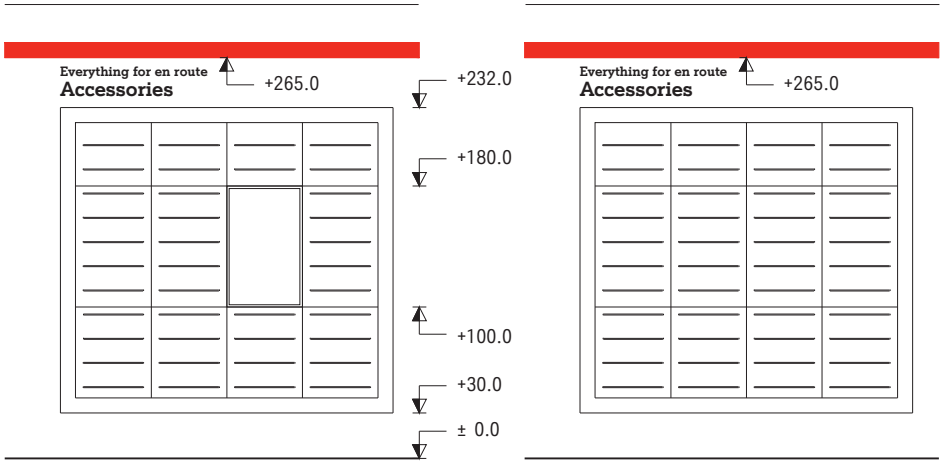


Top view



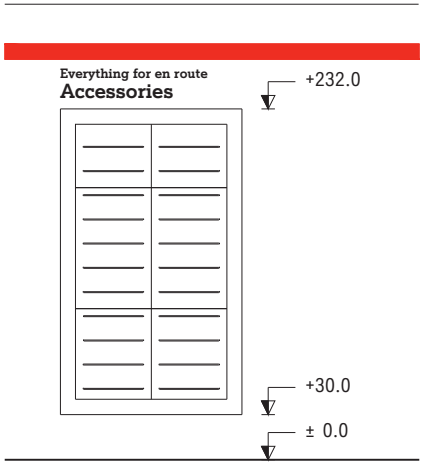
Plan **1:25**

Detail **1:5**



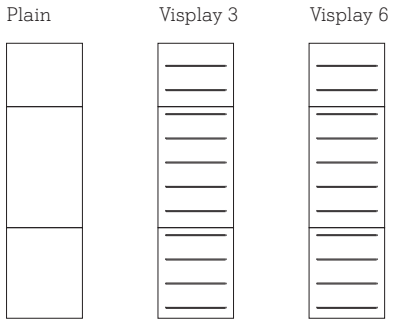
A 03 / 4 Panels + Virtual Aisle

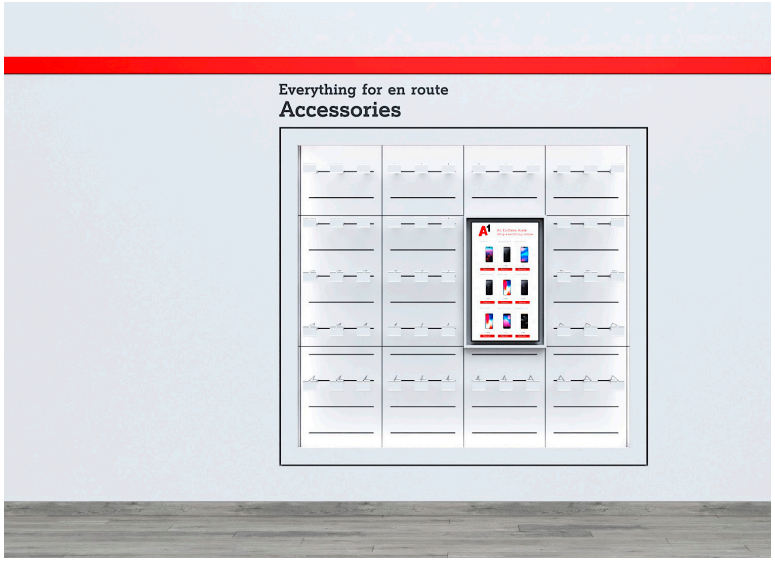
A 03 / 4 Panels

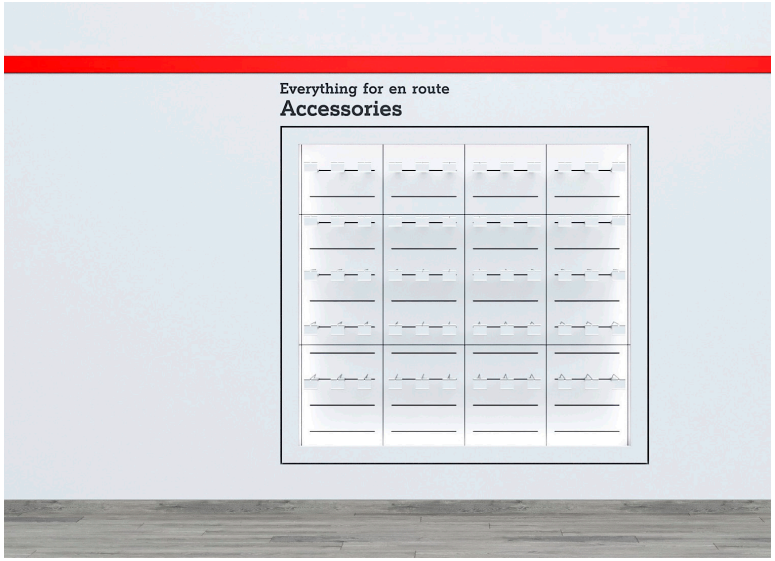


A 03 / 2 Panels

All panels available



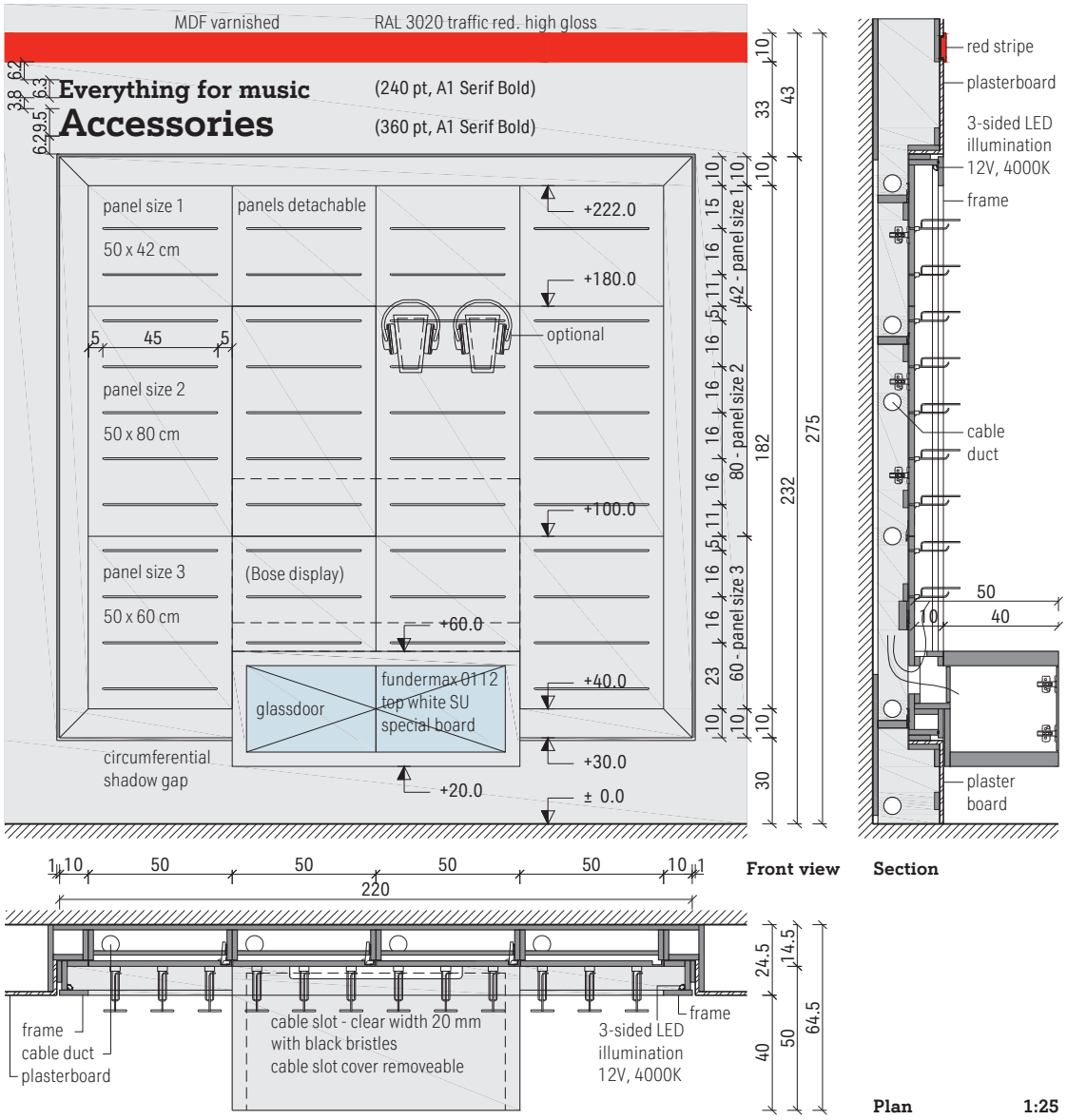




Accessories Wall: Examples & variations **1:50**

A 04 Music Wall

Lettering:	Everything for music (240 pt) Accessories (360 pt)
Functions:	Display of products Storage
Dimensions:	W 50 x + 20 cm, e.g. 210 cm D 50 cm (15 cm) H 232 cm (LE 20 cm / UE 232 cm)
Colour:	White ▪ RAL 9003 Signal White ▪ FUNDERMAX 0112 Topwhite SU – Special Board Glass (ESG) ▪ White glass (Optiwhite, Ultraclear)
Material:	▪ Panels: MDF varnished (RAL 9003) ▪ Frame: Chipboard varnished (RAL 9003) ▪ Sideboard: Chipboard coated (FUNDERMAX 0112 Topwhite SU) ▪ Doors: White glass (ESG)
Versions:	Different sizes/numbers of panels
Combo:	F 21 Lettering
Zone:	On the way / At home
Location:	Wall


MDF varnished
RAL 3020 traffic red. high gloss
Everything for music
(240 pt, A1 Serif Bold)
Accessories
(360 pt, A1 Serif Bold)
panel size 1
50 x 42 cm
panels detachable
+222.0
+180.0
optional
5
45
5
panel size 2
50 x 80 cm
+100.0
panel size 3
50 x 60 cm
(Bose display)
+60.0
glassdoor
fundermax 0112
top white SU
special board
+40.0
circumferential
shadow gap
+30.0
+20.0
± 0.0
6.2
6.3
9.5
6.2
3.8
10
33
43
10
10
15
16
11
5
16
16
16
16
11
5
16
16
23
10
10
30
42 - panel size 1
80 - panel size 2
60 - panel size 3
182
232
275
red stripe
plasterboard
3-sided LED
illumination
12V, 4000K
frame
cable
duct
50
10
40
plaster
board
1
10
50
50
50
50
10
1
220
frame
cable duct
plasterboard
cable slot - clear width 20 mm
with black bristles
cable slot cover removeable
3-sided LED
illumination
12V, 4000K
frame
24.5
14.5
40
50
64.5
Front view
Section
Plan
1:25

Everything for music
Accessories

Everything for music
Accessories

A 05 Bar Wall

Lettering: Nice to see you (240 pt)
A1 Bar (360 pt)

Functions: Digital Signage (Advertisements)
Storage
Up- and cross-selling:
Display of Highlights & Promos
Display of Accessories

Dimensions: W 50 x + 20 cm, e.g. 270 cm
D 40 cm (+15 cm)
H 232 cm (LE 20 cm / UE 232 cm)

Colour: White
- RAL 9003 Signal White
- FUNDERMAX 0112 Topwhite SU – Special Board

Black
- RAL 9017 Traffic Black

Material:
- Panels: MDF varnished (RAL 9003)
- Frame: Chipboard varnished (RAL 9003)
- Sideboard: Chipboard coated (FUNDERMAX 0112 Topwhite SU)
- Screen Housing: MDF varnished, outside: RAL 9003 / inside: RAL 9017

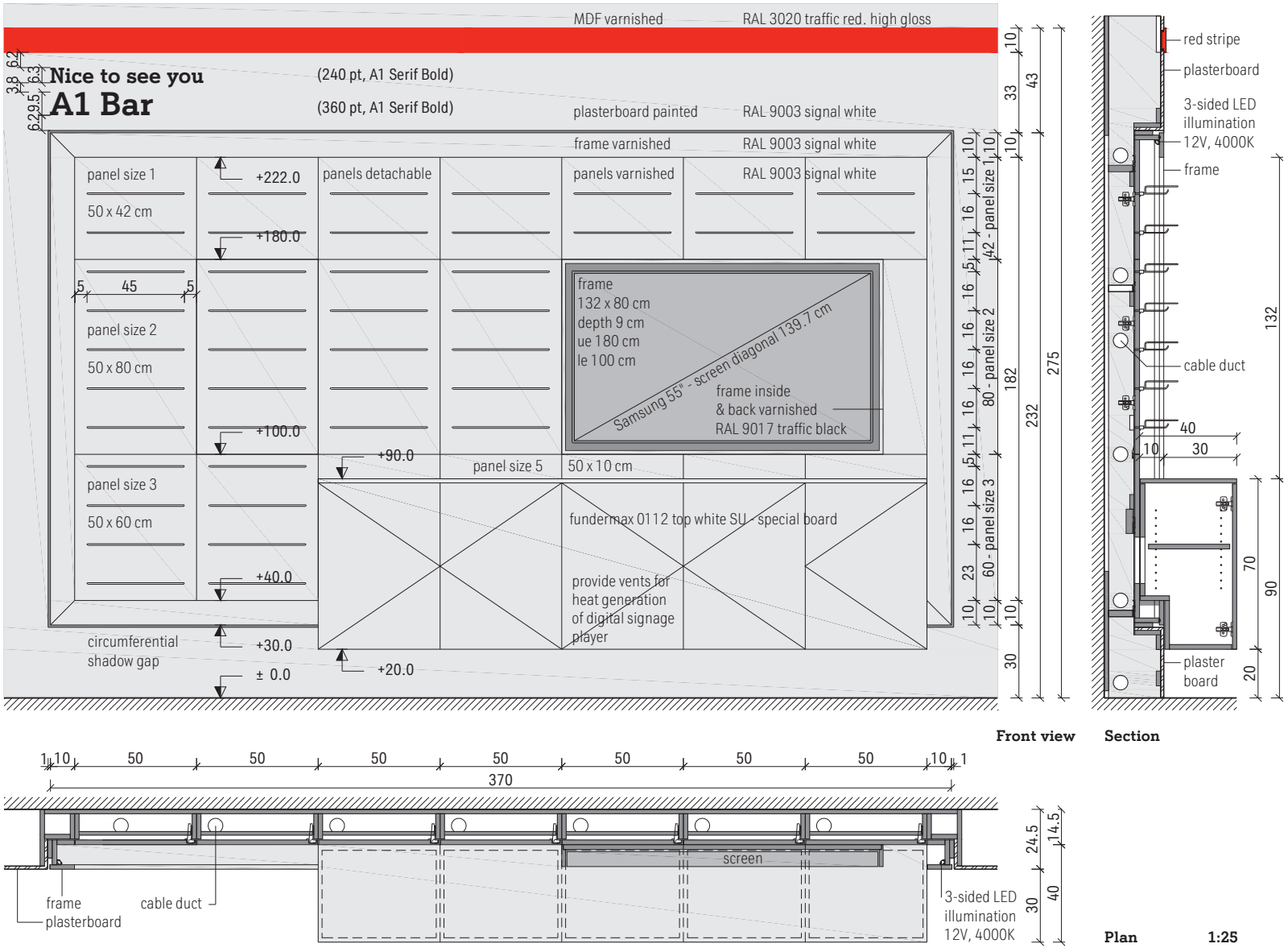
Versions: Different sizes/numbers of panels

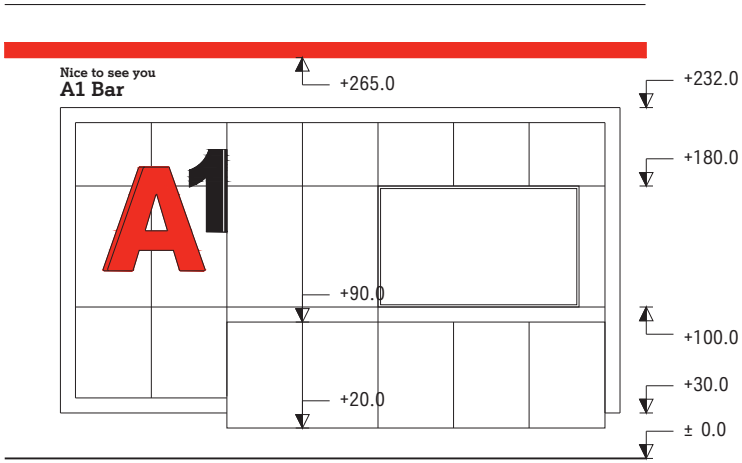
Combo: C 04 A1 Bar
F 21 Lettering

Zone: General Zone

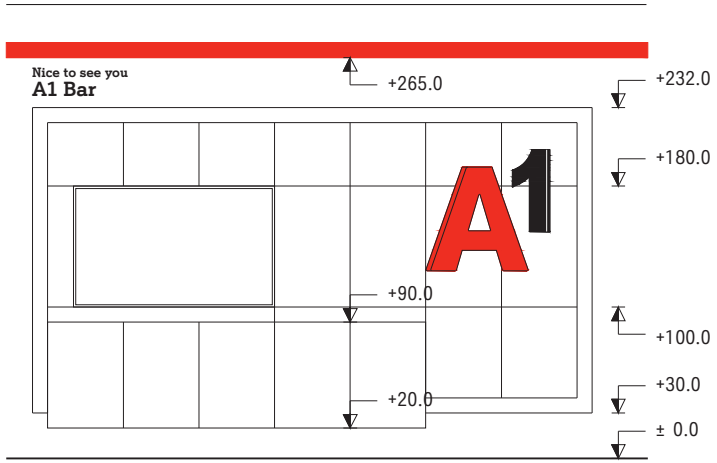
Location: Wall

- Behind A1 Bar
- If wider than A1 Bar
  > place assymmetrically


MDF varnished
RAL 3020 traffic red. high gloss
Nice to see you
A1 Bar
(240 pt, A1 Serif Bold)
(360 pt, A1 Serif Bold)
plasterboard painted
RAL 9003 signal white
frame varnished
RAL 9003 signal white
panels detachable
panels varnished
RAL 9003 signal white
panel size 1
50 x 42 cm
panel size 2
50 x 80 cm
panel size 3
50 x 60 cm
+222.0
+180.0
+100.0
+40.0
+30.0
± 0.0
+90.0
+20.0
frame
132 x 80 cm
depth 9 cm
ue 180 cm
le 100 cm
Samsung 55" - screen diagonal 139.7 cm
frame inside
& back varnished
RAL 9017 traffic black
panel size 5
50 x 10 cm
fundermax 0112 top white SU - special board
provide vents for
heat generation
of digital signage
player
circumferential
shadow gap
42 - panel size 1
80 - panel size 2
60 - panel size 3
275
232
182
132
43
33
red stripe
plasterboard
3-sided LED
illumination
12V, 4000K
frame
cable duct
plaster
board
Front view
Section
370
screen
frame
plasterboard
cable duct
3-sided LED
illumination
12V, 4000K
Plan
1:25

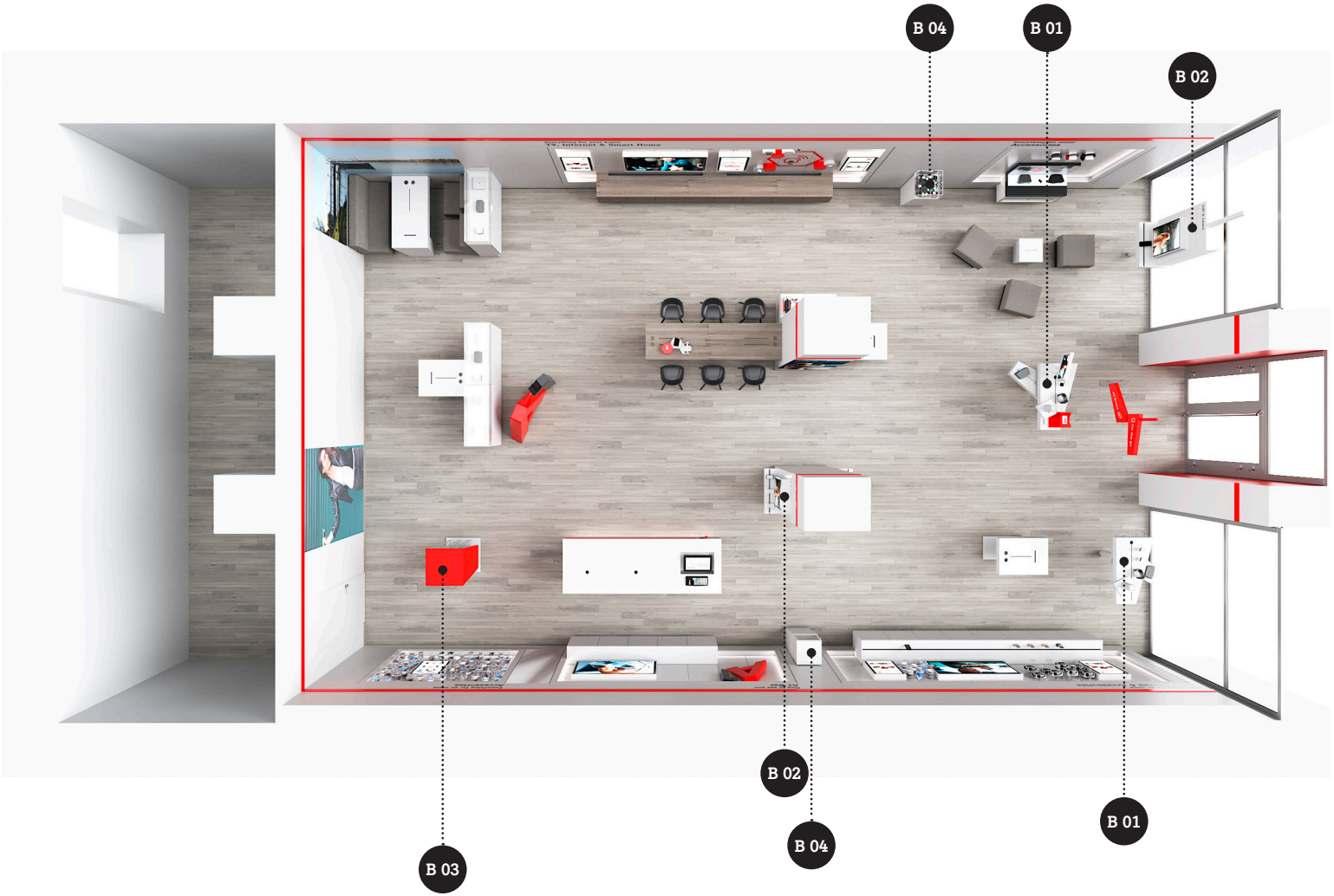


A 05 / 7 Panels – Left



A 05 / 7 Panels – Right

Bar Wall: Examples & variations **1:50**



Product Display: Freestanding

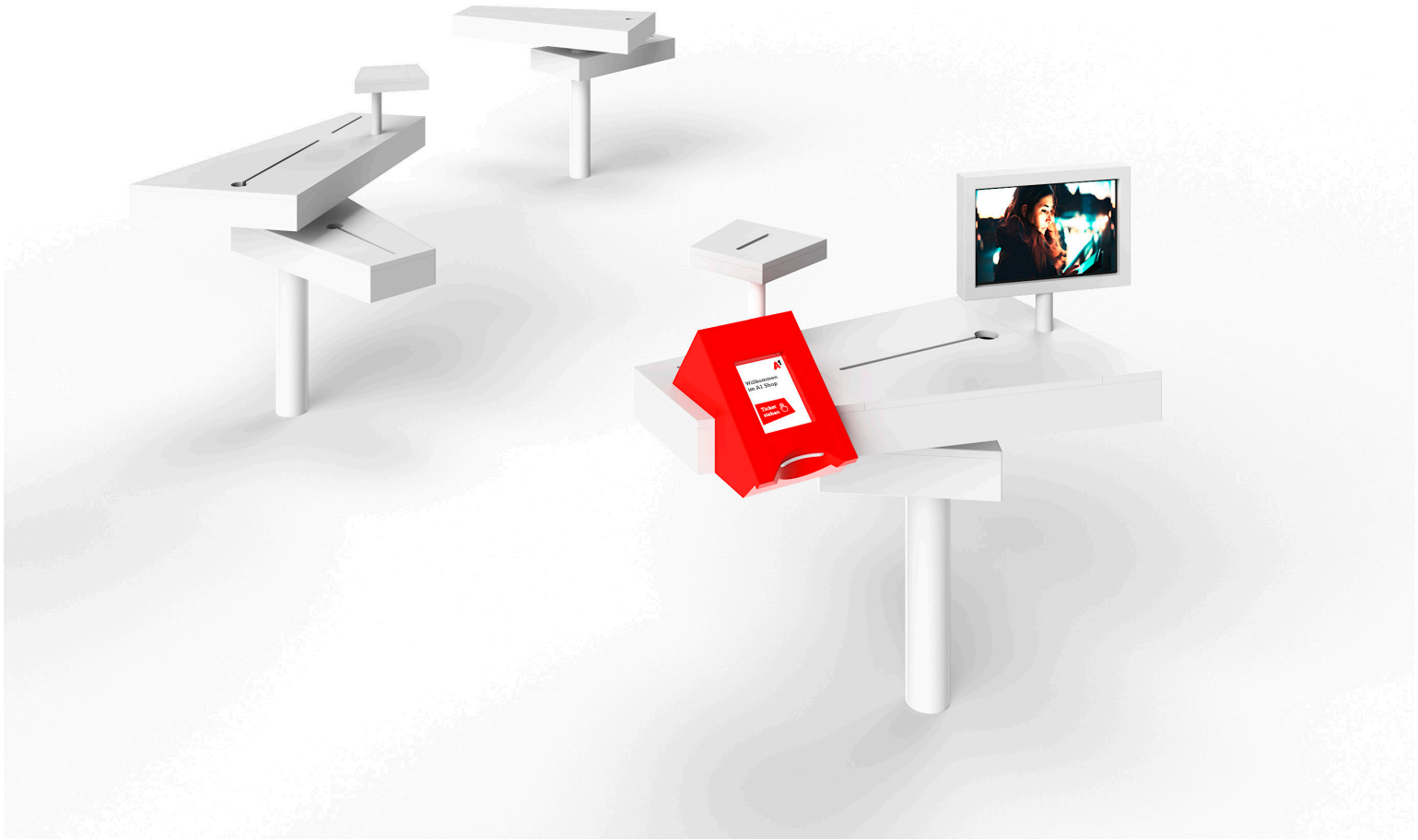
B 01 Highlight Table
- With Ticketprinter & Screen
- Shop Window

B 02 Lift & Learn
- Freestanding
- Column

B 03 Accessories Tower

B 04 Pedestal

B 01 Highlight Table



Functions: Display of Highlights
Ticket Printer
Digital Signage (Advertisements)

Dimensions: W 110 cm
D 105 cm
H 115 cm

Colour: White
- RAL 9003 Signal White
- FUNDERMAX 0112 Topwhite SU – Special Board

Red
- RAL 3020 Traffic Red

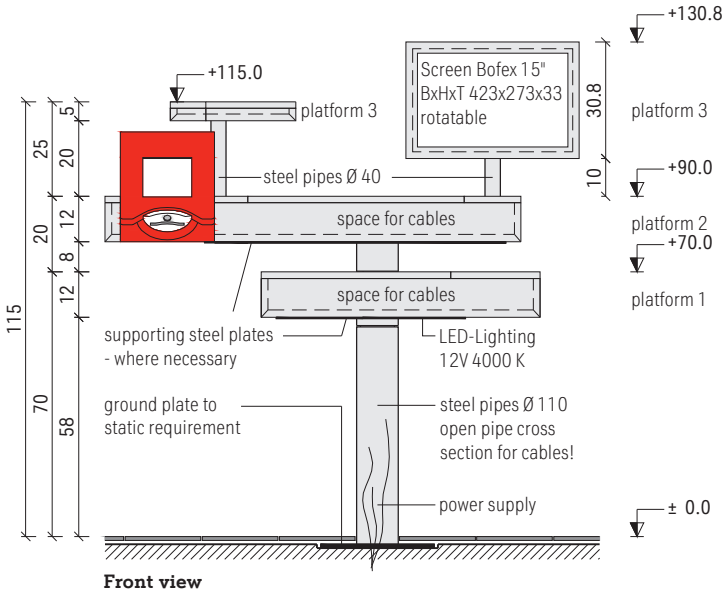
Material:
- Tubes: Steel varnished (RAL 9003)
- Platforms: Chipboard coated (FUNDERMAX 0112 Topwhite SU)
- MDF varnished (RAL 3020, high gloss)

Versions:
- With/without ticket printer
- With/without screen
- With 2 or 3 platforms
- Mirrored

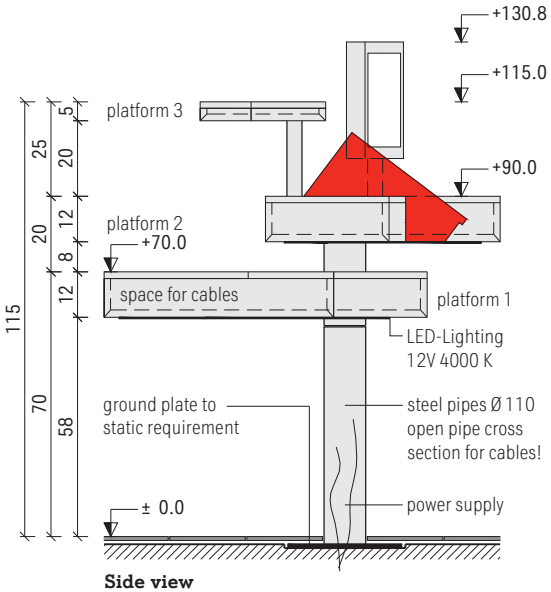
Combo: F 03 Signpost

Zone: General Zone / Active Waiting

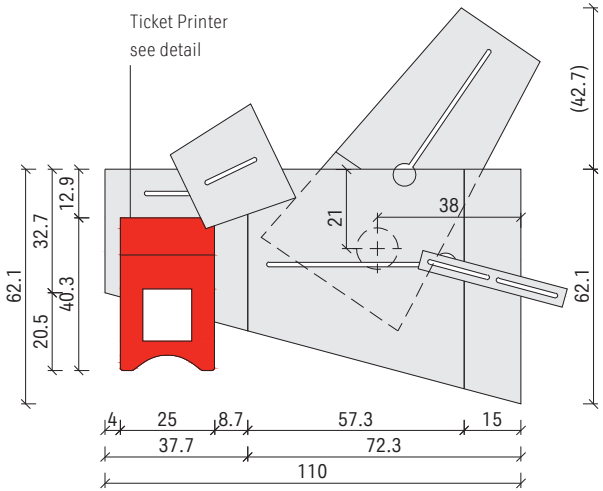
Location: Freestanding
- Entrance (on the way to A1 Bar)
- Shop windows



Front view



Side view

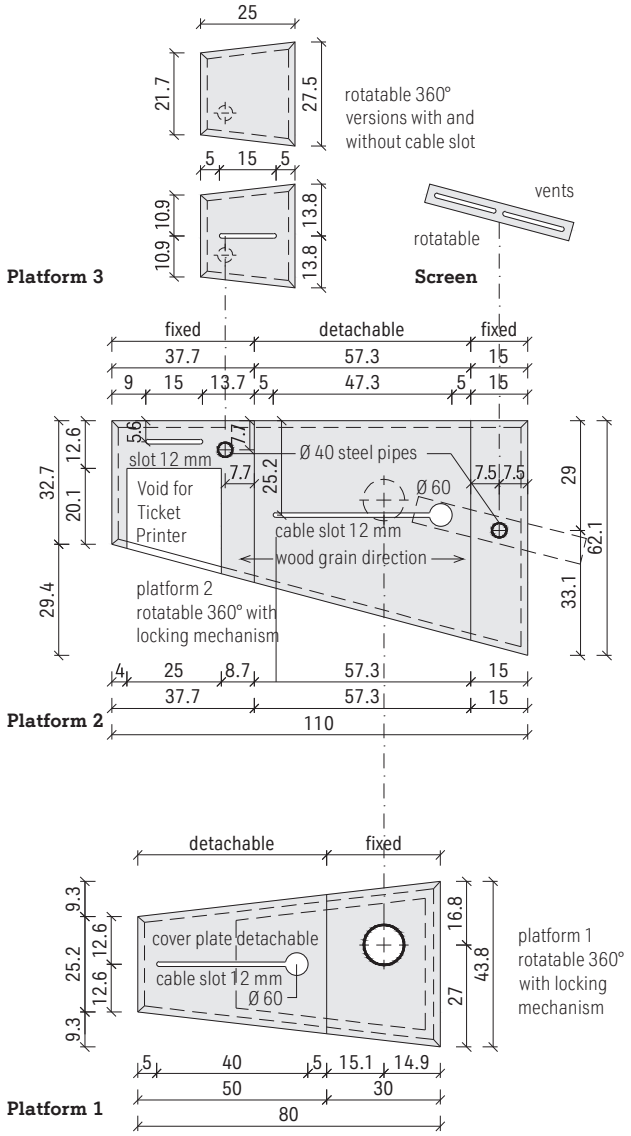


Top view

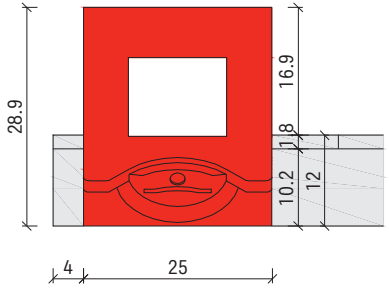
Table
Fundermax 0112 top white SU - special board

Ticketprinter
RAL 3020 traffic red. high gloss

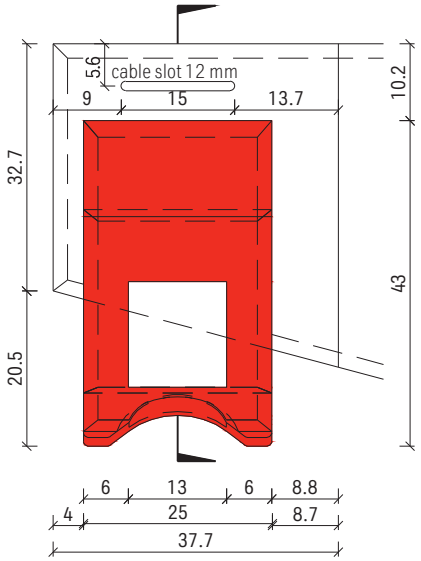
Steel parts
RAL 9003 signal white, powder coated



1:20



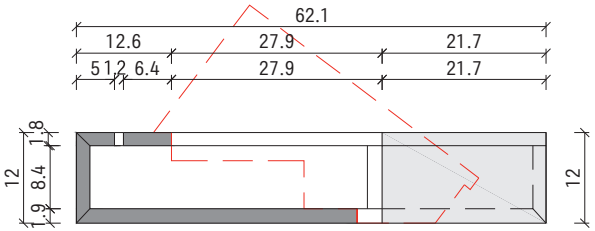
Front view



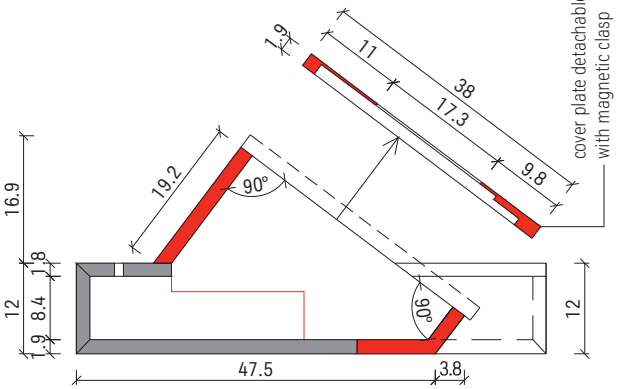
Top view

housing for ticketprinter
MDF or chipboard
RAL 3020 traffic red. high gloss

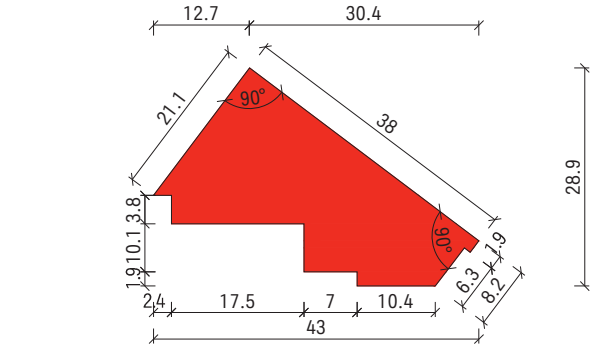
Detail Ticketprinter



Section Table

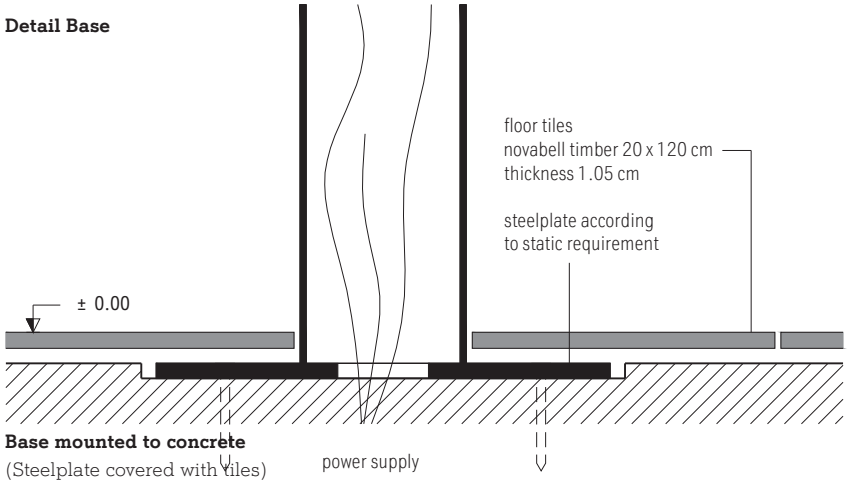


Section Ticket Printer

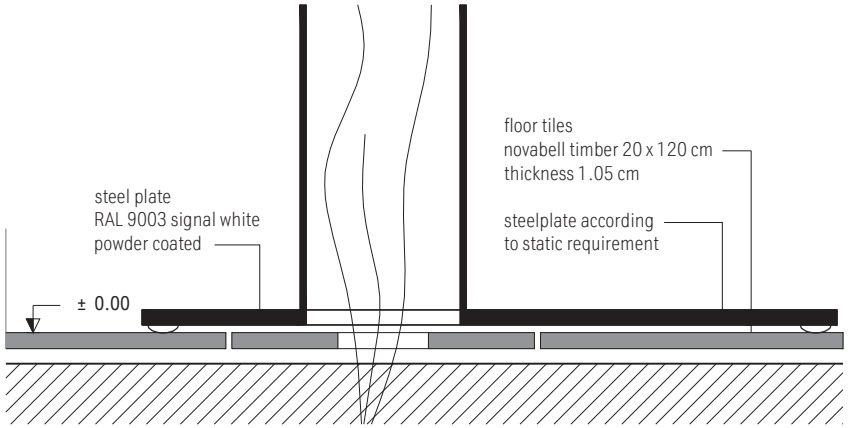


Side view

Detail Base

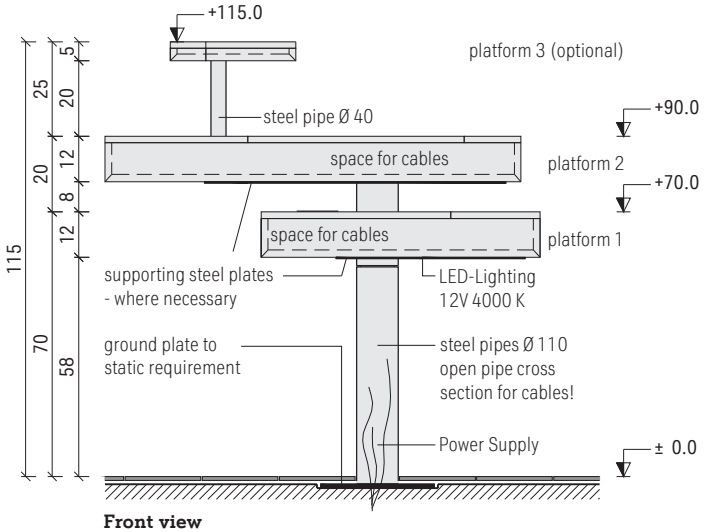


Base mounted to concrete
(Steelplate covered with tiles)

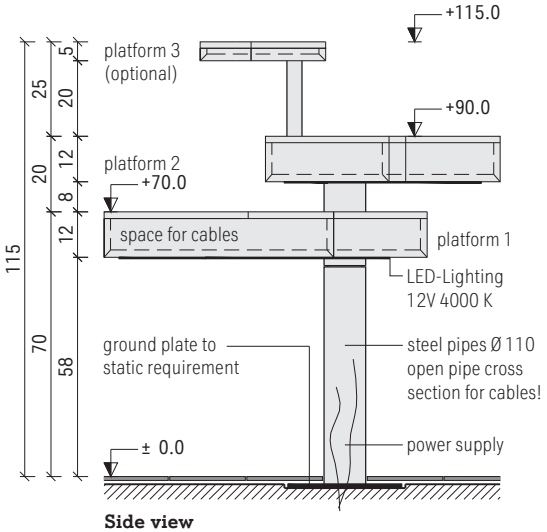


Freestanding
(Steelplate on top of tiles))

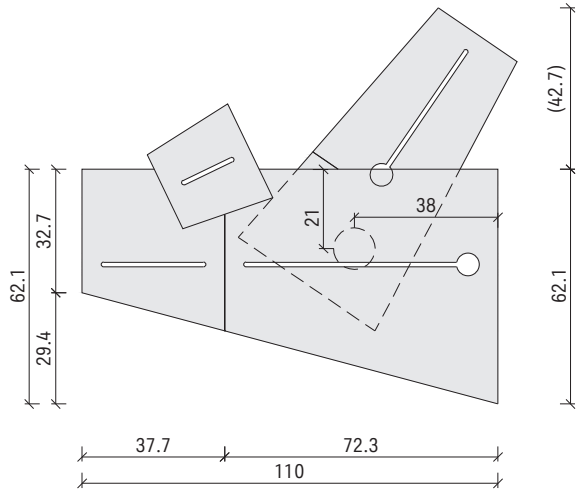
1:10



Front view



Side view

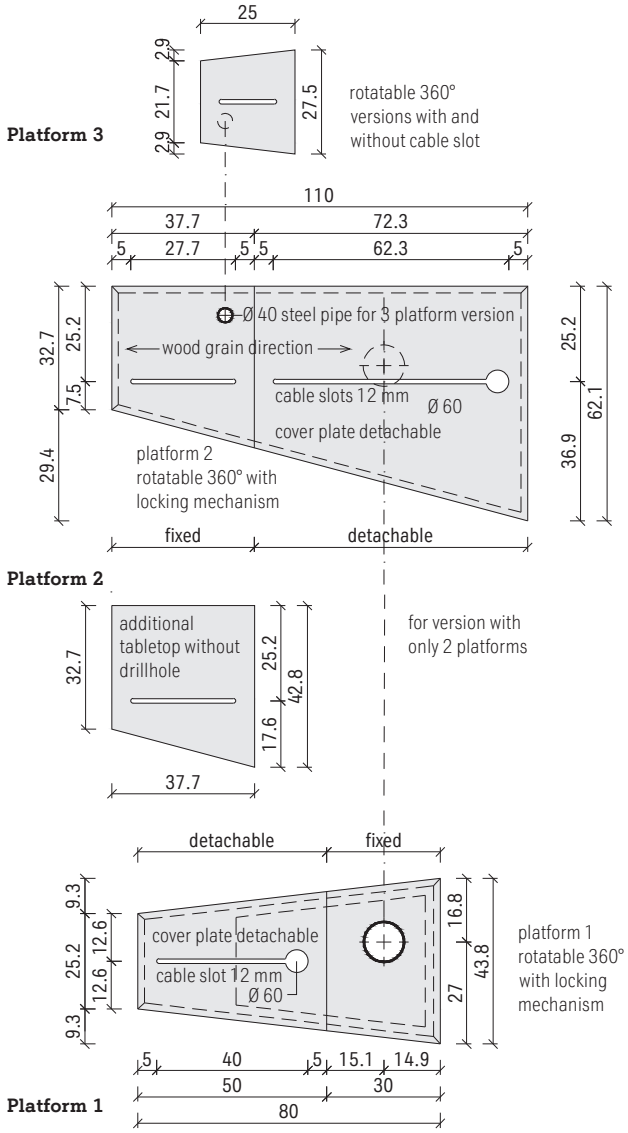


Top view

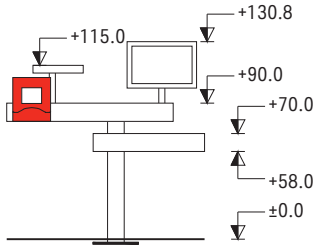
Table
Fundermax 0112 top white - special board

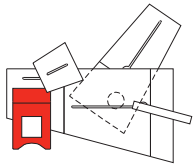
Ticketprinter
RAL 3020 traffic red. high gloss

Steel parts
RAL 9003 signal white, powder coated

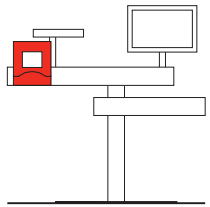


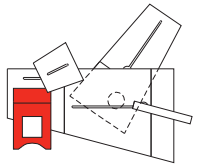
1:20



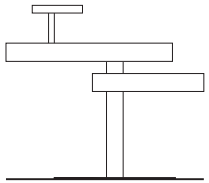


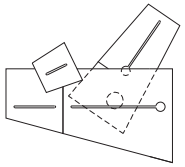
Left with Ticketprinter + Screen Floor mounting



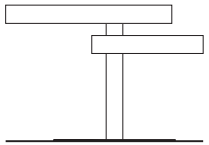


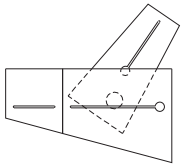
Left with Ticketprinter + Screen Ground Plate



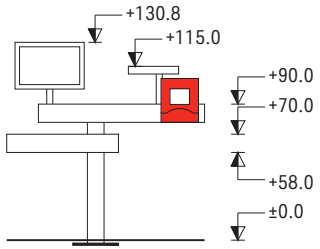


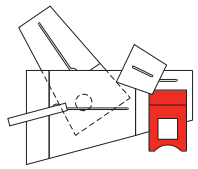
Left – 3 Platforms



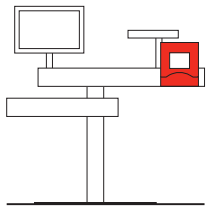


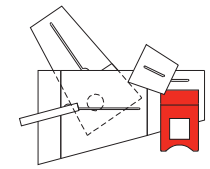
Left – 2 Platforms



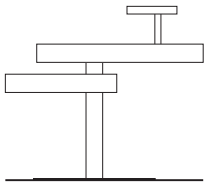


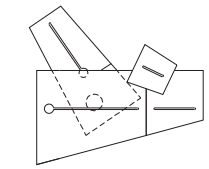
Right with Ticketprinter + Screen Floor mounting



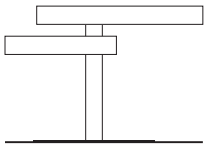


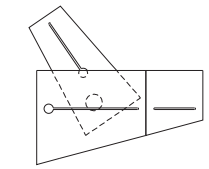
Right with Ticketprinter + Screen Ground Plate





Right – 3 Platforms





Right – 2 Platforms

Highlight Table: Examples & variations **1:50**

B 02 Lift & Learn – Freestanding

Functions: Display / Try Out of Highlights
Touch Screens (Consulting, Information)
Display of Accessories
Brand Promo
Digital Signage

Dimensions: W 75 cm
D 31,00 / 47,00 cm
H 232 cm (LE 80/100 cm / UE 232 cm)

Colour: White
- RAL 9003 Signal White
- FUNDERMAX 0112 Topwhite SU – Special Board

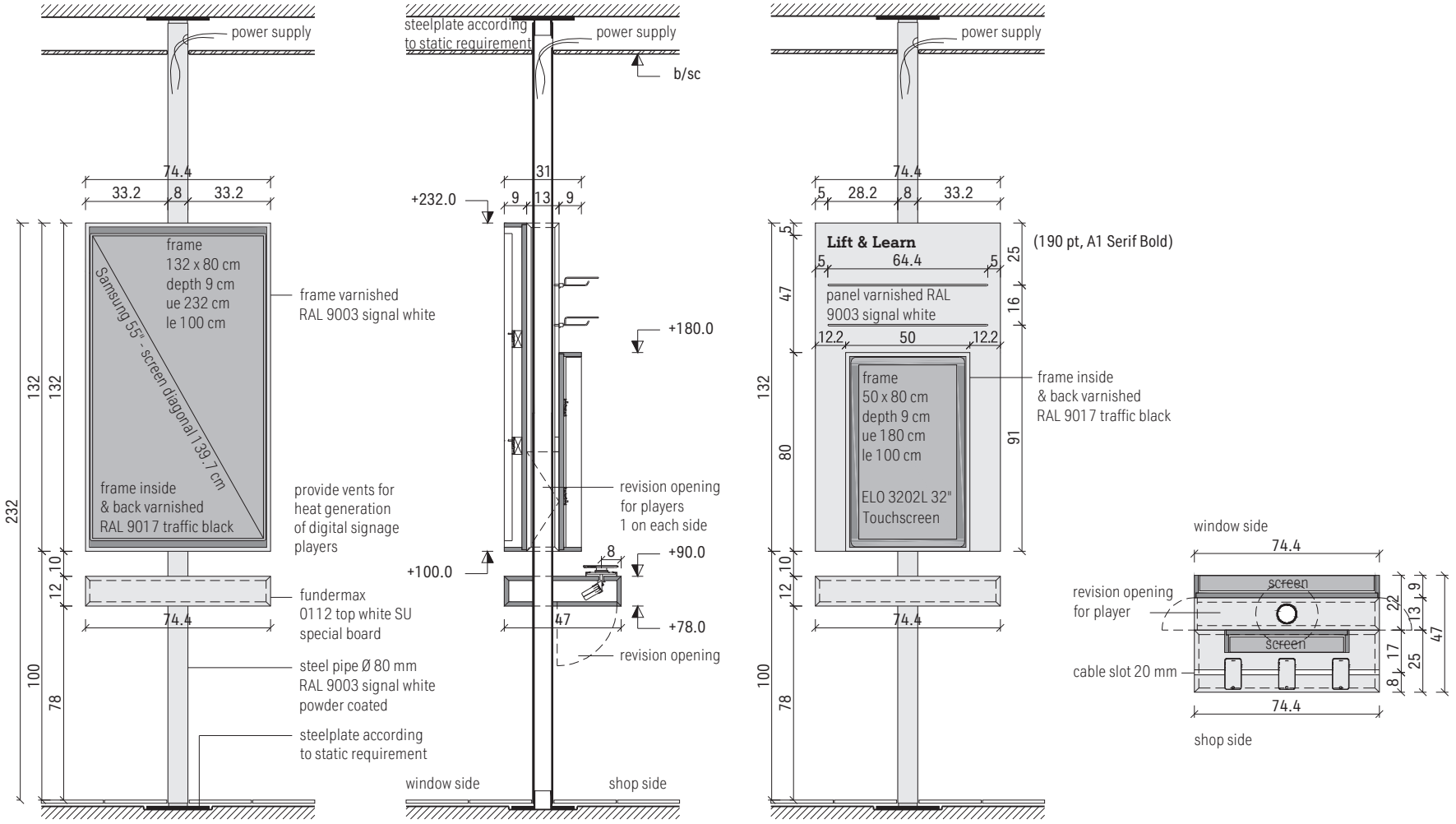
Black
- RAL 9017 Traffic Black

Material:
- Box: Chipboard varnished (RAL 9003)
- Screen Housing: MDF varnished, outside: RAL 9003 / inside: RAL 9017
- Tubes: Steel varnished (RAL 9003)
- Platform: Chipboard coated (FUNDERMAX 0112 Topwhite SU)

