POS Design Manual 2.0

What's new?

> See page 9.



December 2021

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

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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. Not 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 customers 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	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.
▪ **Enable Flexibility**	▪ **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

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 Shop
2.1.2.1 Architecture
2.1.2.1.1 Shop 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 Shop 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

2.1.5 Partner Shop
2.1.5.1 A1 Partner Furniture

2.2 Non-Stationary & Temporary Shops

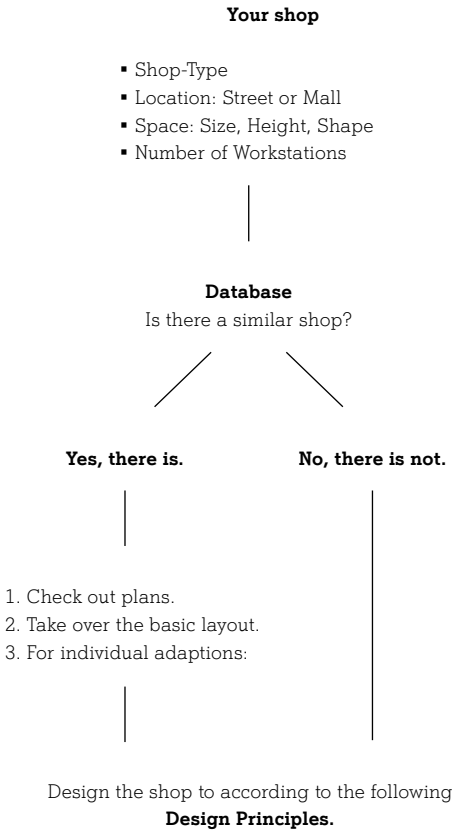
2.2.1 Indoor
2.2.1.1 Kiosk
2.2.1.2 Pop-up Store
2.2.1.2.1 Architecture
2.2.1.2.2 Interior
2.2.1.2.2.1 Materials & Surfaces
2.2.1.2.2.2 Modules & Elements

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

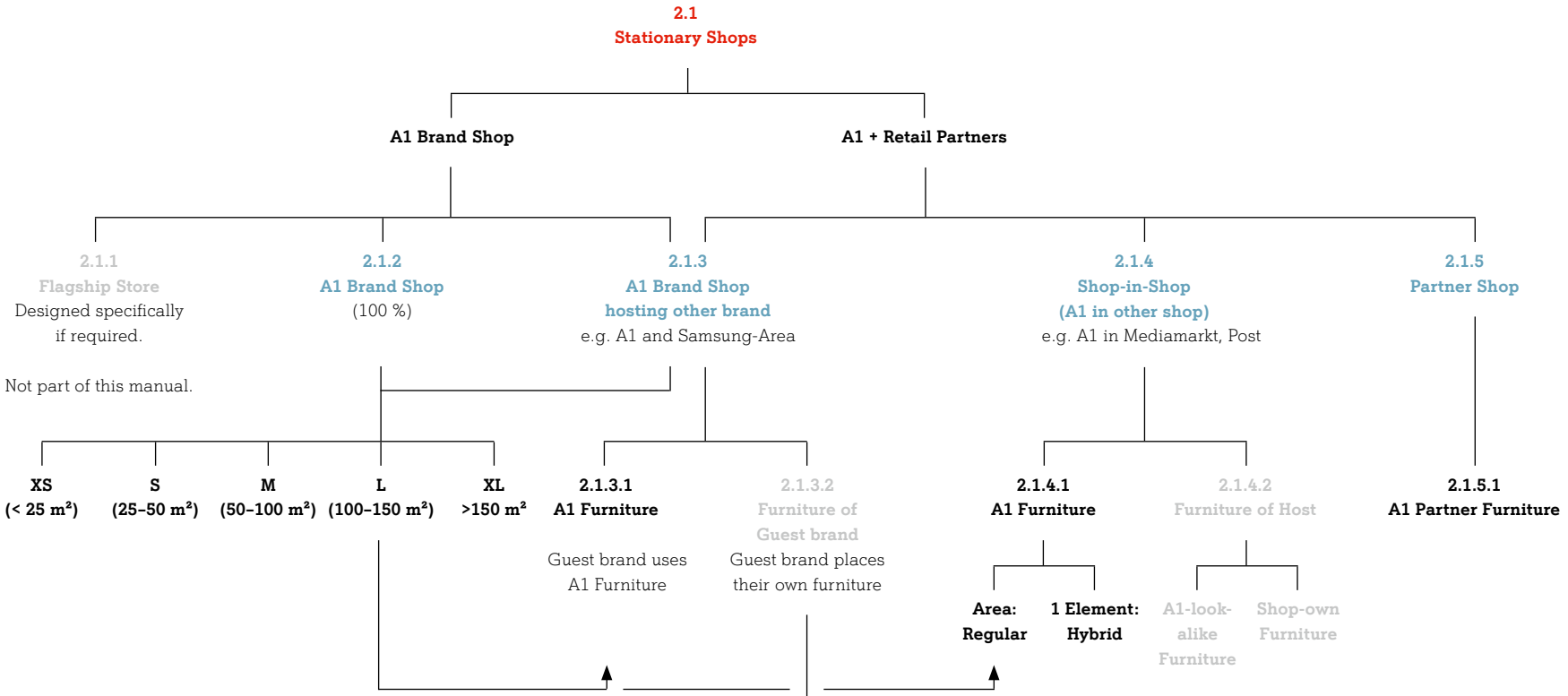


Design Process

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:

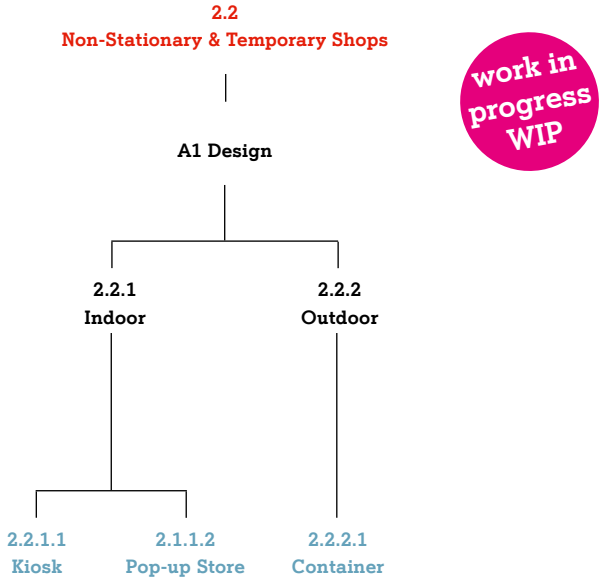
Indoor (Mall, Shopping Centre)
Outdoor (Shopping Street) → Light, doors
Pedestrians, cars

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



work in progress WIP

2.1 Stationary Shops
2.1.1 A1 Flagship Store

A1 Flagship Store

Flagship Stores are possibilities to create an outstanding and extraordinary brand experience for our customers. Here A1 products and services can be experienced in special ways (e.g. Smart Home experience in a real-life setting like a living room, a LED wall etc.). Besides this the general POS Design Guidelines are to be observed.

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 Shop

A1 Brand Shop

Characteristics

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

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

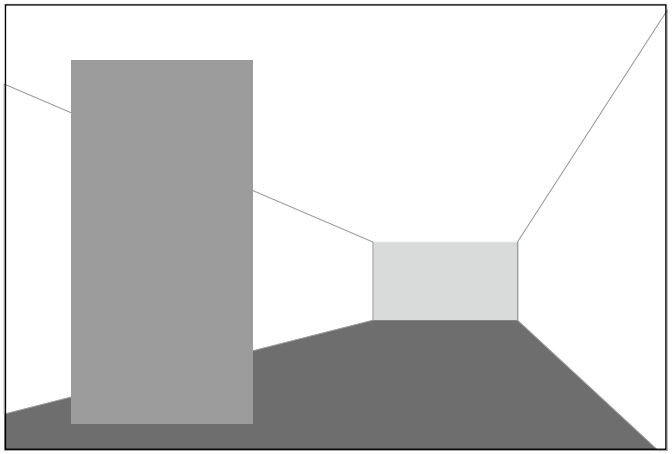
Large:
- Size: 100–150 m²
- Number of Workstations: Ø 5–7 (min. 4 / max. 8)
- Products & Services: Short description

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

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.

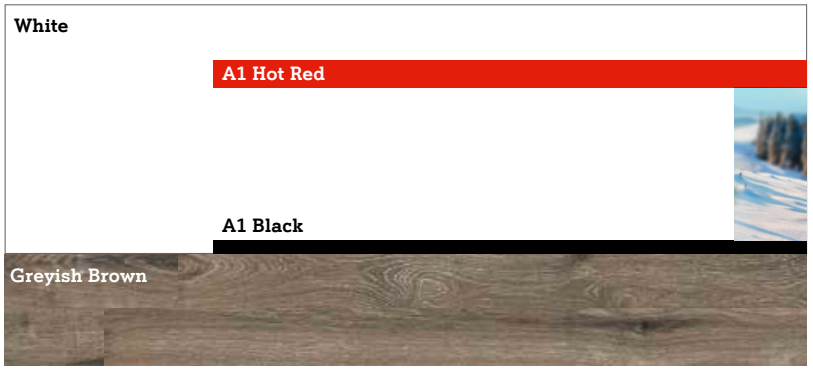
The corporate **A1 Hot Red** serves us as a tool for making the shop recognisable as A1 store. We ensure that red is present and at the same time avoid a overuse of red.

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 Shares





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.

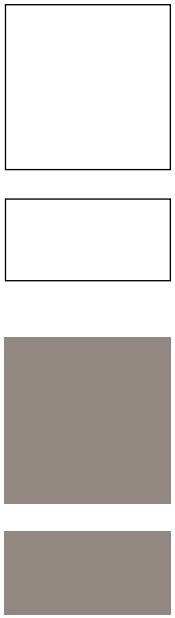
		White	Greyish Brown	A1 Hot Red	A1 Black	A1 Cool Blue
Architecture	**RAL®**	**9003 Signal White**	**[material colours]**	**3020 Traffic Red**	**9017 Traffic Black**	**240 60 20**
	NCS®	**–**	**[material colours]**	**S1580-Y80R**	**S 9000-N**	**S3030-B**
Printing	Pantone®	–	–	PMS 485	PMS Black C / U	7696C / 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

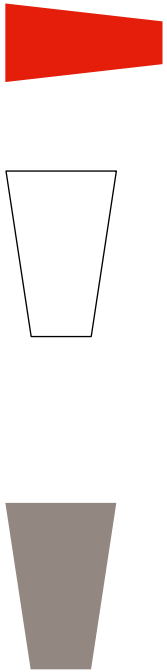
Line



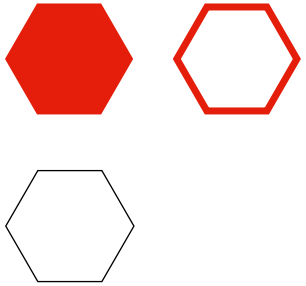
Square & Rectangle



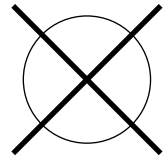
Trapezoid



Hexagon



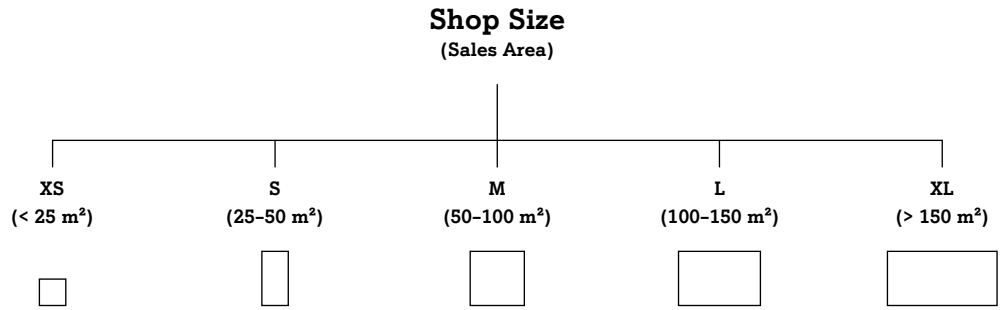
No Circles!

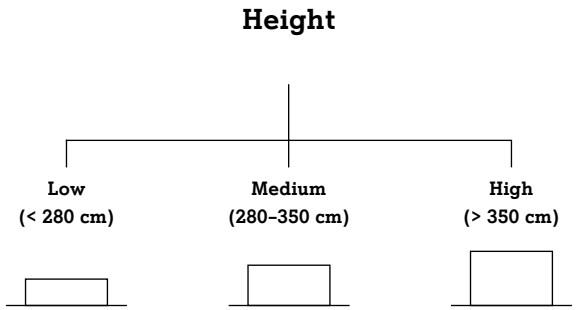


Exceptions:

- Spots
- Steel tubes

POS: Sizes & Heights



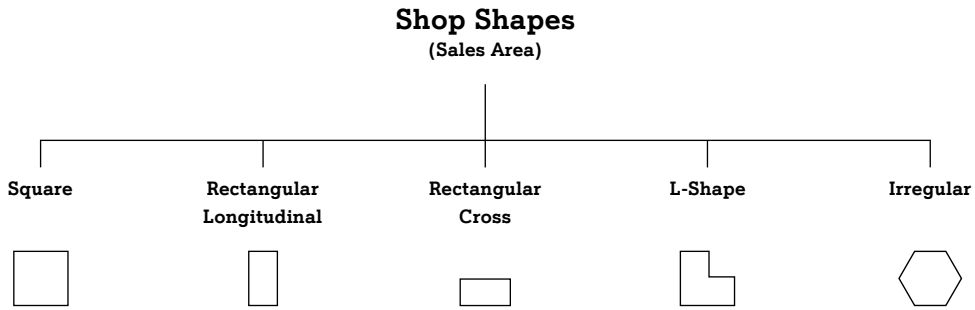


	XS (< 25 m²)	S (25–50 m²)	M (50–100 m²)	L (100–150 m²)	XL (> 150 m²)	Low (< 280 cm)	Medium (280–350 cm)	High (> 350 cm)
Austria	-	6	**45**	19	4	20	**35**	12
Belarus	18	**47**	20	4	2	14	**63**	13
Bulgaria	23	**112**	97	12	2	68	**161**	17
Croatia	-	2	**17**	5	1	1	**23**	-
Macedonia	**29**	26	16	4	-	?	?	?
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
B 05 Display Cubes
B 06 Lipsticks
B 07 Honeycomb Display
C 01 Waiting Table
C 02 Product Table
C 03 A1 Table
C 04 A1 Bar
C 08 Wait & Consult
C 09 Waiting Table – Corner
D 04 Waiting Sofa + D 05 Honeycomb Waiting Stool
D 21 HAY AAC 10 / D 22 AAC 20 / D 23 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
G 04 Sanitary Station

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



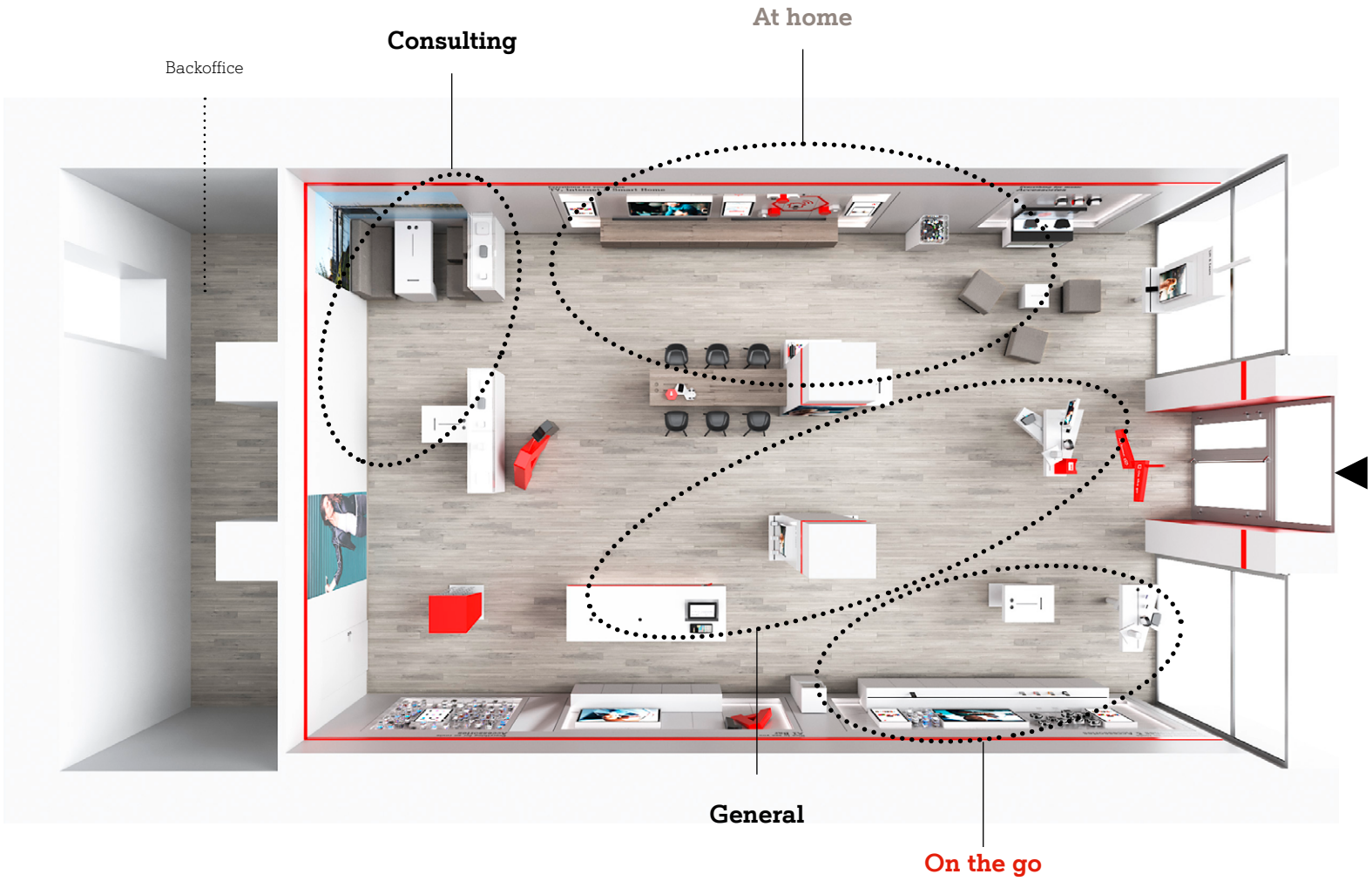
A 02 Home Wall
C 01 Waiting Table
D 07 Side Table
D 03 TV Stool
D 04 Waiting Sofa
D 24 HAY AAC42
E 01 Coffee Bar
F 11 Red Stripe
F 21 Lettering
F 33 Icons

Consulting



C 05 Consulting Table High
C 06 Consulting Table Low
C 08 Wait & Consult
D 01 Consulting Sofa
D 02 Consulting Chair
E 01 Storage
E 03 Guru Storage I
E 04 Guru Storage II
E 05 Drinks & 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.

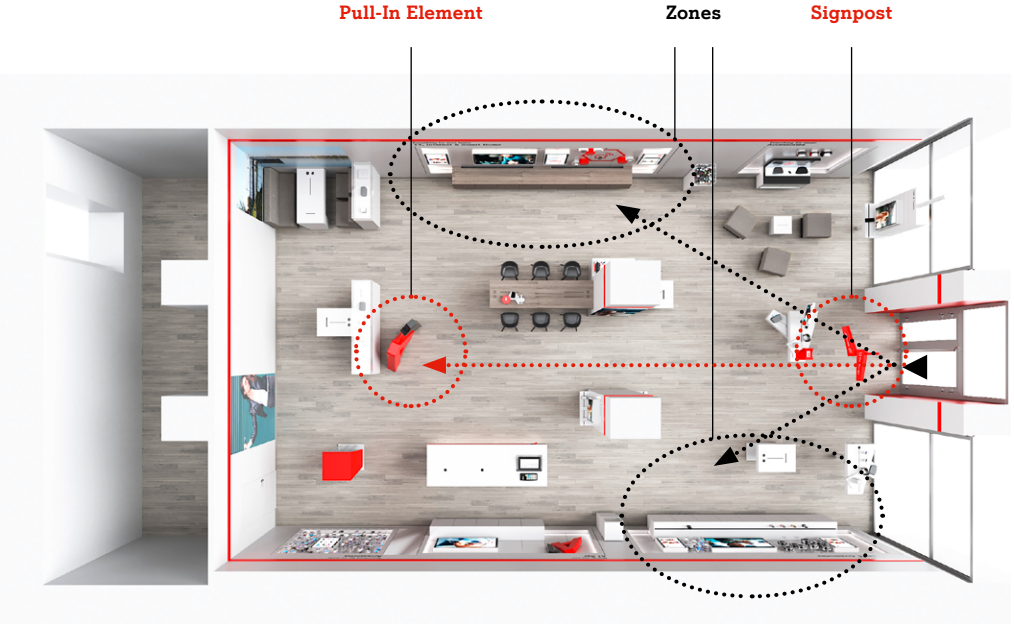
A 3D-Logo in this area – either on the wall or freestanding – can serve as Pull-In-Element.

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

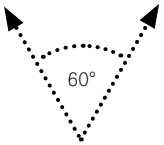
Wall Headings
Furthermore wall headings inform customers about the product categories (Smartphones & Accessories; TV, Internet & Smart Home) and services (A1 Bar, A1 Guru) below.





Customer: Views

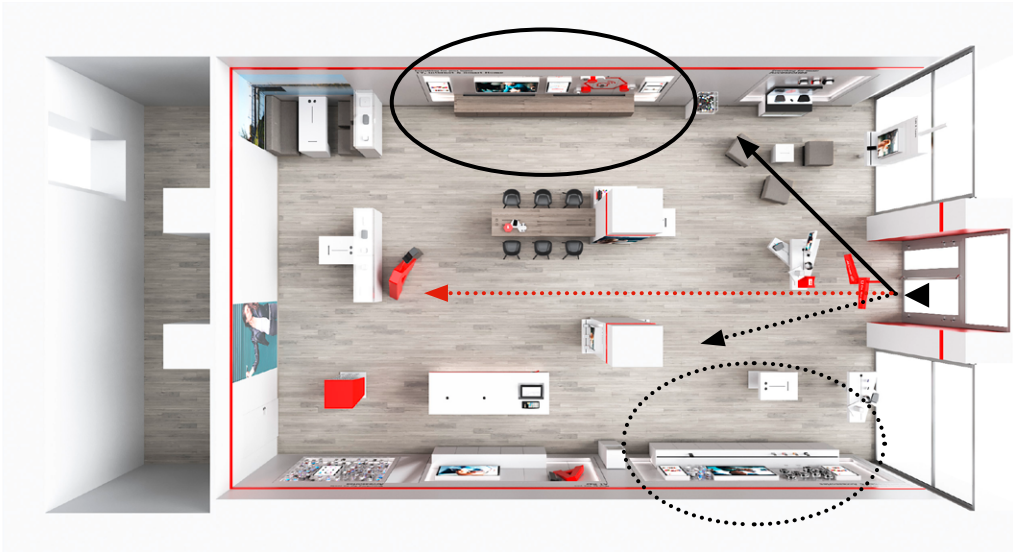
Horizontal sight angle
Consider the horizontal human sight angle of 60° in the shop planning.



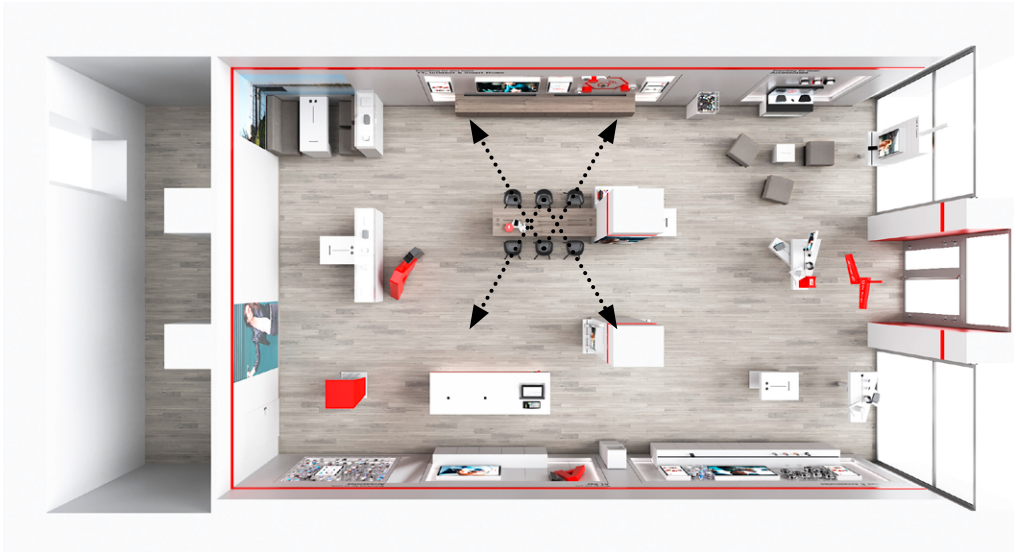
To the right
When left and right direction are equal, customers look and walk to the right hand side. This applys to countrys with right-hand traffic and to right-handed people and turns into the opposite in countrys with left-hand traffice and left-handed people.

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

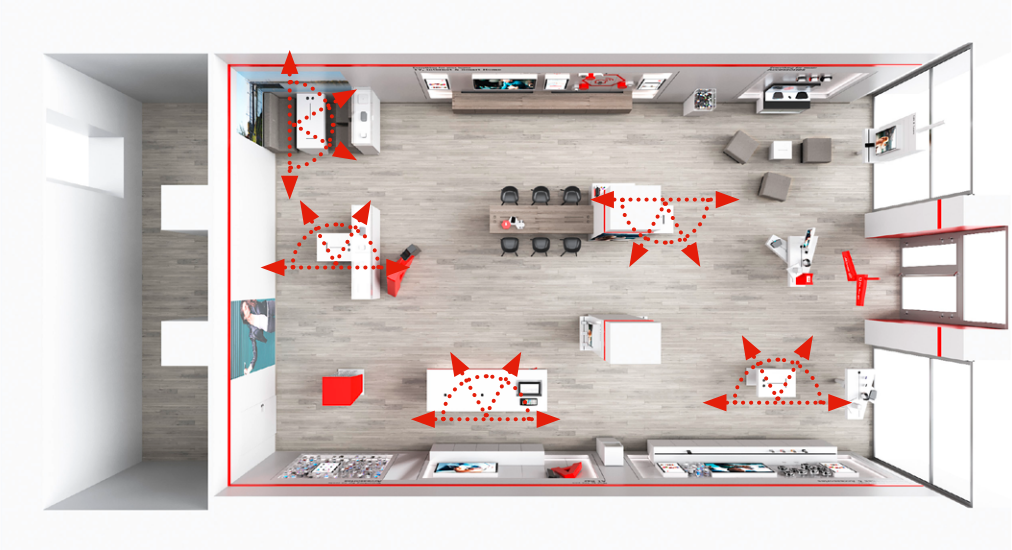
> 210	Above head (view)	Information
170–210	Above head (hands)	Light products
120–170	Eyes (main view)	Main products
80–120	Waist (hands)	Main products
0–80	Knees ankles	Heavy products Storage



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

Employee: Views

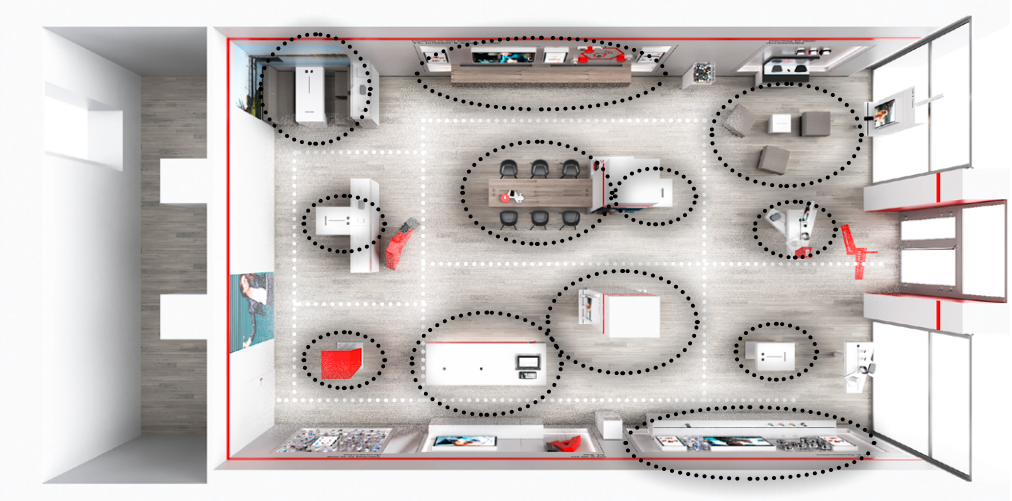
Consulting: View into the room (overview over the shop) parallel to window (no glare, no reflection on screen)



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.

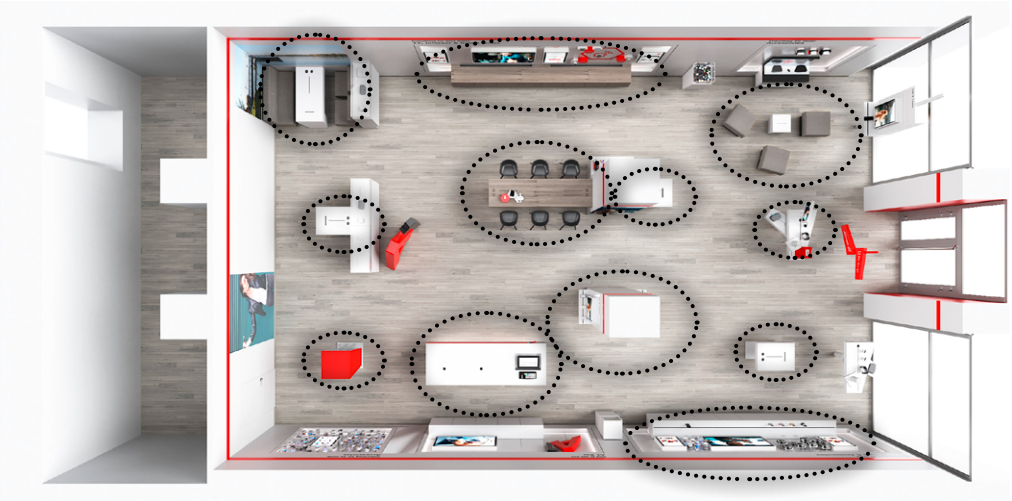
Circulation areas and dwelling zones should never interfere with each other, otherwise neither of them will work properly.



Circulation Areas



Dwelling Zones

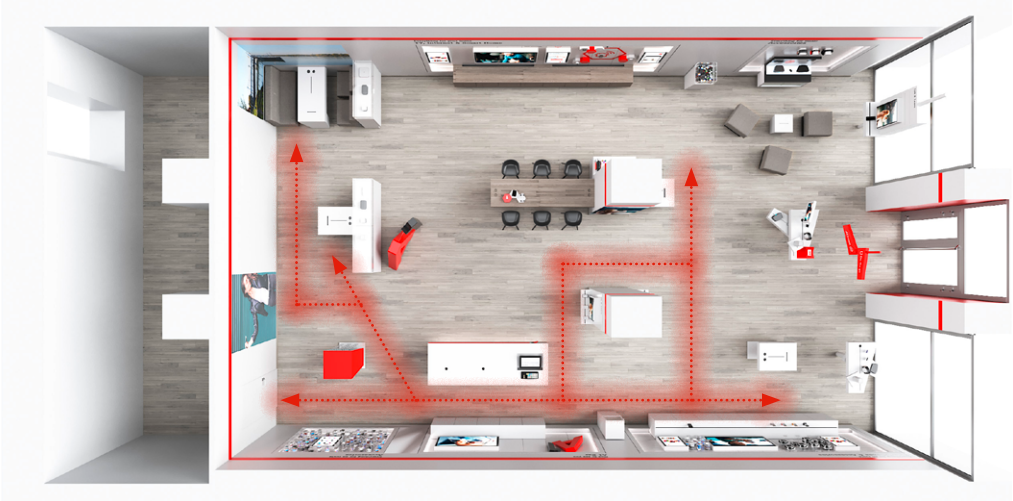


Circulation Areas

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

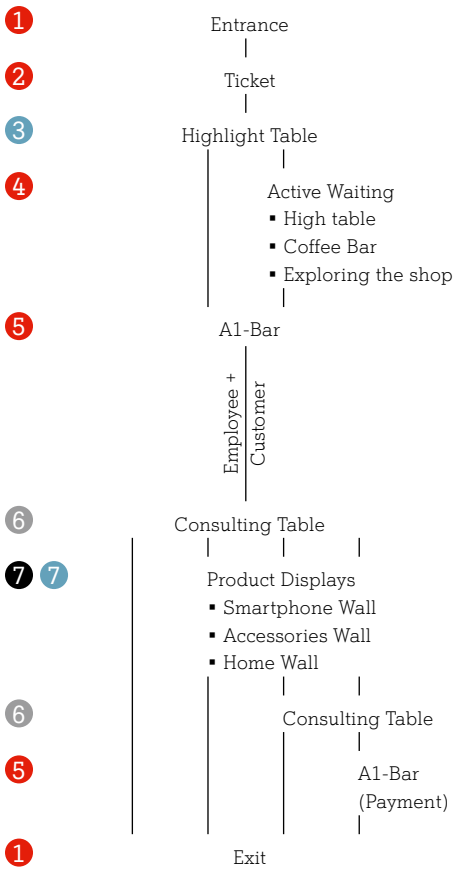
- the specific location of the shop
- the shop itself (size, shape etc.)
- the product and service range offered as well as
- certain target groups

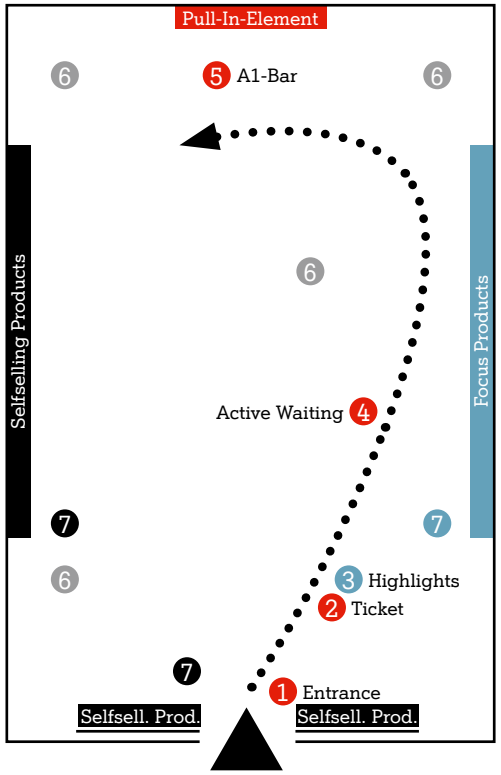
The furnishing of the stores is always based on the intended customer journey and the laws of human perception.

Definitions

Focus Products	Promoted products, medium and long-term e.g. Smart Home
Highlights	Promoted products, short-term e.g. the latest I-Phone
Selfselling Products	Products which do not have to be promoted - customers need and buy them anyways e.g. Smartphones
Pull-In-Element	Element which attracts the attention of customers from the outside / the entrance of the shop and „pulls" them into (the back of) the shop, e.g. a large 3D-Logo

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

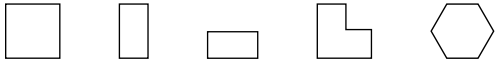
Medium:
- Size: 50–100 m²
- Number of Workstations: Ø 3–5

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

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

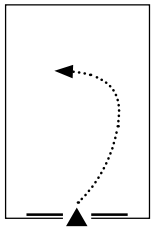
Shape

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

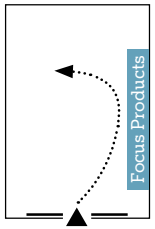


Direction of view and movement

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

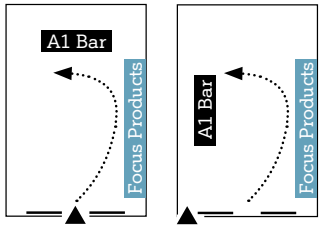


- Use the **prominent spot on the right hand side** of the entrance for focus products.