Versions: Lift & Learn / Brand Promo:
- With/without platform
- Different Screens

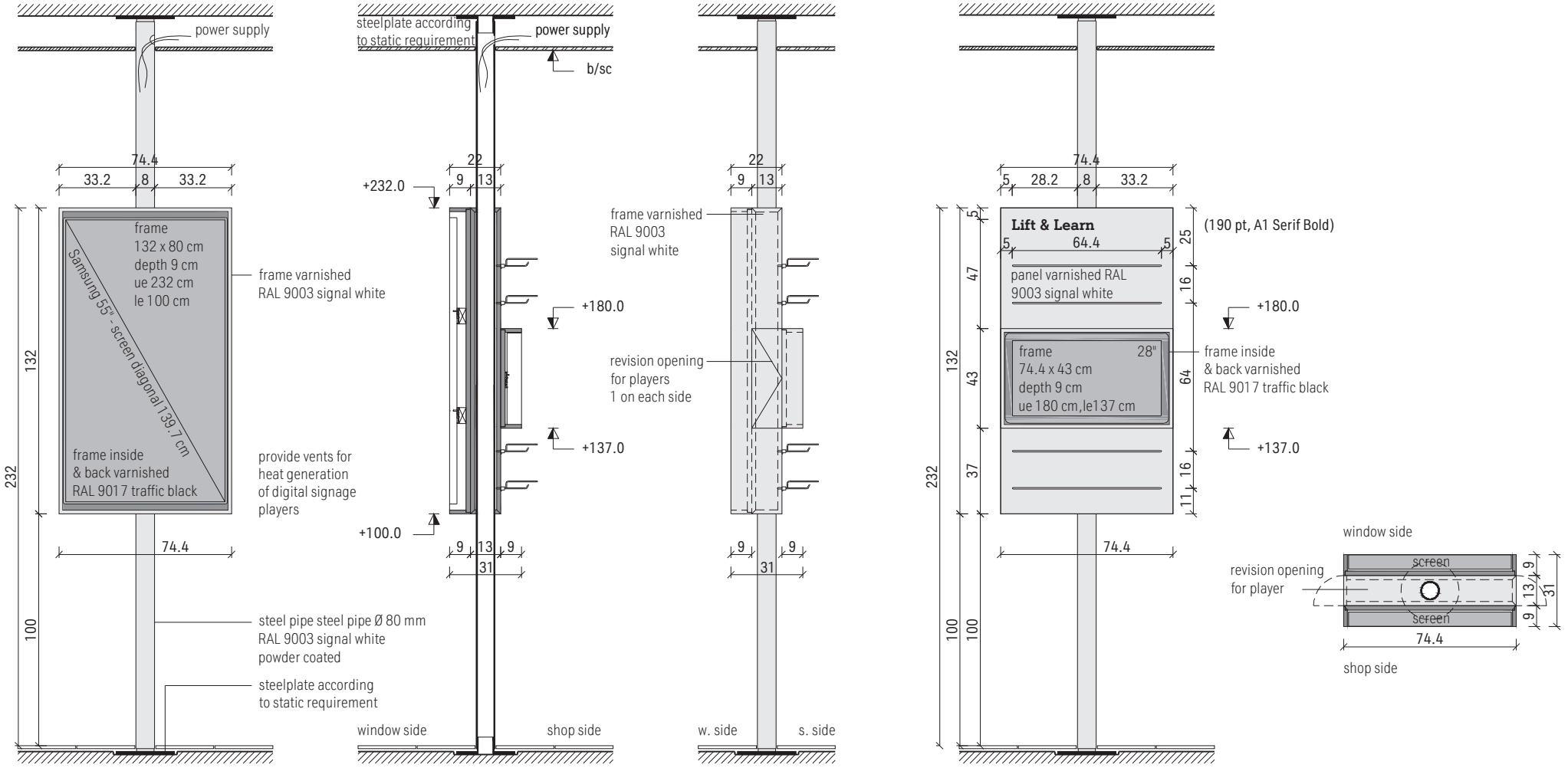
Zone: General Zone / Active Waiting
On the way

Location: Freestanding
- Shop window
- Within the shop



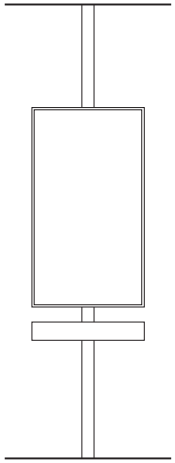
View – Window side **Section** **View – Shop side** **Plan**

1:25



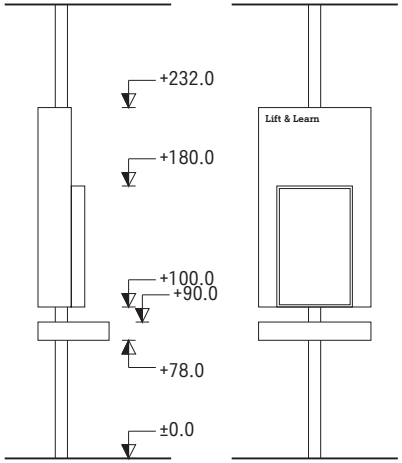
View – Window side **Section** **Side view** **View – Shop side** **Plan**

1:25



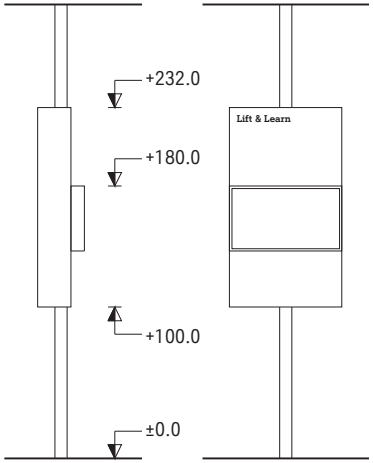
Street view

All versions



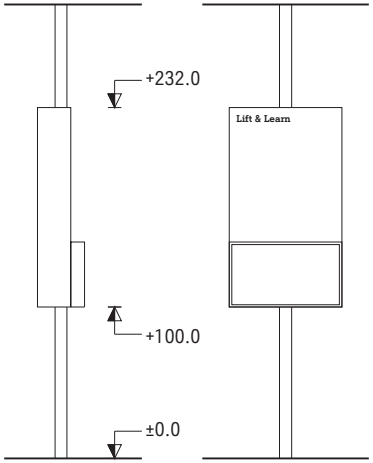
Side view **Shop view**

Lift & Learn



Side view **Shop view**

Brand Promo – High Screen



Side view **Shop view**

Brand Promo – Low Screen

Lift & Learn – Freestanding: Examples & variations **1:50**

B 02 Lift & Learn – Column

Functions: Display / Try Out of Highlights
Touch Screens (Consulting, Information)
Display of Accessories

Dimensions: W 75 cm
D 27,00 cm
H 232 cm (LE 80 cm / UE 232 cm)

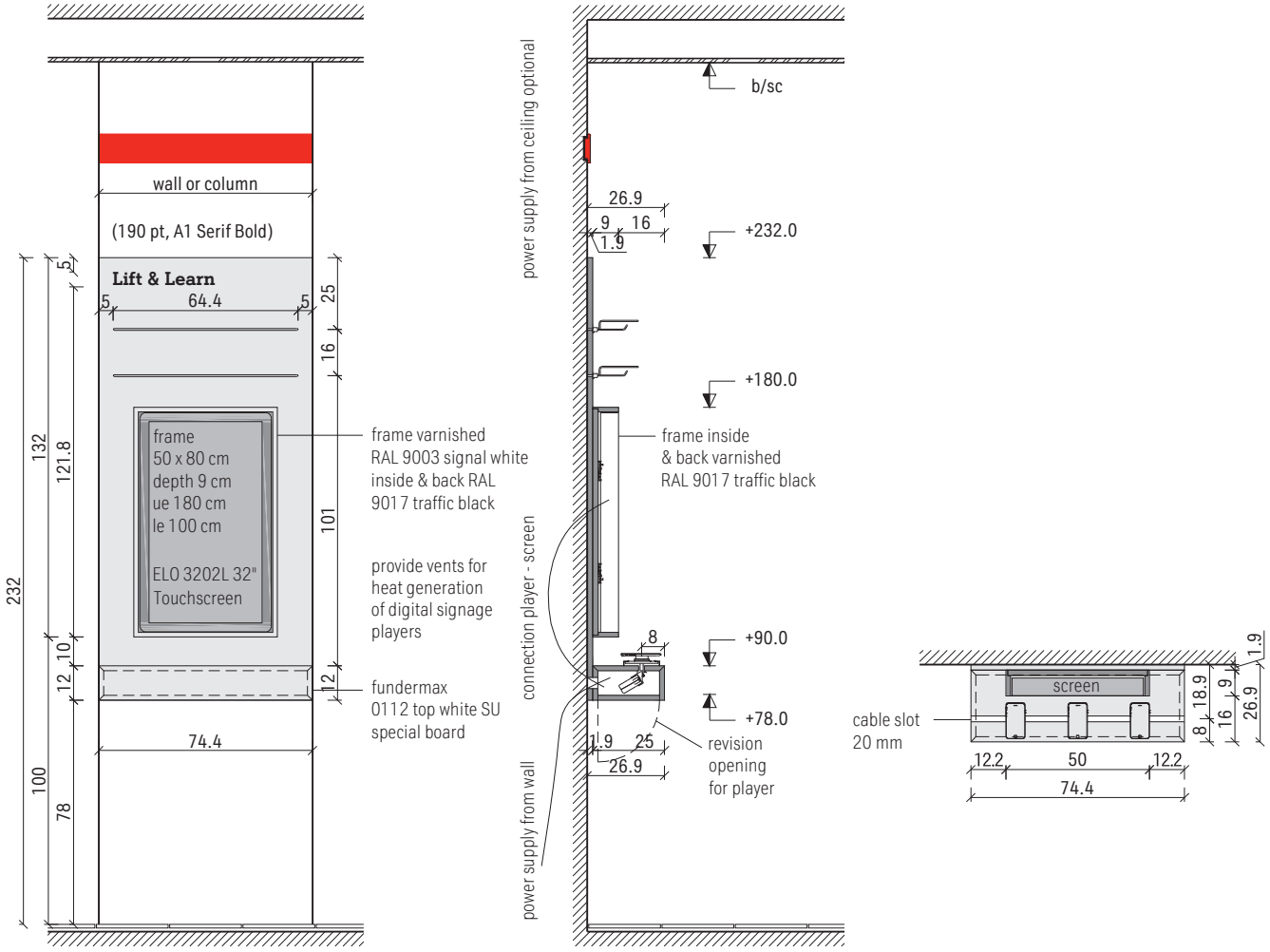
Colour: White
- RAL 9003 Signal White
- FUNDERMAX 0112 Topwhite SU – Special Board

Black
- RAL 9017 Traffic Black

Material:
- Rear Panel: Chipboard varnished (RAL 9003)
- Screen Housing: MDF varnished, outside: RAL 9003 / inside: RAL 9017
- Platform: Chipboard coated (FUNDERMAX 0112 Topwhite SU)

Zone: General Zone / Active Waiting
On the way

Location: Wallmounted
- Columns
- Walls



Front view **Section** **Plan**

1:25

B 03 Accessories Tower

Functions: Display of Accessories
Branding (Brand Colour, Moodimage, ...)

Dimensions: W 60/90 cm
D 60 cm
H 137/185 cm

Colour: White
- RAL 9003 Signal White

Red
- RAL 3020 Traffic Red

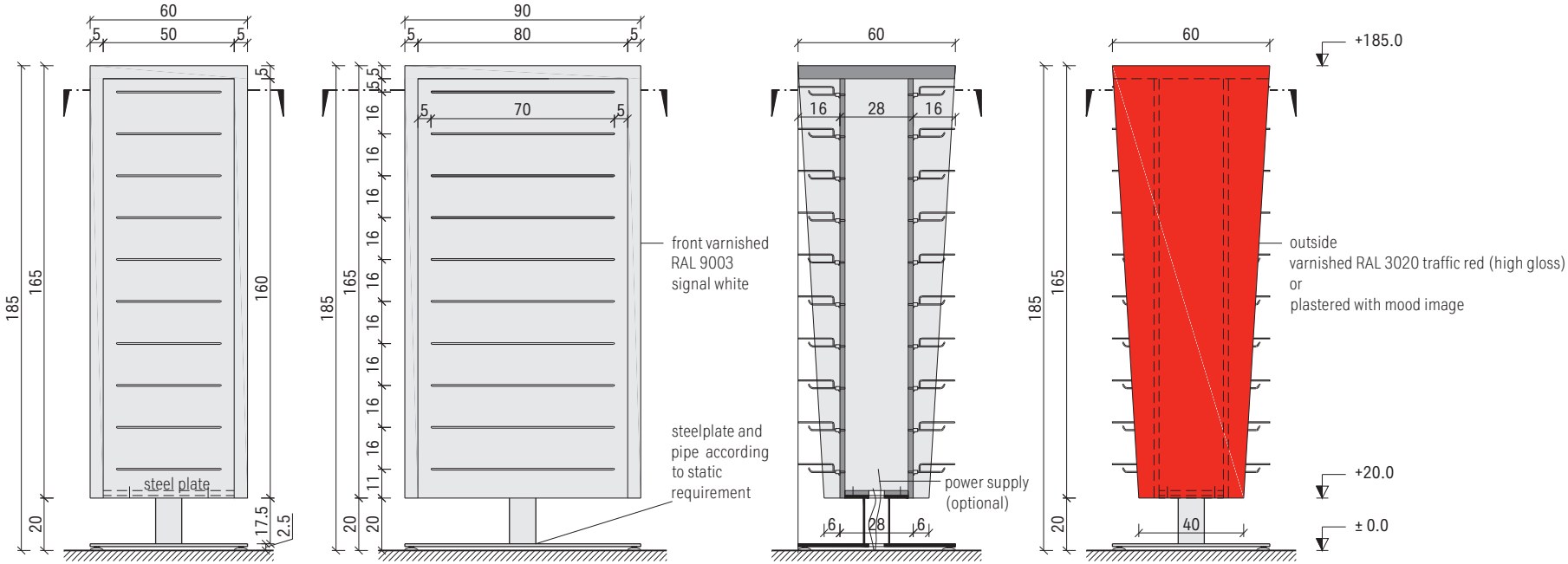
Blueish
- Moodimage

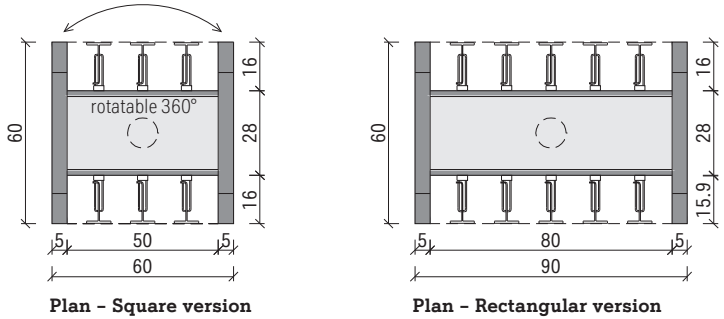
Material:
- Panels: MDF varnished (RAL 9003)
- Frame: Chipboard varnished (RAL 9003, RAL 3020, Moodimage)
- Tubes: Steel varnished (RAL 9003)

Versions:
- Square/rectangular
- Rotatable/non rotatable
- Low/high

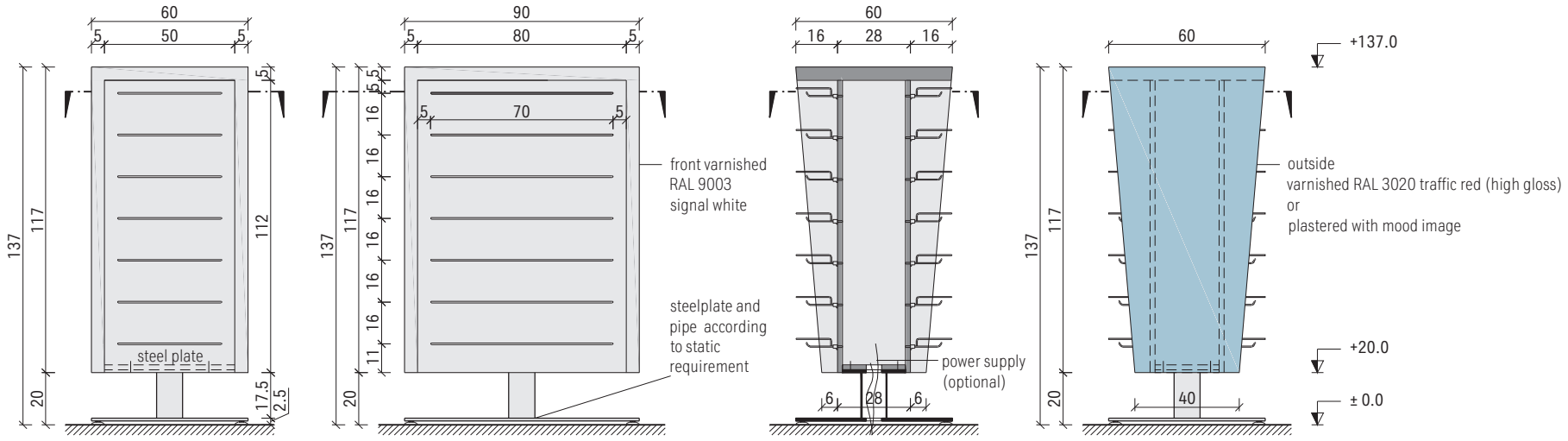
Zone: General Zone
On the way / At home

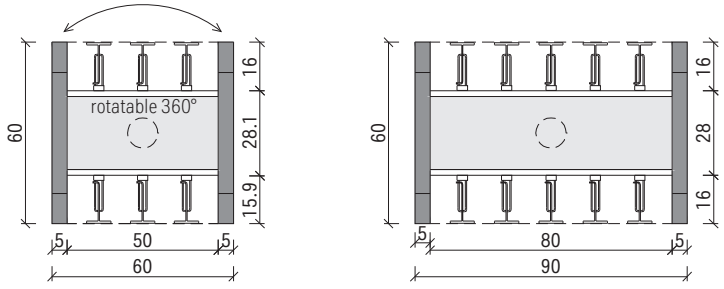
Location: Freestanding
- Within the shop (e.g. Shop-In-Shop)
- Close to cashier


60
5
50
5
185
165
160
20
17.5
2.5
steel plate
Front view – Square version
90
5
80
5
5
70
5
front varnished
RAL 9003
signal white
steelplate and
pipe according
to static
requirement
Front view – Rectangular version
60
16
28
16
power supply
(optional)
6
28
6
Section
60
+185.0
outside
varnished RAL 3020 traffic red (high gloss)
or
plastered with mood image
+20.0
± 0.0
40
Side view


rotatable 360°
60
16
28
16
5
50
5
60
Plan – Square version
15.9
80
90
Plan – Rectangular version

1:25


60
5
50
5
137
117
112
20
17.5
2.5
steel plate
Front view – Square version
90
80
70
front varnished
RAL 9003
signal white
steelplate and
pipe according
to static
requirement
16
11
Front view – Rectangular version
28
6
power supply
(optional)
Section
+137.0
outside
varnished RAL 3020 traffic red (high gloss)
or
plastered with mood image
+20.0
± 0.0
40
Side view


rotatable 360°
60
16
28.1
15.9
50
Plan – Square version
28
80
90
Plan – Rectangular version

1:25

B 04 Pedestal

Functions: Display of
- Highlights
- Mini Fridge
- Collecting Box
- Ticket Printer

Dimensions: W 40 cm
D 40 cm
H base: 90 (regular) / 105 cm
H glass box: 25 cm

Colour: White
- FUNDERMAX 0112 Topwhite SU – Special Board

Red
- RAL 3020 Traffic Red

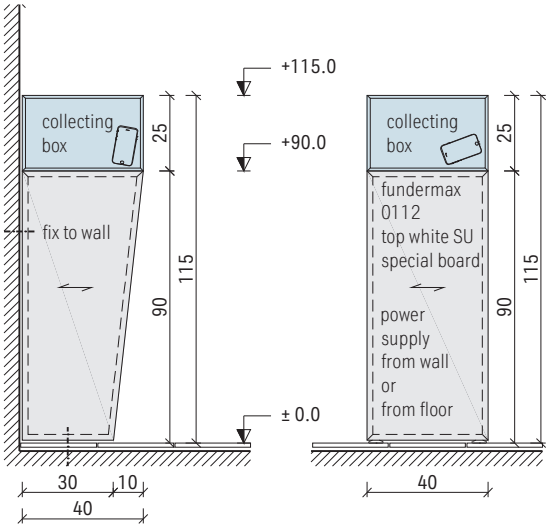
Transparent

Material:
- Box: Chipboard coated (FUNDERMAX 0112 Topwhite SU)
- Ticket Printer: MDF varnished (RAL 3020, high gloss)
- Collecting Box: Acryl transparent

Versions:
- Regular/high
- With/without glass box/ticket printer/ mini fridge on top

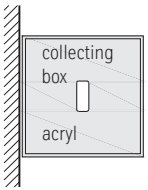
Zone: General Zone / Active Waiting

Location: Wall
- Wall-mounted
- Floor-mounted

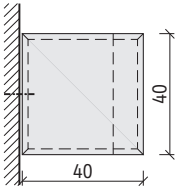


Side view

Front view



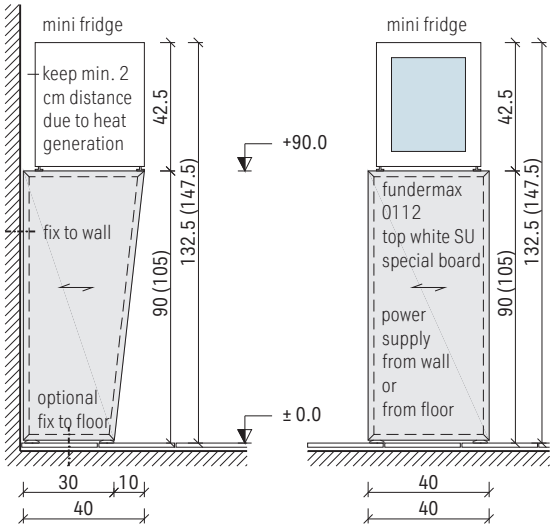
Top view – Box



Top view – Pedestal

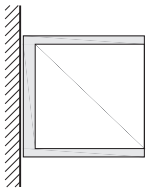
fundermax 0112
top white SU - special board

wood grain direction

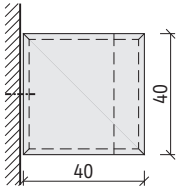


Side view

Front view

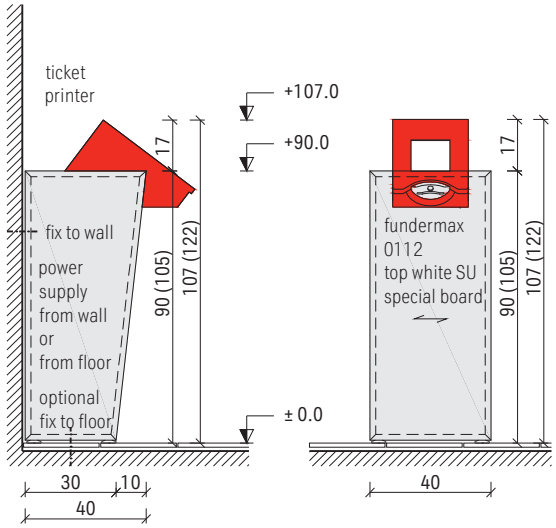


Top view – Mini Fridge



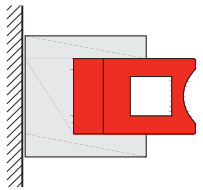
Top view – Pedestal

pedestals for mini fridge and for ticket printer are possible in low (90 cm) and high (105 cm) version

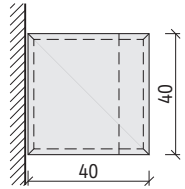


Side view

Front view

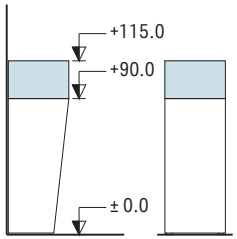


Top view – Ticket Printer

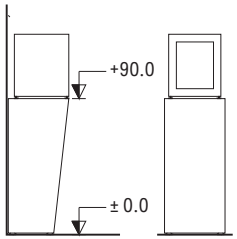


Top view – Pedestal

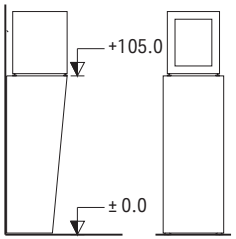
1:25



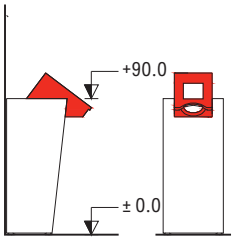
Collecting Box
Pedestal 90



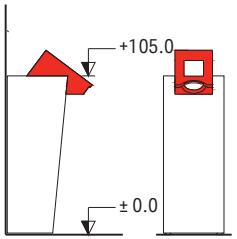
Mini Fridge I
Pedestal 90



Mini Fridge II
Pedestal 105



Ticketprinter I
Pedestal 90



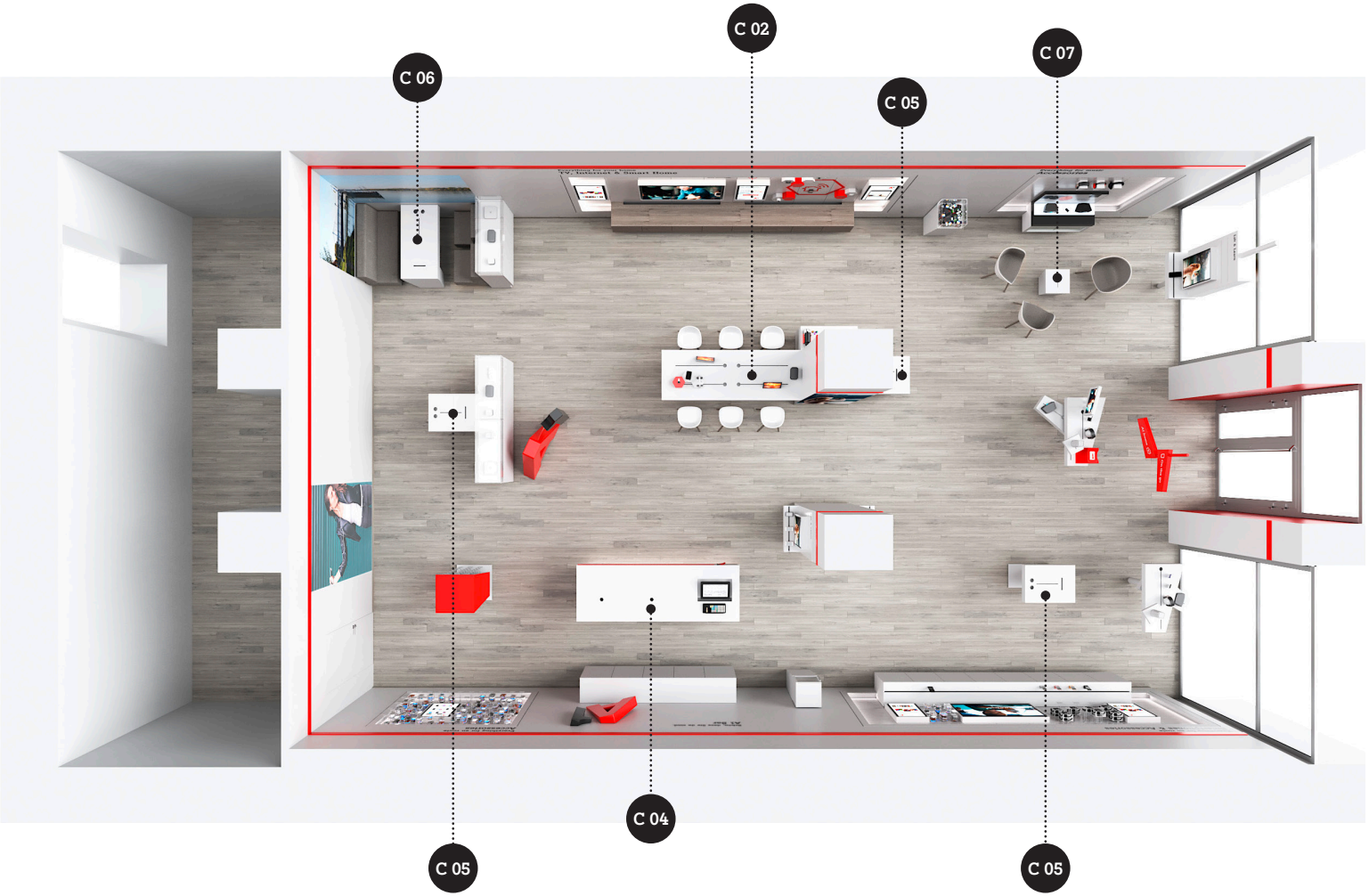
Ticketprinter II
Pedestal 105

Pedestal: Examples & variations **1:50**

Tables

C 01 Waiting Table
C 02 Product Table
C 03 A1 Table
C 04 A1 Bar
C 05 Consulting Table High
C 06 Consulting Table Low
C 07 Side Table

See also next pages



Tables

C 01	Waiting Table
C 02	Product Table
C 03	A1 Table
C 04	A1 Bar
C 05	Consulting Table High
C 06	Consulting Table Low
C 07	Side Table

See also previous and next page

Tables

C 01 Waiting Table
C 02 Product Table
C 03 A1 Table
C 04 A1 Bar
C 05 Consulting Table High
C 06 Consulting Table Low
C 07 Side Table

See also previous pages

C 01 Waiting Table

Functions: Active Waiting
Display of Products (Try out)
Charging stations (Smartphone)
Water bottles
Waste container
Drawer
Additional workstation

Dimensions: L 164/224 cm
W 60 cm
H 105 cm

Colour: Wood Decor
- KRONODESIGN K079 PW Grey Clubhouse Oak

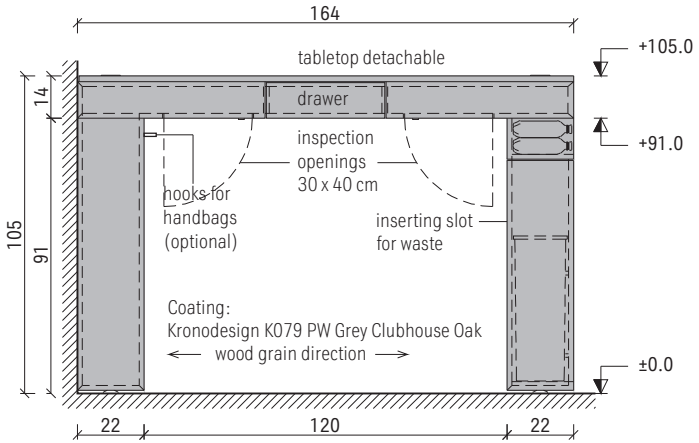
Material:
- Table: Chipboard coated (KRONODESIGN K079 PW)

Versions:
- Different sizes
- Freestanding / Attached to column/wall

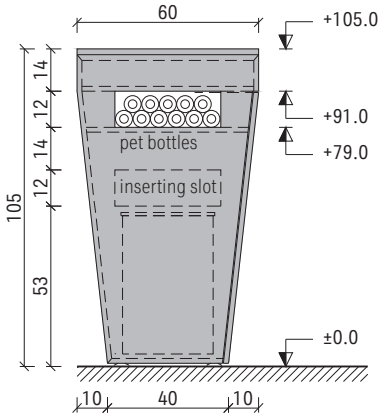
Combo: D 24 HAY AAS32 black

Zone: General Zone / Active Waiting

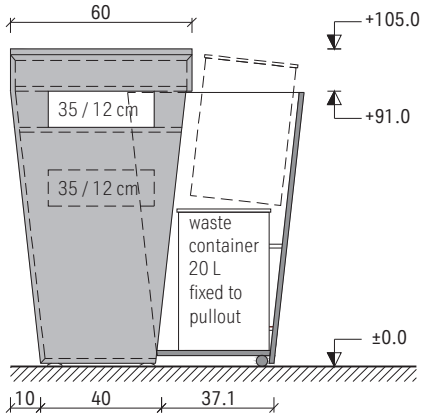
Location:
- Close to Home Wall (view to A1 TV)
- Close to Coffeebar
- Close to A1 Bar



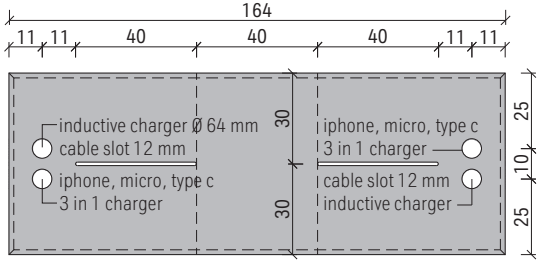
Front view



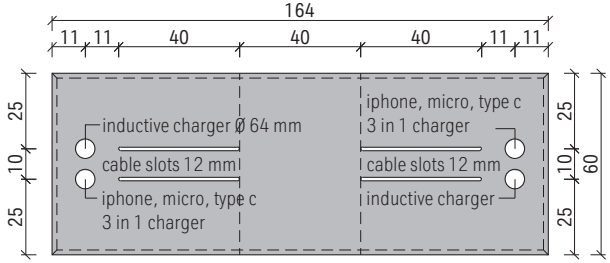
Side view



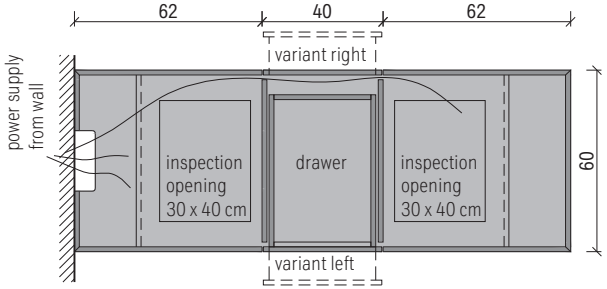
Side view – Open Pullout



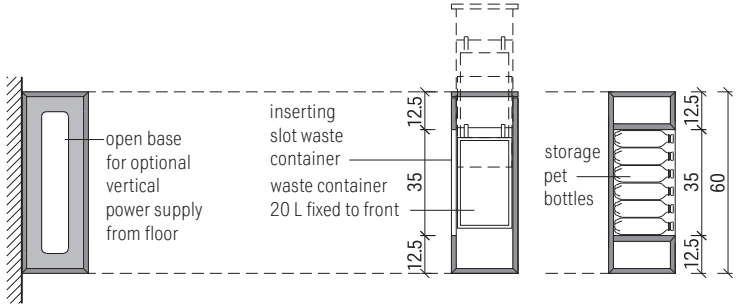
Top view – Tabletop A (2 cable slots)



Top view – Tabletop B (4 cable slots)

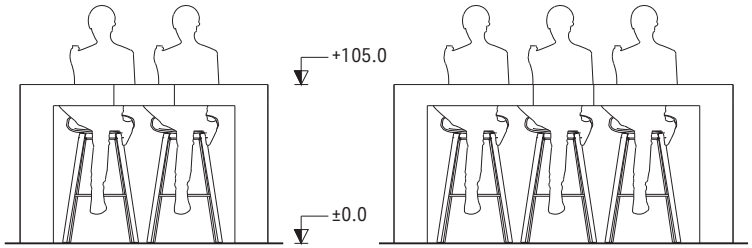


Top view – Open Tabletop



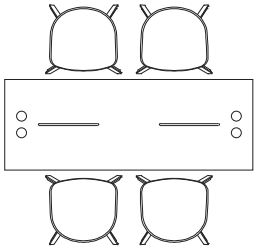
Horizontal section – Table legs

1:25

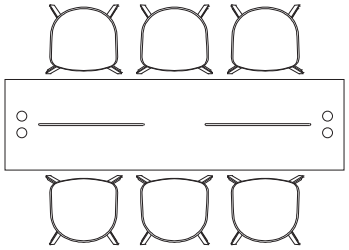


Small: 164 cm (4 Persons)

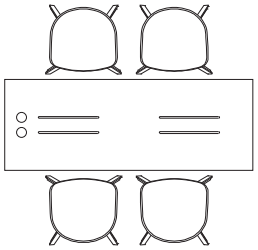
Large: 224 cm (6 Persons)



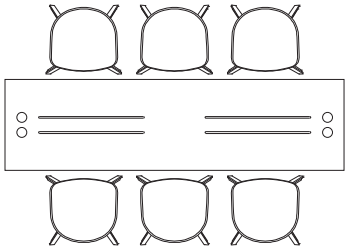
Small: Tabletop I



Large: Tabletop I



Small: Tabletop II



Large: Tabletop II

Waiting Table: Examples & variations **1:50**

C 02 Product Table

Functions: Active Waiting
Display of Products (Try out)

Dimensions: L 164/224 cm
W 80 cm
H 105 cm

Colour: White
- FUNDERMAX 0112 Topwhite SU – Special Board

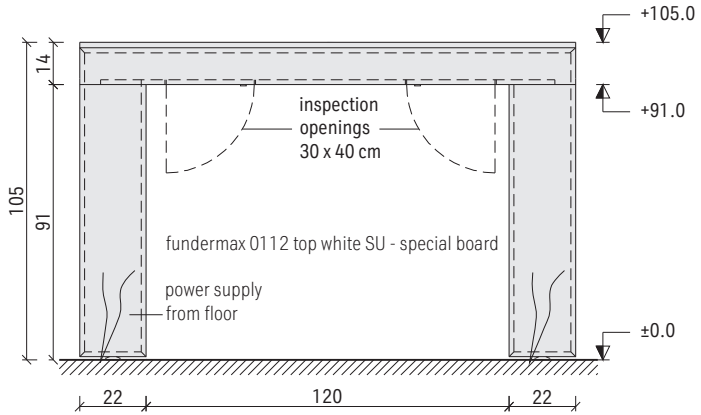
Material:
- Table: Chipboard coated (FUNDERMAX 0112 Topwhite SU)

Versions:
- Different sizes
- Freestanding / Attached to column/wall

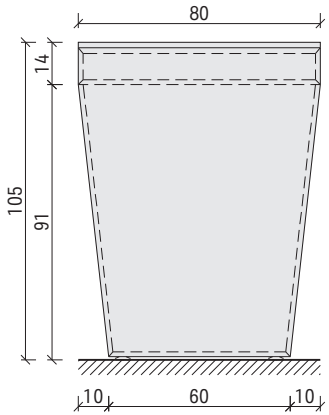
Combo: D 24 HAY AAS32 white seat/oak legs

Zone: General Zone / Active Waiting

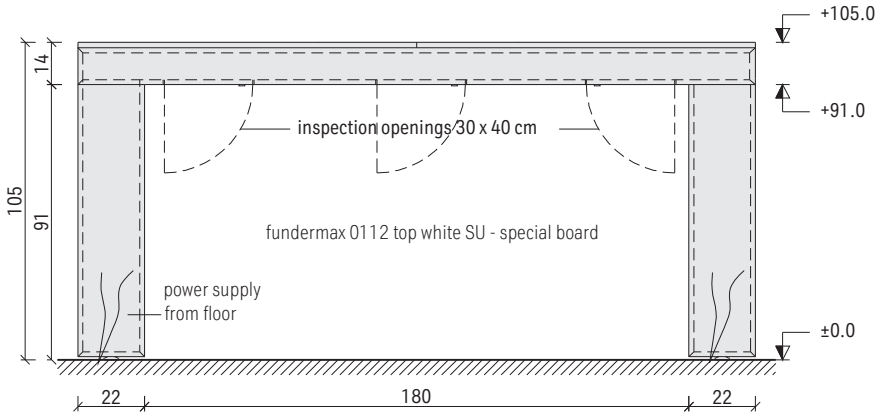
Location:
- Within the shop
- Shop Window



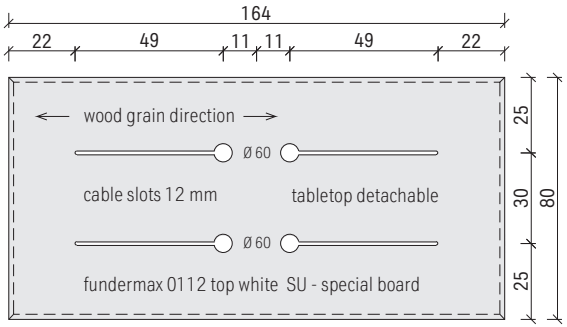
Front view (4 seats)



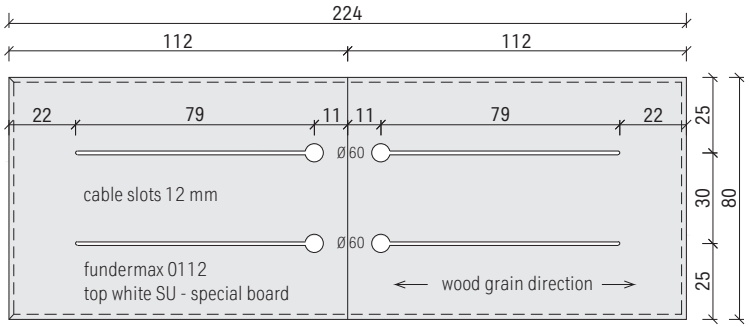
Side view



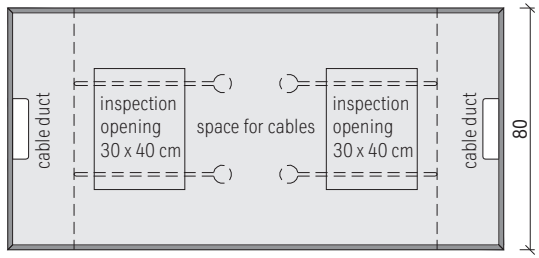
Front view (6 seats)



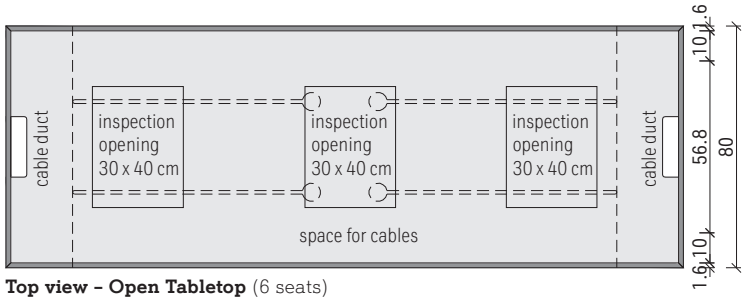
Top view (4 seats)



Top view (6 seats)

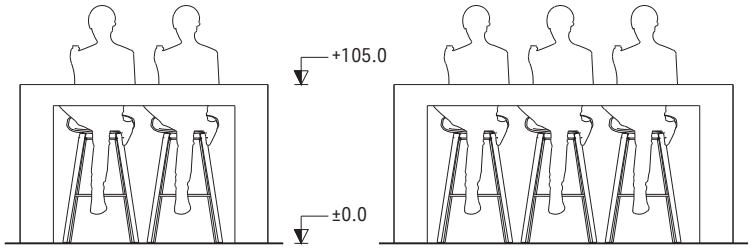


Top view – Open Tabletop (4 seats)



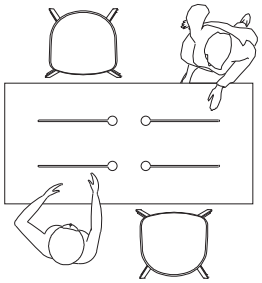
Top view – Open Tabletop (6 seats)

1:25

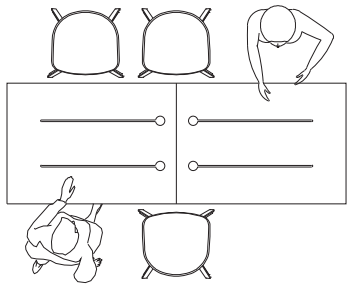


Small: 164 cm (4 Persons)

Large: 224 cm (6 Persons)



Small: Tabletop



Large: Tabletop

Product Table: Examples & variations **1:50**

C 03 A1 Table

Functions: Active Waiting
Display of Products (Try out)
Endless Aisle
Charging stations (Smartphone)
Drawers
Additional workstations

Dimensions: L 296/380 cm
W 90 cm
H 90/105 cm

Colour: White
- FUNDERMAX 0112 Topwhite SU – Special Board

Wood Decor
- KRONODESIGN K079 PW Grey Clubhouse Oak

Material:
- Table: Chipboard coated (FUNDERMAX 0112 Topwhite SU)
- Table: Chipboard coated (KRONODESIGN K079 PW)

Versions:
- Different sizes
- Low/high

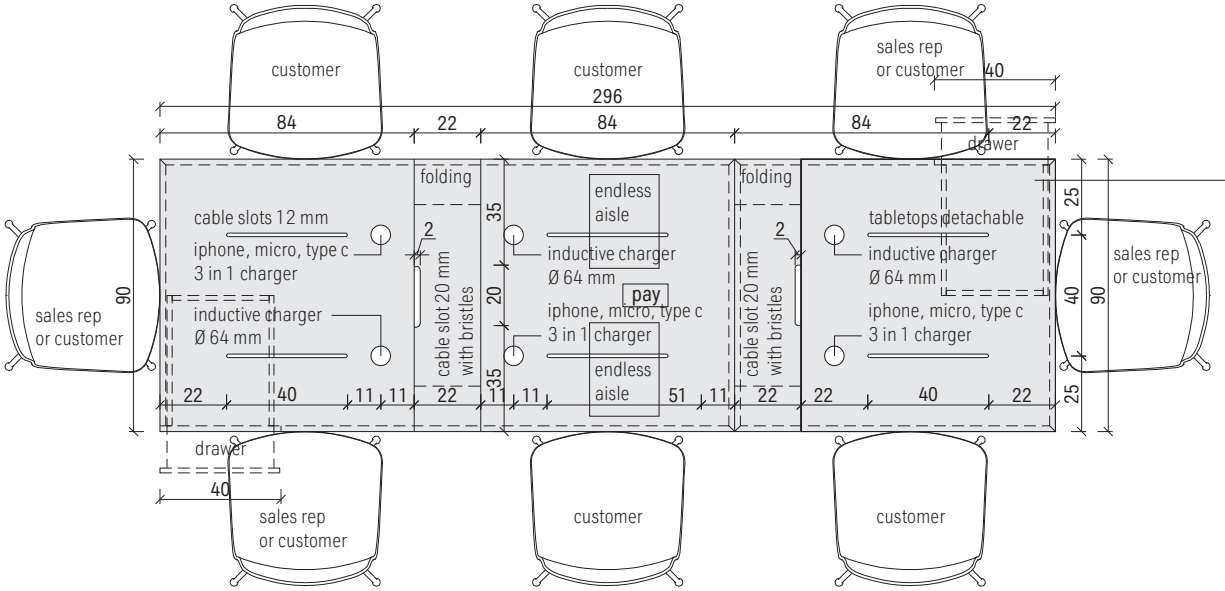
Combo: Low:
- D 21 HAY AAC10 white / red / black
- D 22 HAY AAC20 white / black

High:
- D 24 HAY AAS32 black / white/oak

Zone: General Zone / Active Waiting

Location: Freestanding

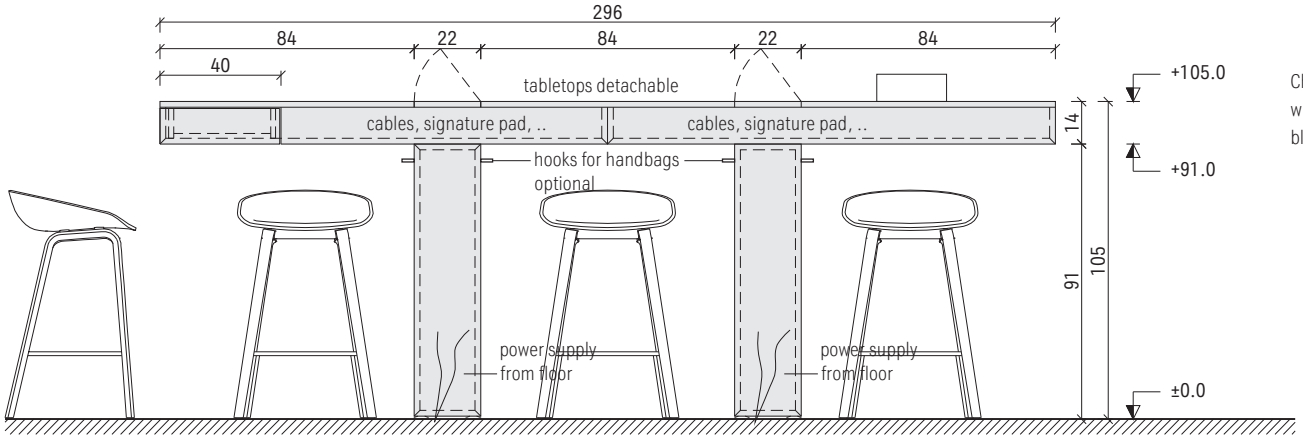
Version A: 6–8 seats
Version B: 8–10 seats (see also next page)



Top view (6–8 seats)