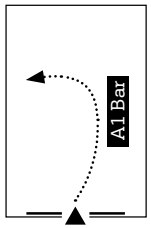
A1 Bar

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



✔

✔



✖

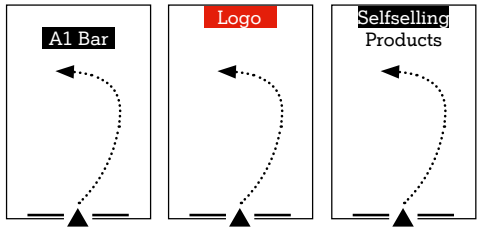
Pull-In Element

- **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:

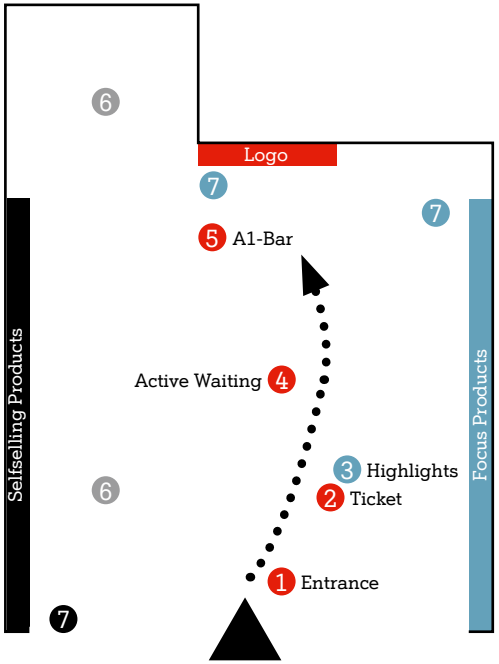
- A1 Bar (customers have to go there)
- Pull-In Element / Eyecatcher (A1 Logo, large screen, etc.)
- Selfselling Products (people will go there anyways)



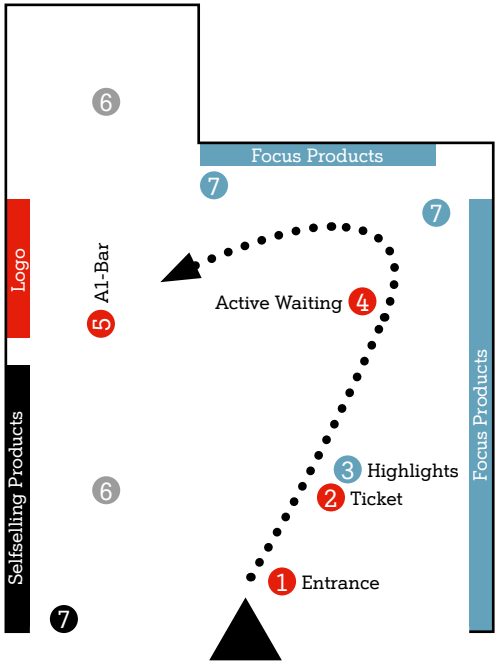
Examples

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

A1 Bar: rear wall

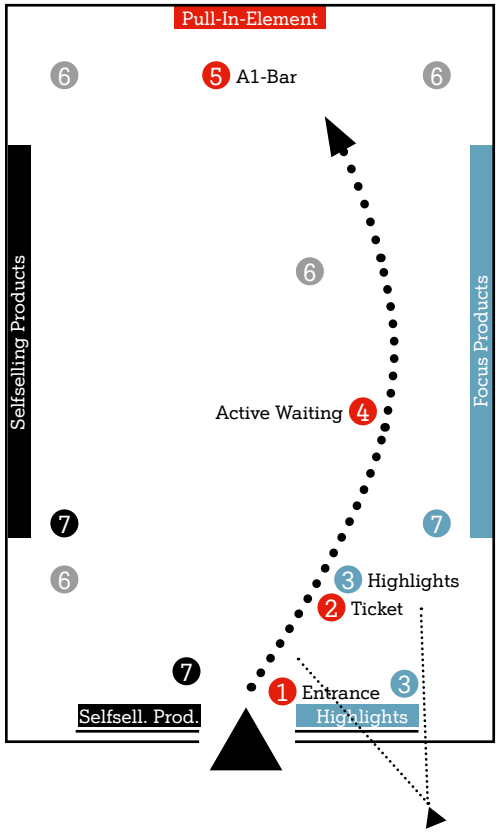


A1 Bar: left wall

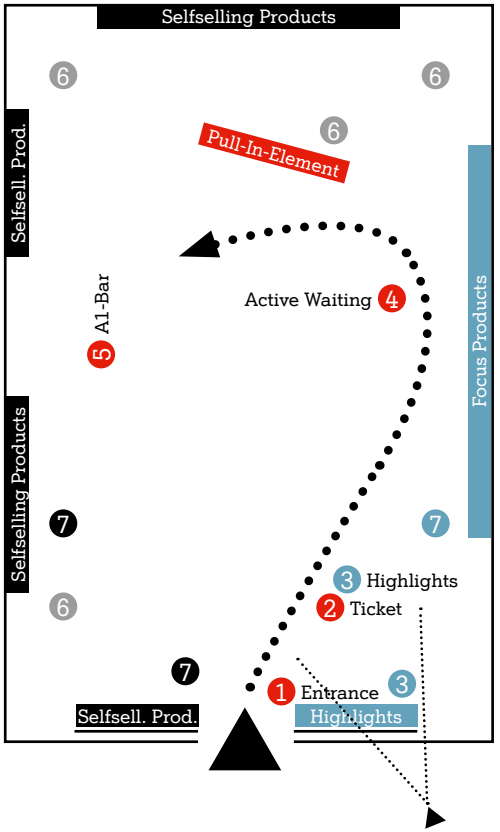


Rectangular longitudinal
Classical rectangular shape (street facade)

A1 Bar: rear wall



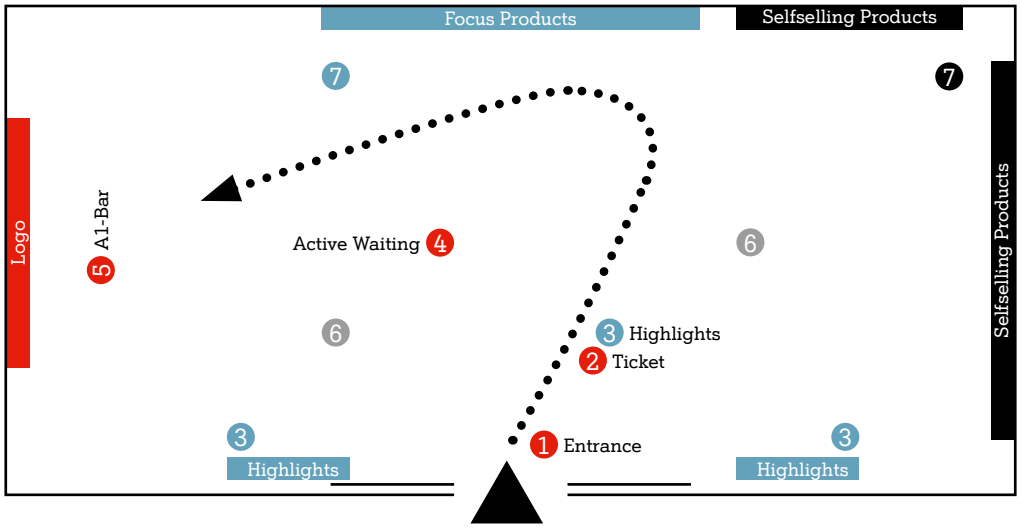
A1 Bar: left wall



Examples

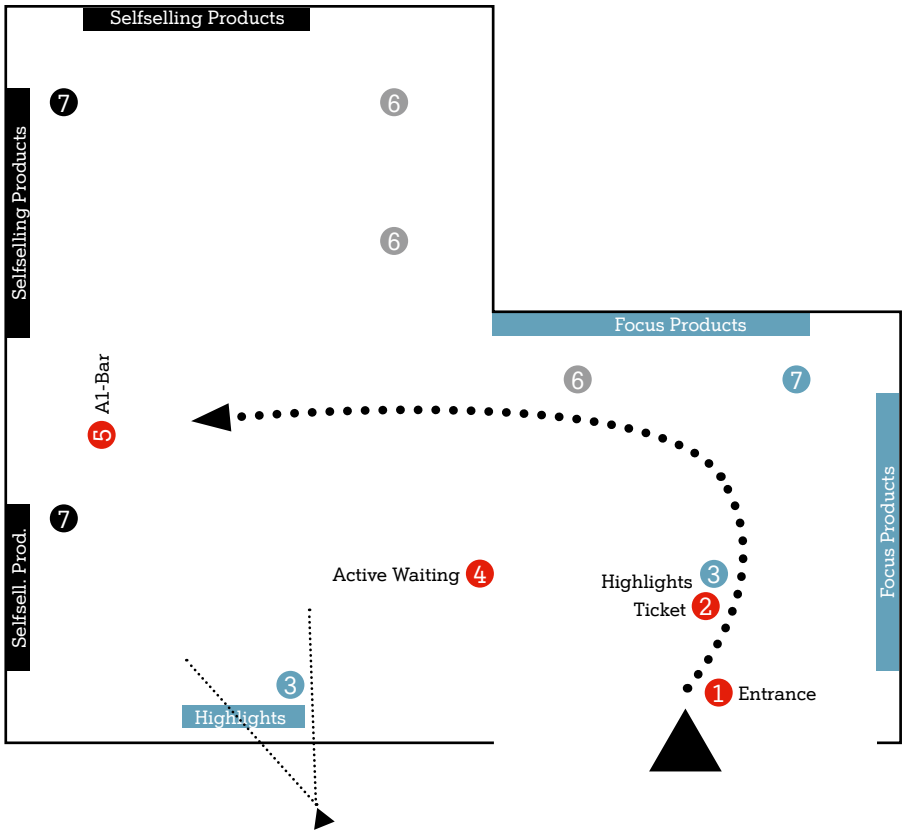
Rectangular cross
Transversal rectangle with a street facade.

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

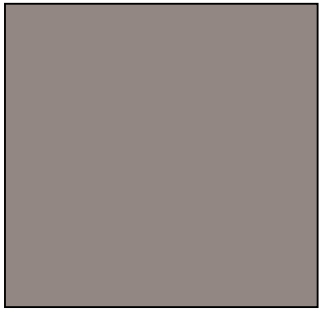
Skirting Board
Novabell Eiche Timber
120 x 7 cm

www.novabell.it



Joint Sealer
Sopro DF10
18 sand grey

www.sopro.com



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

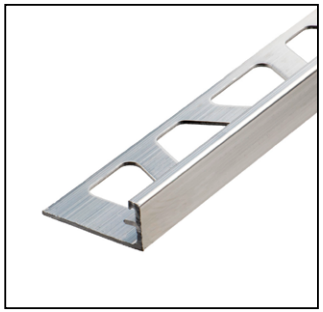
Tile adhesive



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

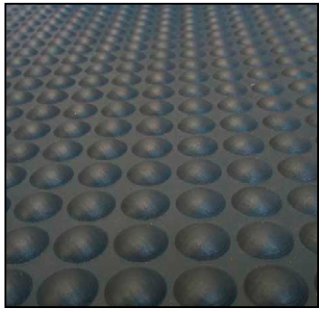
Lay Doormat directly onto screed.

www.fuma.com, www.geggus.com



Schlüter-Schiene

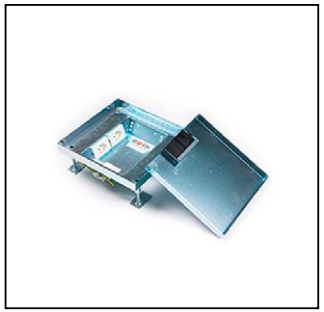
Place **Schlüter-Schiene** between Floor Tiles and Doormat.



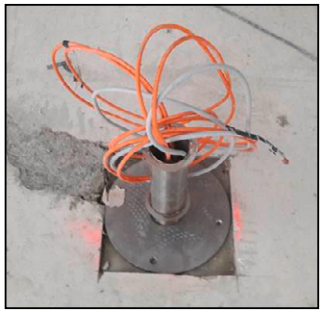
Ergomat
Engelhard Ergo-Med Flat Massiv B1
Colour: Anthracite RAL 7016
Thickness: 11-13 mm
Beveled egdes

Lay Ergomat onto Floor Tiles.

www.engelhard.at



Floor Outlets



Cable ducts

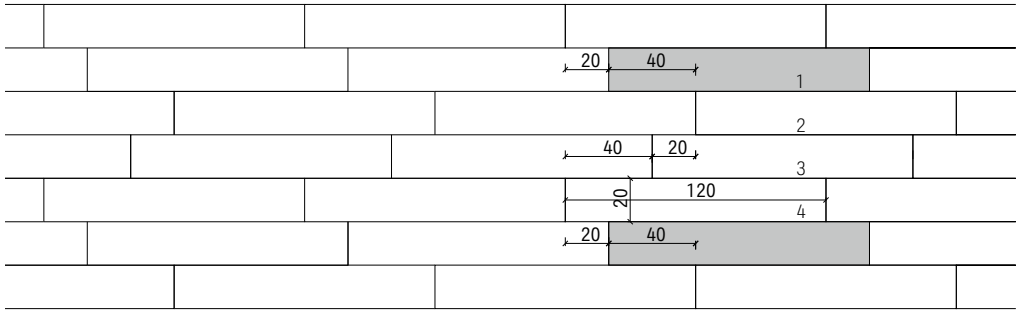
Substructures furniture

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.

Pattern

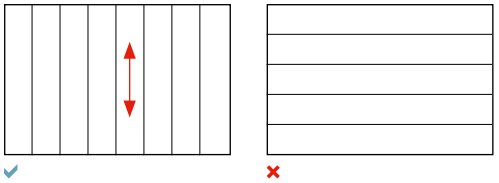
Pattern: „Random Pattern"
Offset: 20 cm / 40 cm
Joint Dimension: 2–3 mm



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)



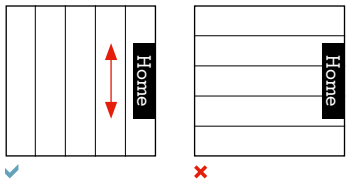
Basically we try to make a rectangular space seem wider by laying the tiles parallel to the short side of the room. (If the tile pattern follows the long side of the space, it intensifies the tubular appearance of the space.)

Direction of movement



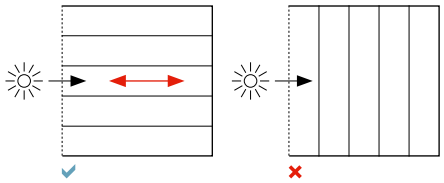
The direction of the floor follows the direction of the movement of the customer into the shop from the entrance to the A1-Bar, thus pulling him subtly into the shop.

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.

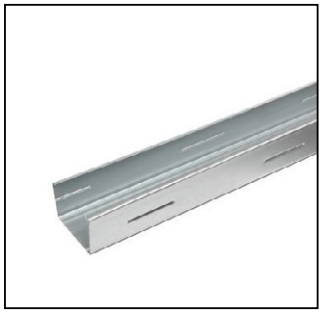
Walls: Materials & Products



Gypsum Plasterboard
1 Layer of regular panels

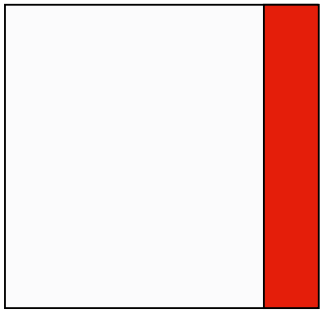
Drywalls flush with Wall frames (Smartphone Wall etc.).

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



Metal stud substructure

Edge protection profiles



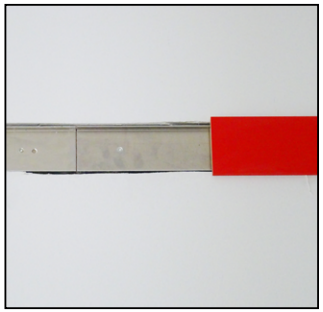
Paint
RAL 9003 Signal White

Smoothen for Mood Images: Q4

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

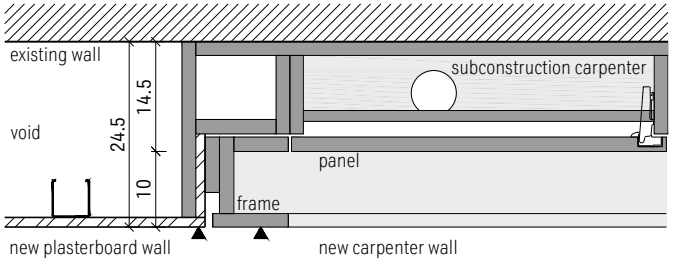


Lettering
Glue Lettering to finished drywall.



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

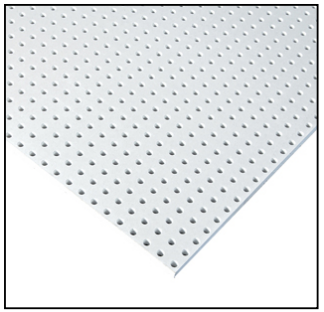


Flush assembly of Walls (Smartphone Wall etc.) **into plasterboard wall**

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

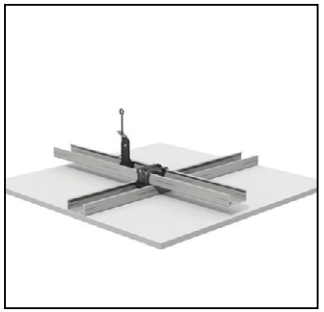
Countryspecific Remarks
Obey countryspecific technical and legal requirements and regulations as well as the manufacturers' processing guidelines.

Ceiling: Materials & Products

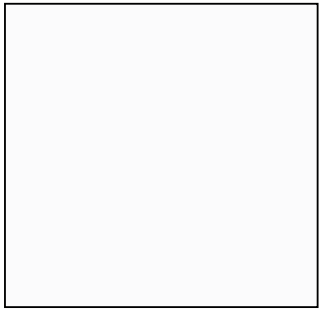


Gypsum Plasterboard
Acoustic Panels
Perforation: 8/18 round

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

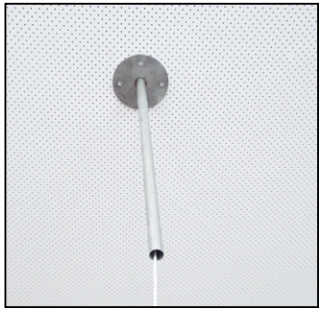
Lower edge trunk:
300 cm above floor



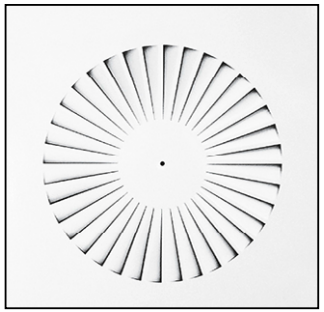
Accent Lighting
Zumtobel PANOS

Always suspended.

Lower edge luminaire:
200 cm above floor



Substructure Furniture
e.g. Substructure for Signposts



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

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.

Substructure



Plywood

- Substructure for Walls



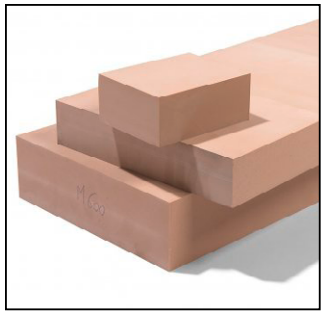
MDF

- Panels
- Red Stripe
- Frames for screens



Chipboard

- Frame of the Walls



SikaBlock

- A1 Logo Furniture (F03)



Steel

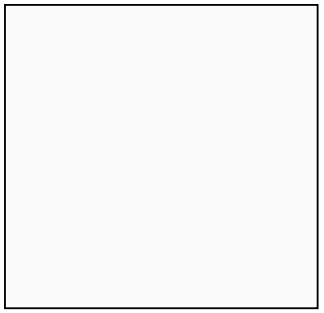
- Highlight Table
- Lift & Learn

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.

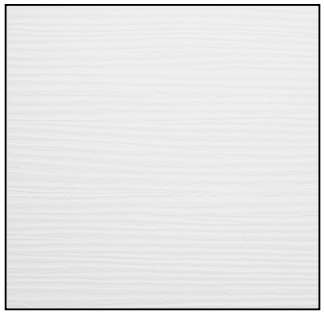
2.1.2.2 Interior
2.1.2.2.1 Materials & Surfaces

Surfaces



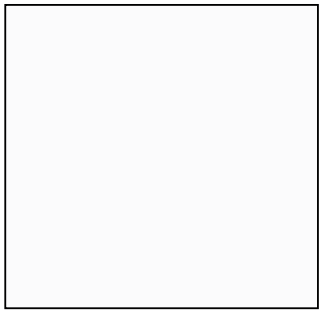
Furniture Varnish
RAL 9003 Signal White

- Regular stressed surfaces
- Steel parts



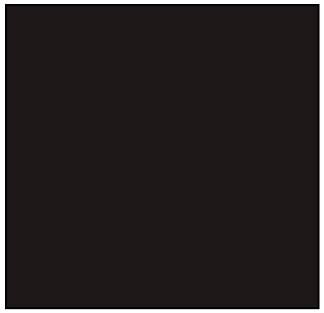
Furniture
FunderMax Star Favorit Superfront 1.0, Dekor 1118 LI

- Highly stressed surfaces
- **Not for Pop-up Stores!**

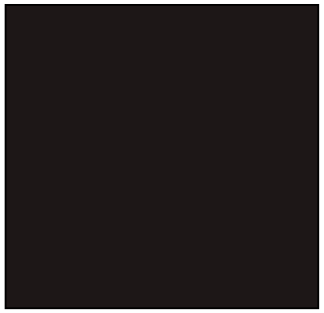


Acrylic
White opaque

- Outdoor Signs

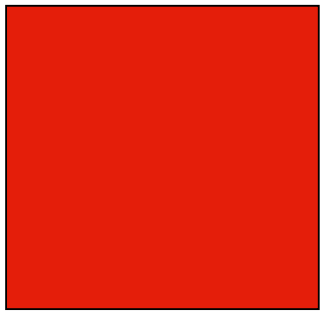


Furniture Varnish
RAL 9017 Traffic Black (matt)



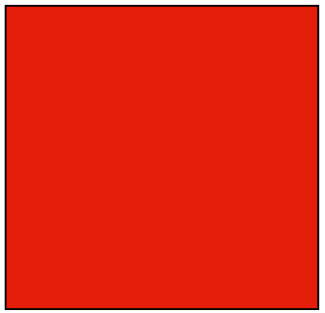
Acrylic
Black opaque

- Lettering
- Outdoor Signs + Logos



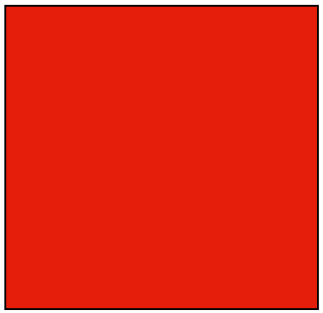
Furniture Varnish
RAL 3020 Traffic red (high gloss)

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



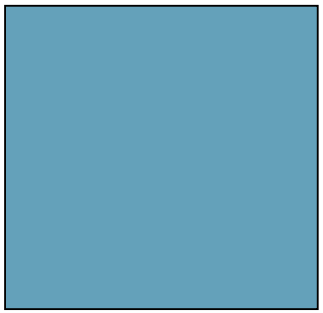
Acrylic
Acrylic Red GS 3H67

- Outdoor Signs + Logos
- Light Strip Red



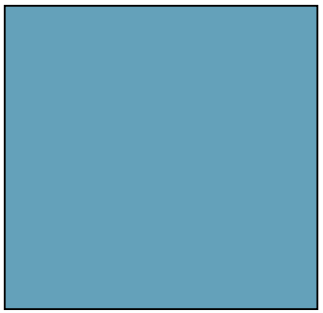
Upholstery
Kvadrat
Divina 3 623

- Waiting Sofa
- Upholstery HAY AAC10 + AAC20



Furniture Varnish
RAL 240 60 20

- Lipsticks
- Honeycomb Display



Upholstery
Kvadrat
Hero 711

- Pop-up Sofa

2.1.2.2 Interior
2.1.2.2.1 Materials & Surfaces

Surfaces



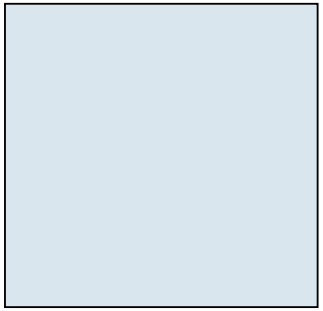
Furniture
Kronodesign
K079 PW Grey Clubhouse Oak

- Sideboard Homewall
- Waiting Table, A1 Table



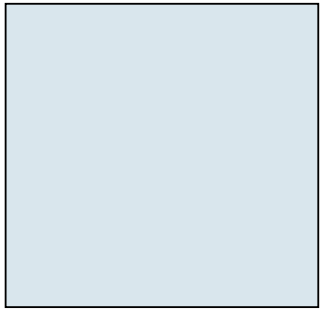
Upholstery
Kvadrat
Molly 2 160

- Consulting Sofa & Chair
- TV Stool



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

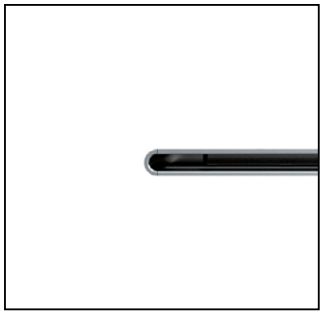
- Storage
- Music Wall (Doors sideboard)



Acrylic
Transparent

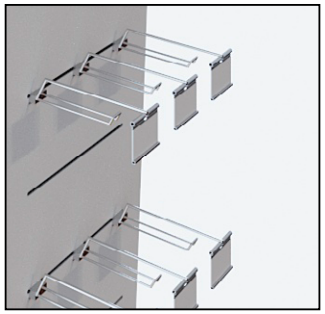
- Pedestal (Collecting Box)
- 3D-Logo Freestanding (Joint)

Details



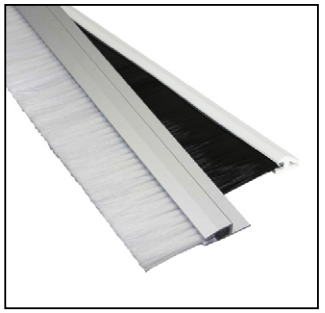
Display
Visplay Invisible 3

- Walls
- Accessories Tower



Product Holder
Custom-made (See also C 03)

- Walls
- Accessories Tower

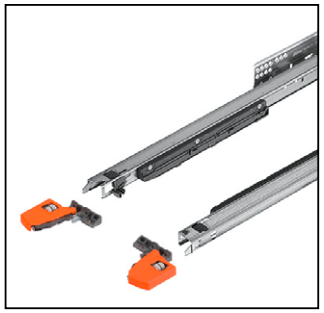


Black / White Bristles
Product

- Cableslots
  Wooden surface: Black, (White)
  White Surface: White

Bag holder
Product

- Consulting Tables



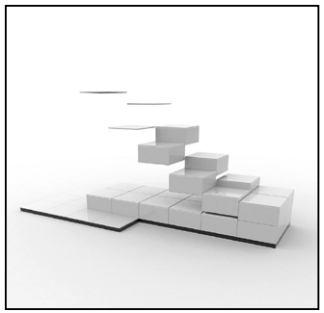
Fittings
Blum (Blumotion, Movento)

- A1 Bar, Storage, Coffeebar
- Sideboards of Walls



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

- A1 Bar



Display Cubes (alternative to B05)
Easycubes®

- General area
- Shop window

www.easycubes.com/easycubes

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



Digital Signage Player
Bofex I-Series 600

- Walls
- Lift & Learn
- Digital Signage

Attention: Heat generation!

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
B 05	Display Cubes
B 06	Lipsticks
B 07	Honeycomb Display

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
C 08	Wait & Consult
C 09	Waiting Table – Corner
C 10	Honeycomb Table

D	**Seating**
D 01	Consulting Sofa
D 02	Consulting Chair
D 03	TV Stool
D 04	Waiting Sofa
D 05	Honeycomb Waiting Stool
D 21	HAY AAC10
D 22	HAY AAC20
D 23	HAY AAC42
D 24	HAY AAS32

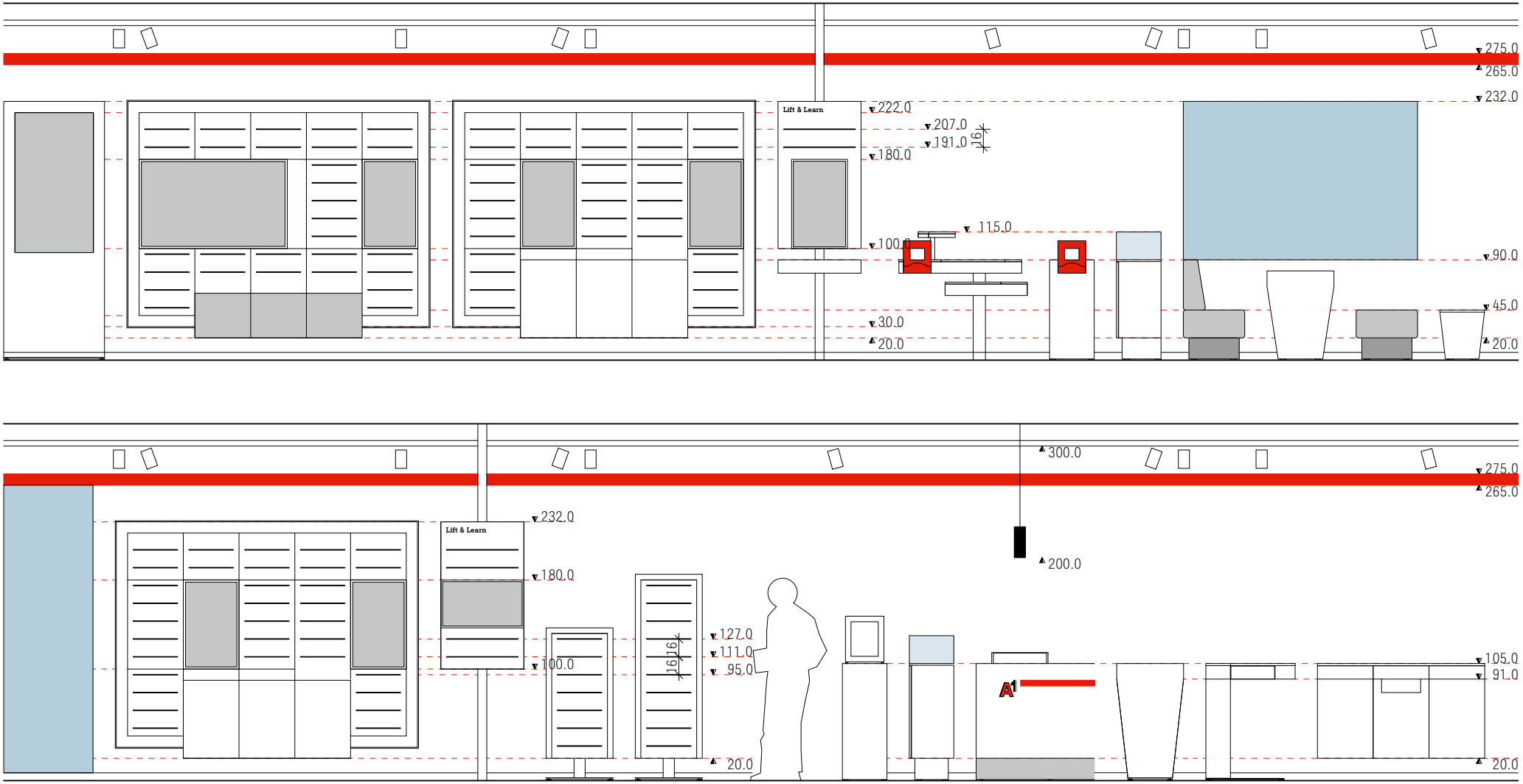
E	**Storage**
E 01	Storage
E 02	Coffeebar
E 03	Guru Storage I
E 04	Guru Storage II
E 05	Drinks & Storage

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
G 04	Sanitary Station

Heights

Continuous lines for a smooth overall impression.





Product Display: Wall

A 01	Smartphone Wall
	▪ Straight
	▪ Corner
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 Star Favorit Superfront 1.0, Decor 1118 LI

Black
- RAL 9017 Traffic Black

Material:
- Panels: MDF varnished (RAL 9003)
- Frame: Chipboard varnished (RAL 9003)
- Sideboard: Chipboard coated (FunderMax Star Favorit Superfront 1.0, Dekor 1118 LI)
- Screen Housing: MDF varnished, outside: RAL 9003 / inside: RAL 9017

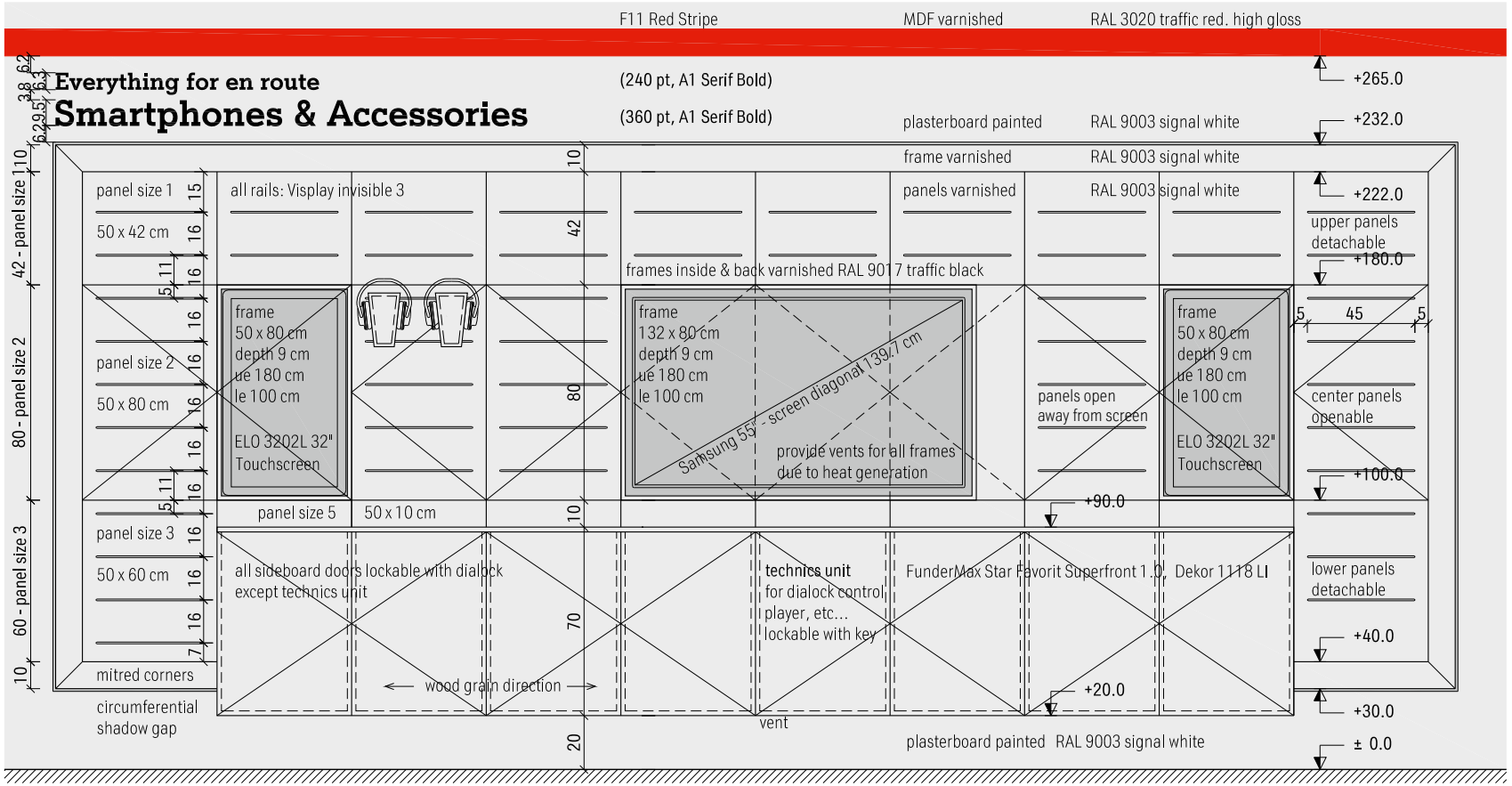
Versions: Different sizes/numbers of panels

Combo: F 21 Lettering

Zone: On the way

Location: Wall

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



Front view

Section

upper and lower panels detachable (rails)

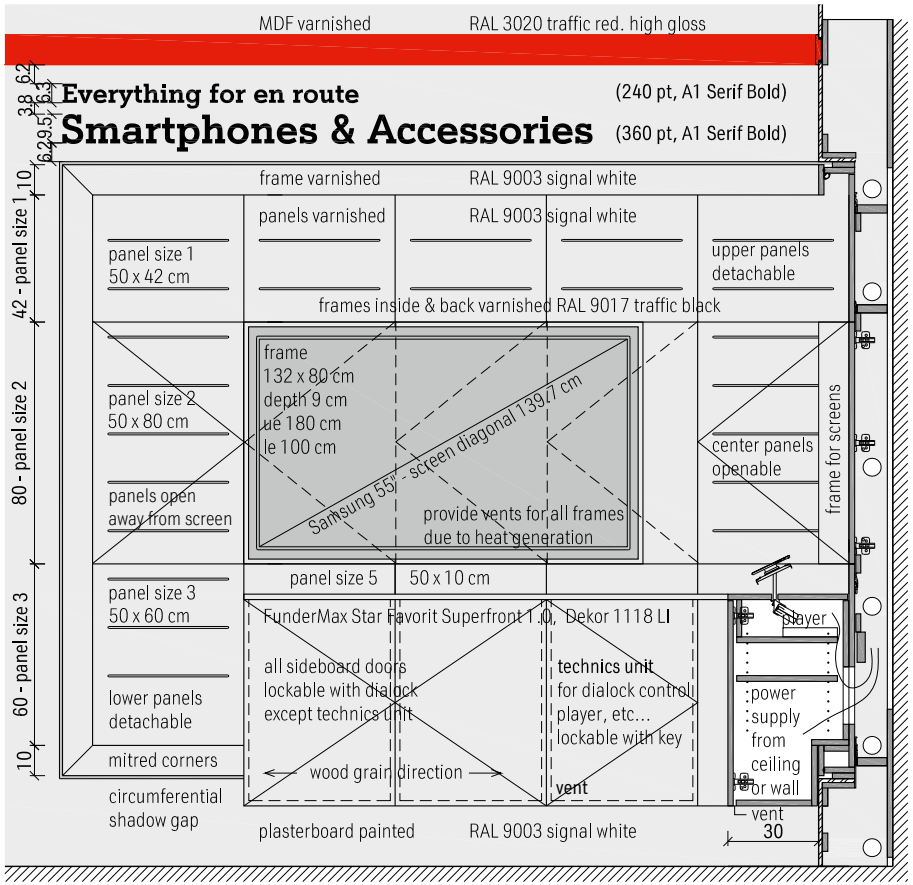
center panels openable with (heavy-duty) hinges. check screenweight and statics!

Plan **1:25**

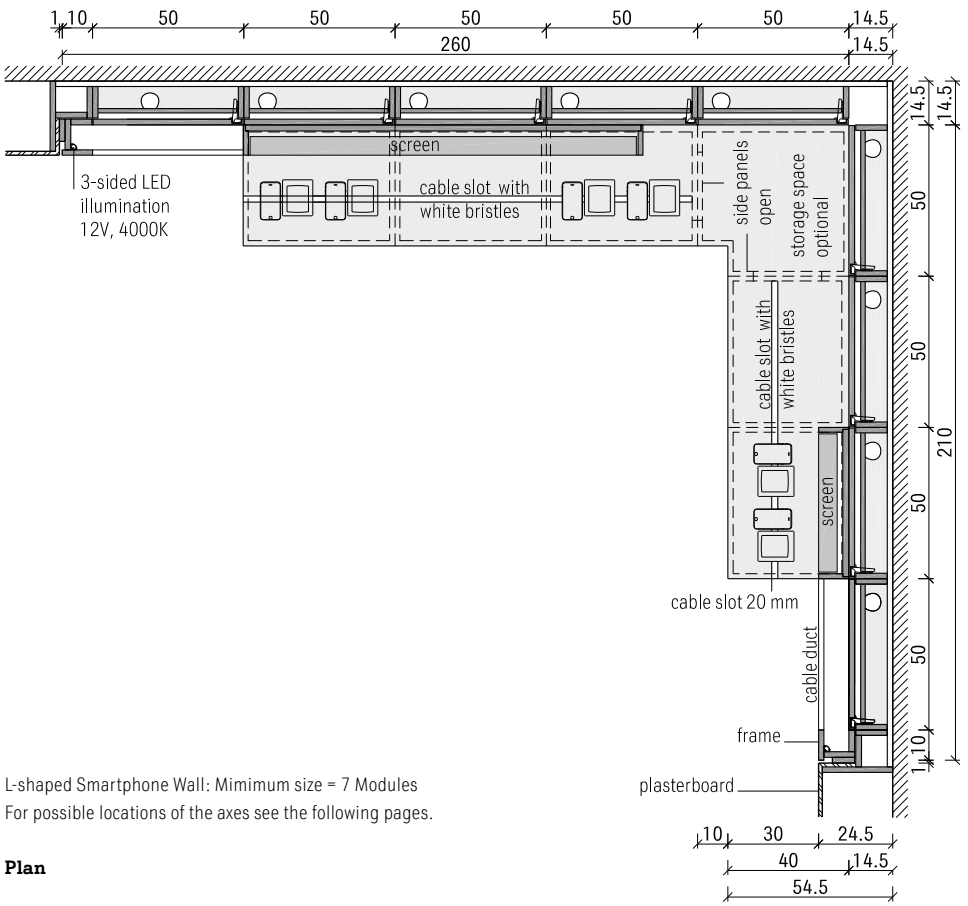
A 01 Smartphone Wall – Corner



See A 01 Smartphone Wall.



Front view & Section



L-shaped Smartphone Wall: Mimimum size = 7 Modules
For possible locations of the axes see the following pages.

Plan

Upper and lower panels:
Detachable (rails)

Center panels:
Openable with (heavy-duty) hinges.
Check screenweight and statics!

1:25

A01: 1 Module
Width: 70 cm

For small shops only!



A01.01.00-A A01.01.00-B A01.01.01-A A01.01.01-B

A 01: 2 Modules
Width: 120 cm

For small shops only!



A01.02.00-A A01.02.00-B A01.02.00-C A01.02.01L-A A01.02.01L-B A01.02.01R-A A01.02.01R-B A01.02.02-A A01.02.02-B A01.02.02-C

Legend A01-A05

Element	A01
Number of Modules	.01 / .02 / etc.
Number of Sideboards	.01 / .02 / etc.
Location of Sideboards	-L (left) / -C (center) / -R (right)
Variant	-A / -B / etc.
Exceptions	-!

Smartphone Wall: Variations **1:100**

A 01: 3 Modules
Width: 170 cm

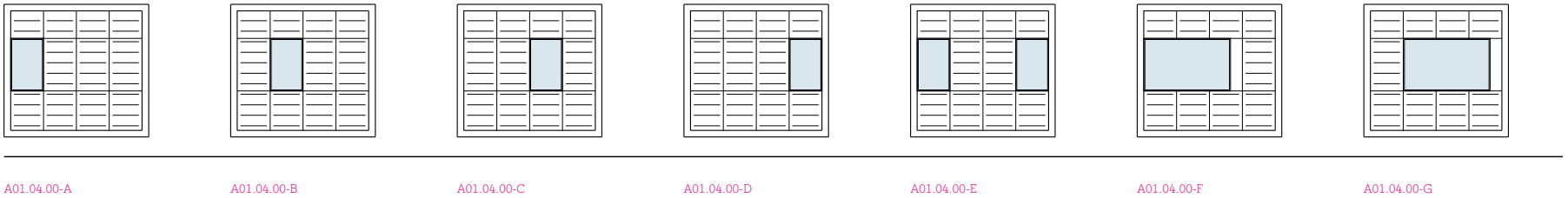
For small shops only!



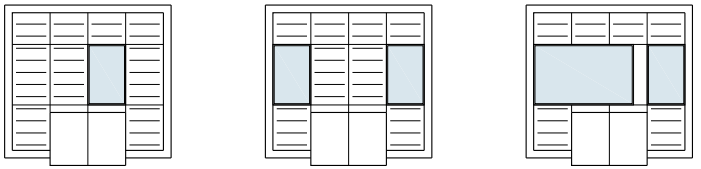
1:100

A 01: 4 Modules
Width: 220 cm

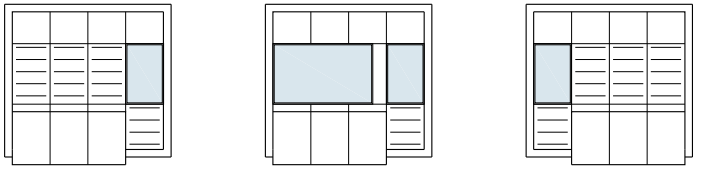
For small shops only!



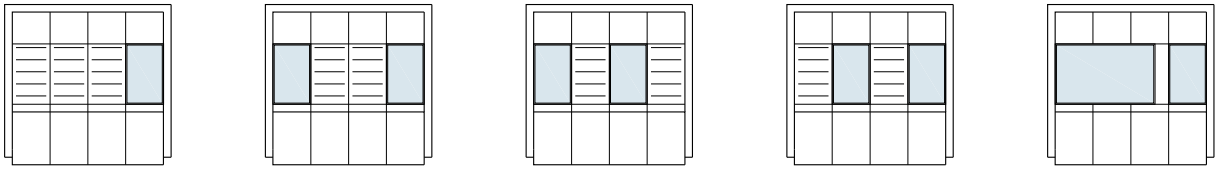
A01.04.00-A A01.04.00-B A01.04.00-C A01.04.00-D A01.04.00-E A01.04.00-F A01.04.00-G



A01.04.02C-A A01.04.02C-B A01.04.02C-C



A01.04.03L-A A01.04.03L-B A01.04.03R-A

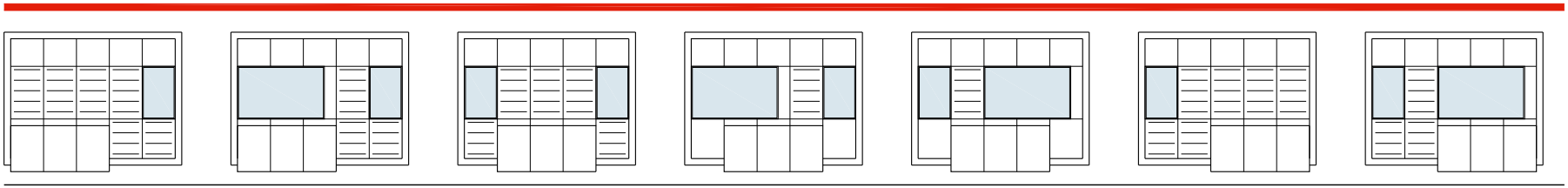


A01.04.04-A A01.04.04-B A01.04.04-C A01.04.04-D A01.04.04-E

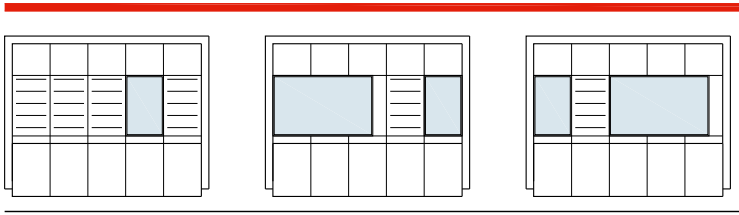
1:100

A 01: 5 Modules
Width: 270 cm

For small shops only!



A01.05.03L-A | A01.05.03L-B | A01.05.03C-A | A01.05.03C-B | A01.05.03C-C | A01.05.03R-A | A01.05.03R-B



A01.05.05-A | A01.05.05-B | A01.05.05-C

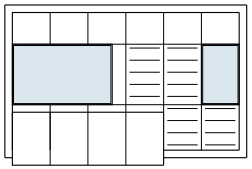
1:100

A 01: 6 Modules
Width: 320 cm

For small shops only!



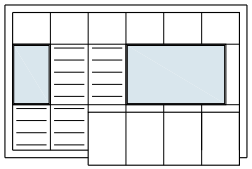
A01.06.04L-A



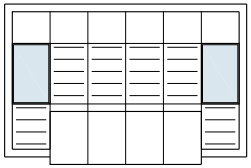
A01.06.04L-B



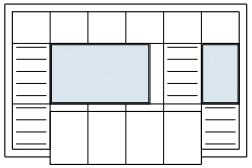
A01.06.04R-A



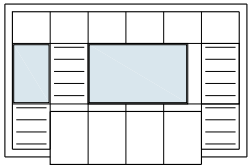
A01.06.04R-B



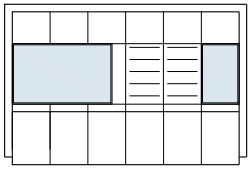
A01.06.04C-A



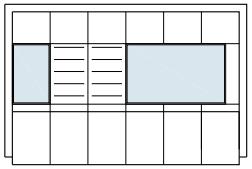
A01.06.04C-B



A01.06.04C-C



A01.06.06-A



A01.06.06-B

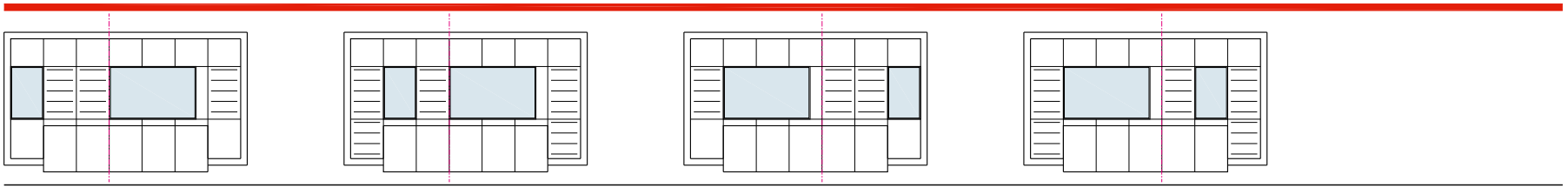
1:100

A 01: 7 Modules
Width: 370 cm

Regular Size



A01.07.05L-A A01.07.05R-A



A01.07.05C-A * A01.07.05C-B * A01.07.05C-C * A01.07.05C-D *



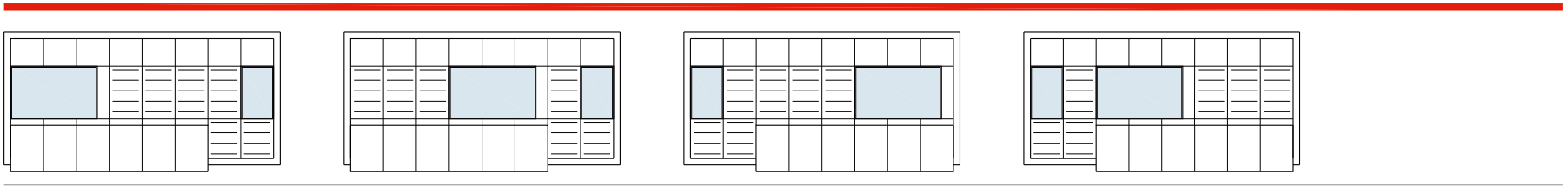
A01.07.05C-E

* Possible Axes
for Corner Versions

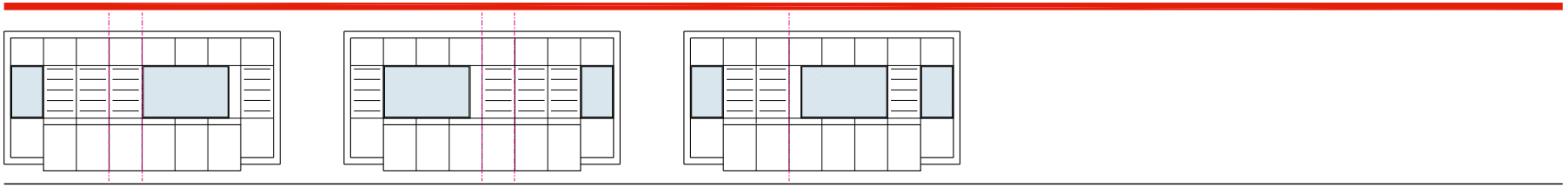
1:100

A 01: 8 Modules
Width: 420 cm

Regular Size



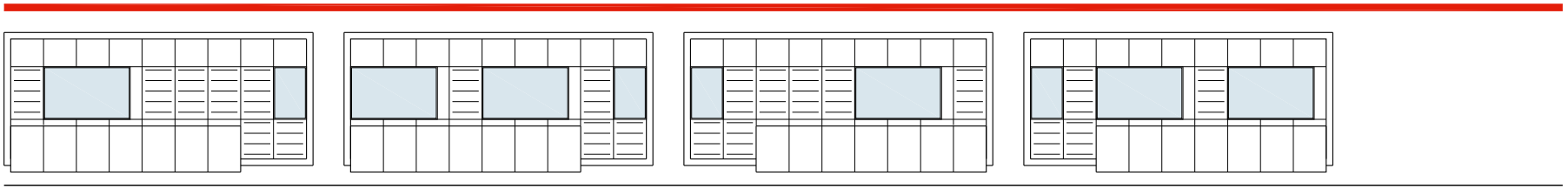
A01.08.06L-A | A01.08.06L-B | A01.08.06R-A | A01.08.06R-B



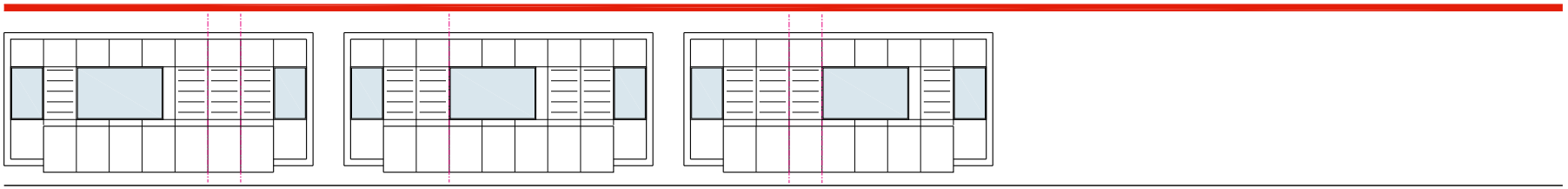
A01.08.06C-A * | A01.08.06C-B * | A01.08.06C-C *

A 01: 9 Modules
Width: 470 cm

Regular Size



A01.09.07L-A | A01.09.07L-B | A01.09.07R-A | A01.09.07R-B



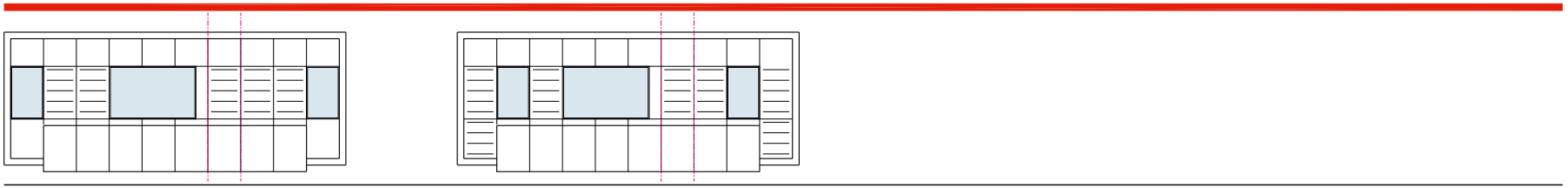
A01.09.07C-A * | A01.09.07C-B | A01.09.07C-C *

* Possible Axes
for Corner Versions

1:100

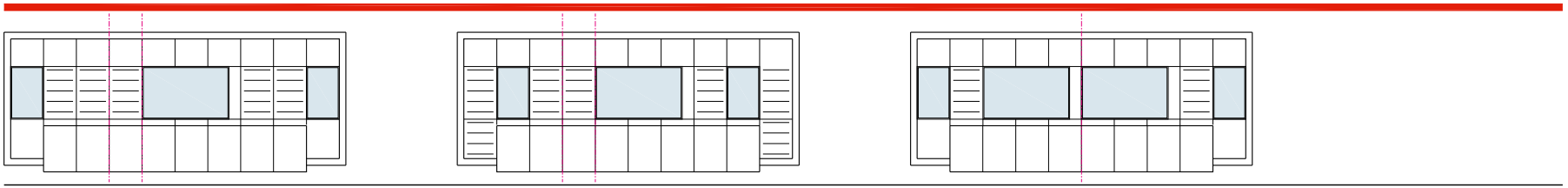
A 01: 10 Modules
Width: 520 cm

Regular Size



A01.10.08C-A *

A01.10.08C-B *



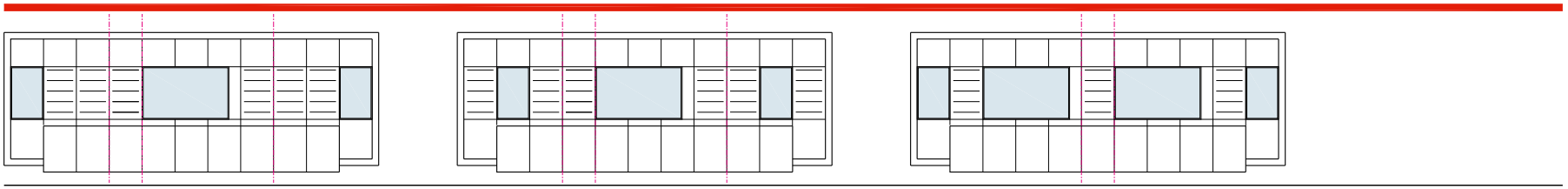
A01.10.08C-C *

A01.10.08C-D *

A01.10.08C-E *

A 01: 11 Modules
Width: 570 cm

Regular Size



A01.11.09C-A *

A01.11.09C-B *

A01.11.09C-C *

* Possible Axes
for Corner Versions

1:100

A 01: 12 Modules
Width: 620 cm

Regular Size



A01.12.08C-A *
A01.12.08C-B *
A01.12.08C-C *
A01.12.10C-A *
A01.12.10C-B *
A01.12.10C-C *
A01.12.10C-D *
A01.12.10C-E *

* Possible Axes
for Corner Versions

1:100

A 02 Home Wall (Regular)



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

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
F 33 Icons
G 02 Honeycombs

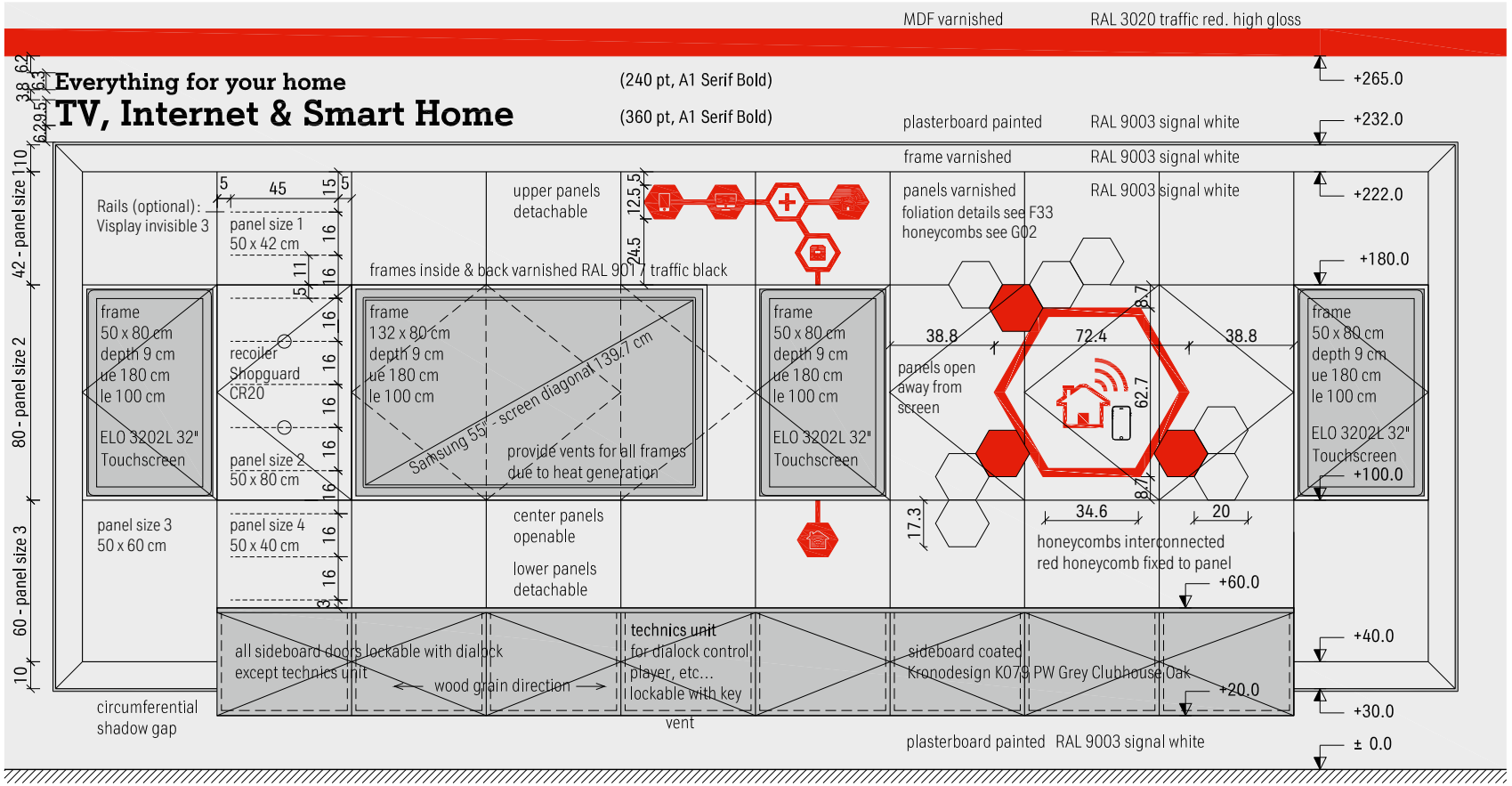
Zone: At Home

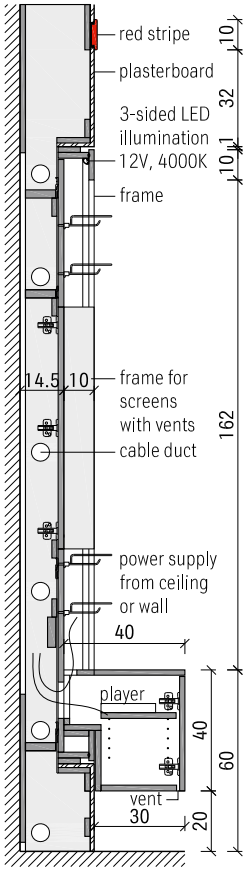
Location: Wall
- Prominent spots (Promoted products)
- TV screen visible from waiting area

A 02 Home Wall (Small)

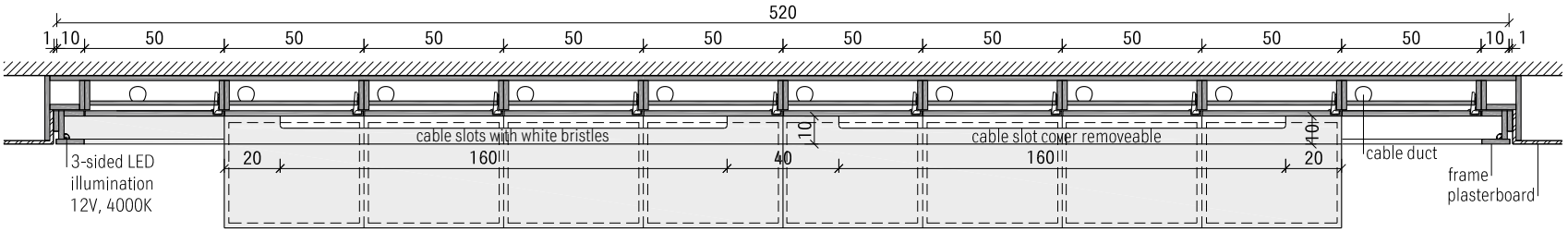


See previous page.





Front view



Section

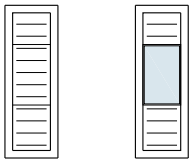
upper and lower panels
detachable (rails)

center panels openable
with (heavy-duty) hinges.
check screenweight
and statics!

Plan **1:25**

A 02: 1 Module
Width: 70 cm

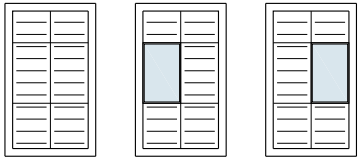
For small shops only!



A02.01.00-A A02.01.00-B

A 02: 2 Modules
Width: 120 cm

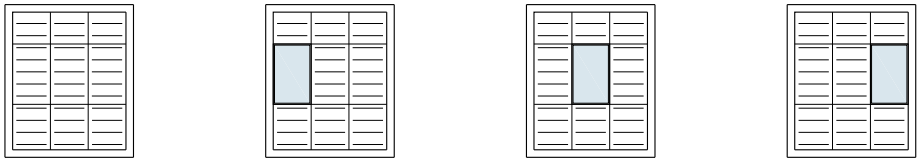
For small shops only!



A02.02.00-A A02.02.00-B A02.02.00-C

A 02: 3 Modules
Width: 170 cm

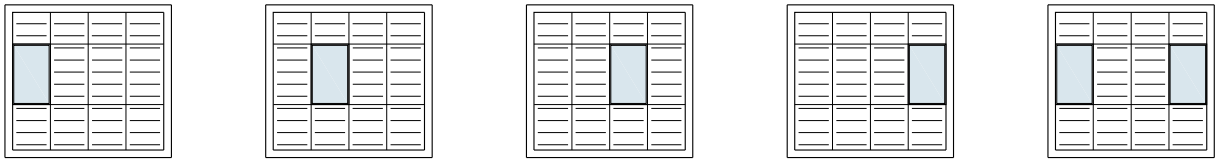
For small shops only!



A02.03.00-A A02.03.00-B A02.03.00-C A02.03.00-D

A 02: 4 Modules
Width: 220 cm

For small shops only!



A02.04.00-A A02.04.00-B A02.04.00-C A02.04.00-D A02.04.00-E

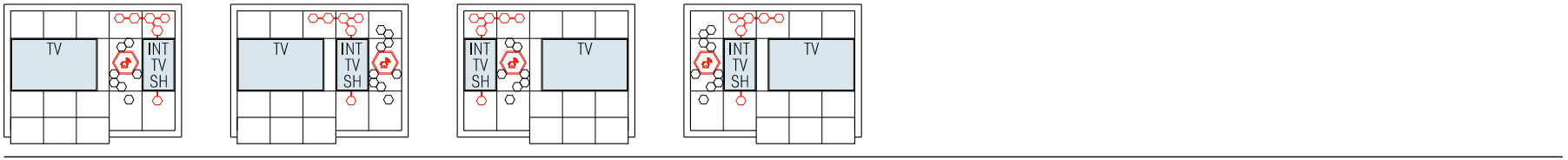
Legend A01-A05

Element	A01
Number of Modules	.01 / .02 / etc.
Number of Sideboards	.01 / .02 / etc.
Location of Sideboards	-L (left) / -C (center) / -R (right)
Variant	-A / -B / etc.
Exceptions	-!

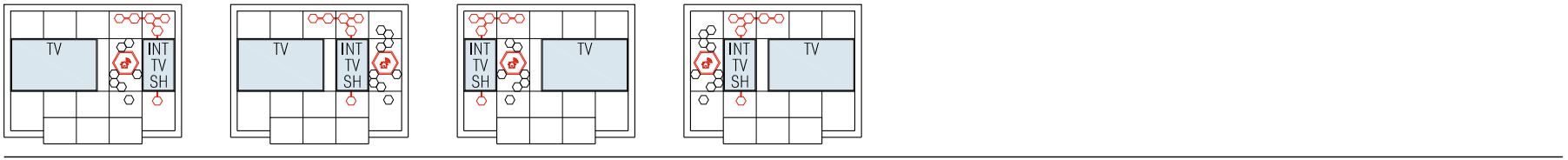
Home Wall: Variations **1:100**

A 02: 5 Modules
Width: 270 cm

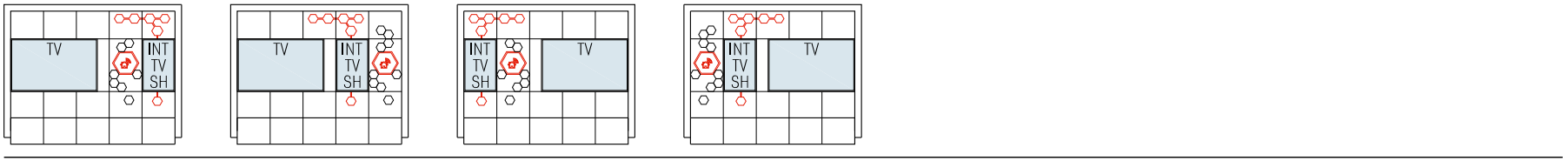
For small shops only!



A02.05.03L-A A02.05.03L-B A02.05.03R-A A02.05.03R-B



A02.05.03C-A A02.05.03C-B A02.05.03C-C A02.05.03C-D

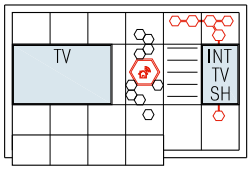


A02.05.05-A A02.05.05-B A02.05.05-C A02.05.05-D

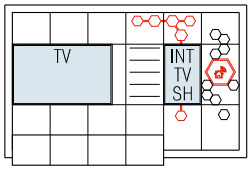
1:100

A 02: 6 Modules
Width: 320 cm

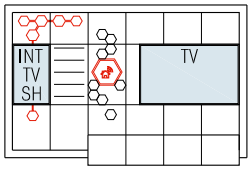
For small shops only!



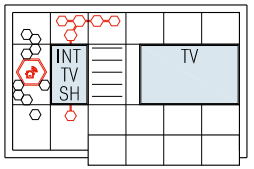
A02.06.04L-A



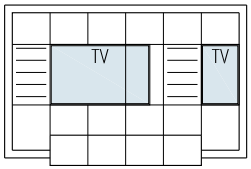
A02.06.04L-B



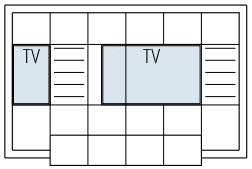
A02.06.04R-A



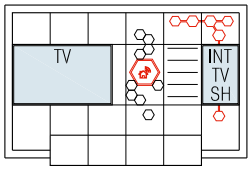
A02.06.04R-B



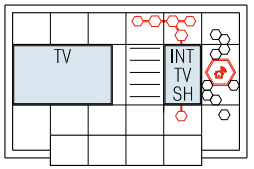
A02.06.04C-A



A02.06.04C-B



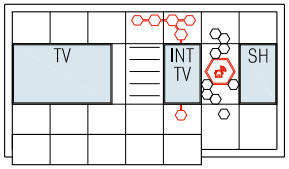
A02.06.04C-C



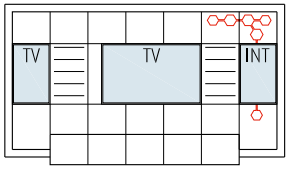
A02.06.04C-D

A 02: 7 Modules
Width: 370 cm

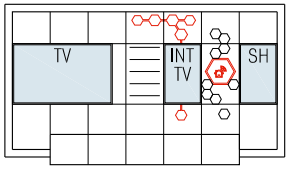
For small shops only!



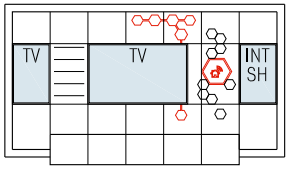
A02.07.05L-A



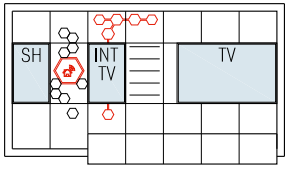
A02.07.05C-A



A02.07.05C-B



A02.07.05C-C

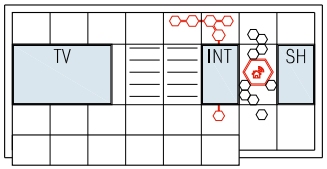


A02.07.05R-A

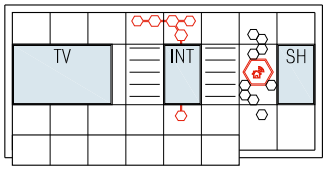
1:100

A 02: 8 Modules
Width: 420 cm

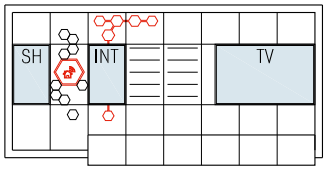
Regular Size



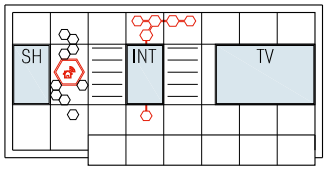
A02.08.06L-A



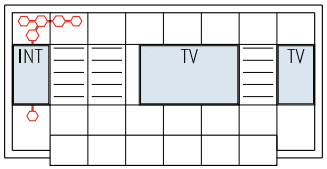
A02.08.06L-B



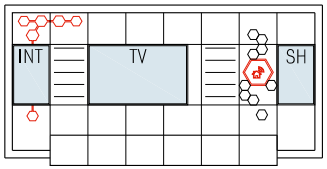
A02.08.06R-A



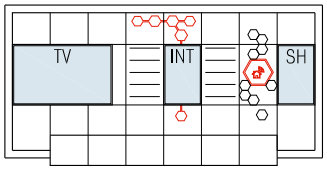
A02.08.06R-B



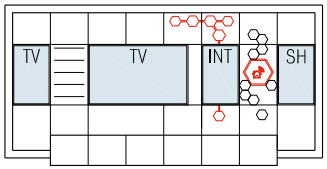
A02.08.06C-A



A02.08.06C-B



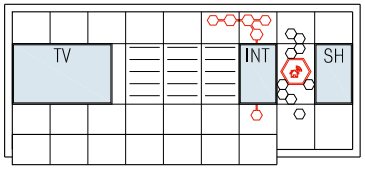
A02.08.06C-C



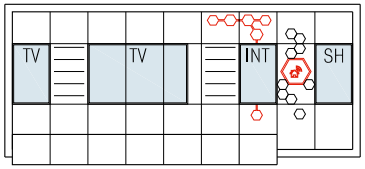
A02.08.06C-D

A 02: 9 Modules
Width: 470 cm

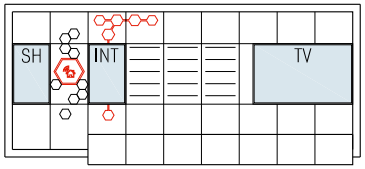
Regular Size



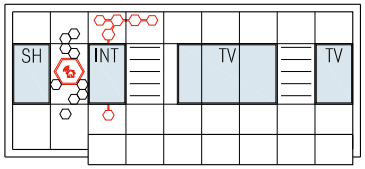
A02.09.07L-A



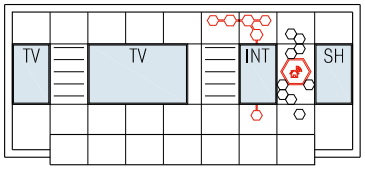
A02.09.07L-B



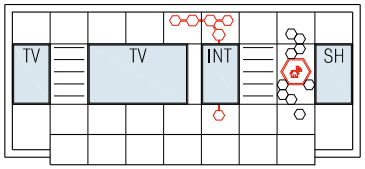
A02.09.07R-A



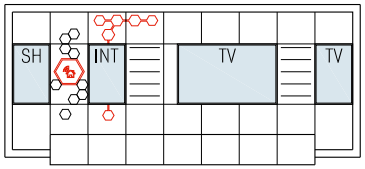
A02.09.07R-B



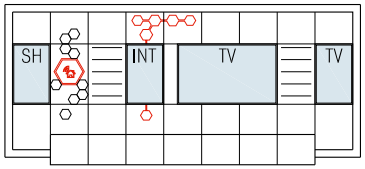
A02.09.07C-A



A02.09.07C-B



A02.09.07C-C

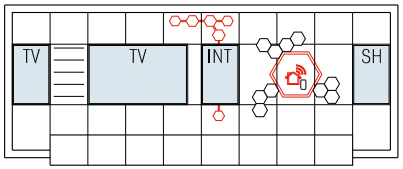


A02.09.07C-D

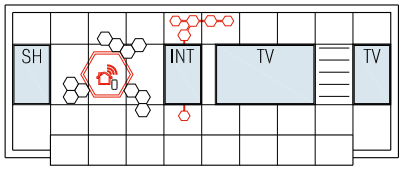
1:100

A 02: 10 Modules
Width: 520 cm

Regular Size



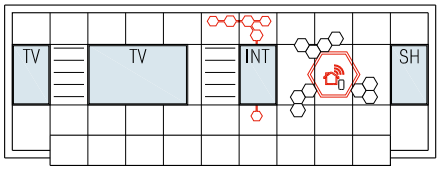
A02.10.08C-A



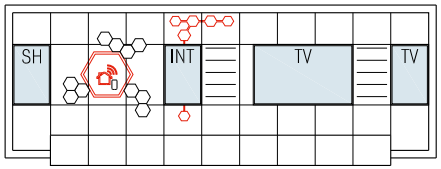
A02.10.08C-B

A 02: 11 Modules
Width: 570 cm

Regular Size



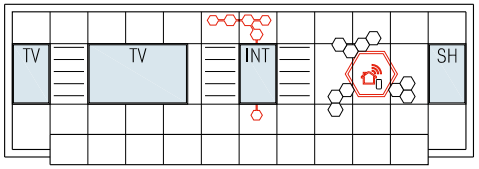
A02.11.09C-A



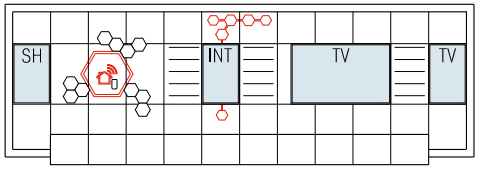
A02.11.09C-B

A 02: 12 Modules
Width: 620 cm

Regular Size



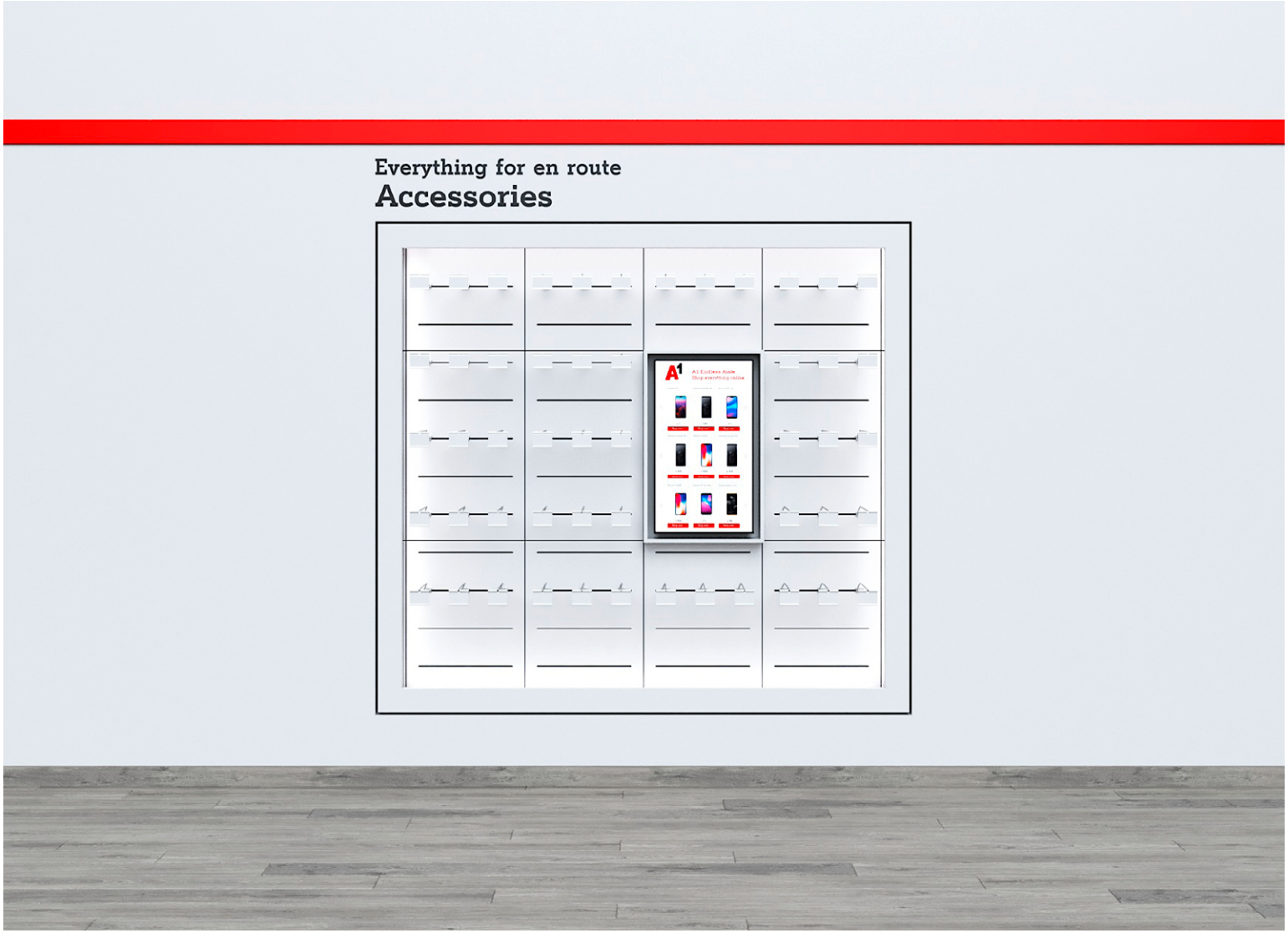
A02.12.10C-A



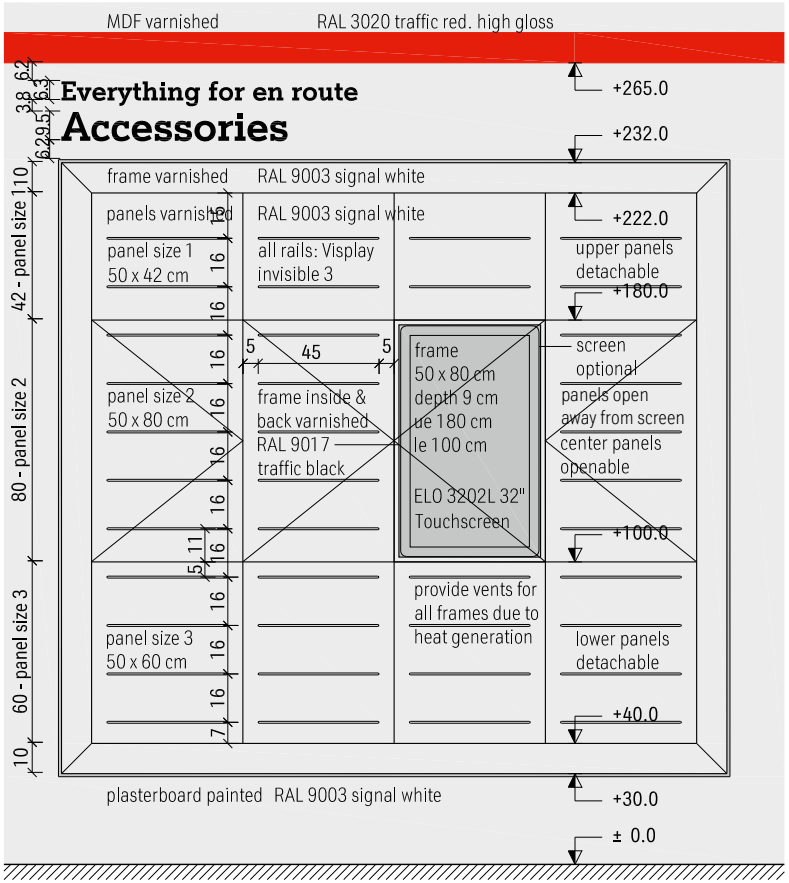
A02.12.10C-B

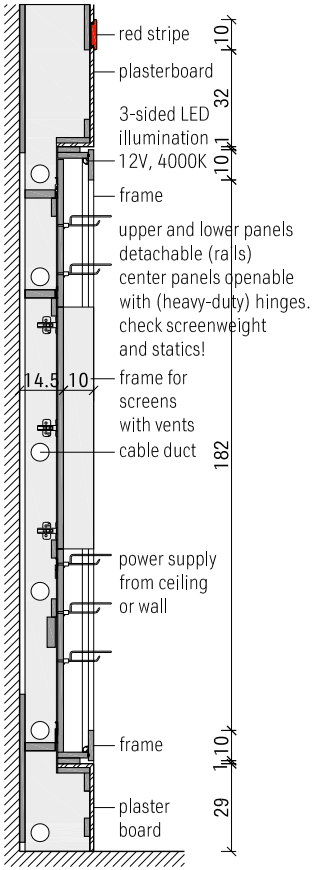
1:100

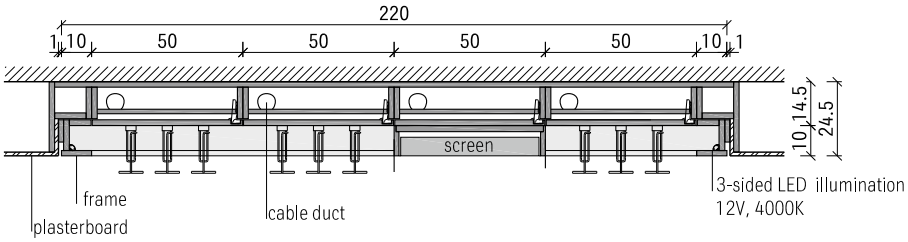
A 03 Accessories Wall



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 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