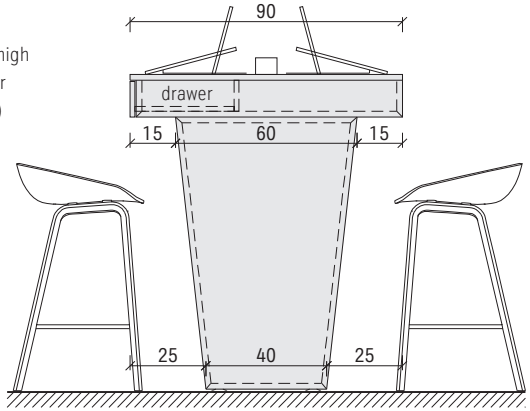
fundermax 0112 SU
top white - special board (cable slot: white bristles)
or
Kronodesign K079 PW
Grey Clubhouse Oak (cable slot: black bristles)

wood grain direction



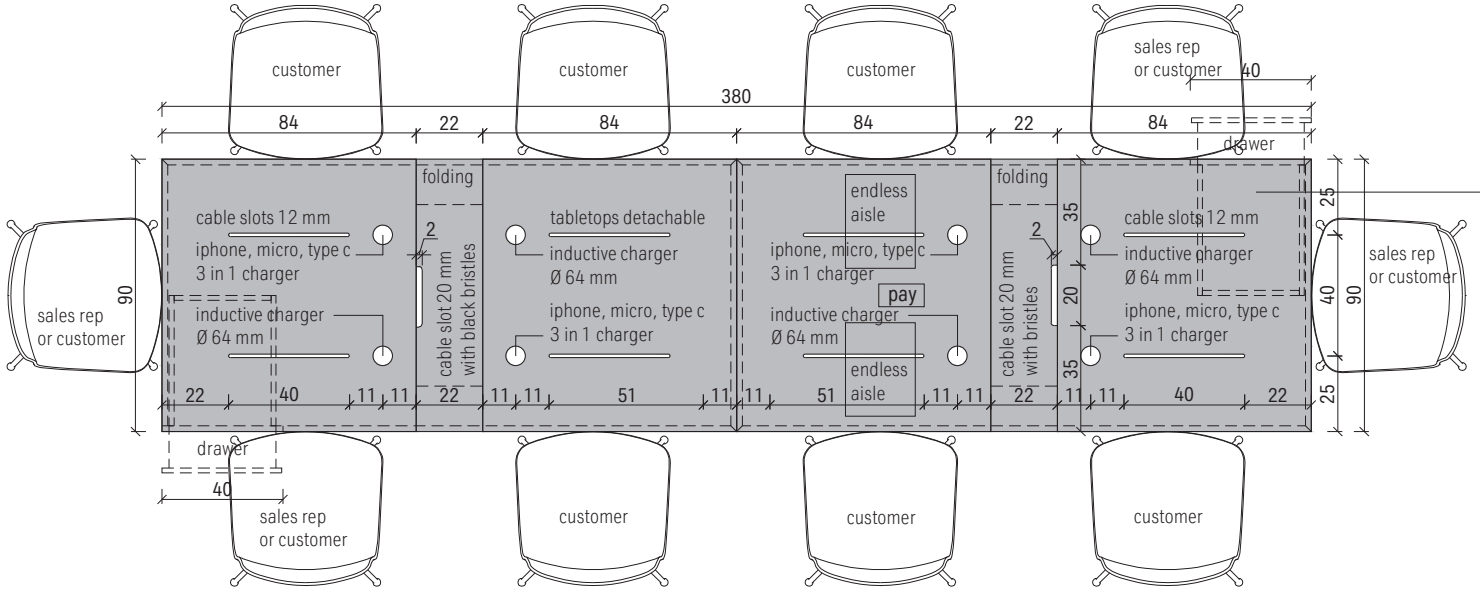
Front view (6–8 seats)

Chairs: HAY AAS 32 high
white (white table) or
black (wooden table)



Side view

1:25

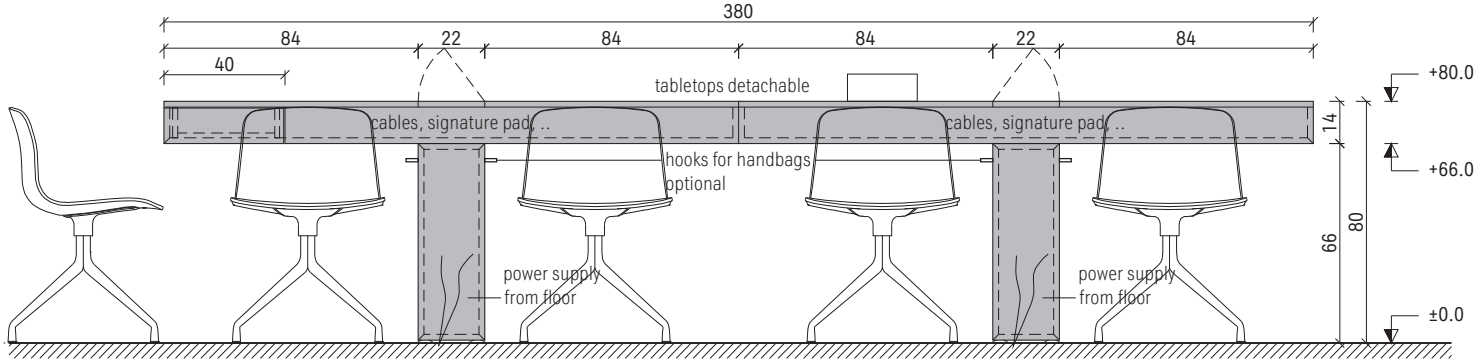


Top view (8–10 seats)

Version A: 6–8 seats (see also previous page)
Version B: 8–10 seats

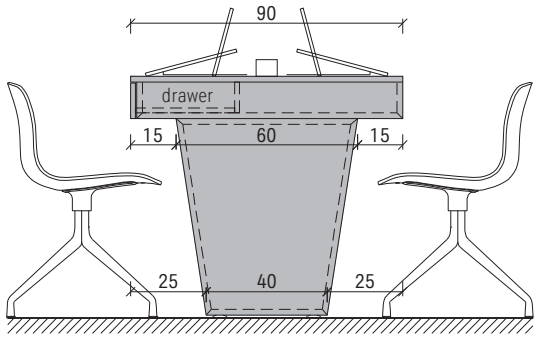
fundermax 0112 SU
top white - special board (cable slot: white bristles)
or
Kronodesign K079 PW
Grey Clubhouse Oak (cable slot: black bristles)

wood grain direction



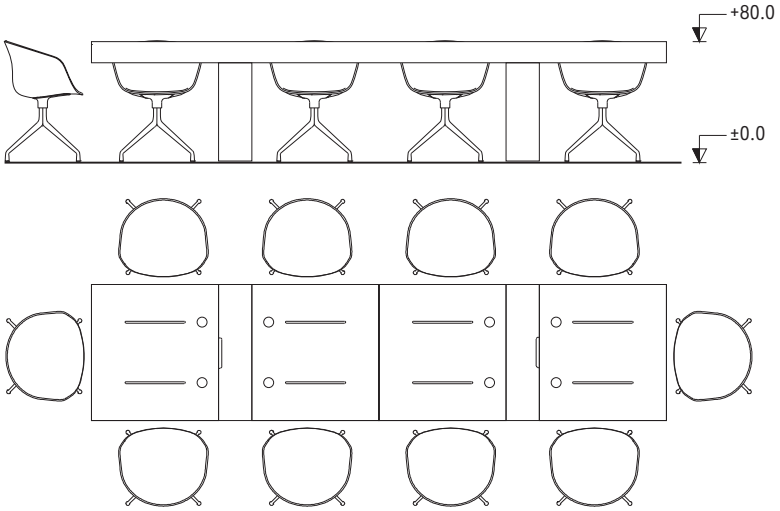
Front view (8–10 seats)

Chairs: HAY AAC 10 or HAY AAC 20
White (white table)
Red (white table)
Black (wooden table)

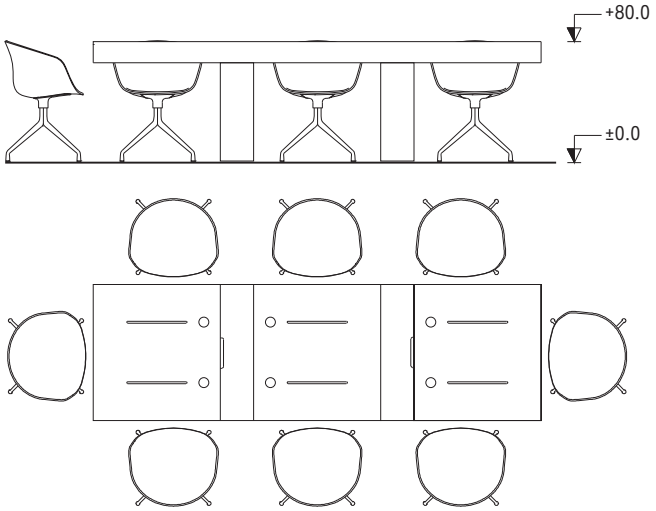


Side view

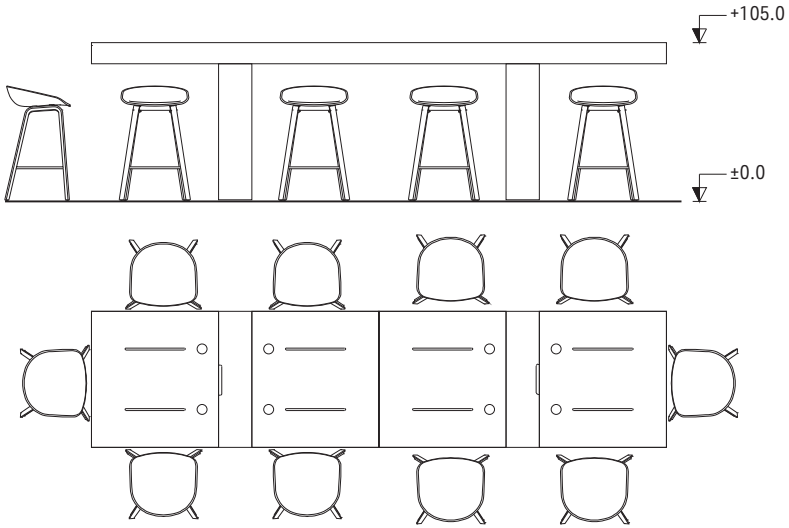
1:25



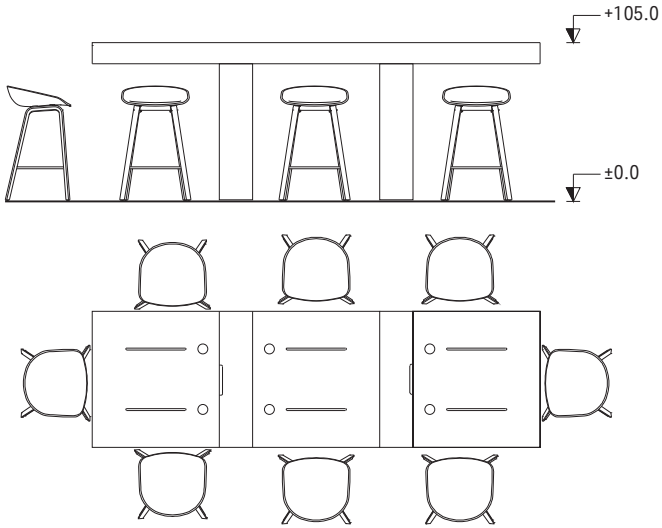
Large (380 cm, 8–10 persons) **& Low** (80 cm)



Small (296 cm, 6–8 persons) **& Low** (80 cm)



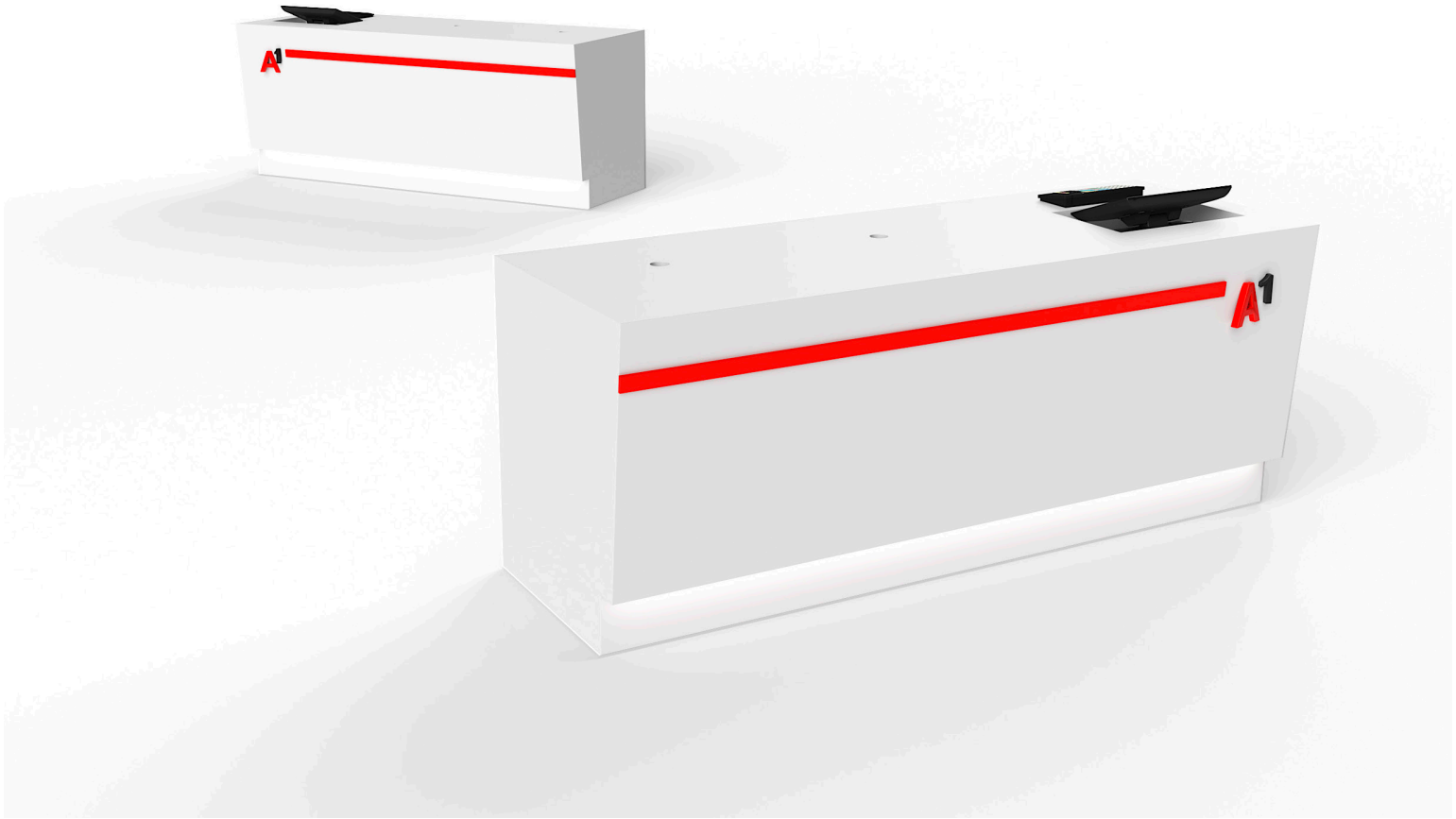
Large (380 cm, 8–10 persons) **& High** (105 cm)



Small (296 cm, 6–8 persons) **& High** (105 cm)

A1 Table: Examples & variations **1:50**

C 04 A1 Bar



Functions: Cashier
Workstation(s)
Drawers for office supplies
Waste container
Server, PC, Printer, ATM, etc.

Dimensions: L 50 x + 10 cm (e.g. 210/260/310 cm)
W 90 cm
H 105 cm

Colour: Colour: White
- RAL 9003 Signal White
- FUNDERMAX 0112 Topwhite SU – Special Board

Red
- RAL 3020 Traffic Red (high gloss)
- Acrylic Red GS 3H67

Black
- RAL 9017 Traffic Black (matt)
- Acrylic opaque

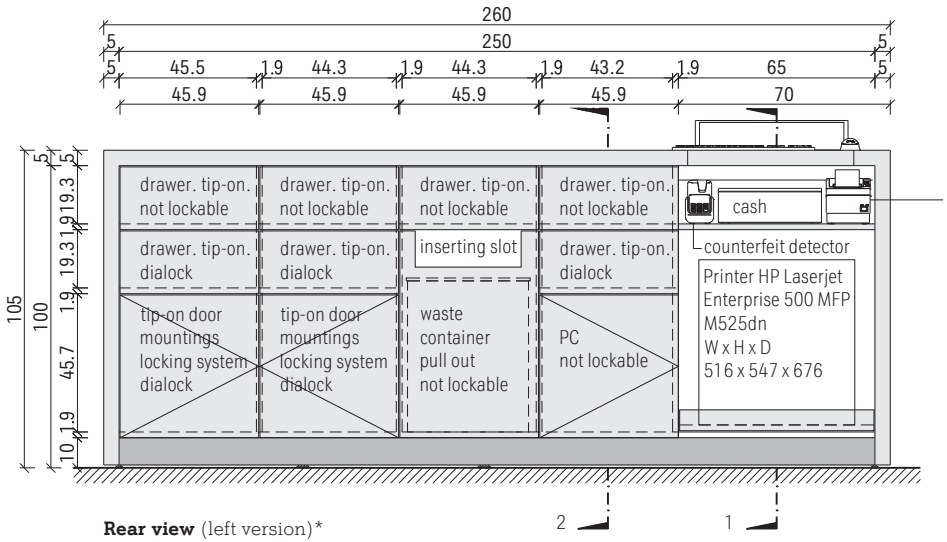
Material:
- A1 Bar: Chipboard coated (FUNDERMAX 0112 Topwhite SU)
- Red Stripe: MDF varnished (RAL 3020)
- „A": Acrylic Red GS 3H67
- „1": Acrylic Black, opaque

Versions:
- Different sizes (Steps of 50 cm)
- Mirrored

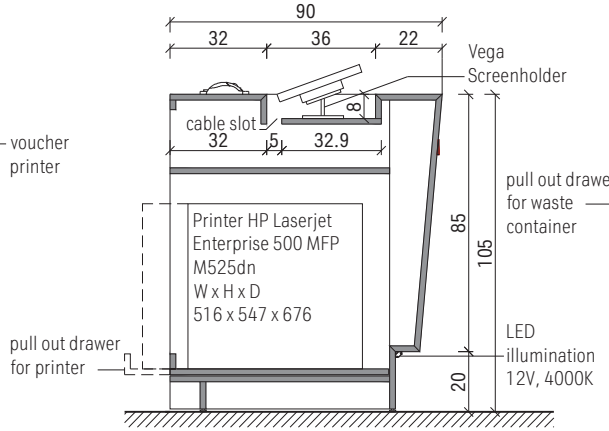
Combo:
- A 05 Bar Wall + F 21 Lettering or
- E 01 Storage + F 01 3D-Logo – Wall + F 21 Lettering

Zone: General Zone

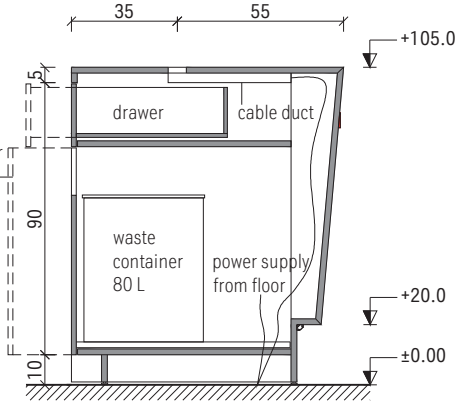
Location:
- Back of the shop
- Left hand side of the entrance



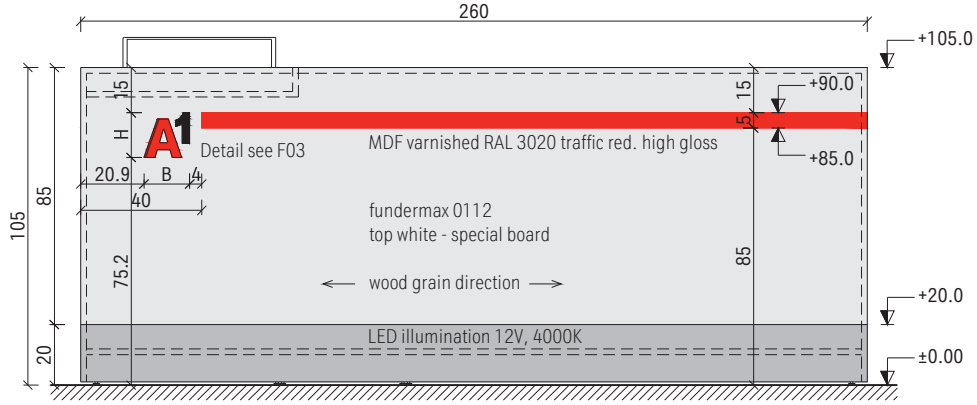
Rear view (left version)*



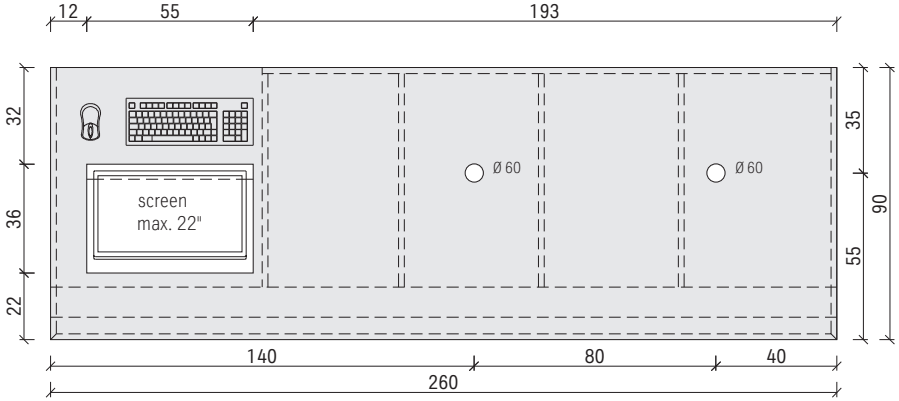
Section 1



Section 2



Front view (left version)



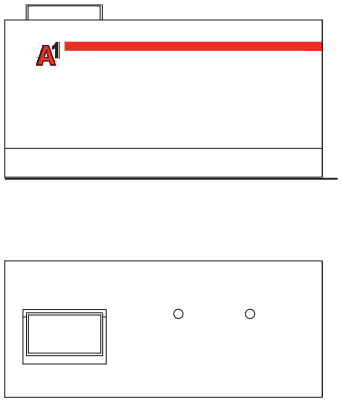
Top view

* The division of the rear side of the A1 Bar can be adjusted to your needs and sizes of your equipment.
Concerning the total length of the A1 Bar keep to the modular system of 50 cm plus 2 x 5 cm frame.

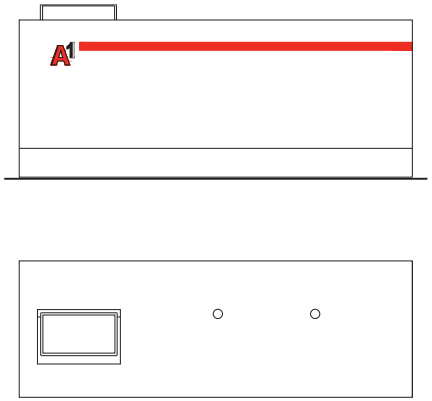
1:25

Nice to see you
A1 Bar

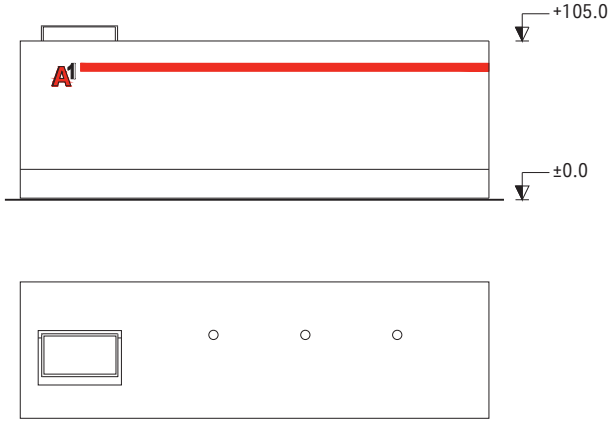
Schön, dass Sie da sind.
A1 Bar
Everything for your home
TV, Internet & Smart Home



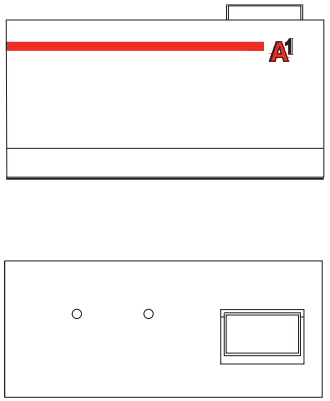
Left – 4 Elements (210 cm)



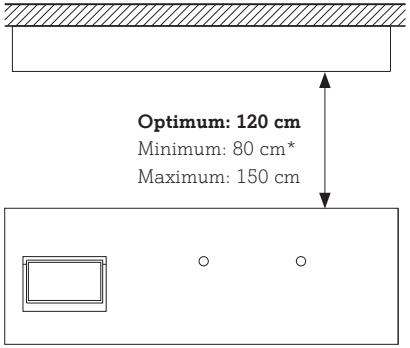
Left – 5 Elements (260 cm)



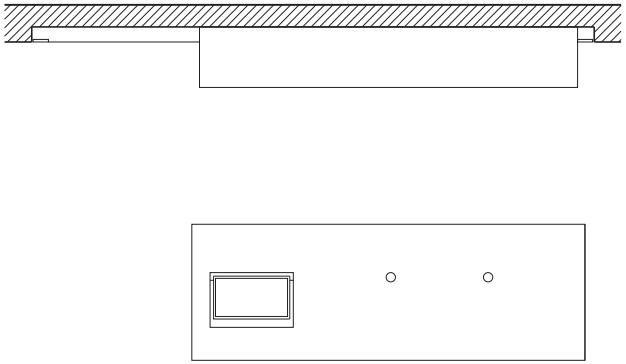
Left – 6 Elements (310 cm)



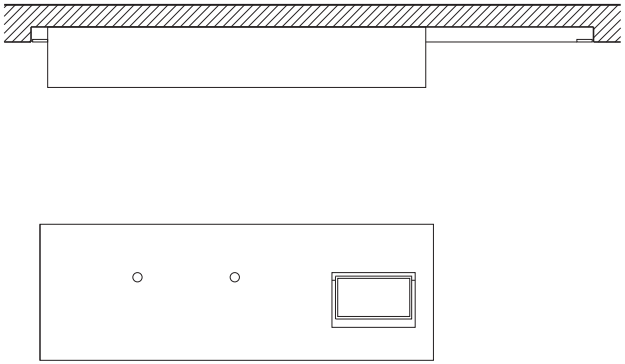
Right – 4 Elements (210 cm)
All lengths possible in left and right version.



A1 Bar (left or right) **with**
Storage (90 or 105 cm, with/without display)



A1 Bar (left, 260 cm) **with**
Bar Wall (left, 360 cm)



A1 Bar (right, 260 cm) **with**
Bar Wall (right, 360 cm)

* Depending on number of employees and work routines as well as on national laws and regulations.

A1 Bar: Examples & variations **1:50**

C 05 Consulting Table High

Functions: Consulting / Workstation
Charging stations (Smartphone)
Drawer
Waste container
Cable Outlet
Signature-pad, ATM etc.

Dimensions: L 80 cm
W 60 cm
H 105 cm

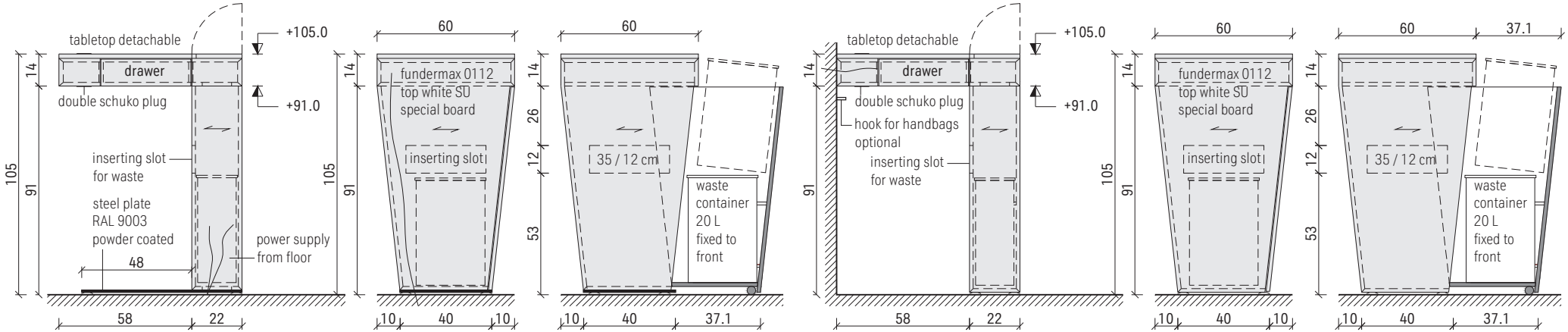
Colour: White
- RAL 9003 Signal White
- FUNDERMAX 0112 Topwhite SU – Special Board

Material:
- Table: Chipboard coated (FUNDERMAX 0112 Topwhite SU)
- Base: Steel varnished (RAL 9003)

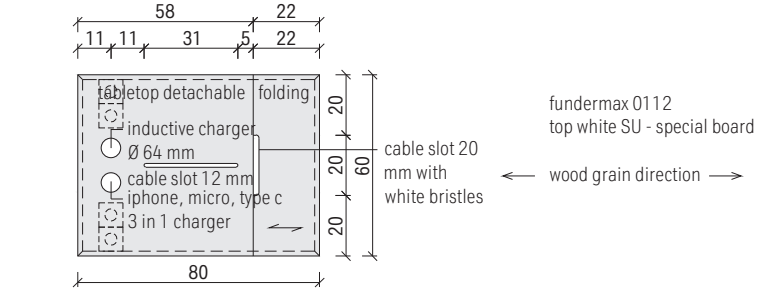
Versions:
- Freestanding / Attached to wall
- Freestanding: with/without rolls

Zone: General Zone
On the way / At home

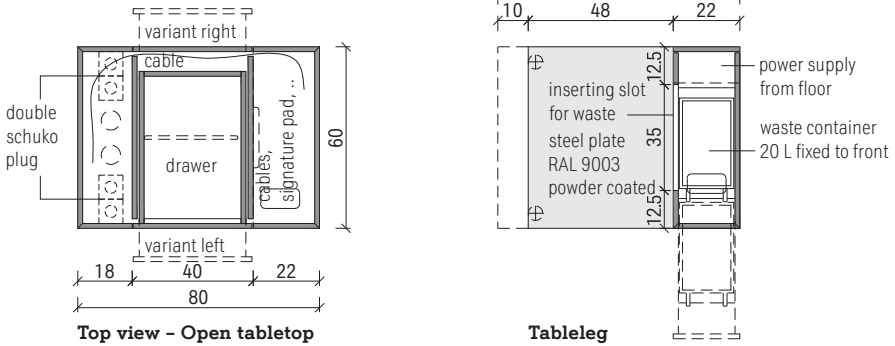
Location:
- Close to products



Front view – Freestanding version **Side view** **Side view – Open Pullout** **Front view – Wall-mounted version** **Side view** **Side view – Open Pullout**



Tabletop



Top view – Open tabletop **Tableleg** **Top view – Open tabletop** **Tableleg**

1:25

C 06 Consulting Table Low

Functions: Consulting
Charging stations (Smartphone)
Drawer
Cable Outlet
Signature-pad, ATM etc.

Dimensions: L 120 cm
W 60 cm
H 80 cm

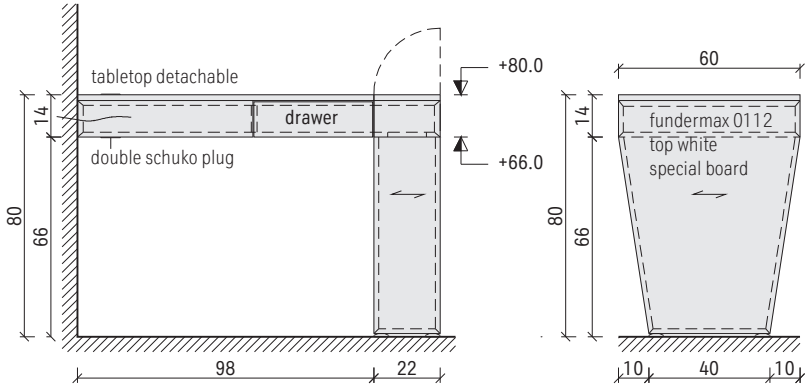
Colour: White
- FUNDERMAX 0112 Topwhite SU – Special Board

Material:
- Table: Chipboard coated (FUNDERMAX 0112 Topwhite SU)

Combo: D 01 Consulting Sofa
D 02 Consulting Chair

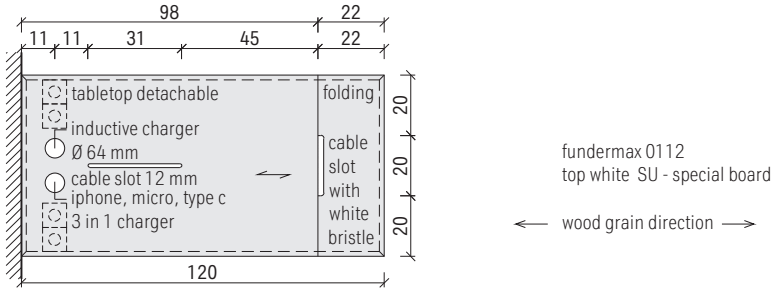
Zone: Consulting Zone

Location: Attached to wall:
- Quiet area
- Rear area
- Niches

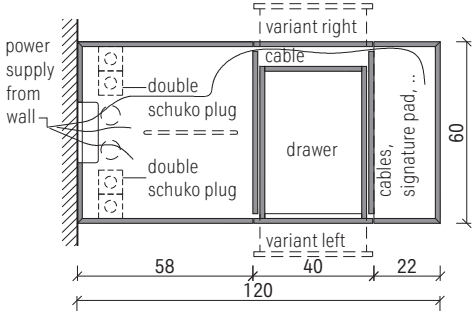


Front view

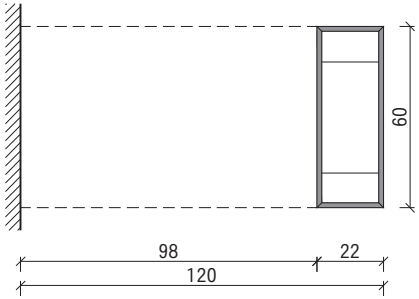
Side view



Top view



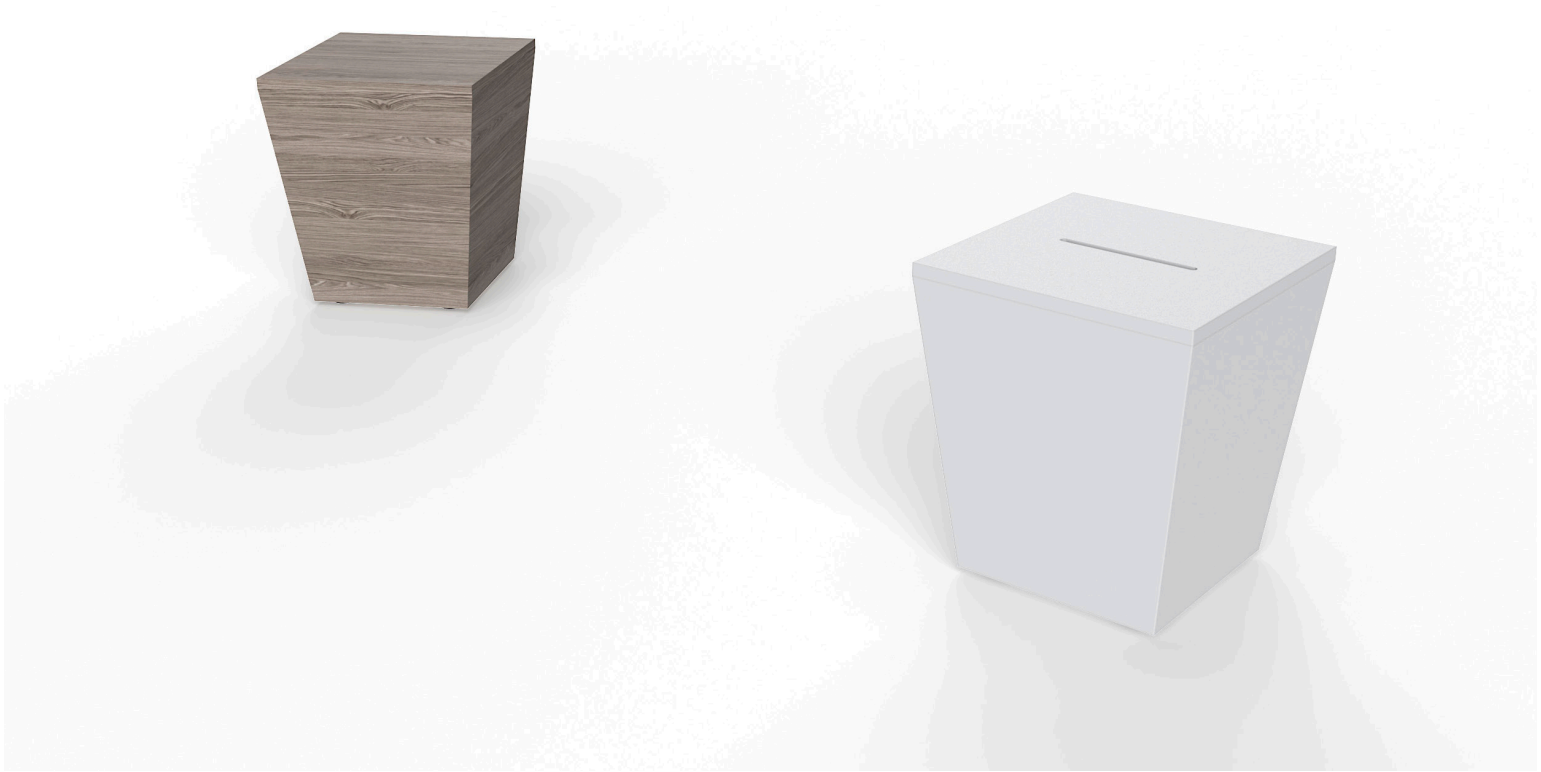
Top view – Open Tabletop



Tableleg

1:25

C 07 Side Table



Functions: Side Table
Display of Highlight

Dimensions: L 40 cm
W 40 cm
H 45 cm

Colour: White
- FUNDERMAX 0112 Topwhite SU – Special Board

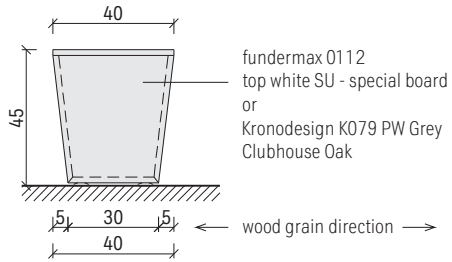
Wood Decor
- KRONODESIGN K079 PW Grey Clubhouse Oak

Material:
- Table: Chipboard coated (FUNDERMAX 0112 Topwhite SU)
- Table: Chipboard coated (KRONODESIGN K079 PW)

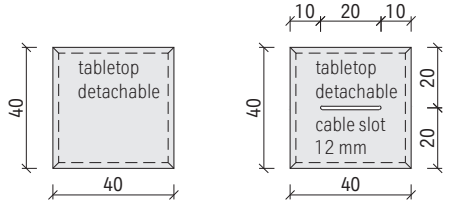
Combo: D 03 TV Stool
D 23 HAY AAC42 black / white

Zone: General Zone / Active Waiting
Home Zone

Location: Freestanding
- Close to Home Wall / Music Wall
- View to TV



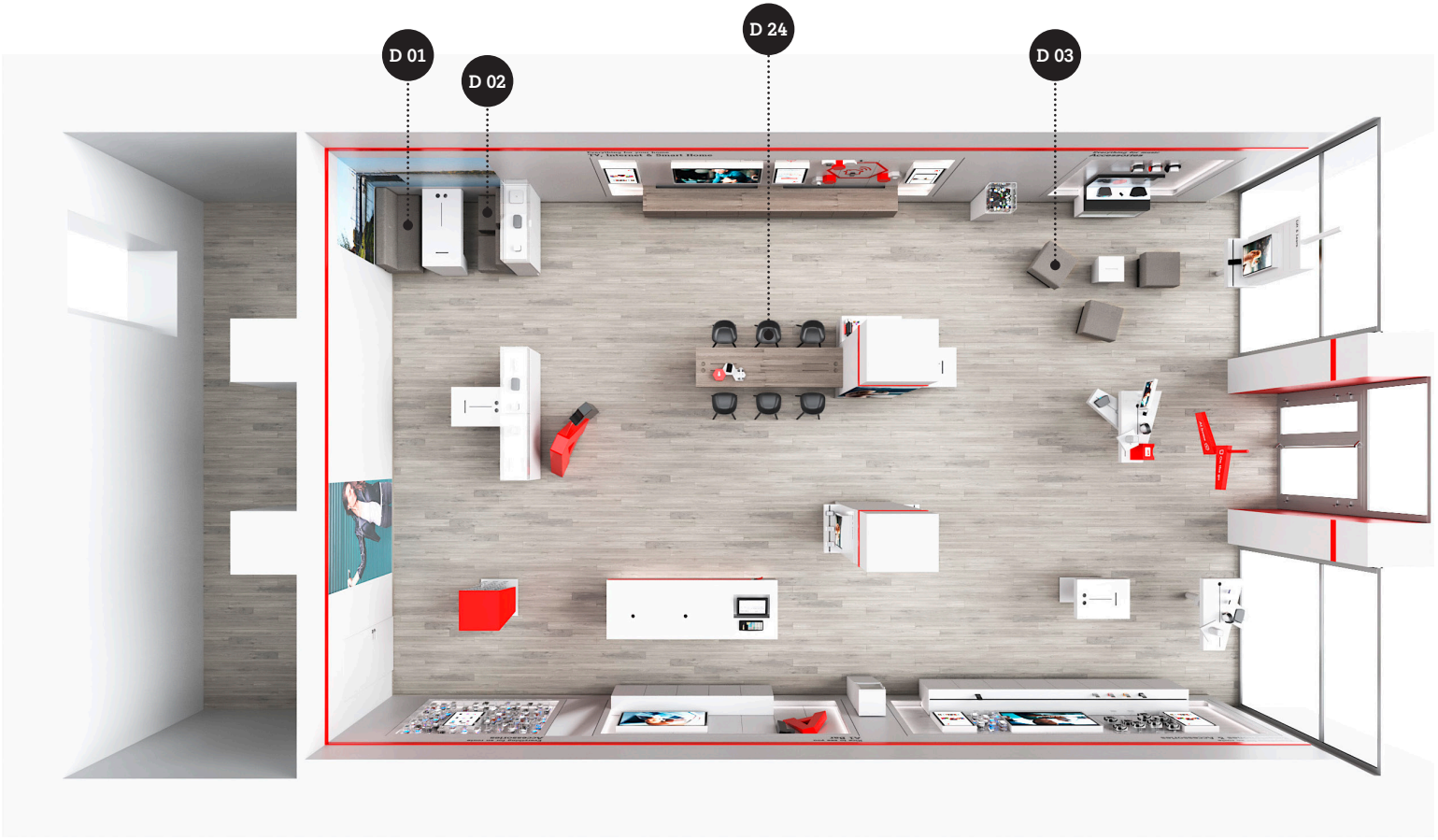
Side view



Tabletop A

Tabletop B

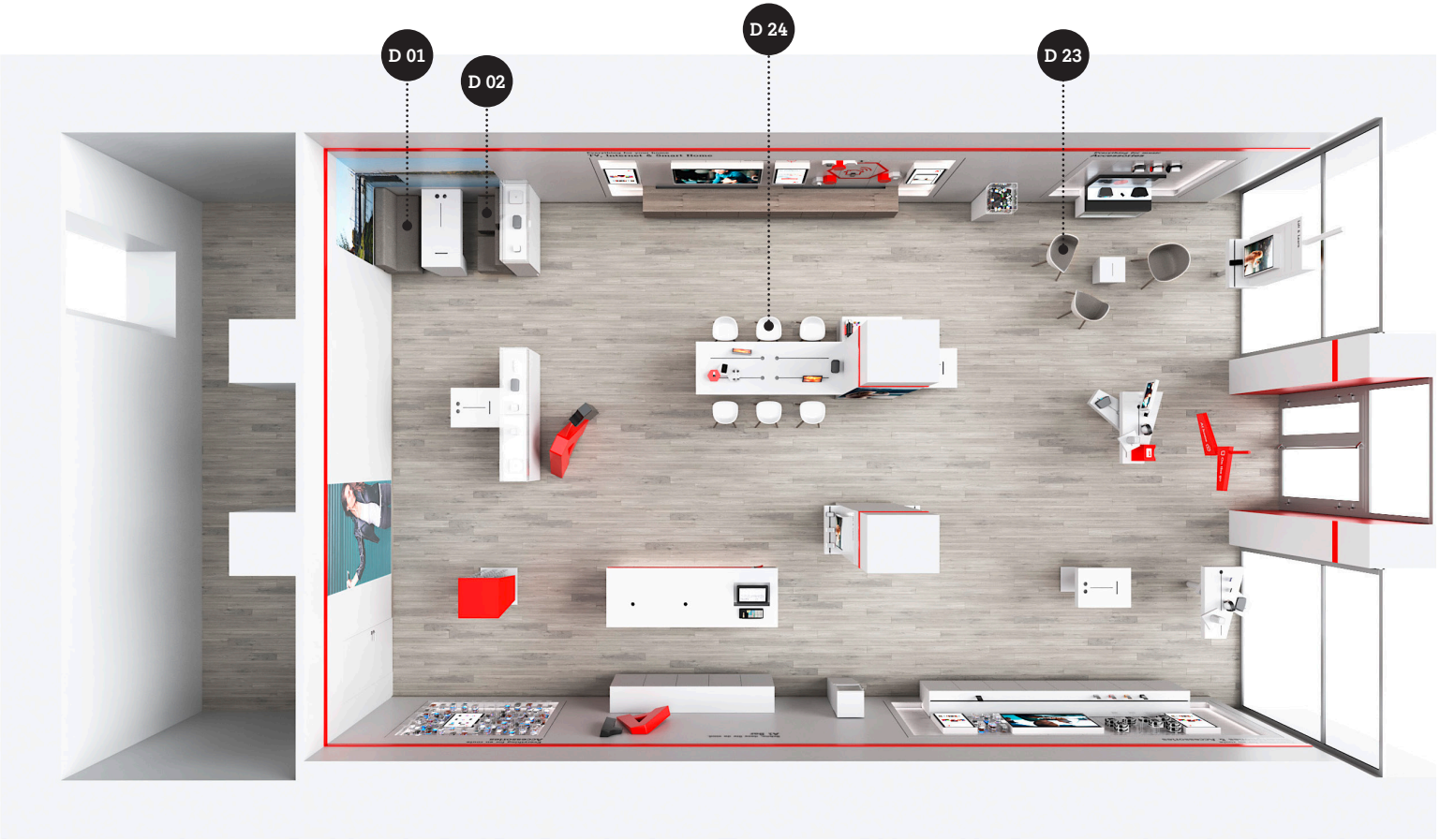
1:25



Seating

D 01	Consulting Sofa
D 02	Consulting Chair
D 03	TV Stool
D 04	Waiting Sofa
D 21	HAY AAC10
D 22	HAY AAC20
D 23	HAY AAC42
D 24	HAY AAS32

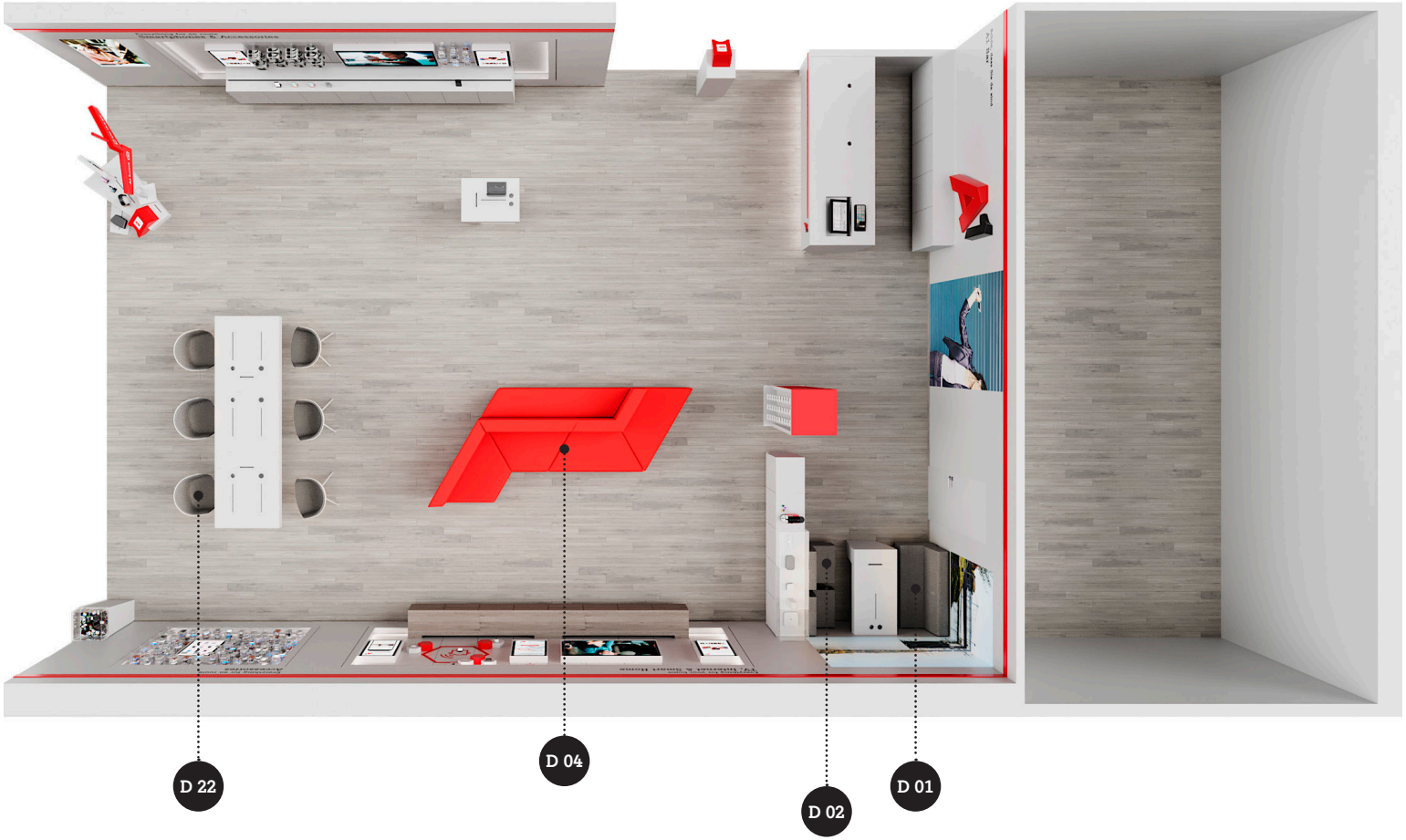
See also next pages



Seating

D 01	Consulting Sofa
D 02	Consulting Chair
D 03	TV Stool
D 04	Waiting Sofa
D 21	HAY AAC10
D 22	HAY AAC20
D 23	HAY AAC42
D 24	HAY AAS32