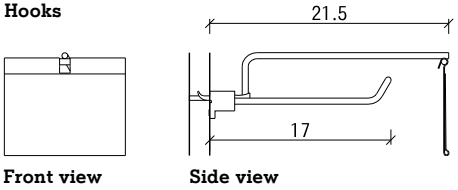


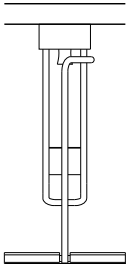




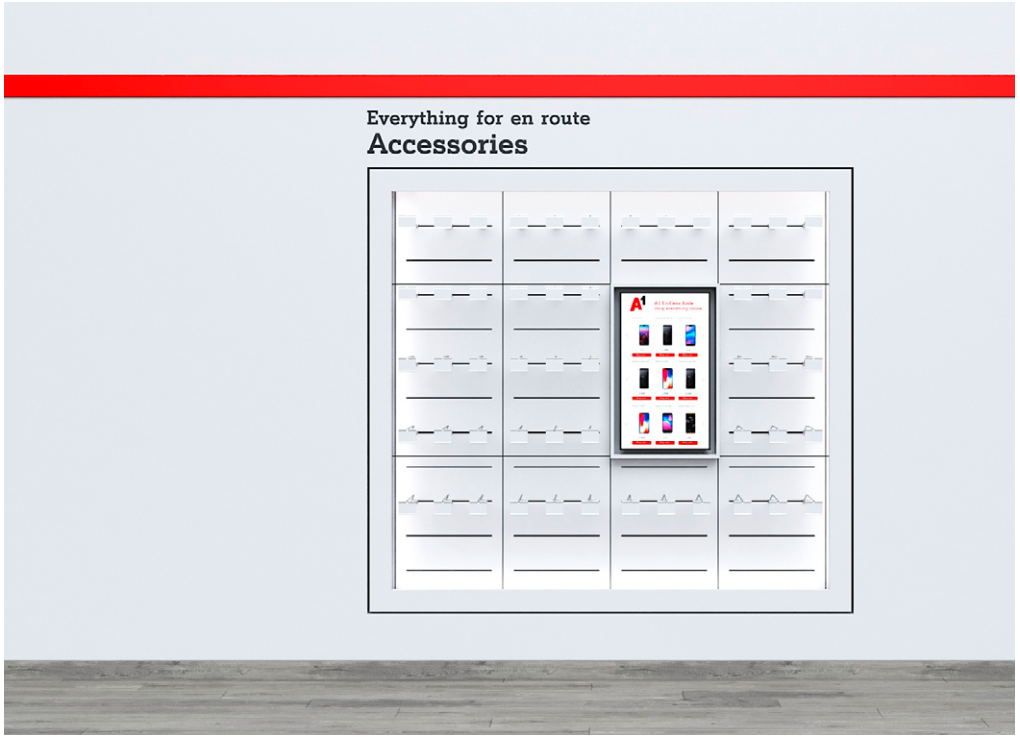
Visplay rails
Invisible 3

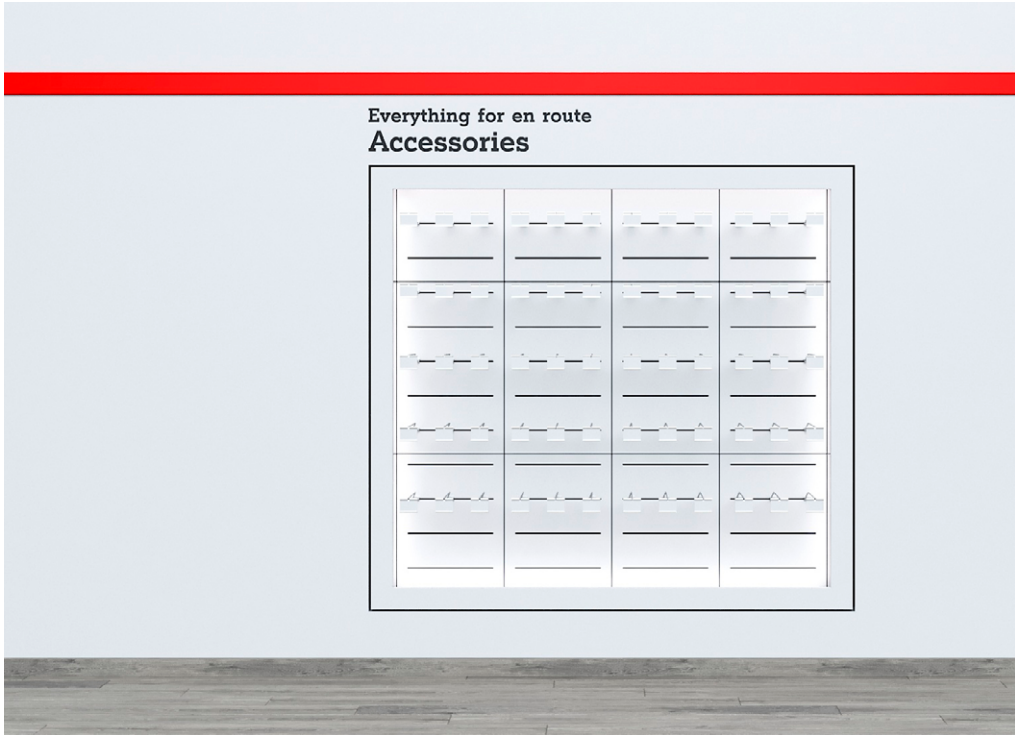
Hooks





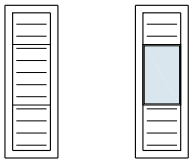
Detail **1:5**


Everything for en route
Accessories


Everything for en route
Accessories

A 03: 1 Module
Width: 70 cm

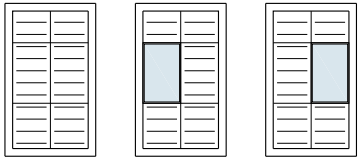
For small shops only!



A03.01.00-A A03.01.00-B

A 03: 2 Modules
Width: 120 cm

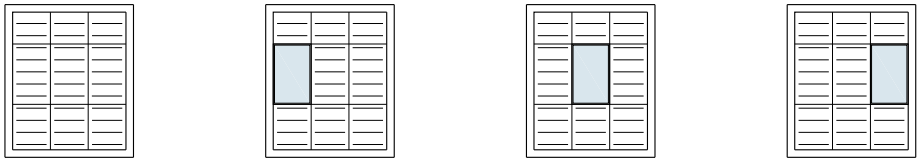
For small shops only!



A03.02.00-A A03.02.00-B A03.02.00-C

A 03: 3 Modules
Width: 170 cm

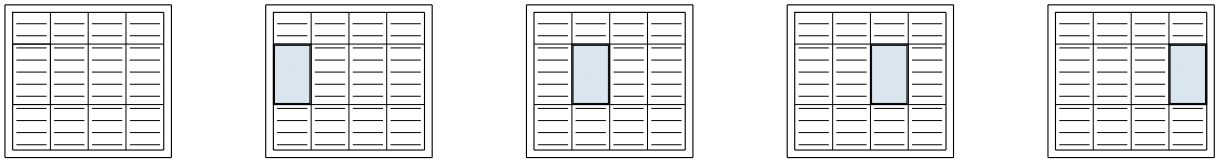
Regular Size



A03.03.00-A A03.03.00-B A03.03.00-C A03.03.00-D

A 03: 4 Modules
Width: 220 cm

Regular Size



A03.04.00-A A03.04.00-B A03.04.00-C A03.04.00-D A03.04.00-E

Legend A01-A05

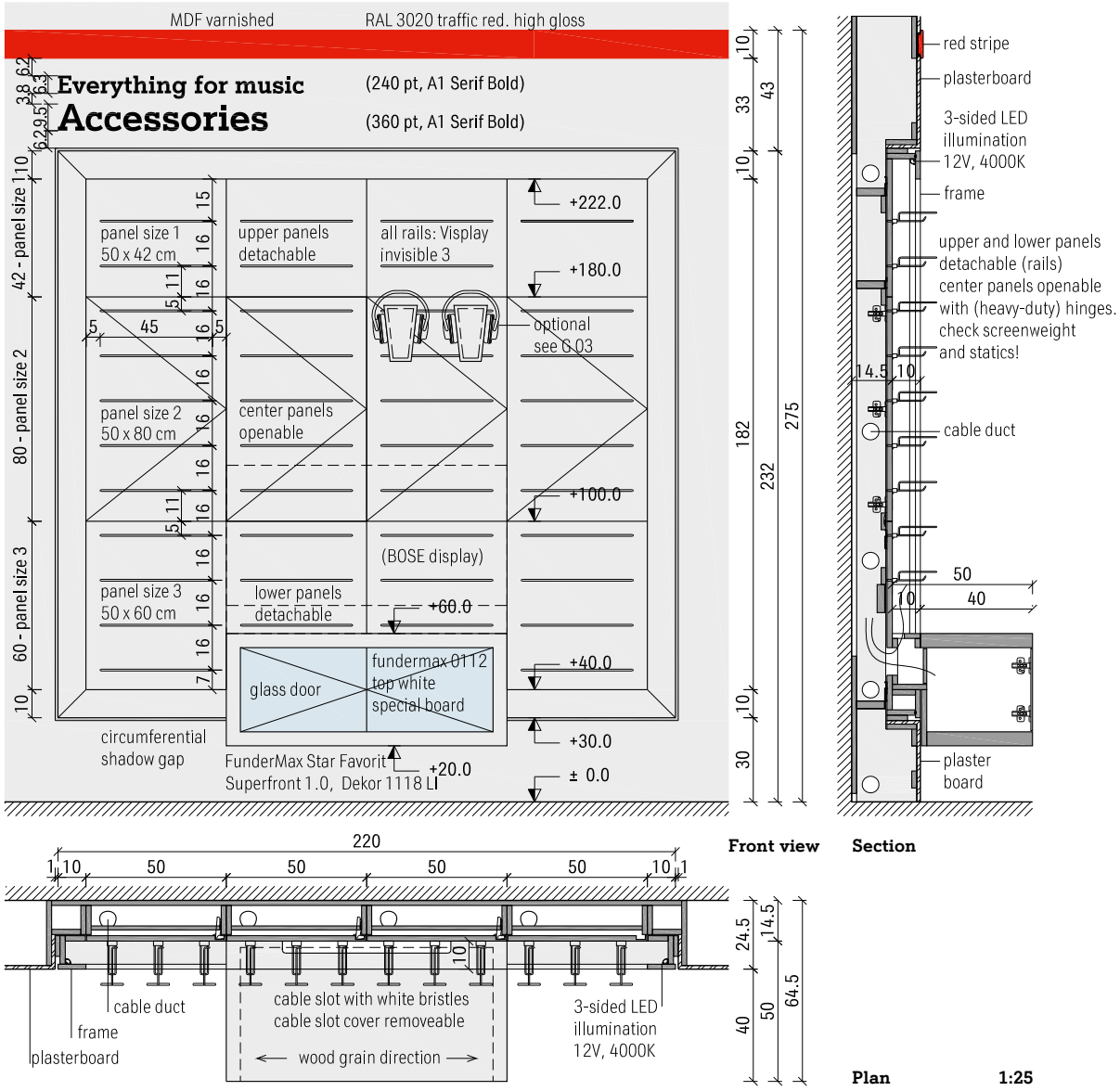
Element	A01
Number of Modules	.01 / .02 / etc.
Number of Sideboards	.01 / .02 / etc.
Location of Sideboards	-L (left) / -C (center) / -R (right)
Variant	-A / -B / etc.
Exceptions	-!

Accessories Wall: Variations **1:100**

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 Star Favorit Superfront 1.0, Decor 1118 LI Glass (ESG) ▪ White glass (Optiwhite, Ultraclear)
Material:	▪ Panels: MDF varnished (RAL 9003) ▪ Frame: Chipboard varnished (RAL 9003) ▪ Sideboard: Chipboard coated (FunderMax Star Favorit Superfront 1.0, Decor 1118 LI) ▪ Doors: White glass (ESG)
Versions:	Different sizes/numbers of panels
Combo:	F 21 Lettering
Zone:	On the way / At home
Location:	Wall

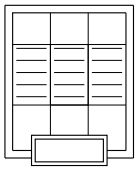

MDF varnished
RAL 3020 traffic red. high gloss
Everything for music
(240 pt, A1 Serif Bold)
Accessories
(360 pt, A1 Serif Bold)
panel size 1
50 x 42 cm
upper panels
detachable
all rails: Visplay
invisible 3
+222.0
+180.0
optional
see 6.03
panel size 2
50 x 80 cm
center panels
openable
+100.0
(BOSE display)
panel size 3
50 x 60 cm
lower panels
detachable
+60.0
fundermax 0112
top white
special board
glass door
+40.0
+30.0
± 0.0
+20.0
circumferential
shadow gap
FunderMax Star Favorit
Superfront 1.0, Dekor 1118 LI
42 - panel size 110
80 - panel size 2
60 - panel size 3
red stripe
plasterboard
3-sided LED
illumination
12V, 4000K
frame
upper and lower panels
detachable (rails)
center panels openable
with (heavy-duty) hinges.
check screenweight
and statics!
cable duct
plaster
board
Front view
Section
cable duct
frame
plasterboard
cable slot with white bristles
cable slot cover removeable
wood grain direction
3-sided LED
illumination
12V, 4000K
Plan
1:25


Everything for music
Accessories


Everything for music
Accessories

A 04: 3 Modules
Width: 170 cm

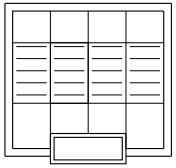
Regular Size



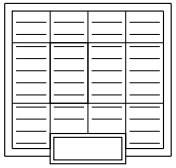
A04.03.02C-A

A 04: 4 Modules
Width: 220 cm

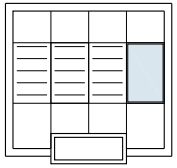
Regular Size



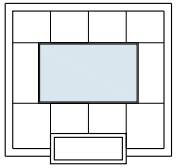
A04.04.02C-A



A04.04.02C-B



A04.04.02C-C



A04.04.02C-D

Legend A01-A05

Element	A01
Number of Modules	.01 / .02 / etc.
Number of Sideboards	.01 / .02 / etc.
Location of Sideboards	-L (left) / -C (center) / -R (right)
Variant	-A / -B / etc.
Exceptions	-!

Music Wall: Variations **1:100**

A 05 Bar Wall



Lettering: Good 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 Star Favorit Superfront 1.0, Decor 1118 LI

Black
- RAL 9017 Traffic Black

Material:
- Panels: MDF varnished (RAL 9003)
- Frame: Chipboard varnished (RAL 9003)
- Sideboard: Chipboard coated (FunderMax Star Favorit Superfront 1.0, Decor 1118 LI)
- Screen Housing: MDF varnished, outside: RAL 9003 / inside: RAL 9017

Versions: Different sizes/numbers of panels

Combo: C 04 A1 Bar
F 21 Lettering

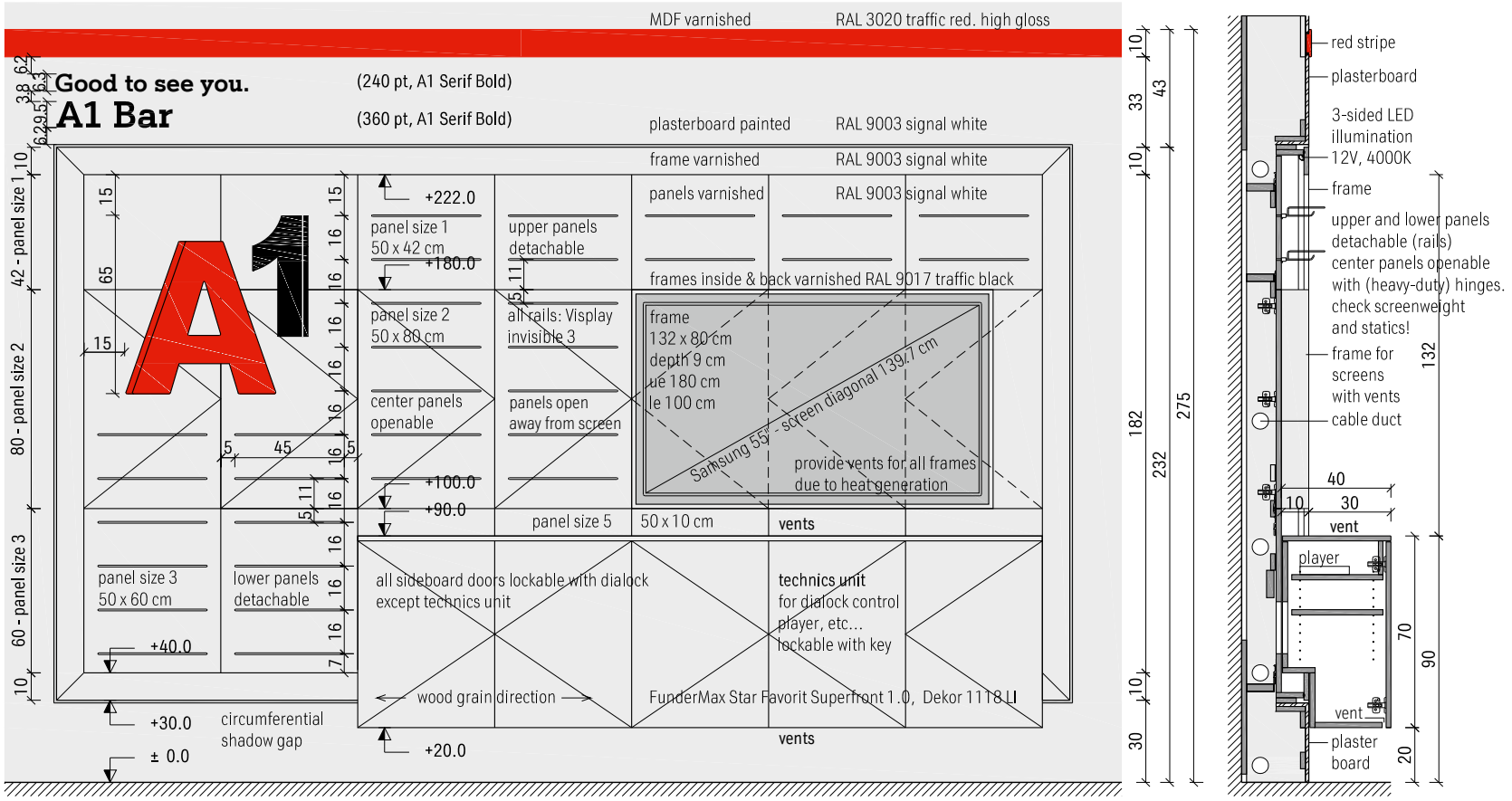
Zone: General Zone

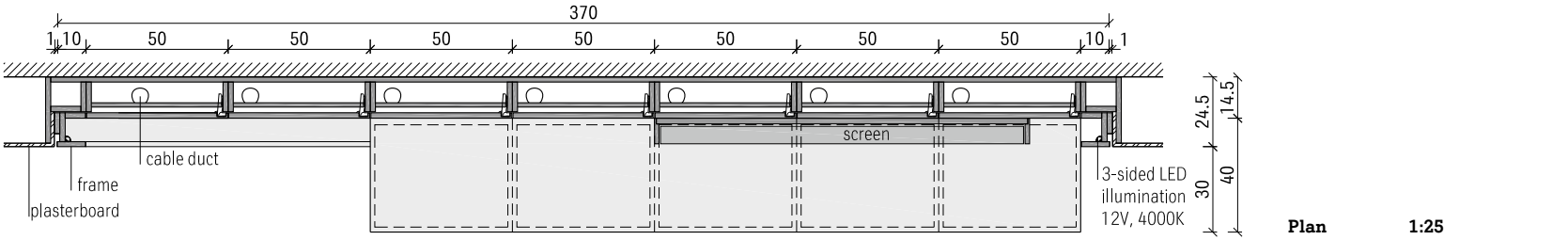
Location: Wall

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

2.1.2.2 Interior

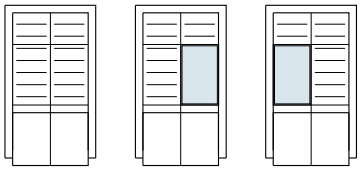
2.1.2.2.A Modules & Elements: Product Display Wall: A 05 Bar Wall: Plans





A 05: 2 Modules
Width: 120 cm
(Combo with A1 Bar, width = 110 cm)

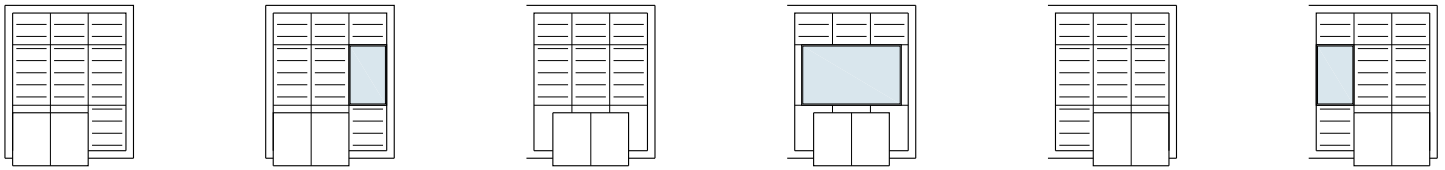
For small shops only!



A05.02.02-A A05.02.02-B A05.02.02-C

A 05: 3 Modules
Width: 170 cm
(Combo with A1 Bar, width = 110 cm)

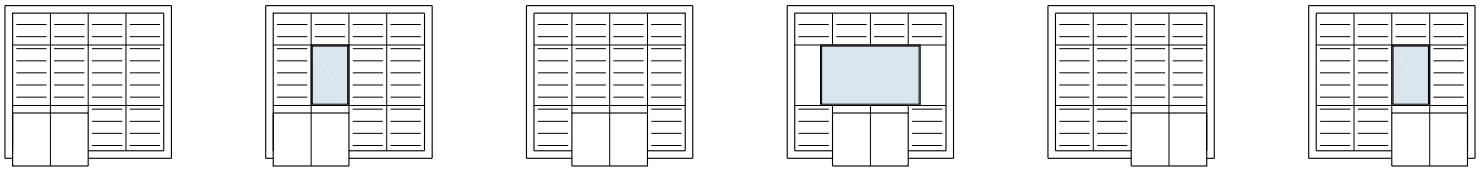
For small shops only!



A05.03.02L-A A05.03.02L-B A05.03.02C-A A05.03.02C-B A05.03.02R-A A05.03.02R-B

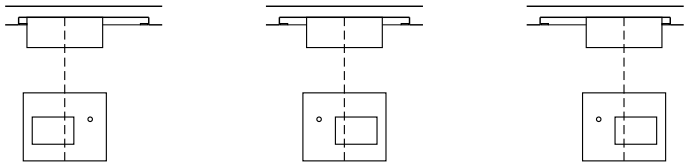
A 05: 4 Modules
Width: 220 cm
(Combo with A1 Bar, width = 110 cm)

For small shops only!



A05.04.02L-A A05.04.02L-B A05.04.02C-A A05.04.02C-B A05.04.02R-A A05.04.02R-B

Dos and Dont's



The number of sideboard elements of the A1 Wall equals the number of elements of the A1 Bar.
Always center-align the sideboards and the A1 Bar.

Plans (examples)

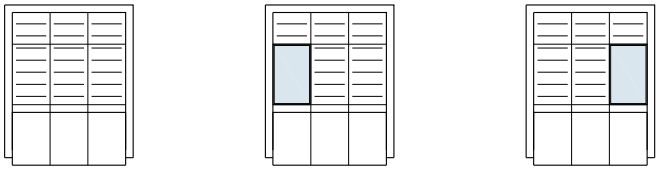
Legend A01-A05

Element	A01
Number of Modules	.01 / .02 / etc.
Number of Sideboards	.01 / .02 / etc.
Location of Sideboards	-L (left) / -C (center) / -R (right)
Variant	-A / -B / etc.
Exceptions	-!

Bar Wall: Variations **1:100**

A 05: 3 Modules
Width: 170 cm
(Combo with A1 Bar, width = 160 cm)

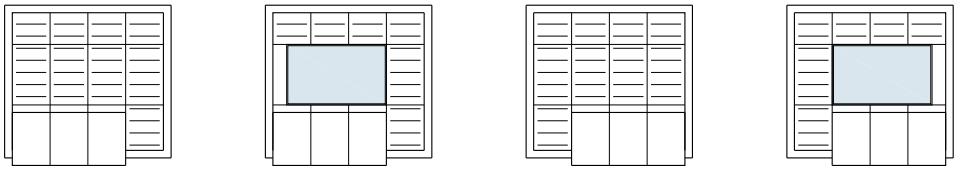
For small shops only!



A05.03.03-A A05.03.03-B A05.03.03-C

A 05: 4 Modules
Width: 220 cm
(Combo with A1 Bar, width = 160 cm)

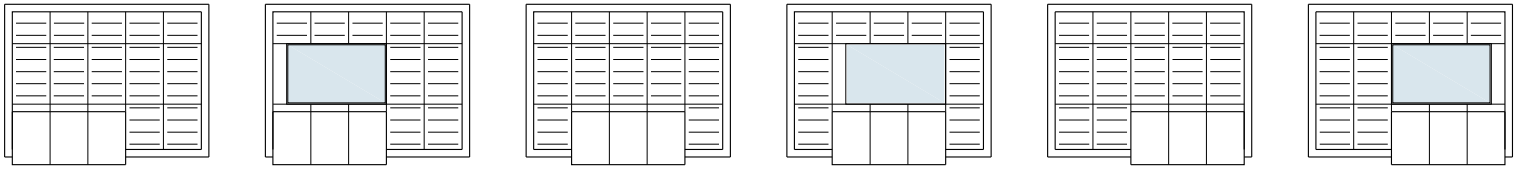
For small shops only!



A05.04.03L-A A05.04.03L-B A05.04.03R-A A05.04.03R-B

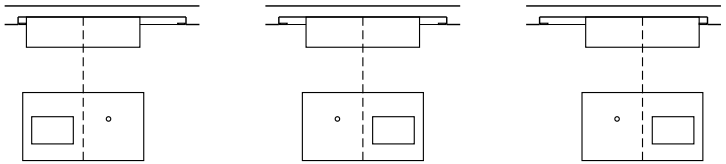
A 05: 5 Modules
Width: 270 cm
(Combo with A1 Bar, width = 160 cm)

Regular Size



A05.05.03L-A A05.05.03L-B A05.05.03C-A A05.05.03C-B A05.05.03R-A A05.05.03R-B

Dos and Dont's

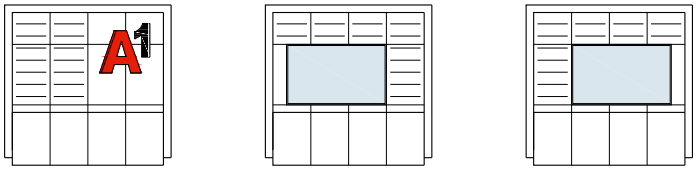


The number of sideboard elements of the A1 Wall equals the number of elements of the A1 Bar.
Always center-align the sideboards and the A1 Bar.

Plans (examples) **1:100**

A 05: 4 Modules
Width: 220 cm
(Combo with A1 Bar, width = 210 cm)

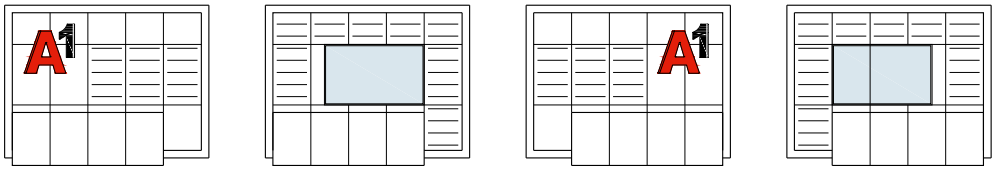
For small shops only!



A05.04.04-A A05.04.04-B A05.04.04-C

A 05: 5 Modules
Width: 270 cm
(Combo with A1 Bar, width = 210 cm)

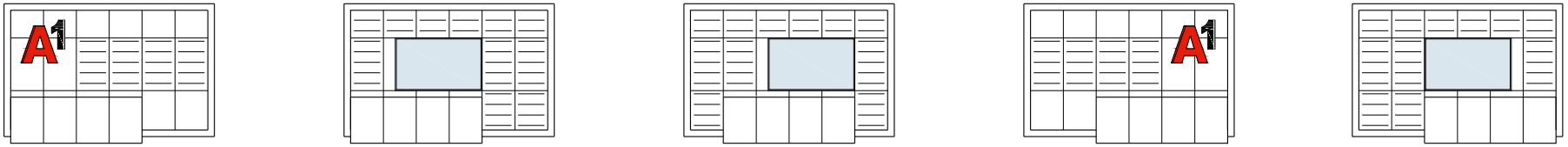
Regular Size



A05.05.04L-A A05.05.04L-B A05.05.04R-A A05.05.04R-B

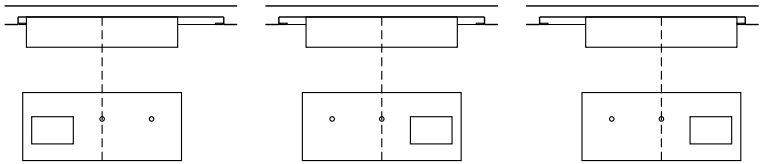
A 05: 6 Modules
Width: 320 cm
(Combo with A1 Bar, width = 210 cm)

Regular Size



A05.06.04L-A A05.06.04L-B A05.06.04C-A A05.06.04R-A A05.06.04R-B

Dos and Dont's

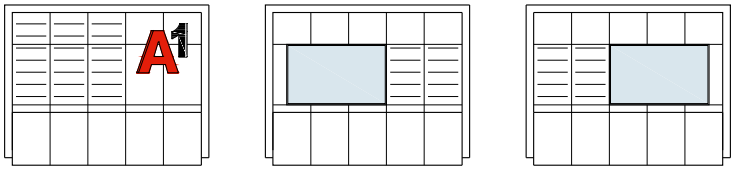


The number of sideboard elements of the A1 Wall equals the number of elements of the A1 Bar.
Always center-align the sideboards and the A1 Bar.

Plans (examples) **1:100**

A 05: 5 Modules
Width: 270 cm
(Combo with A1 Bar, width = 260 cm)

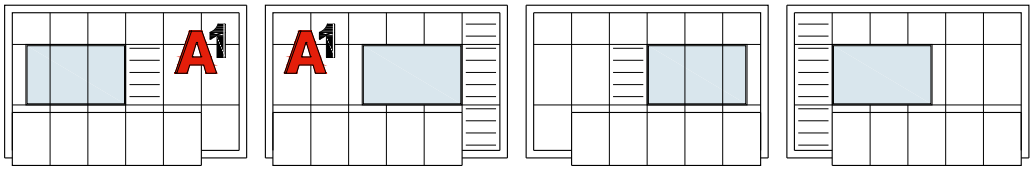
Regular Size



A05.05.05-A A05.05.05-B A05.05.05-C

A 05: 6 Modules
Width: 320 cm
(Combo with A1 Bar, width = 260 cm)

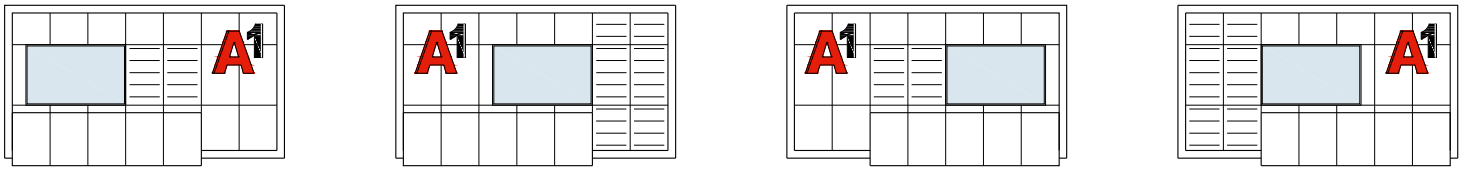
Regular Size



A05.06.05L-A A05.06.05L-B A05.06.05R-A A05.06.05R-B

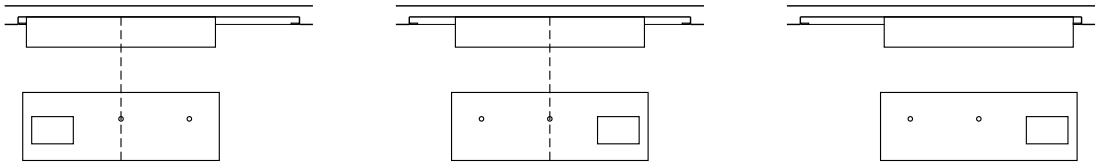
A 05: 7 Modules
Width: 370 cm
(Combo with A1 Bar, width = 260 cm)

Regular Size



A05.07.05L-A A05.07.05L-B A05.07.05R-A A05.07.05R-B

Dos and Dont's

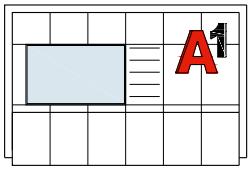


The number of sideboard elements of the A1 Wall equals the number of elements of the A1 Bar.
Always center-align the sideboards and the A1 Bar.

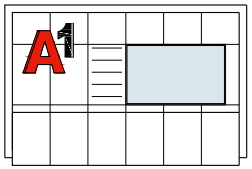
Plans (examples) **1:100**

A 05: 6 Modules
Width: 320 cm
(Combo with A1 Bar, width = 310 cm)

Regular Size



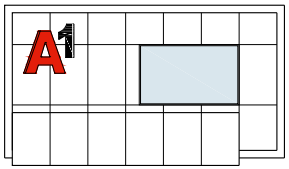
A05.06.06-A



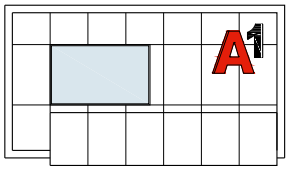
A05.06.06-B

A 05: 7 Modules
Width: 370 cm
(Combo with A1 Bar, width = 310 cm)

Regular Size



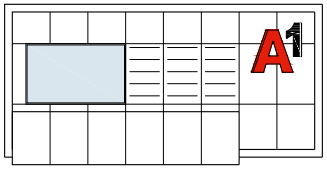
A05.07.06L-A



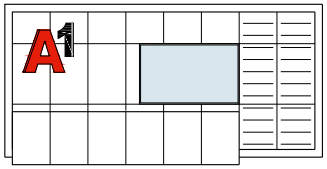
A05.07.06L-B

A 05: 8 Modules
Width: 420 cm
(Combo with A1 Bar, width = 310 cm)

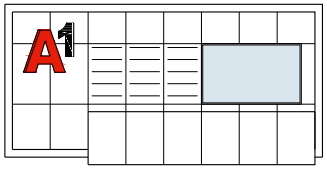
Regular Size



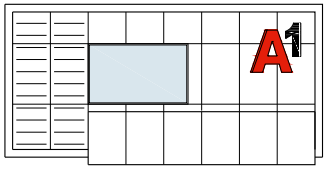
A05.08.06L-A



A05.08.06L-B

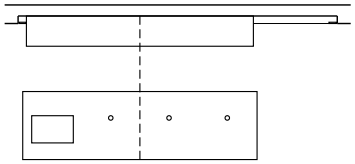


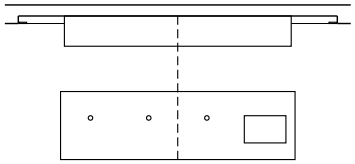
A05.08.06R-A

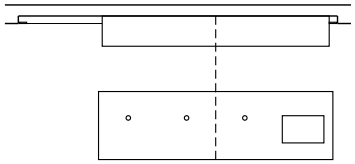


A05.08.06R-B

Dos and Dont's



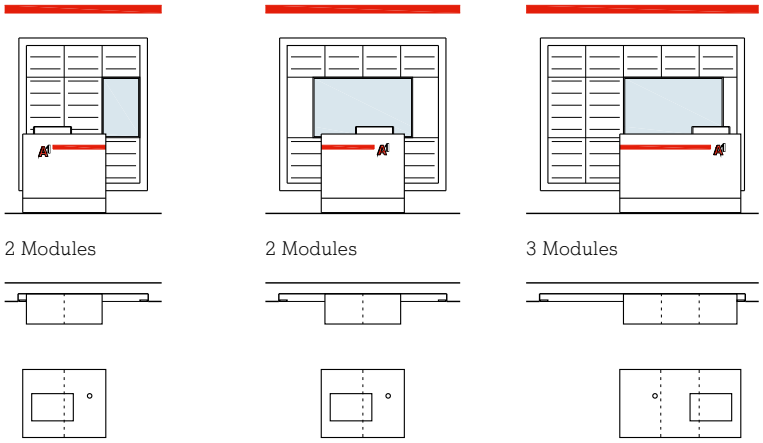




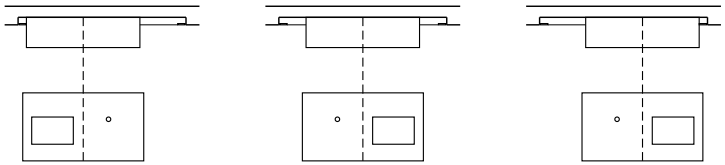
The number of sideboard elements of the A1 Wall equals the number of elements of the A1 Bar.
Always center-align the sideboards and the A1 Bar.