See also previous and next page



Seating

D 01	Consulting Sofa
D 02	Consulting Chair
D 03	TV Stool
D 04	Waiting Sofa
D 21	HAY AAC10
D 22	HAY AAC20
D 23	HAY AAC42
D 24	HAY AAS32

See also previous pages

D 01 Consulting Sofa

Functions: Sitting (Consulting)

Dimensions: L 120 cm
W 55 cm
H 90 cm (seat hight: 45 cm)

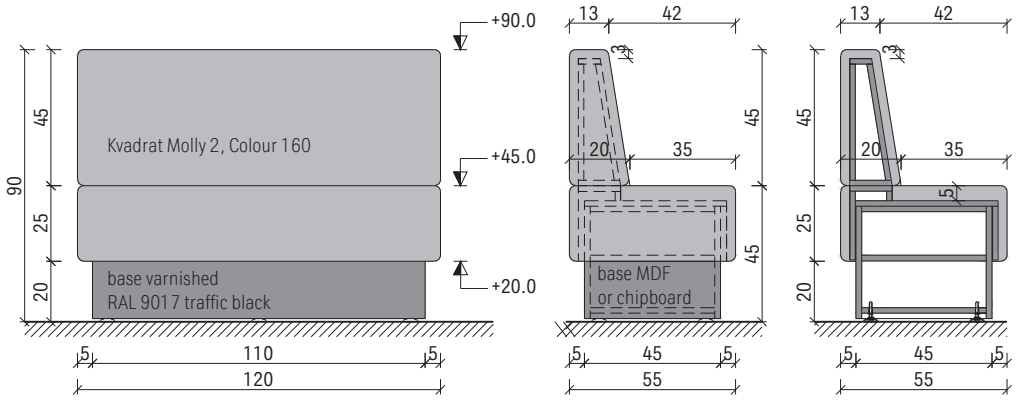
Colour: Greyish-Brown
- KVADRAT Molly 2 160
Black
- RAL 9017 Traffic Black

Material:
- Upholstery: KVADRAT Molly 2 160
- Base: MDF/Chipboard varnished (RAL 9017)

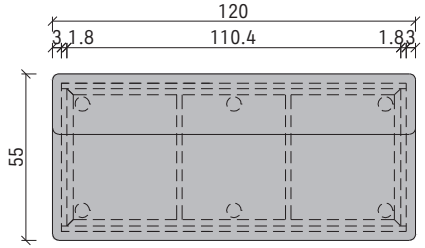
Combo: C 06 Consulting Table Low
D 02 Consulting Chair
E 01 Storage
F 31 Moodimage

Zone: Consulting Zone

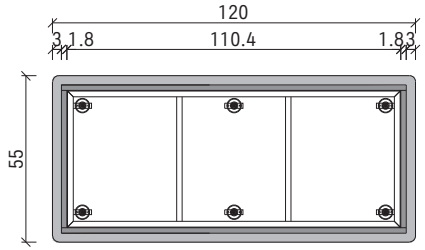
Location:
- Quiet area
- Rear area
- Niches



Front view **Side view** **Section**



Top view



Bottom view

1:25

D 02 Consulting Chair

Functions: Sitting (Consulting)

Dimensions: L 50 cm
W 55 cm
H 90 cm (seat hight: 45 cm)

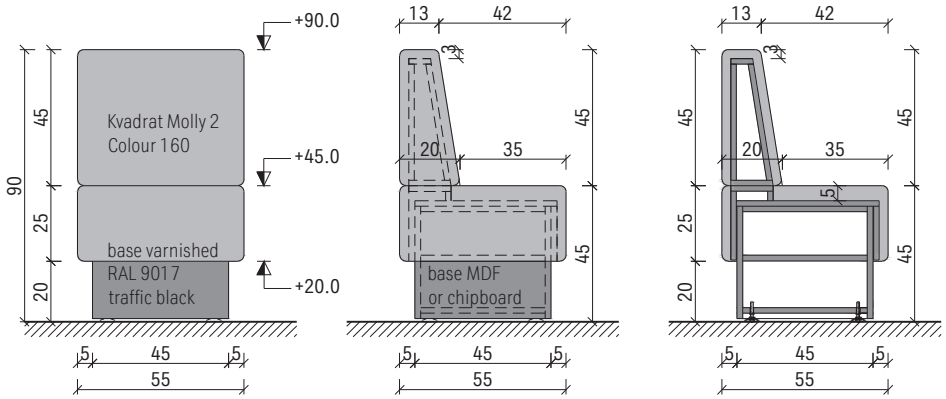
Colour: Greyish-Brown
- KVADRAT Molly 2 160
Black
- RAL 9017 Traffic Black

Material:
- Upholstery: KVADRAT Molly 2 160
- Base: MDF/Chipboard varnished (RAL 9017)

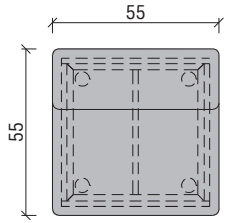
Combo: C 06 Consulting Table Low
D 01 Consulting Sofa
E 01 Storage
F 31 Moodimage

Zone: Consulting Zone

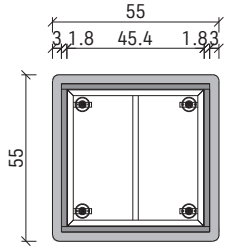
Location:
- Quiet area
- Rear area
- Niches



Front view **Side view** **Section**



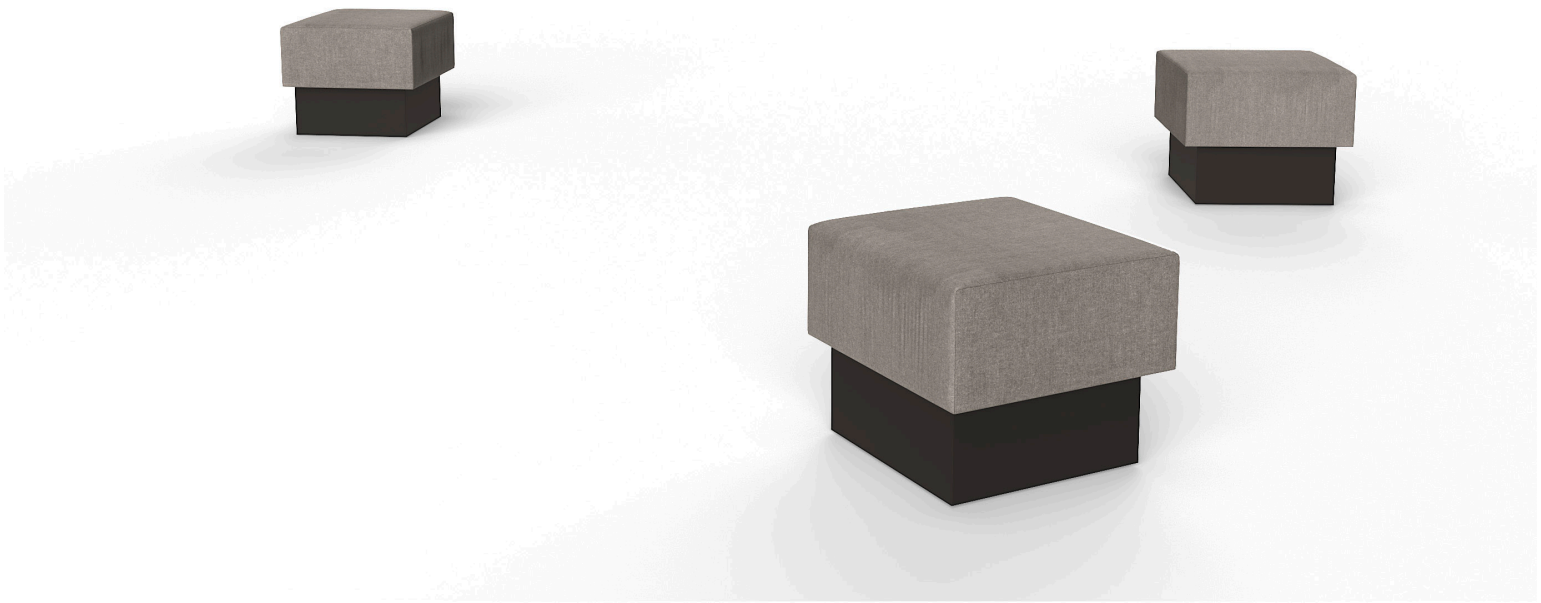
Top view



Bottom view

1:25

D 03 TV Stool



Functions: Sitting (Waiting, Watching TV)

Dimensions: L 50 cm
W 50 cm
H 45 cm

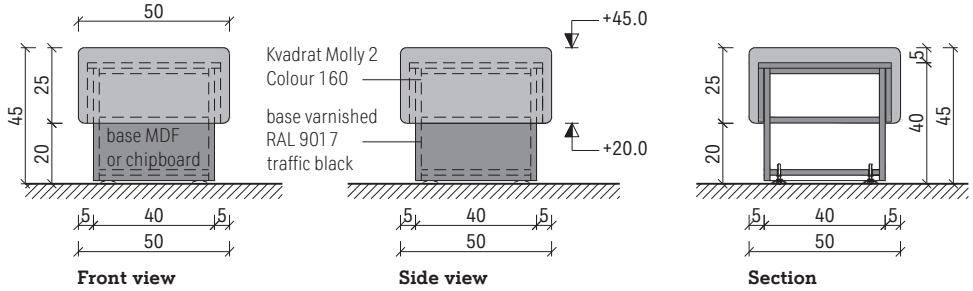
Colour: Greyish-Brown
- KVADRAT Molly 2 160
Black
- RAL 9017 Traffic Black

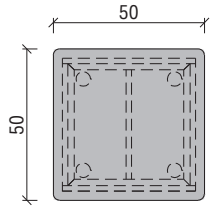
Material:
- Upholstery: KVADRAT Molly 2 160
- Base: MDF/Chipboard varnished (RAL 9017)

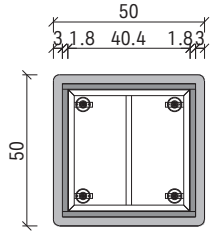
Combo: C 07 Side Table (white)

Zone: General Zone / Active Waiting
Home Zone

Location: Freestanding
- Close to Home Wall / Music Wall
- View to TV


50
45
25
20
base MDF
or chipboard
Kvadrat Molly 2
Colour 160
base varnished
RAL 9017
traffic black
+45.0
+20.0
5
40
5
50
Front view
Side view
Section

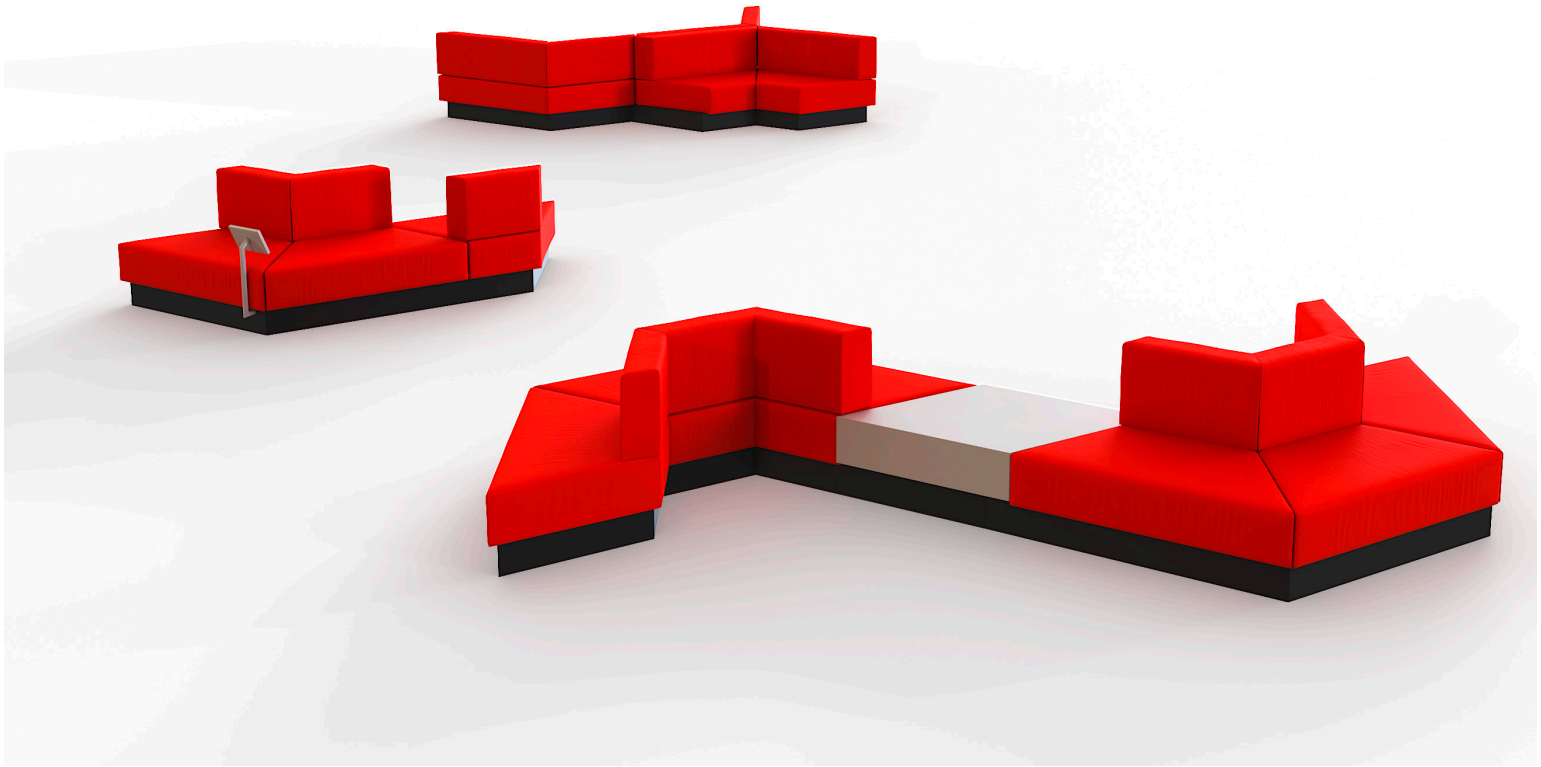

50
50
Top view


50
3.1.8
40.4
1.8.3
50
Bottom view

1:25

work in progress WIP

D 04 Waiting Sofa



Functions: Sitting (Waiting)
Tablets (Advertisements, Information)

Dimensions: See plans

Colour: Red
- to be defined

Black
- RAL 9017 Traffic Black

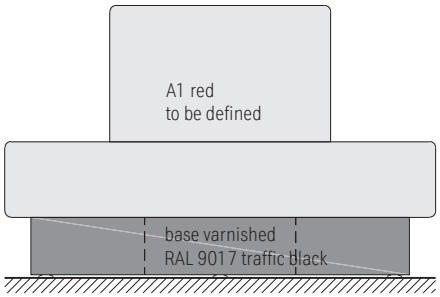
Material:
- Upholstery: to be defined
- Base: MDF/Chipboard varnished (RAL 9017)

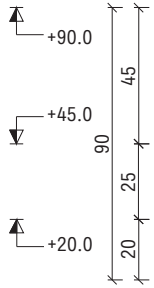
Versions: Components:
Convex / concave / rhomboid
Arrangements:
Different sizes and constellations

Zone: General Zone / Active Waiting
Home Zone

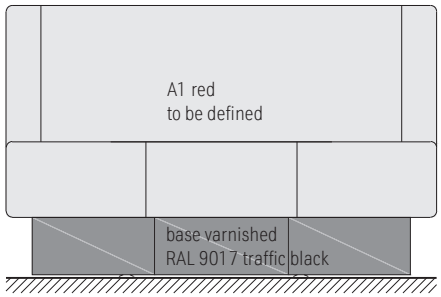
Location:
- In large shops (L, XL) only
- between entrance and A1 Bar
- Close to A1 Bar
- Close to Home Wall / Coffeebar

work in progress WIP

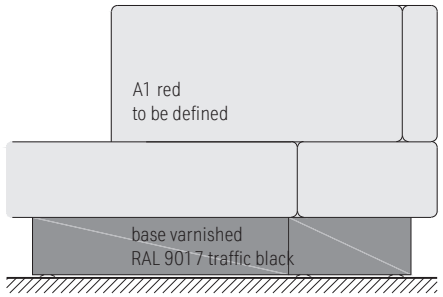




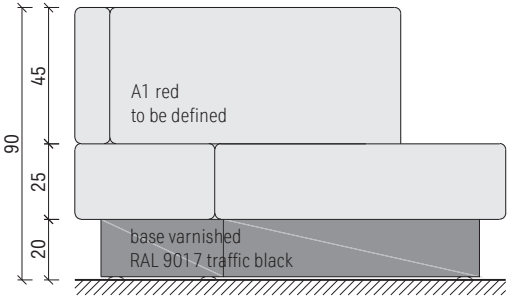
Front view – Element A



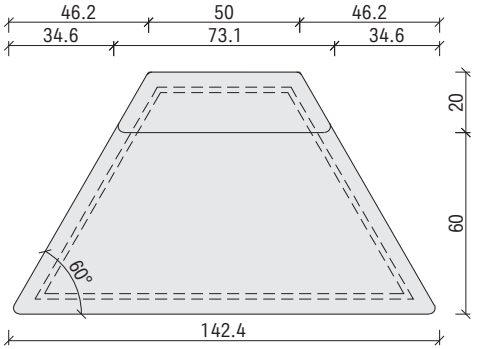
Front view – Element B



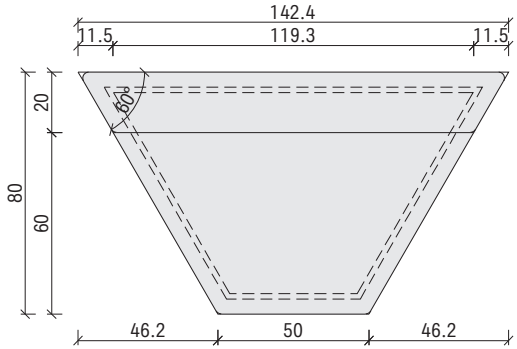
Front view – Element C



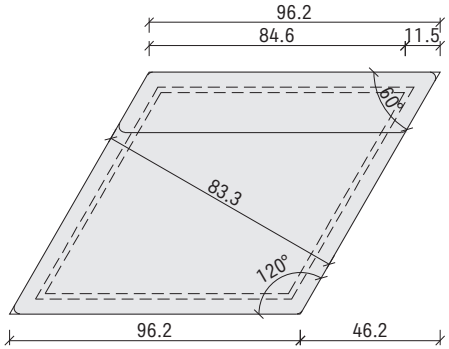
Front view – Element D



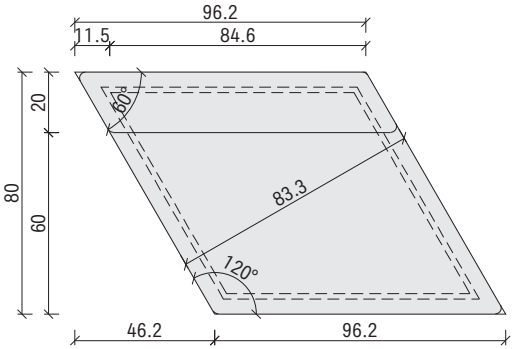
Top view – Element A



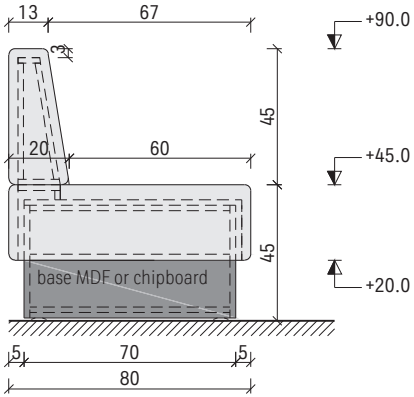
Top view – Element B



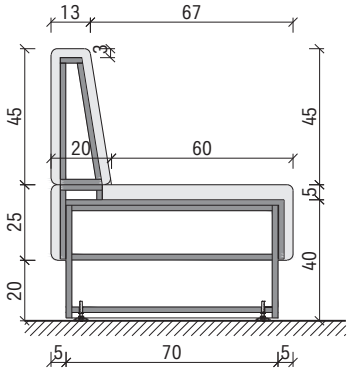
Top view – Element C, Table



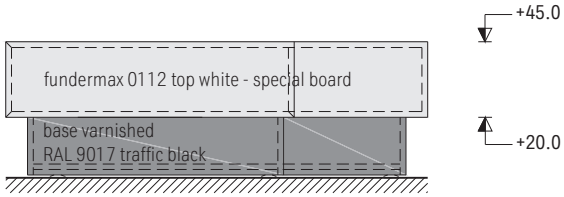
Top view – Element D, Table



Side view – Elements A, B, C, D



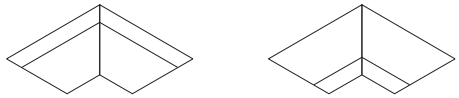
Section – Elements A, B, C, D



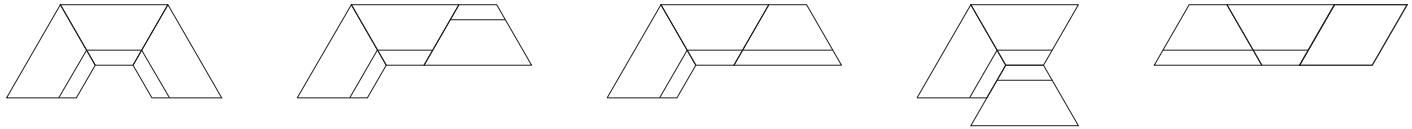
Side view – Table

1:25

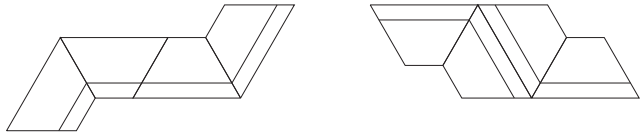
work in progress WIP



2 Elements

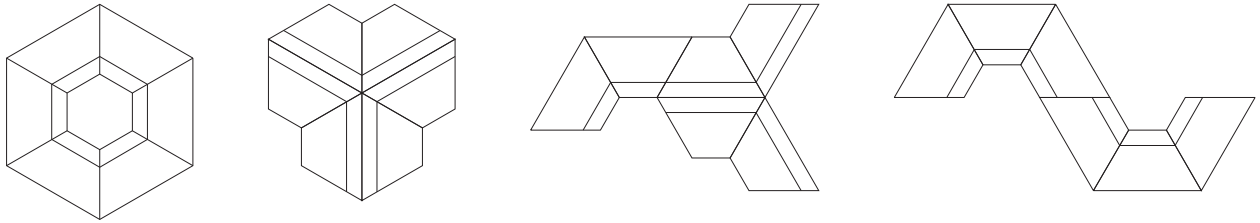


3 Elements



4 Elements

5 Elements



6 Elements

Waiting Sofa: Examples & variations **1:100**

D 21 HAY AAC10

Functions: Sitting (Active Waiting)

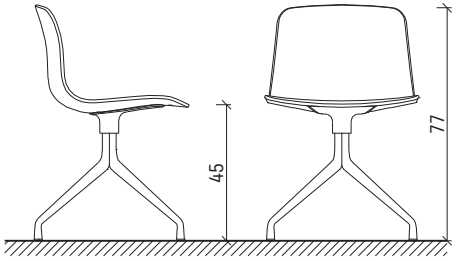
Dimensions: W 51 cm
D 52 cm
H 77 cm (seat hight: 45 cm)

Colours:
- Seat: Black / Legs: Black
- Seat: White / Legs: White
- Seat: Red / Legs: White

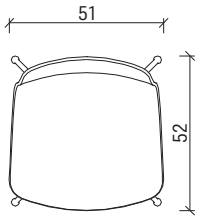
Combo: C 03 A1 Table Low Wood (black)
C 03 A1 Table Low White (red, white)

Zone: General Zone / Active Waiting

Location:
- In large shops (L, XL) only
- between entrance and A1 Bar



Side view **Front view**



Top view

1:25

D 22 HAY AAC20

Functions: Sitting (Active Waiting)

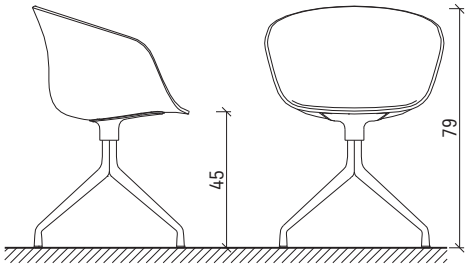
Dimensions: W 59 cm
D 52 cm
H 79 cm (seat hight: 45 cm)

Colour:
- Seat: Black / Legs: Black
- Seat: White / Legs: White
- Seat: White / Legs: White / Cushion (KVADRAT Molly 2 160)
- Seat: White / Legs: White / Upholstery (KVADRAT Molly 2 160)

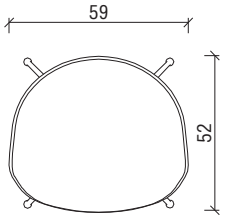
Combo: C 03 A1 Table Low Wood (black)
C 03 A1 Table Low White (white)

Zone: General Zone / Active Waiting

Location:
- In large shops (L, XL) only
- between entrance and A1 Bar



Side view **Front view**



Top view

1:25

D 23 HAY AAC42

Functions: Sitting (Active Waiting)

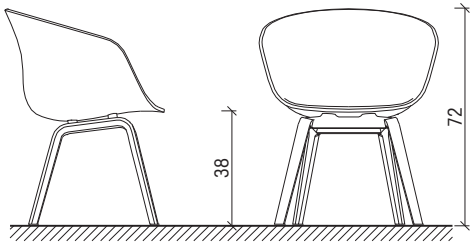
Dimensions: W 59 cm
D 52 cm
H 72 cm (seat hight: 38 cm)

Colour:
- Seat: Black / Legs: Black
- Seat: White / Legs: Oak
- Seat: White / Legs: Oak / Cushion (KVADRAT Molly 2 160)
- Seat: White / Legs: Oak / Upholstery (KVADRAT Molly 2 160)

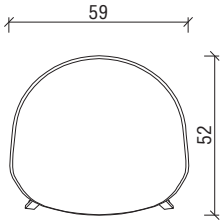
Combo: C 07 Side Table Wood (black)
C 07 Side Table White (white)

Zone: General Zone / Active Waiting

Location: Freestanding
- Close to Home Wall / Music Wall
- View to TV



Side view **Front view**



Top view

1:25

D 24 HAY AAS32

Functions: Sitting (Active Waiting)

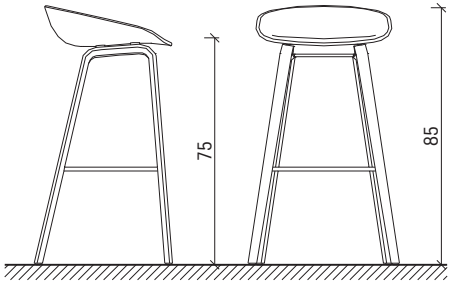
Dimensions: W 50 cm
D 43 cm
H 85 cm (seat hight: 74 cm)

Colour:
- Seat: Black / Legs: Black
- Seat: White / Legs: Oak

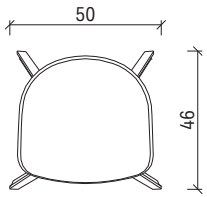
Combo: C 01 Waiting Table Wood (black)
C 02 Product Table White (white)

Zone: General Zone / Active Waiting

Location:
- With high tables (UE 105 cm)
- between entrance and A1 Bar
- Close to A1 Bar

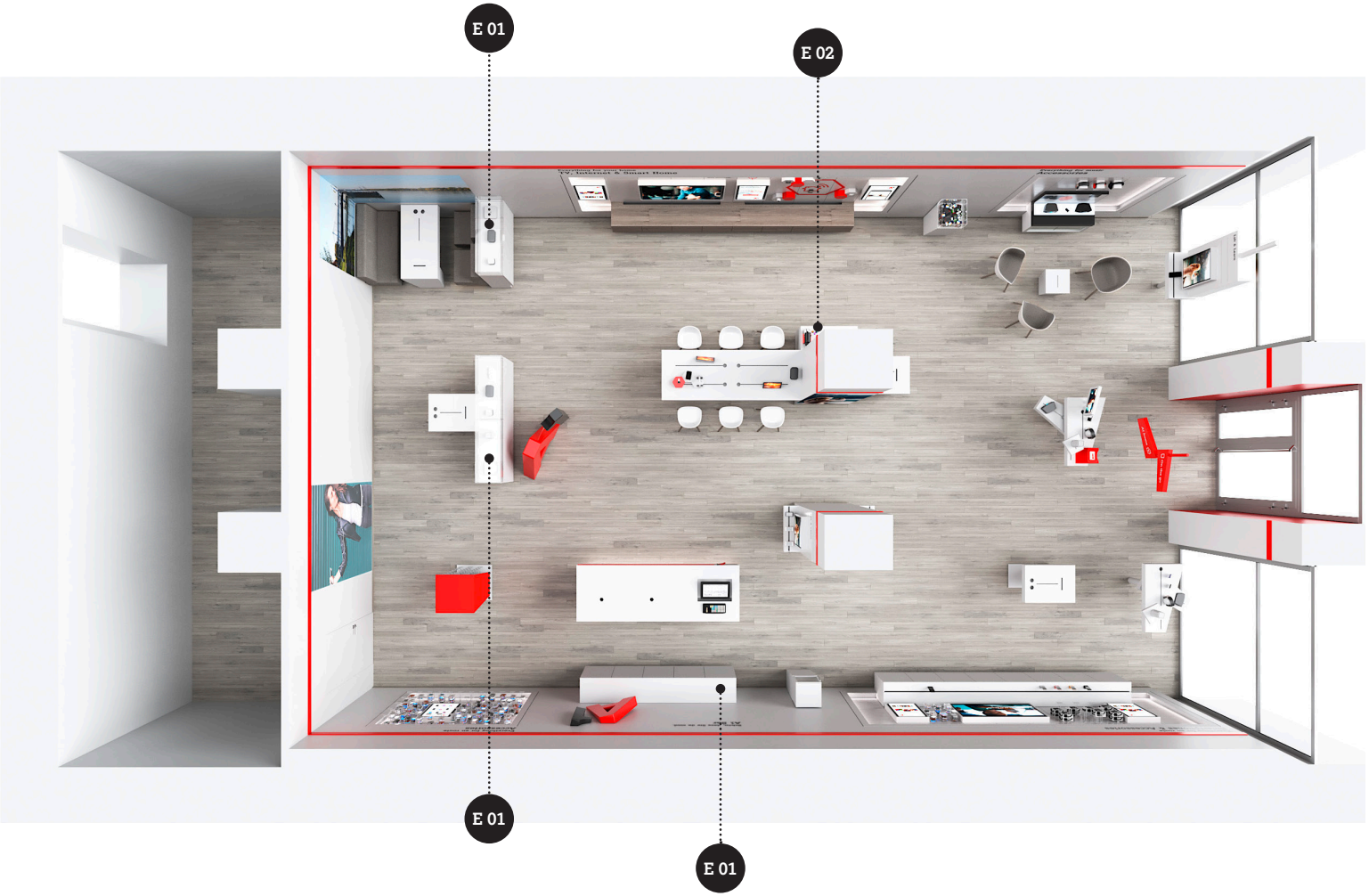


Side view **Front view**



Top view

1:25



Storage

E 01 Storage
- Wall-mounted
- Freestanding

E 02 Coffeebar

E 01 Storage

Functions: Storage
Display of products

Dimensions: W 50 x, e.g. 250 cm (or adjusted to needs)
D wall-mounted: 30 cm
D freestanding: 40 cm
H storage: 90/105 cm
H glass box (display): 25 cm

Colour: White
- FUNDERMAX 0112 Topwhite SU – Special Board

Glass (ESG)
- White glass (Optiwhite, Ultraclear)

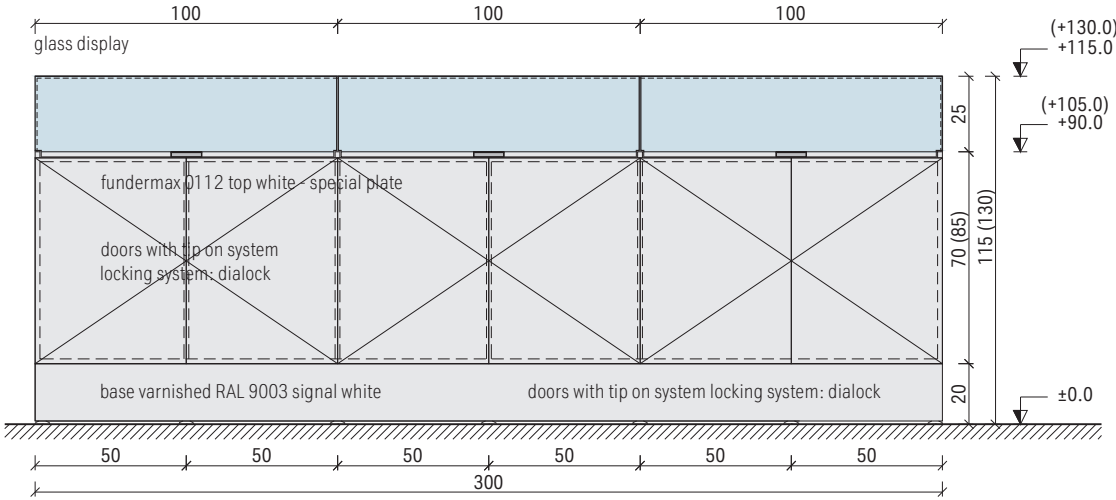
Material:
- Body + Doors: Chipboard coated (FUNDERMAX 0112 Topwhite SU)
- Display: White glass (ESG)

Versions:
- Low / High
- Wall-mounted (without base) / Freestanding (with base)
- With / without display
- Opening:
  Front (Sliding / Revolving Doors)
  Top (Guru)

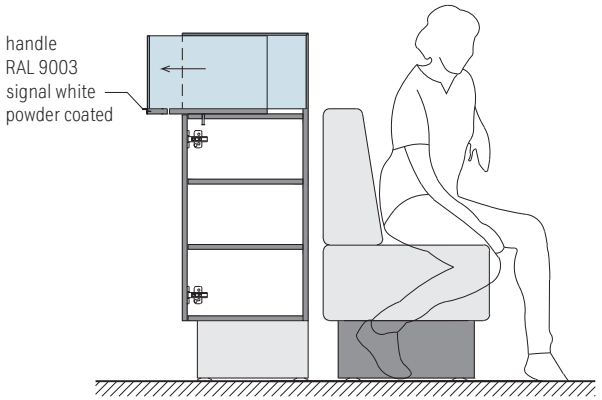
Combo: C 04 A1 Bar
D 01 Consulting Sofa
E 02 Coffeebar
F 31 Moodimage

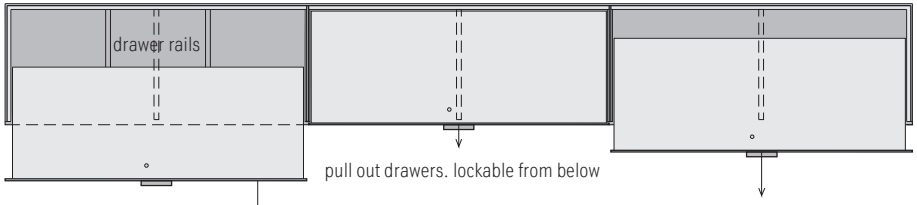
Zone: General Zone
Consulting Zone

Location: Wall-mounted or Freestanding
- Behind A1 Bar
- Behind Consulting Sofa
- Between wall + furniture
- Below moodimage

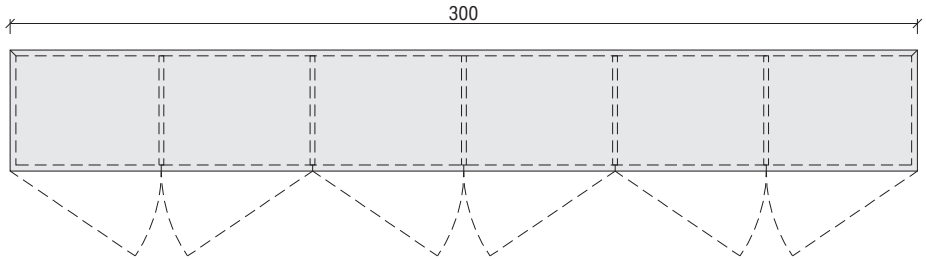


Front view – Storage with Display



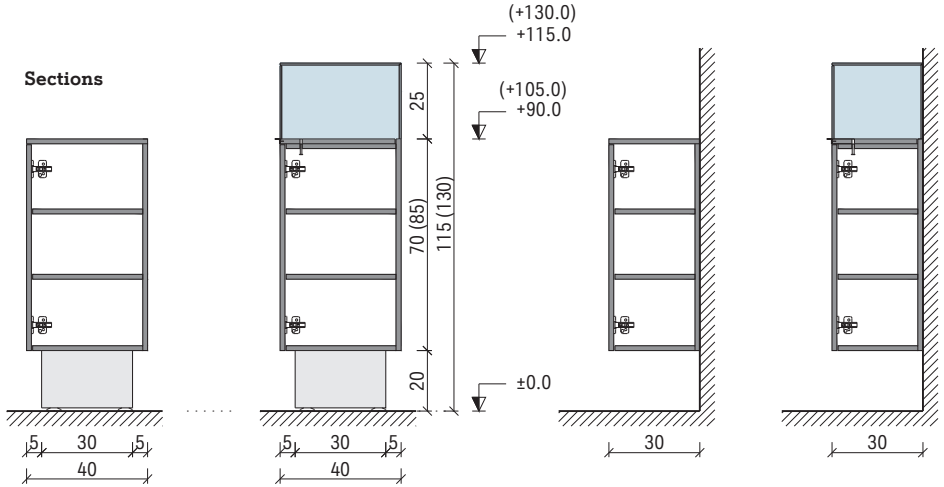


Top view – Storage with Display

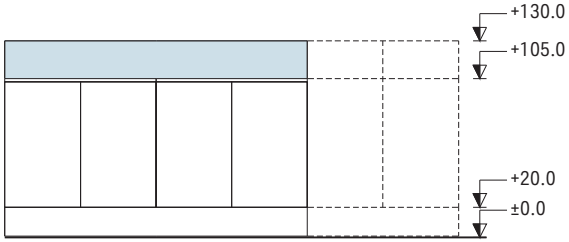


Top view – Storage without Display

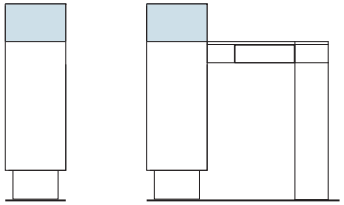
Sections



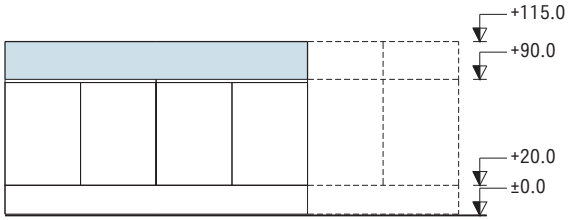
Freestanding without Display | **Freestanding with Display** | **Wall-mounted without Display** | **Wall-mounted with Display** **1:25**



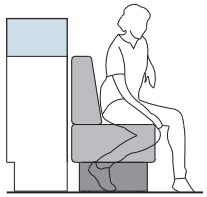
High (105 cm) **– freestanding – with display**



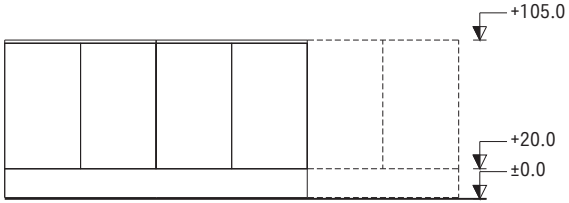
Combination with Consulting Table High



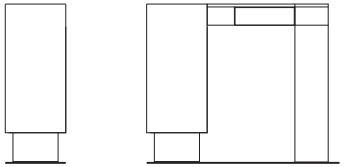
Low (90 cm) **– freestanding – with display**

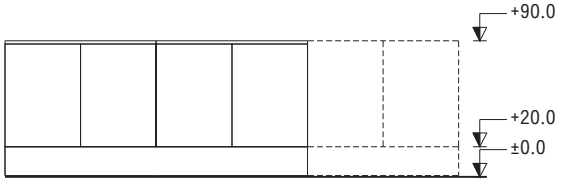


Combination with Consulting Sofa



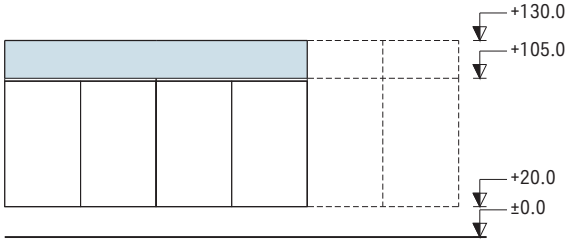
High (105 cm) **– freestanding**



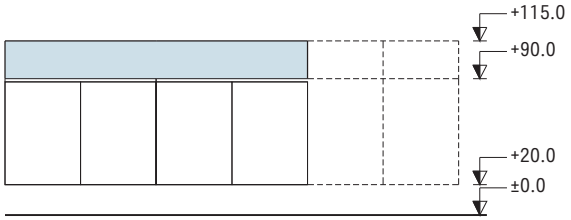


Low (90 cm) **– freestanding**

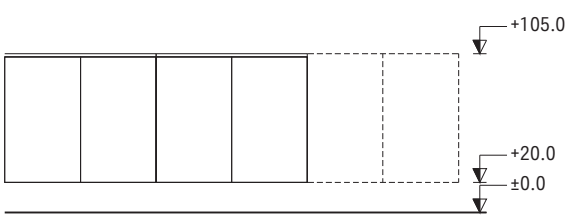
Base variation



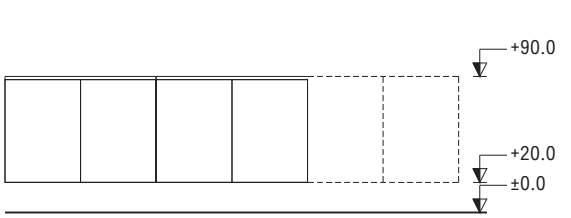
High (105 cm) **– wall-mounted – with display**



Low (90 cm) **– wall-mounted – with display**

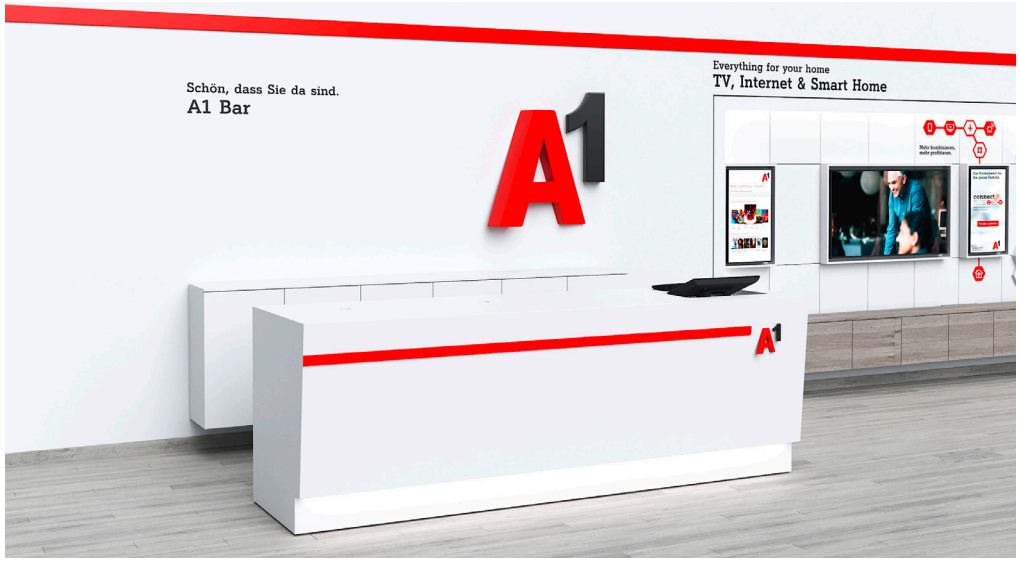


High (105 cm) **– wall-mounted**



Low (90 cm) **– wall-mounted**

Storage: Examples & variations **1:50**


Schön, dass Sie da sind.
A1 Bar
Everything for your home
TV, Internet & Smart Home

E 02 Coffee Bar

Functions: Coffeemachine
Mini Fridge
Storage
Waste container

Dimensions: W 50 x, e.g. 150 cm (or adjusted to needs)
D 40 cm
H 90 / 105 cm

Colour: White
- FUNDERMAX 0112 Topwhite SU – Special Board

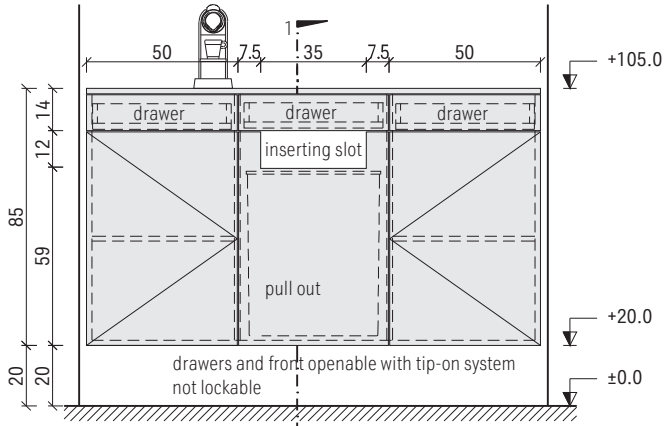
Material:
- Body + doors: Chipboard coated (FUNDERMAX 0112 Topwhite SU)

Versions:
- Low / High

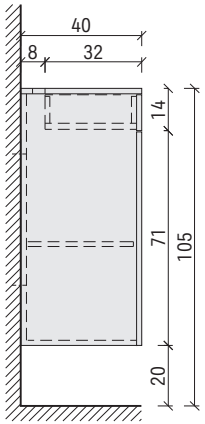
Combo: A 02 Home Wall
C 01 Waiting Table
C 02 Product Table
E 01 Storage

Zone: General Zone / Active Waiting
Consulting Zone
Home Zone

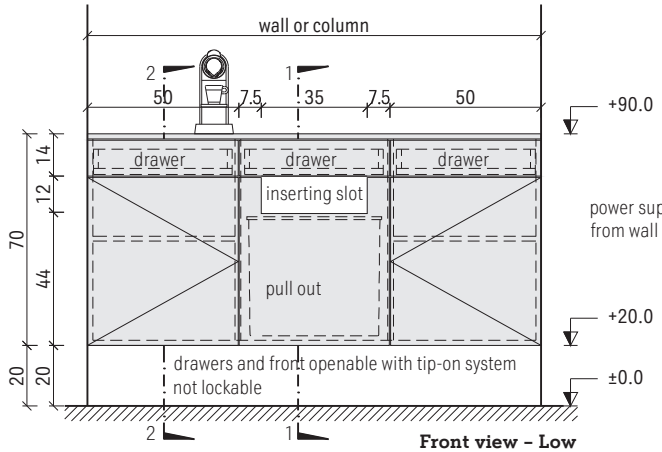
Location:
- Attached to column / wall
- Close to Waiting Area (Waiting Table / Product Table / A1 Table)
- Close to Consulting Zone
- Close to Home Wall