Plans (examples) **1:100**

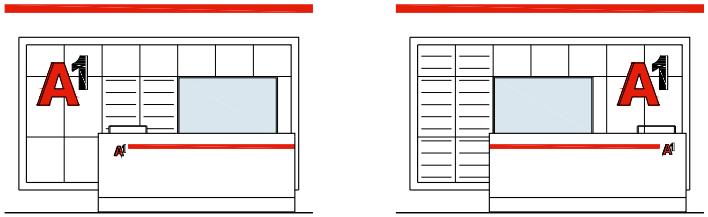
Dos and Dont's



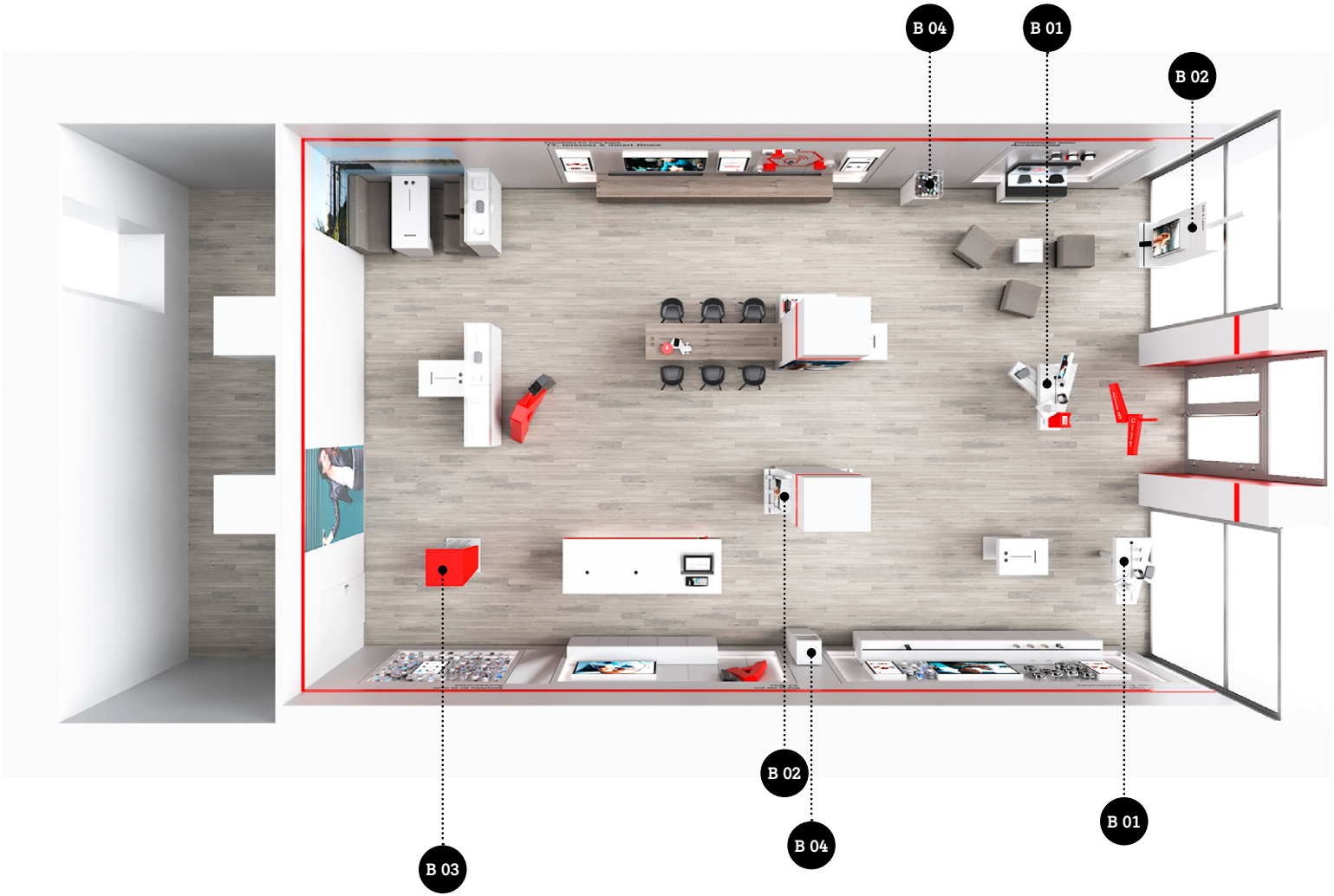
The number of sideboard elements of the A1 Wall equals the number of elements of the A1 Bar.



Always center-align the sideboards and the A1 Bar.



The A1 Logo on the Bar Wall is alwazs on the same side as on the A1 Bar.



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 05	Display Cubes
B 06	Lipsticks
B 07	Honeycomb Display

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 Star Favorit Superfront 1.0, Decor 1118 LI

Red
- RAL 3020 Traffic Red

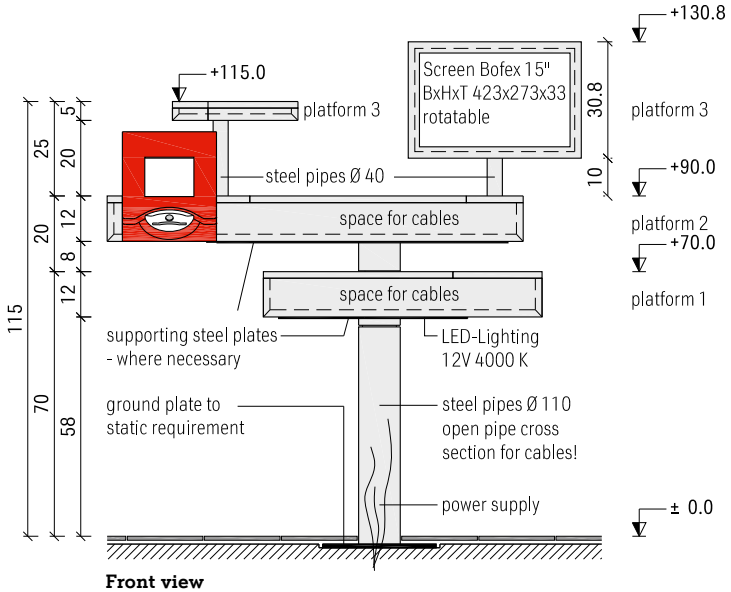
Material:
- Tubes: Steel varnished (RAL 9003)
- Platforms: Chipboard coated (FunderMax Star Favorit Superfront 1.0, Decor 1118 LI)
- MDF varnished (RAL 3020, high gloss)

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

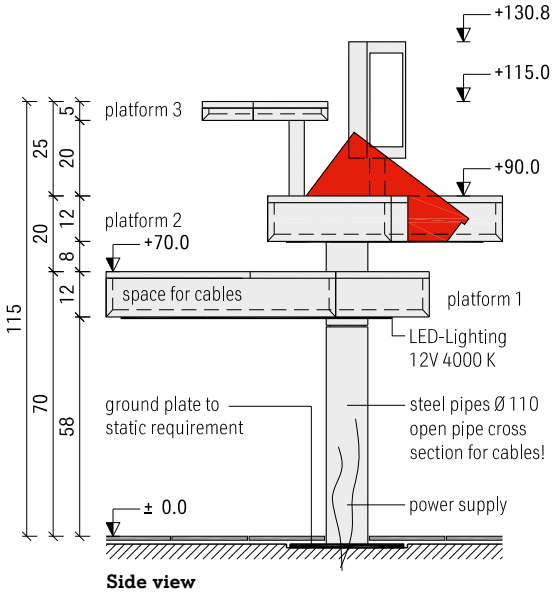
Combo: G 01 Signpost

Zone: General Zone / Active Waiting

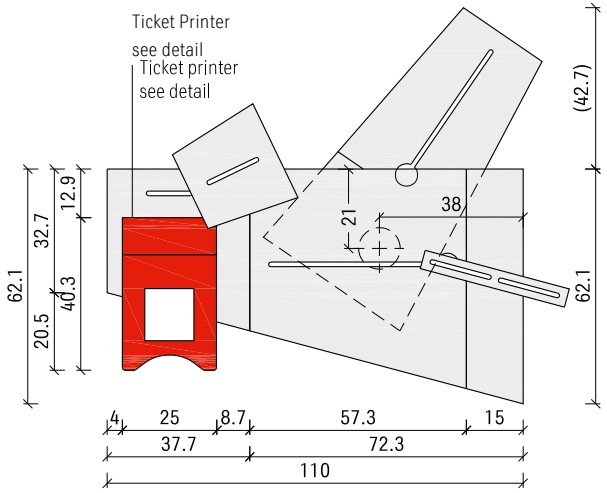
Location: Freestanding
- Entrance (on the way to A1 Bar)
- Shop windows



Front view



Side view

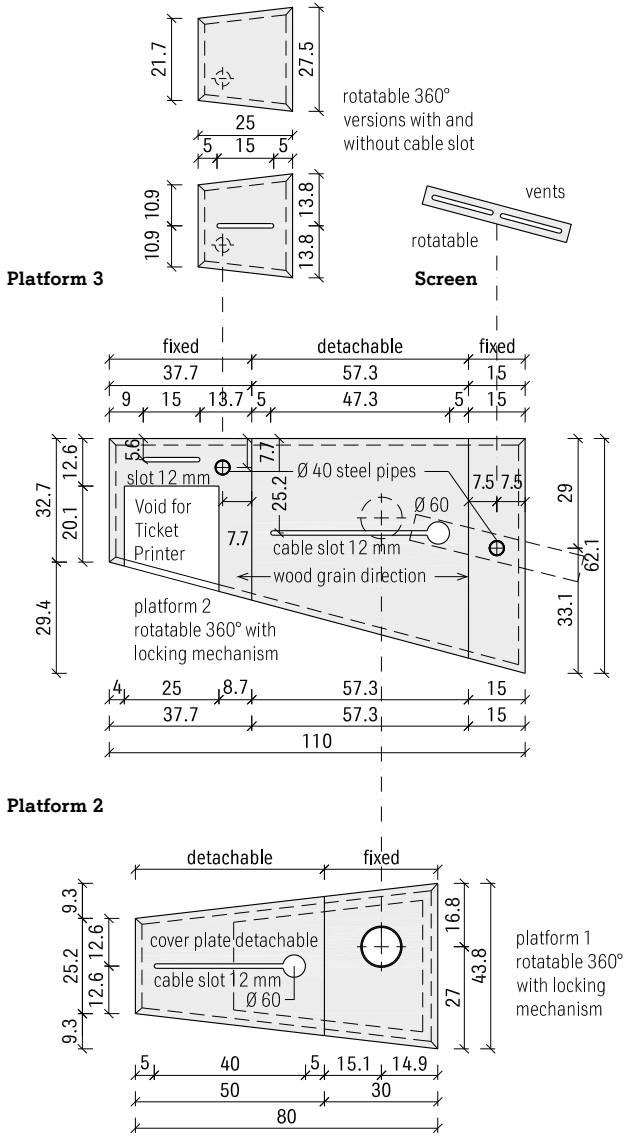


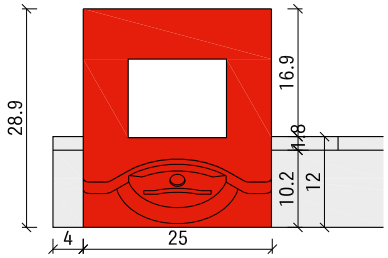
Top view

Table
FunderMax Star Favorit Superfront 1.0, Dekor 1118 LI

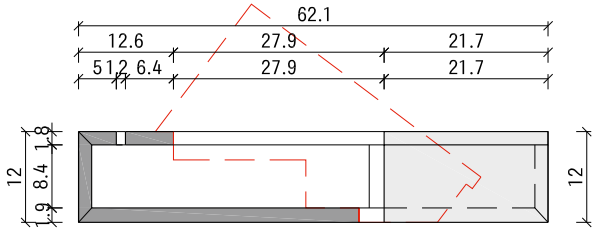
Ticketprinter
RAL 3020 traffic red. high gloss

Steel parts
RAL 9003 signal white, powder coated

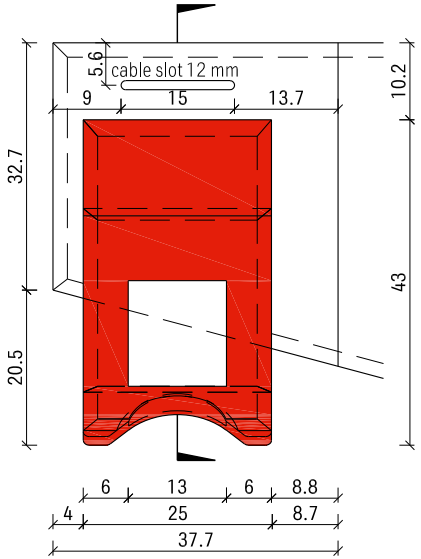




Front view



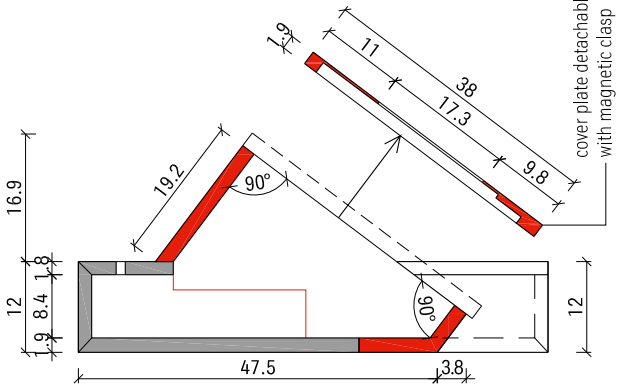
Section Table



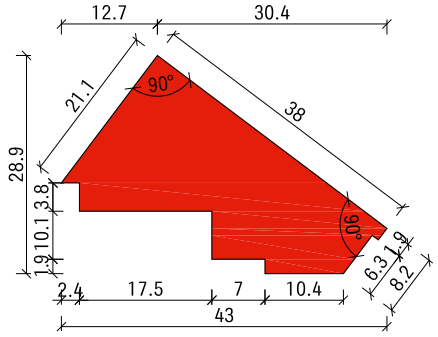
Top view

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

Detail Ticketprinter

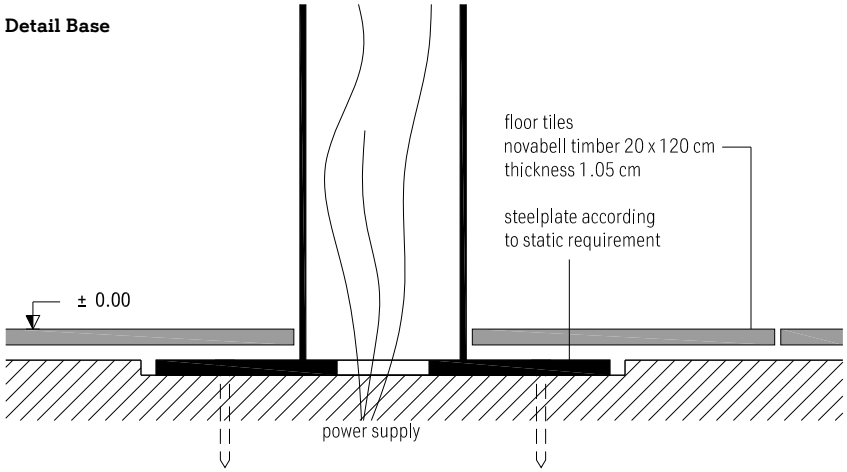


Section Ticket Printer

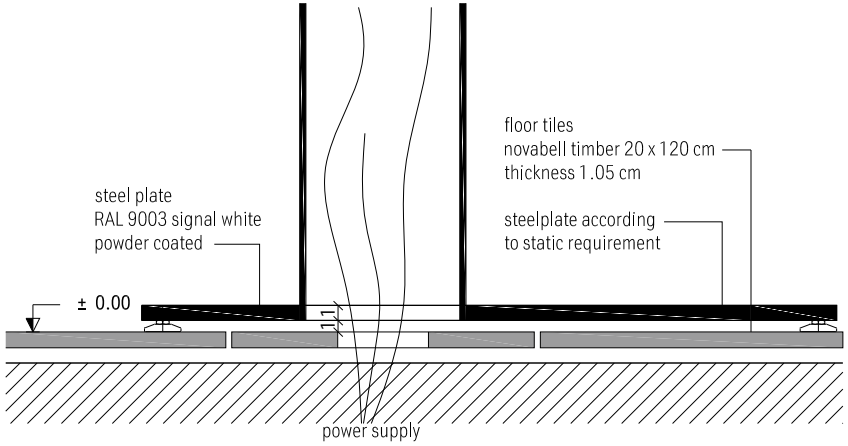


Side view

Detail Base

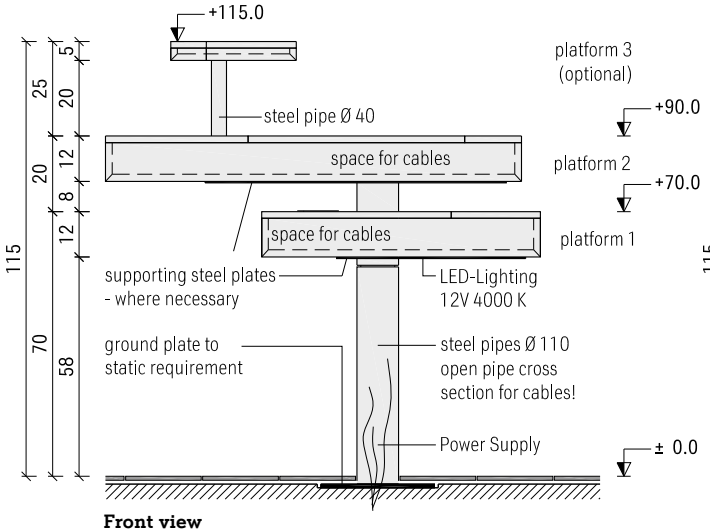


Base mounted to concrete
(Steelplate covered with tiles)

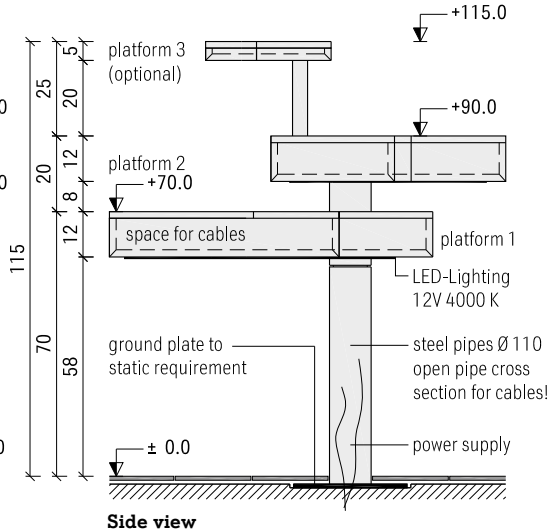


Freestanding
(Steelplate on top of tiles))

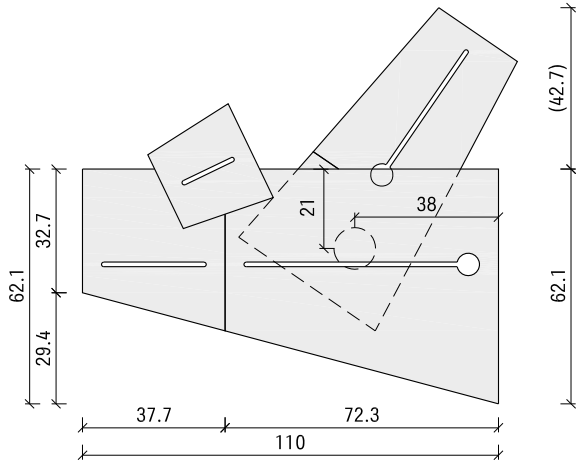
1:10



Front view



Side view

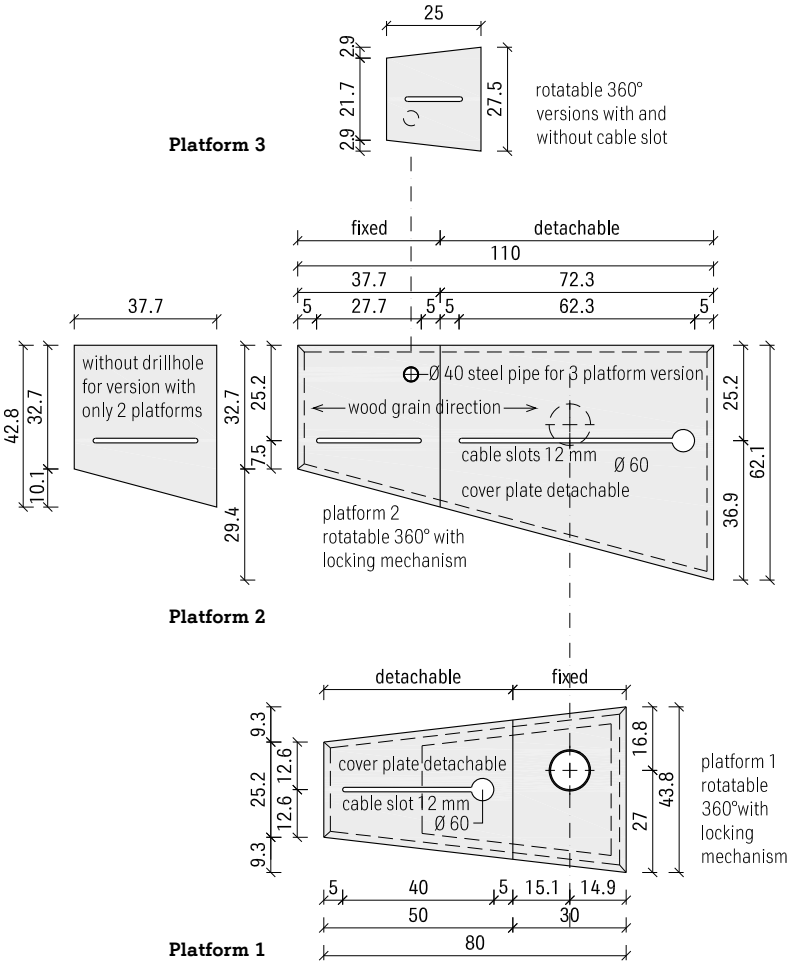


Top view

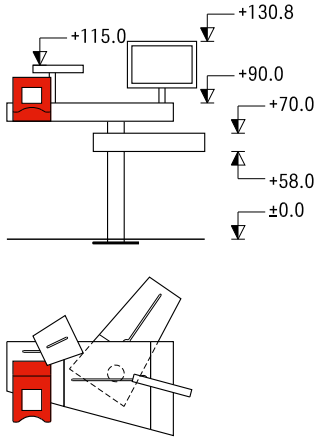
Table
FunderMax Star Favorit Superfront 1.0, Dekor 1118 LI

Ticketprinter
RAL 3020 traffic red. high gloss

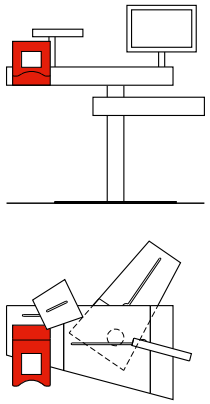
Steel parts
RAL 9003 signal white, powder coated



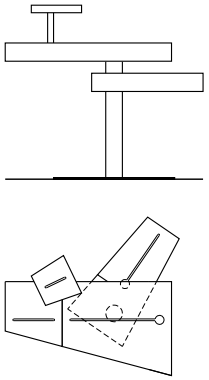
1:20



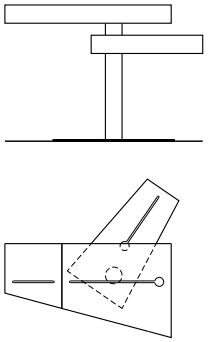
Left with Ticketprinter + Screen
(Floor Mounting)
B01.3P-FM-L-TP/SC



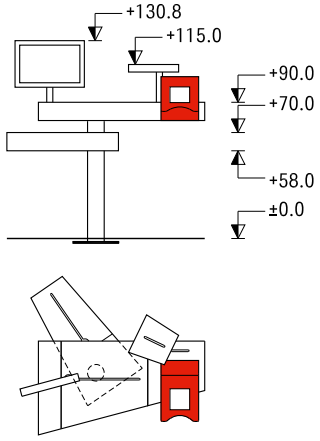
Left with Ticketprinter + Screen
(Ground Plate)
B01.3P-GP-L-TP/SC



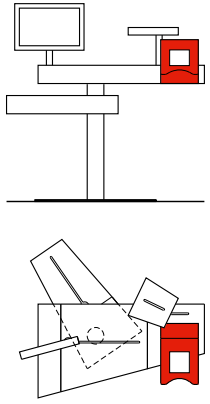
Left – 3 Platforms
(Floor Mounting, Ground Plate)
B01.3P-FM-L
B01.3P-GP-L



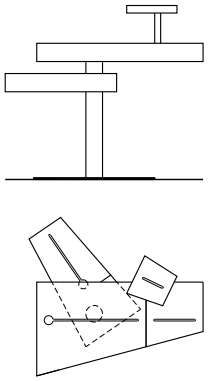
Left – 2 Platforms
(Floor Mounting, Ground Plate)
B01.2P-FM-L
B01.2P-GP-L



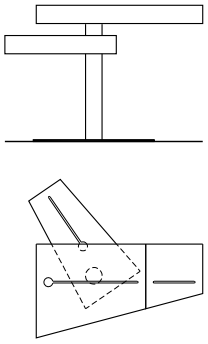
Right with Ticketprinter + Screen
(Floor Mounting)
B01.3P-FM-R-TP/SC



Right with Ticketprinter + Screen
(Ground Plate)
B01.3P-GP-R-TP/SC



Right – 3 Platforms
(Floor Mounting, Ground Plate)
B01.3P-FM-R
B01.3P-GP-R



Right – 2 Platforms
(Floor Mounting, Ground Plate)
B01.2P-FM-R
B01.2P-GP-R

Legend B01

Element	B01
Number of Platforms	.2P / .3P
Mounting	-FM (floor-mounted)
	-GP (ground plate)
Orientation	-L (left) / -R (right)
Accessories	-TP (ticket printer)
	- SC (screen)
Exceptions	-!

Highlight Table: 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 Star Favorit Superfront 1.0, Decor 1118 LI

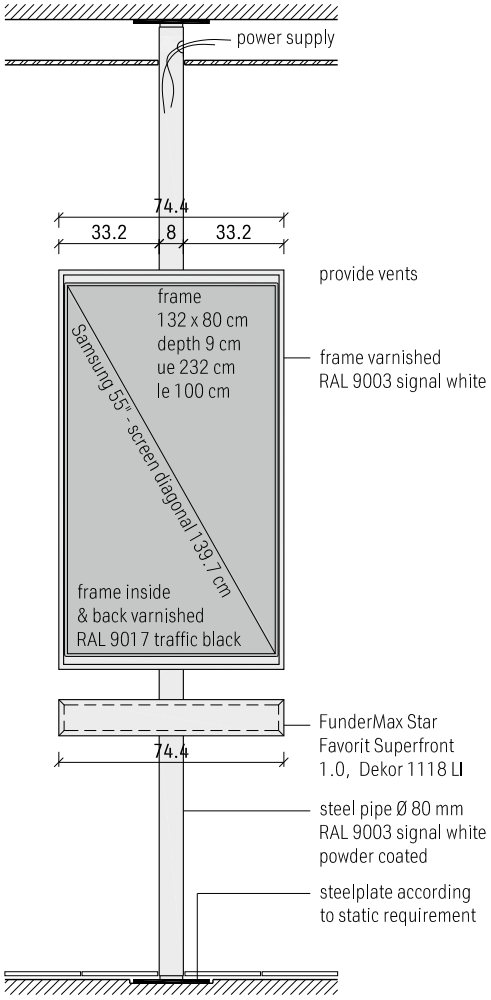
Black
- RAL 9017 Traffic Black

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 Star Favorit Superfront 1.0, Decor 1118 LI)

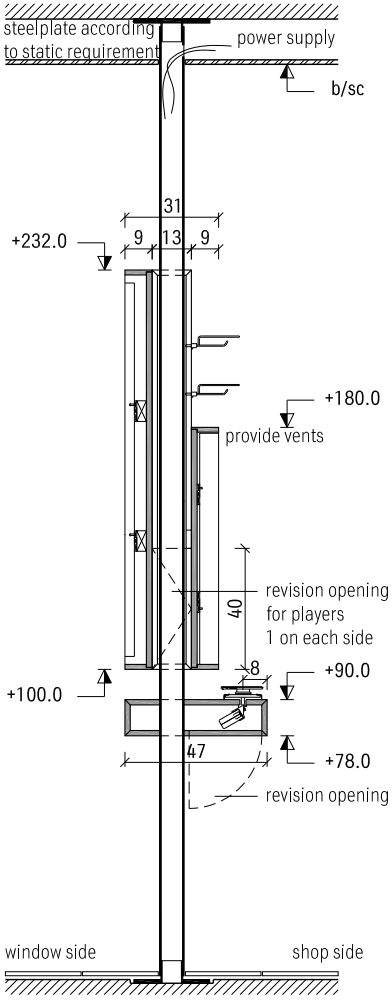
Versions: Lift & Learn / Brand Promo:
- With/without platform
- Different Screens

Zone: General Zone / Active Waiting
On the way

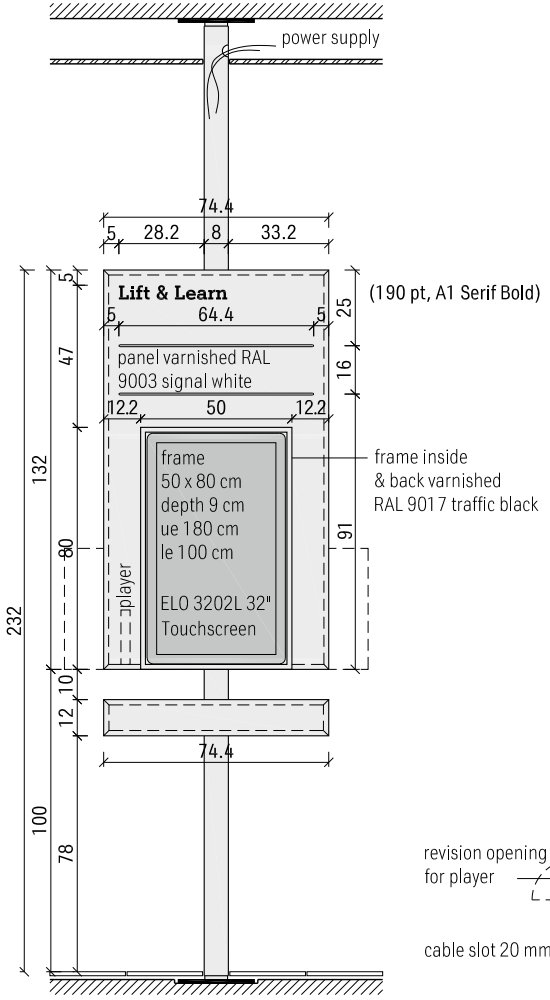
Location: Freestanding
- Shop window
- Within the shop



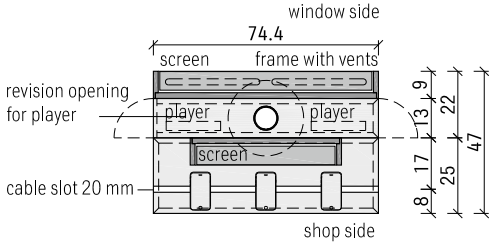
View – Window side



Section

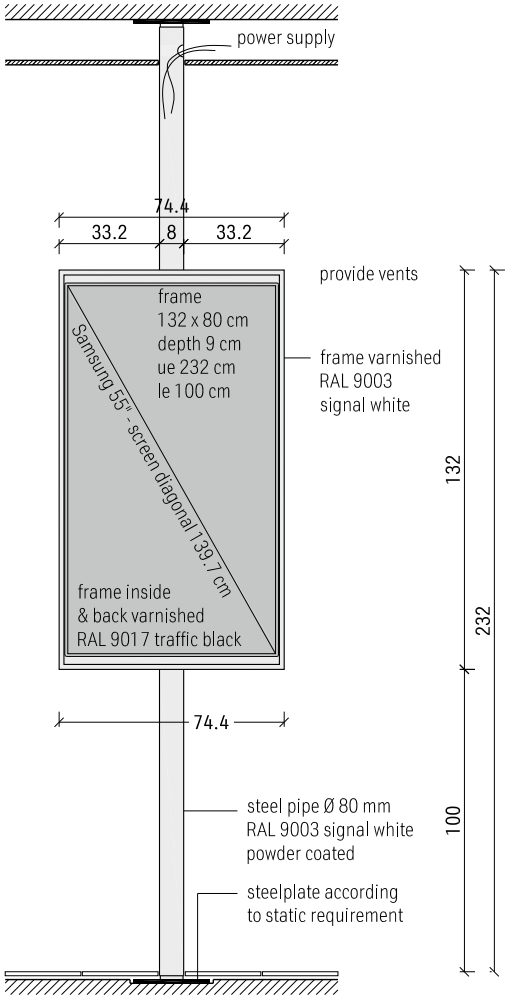


View – Shop side

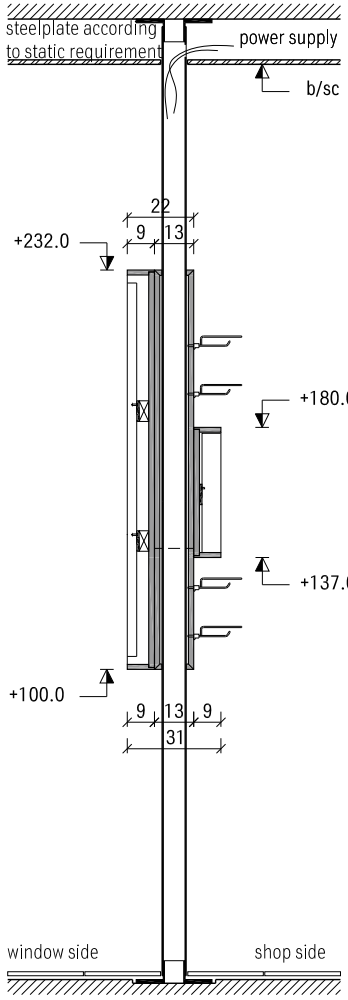


Top view

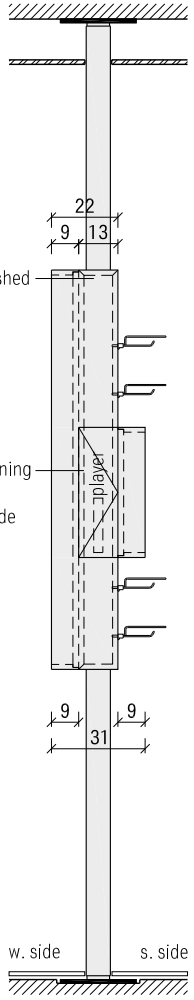
1:25



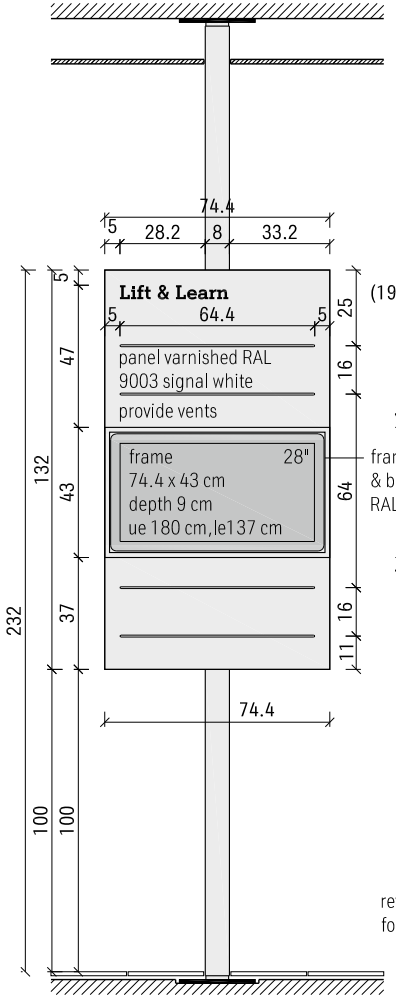
View – Window side



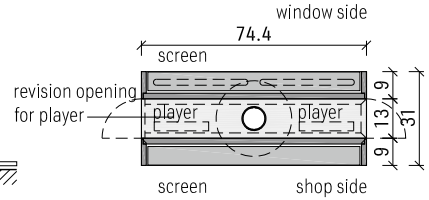
Section



Side view

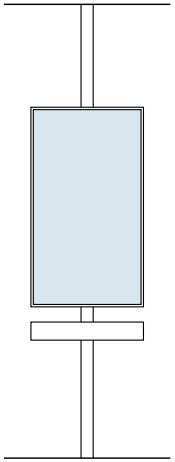


View – Shop side

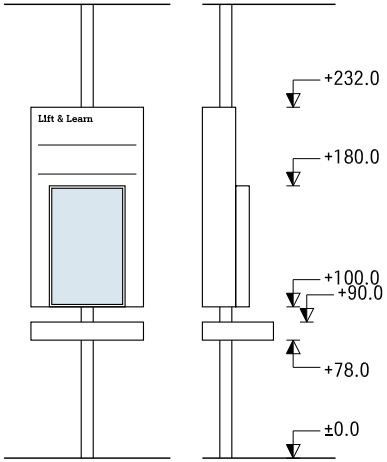


Top view

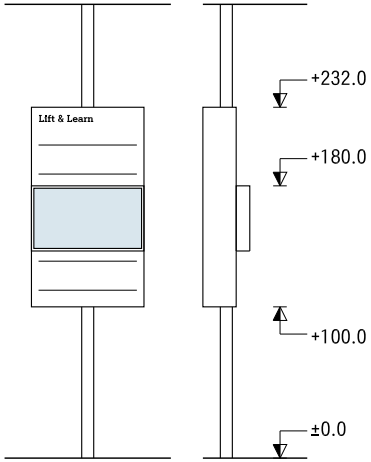
1:25



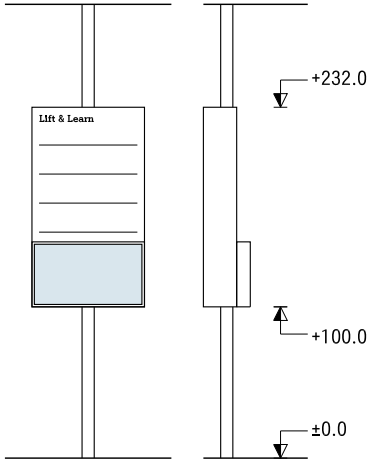
Street view
(All freestanding versions)



Shop view **Side view**
Lift & Learn
B02.FS-LL



Shop view **Side view**
Brand Promo – High Screen
B02.FS-BP-H



Shop view **Side view**
Brand Promo – Low Screen
B02.FS-BP-L

Legend B02

Element	B02
Situation	.FS (freestanding)
	.WA (wall-mounted)
Version	-LL (Lift&Learn)
	-BP (Brand Promo)
Position of Screen	-H (high) / -L (low)
Exceptions	-!