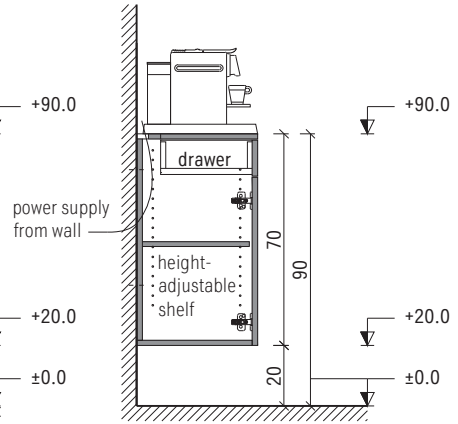
Front view – High



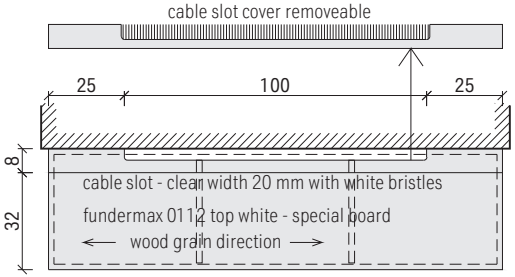
Side view – High



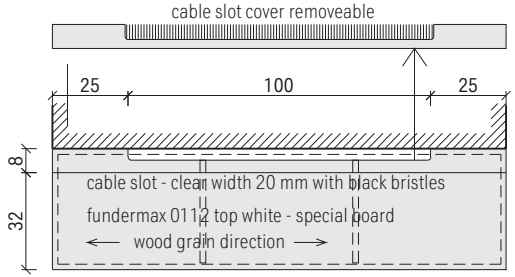
Front view – Low



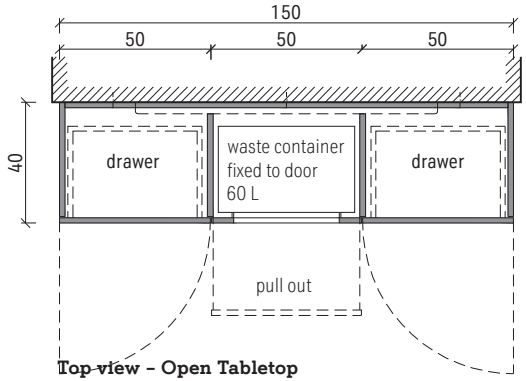
Section 2 – Low



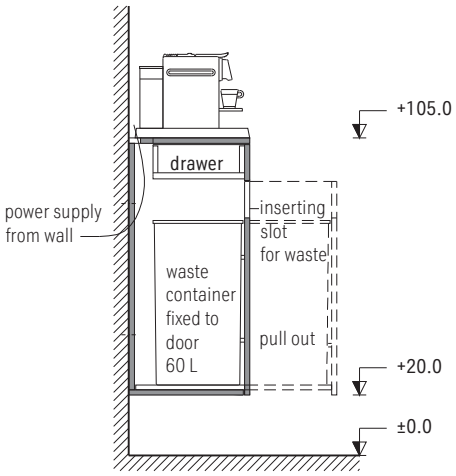
Top view – High



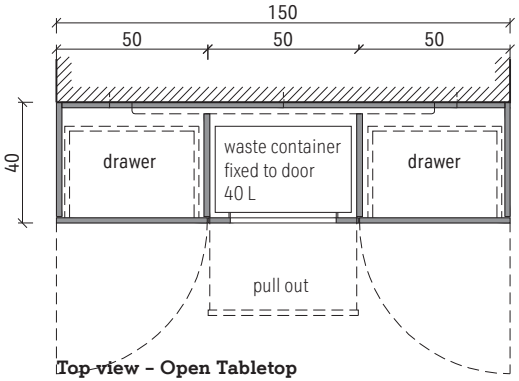
Top view – Low



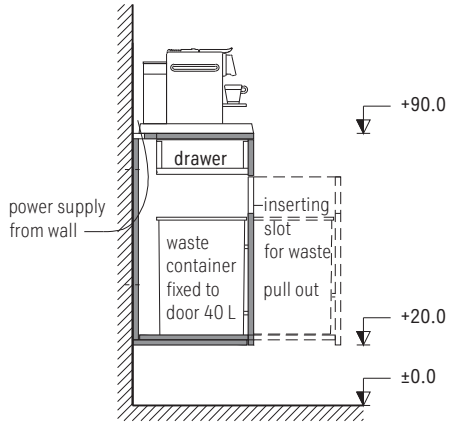
Top view – Open Tabletop



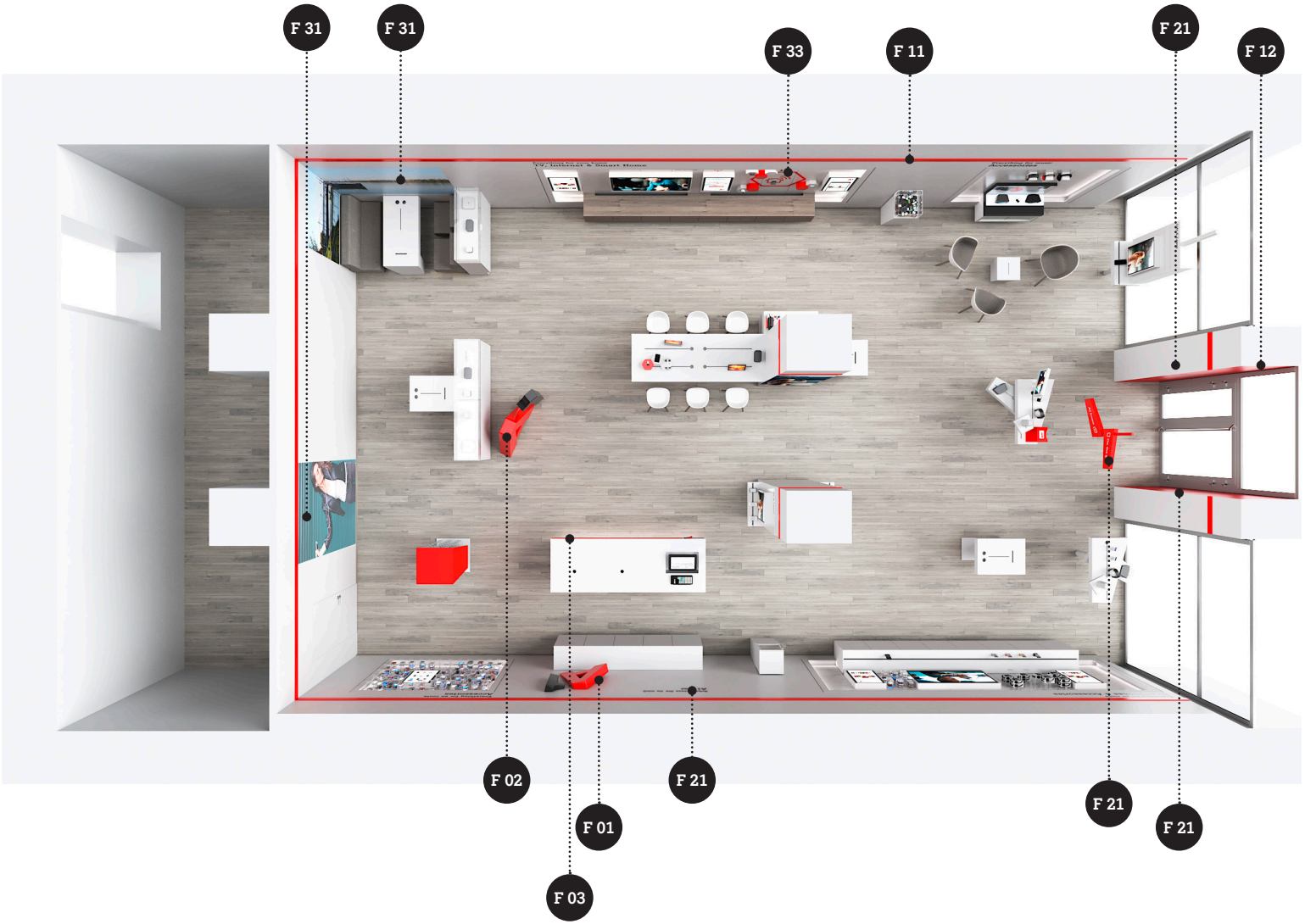
Section 1 – High



Top view – Open Tabletop



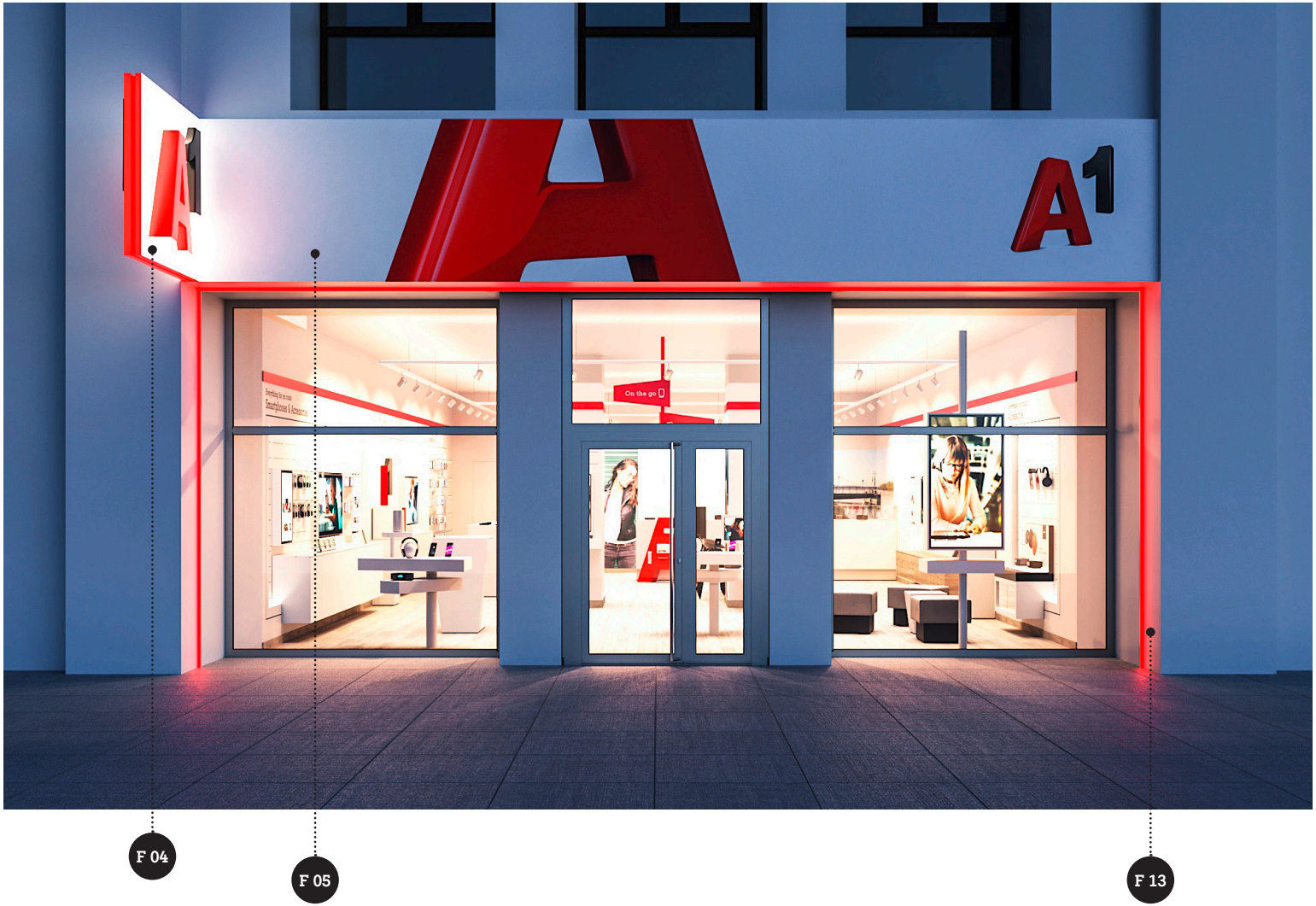
Section 1 – Low **1:25**



Branding

0	**Logos**
F 01	3D-Logo – Wall
F 02	3D-Logo – Freestanding
F 03	3D-Logo – Furniture
F 04	Blade Sign
F 05	Fascia
F 06	Foliation Construction Site
1	**Colours**
F 11	Red Stripe
F 12	Red Walls
F 13	Light Strip red
2	**Typography**
F 21	Lettering
3	**Image Style**
F 31	Moodimage
F 32	Digital Signage
F 33	Icons
4	**Design**
5	**Sound & Motion**

See also next page



Branding

0	**Logos**
F 01	3D-Logo – Wall
F 02	3D-Logo – Freestanding
F 03	3D-Logo – Furniture
F 04	Blade Sign
F 05	Fascia
F 06	Foliation Construction Site
1	**Colours**
F 11	Red Stripe
F 12	Red Walls
F 13	Light Strip red
2	**Typography**
F 21	Lettering
3	**Image Style**
F 31	Moodimage
F 32	Digital Signage
F 33	Icons
4	**Design**
5	**Sound & Motion**

See also previous page

F 01 3D-Logo – Wall

Functions: Branding
Pull-In (Back Wall)
Orientation (Towards A1 Bar)

Dimensions: Various dimensions (see following pages)

The A1 Logo always needs 1.5 x white space on all sides!

Number: 1 wall-mounted Logo per Shop

Colour: Red
- RAL 3020 Traffic Red (high gloss)

Black
- RAL 9017 Traffic Black (matt)

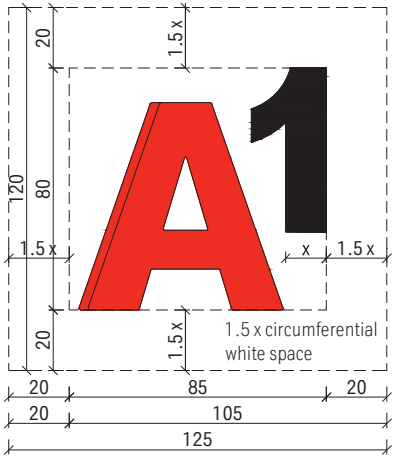
Material: Letters: Chipboard varnished
- „A": (RAL 3020, high gloss)
- „1": (RAL 9017, matt)

Versions:
- Aligned with Red Stripe
- Below Red Stripe, aligned with Walls

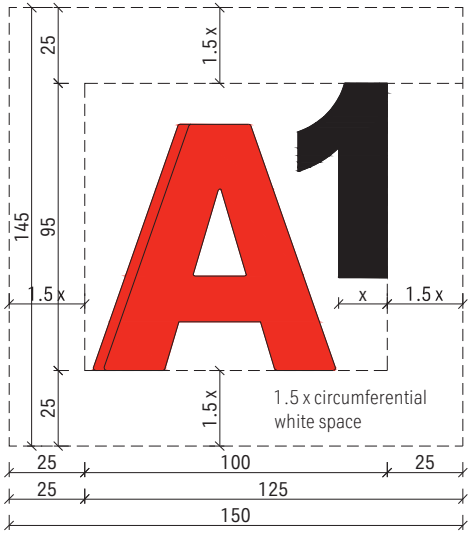
Combo: C 04 A1 Bar + E 01 Storage
F 11 Red Stripe

Zone: General Zone
Consulting Zone

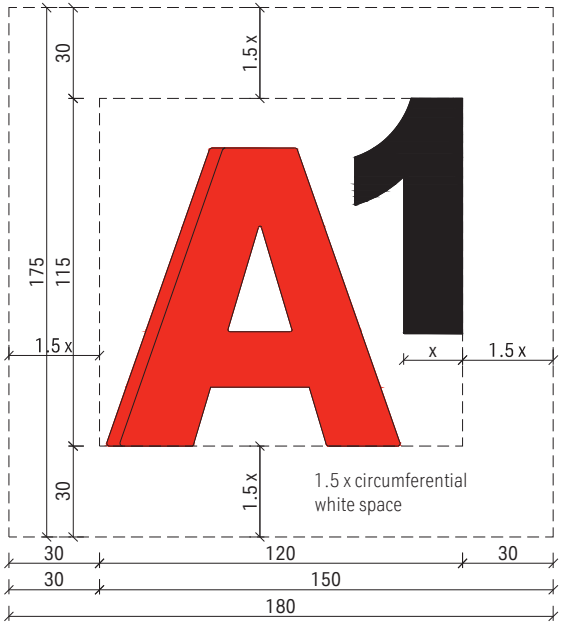
Location:
- Behind A1 Bar
- Rear Area (Pull-In-Element)



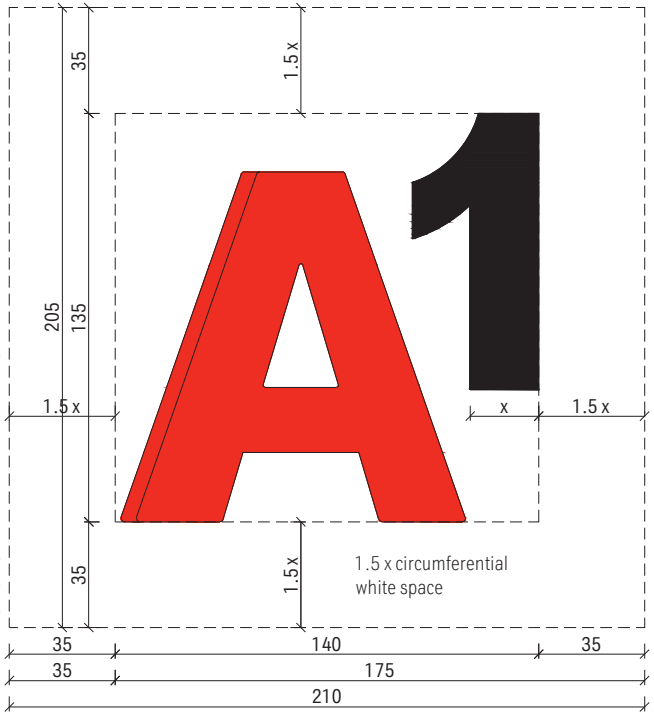
Front view



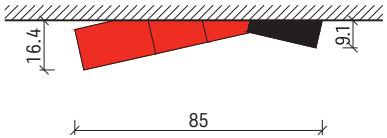
Front view



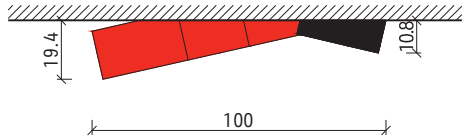
Front view



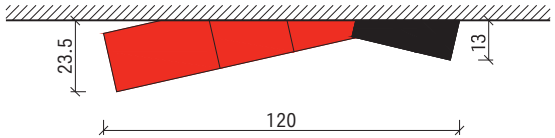
Front view



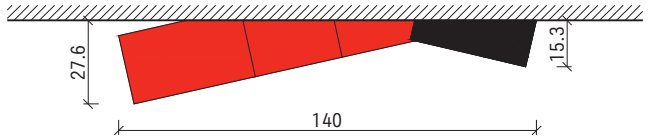
Top view



Top view



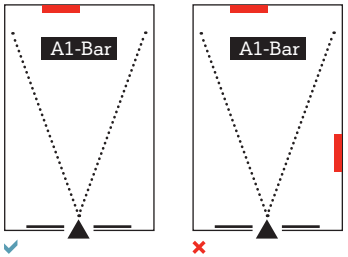
Top view



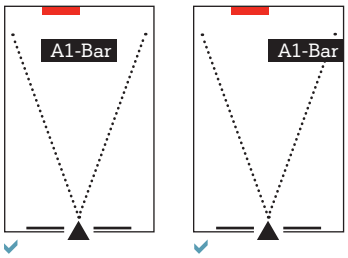
Top view

X-Small **Small** **Medium** **Large** **1:25**

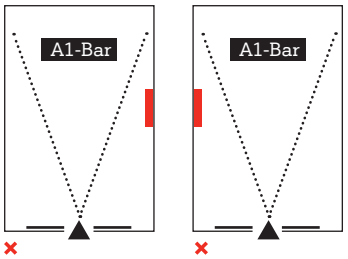
A1 Bar
- opposite the entrance
- in the back of the shop.



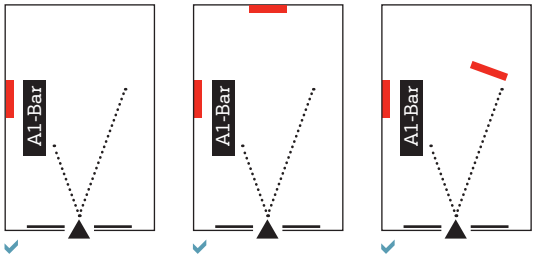
In general we use 1 wall-mounted 3D logo per shop.



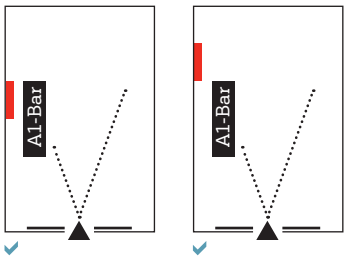
In this case we place one wall-mounted 3D logo behind the A1 Bar at the rear wall as a Pull-In-Element.



A1 Bar
- left hand side of the entrance

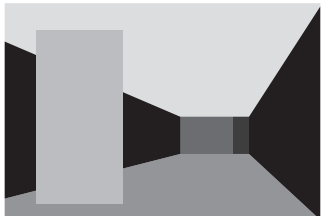


In this case it is also possible to use 2 Logos:
1 behind the A1 Bar + 1 at the rear wall / freestanding.

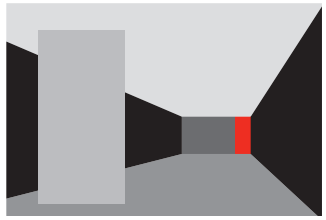


In this case we place one wall-mounted 3D logo behind the A1 Bar.

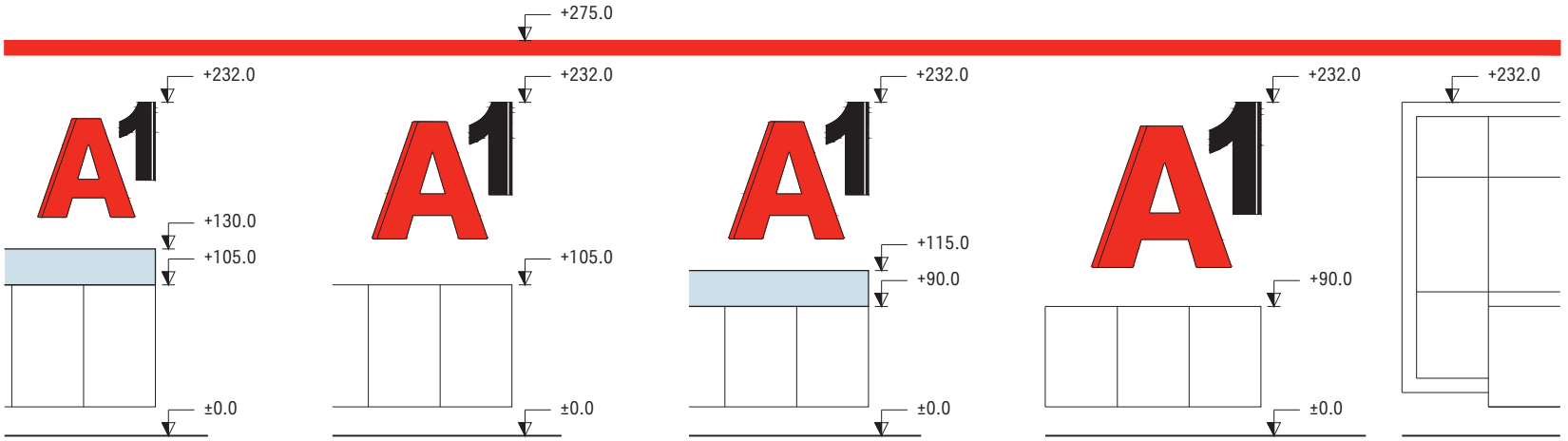
Depending on the specific situation:
- The upper edge of the Logo can be aligned with the upper edge of the Red Stripe
- The Logo is positioned below the Red Stripe, the upper edge aligned with the Walls.



Without Pull-In Element



With Pull-In Element



Logo X-Small (UE 232)
(Storage: 105 + 25 cm)

Logo Small (UE 232)
(Storage: 105 cm)

Logo Small (UE 232)
(Storage: 90 + 25 cm)

Logo Medium (UE 232)
(Storage: 90 cm)

Ceiling Height:
280 cm and higher

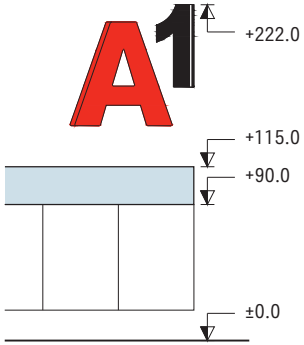
For lower ceilings see next page

Logo Small (UE 275)

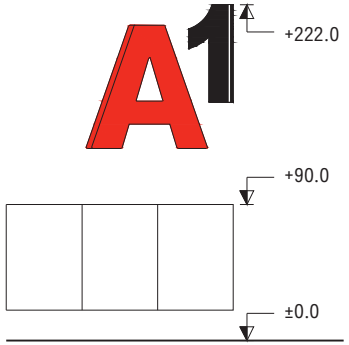
Logo Medium (UE 275)

Logo Large (UE 275)

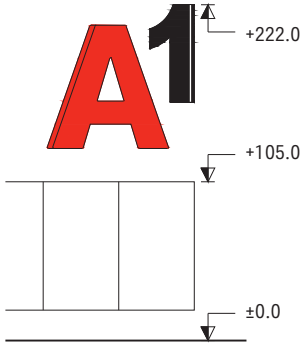
3D-Logos – Wall: Examples & variations **1:50**



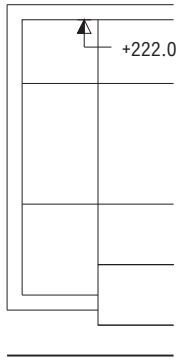
Logo X-Small (UE 222)
(Storage: 90 + 25 cm)



Logo Small (UE 222)
(Storage: 90 cm)



Logo Small (UE 222)
(Storage: 105 cm)



Ceiling Height:
Lower than 280 cm

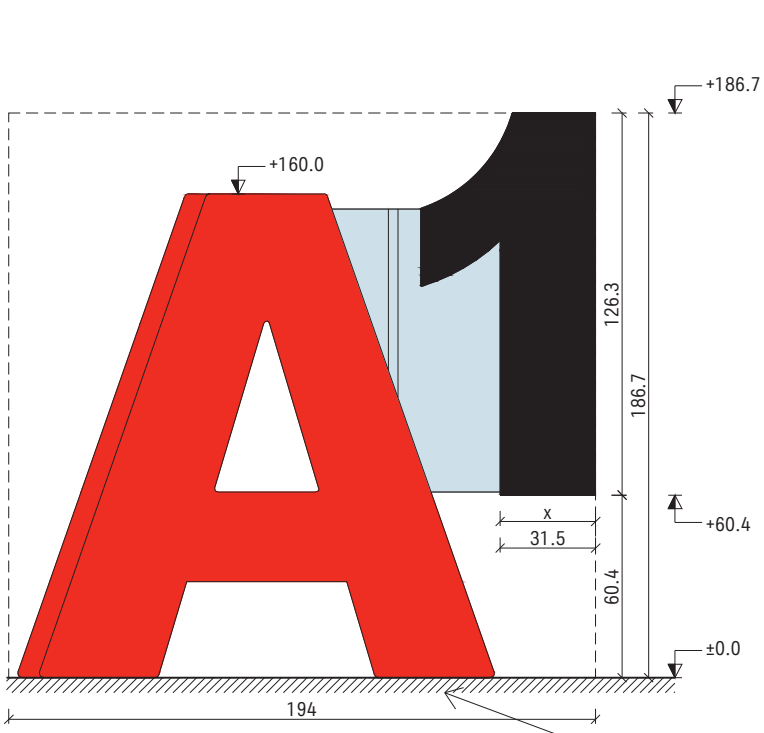
For higher ceilings see previous page

With ceilings lower than 280 cm it is not possible to keep the 1,5 x distance of the logo to the ceiling. Therefore in these shops there are **no such variations** where the **upper edge of the 3D-Logo equals the upper edge of the Red Stripe.**

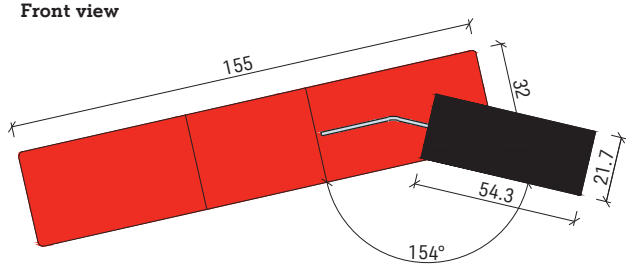
3D-Logos – Wall: Examples & variations **1:50**

F 02 3D-Logo - Freestanding

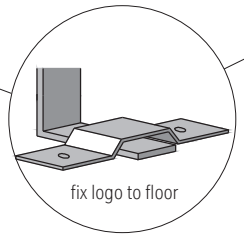
Functions:	Attention Branding Pull-In (Rear area) Orientation (Towards A1 Bar)
Dimensions:	Depending on shop size. Max. Size with the following construction: A = 180 cm
Number:	max. 1 in shop + 1 in shop window
Colour:	Red ▪ RAL 3020 Traffic Red (high gloss) Black ▪ RAL 9017 Traffic Black (matt) Transparent
Material:	Letters: Chipboard varnished ▪ „A“: (RAL 3020, high gloss) ▪ „1“: (RAL 9017, matt) Joint: Acrylic transparent, UV-resistant
Combo:	(C 05 Consulting Table High)
Zone:	General Zone Consulting Zone
Location:	▪ Directing to A1 Bar ▪ Rear Area (Pull-In-Element) ▪ Shop Window

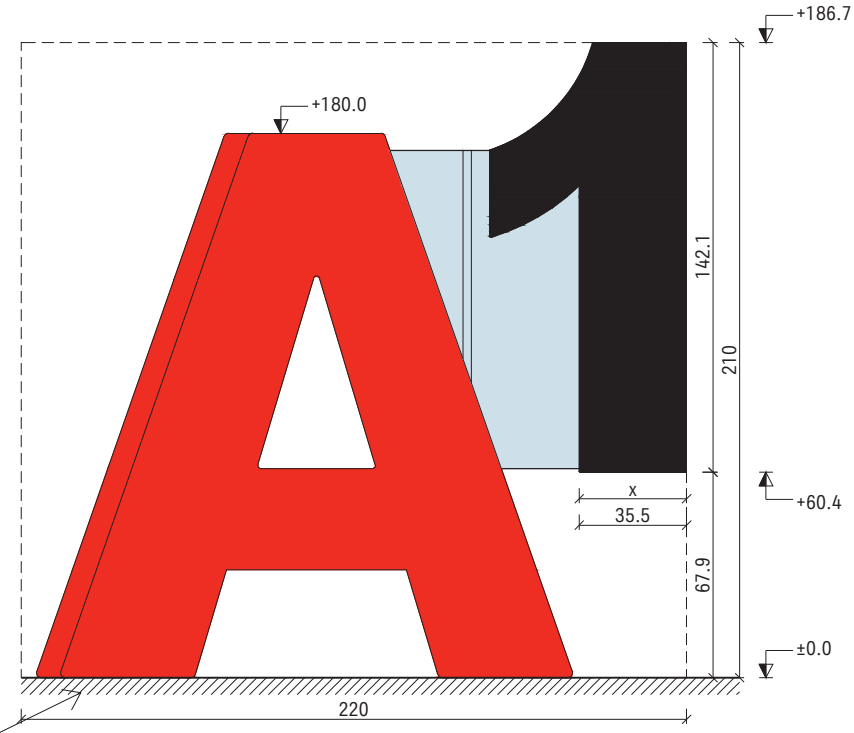


Front view

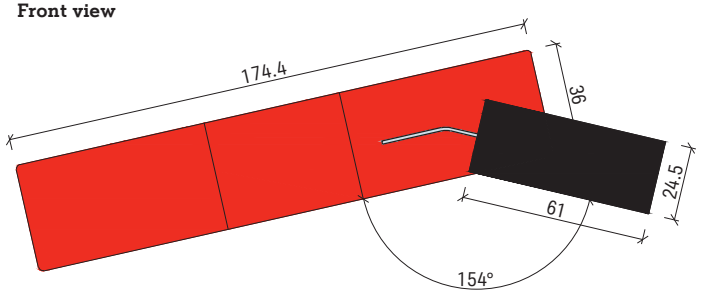


Top view





Front view



Top view

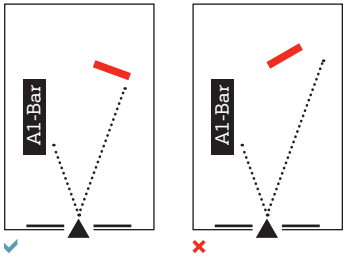
Size 160

Size 180

1:25

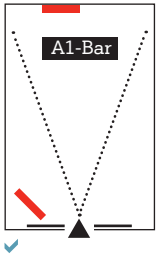
A1 Bar

- left hand side of the entrance



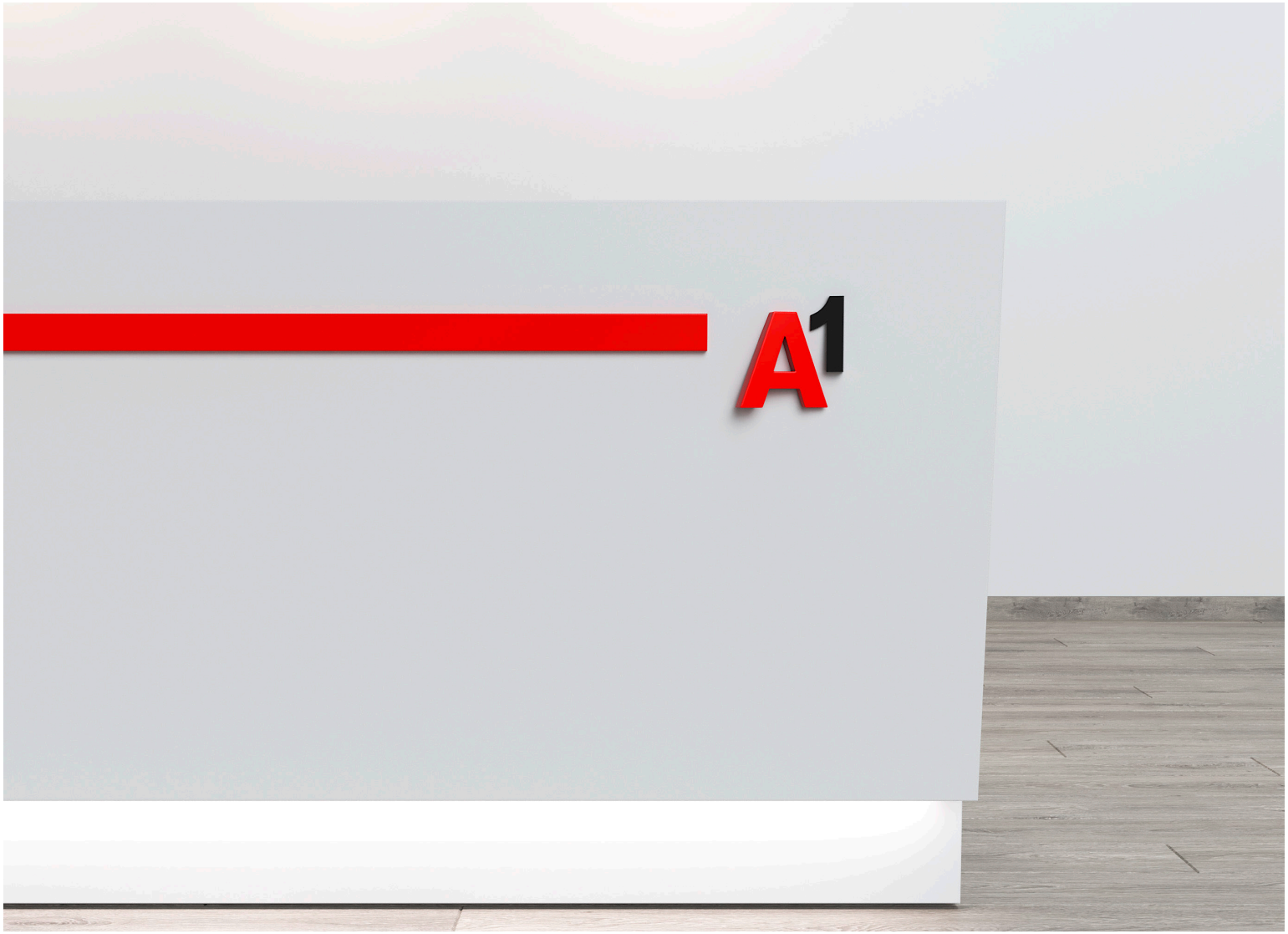
In this case (and the shop size allows it) we place a freestanding 3D Logo which directs the customer towards the A1 Bar.

Shop window



A freestanding 3D Logo can serve as an eyecatcher in the shop window.

F 03 3D-Logo Furniture



Functions: Branding

Dimensions: W 15.1 cm
H 14.8 cm

Number: 1 per A1 Bar

Colour: Red
- RAL 3020 Traffic Red (high gloss)

Black
- RAL 9017 Traffic Black (matt)

Material: MDF, varnished
- „A": (RAL 3020, high gloss)
- „1": (RAL 9017, matt)

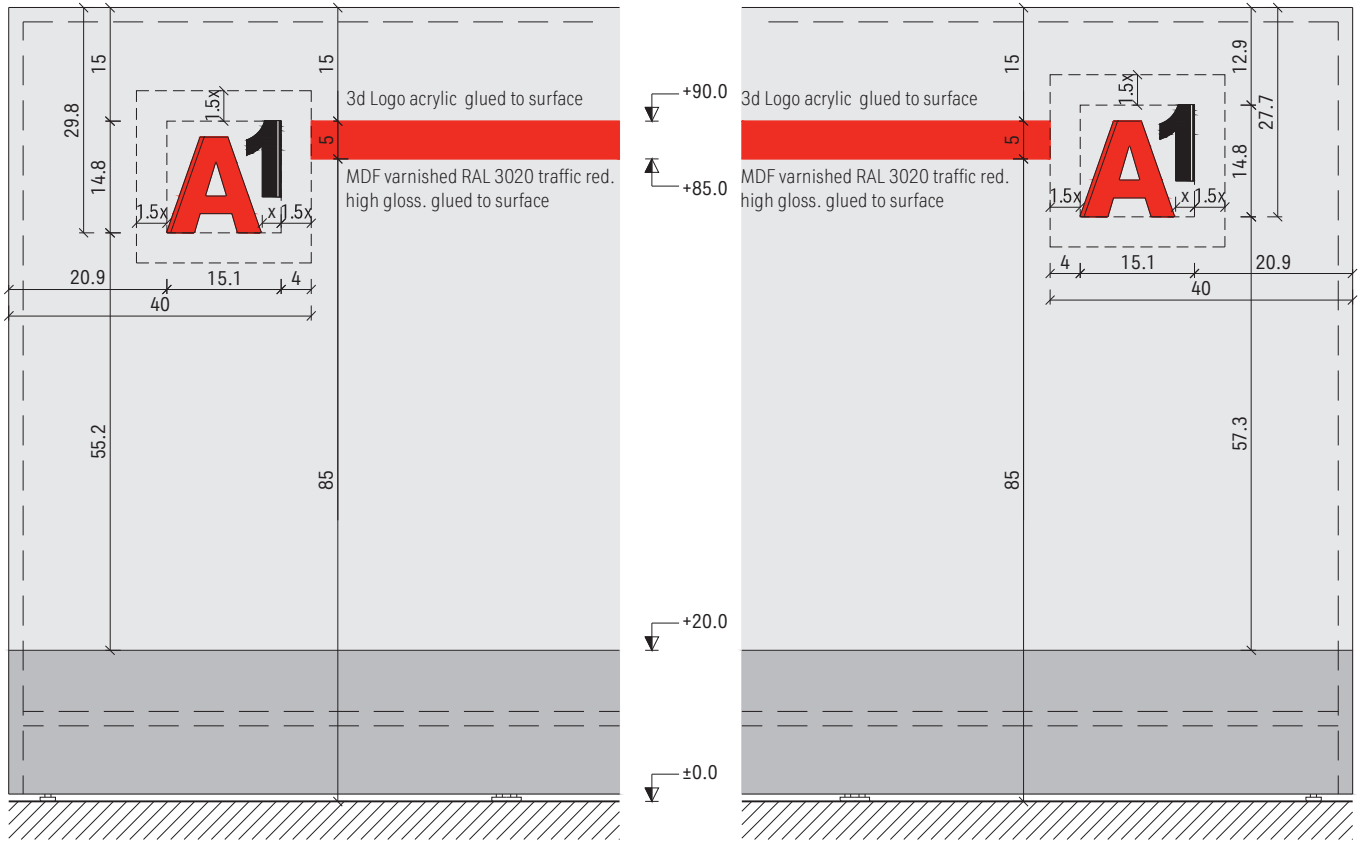
Combo: C 04 A1 Bar
F 11 Red Stripe

Zone: General Zone

Location:
- Front of A1 Bar (furniture-mounted)
- On the same side as wall-mounted Logo

The A1 Logo always needs 1.5 x white space on all sides!

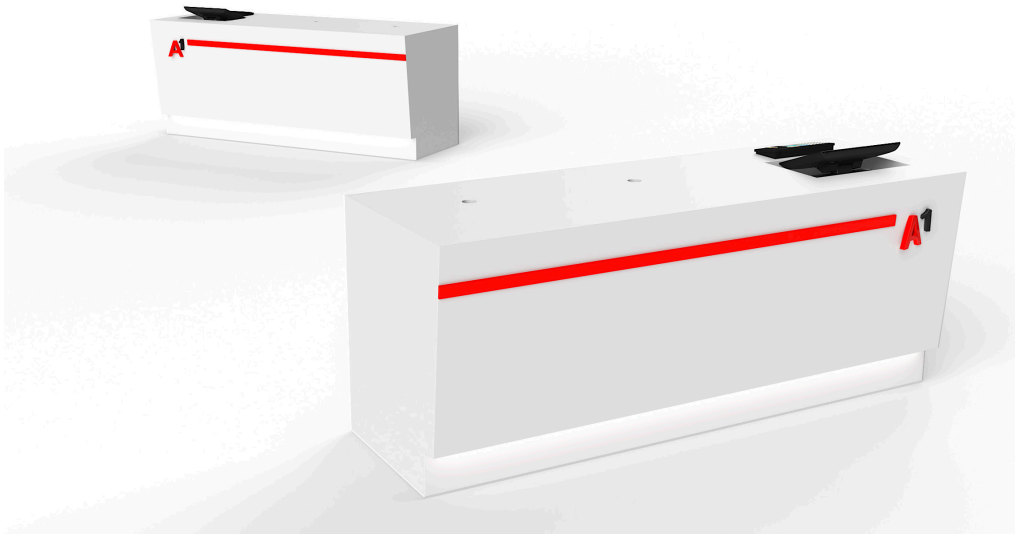
Upper edge of „1"
= upper edge of Red Stripe

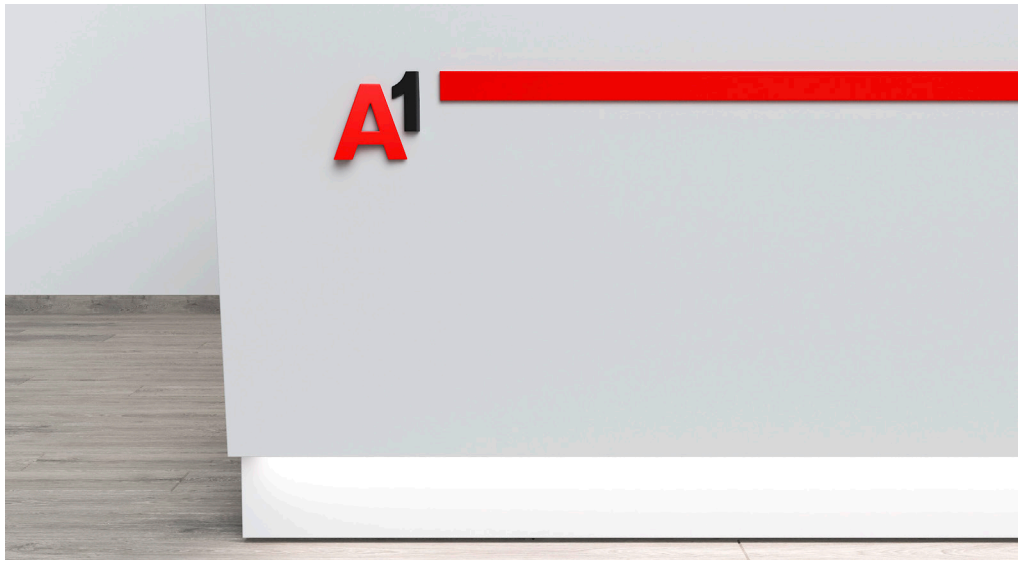


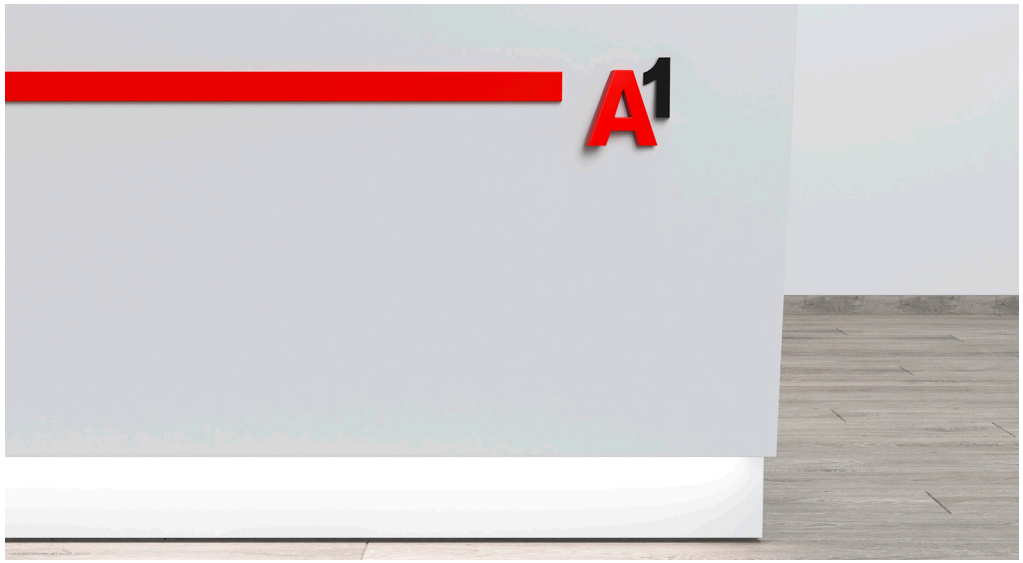
Front view **Front view**

Top view **Top view**

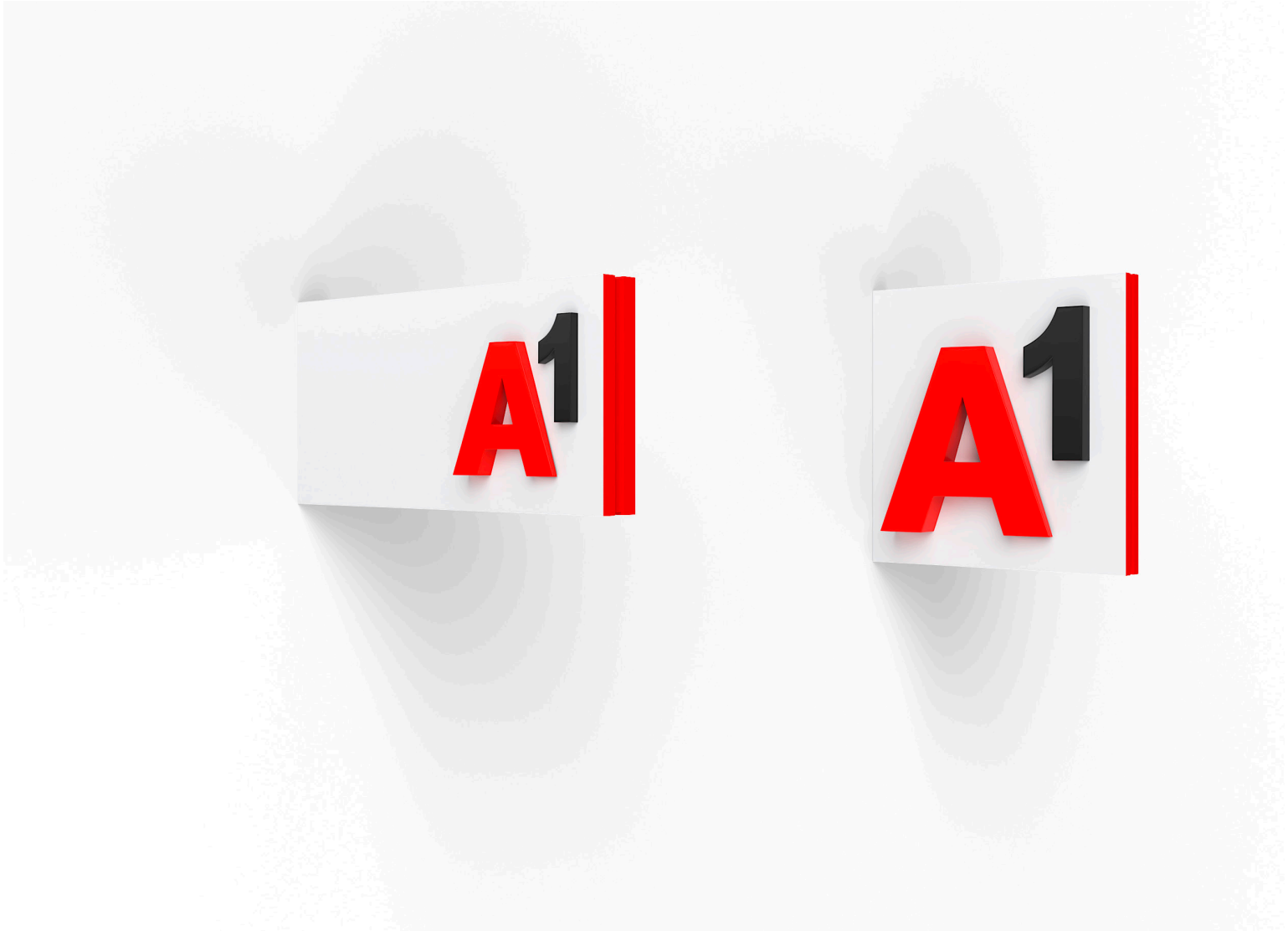
Left version **Right version** **1:10**







F 04 Blade Sign



Functions: Branding
Orientation

Dimensions: Depending on specific situation.