Lift & Learn – Freestanding: 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)

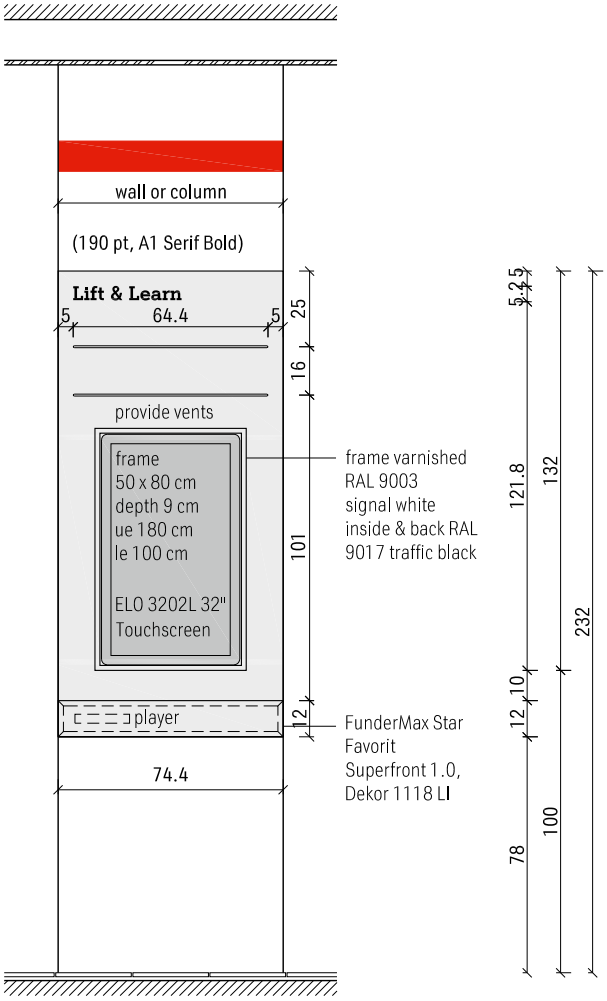
Colour: White
- RAL 9003 Signal White
- FunderMax Star Favorit Superfront 1.0, Decor 1118 LI

Black
- RAL 9017 Traffic Black

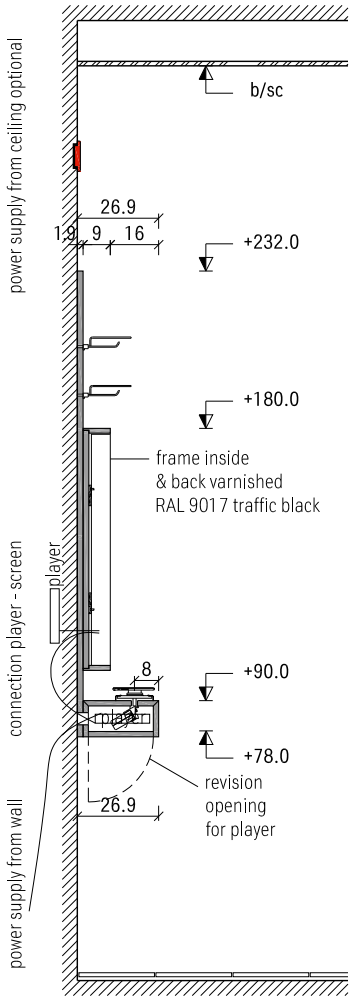
Material:
- Rear Panel: Chipboard varnished (RAL 9003)
- Screen Housing: MDF varnished, outside: RAL 9003 / inside: RAL 9017
- Platform: Chipboard coated (FunderMax Star Favorit Superfront 1.0, Decor 1118 LI)

Zone: General Zone / Active Waiting
On the way

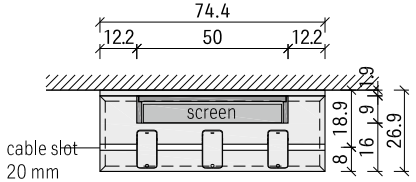
Location: Wallmounted
- Columns
- Walls



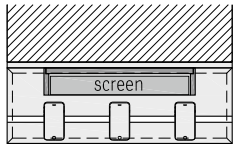
Front view



Section

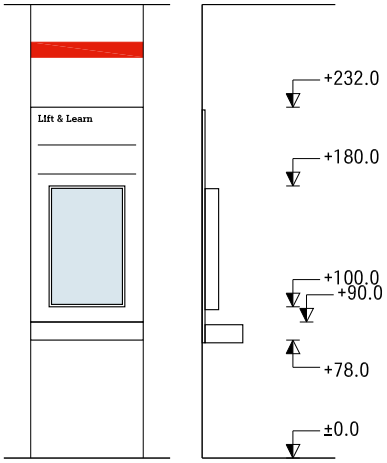


Plan (wall)

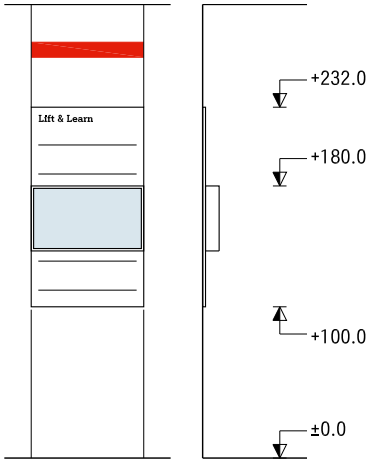


Plan (column)

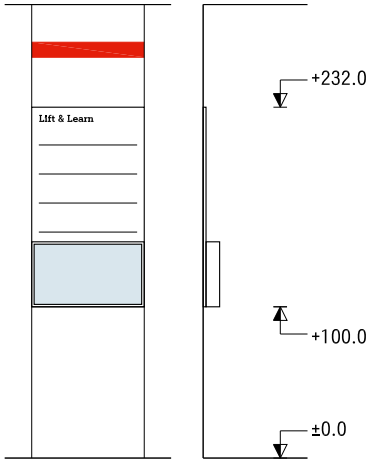
1:25



Front view **Side view**
Lift & Learn
B02.WA-LL



Front view **Side view**
Brand Promo – High Screen
B02.WA-BP-H



Front view **Side**
Brand Promo – Low Screen
B02.WA-BP-L

Legend B02

Element	B02
Situation	.FS (freestanding)
	.WA (wall-mounted)
Version	-LL (Lift&Learn)
	-BP (Brand Promo)
Position of Screen	-H (high) / -L (low)
Exceptions	-!

Lift & Learn – Column: Variations **1:50**

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

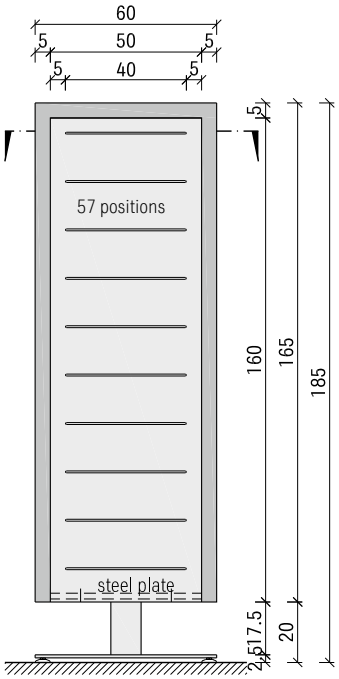
Blueish
- Moodimage

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

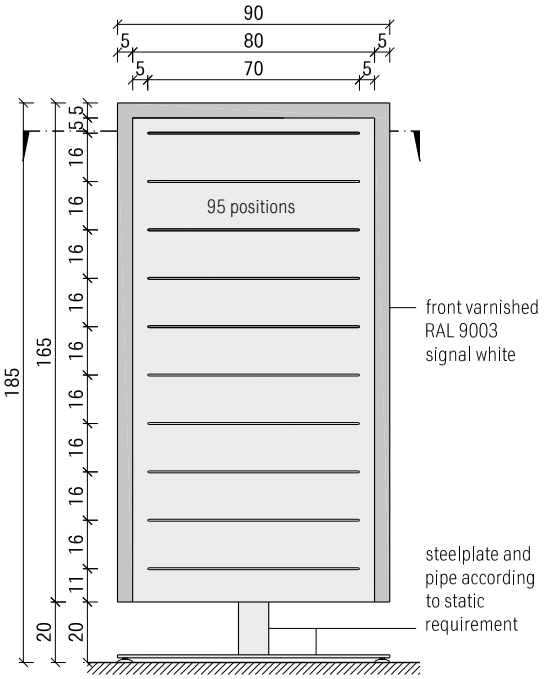
Versions:
- Square/rectangular
- Rotatable/non rotatable
- Low/high

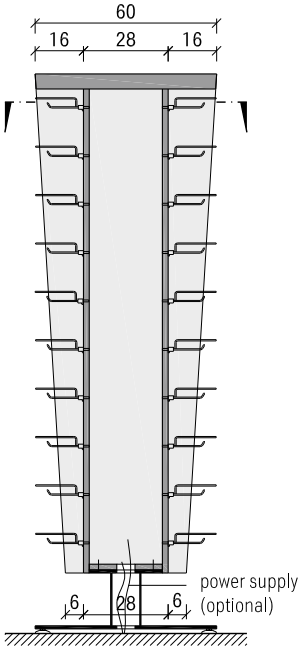
Zone: General Zone
On the way / At home

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

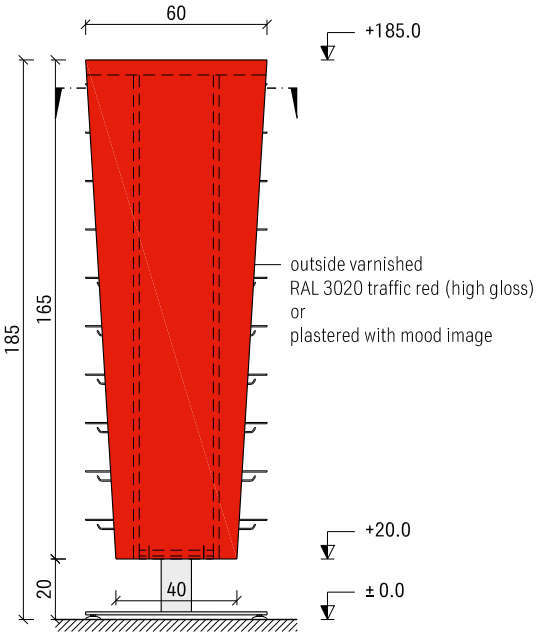


Front view

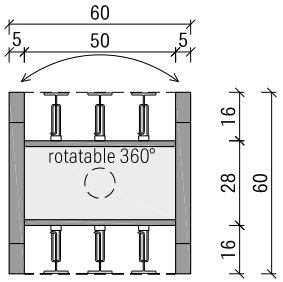


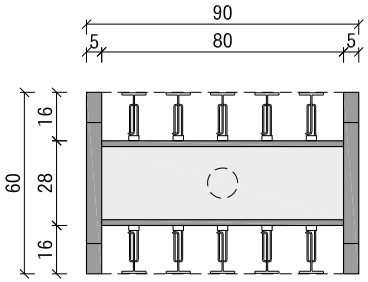


Section



Side view



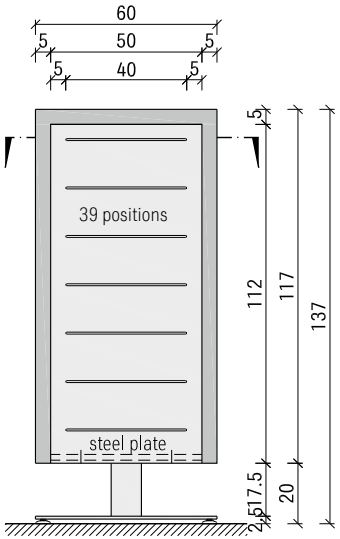


Plan

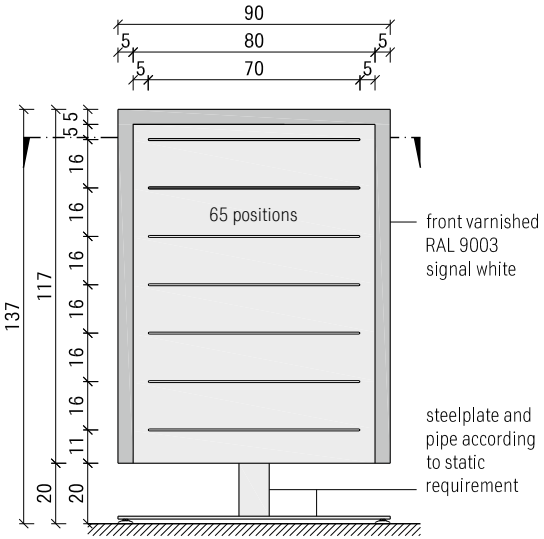
Square version

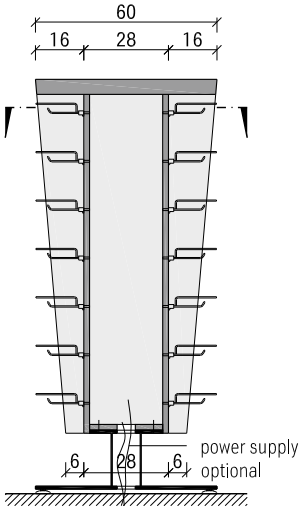
Rectangular version

1:25

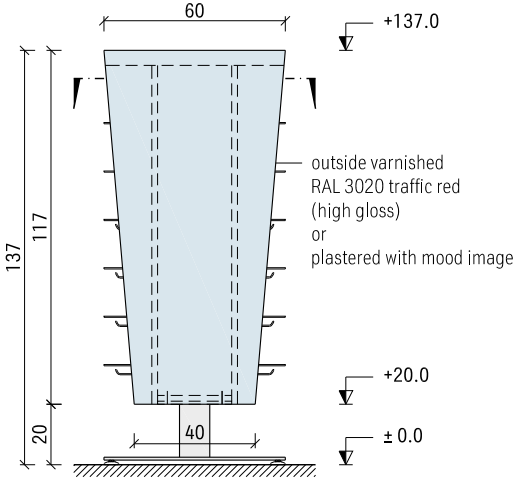


Front view

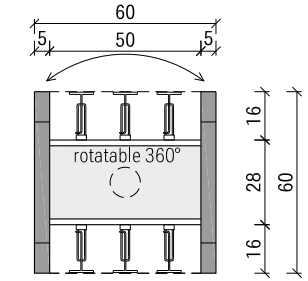




Section

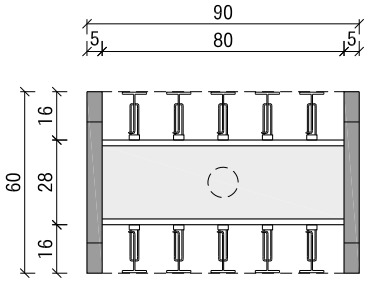


Side view



Plan

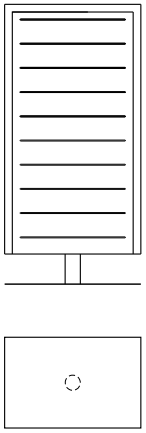
Square version

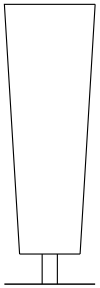


Rectangular version

1:25





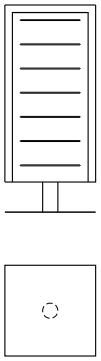


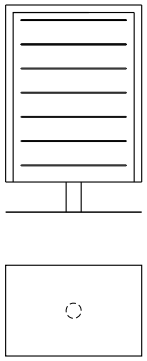
Square & High
(57 positions)

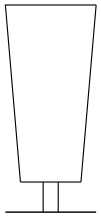
B03.S-185-R
B03.S-185-MI
B03.S-185-R-P
B03.S-185-MI-P

Rectangular & High
(95 positions)

B03.R-185-R
B03.R-185-MI
B03.R-185-R-P
B03.R-185-MI-P







Square & Low
(39 positions)

B03.S-137-R
B03.S-137-MI
B03.S-137-R-P
B03.S-137-MI-P

Rectangular & Low
(65 Positions)

B03.R-137-R
B03.R-137-MI
B03.R-137-R-P
B03.R-137-MI-P

Legend B03

Element	B03
Form	.S (square) / .R (rectangular)
Height	-137 / -185 (cm)
Surface	-R (A1 Red) / -MI (moodimage)
Power supply	-P
Exceptions	-!

Accessories Tower: Variations **1:50**

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 Star Favorit Superfront 1.0, Decor 1118 LI

Red
- RAL 3020 Traffic Red

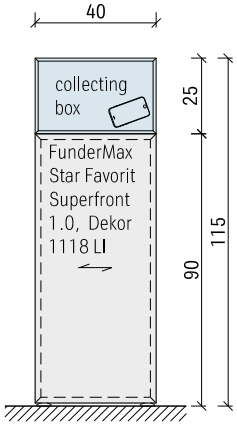
Transparent

Material:
- Box: Chipboard coated (FunderMax Star Favorit Superfront 1.0, Decor 1118 LI)
- Ticket Printer: MDF varnished (RAL 3020, high gloss)
- Collecting Box: Acryl transparent

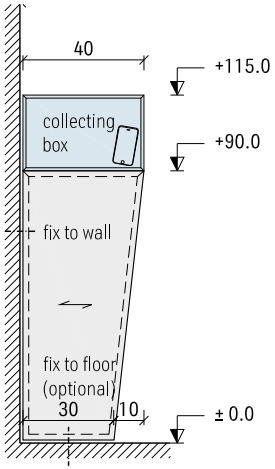
Versions:
- Regular/high
- With/without glass box/ticket printer/ mini fridge on top

Zone: General Zone / Active Waiting

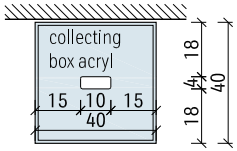
Location: Wall
- Wall-mounted
- Floor-mounted



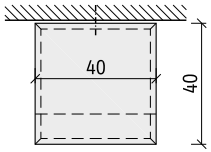
Front view



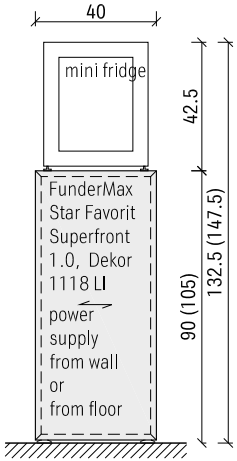
Side view



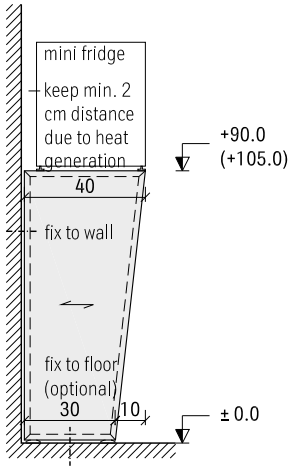
Top view – Box



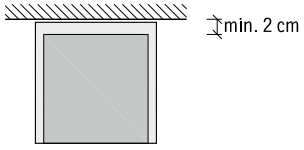
Top view – Pedestal



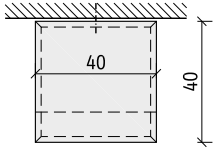
Front view



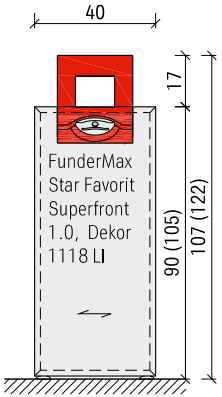
Side view



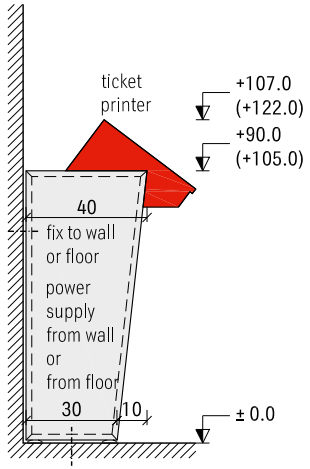
Top view – Mini Fridge



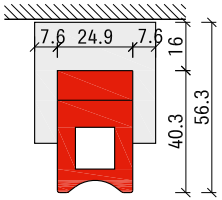
Top view – Pedestal



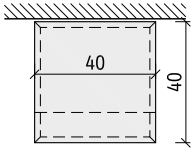
Front view



Side view

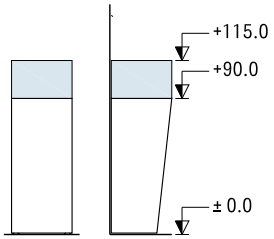


Top view – Ticket Printer

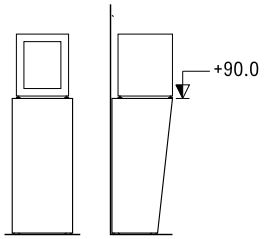


Top view – Pedestal

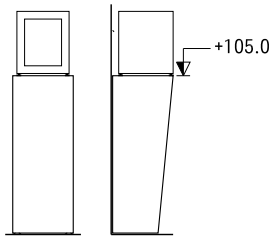
1:25



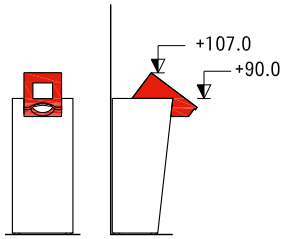
Collecting Box
Pedestal 90
B04.90-CB



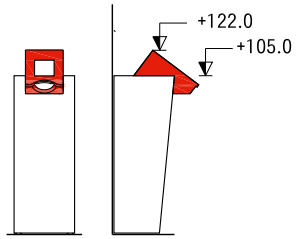
Mini Fridge I
Pedestal 90
B04.90-MF



Mini Fridge II
Pedestal 105
B04.105-MF



Ticketprinter I
Pedestal 90
B04.90-TP



Ticketprinter II
Pedestal 105
B04.105-TP

Legend B04

Element	B04
Height	-90 / -105 (cm)
Top	-CB (collecting box)
	-MF (mini fridge)
	- TP (ticket printer)
Exceptions	-!

Pedestal: Variations **1:50**

B 05 Display Cubes



Functions: Display of
- Highlights
- Large Products

Dimensions: W 40 cm
D 40 cm
H 25 cm

Colour: White
- RAL 9003 Signal White

Black
RAL 9017 Traffic Black

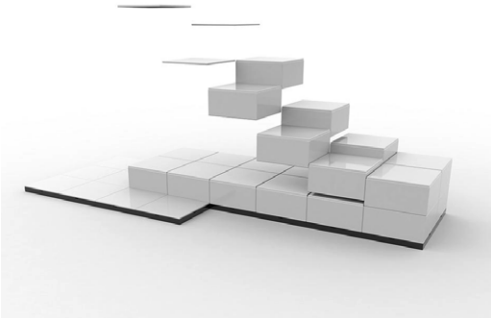
Material:
- Box: MDF varnished (RAL 9003, matt)
- Base: MDF varnished (RAL 9017, matt)

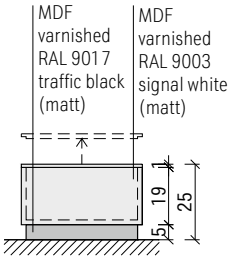
Versions: Different arrangements

Zone: Shop Window
General Zone / Active Waiting

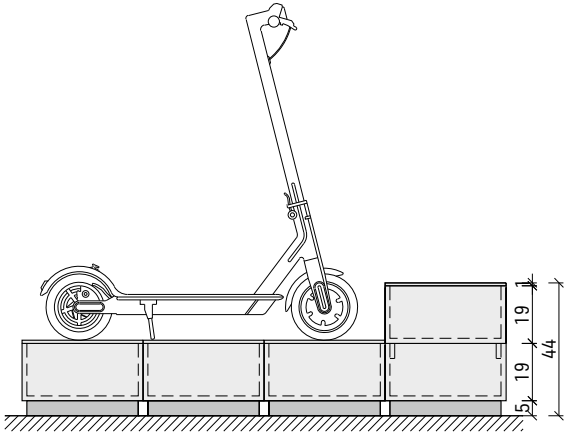
Location: Freestanding

Alternative: Easycubes®
www.easycubes.com/easycubes

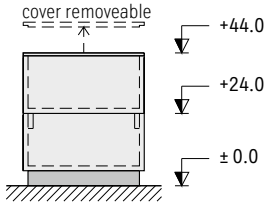




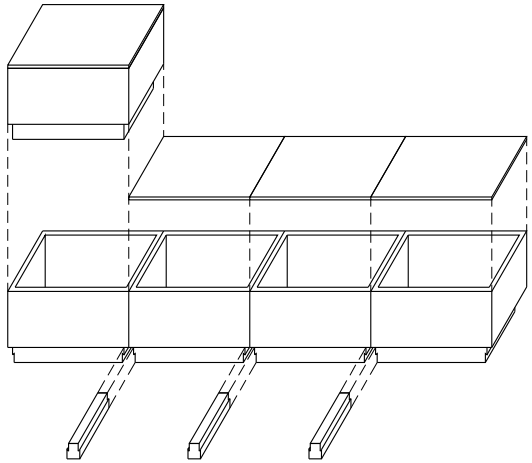
Side view 1

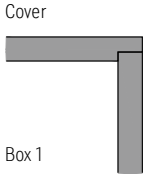


Front view

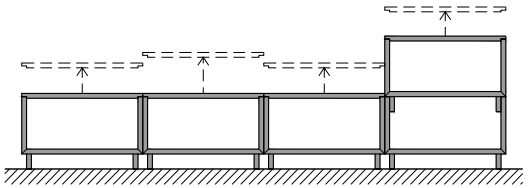


Side view 2

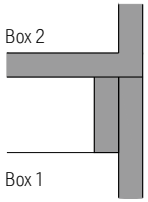




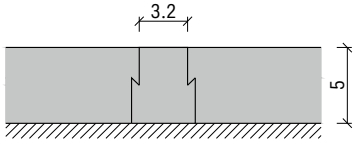
Detail 1 – Cover



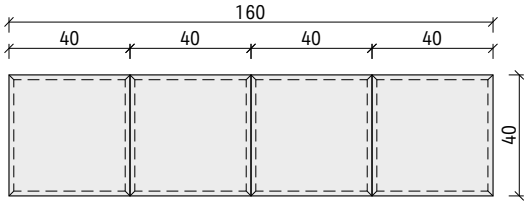
Section



Detail 2 – Stacking



Detail 3 – Base



Top view

1:25

New!

Name, Height 120, Blue

B 06 Lipsticks



Functions: Display of
- Highlights

Dimensions: Ø 30 cm
Low: H 60 / 80 / 100 cm
High: H 80 / 100 / 120 cm

Colour: White
- RAL 9003 Signal White

Red
- RAL 3020 Traffic Red

Blue
- RAL 240 60 20 A1 Cool Blue

Material:
- MDF varnished

Versions: Different colour styles
With / without Honeycomb Foliation
(Foliation for special promotions only)

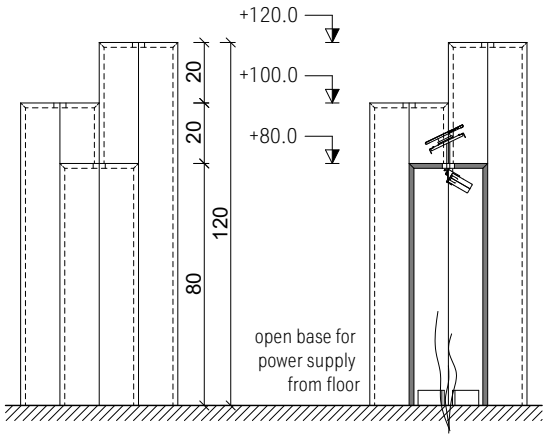
Zone: Shop Window
General Zone / Active Waiting

Location:
- A1 Brand Shops
- Pop-up-Stores

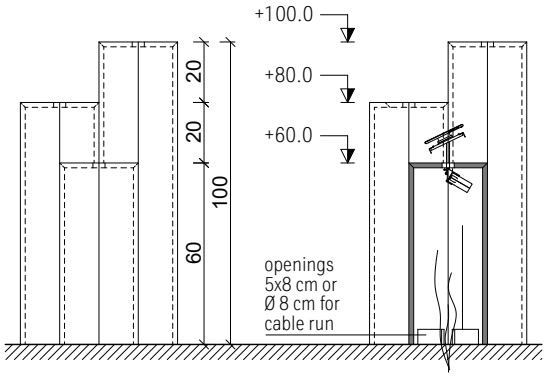
Freestanding

New!

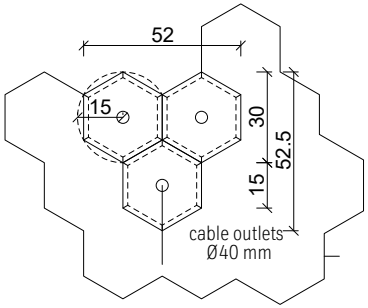
Name, Height 120, Blue



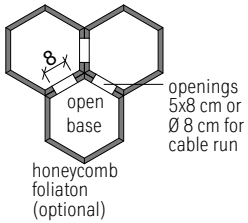
Front view High **Section High**



Front view Low **Section Low**



Top view

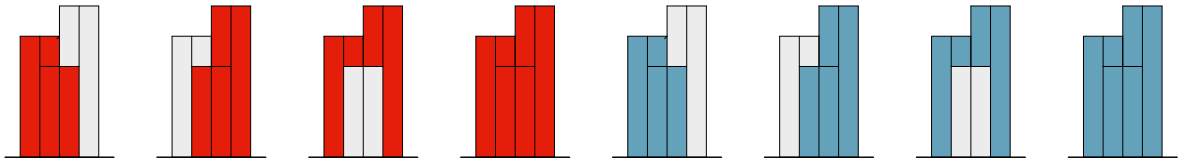


Horizontal section

Material
MDF or Chipboard
RAL 3020 traffic red (high gloss)
RAL 9003 signal white (matt)
RAL 240 60 20 A1 cool blue (matt)

Statics
All 3 Honeycombs are constructively connected.

Ensure tilt safety by taking appropriate measures!
(e.g. fixing the group to the floor, adding respective weight)



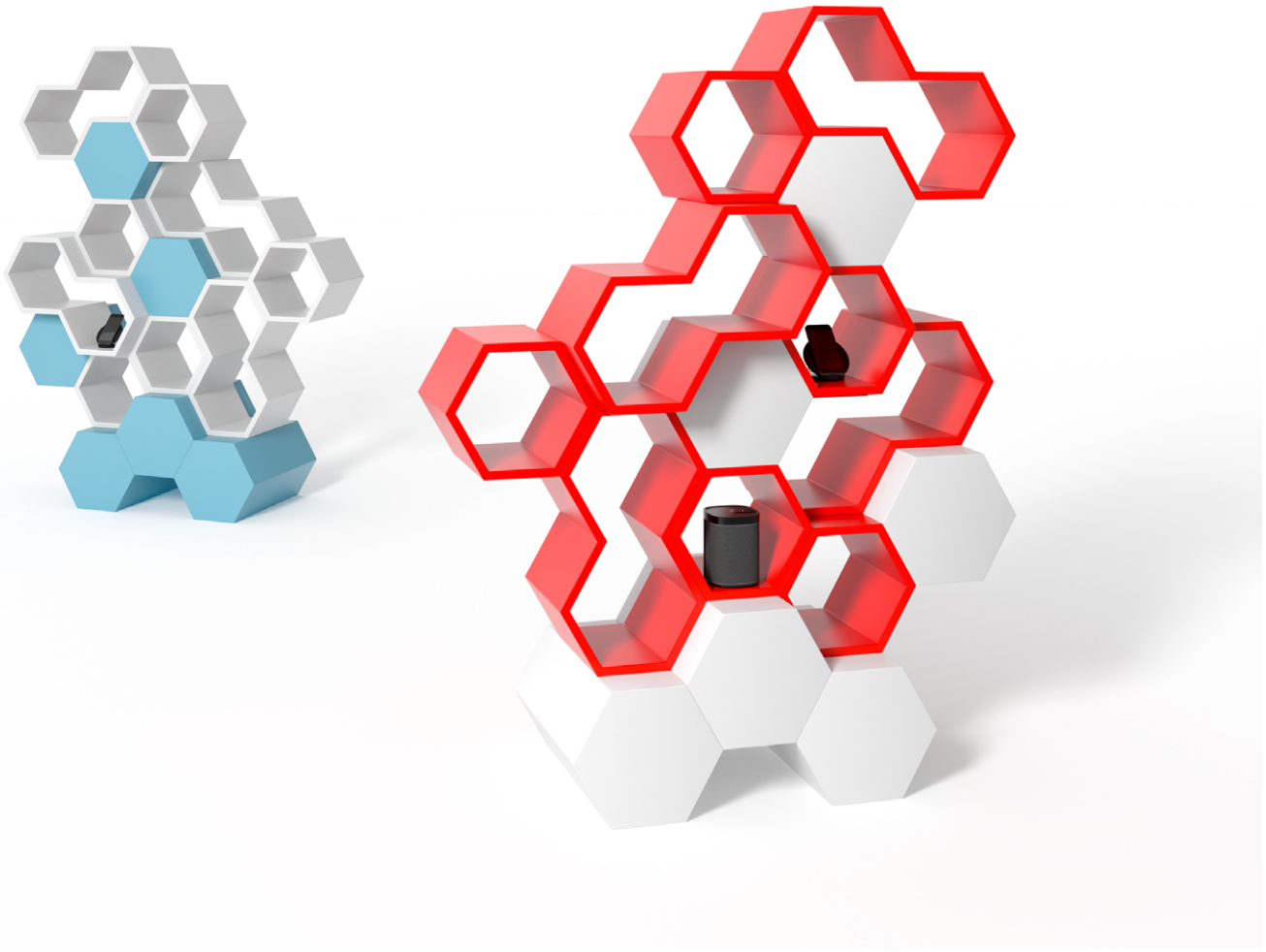
B06-100.A-R B06-120.A-R | B06-100.B-R B06-120.B-R | B06-100.C-R B06-120.C-R | B06-100.D-R B06-120.D-R | B06-100.A-B B06-120.A-B | B06-100.B-B B06-120.B-B | B06-100.C-B B06-120.C-B | B06-100.D-B B06-120.D-B

Legend B06

Element	B06
Height	-100 / -120
Variant	.A / .B / .C / .D
Colour	-R (Red) / -B (Blue)
Exceptions	-!

New!

B 07 Honeycomb Display



Functions: Display of
- Products

Dimensions: B 135 cm
T 50 cm
H 175 cm

Colour: White
- RAL 9003 Signal White

Red
- RAL 3020 Traffic Red

Blue
- RAL 240 60 20 A1 Cool Blue

Material:
- MDF varnished

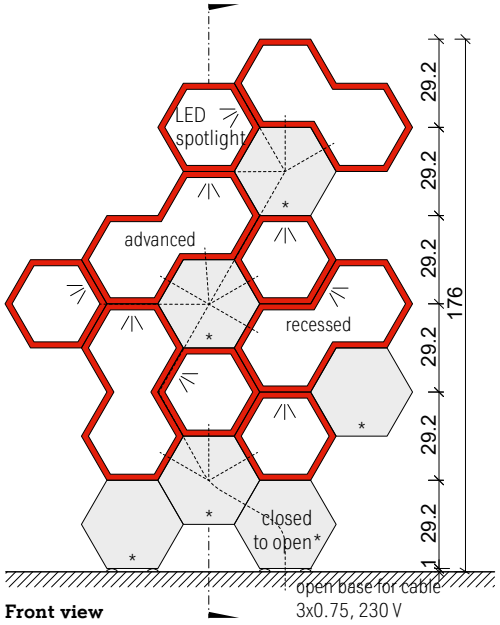
Versions: Different colour styles

Zone: Shop Window

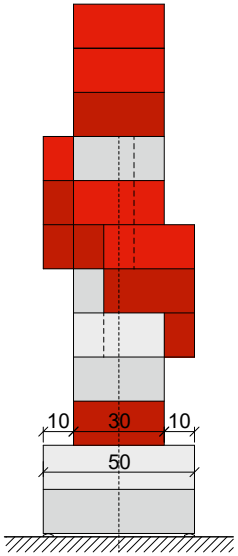
Location:
- A1 Brand Shops
- Pop-up-Stores

Freestanding

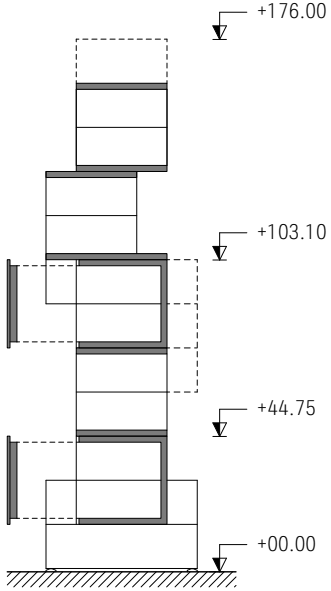
New!



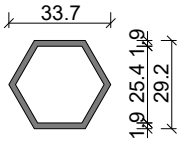
Front view



Side view

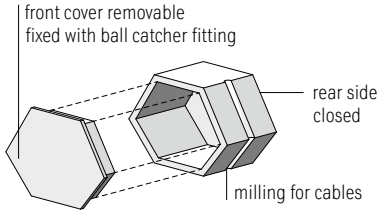


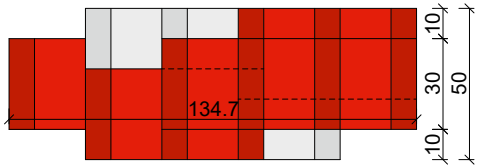
Section



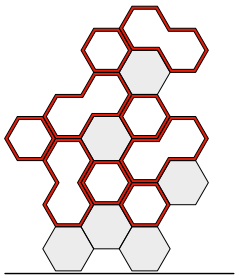
Module Geometry

Material: MDF or Chipboard
Colours: RAL 3020 Traffic Red. High gloss
RAL 9003 Signal White
RAL 240 60 20 A1 Cool Blue

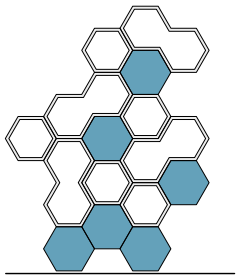




Top view



B07-R

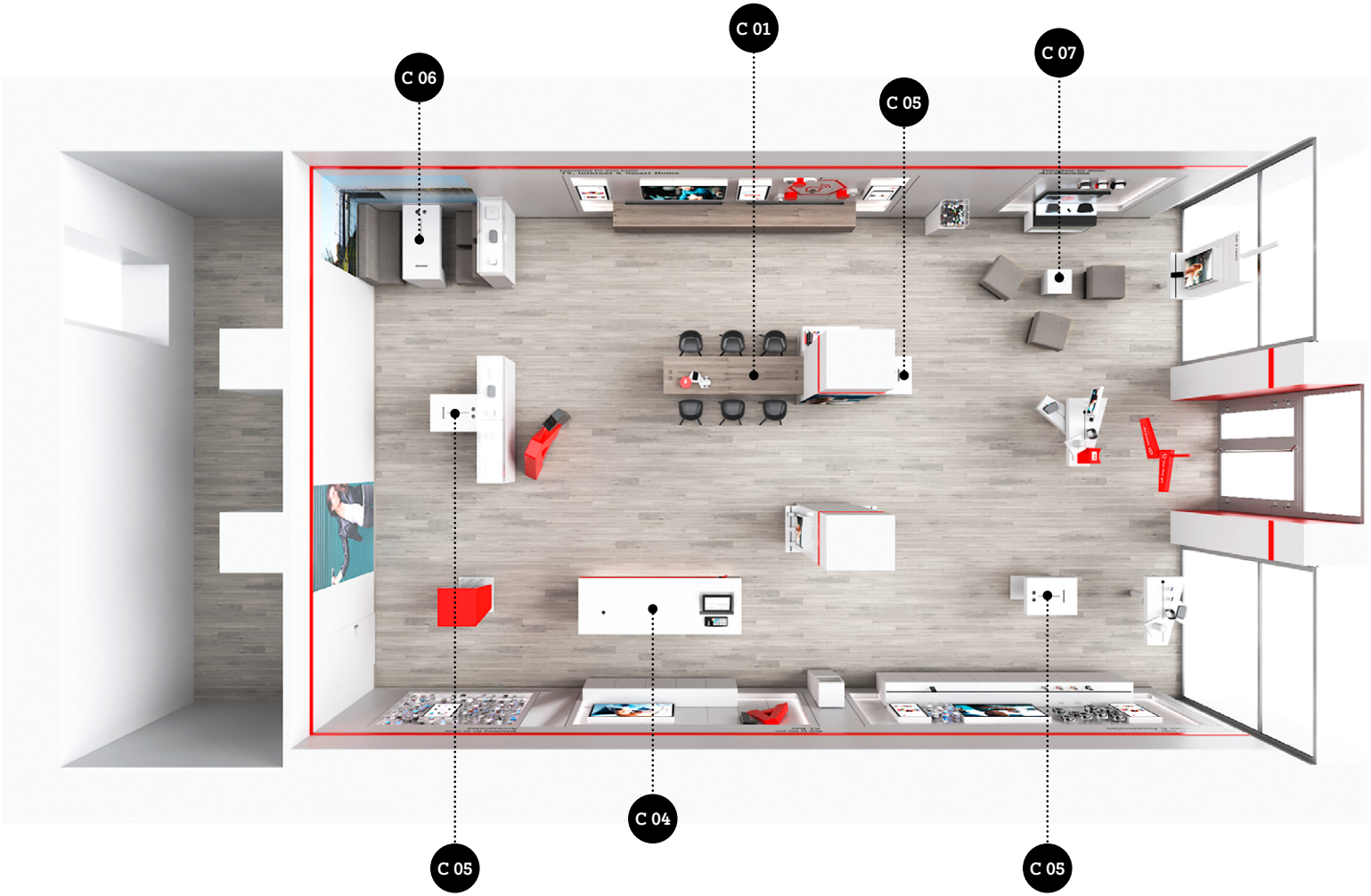


B07-B

Legend B07

Element	B07
Colour	-R / -B
Exceptions	-!

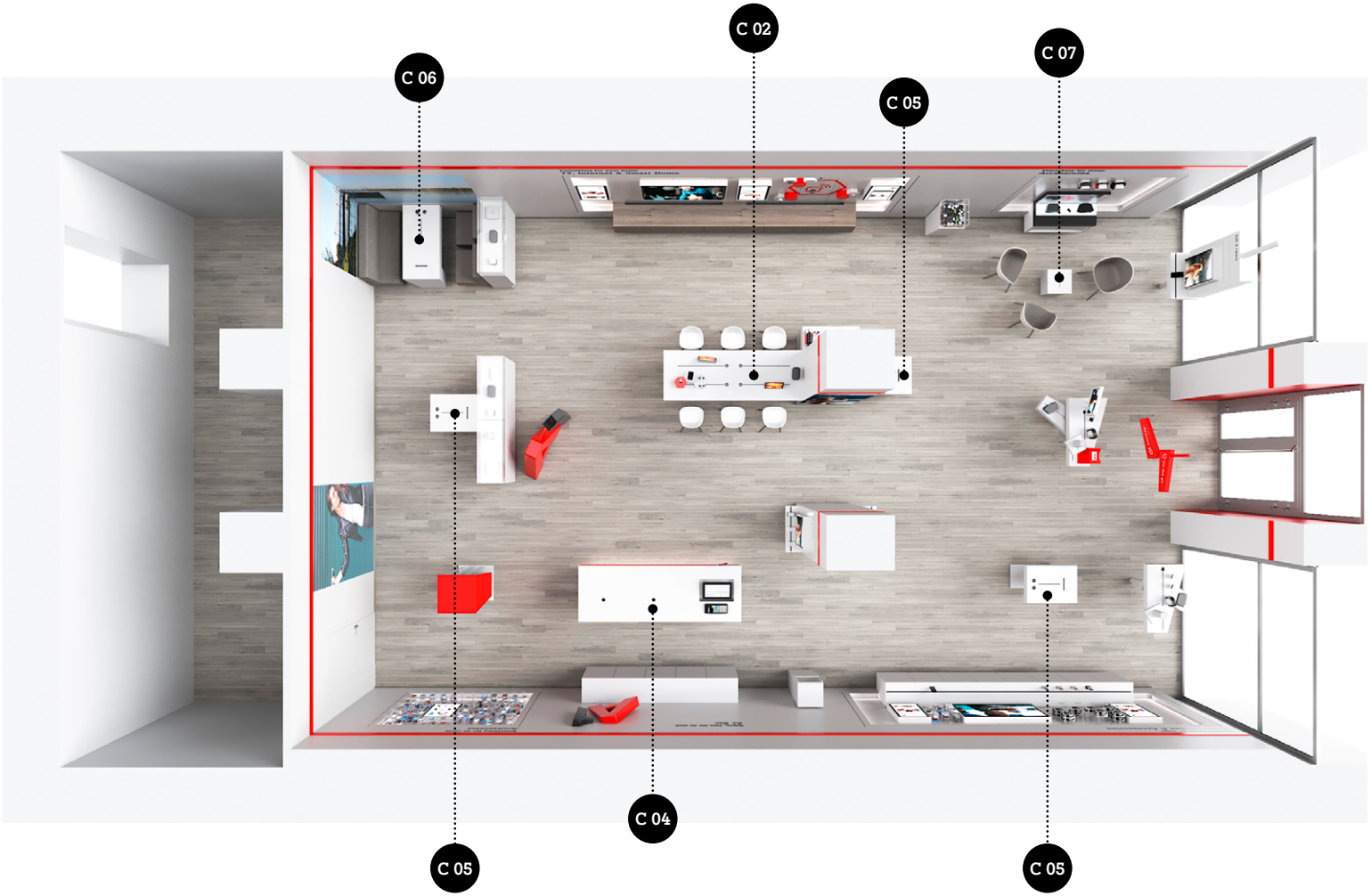
1:50 **1:25**



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
C 08 Wait & Consult
C 09 Waiting Table – Corner
C 10 Honeycomb Table

See also next pages



Tables

C 01 Waiting Table
C 02 Product Table
C 03 A1 Table
C 04 A1 Bar
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C 10 Honeycomb Table

See also previous and next page



Tables

C 01 Waiting Table
C 02 Product Table
C 03 A1 Table
C 04 A1 Bar
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C 09 Waiting Table – Corner
C 10 Honeycomb 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

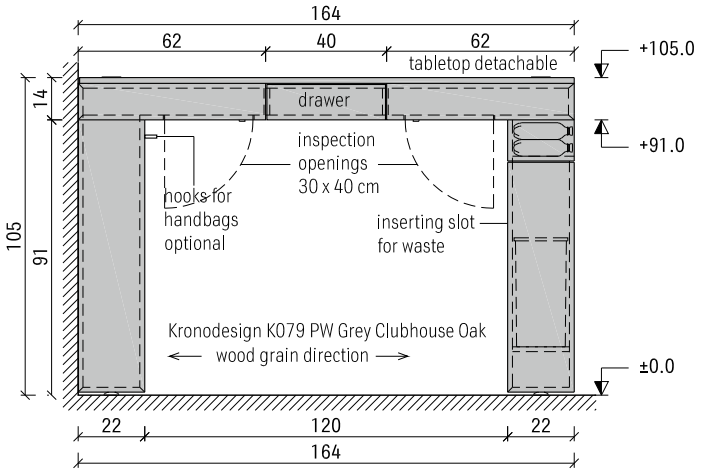
Material:
- Table: Chipboard coated
  (KRONODESIGN K079 PW)

Versions:
- Different sizes
- Freestanding / Attached to column/wall
- Drawer Left / Right
- Different Tabletops

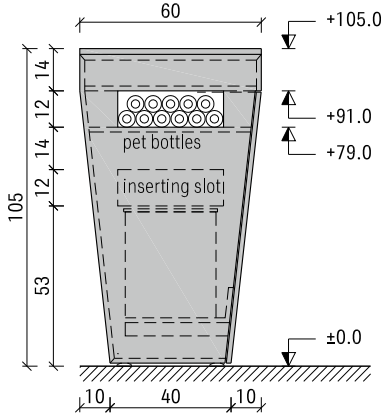
Combo: D 24 HAY AAS32 black

Zone: General Zone / Active Waiting

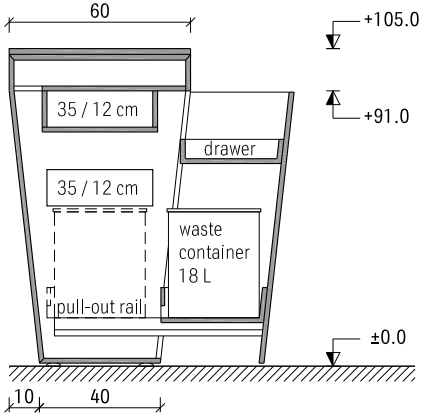
Location:
- Close to Home Wall (view to A1 TV)
- Close to Coffeebar
- Close to A1 Bar



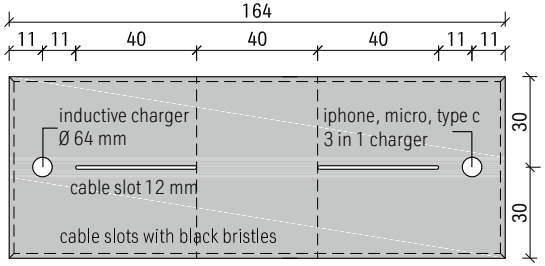
Front view



Side view

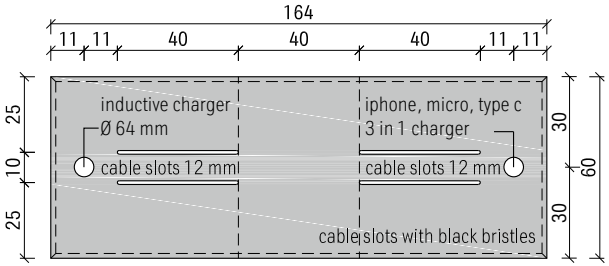


Side view – Open Pullout

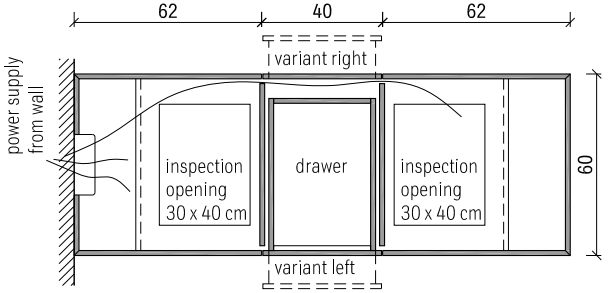


Top view – Tabletop I (2 cable slots)

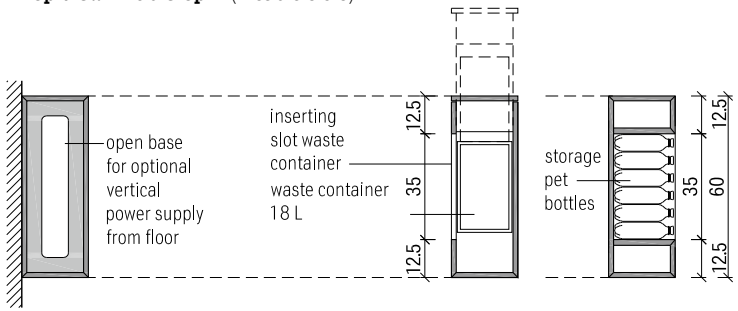
inductive charger and 3 in 1 charger can be swapped



Top view – Tabletop II (4 cable slots)

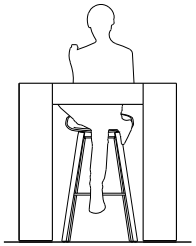


Top view – Open Tabletop

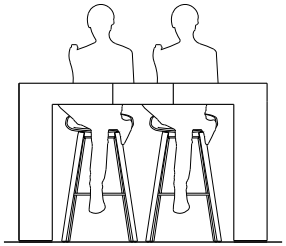


Horizontal section – Table legs

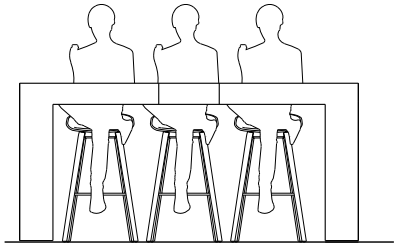
1:25



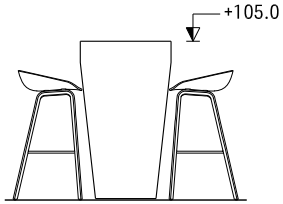
X-Small: 104 cm
(2 Persons)



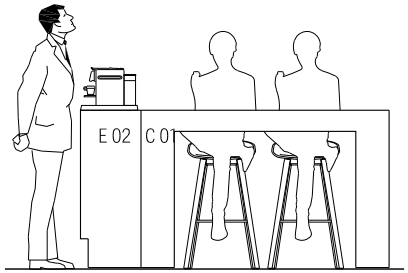
Small: 164 cm (4 Persons)



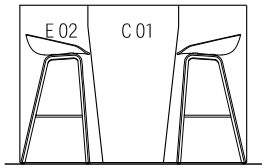
Large: 224 cm (6 Persons)



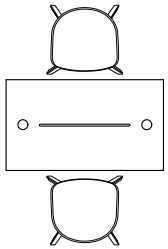
Side view



Front view (combination)

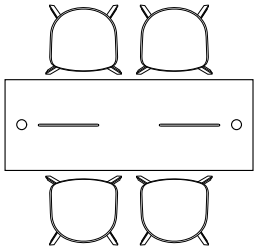


Side view (combination)



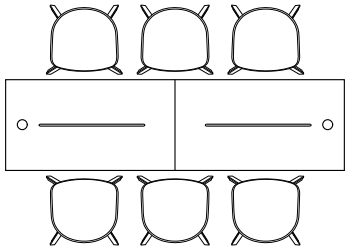
X-Small: Tabletop I

C01.104-FS-L-TI
C01.104-WA-L-TI
C01.104-FS-R-TI
C01.104-WA-R-TI



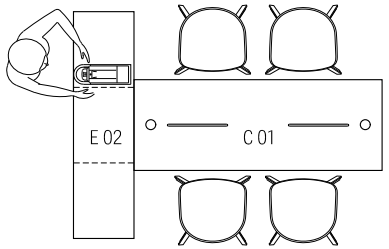
Small: Tabletop I

C01.164-FS-L-TI
C01.164-WA-L-TI
C01.164-FS-R-TI
C01.164-WA-R-TI

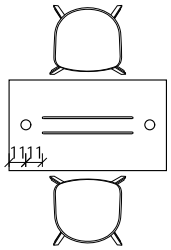


Large: Tabletop I

C01.224-FS-L-TI
C01.224-WA-L-TI
C01.224-FS-R-TI
C01.224-WA-R-TI

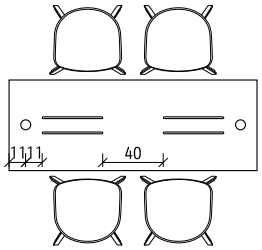


Top view (combination)



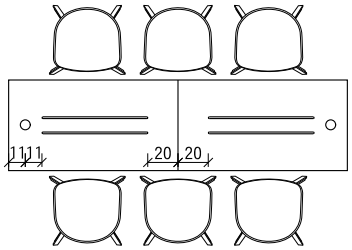
X-Small: Tabletop II

C01.104-FS-L-TII
C01.104-WA-L-TII
C01.104-FS-R-TII
C01.104-WA-R-TII



Small: Tabletop II

C01.164-FS-L-TII
C01.164-WA-L-TII
C01.164-FS-R-TII
C01.164-WA-R-TII



Large: Tabletop II

C01.224-FS-L-TI
C01.224-WA-L-TI
C01.224-FS-R-TI
C01.224-WA-R-TII

Legend C01

Element	C01
Length	.104 / .164 / .224 (cm)
Location	-FS (freestanding)
	-WA (wall-mounted)
Location of drawer	-L (left) / -R (right)
Tabletop	-TI (tabletop I) / -TII (tabletop II)
Exceptions	-!

Waiting Table: 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 Star Favorit Superfront 1.0, Decor 1118 LI

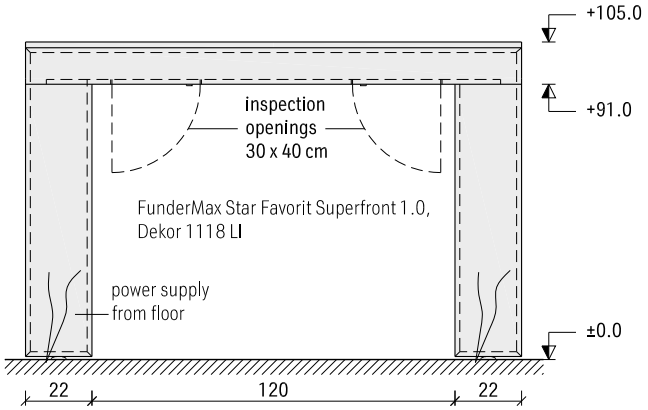
Material:
- Table: Chipboard coated (FunderMax Star Favorit Superfront 1.0, Decor 1118 LI)

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

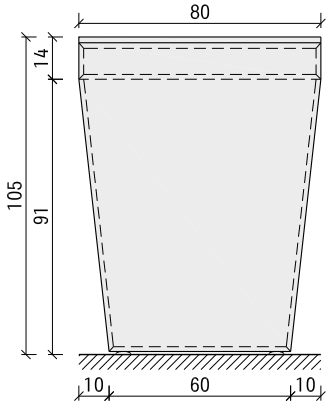
Combo: D 24 HAY AAS32 white seat/oak legs

Zone: General Zone / Active Waiting

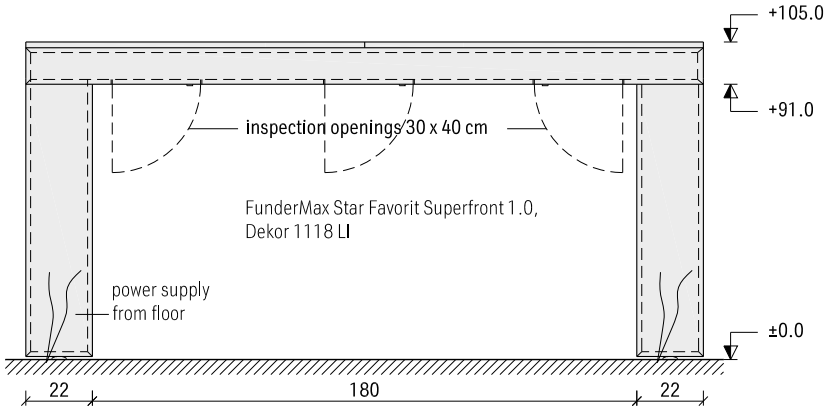
Location:
- Within the shop
- Shop Window



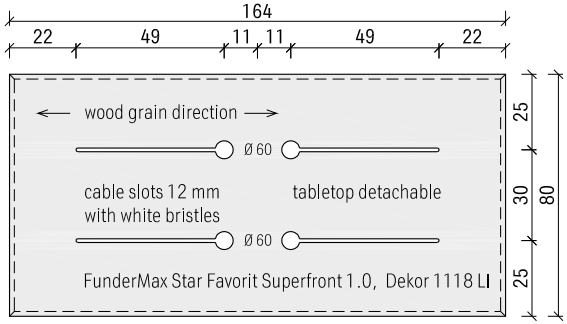
Front view (4 seats)



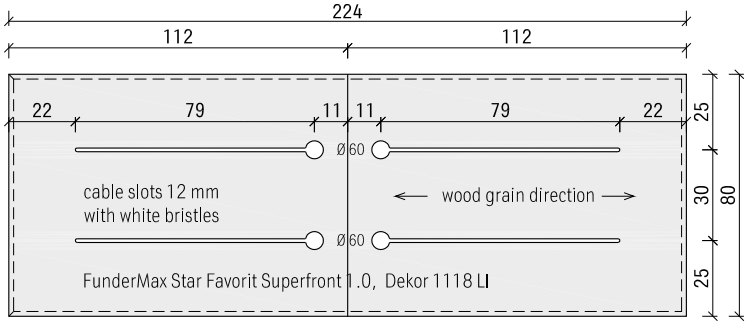
Side view



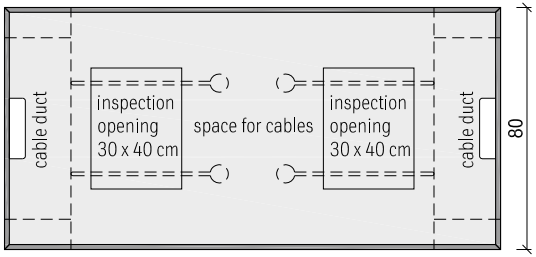
Front view (6 seats)



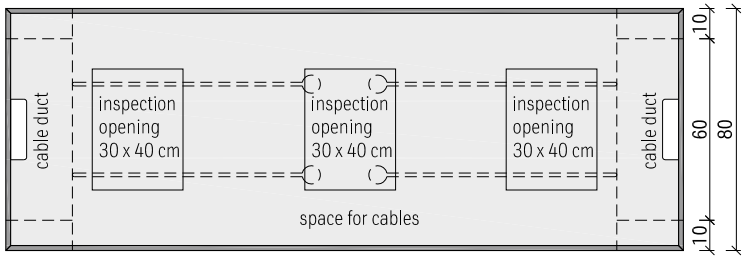
Top view (4 seats)



Top view (6 seats)

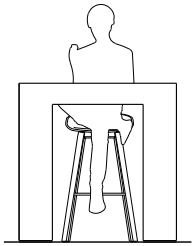


Top view – Open Tabletop (4 seats)

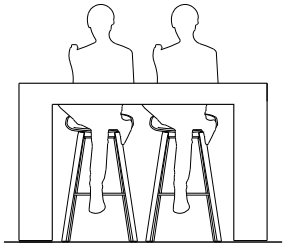


Top view – Open Tabletop (6 seats)

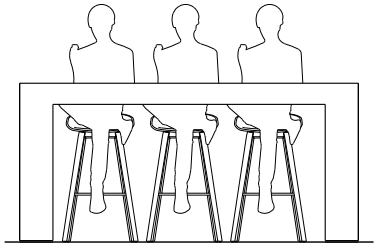
1:25



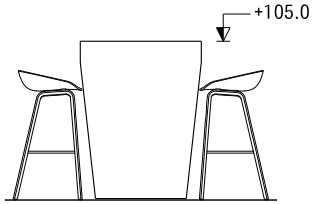
X-Small: 104 cm (2 Persons)



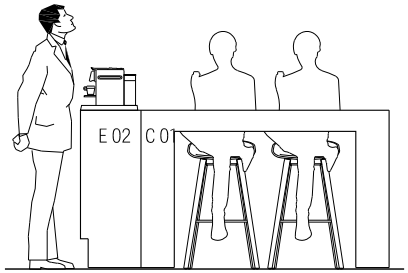
Small: 164 cm (4 Persons)



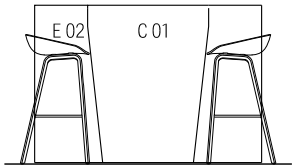
Large: 224 cm (6 Persons)



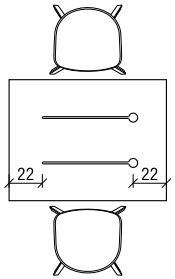
Side view



Front view (combination)



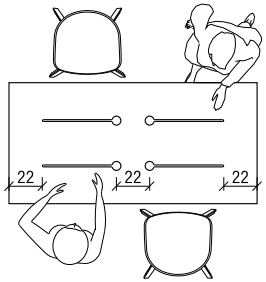
Side view (combination)



X-Small: Tabletop

C02.104-FS

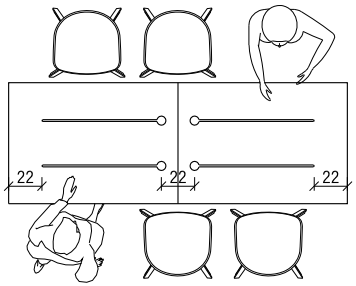
C02.104-WA



Small: Tabletop

C02.164-FS

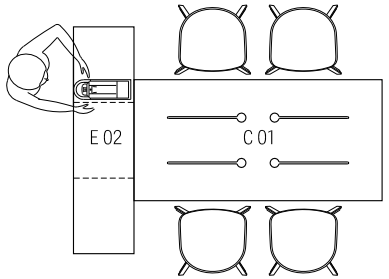
C02.164-WA



Large: Tabletop

C02.224-FS

C02.224-WA



Top view (combination)

Legend C02

Element	C02
Length	.104 / .164 / .224 (cm)
Location	-FS (freestanding)
	-WA (wall-mounted)
Exceptions	-!

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 224/296/380 cm
W 90 cm
H 80/105 cm

Colour: White
- FunderMax Star Favorit Superfront 1.0, Decor 1118 LI

Wood Decor
- KRONODESIGN K079 PW Grey Clubhouse Oak

Material:
- Table: Chipboard coated (FunderMax Star Favorit Superfront 1.0, Decor 1118 LI)
- Table: Chipboard coated (KRONODESIGN K079 PW)

Versions:
- Different sizes
- Low/high

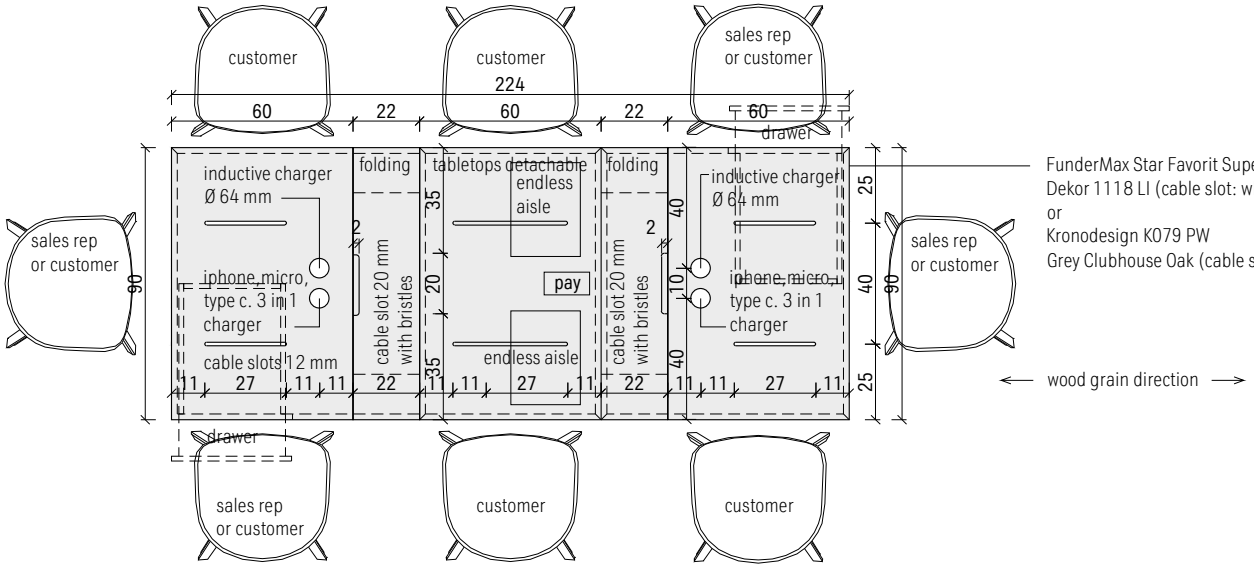
Combo: Low:
- D 21 HAY AAC10 white / red / black
- D 22 HAY AAC20 white / black
- D 05.S Honeycomb Waiting Stool red

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

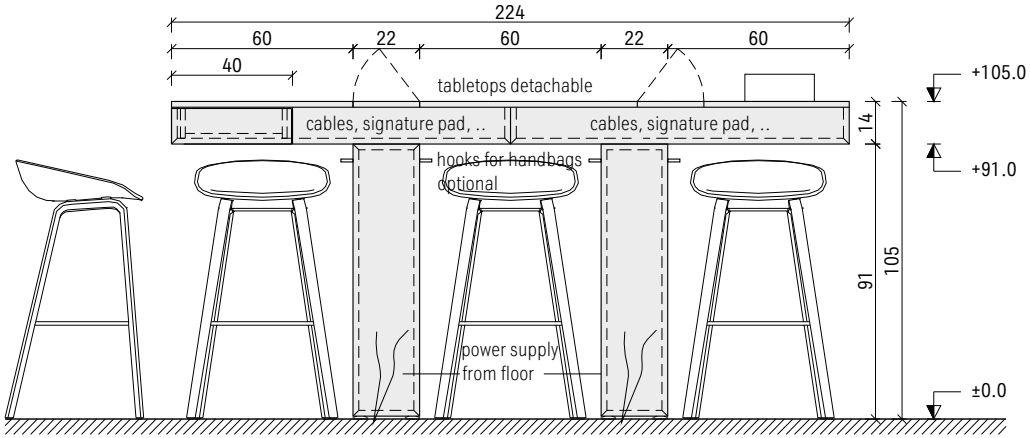
Zone: General Zone / Active Waiting

Location: Freestanding

Length 224: 6–8 seats
Length 296: 6–8 seats (see next pages)
Length 380: 8–10 seats (see next pages)

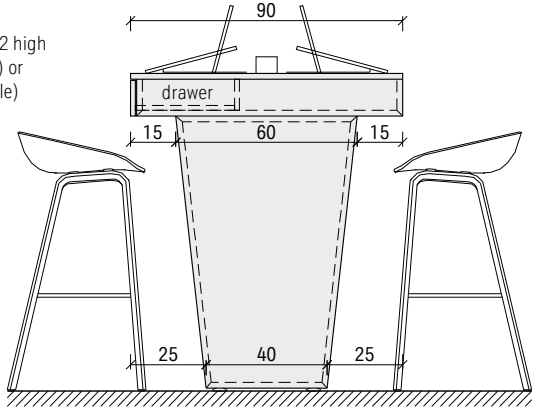


Top view (6–8 seats)



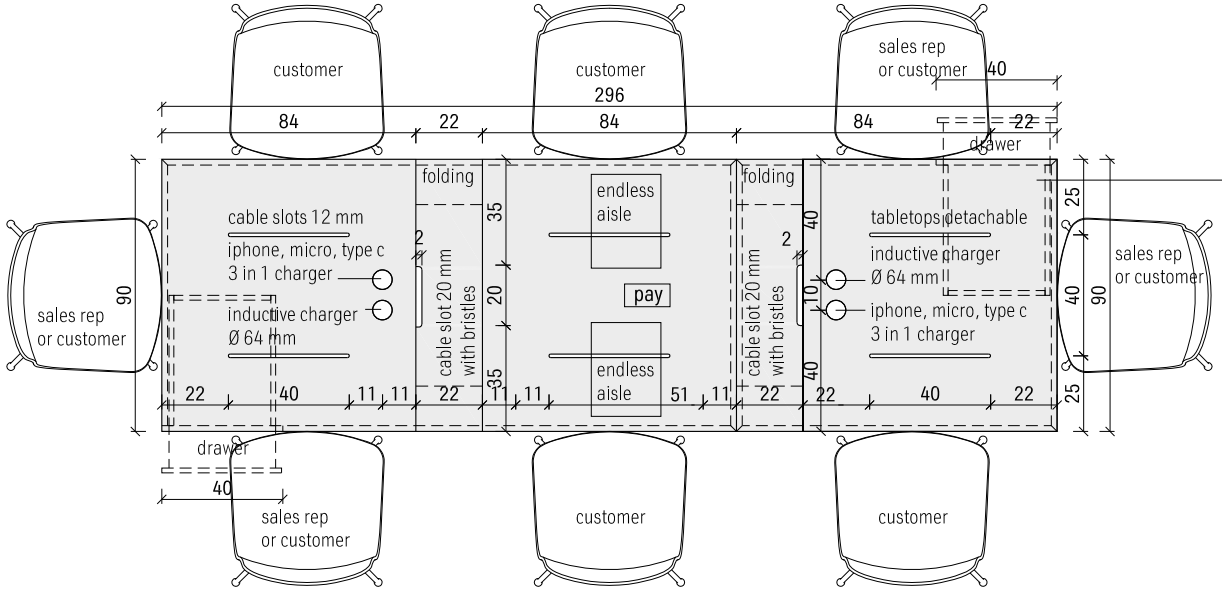
Front view (6–8 seats)

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



Side view

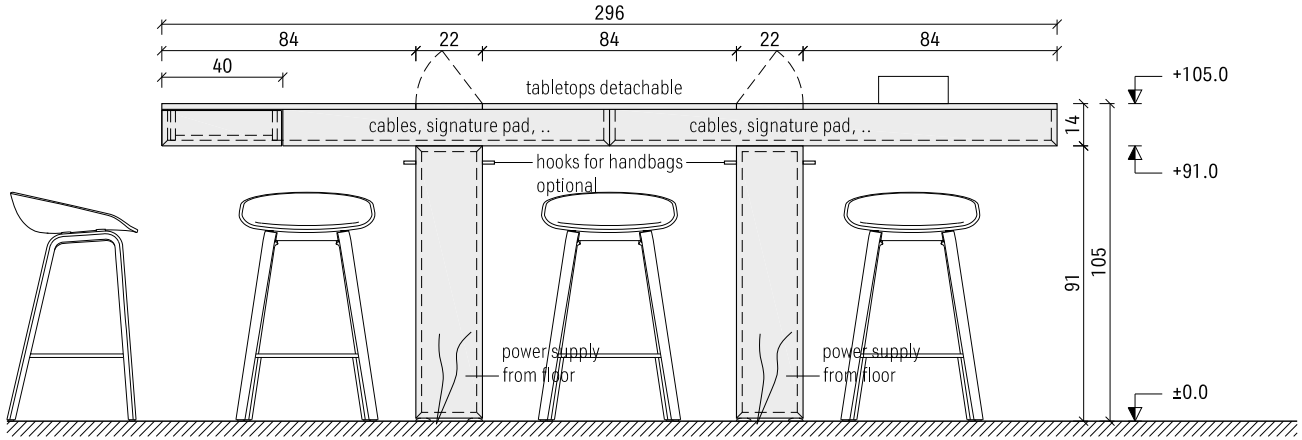
Length 224: 6–8 seats (see previous page)
Length 296: 6–8 seats
Length 380: 8–10 seats (see next page)



FunderMax Star Favorit Superfront 1.0,
Dekor 1118 LI (cable slot: white bristles)
or
Kronodesign K079 PW
Grey Clubhouse Oak (cable slot: black bristles)

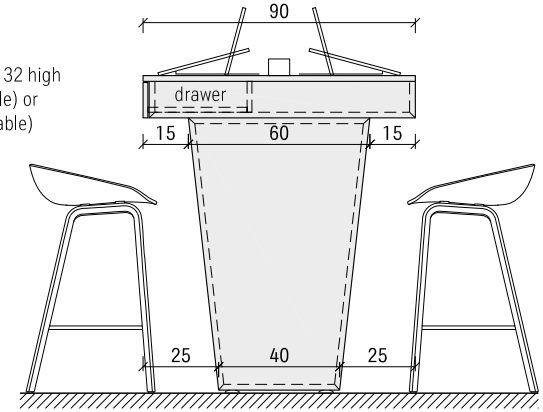
⟵ wood grain direction ⟶

Top view (6–8 seats)



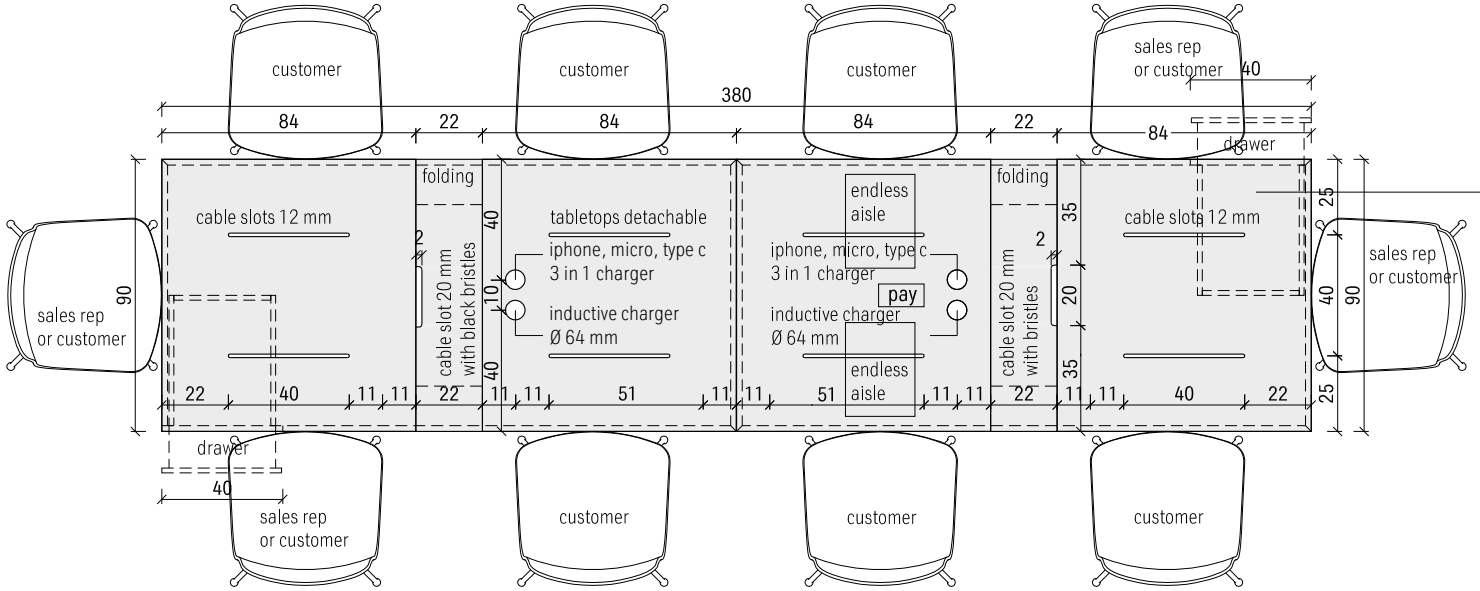
Front view (6–8 seats)

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



Side view

1:25

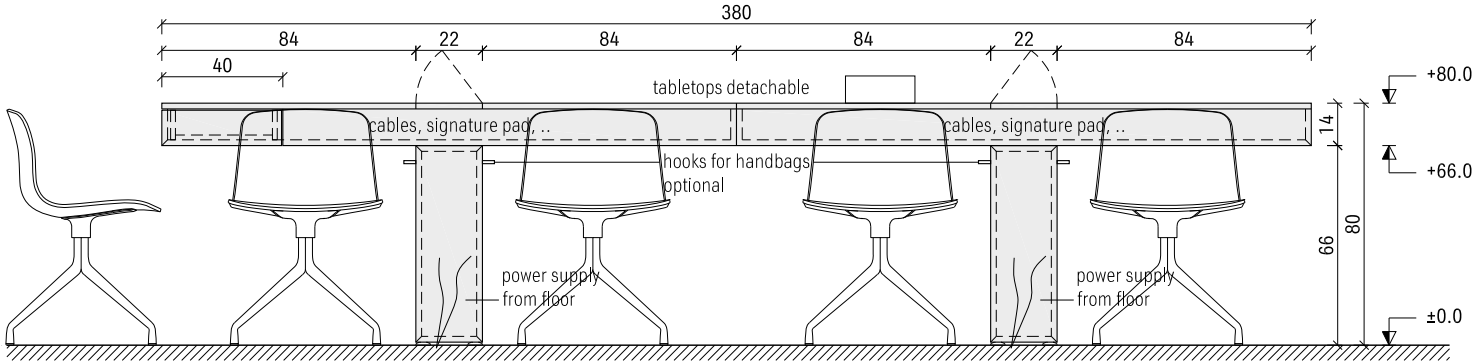


Top view (8–10 seats)

Length 224: 6–8 seats (see preceding pages)
Length 296: 6–8 seats (see preceding pages)
Length 380: 8–10 seats

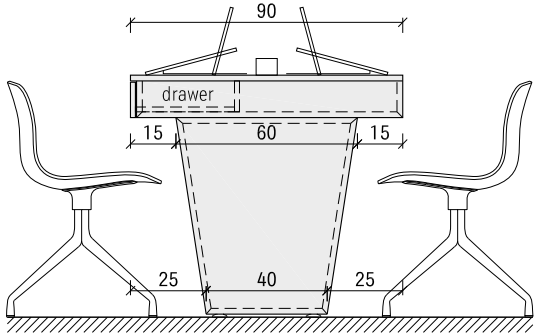
FunderMax Star Favorit Superfront 1.0,
Dekor 1118 LI (cable slot: white bristles)
or
Kronodesign K079 PW
Grey Clubhouse Oak (cable slot: black bristles)

wood grain direction



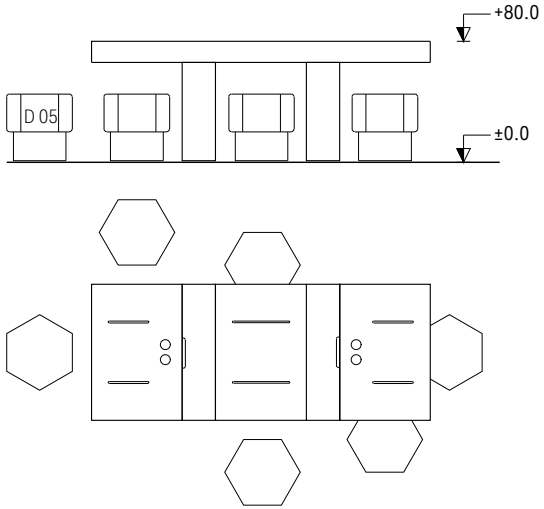
Front view (8–10 seats)