Examples:
Square W x H 140 x 140 cm
Rectangular W x H 146 x 69.5 cm

Colour: White
- Acrylic opaque

Red
- Acrylic Red GS 3H67

Black
- Acrylic opaque

Material: Surface: Acrylic
- Background: White opaque
- „A" + Edge: Acrylic Red GS 3H67
- „1": Acrylic Black, opaque (with aura illumination)

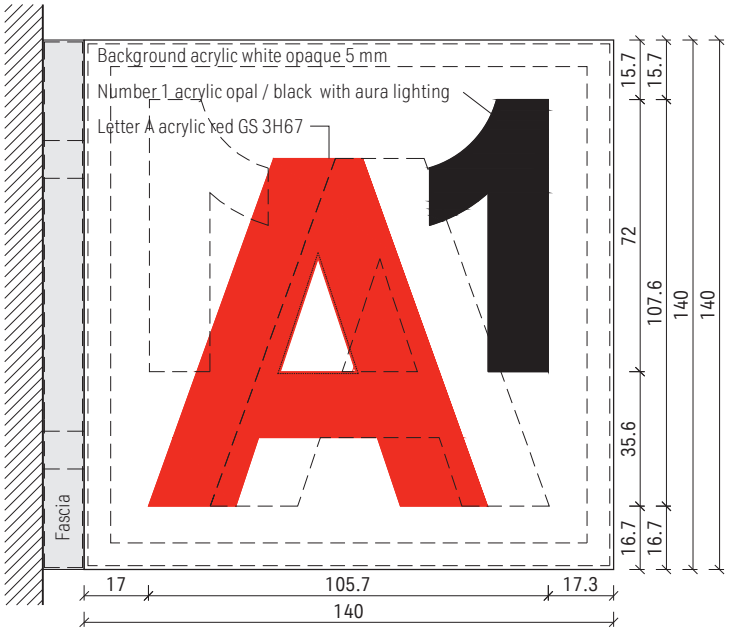
Substructure: Metal

Lighting: LED lighting 4000 K
(„A" and „1" separately switchable)

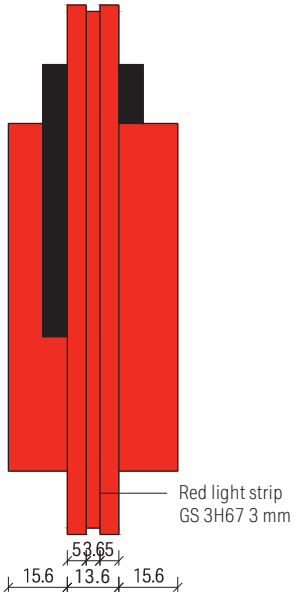
Combo: F 05 Fascia
F 13 Light Strip Red

Zone: Outside

Location:
- Same height as Fascia
- Left or right hand side



Front view

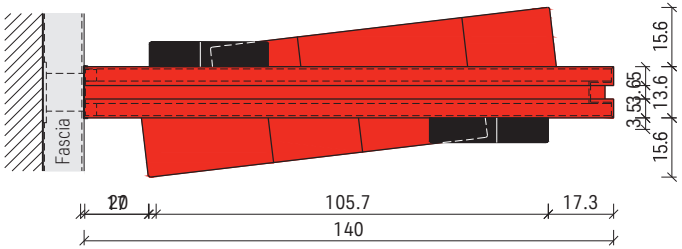


Side view

LED backlight

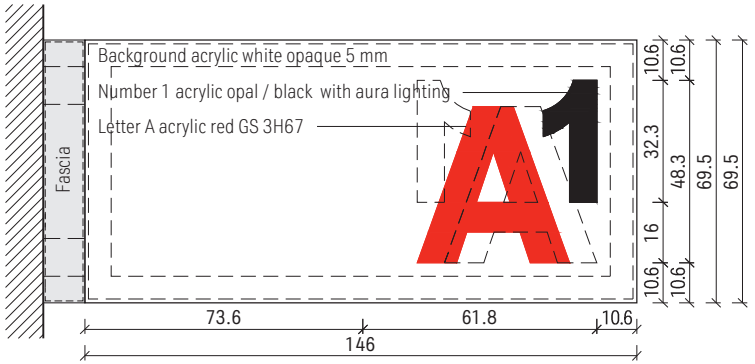
(Light strength according to official requirements)

Channels A and 1 individually switchable

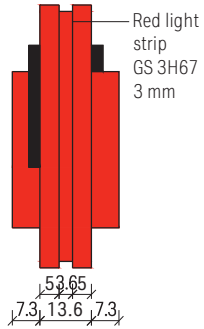


Top view

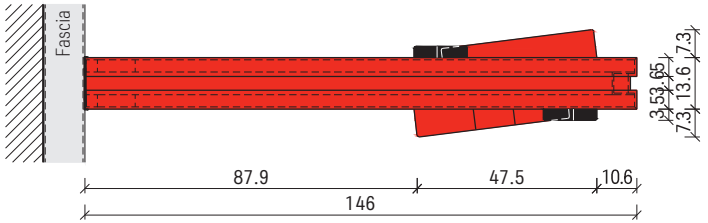
Square version



Front view

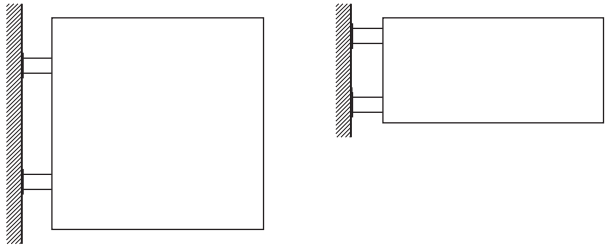


Side view



Top view

Rectangular version

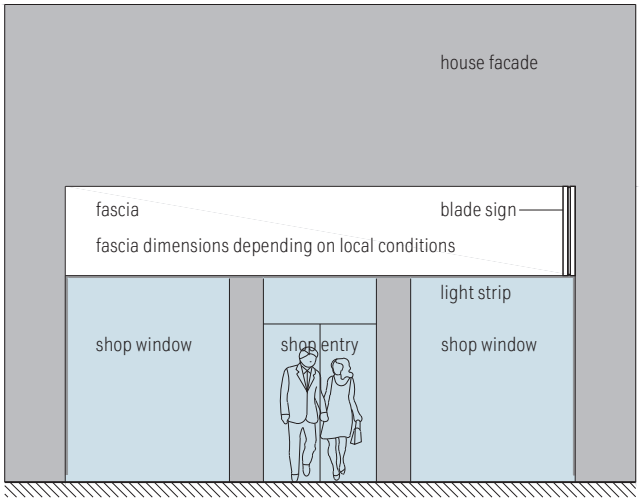


Without fascia

1:20

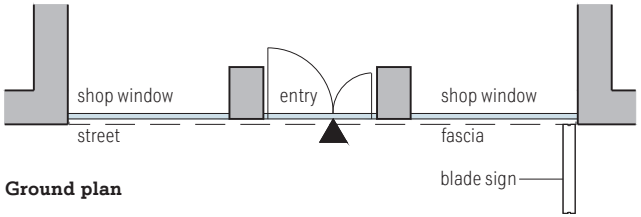
F 05 Fascia

Functions:	Branding Orientation
Dimensions:	Depending on specific situation.
Colour:	Background: White Logos: Red + Black
Content:	According to Branding Guidelines
Material:	Foil
Combo:	F 04 Blade Sign F 13 Light Strip Red
Zone:	Outside
Location:	▪ Entire width above entrance ▪ Above Light Strip



Shop facade

for further information about the fascia
see A1 Brand Marketing Guidelines



Ground plan

Not to scale

F 06 Foliation Construction Site

During construction works it necessary to cover the shop windows with an opaque foil. Make sure, it is mounted **before** construction works start.

Functions: Branding
Orientation

Dimensions: Covering the entire window area

Colour:
- Background: White (CMYK 0 0 0 0)
- Text: A1 Black (CMYK 50 30 30 100)
- Logo: A1 Red (CMYK 0 95 100 0)
- Disruptor: A1 Red (White Text)

Content: Necessary information for customers:
- Information about renovation
- Re-Opening date
- Next closest shop

Number: Several times
Location: Especially on the doors
Text size: Adjusted to viewing distances

Example:
This shop is temporarily closed for renovation. The next closest A1 Shop is nearby at Rotenturmstrasse 20, 1020 Vienna.
We look forward to welcome you again in our new A1 shop from 02.08.2018.

Material: Easy-to-remove foils, especially in winter.
Cast Foil

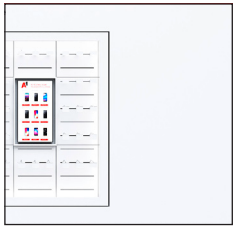
Zone: Outside

Location:
- Entire width above entrance
- Above Light Strip

White

Primary Colour, Background

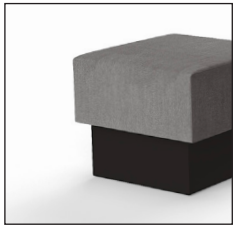
▪ Walls	RAL 9003
▪ Ceiling	RAL 9003
▪ Furniture (General Elements, Mobile Zone)	Coated surfaces RAL 9003 Highly stressed surfaces: FUNDERMAX 0112 Topwhite - Special Board
▪ Metal structures	Varnish RAL 9003
▪ Lettering (Red Walls)	Acrylic White, opaque
▪ Basic Lighting	RAL 9016 Traffic White (Zumtobel Tecton White)
▪ Blade Sign Background	Acrylic White, opaque



Greyish Brown

Secondary Colour, „homely"

▪ Floor	Tiles: Nova Bell Oak Timber, Tile grout: Sopro sand grey 18
▪ Furniture (Home Zone)	Kronodesign K079 PW Grey Clubhouse Oak
▪ Upholstery	Kvadrat Molly 2 160



A1 Hot Red

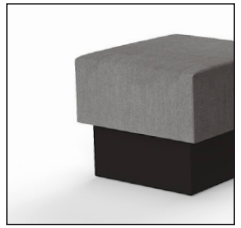
Accent Colour, Brand Communication

▪ Red Stripe (Walls, A1 Bar)	RAL 3020 high gloss
▪ Logo A	RAL 3020 high gloss
▪ Entrance (Walls)	NCS S1580-Y80R
▪ Signposts	RAL 3020 high gloss
▪ Ticket Machine	RAL 3020 high gloss
▪ Honeycombs	RAL 3020 high gloss
▪ Blade Sign „A"	Acrylic Red GS 3H67

A1 Black

Invisibility, Contrast

▪ Plinth (Upholstery, Furniture)	RAL 9017 matt
▪ Inside of Screen Housings	RAL 9017 matt
▪ Accent Lights	RAL 9005 Jet Black (Zumtobel Panos Black)
▪ Lettering (Walls)	Acrylic Black, opaque
▪ Logo „1" (3D-Logo Wall + Freestanding)	RAL 9017 matt
▪ Blade Sign „1"	Acrylic Black, opaque

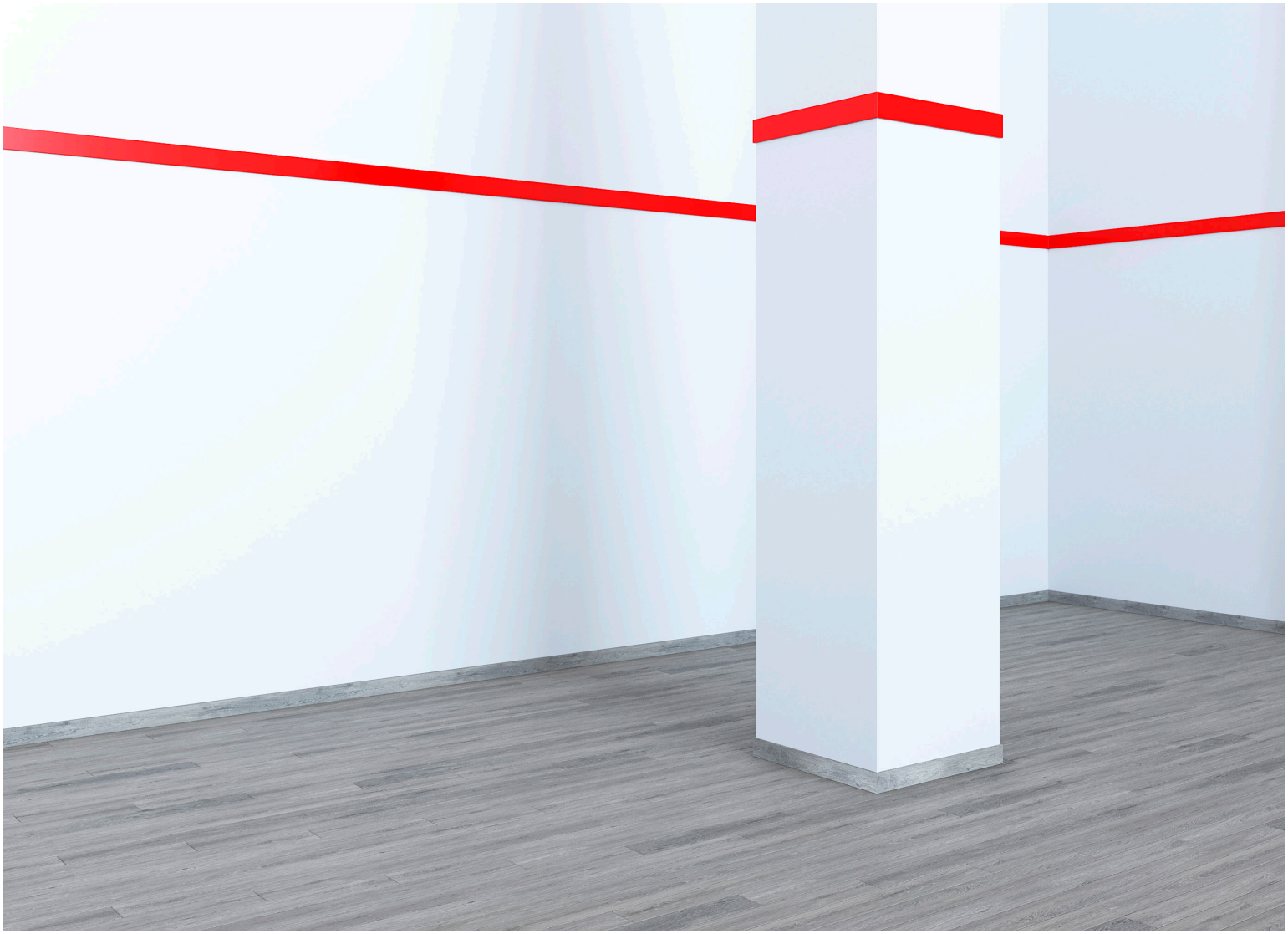


A1 Cool Blue

Balance Color

Only:
▪ Undertone of Mood Images
Mind:
▪ Screens & Displays emit a big part of blue light and thus seem bluish.

F 11 Red Stripe



Functions: Branding

Dimensions: Ceiling Height ≥ 280 cm:
H 10 cm (LE 265 cm / UE 275 cm)

Ceiling Height < 280 cm:
H 5 cm (UE 5 cm below ceiling)

Furniture:
H 5 cm (UE 90 / LE 85 cm)

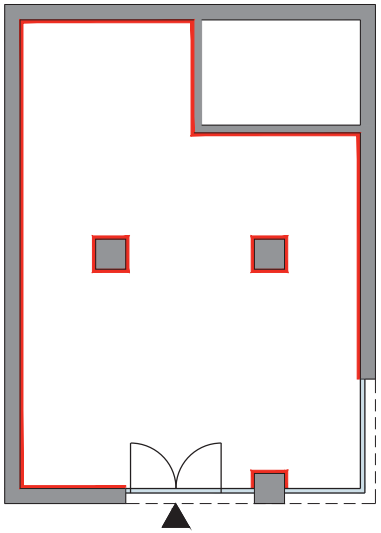
Colour: Red
- RAL 3020 Traffic Red (high gloss)

Material: MDF varnished (RAL 3020)

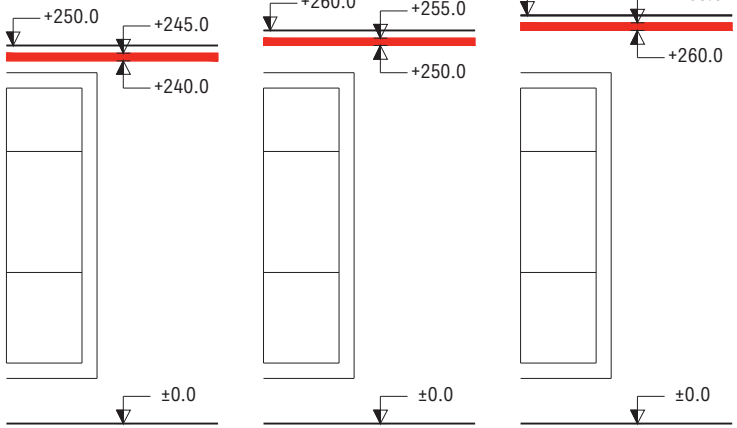
Versions: Regular / Slim

Combo: C 04 A1 Bar
F 01 3D-Logo – Wall
F 03 3D-Logo – Furniture
F 31 Moodimage

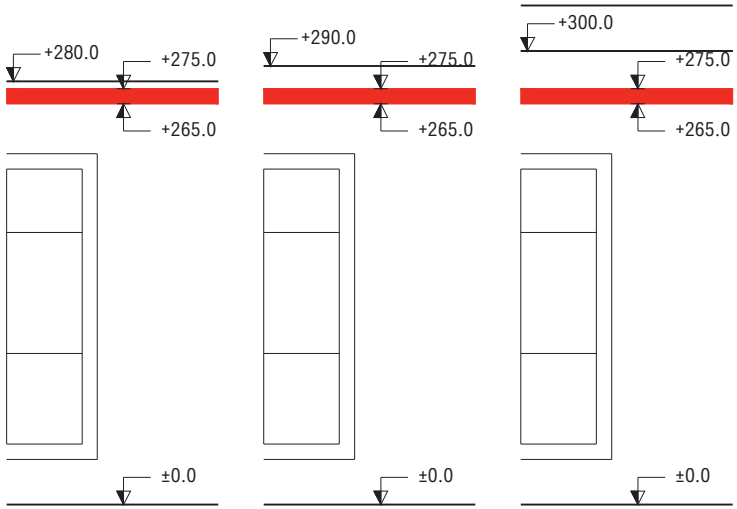
Location:
- Whole Store: Walls, Columns
- C 04 A1 Bar



Red Stripe: Circumferential



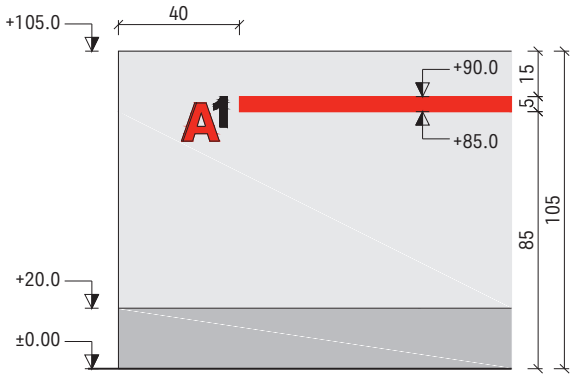
Ceiling height lower than 280: H 5 cm (UE 5 cm below ceiling)



Ceiling height 280 and higher: H 10 cm (LE 265 cm / UE 275 cm)

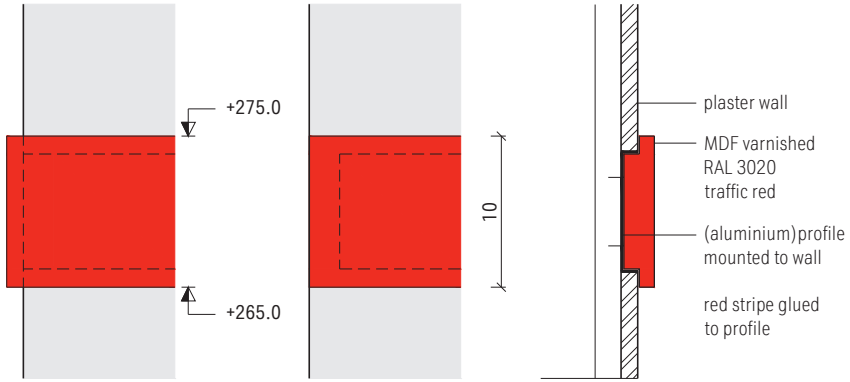
1:50

Exceptions:
- Entrance Walls
- Shop Windows
- 3D-Logo – Wall

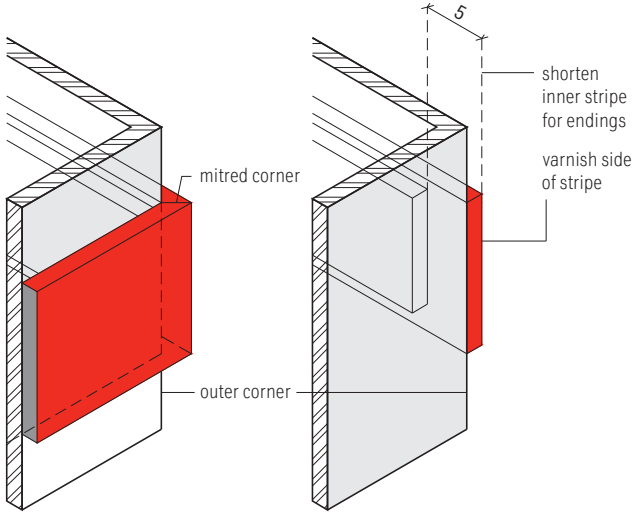


Red Stripe – A1 Bar: H 5 cm (UE 90 / LE 85 cm)

1:25



View **View** **Section**

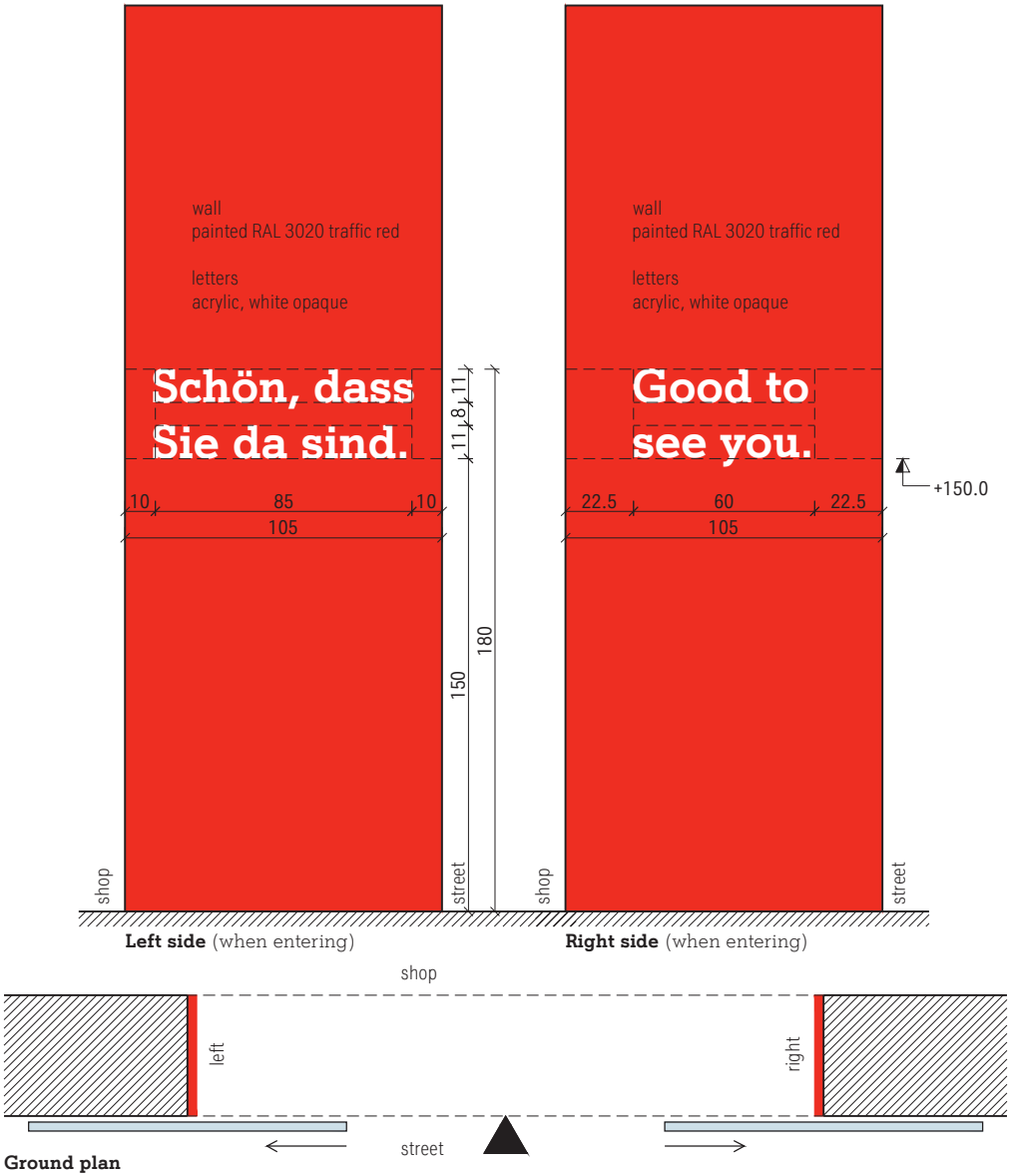


Axonometry **Axonometry**

Corner Detail 1 **Corner Detail 2** **1:5**

F 12 Red Walls

Functions:	Branding Welcoming
Dimensions:	W = width of entrance walls H room-high
Colour:	Red ▪ RAL 3020 Traffic Red
Material:	Paint (RAL 3020)
Combo:	F 31 Lettering
Zone:	Entrance
Location:	▪ Entrance walls



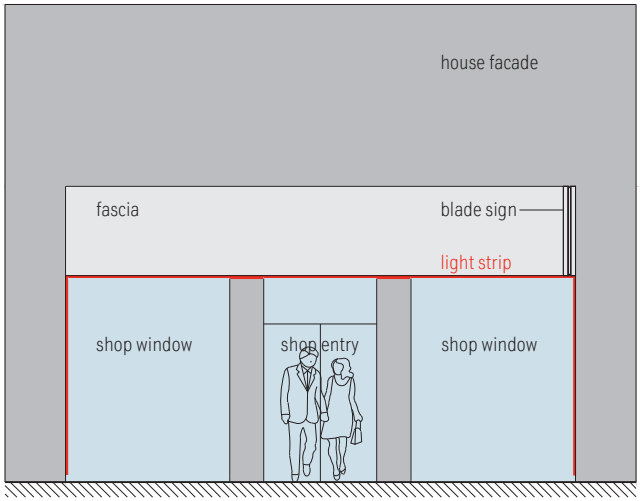
lettering details see F 21

Ground plan

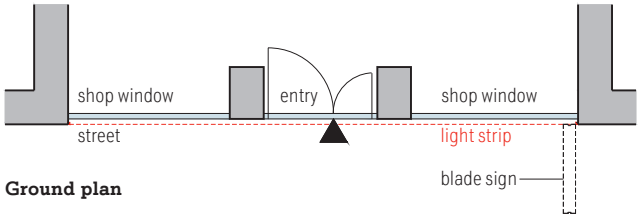
1:25

F 13 Light Strip Red

Functions:	Branding Attention
Dimensions:	W x D 3 x 3 cm (U-profile) L depending on situation
Colour:	Red ▪ Acrylic Red GS 3H67
Material:	Surface: Acrylic Red GS 3H67 Substructure: Metal
Combo:	F 04 Blade Sign F 05 Fascia
Zone:	Facade
Location:	▪ Left + Top (below fascia) + Right

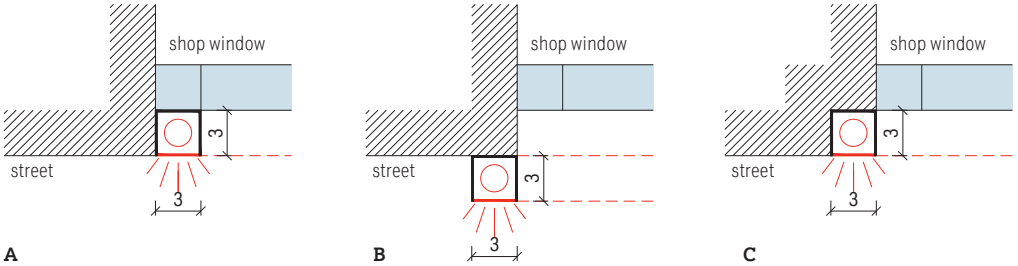


Shop facade



3-sided LED illumination
12V, 4000K, CRI 80
max. 250 cd/m²

Ground plan **Not to scale**



A **B** **C**

Installation details **1:5**

Permanent Lettering at the POS

For permanent lettering we use our own corporate typeface **A1 Serif Bold.** The text is always black on white background. Thus we ensure good legibility. An exception is only the white lettering on the red walls at the entrance.

A1 Serif Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !@#$%^&*()

Countryspecific Remarks
Concerning the use of countryspecific font sets consult the Regional Modifications-section of the Brand Marketing Guidelines.

Wording

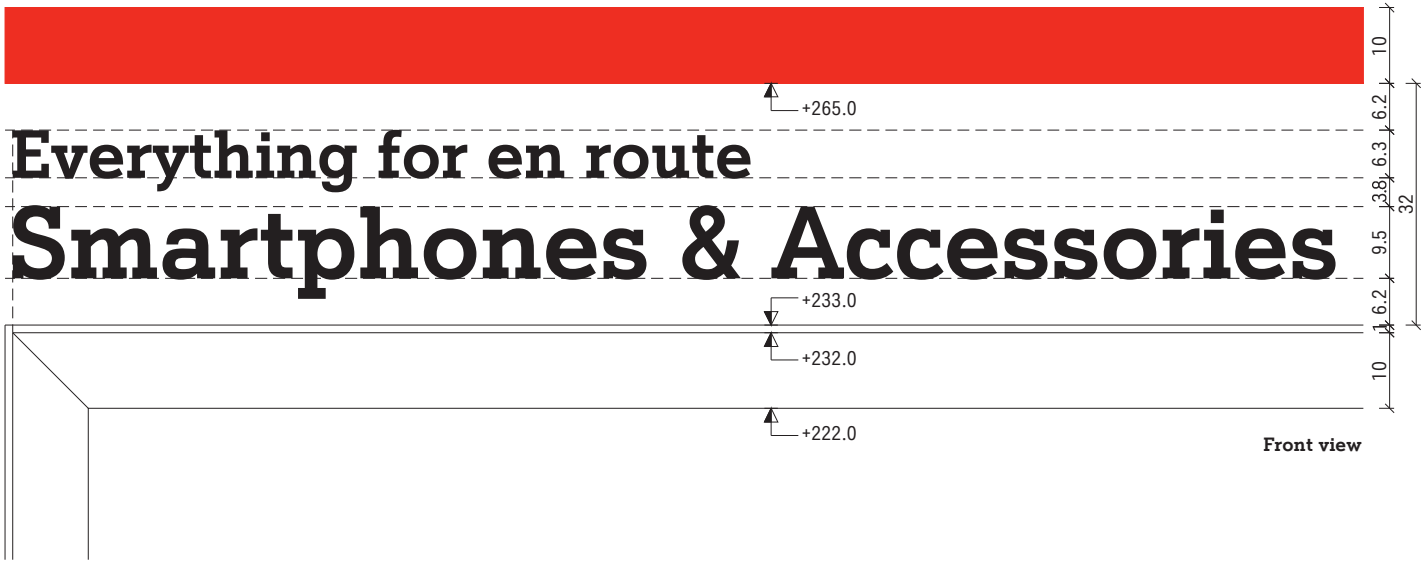
English	Austria	Belarus	Bulgaria	Croatia	Macedonia
On the go	Unterwegs	Мобильные устройства	В движение	U pokretu	Во движење
At home	Zuhause	решения для дома	У дома	Kod kuće	По Дома
Nice to see you A1 Bar	Schön, dass Sie da sind A1 Bar	добро пожаловать \ мы рады вам стойка A1	Добре дошли! A1 Бар	Dobrodošli Wording missing	Мило ми е што ве гледам A1 Бар
Everything for your home TV, Internet & Smart Home	Alles für Zuhause TV, Internet & Smart Home	Все для дома ТВ, интернет и Умный дом	Всичко за дома Телевизия, интернет и Smart Home	Wording missing TV, Internet & Smart Home	Се за Вашиот дом ТВ, Интернет и Паметен дом
Everything for en route Smartphones & Accessories	Alles für Unterwegs Smartphones & Zubehör	Мобильные устройства Смартфоны и аксессуары	Всичко за мобилните технологии Смартфони и аксесоари	Wording missing Smartphones & Dodatna oprema	Се за по пат Паметни телефони и Додатоци
Everything for en route Accessories	Alles für Unterwegs Zubehör	Мобильные устройства аксессуары	Всичко за мобилните технологии Аксесоари	Wording missing Dodanta oprema	Се за по пат Додатоци
Everything from the expert A1 Guru	Alles vom Technik-Experten A1 Guru	Спросите эксперта A1 гуру	Всичко, което искаш да знаеш A1 Гуру	Wording missing IT guru – tehnička podrška	Се од експертот A1 Гуру
Everything for music Accessories	Alles für den Musikgenuss Zubehör	Все для музыки аксессуары	Всичко за музиката Аксесоари	Wording missing Dodanta oprema	Се за Музика (уживај во узиката) Додатоци

Wording

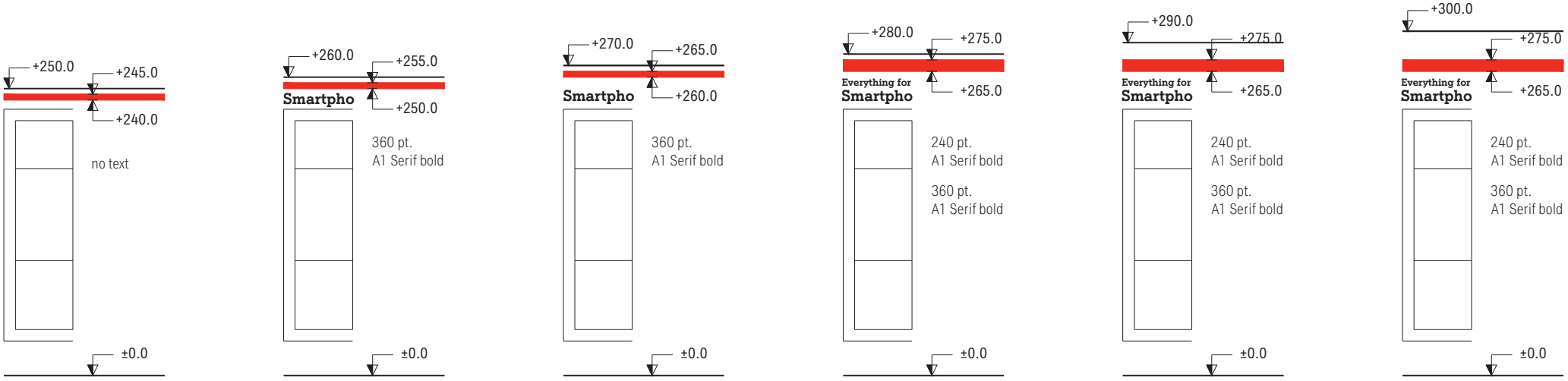
English	**Slovenia**	**Serbia**
On the go	Na poti	U pokretu
At Home	Doma	Kod kuće
Nice to see you A1 Bar	Dobrodošli A1 Bar	Uvek uz vas Vip bar?
Everything for your Home TV, Internet & Smart Home	Vse za dom TV, Internet & Smart home	Sve za kuću TV, Internet & Pametna kuća
Everything for en route Smartphones & Accessories	Vse za na pot Aparati & Dodatki	Sve za poneti Pametni telefoni & Dodatna oprema
Everything for en route Accessories	Vse za na pot Dodatna oprema	Sve za poneti Dodatna oprema
Everything from the expert A1 Guru	Vse za tehniko A1 Tehnični vseved	Pitajte eksperta Vip Guru?
Everything for music Accessories	Vse za glasbo Dodatna oprema	Sve za muziku Dodatna oprema

F 21 Lettering: Walls

Functions:	Orientation
Dimensions:	Ceiling heigt ≥ 280 cm First Line: 240 pt Second Line: 360 pt Ceiling heigt 260–279 cm Only Second Line: 360 pt Ceiling heigt 250–259 cm: No Wall Heading T 3 mm
Font:	A1 Serif Bold
Alignment:	Left
Content:	See pages before
Colour:	Black (on white background)
Material:	Lettering: Acrylic black, opaque
Combo:	A 01 Smartphone Wall A 02 Home Wall A 03 Accessories Wall A 04 Music Wall A 05 Bar Wall
Location:	▪ Between Walls and Red Stripe



Front view **1:10**



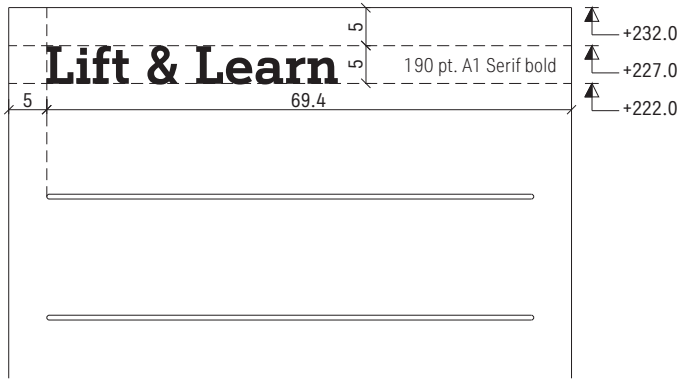
CH < 260: No Lettering

CH 260–279: Only second line (360 pt)

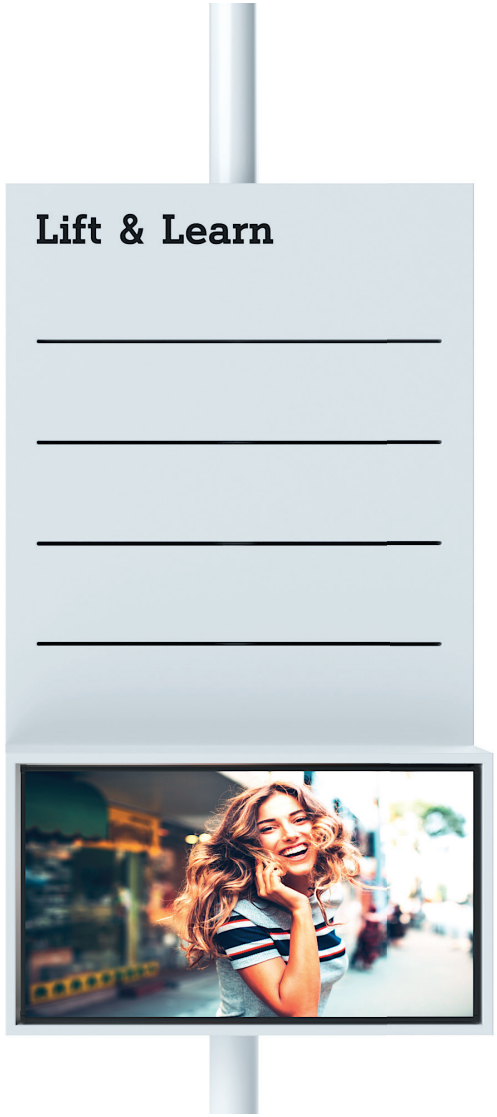
CH ≥ 280: Two lines (240 pt / 360 pt)

1:50

F 21 Lettering: Lift & Learn



Front view



1:25

Functions:	Orientation Call to action
Dimensions:	190 pt
	T 3 mm
Font:	A1 Serif Bold
Alignment:	Left
Content:	Lift & Learn
Colour:	Black (on white background)
Material:	Lettering: Acrylic black, opaque
Combo:	B 02 Lift & Learn
Location:	Lift & Learn (Left upper corner)

F 21 Lettering: Bar + Storage

Functions: Welcome
Orientation

Dimensions: First Line: 240 pt
Second Line: 360 pt

Ceiling heigt ≥ 280 cm
UE = 232 cm (Aligned with UE Walls)

Ceiling heigt < 280 cm
UE = 222 cm

T 3 mm

Font: A1 Serif Bold

Alignment: Left

Content: Nice to see you
A1 Bar

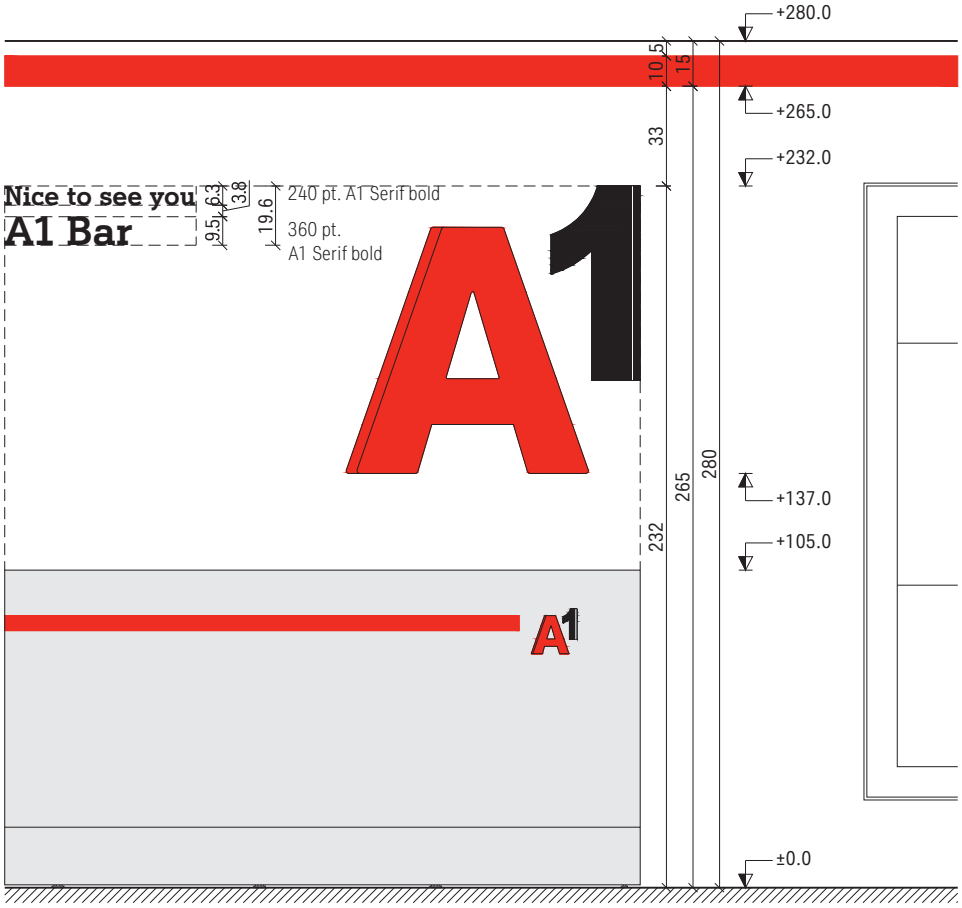
Colour: Black (on white background)

Material: Lettering: Acrylic black, opaque

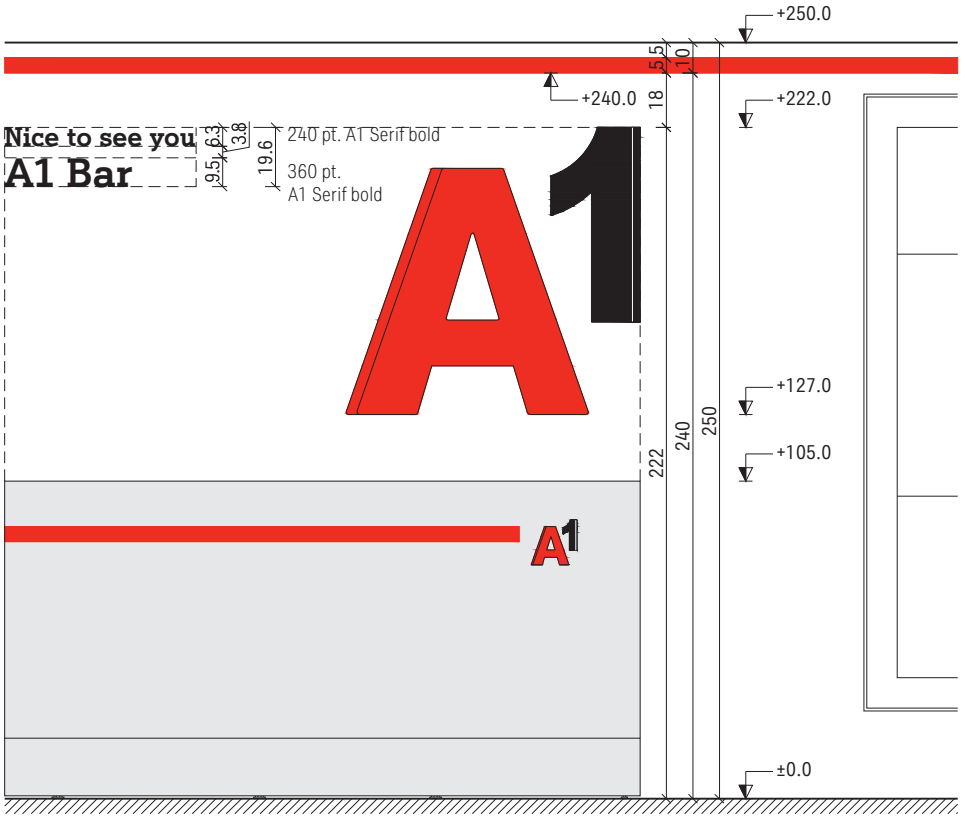
Combo: C 04 A1 Bar
E 01 Storage
F 01 3D-Logo

Zone: General Zone

Location:
- Behind A1 Bar
- On the wall
- Above Storage



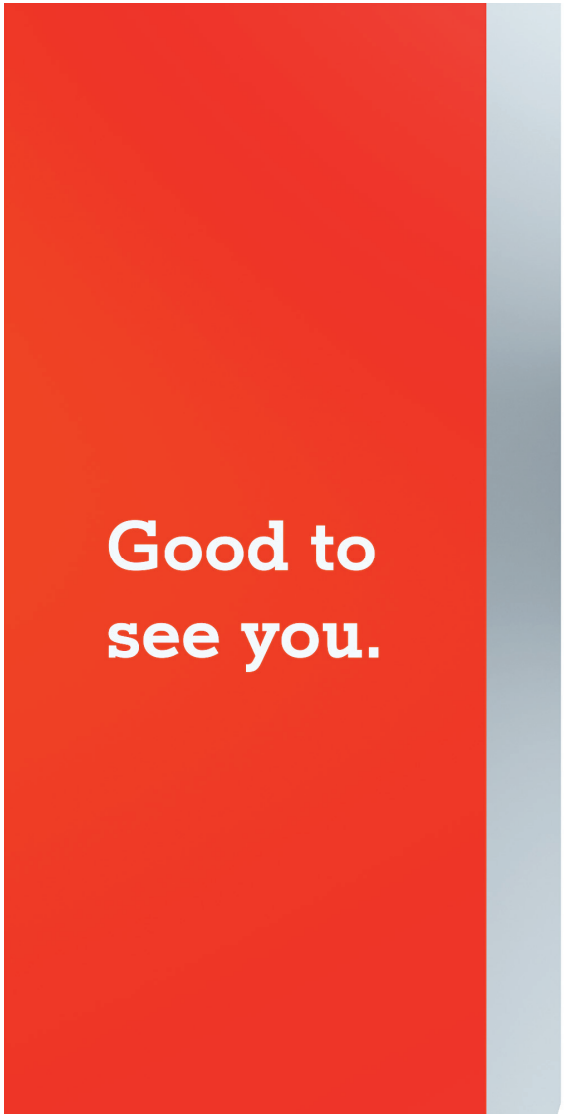
Ceiling heigt ≥ 280 cm: UE = 232 cm (Aligned with UE Walls)



Ceiling heigt < 280 cm: UE = 222 cm (= LE of wall frames)

1:25

F 21 Lettering: Red Walls



Functions:	Welcome Orientation
Dimensions:	Font Size depending on width of walls Min. distance to edge: 10 cm LE = 150 cm T 3 mm
Font:	A1 Serif Bold
Alignment:	Left
Content:	Left Wall: English Welcome Slogan Right Wall: National Welcome Slogan
Colour:	White (on red background)
Material:	Lettering: Acrylic white, opaque
Combo:	F 12 Red Walls
Zone:	Entrance
Location:	▪ On Red Walls

English slogan **National slogan**

Red Walls are the walls adjacent to the shop entrance. See also F 12.

In urban and touristic areas one wall gets the English welcome slogan, the other wall the same slogan in your national language. In rural areas both walls can be labelled with the national one.

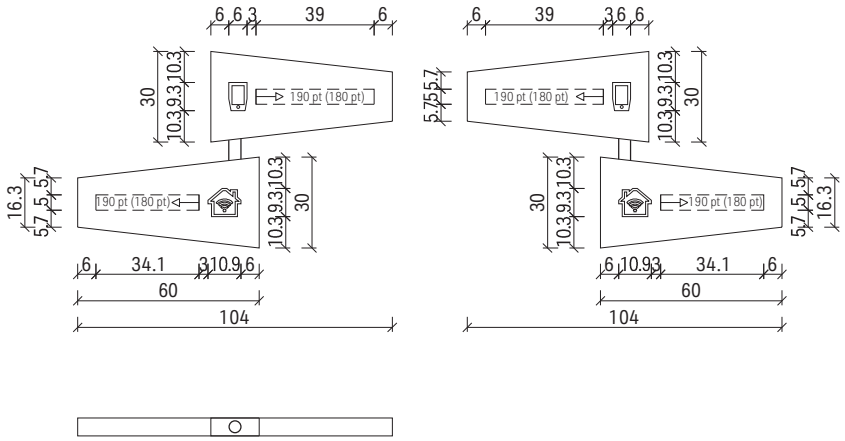
Font Style:	A1 Serif bold
Lower Edge (LE):	150 cm
Alignment:	Text box: centred to wall Text itself: left-aligned.

Font Size:
1. Measure wall width
2. Subtract 20 cm (10 cm on each side – the text block is centred to the wall)
3. Check which slogan is longer – the longer one
4. Place longer slogan (2 lines) into the text box – it defines the font size
   Scale font size to the text box and apply this font size to both slogans.

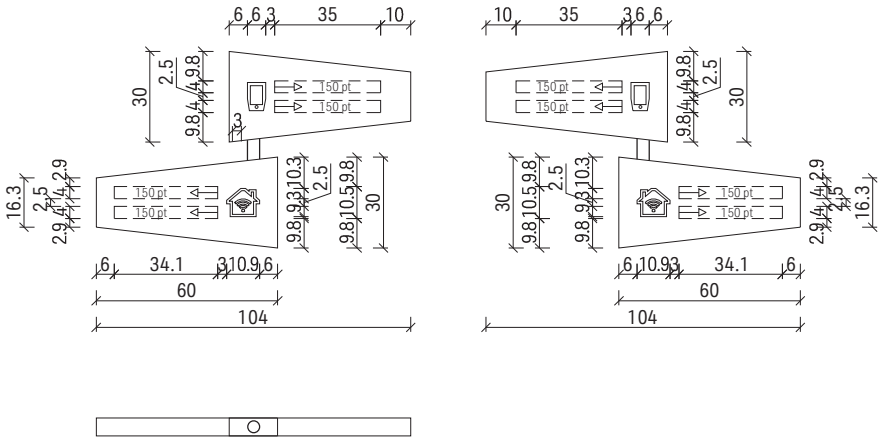
Example:
1. Wall width = 105 cm
2. Text box width: 105 cm – 20 cm = 85 cm
3. „Schön, dass Sie da sind" is longer than „Good to see you."
4. Font size = 440 pt

1:25

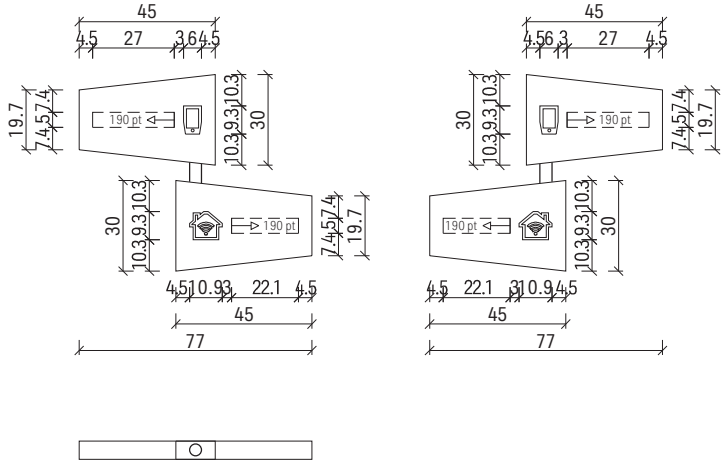
Functions:	Orientation Communication
Dimensions:	150 pt (BY) - 2 lines 180 pt (MKD) - 1 line 190 pt (AUT, BG, HR, SLO, SRB) - 1 line Icons: H = 9,3 cm Distance Icon – Text: 3 cm
Font:	A1 Serif Bold
Alignment:	Horizontal: Left Vertical: Centered
Content:	Top: Smartphone Bottom: Home
Colour:	White (on red background)
Material:	Lettering: Foil white, opaque
Combo:	G 01 Signposts
Zone:	Entrance
Location:	▪ Between Entrance and A1 Bar ▪ Between the 2 product zones („On the go"/„At Home") ▪ Above Ticket printer



60 x 30 cm – Single-Line
fontsize: 180 pt (MKD), 190 pt (AUT, BG, HR, SRB)



60 x 30 cm – Two-Line
fontsize: 150 pt (BY)



45 x 30 cm – Single-Line
fontsize: 190 pt (SLO)

Austria: **60 x 30 cm – Single-Line**
Belarus: **60 x 30 cm – Two-Line**
Bulgaria: **60 x 30 cm – Single-Line**
Croatia: **60 x 30 cm – Single-Line**
Macedonia: **60 x 30 cm – Single-Line**
Slovenia: **45 x 30 cm – Single-Line**
Serbia: **60 x 30 cm – Single-Line**

Signpost construction see G 01

1:25

English: 190 pt

Austria: 190 pt

Belarus: 150 pt

Bulgaria: 190 pt

Croatia 190 pt

Macedonia: 180 pt

Serbia: 190 pt

Slovenia: 190 pt

F 31 Moodimage

Functions: Atmosphere
Balancing the Red

Dimensions: Horizontal:
W according to requirements
H 142 cm (LE 90 cm / UE 232 cm)
H : W = min. 1:2 (e.g. 1:3, but **not** 1:1,5)

Vertical:
W according to requirements
H 258 cm (LE 7 cm / UE 265 cm)

Content: General area, Consulting Zone:
- Regional panoramic views (cityscape, landscape): Bluish, active daytime setting

On the go / At Home:
- Product-related Images

Material: Printed foil

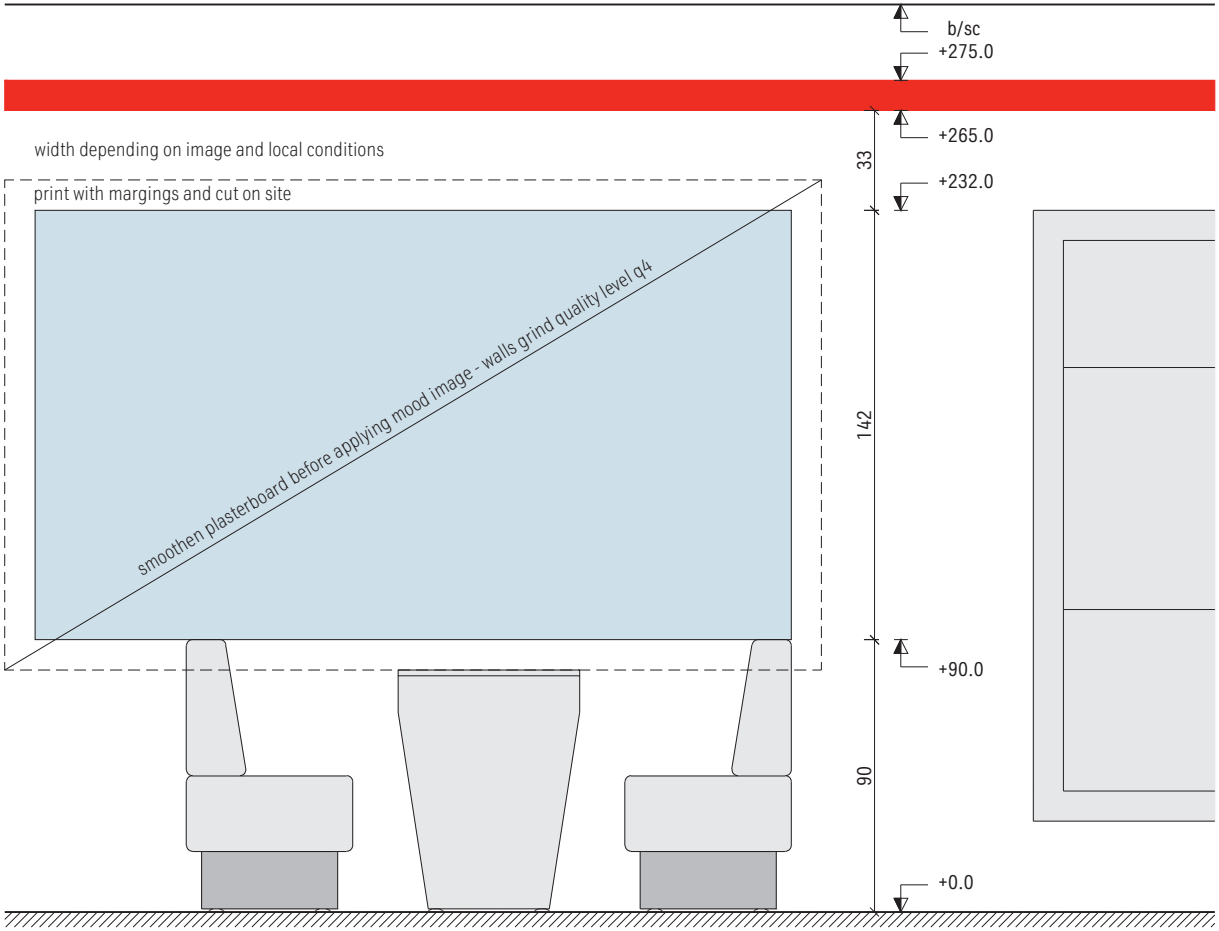
Colour: Blueish Undertone (A1 Cool Blue)
- opens up the space visually
- balances the warm tones (red, wood)

Combo: F 01 Red Stripe
C 06 Consulting Table Low +
D 01 + D02 Consulting Sofa + Chair
E 01 Storage

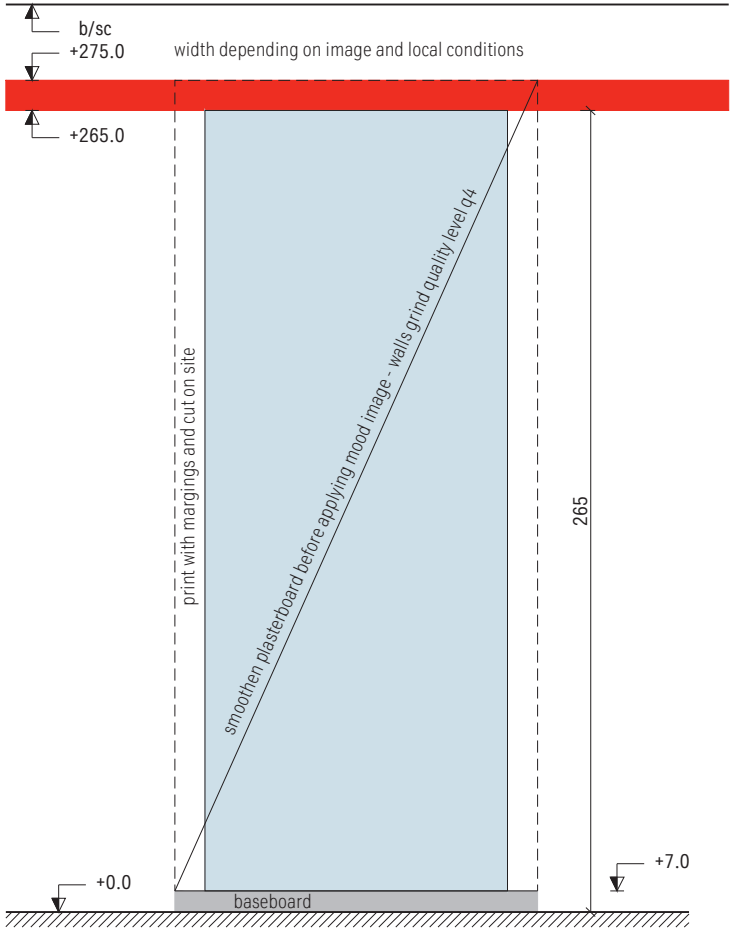
Zone: Consulting Zone / Guru
General Zone
On the go/At Home

Location: Horizonal:
- Create areas (e.g. around corner)

Vertical:
- e.g. Columns



Moodimage horizontal: cityscape or landscape



Moodimage vertical: product-related

1:25

work in progress WIP

F 32 Digital Signage

Functions: Branding
Advertising

Dimensions: W 92
Box D 20 cm
Base D 70 cm
H 232

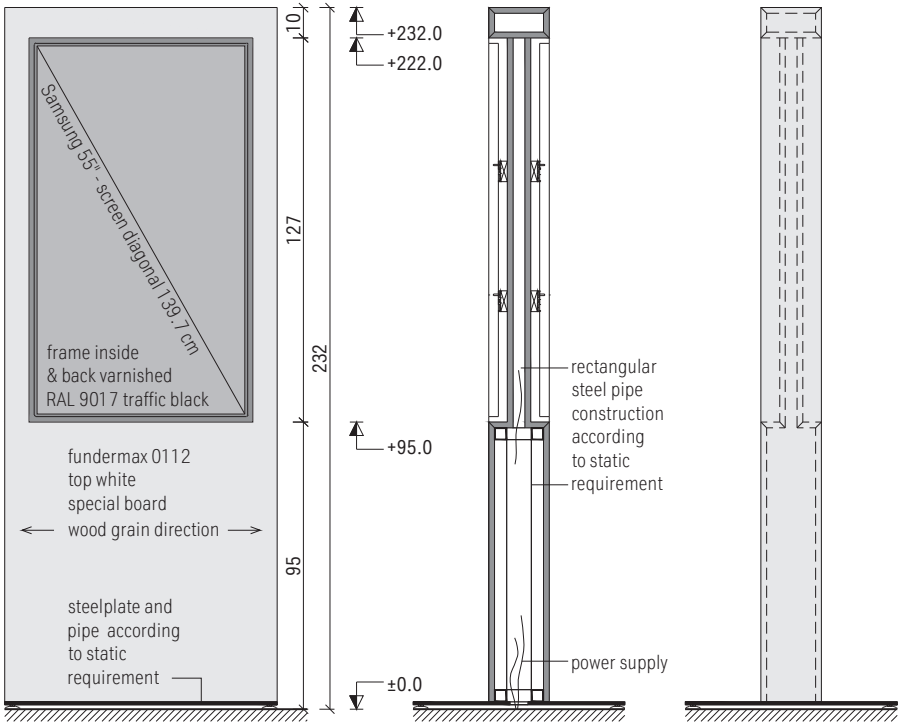
Colour: White
- RAL 9003 Signal White

Material:
- Box: Chipboard varnished (RAL 9003)
- Base: Steel varnished (RAL 9003)

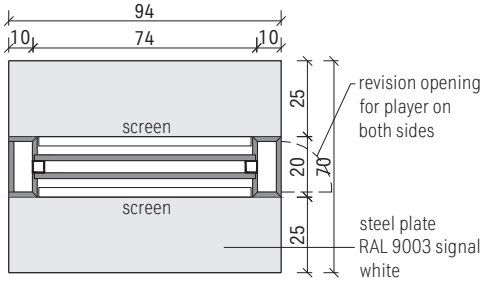
Zone: General Zone / Active Waiting
Entrance

Location: Entrance

work in progress WIP



Frontal view **Section** **Side view**

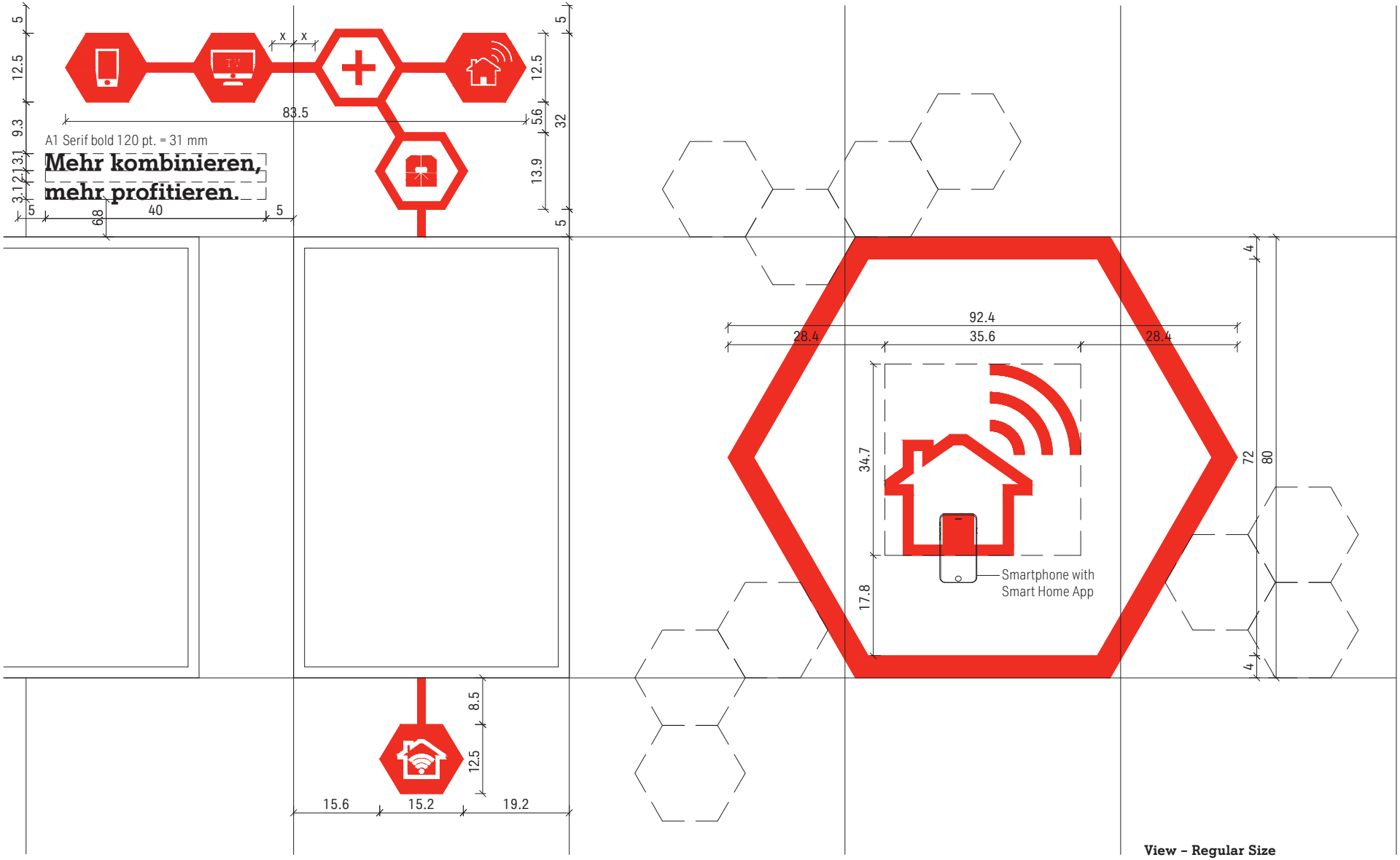


Horizontal section

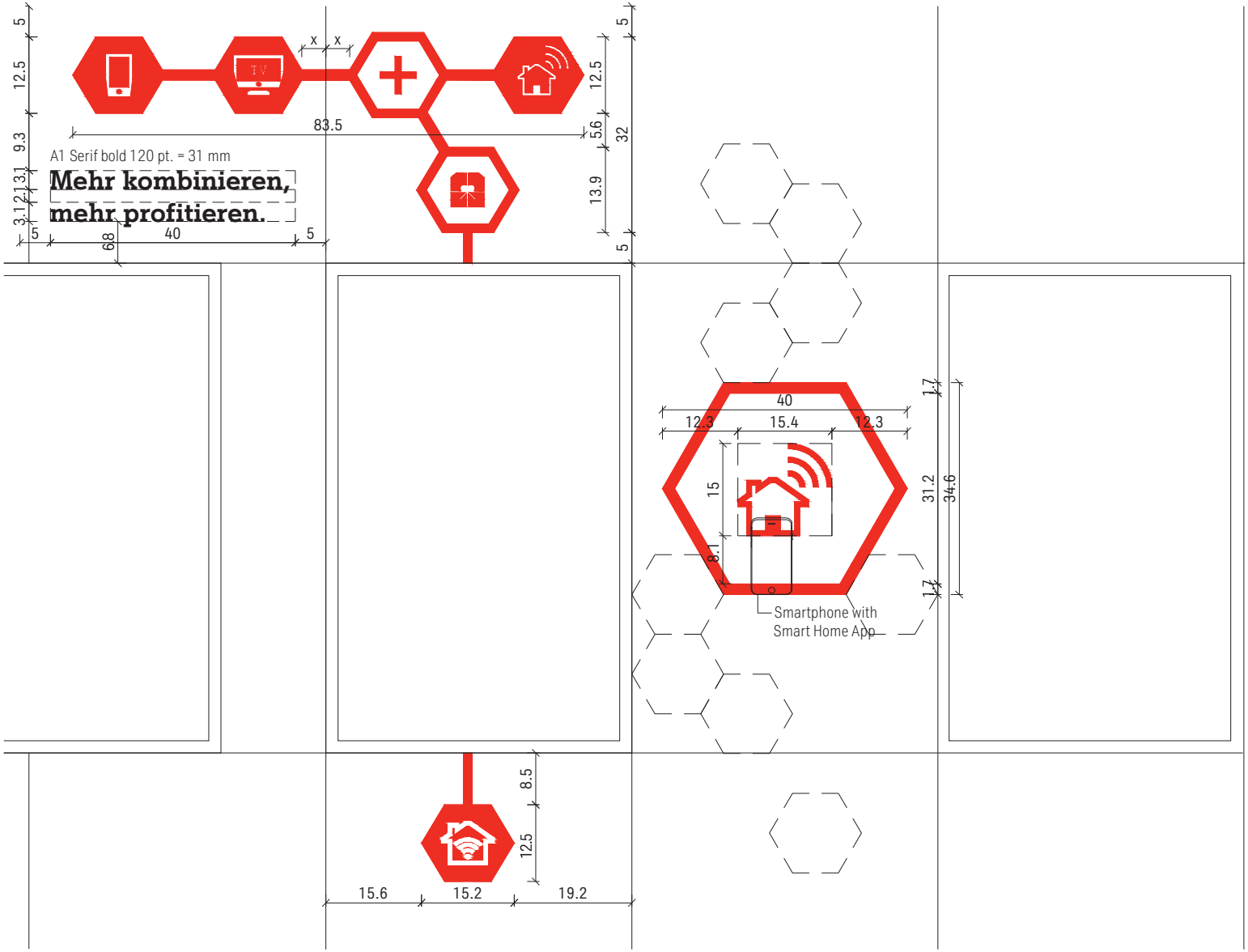
1:25

F 33 Icons

Functions:	Branding Orientation Information
Dimensions:	See plans
Content:	Icons in hexagonal shaped backgrounds (According to Branding Guidelines)
Colour:	A1 Red
Material:	Foil (A1 Red)
Zone:	At Home
Location:	Home Wall (Internet, Smart Home)



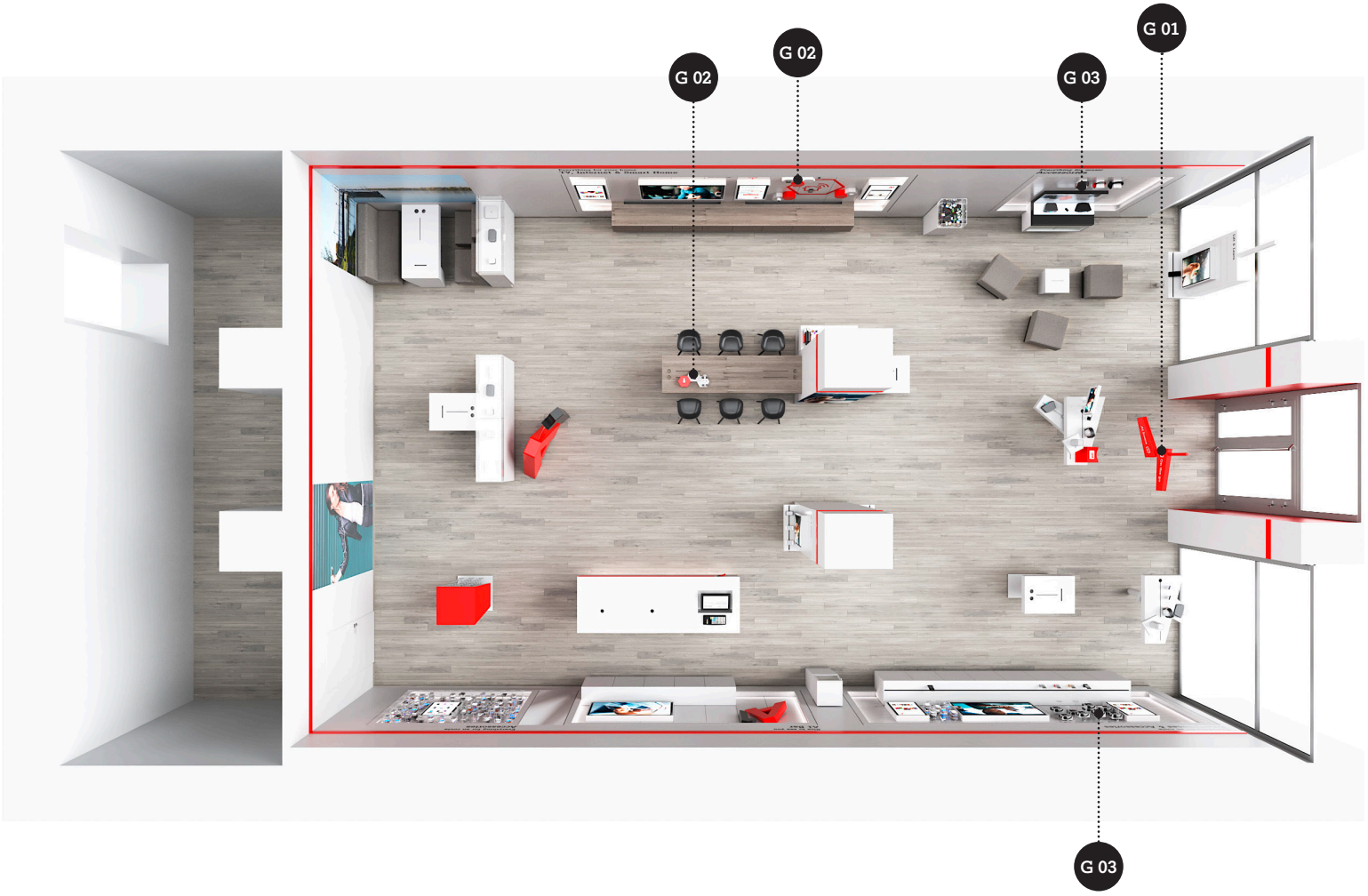
View – Regular Size **1:10**



View – Small Version **1:10**

Du kannst Dir jetzt ganz einfach immer sicher sein.
A1
Gerade eben
Wohnzimmer
22.5°
Küche
Ereignisprotokoll

Mehr kombinieren, mehr profitieren.
Die Vorteilswelt für die ganze Familie.
connect PLUS
Mehr kombinieren, mehr profitieren.
Vorteile entdecken
Du kannst alles. #ConnectLife
A1
Du kannst Dir jetzt ganz einfach immer sicher sein.
Gerade eben
Wohnzimmer
22.5°
Küche
Ereignisprotokoll



Others

G 01 Signpost
G 02 Honeycombs
G 03 Headphone Holder

G 01 Signpost

Functions: Orientation

Dimensions: W 77 cm / 104 cm
D 6 cm
H 65 cm (LE 210 cm)

Colour: Red
- RAL 3020 Traffic Red

White
- Foil white, opaque

Material:
- Signs: Chipboard varnished (RAL 3020)
- Tube: Steel varnished (RAL 3020)
- Lettering: Cut foil white, opaque

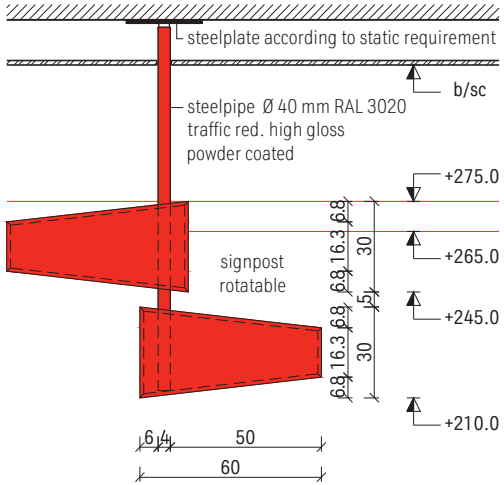
Lettering: See F 21

Versions:
- Narrow (SLO)
- Wide (AUT, BY, BG, HR, MKD, SRB)

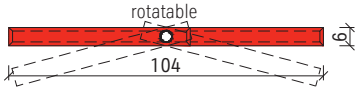
Combo: F 21 Lettering
B 01 Highlight Table with Ticketprinter

Zone: Entrance

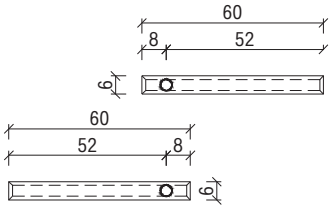
Location:
- Between entrance and A1 Bar
- Between the 2 product zones („On the go"/„At Home")
- Above Ticket printer



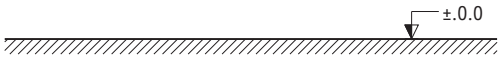
Front view



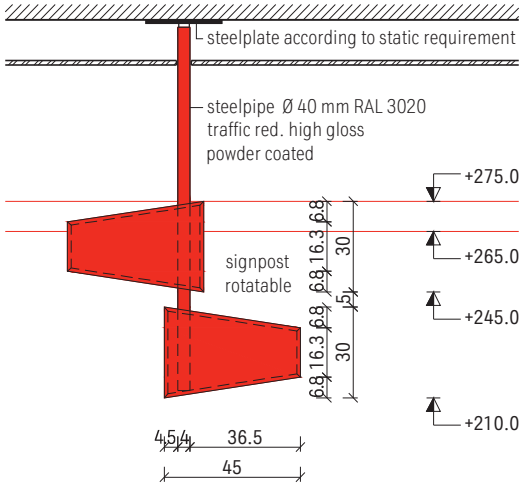
Top view



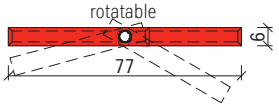
Single parts



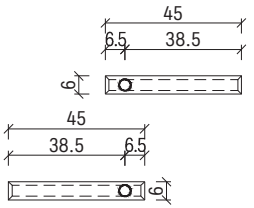
60 x 30 cm:
Austria, Belarus, Bulgaria, Croatia, Macedonia, Serbia



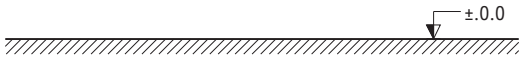
Front view



Top view



Single parte

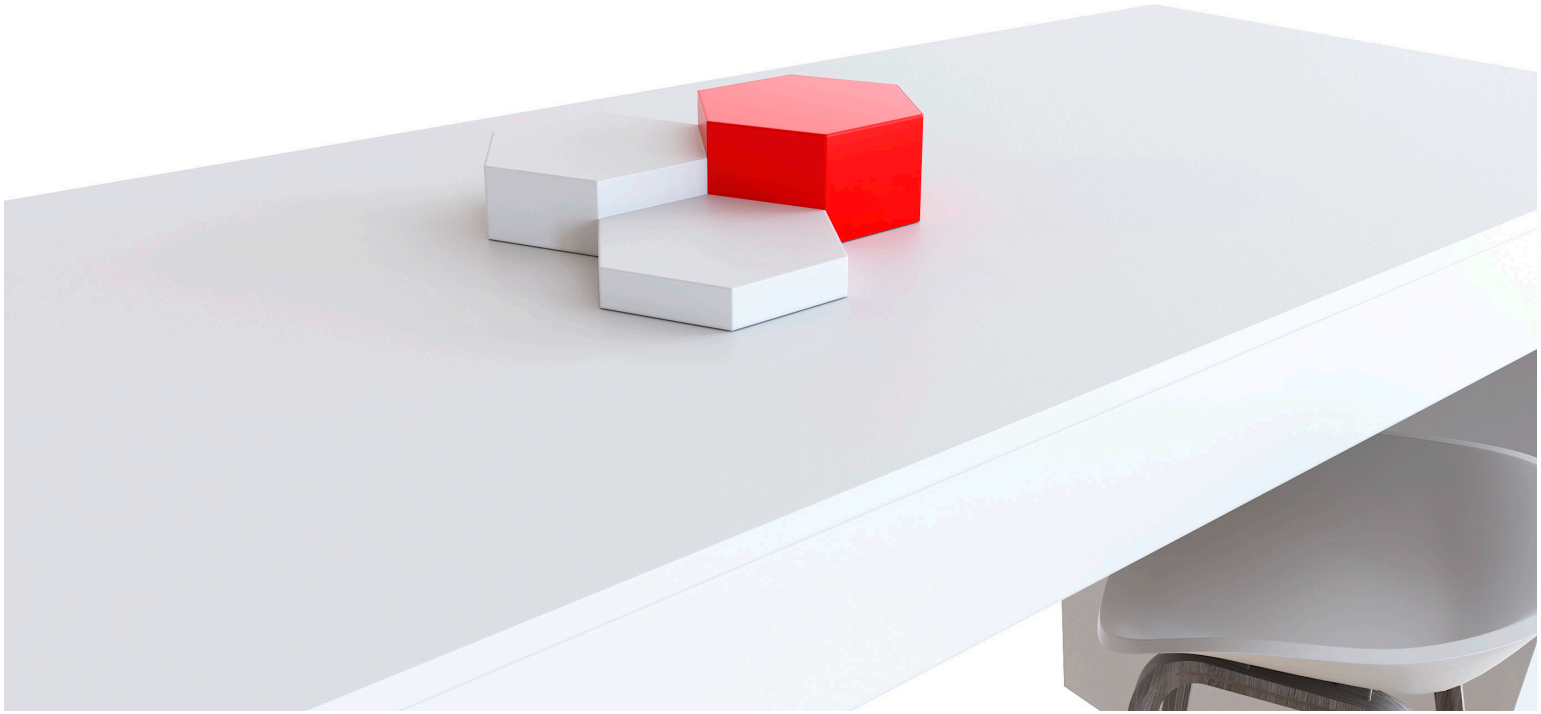


45 x 30 cm:
Slovenia

1:25

work in progress WIP

G 02 Honeycombs



Functions: Display of products
Presenting highlights

Dimensions: Horizontal (for tables):
Max. Ø 20 cm
H 3 cm / 6 cm / 9 cm

Vertical (for Home Wall):
Max. Ø 15 cm / Ø 20 cm
D 3 cm / 6 cm / 9 cm

Colour: White
- RAL 9003 Signal White

Red
- RAL 3020 Traffic Red (high gloss)

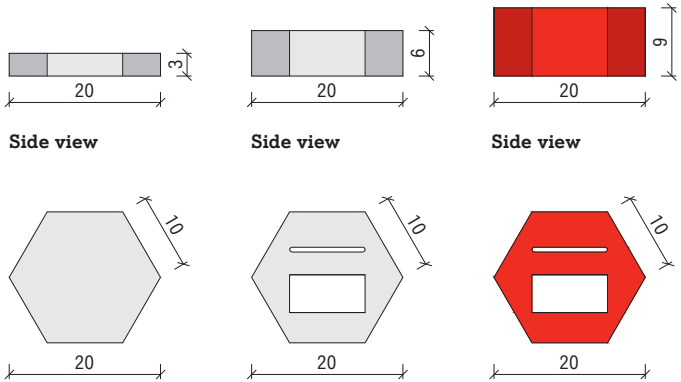
Material:
- White: MDF varnished (RAL 9003)
- Red: MDF varnished (RAL 3020)

Versions:
- 3 Heights
- Horizontal / Vertical

Combo: A 02 Home Wall
B 01 Highlight Table
C 01 Waiting Table
C 02 Product Table
C 03 A1 Table
C 07 Side Table

Location:
- Standing on Tables
- Mounted to Home Wall

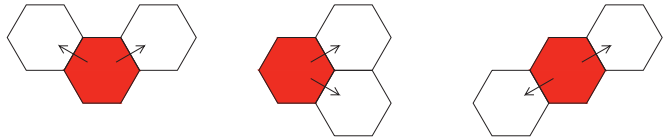
work in progress WIP



Side view **Side view** **Side view**

Top view **Top view** **Top view**

Low **Medium** **High** **1:10**



Arrangements **1:20**

G 03 Headphone Holder

Functions: Display of Headphones

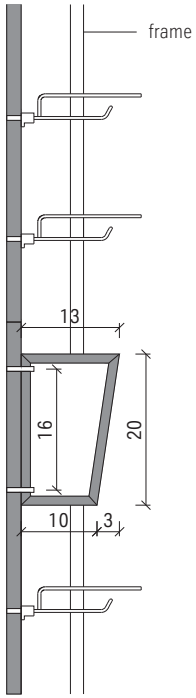
Dimensions: W 12 cm
D 13 cm
H 20 cm

Colour: White
- RAL 9003 Signal White

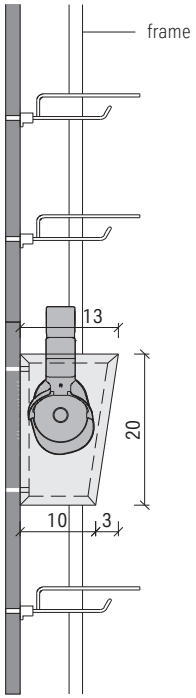
Material: Body: Chipboard varnished (RAL 9003)

Combo: A 01 Smartphone Wall
A 04 Music Wall

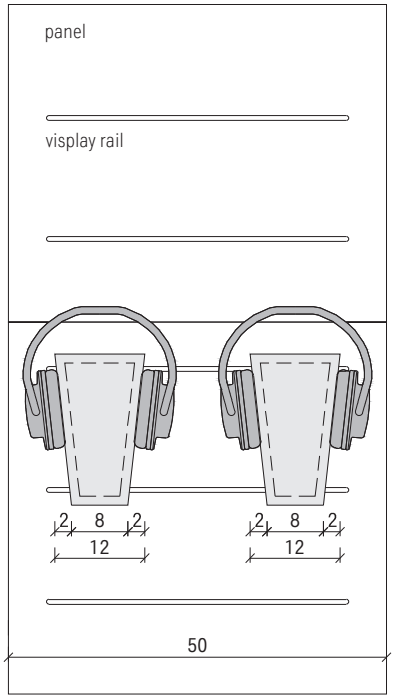
Location: Mounted to Walls



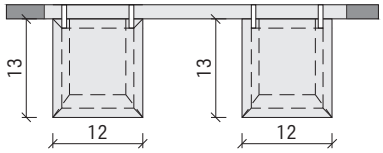
Section



Side view



Front view



Top view

1:10

2.1.2.3 Technical Equipment & Infrastructure
2.1.2.3.a Electric Installations

Connections

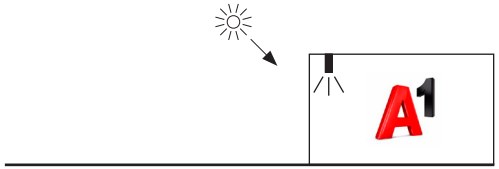
Wall (≤ 270):	2 LAN Duplex 1 Continuous current 1 x Switched with light (LED) 1 x Time switch (security tags)
Wall (270–520):	4 LAN Duplex 1 Continuous current 1 x Switched with light (LED) 1 x Time switch (security tags)
Highlight Table:	1 LAN Duplex 1 Schuko
Lift & Learn:	1 LAN Duplex 1 Schuko
Storage:	1 LAN Duplex 1 Schuko
Consulting Table:	1 LAN Duplex 1 Schuko
Bar:	5 LAN Duplex (PC, printer, ATM, waiting management, telephone, ...) 3 Schuko
Waiting Table:	1 LAN Duplex 1 Schuko
A1 Table:	2 LAN Duplex 2 Schuko

Natural Light

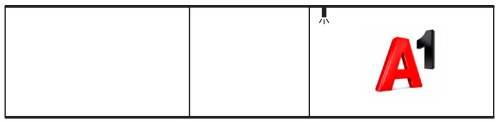
In order to allow our customer insights and to attract them into the shop as well as to support a light and open atmosphere inside the store, to provide natural lighted workplaces and to allow outlooks, we try to keep the **shop windows as open as possible.** (No walls, no foliation)

Luminance intensity

As daylight is way intenser (winter 10.000 lux – summer 100.000 lux) than the light level in the shop, (500–1.000 lux) shop window illumination has to be way stronger in shops along streets than in mall shops.



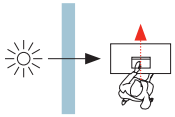
Daylight environment (Street)



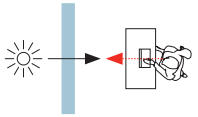
Indoor (Mall)

Viewing direction

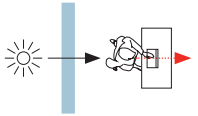
For workplaces a viewing direction parallel to the window is recommended in order to avoid glare and reflections on screens.



Parallel to window ✔



Glare ✖



Reflection ✖

ZUMTOBEL TECTON
Continuous-row LED lighting system

With an 11-pole current conducting section built into its trunking, the TECTON system comes ready equipped to meet tomorrow's needs.

All functions such as power supply, lighting control and connection to emergency lighting are seamlessly integrated into this multifunctional trunking. Luminaires can be positioned flexibly and the system can be adapted to suit structural alterations at any time.

The TECTON trunking remains unchanged and forms the functional backbone of the system. It is simply a matter of replacing or adding luminaires and system components.

Using various node connectors, the TECTON continuous-row lighting system can be assembled and combined in a myriad of variants.

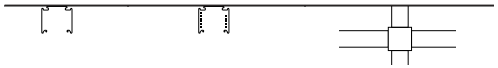
By allowing integration of spotlights, lighting requirements for shops and retail spaces – ranging from uniform illumination to impressive lighting effects using high-precision reflectors – can be mastered with high efficiency.

Light planning

For light planning for a specific site consult a professional light planner.

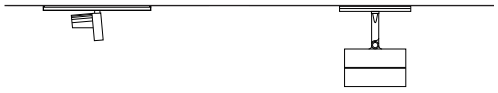
Elements

Trunking



Trunking Electric feed Node connector

Spotlights



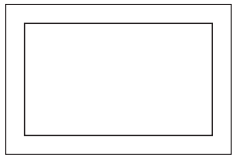
INTRO ONICO

Emergency lighting

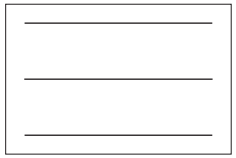
RESCLITE PRO antipanic CROSSIGN 110

Layout of light rails

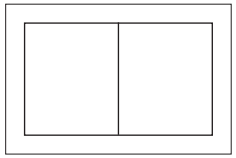
Straight layout of light rails



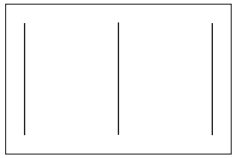
✔ Rectangular



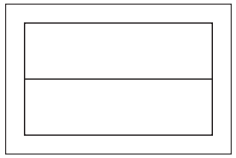
✔ Parallel lines



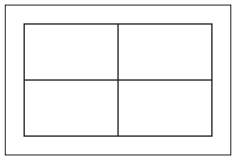
✔ Rectangular + Line



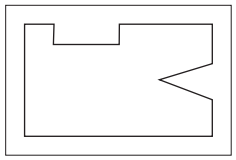
✔ Parallel lines



✔ Rectangular + Line



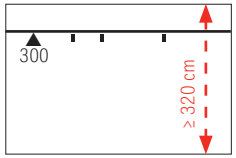
✖ Raster
No X-Connectors!



✖ Irregular

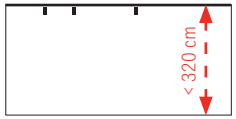
Basic Shop Lighting

Ceiling Height ≥ 320 cm:



Suspended trunk (LE 300 cm)

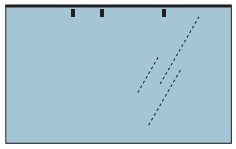
Ceiling Height < 320 cm:



Ceiling mounted trunk

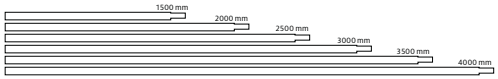
Shop Window Lighting

Ceiling mounted trunk



Trunking rails and components

Trunking, white

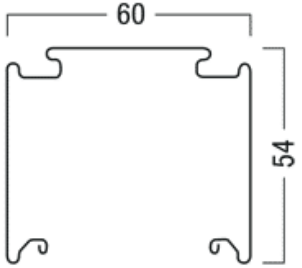


Length from 1.5 to 4 m in 0.5 m increments.

Single mounting rail, white

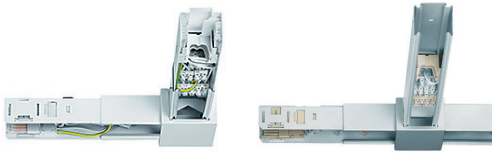
Length: 1.0, 1.5, 2.0 m

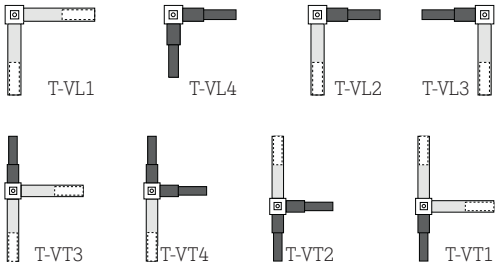
Cross section



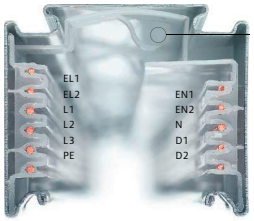
Material: Roll-formed sheet steel
Colour: White polyester lacquer finish.

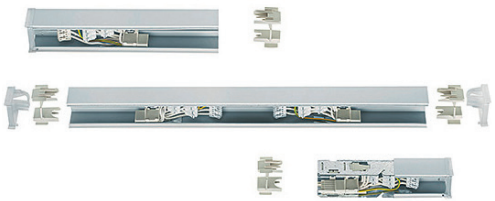
Node connectors, white





Electric feed

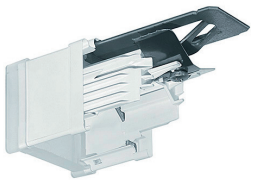




Cover strip for mounting rail white

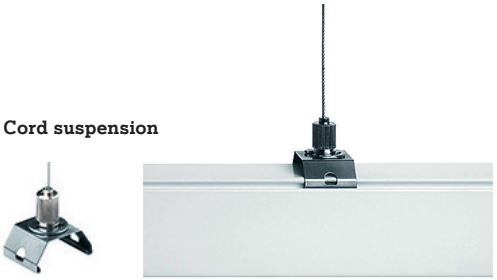
Material: Plastic polypropylene
Colour: White

End cap, white



Ceiling fixing element

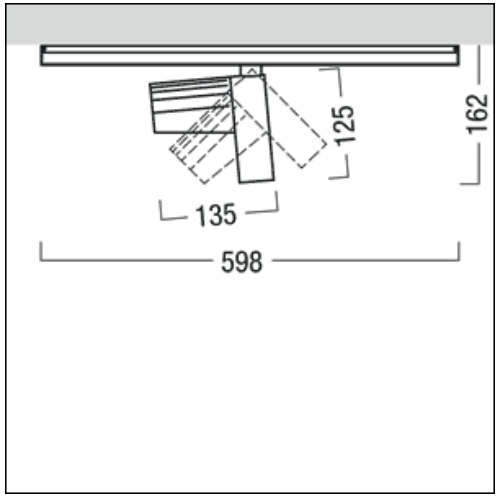
Cord suspension

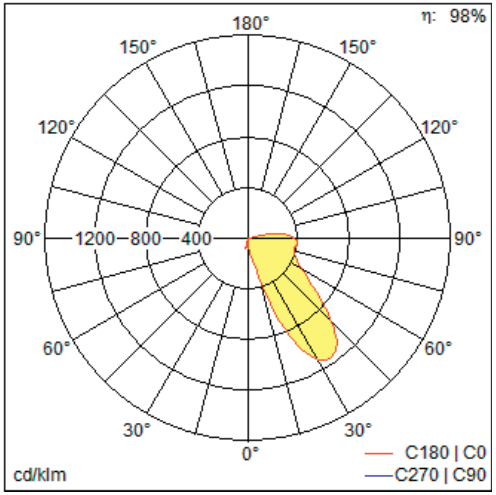


TECTON spotlight
INTRO liteCarve® TEC GP LED

Basic lighting
> Vertical surfaces: walls, displays and shelving

Planning
> Goal: evenly lighted walls
> Exact number and location according to light planner





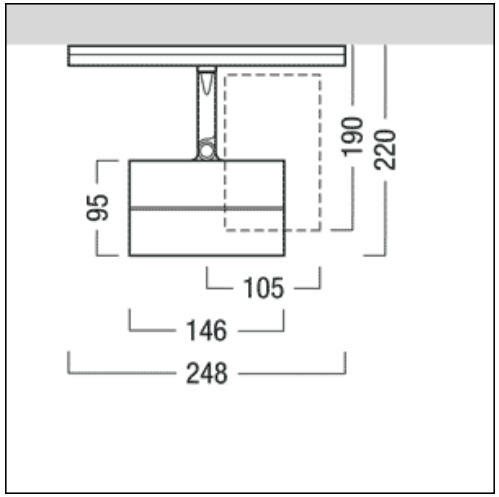
INT LED3400-840 LC TEC-GP WH
LED spotlight

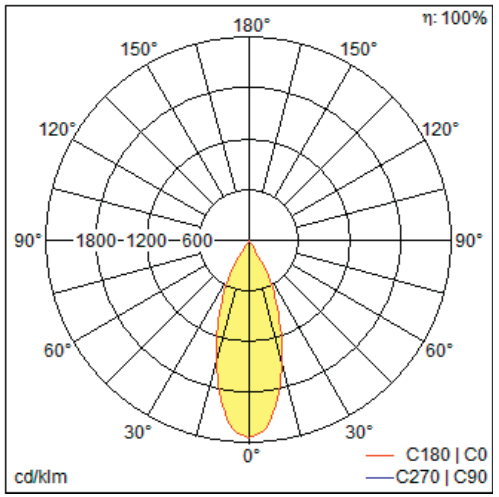
Lamp unit:	Die-cast aluminium and polycarbonate
Reflector:	Polycarbonate, aluminium-sputtered
Colour:	White
Dimensions:	598x125x162 mm
Weight:	2,30 kg
Light Source:	LED
Luminaire luminous flux:	3332 lm
Luminaire efficacy:	77 lm/W
Colour Rendering Index min.:	80
Ballast:	1 x 06825961 DRV OS OT FI 40W 1.05A 42V F #1A0 CS
Correlated colour temperature:	4000 Kelvin
Chromaticity tolerance (initial MacAdam):	3
Rated median useful life:	50000h L70 at 25°C
Luminaire input power:	43 W Lambda = 0.97
Maintenance category:	C - Closed Top Reflector

TECTON spotlight
ONICO M TEC-GP LED (Essential stableWhite)

Basic lighting
> Optimised for efficient and high-output accent lighting for shops and showrooms

Planning
> Exact number and location according to light planner





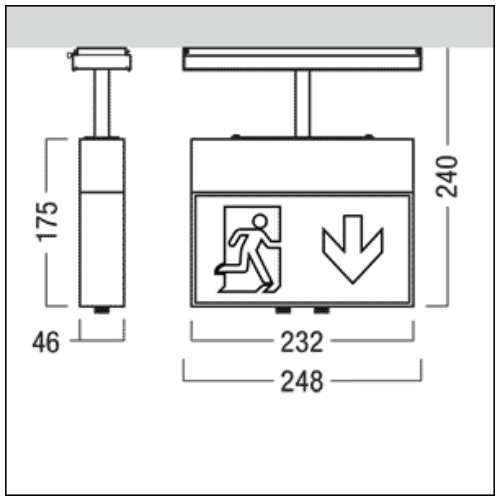
ONIC M BS LED2400-840 TEC-GP WFL-S WH
LED spotlight

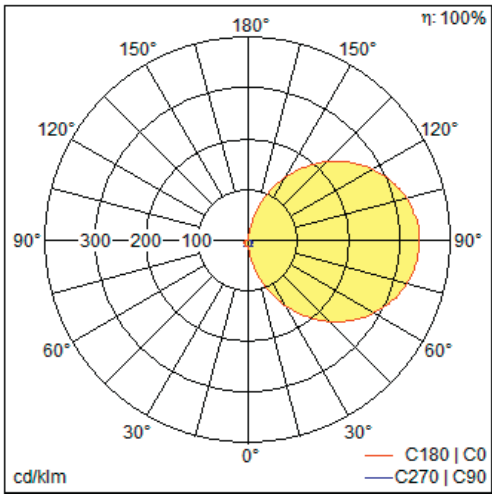
Spotlight housing:	Die-cast aluminium
Surface finish:	Microtextured paint in white
Colour:	White
Dimensions:	248x95x190 mm
Weight:	1.2 kg
Light Source:	LED
Luminaire luminous flux:	2400 lm
Luminaire efficacy:	120 lm/W
Colour Rendering Index min.:	80
Ballast:	1 x 00154029 DRV TC DC 20W 500mA 40V F #TZ CSL
Correlated colour temperature:	4000 Kelvin
Chromaticity tolerance (initial MacAdam):	3
Rated median useful life:	50000h L80 at 25°C
Luminaire input power:	20 W
Maintenance category:	C - Closed Top Reflector

TECTON ONLITE
TECTON with ONLITE CROSSIGN

Emergency lighting
> Indicating the way to emergency exits

Planning
> Exact number and location according to national laws





CROSSIGN 110 P TEC-GP E3D ERI WH
LED Escape sign luminaire

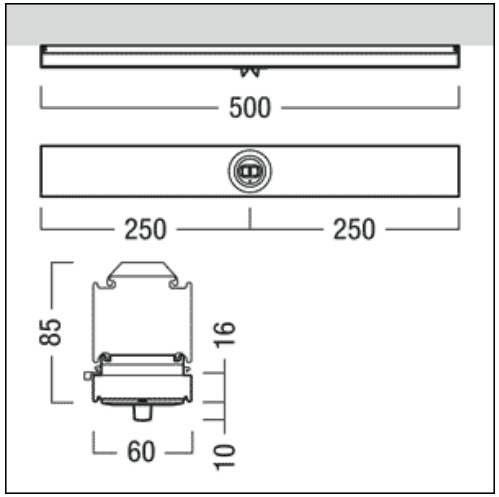
Housing:	Polycarbonate
Colour:	White (RAL 9016)
Dimensions:	248 x 60 x 240 mm
Weight:	1.5 kg
Light Source:	LED
Luminaire luminous flux:	62 lm
Luminaire efficacy:	9 lm/W
Colour Rendering Index min.:	70
Ballast:	1 x 89800524 EM TR EM powerLED NTx 102 DIM 5WZUM
Chromaticity tolerance (initial MacAdam):	4
Rated median useful life:	50000h L80 at 25°C
Luminaire input power:	6.8 W Lambda = 0.81
Service life rating:	3 h

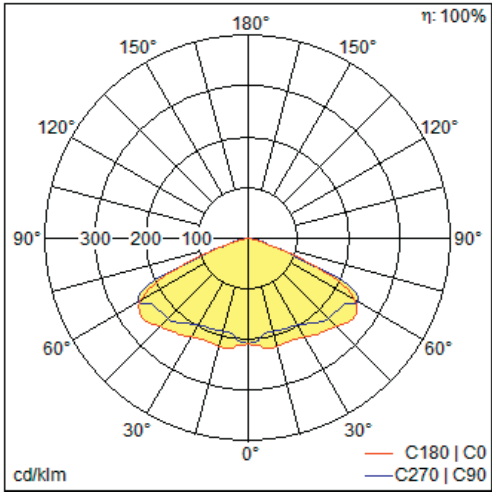
CROSSIGN 110 SP-1D, CROSSIGN 110 SP-1L, CROSSIGN 110 SP-1R, CROSSIGN 110 SP-1UP
Escape sign for CROSSIGN 110 AB/TEC

TECTON ONLITE
TECTON with ONLITE RESCLITE PRO antipanic

Emergency lighting
> Antipanic lighting

Planning
> Exact number and location according to national laws





RESCLITE PRO TEC-GP ANT E3D WH
LED emergency luminaire for antipanic lighting

Colour:	White
Dimensions:	500 x 60 x 85 mm
Weight:	weight: 0.88 kg
Light Source:	LED
Luminaire luminous flux:	169 lm
Luminaire efficacy:	36 lm/W
Ballast:	1 x 89800524 EM TR EM powerLED NTx 102 DIM 5WZUM
Rated median useful life:	50000h at 25°C
Luminaire input power:	4.7 W Lambda = 0.7
Standby Power:	1.2 W
Charging power:	1.25 W
Service life rating:	3 h

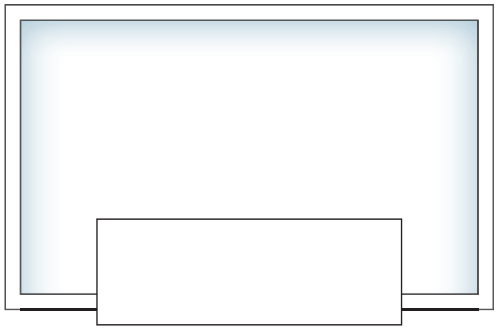
LED Strips

Colour temperature: 4000 K
Operating Voltage: 12 V

Indirect Lighting
Integrated into furniture

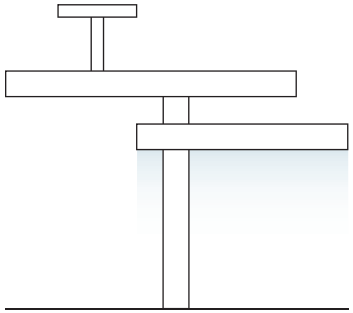
> Walls
Indirect illumination of the walls through LEDs behind 3 sides of the frame (left, top, right). Thus the view is drawn there

A 01 Smartphone Wall
A 02 Home Wall
A 03 Accessories Wall
A 04 Music Wall
A 05 Bar Wall



> B 01 Highlight Table
Illumination of the bottom of the lower platform

Nightly illumination of highlight tables in shop windows.

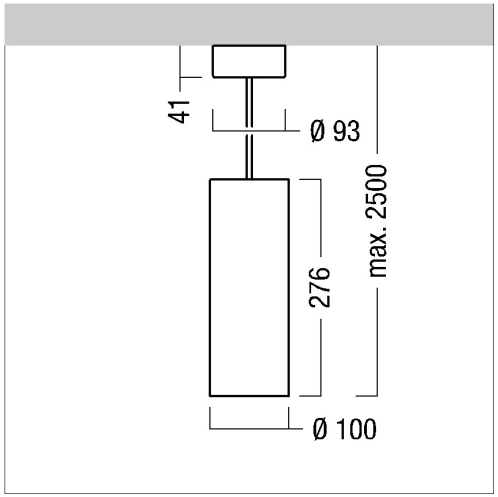


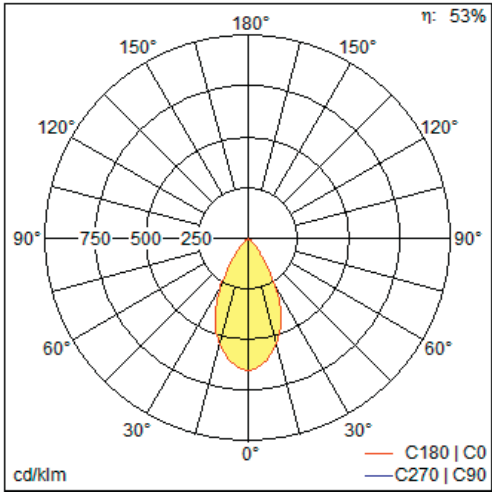
ZUMTOBEL PANOS infinity R100 P
LED pendant luminaire

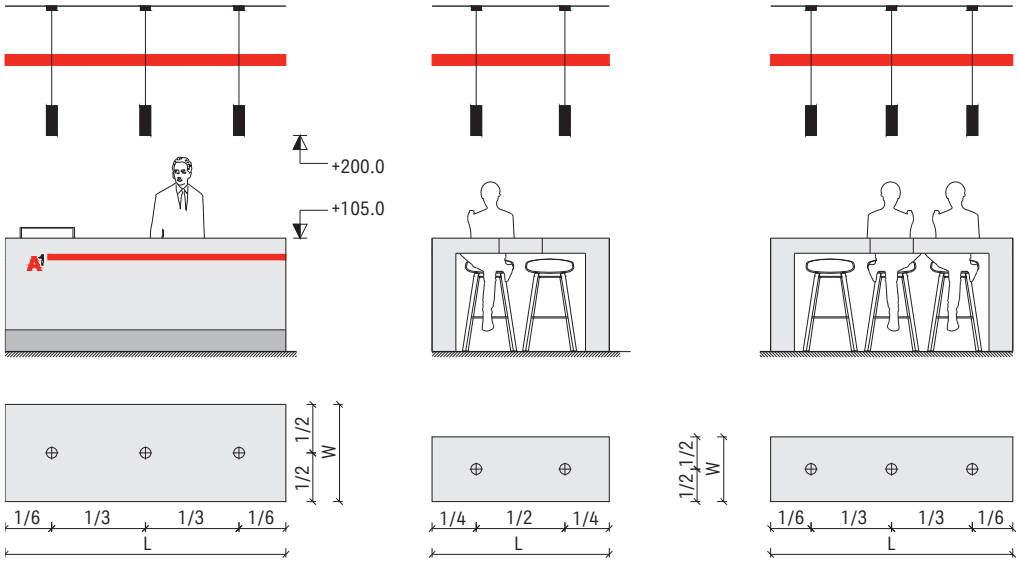
Accent lighting
> over A1 Bar
> over Waiting Table

We always use 3 in a row.
Exception: 2 over Waiting Table, length 164 cm.

Lower Edge: 200 cm above floor.







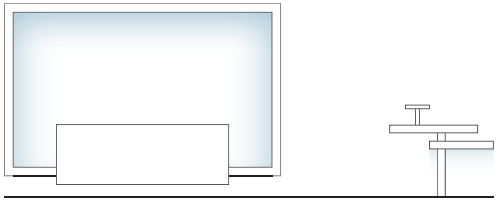
P-INF PWH R100 LED1200-940 LDO BK WH
LED pendant luminaire

Luminaire housing (2-part):	Die-cast aluminium
Colour:	Black
Dimensions:	Ø100 x 276 mm
Weight:	2,72 kg
Light Source:	LED
Luminaire luminous flux:	1994 lm
Luminaire efficacy:	91 lm/W
Colour Rendering Index min.:	90
Ballast:	1 x 28000665 DRV TR LCA 25W 1.05A 50V D #O4A C PRE
Correlated colour temperature:	4000 Kelvin (neutral white)
Chromaticity tolerance (initial MacAdam):	3
Rated median useful life:	50000h L85 at 25°C
Luminaire input power:	22 W Lambda = 0.98
Standby Power:	0.15 W
Dimming:	LDO dimmable to 1% over DALI
Maintenance category:	C - Closed Top Reflector

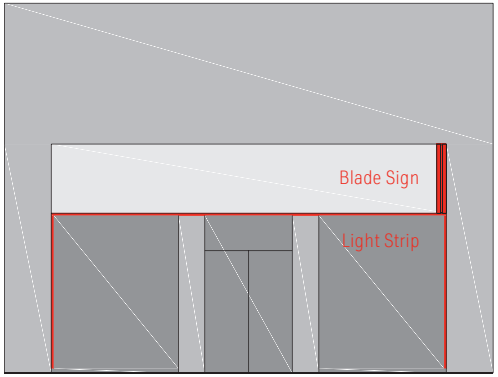
Night Illumination

During the night the following lights in the shop are switched on:

Inside:
- LED Walls
- LED Highlight Table(s)



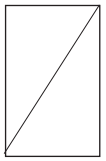
Outside:
- Blade Sign
- Light Strip Red



Screens

There are 2 clearly defined screen types:

Interactive Touchscreens:
Portrait Format



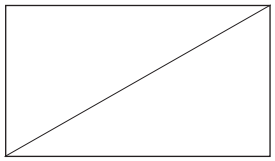
e.g. ELO 3202L 32"

Content & functions:
> Provide product and service details
(products, rates, accessories, ...)
> Create digital customer experience

- Enable employees to use the screens for consulting (instead of literature)
- Enable customers to inform themselves

Examples:
A Walls
B 02 Lift & Learn

Screens/Displays:
Landscape Format



e.g. Samsung PMH 55"

Content & functions:
> Show campaigns
(ads, strategic focus topics, ...)
> Display of moodimages
> Display of brand logos
> Waiting Management

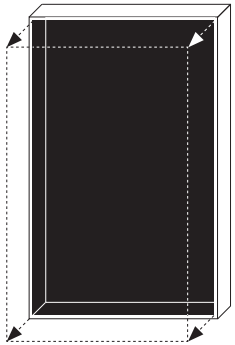
- Highlight strategic topics
- Provide emotions and human touch within the store

Examples:
A Walls
B 01 Highlight Table

Frame

Outside:
RAL 9003 Signal White

Inside:
RAL 9017 Traffic Black



Screen

Exceptions:

Screens/Displays:
Portrait Format

Digital Signage e.g. as part of the facade
(e.g. covering a column on the outside)

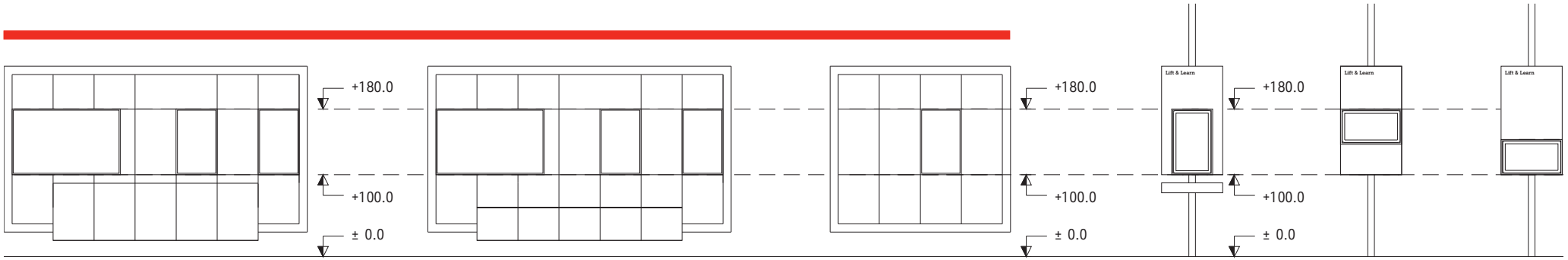
Examples:
B 02 Lift & Learn (shop window)
F 32 Digital Signage

Digital Signage Player

All screens need Digital Signage Players which are integrated into the furniture. Make sure that the player is accessible for service.

e.g. Bofex I-Series 600

Heat generation
Do provide vents so that the heat can escape an do not place products close to players.



HVAC – Heating, Ventilation and Air Conditioning

There is no need to change existing building services **(Heating, Ventilation and Air Conditioning)** as long as they work properly and correspond to local needs and laws (e.g. employee protection regulations).

2.1 Stationary Shops
2.1.3 A1 Brand Store hosting another brand

work in progress WIP

Will be completed in the next updates

A1 Brand Store hosting another brand

Characteristics

Short description

- Features
- Further features

2.1.3.1 Other brands using A1 Furniture
In this case see chapter 2.1.2 A1 Brand Store

2.1.3.2 Other brands bringing in their own furniture
Not part of this Manual.

- **Permanent**
  A permanent area in the shop has to blend in with the A1 Design Concept.

- **Temporary**
  For temporary promotion, it is ok that the guest brands bring in their own furniture as it is.

2.1 Stationary Shops
2.1.4 Shop-in-Shop

work in progress WIP

Will be completed in the next updates

Shop-in-Shop

Characteristics

Short description.

- Support market share growth for a specific target group
- Exploit target group specific traffic in and brand spin-off from host store
- Further features

2.1.4.1 **A1 Furniture**
In this case see chapter 2.1.2 A1 Brand Store

2.1.4.2 **Furniture of Host** (e.g. Media Markt in Austria)
Not part of this Manual.

- **A1-look-alike Furniture** (e.g. Post offices in Austria)

- **Shop-own Furniture**

2.2 Non-Stationary & Temporary Shops

work in progress WIP

Will be completed in the next updates

2.1.1 Indoor

2.1.1.1 Kiosks

Short description.

- Make use of temporary customer agglomerations
- Build brand equity and product/service awareness for target groups
- Further features

2.1.1.2 Pop-Up-Stores

Short description.

- Live testing of the potential of a new/uncovered catchment area
- Testing of new values/concepts
- Further features

2.1.2 Outdoor

2.1.2.1 Containers

Short description.

- Features
- Further features

3. Examples

3.1 Stationary Shops

3.1.1 Brand Shops
Prototypical Shops

3.1.1.1 X-Small
3.1.1.2 Small
3.1.1.3 Medium
3.1.1.4 Large
3.1.1.5 X-Large

3.1.2 Shop-In-Shop

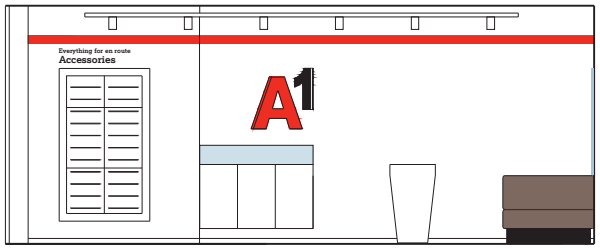
3.2 Non-Stationary & Temporary Shops

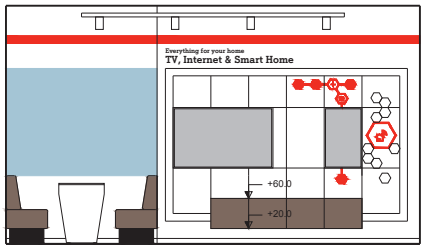
3.2.1 Kiosks
3.2.2 Pop-Up-Stores
3.2.3 Containers

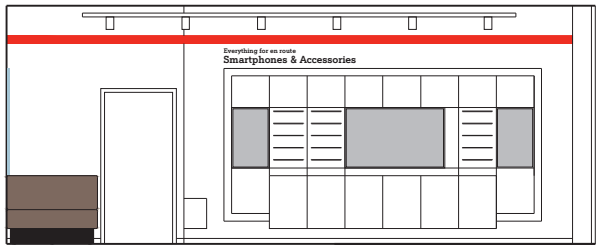
S

square

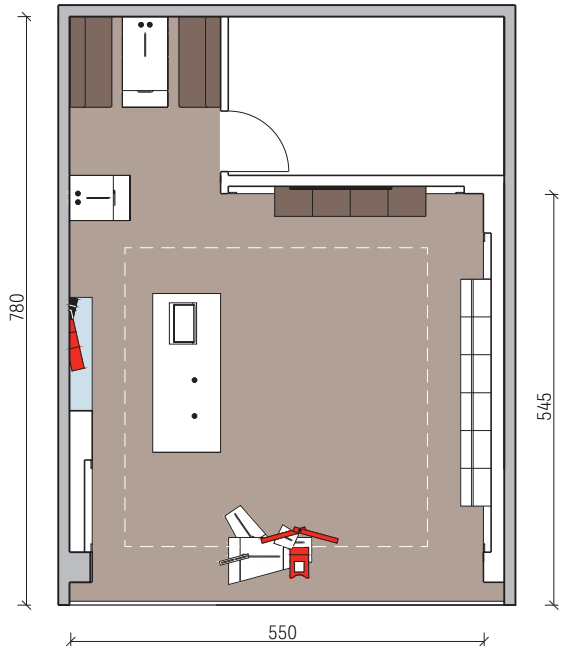
Elevations 1:100







Floor Plan 1:100



Typ:	**A1-Brand Shop**
	Fixed Shop
Situation:	**Mall**
Size:	**S (33 m²)**
Height:	**315 cm**
Shape:	**Square**
Workstations:	**5**

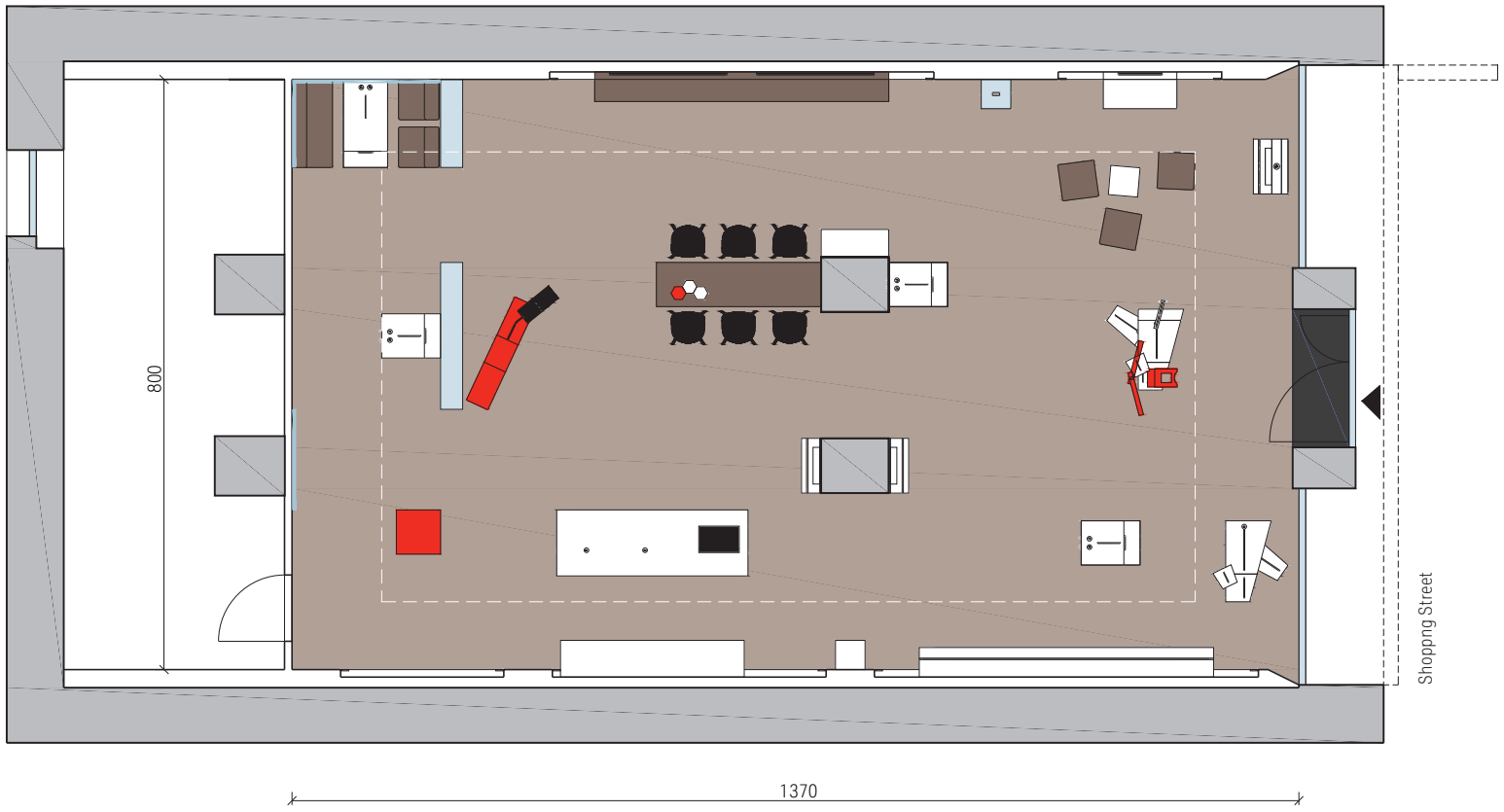
A1 Brand Shop. Top view

A1 Brand Shop. View from mall into the shop

A1 Brand Shop. View to A1 Bar and Consulting Area

A1 Brand Shop. View to Home Wall and Smartphone Wall

L
rectangular
longitudinal

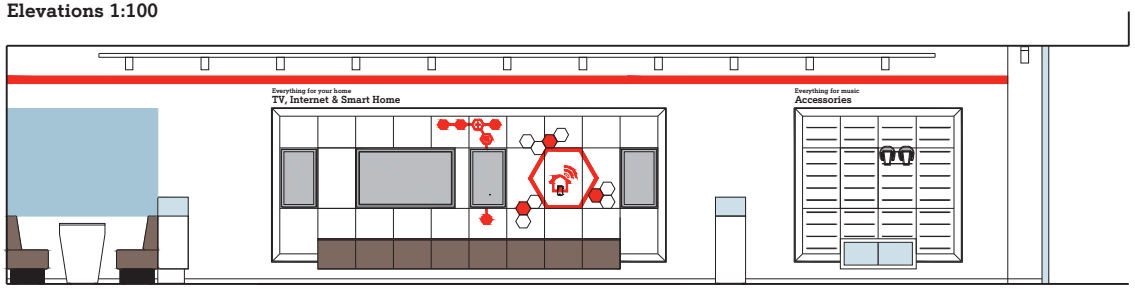


Floor Plan 1:100

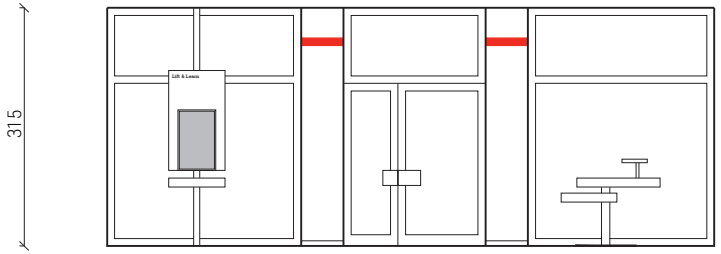
Type:	**A1 Brand Shop**
	Fixed Shop
Situation:	**Urban**
	Street
Size:	**L (112 m²)**
Height:	**315 cm**
Shape:	**Rectangular**
Workstations:	**7 (+1)**

L
rectangular longitudinal

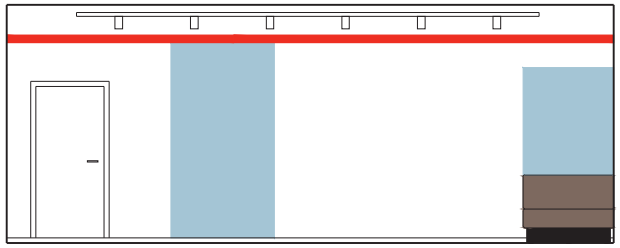
Elevations 1:100



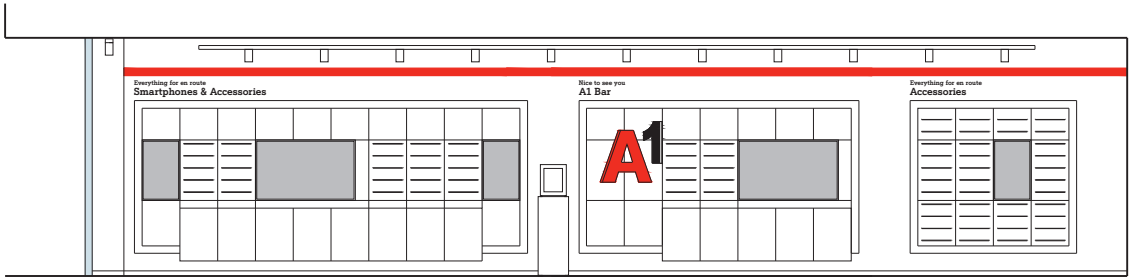
Consulting Area, Home Wall & Music Wall



Lift & Learn, Entrance & Highlight Table



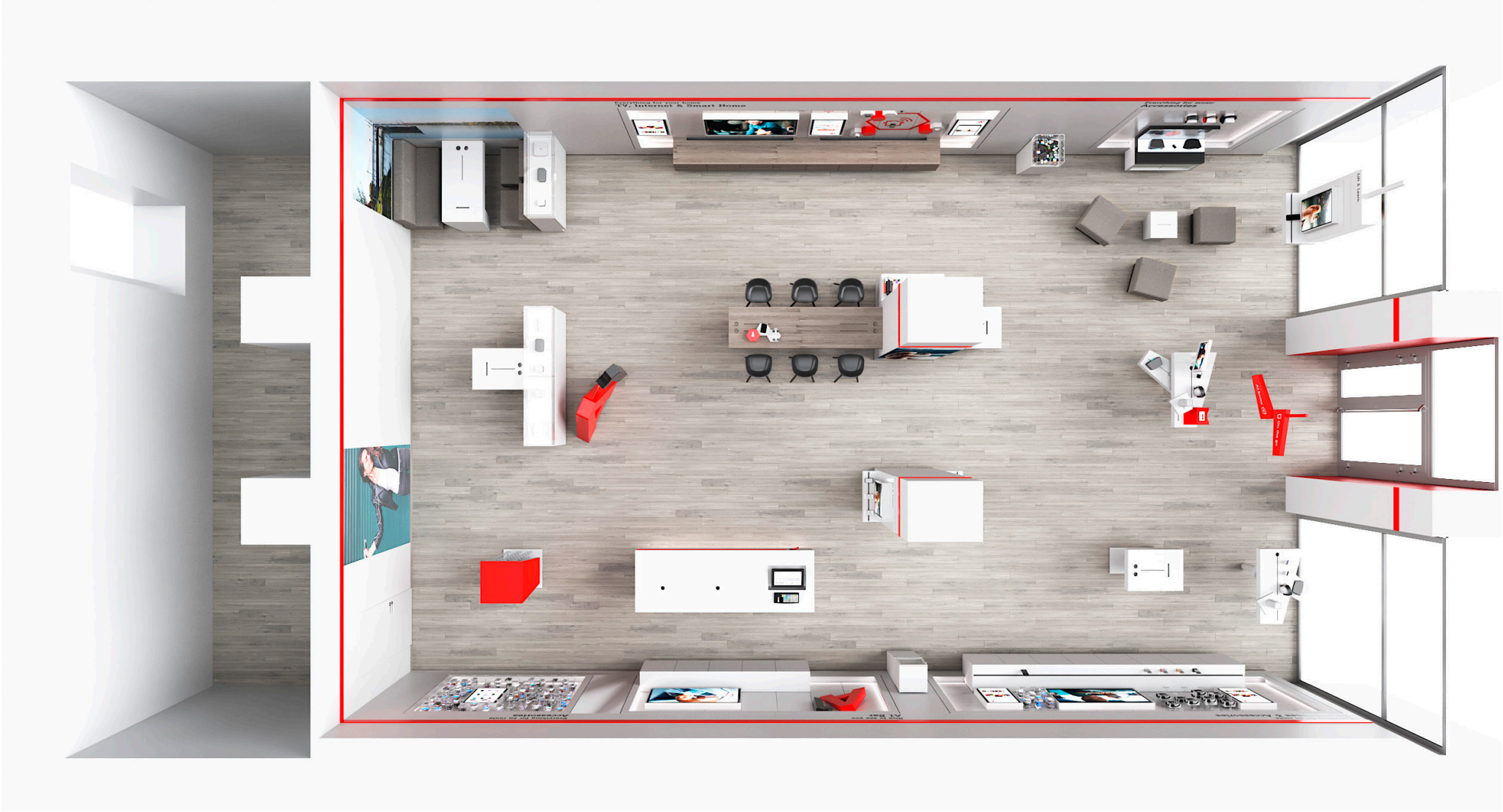
Moodimage & Consulting Area



Smartphone Wall, Bar Wall & Accessories Wall

L
rectangular
longitudinal

A1 Brand Shop. Top view



L
rectangular longitudinal

A1 Brand Shop. View to Smartphone Wall

A1 Brand Shop. View from entrance

A1 Brand Shop. View to Home Wall

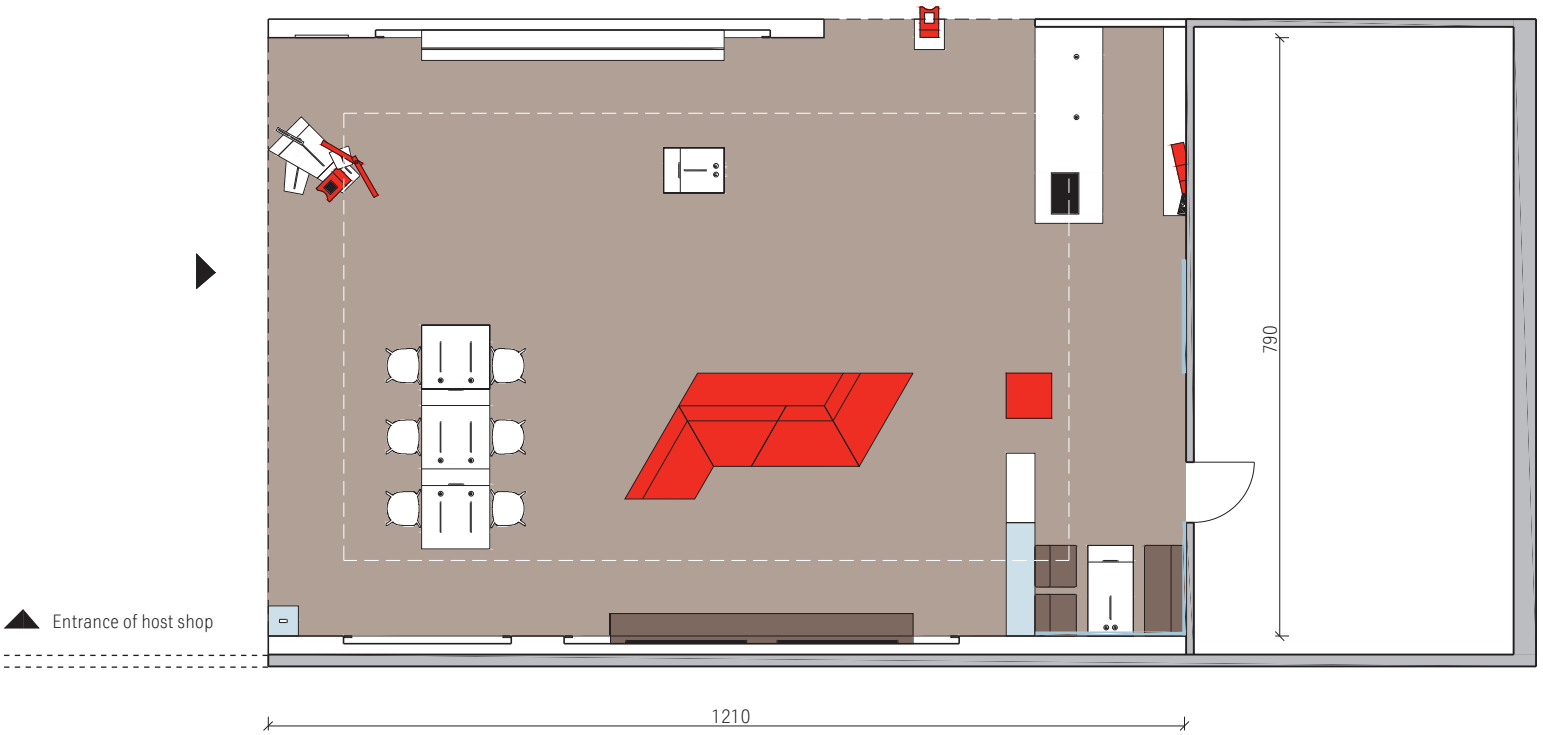
A1 Brand Shop. View to Bar and Bar Wall

A1 Brand Shop. View to Waiting Table

A1 Brand Shop. View to Shop Window

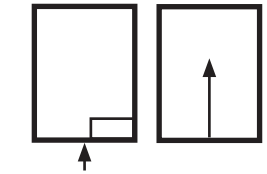
M
SIS
rectangular
longitudinal

Floor Plan 1:100

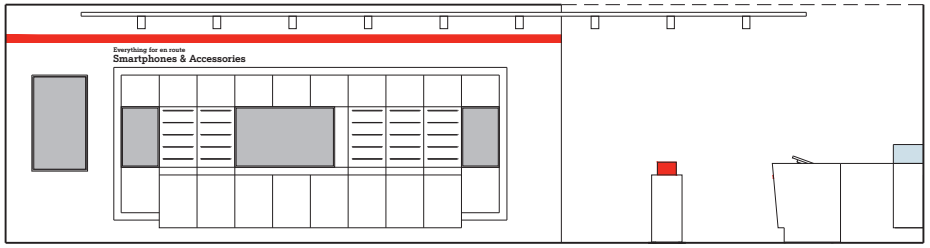


Type:	**Shop-In-Shop**
	Fixed Shop
Situation:	**Urban**
	Mall
	Right hand side of the entrance to the host shop
Size:	**M (97 m²)**
Height:	**315 cm**
Shape:	**Rectangular**
Workstations:	**5 (+2)**

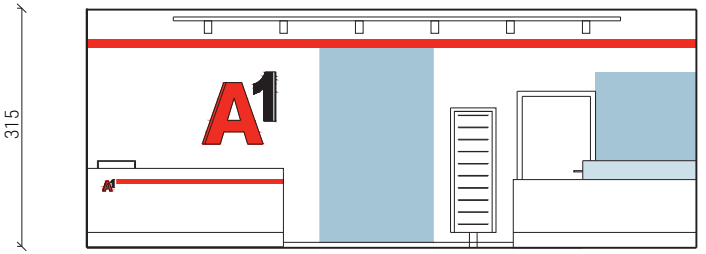
M
SIS
rectangular
longitudinal



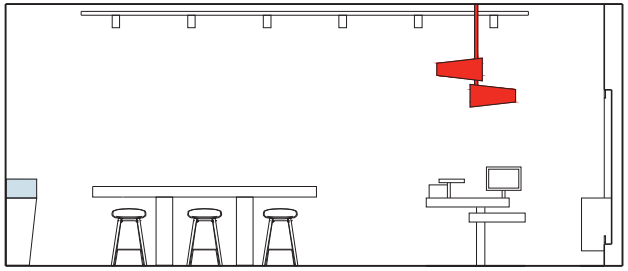
Elevations 1:100



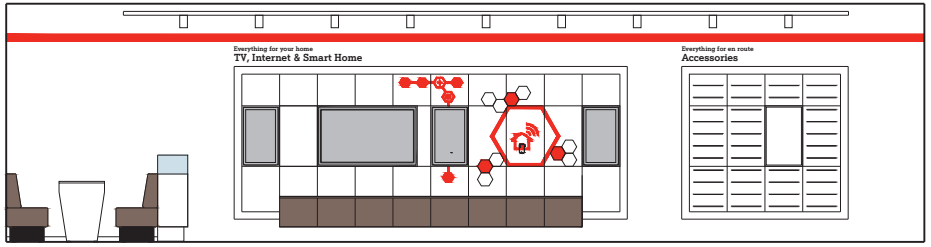
Digital Signage, Smartphone Wall & A1 Bar



A1 Bar & Consulting Area



A1 Table & Highlight Table



Consulting Area, Homewall & Accessories Wall

M
SIS
rectangular
longitudinal

Shop-In-Shop. Top view

M
SIS
rectangular
longitudinal

Shop-In-Shop. Top view

Shop-In-Shop. View from the entrance

Shop-In-Shop. Front view

Shop-In-Shop. View back from the aisle

Shop-In-Shop. View from the second entrance

4. Planning & Building Process

4.1 Change Management
4.2 Timeline
4.3 Checklist

How to proceed

1 Decision for a shop conversion

2 Check database for similar layouts

3 Briefing

4 Commission an architect

5 Shop Design

6 Checklist

7 Approval

8 FAQ

9 Exceptions & Design Challenges

10 Data Base

1 Decision for a shop conversion

The decision for a shop conversion is based on various strategic, sales-related and architectural topics.

2 Check database for similar layouts

Looking at similar layouts can save time and thus make the planning process more efficient and unify the appearance of A1 shops.

3 Briefing

Write a briefing containing the functional and formal requirements as a basis for the shop design.

4 Commission an architect

Commission architects and share the A1 POS Design Manual and Layout Database with them.

5 Shop Design

The Shop design is based on the Briefing of the Local A1 Team and complies the A1 POS Design Manual.

6 Check List

See in the following.

7 Approval

For design approval contact:

Daniel Mäser
Group Commercial Area
+43 664 66 39209
daniel.maeser@A1.group

8 FAQ

An FAQ section will be provided on the A1 Brand Portal.

Until then please send your questions to:
daniel.maeser@A1.group

9 Exceptions & Design Challenges

If your shop has special design challenges, contact:

Daniel Mäser
Group Commercial Area
+43 664 66 39209
daniel.maeser@A1.group

10 Data Base

Feed the Data Base and send

- Photos of the Shop
- Plans (floor plan, elevations, sections)
- Short description
- etc.

to daniel.maeser@A1.group

Telekom Austria Group

Timeline

Decision Process

- Budgeting etc.
- Decision to rebuild a shop
- Estimated closing time

Project lead times

- Commission architect
- Planning
- Permissions
- Tendering
- Commission building works (carpenter etc.)

Building Process

week 1

- Foliation shop window
- Dismantling existing shop interior
- Demolition
- Start construction works
- Basic installations
- Substructure furniture

week 2

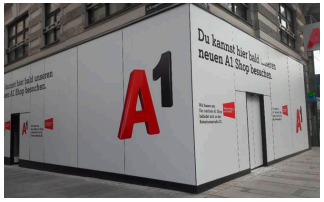
- Plasterwall works
- Cabling
- Light rail assembly
- Floor filling
- Laying tiles
- Fixing Red Stripe
- Furniture coverings

week 3

- Furniture completion
- Mounting Logos
- Completion electric connections
- Installions (screens, cash desk, players, analytics, security tags, price tags etc.)
- Foliation & Lettering
- Removal of window foliation
- Small repair works painter
- Final cleaning

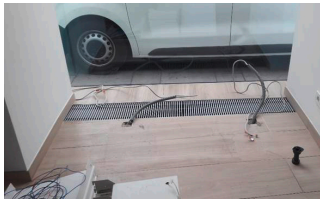
Building Process

Day 1



Foliation of Shop Windows

Dust Protection.



Disconnection of cables.

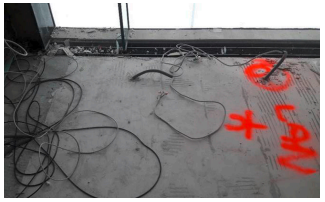
Dismantling Work

Day 2–3

Demolition (floor tiles)

Demolition (plaster walls)

Day 4



Basic installations

Chiseling out of cable ducts

Day 5–6

Substructure furniture

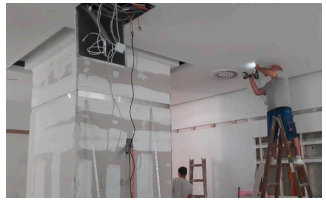
Electrical installations

Day 7–8

Plaster walls

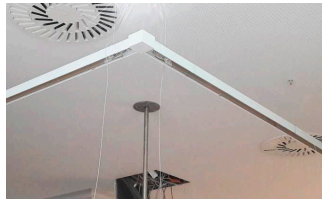
Smoothing & Painting

Day 9



Light rail assembly

Light rail assembly



Light rail assembly

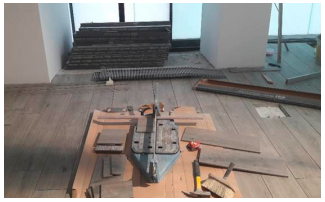
Building Process

Day 10–11

Floor filling

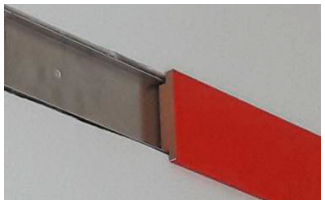
Drying time

Day 12–13



Laying tiles

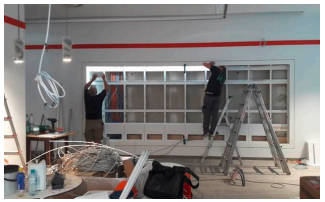
Laying tiles



Fixing Red Stripe

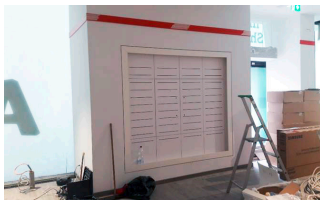
Day 14–15

Furniture panels



Mounting of furniture panels

Mounting of furniture panels



Mounting of furniture panels

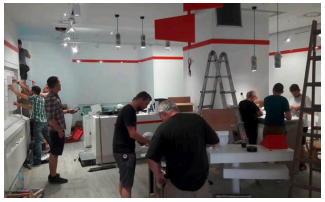
Day 16–17

Fixing freestanding furniture

Fixing freestanding furniture

Furniture Completion

Day 18–19



Furniture completion

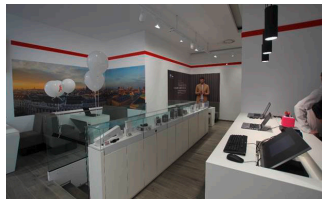
Technical installations

Screens, products, price tags

Shop foliation

Day 20

Opening



Opening

Legal Basis

- National building codes ☐
- Tenancy agreement ☐
- Monument conservation ☐
- Employee protection (natural/artificial light, floor space, heating, ventilation,...) ☐
- Disabled accessability ☐
- Escape routes ☐
- Permissions ☐
- National fire regulations (surfaces, materials, heating, ventilation, fire extinguishers, ...)
- etc.

Planning & Building Process

- ☐
- Existing buidling structures (floor, walls, windows, ceiling) ☐
- Existing technical installations (HVAC, electricity, data cables etc.) ☐
- Planning time ☐
- Specialist planners (light planner etc.) ☐
- Permissions ☐
- Tendering process ☐
- Contracts ☐
- Delivery Times ☐
- Access to building site (e.g. pedestrian zone) ☐
- Employee information
- Customer Information: Opening Date, Next Shop
- Closing Time
- Foliation of construction site
- etc.

5. Appendix

5.1 Shop List / AUSTRIA
5.2 Imprint

Small Shops (<50 m²)

Sales Area [m²]	Height [m]	Location	Work-stations	Shape	Address
29,91	2,54	Street	3		6370 Kitzbühel, Josef-Pirchl-Straße 10
43,66		Street	3		4020 Linz, Fadingerstraße 6
44,07	3,50	Mall	3		4040 Linz, Hauptstraße 54
44,12	3,20	Mall			1110 Wien, Landwehrstraße 6, Top S 103
46,60		Mall	3		9900 Lienz, Bozener Platz 1
48,23	2,80	Street	4		6460 Imst, Industriezone 32 Top I001

Medium Shops (50–100 m²)

Sales Area [m²]	Height [m]	Location	Work-stations	Shape	Address
50,00		Street			7100 Neusiedl am See, Untere Hauptstr. 34
52,23		Street	4		6900 Bregenz, Kaiserstraße 6a
52,79	3,50	Street	4		1180 Wien, Währinger Straße 94
54,76		Street	4		4840 Vöcklabruck, Linzerstraße 50/57
56,67	2,80	Mall	4		1030 Wien, Landstraßer Hauptstraße 84
57,96	2,95	Mall	4		3430 Tulln, Hauptplatz 12-14, Top 2.8a
58,42	2,90	Mall	4		6020 Innsbruck, Museumstr. 38/43, 1. OG
59,40		Mall	5		6330 Kufstein, Inngasse 5, Top EG/A-G01
59,72		Mall			1200 Wien, Millenium City
60,23	2,83	Street	6		8605 Kapfenberg, Wiener Straße 35a
61,21	3,20	Mall	5		7400 Oberwart, Europastraße 1, Top 40
63,06	3,50	Mall	6		8051 Graz, Wienerstraße 351

Medium Shops (50–100 m²)

Sales Area [m²]	Height [m]	Location	Work-stations	Shape	Address
63,28		Mall	4		6020 Innsbruck, Maria-Theresienstraße 31
63,89	3,00	Mall	6		4053 Haid, Ikea Platz 4, Top 37a
64,73	4,00	Mall	6		8041 Graz-Liebenau, Ostbahnstr. 3 EG 204
64,84?	2,65	Street	6		1100 Favoriten, Quellenstraße ?
65,72		Street	4		8700 Leoben, Homanngasse 3
65,86	2,90	Mall	5		1030 Wien, Landstr. Hauptstr. 1C/EG/29
66,31	3,80	Street	6		8940 Liezen, Fronleichnamsweg 8
66,80		Street	5		9100 Völkermarkt, Herzog-Bernhard-Pl. 4
67,04	2,50	Street	6		5700 Zell am See, Schloßplatz 2
67,98	2,90	Mall	5		6177 Völs, Gießenweg 15, Galerie
68,22		Street	5		3100 St. Pölten, Kremsergasse 29
68,52	2,58	Mall	6		1190 Wien, Grinzingerstr. 112, OG 103

Medium Shops (50–100 m²)

Sales Area [m²]	Height [m]	Location	Work-stations	Shape	Address
64,84	2,70	Street	4		1130 Wien, Hietzinger Hauptstr. 6
68,88		Mall	4		6300 Wörgl, Salzburger Str. 32/34, 1.OG
68,94	2,83	Street	5		5600 St. Johann, Hans-Kappacherstr. 1/G5
70,31	3,20	Mall	5		9500 Villach, Kärntnerstr. 34/112-2, 1.OG
70,46		Mall	6		1220 Wien, Wagramer Str., E4, Top 138a
71,70	2,70	Street	5		7000 Eisenstadt, Esterhazyplatz 4
73,42	3,17	Street	5		6020 Innsbruck, Wilhelm-Greil-Str. 21
75,94	3,40	Street	5		4910 Ried, Weberzeile 1/47
76,00	3,80	Mall	6		9800 Spittal, Bahnhofstr. 16/09
76,81		Street	4		5020 Salzburg, Alpenstraße 5
78,78	2,92	Mall	6		4600 Wels, Gunskirchener Str. 7/101
79,64	2,70	Street	5		1120 Wien, Meidlinger Hauptstraße 30

Medium Shops (50–100 m²)

Sales Area [m²]	Height [m]	Location	Work-stations	Shape	Address
79,85	2,95	Street	5		8330 Feldbach, Ungarstraße 8
82,85		Street	5		8430 Leibnitz, Hauptplatz 23
86,50	2,73	Street	6		3500 Krems, Wiener Str. 96-102/1-30
86,50	3,00	Mall	7		6029 Innsbruck, Amraser-See-Str.56a/1017
88,65	2,97	Mall	5		1220 Wien, Wagramer Str. 94/8
89,20	2,98	Street	6		8753 Fohnsdorf, Arena am Waldfeld 26a
89,53	Vault	Street	7		4020 Linz, Landstraße 34
93,56	3,00	Mall	7		9020 Klagenfurt, Heuplatz 5 BS 3
96,10	3,00	Mall	7		9020 Klagenfurt, Südpark 1, O6
98,90	3,15	Mall	6		1140 Wien, Albert-Schweitzer-G. BT4/EG6

Large Shops (100–150 m²)

Sales Area [m²]	Height [m]	Location	Work-stations	Shape	Address
100,53	3,20	Street	7		1010 Wien, Kärtner Straße 45
102,04	3,40	Mall	9		6854 Dornbirn, Messestraße 2/201
102,41		Street	5		1020 Wien, Lassallestraße 9
103,98	3,00	Mall	10		8020 Graz, Lazarettgürtel 55/90D
105,42	3,90	Mall	7		2201 Gerasdorf, G3 Platz 1, E125B
105,53	3,00	Mall	9		1150 Wien, Gablenzgasse 5-13/6, 1.OG
106,28	2,80	Street	5		5020 Salzburg, Itzlinger Hauptstr. 93a
109,42	2,50	Street	8		8010 Graz, Herrengasse 4
109,43	3,00	Street	7		3107 St. Pölten, Dr.-Adolf-Schärf-Str. 5/35a
110,62	2,70	Mall	7		1160 Wien, Thaliastraße 45
114,71	3,00	Street	7		8230 Hartberg, Fritz-Stachel-Platz 1
116,94	3,10	Mall	8		1210 Wien, Ignaz-Köck-Straße 1/208

Large Shops (100–150 m²)

Sales Area [m²]	Height [m]	Location	Work-stations	Shape	Address
122,66	4,10	Street	6		1010 Wien, Rotenturmstraße 20/23
126,86	3,10	Mall	7		6707 Bludenz-Bürs, Almteilweg 1
130,84	2,50	Street	7		3300 Amstetten, Waidhofnerstr. 1/1/9
132,41	3,30	Mall	8		2700 Wr. Neustadt, Zehnergürtel 12-24/0/5
135,41	3,10	Mall	9		8055 Seiersberg, SCS 4/2/12
138,82		Street	10		1070 Wien, Mariahilfer Straße 60
141,60		Street	6		4400 Steyr, Stadtplatz 29

X-Large Shops (>150 m²)

Sales Area [m²]	Height [m]	Location	Work-stations	Shape	Address
151,00	3,50	Street	8		1070 Wien, Mariahilfer Straße 22
151,92	2,93	Mall	8		4066 Pasching, Pluskaufstr. 7, 1.OG
178,18	3,00	Mall	12		2334 Vösendorf, Allee A74/E5/115-116
183,66	3,00	Mall	13		5020 Salzburg, Europastraße 1/68

Imprint

Responsible for the content:

A1 Telekom Group Austria
Group Commercial Area
Lassallestraße 9
A-1020 Vienna
Austria

Concept. Graphic Design. Renderings.

SPACEPLUS architects
www.spaceplus.at

ANAÏS | architektur.grafik.farbdesign
www.anais.at

Vienna, December 2018