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



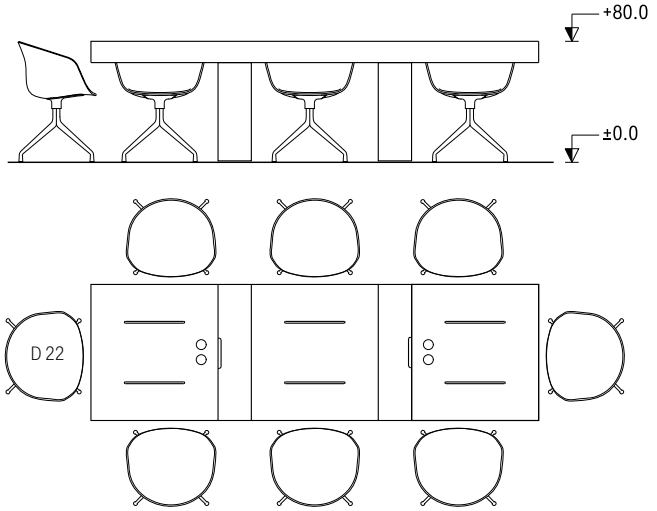
Side view

1:25



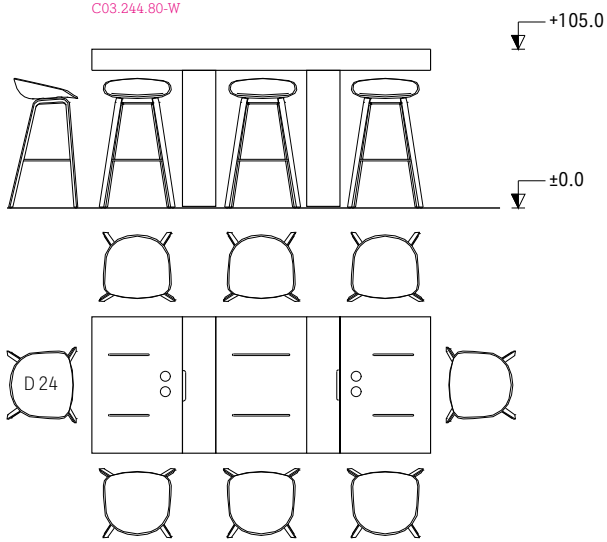
X-Small (224 cm, 6–8 persons) **& Low** (80 cm)

C03.244.80-W



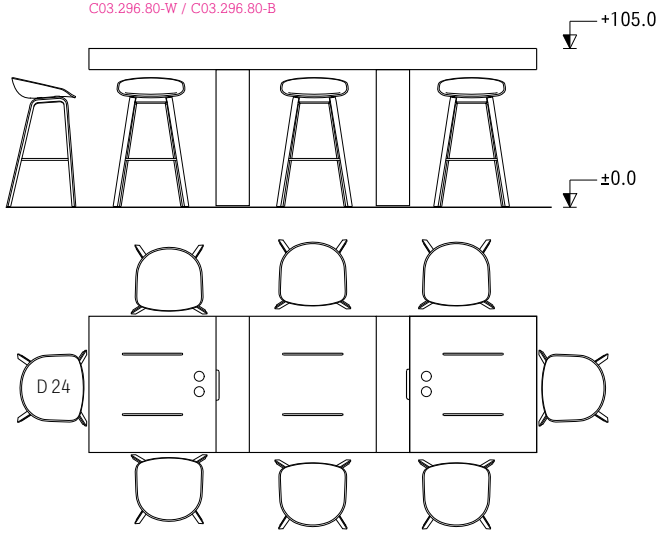
Small (296 cm, 6–8 persons) **& Low** (80 cm)

C03.296.80-W / C03.296.80-B



X-Small (224 cm, 6–8 persons) **& High** (105 cm)

C03.244.105-W / C03.244.105-B



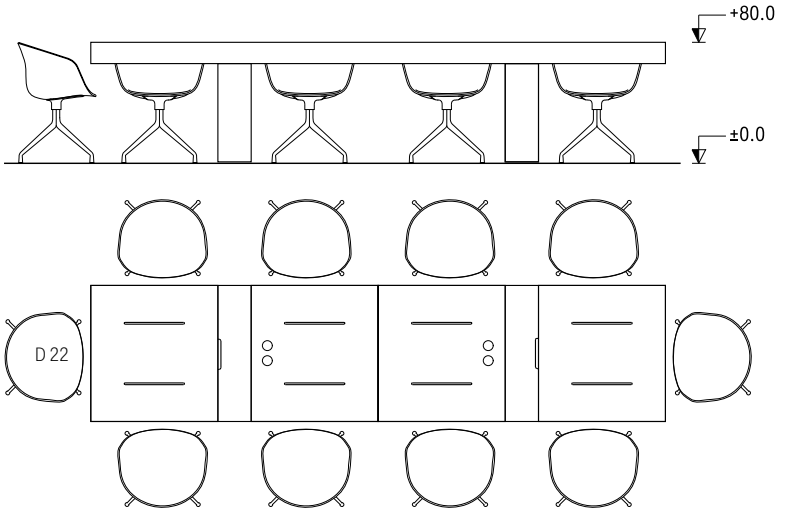
Small (296 cm, 6–8 persons) **& High** (105 cm)

C03.296.105-W / C03.296.105-B

Legend C03

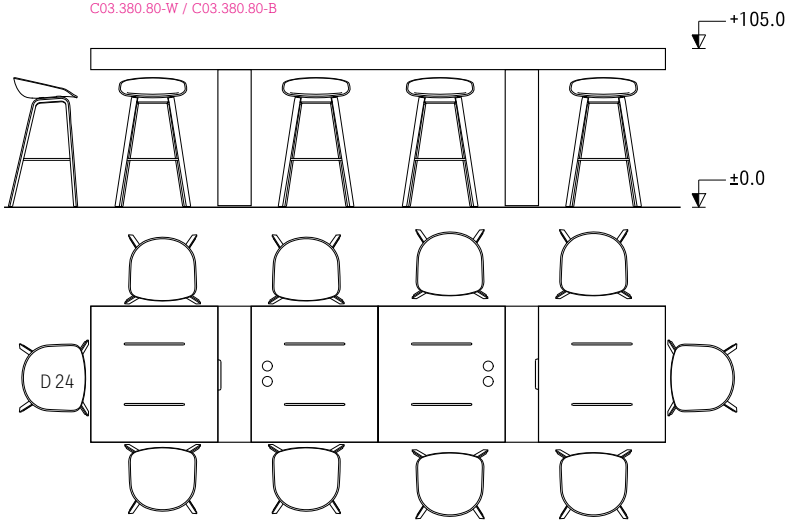
Element	C03
Length	.244 /.296 / .380 (cm)
Height	.80 / .105 (cm)
Colour	-W (white) / -B (brown)
Exceptions	-!

A1 Table: Variations **1:50**



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

C03.380.80-W / C03.380.80-B



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

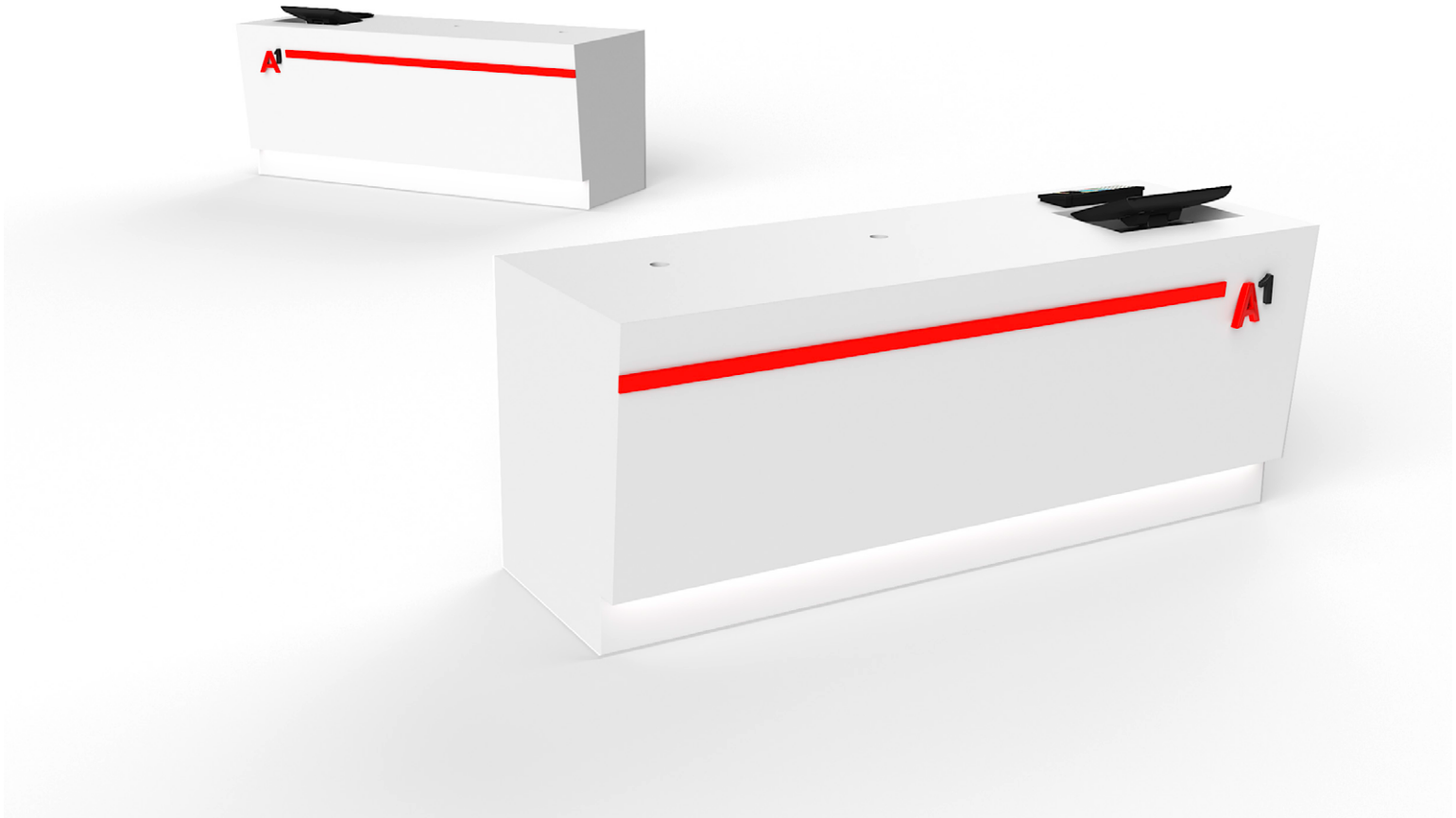
C03.380.105-W / C03.380.105-B

Legend C03

Element	C03
Length	.244 / .296 / .380 (cm)
Height	.80 / .105 (cm)
Colour	-W (white) / -B (brown)
Exceptions	-!

A1 Table: 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 Star Favorit Superfront 1.0, Decor 1118 LI

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

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

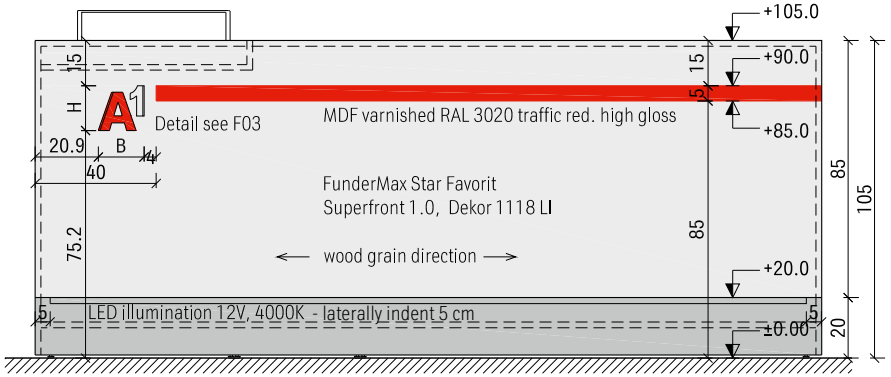
Material:
- A1 Bar: Chipboard coated (FunderMax Star Favorit Superfront 1.0, Decor 1118 LI)
- Red Stripe: MDF varnished (RAL 3020)
- „A“: Acrylic Red GS 3H67
- „1“: Acrylic Black, opaque

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

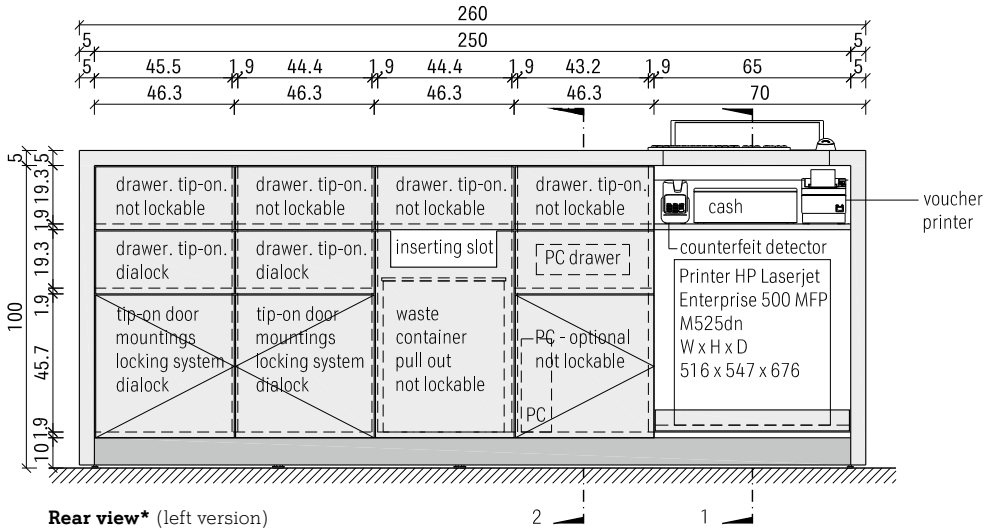
Combo:
- A 05 Bar Wall + F 21 Lettering or
- E 01 Storage + F 01 3D-Logo – Wall + F 21 Lettering

Zone: General Zone

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

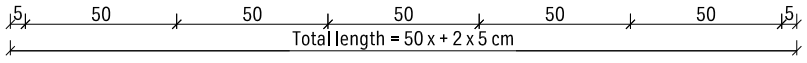


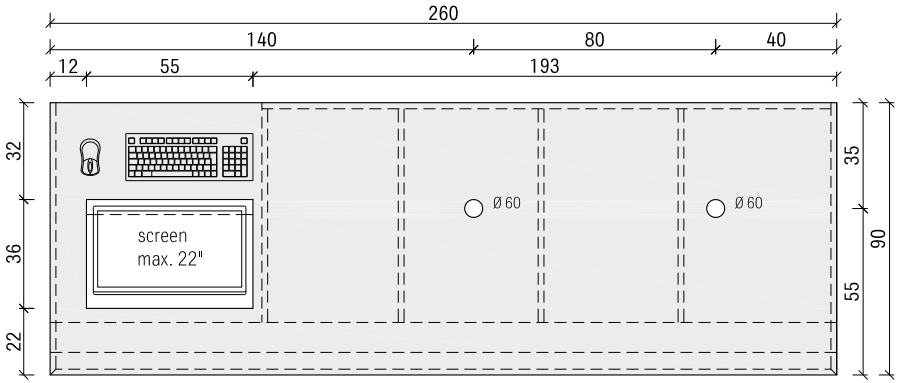
Front view* (left version)



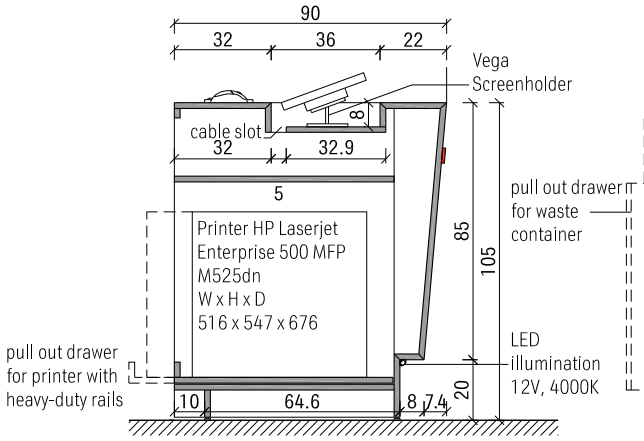
Rear view* (left version)

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

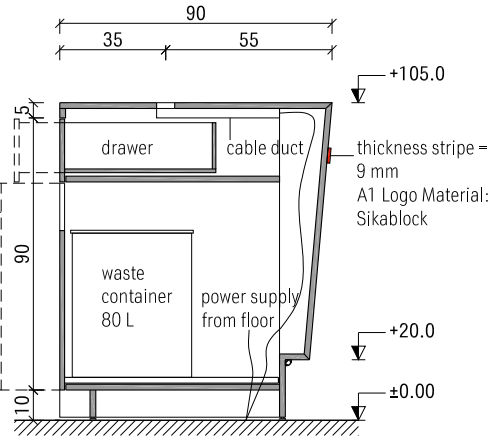




Top view (left version)



Section 1



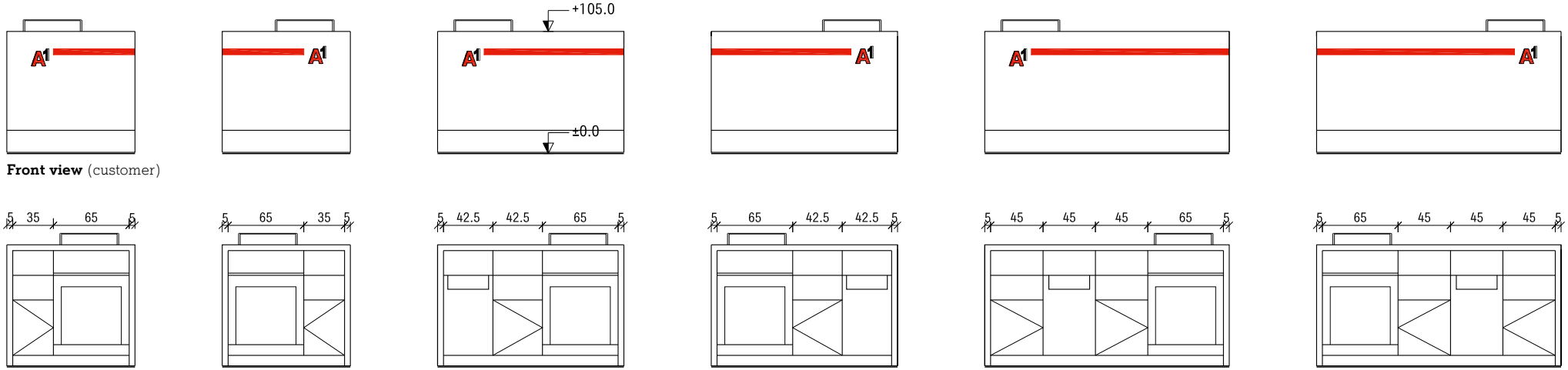
Section 2

1:25




Good to see you.
A1 Bar


Good to see you.
A1 Bar
Everything for your home
TV, Internet & Smart Home



Front view (customer)

Rear view (consultant)

Top view

2 Modules (110 cm) **Left***
C04.110-L

2 Modules (110 cm) **Right***
C04.110-R

3 Modules (160 cm) **Left***
C04.160-L

3 Modules (160 cm) **Right***
C04.160-R

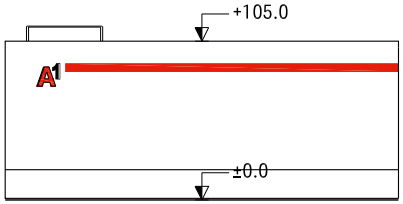
4 Modules (210 cm) **Left***
C04.210-L

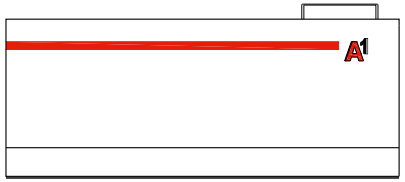
4 Modules (210 cm) **Right***
C04.210-R

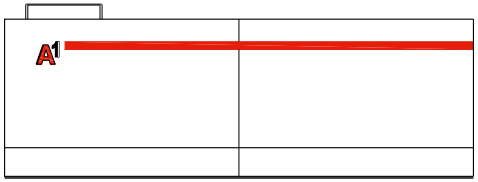
Legend C04	Element	C04
	Length	.110 / .160 / .210 / 260 / .310 (cm)
	Location of Logo	-L (left) / -R (right)
	Exceptions	-!

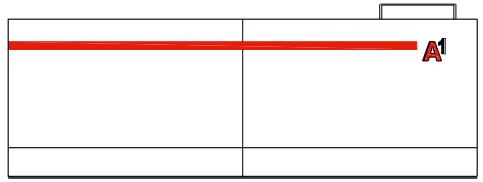
* Left / Right: Refers to location of the cashier + logo seen from the customer's perspective

A1 Bar: Variations **1:50**

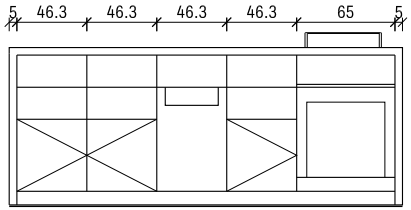


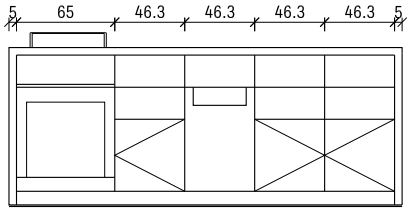


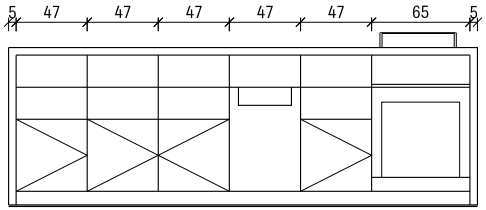


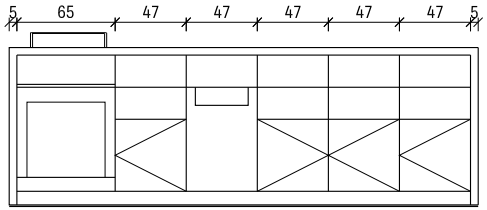


Front view (customer)

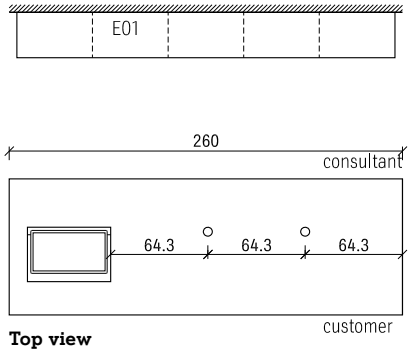


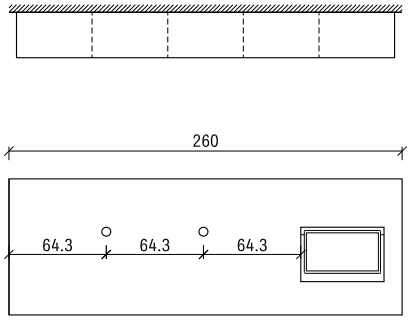


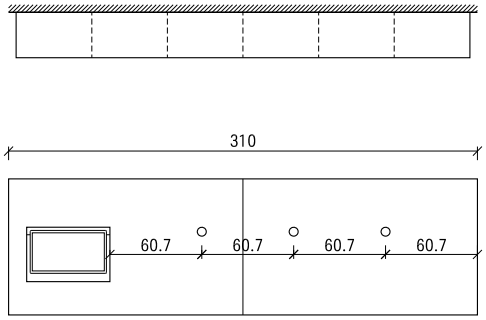


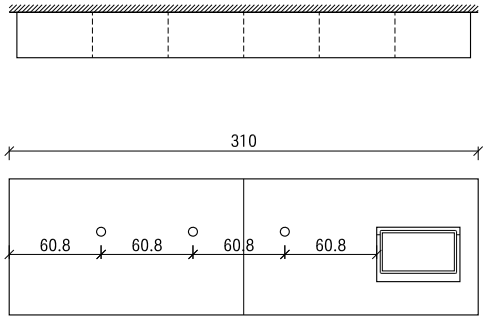


Rear view (consultant)









Top view

5 Modules (260 cm) **Left***
C04.260-L

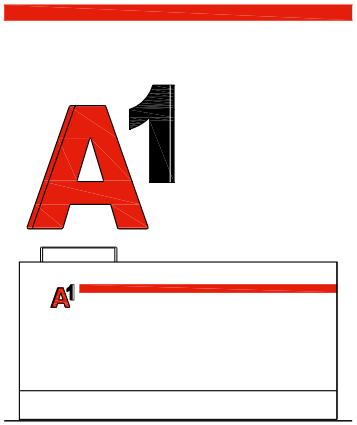
5 Modules (260 cm) **Right***
C04.260-R

6 Modules (310 cm) **Left***
C04.310-L

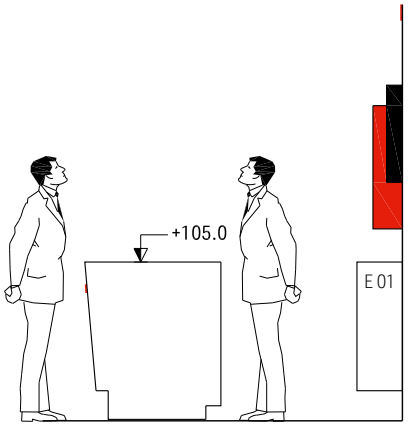
6 Modules (310 cm) **Right***
C04.310-R

* Left / Right: Refers to location of the cashier + logo seen from the customer's perspective

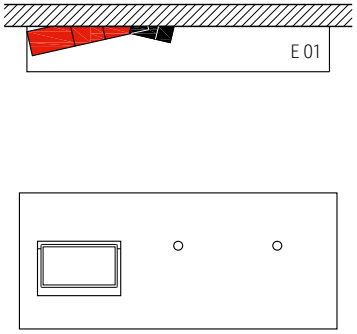
1:50



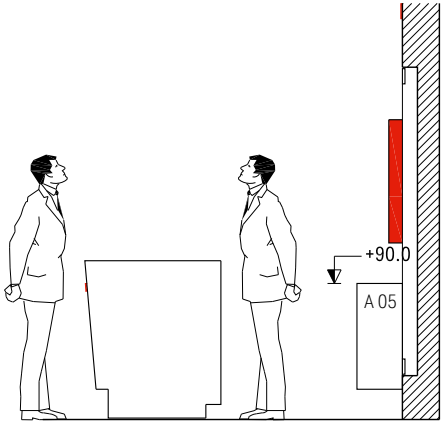
Front view (customer)



Side view (A1 Bar with storage)

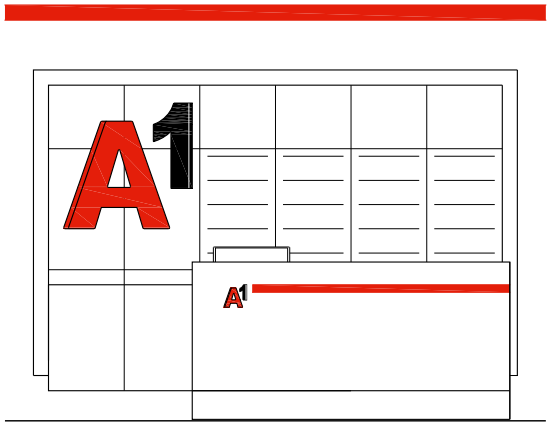


Top view

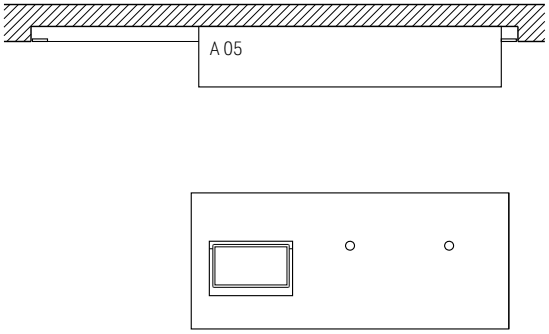


Side view (A1 Bar with Bar Wall)

A1 Bar with storage (combination) **Left***

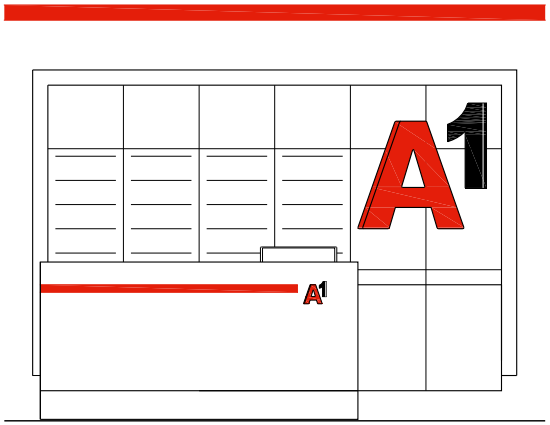


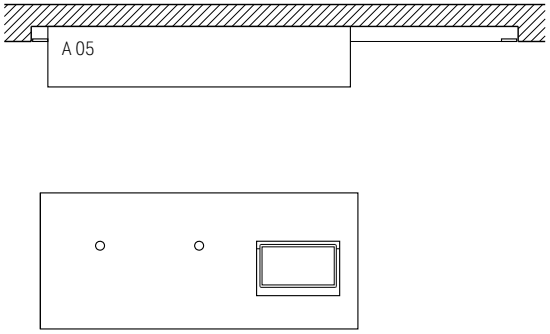
Front view (customer)



Top view

A1 Bar with Bar Wall (combination) **Left***





A1 Bar with Bar Wall (combination) **Right***

* Left / Right: Refers to location of the cashier + logo seen from the customer's perspective
* Both Logos (on the A1 Bar and on the wall (above the storage / on the Bar Wall)) always on the same side

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 Star Favorit Superfront 1.0, Decor 1118 LI

Material:
- Table: Chipboard coated (FunderMax Star Favorit Superfront 1.0, Decor 1118 LI)
- Base: Steel varnished (RAL 9003)

Versions:
- Freestanding / Attached to wall

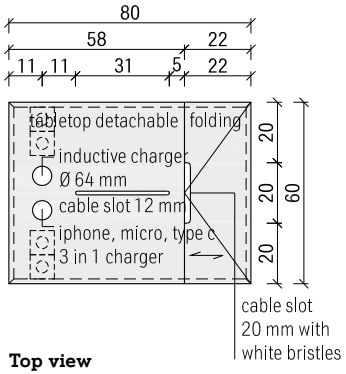
Zone: General Zone
On the way / At home

Location:
- Close to products

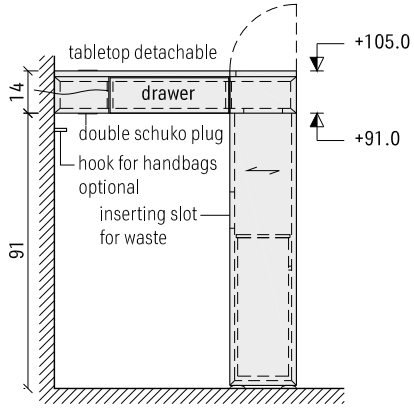
Consulting Table High – Wall

FunderMax Star Favorit
Superfront 1.0, Dekor 1118 LI

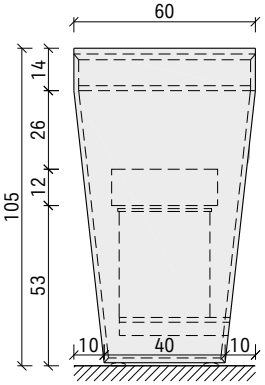
wood grain direction



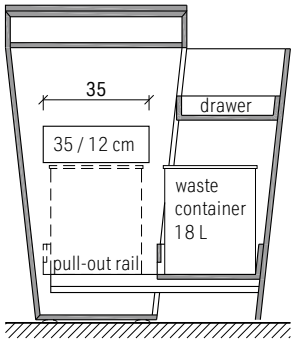
Top view



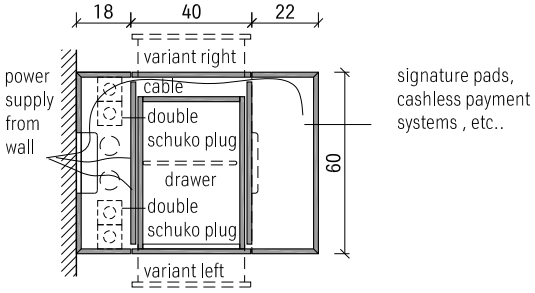
Front view



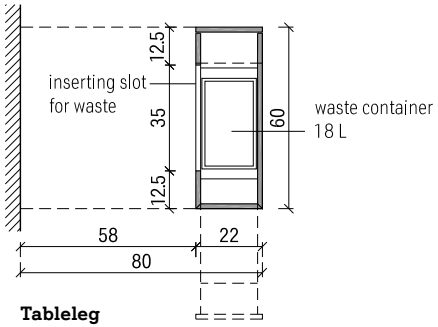
Side view



Section – Open Pullout



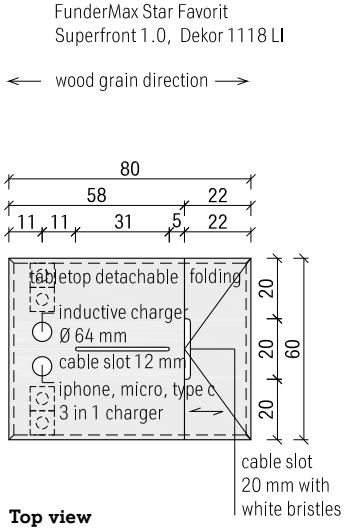
Top view – Open tabletop



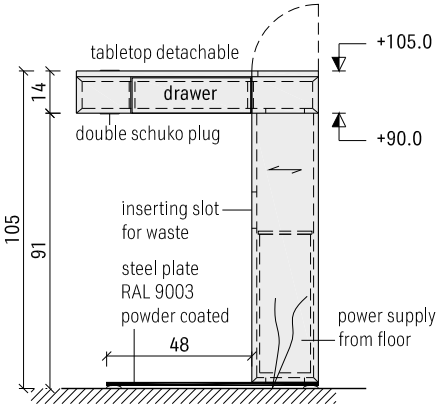
Tableleg

1:25

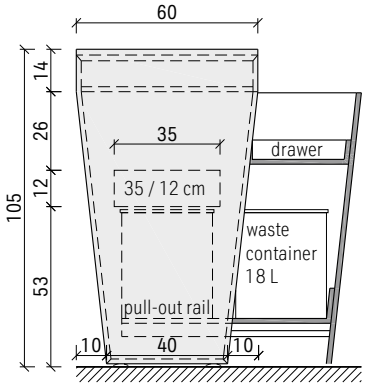
Consulting Table High – Freestanding



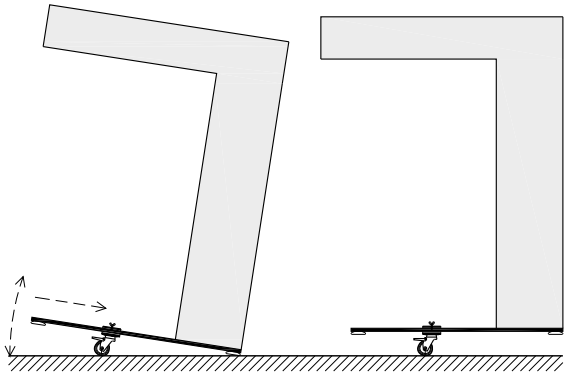
Top view



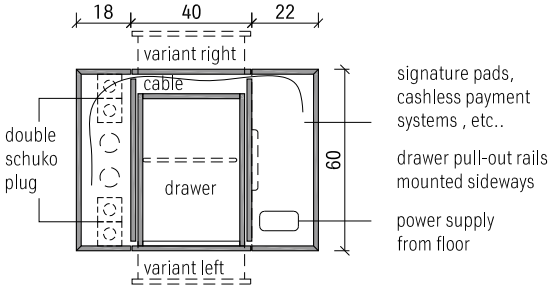
Front view



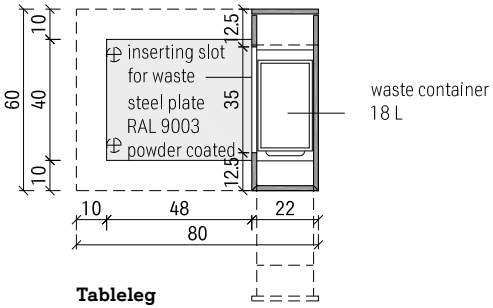
Side view – Open Pullout



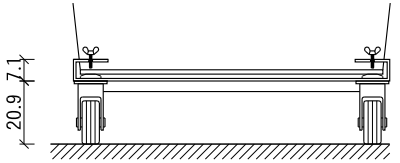
1. Pull caster profile over C05 steel base plate
2. Fix adjusting screws
3. Tilt and move C05 carfully



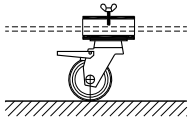
Top view – Open tabletop



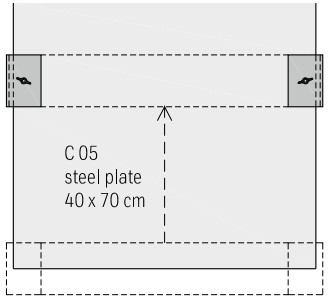
Tableleg **1:25**



Section



Type of furniture casters depending on furniture weight.



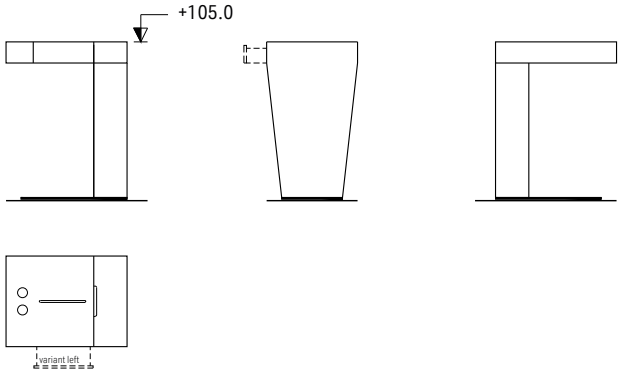
Top view

Casters shown in this drawing:Häfele 663.17.040 diameter 50 mm swieveling, plate mount with brake load capacity 30 kg each.

This trolley is for internal use only! Keep away from customers!

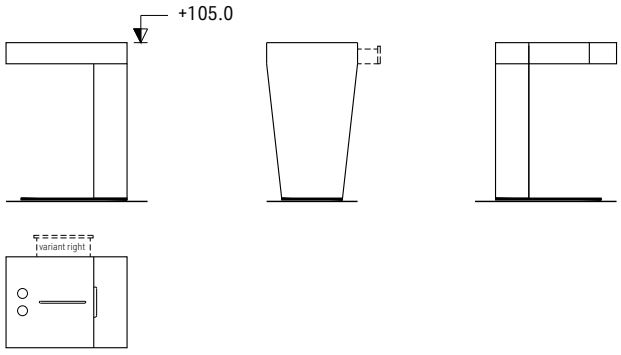
Trolley for Consulting Table High – Freestanding **1:10**

Freestanding



Drawer Left

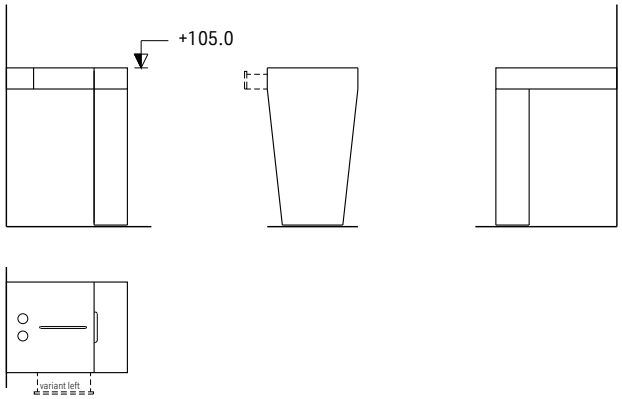
C05.FS-L



Drawer Right

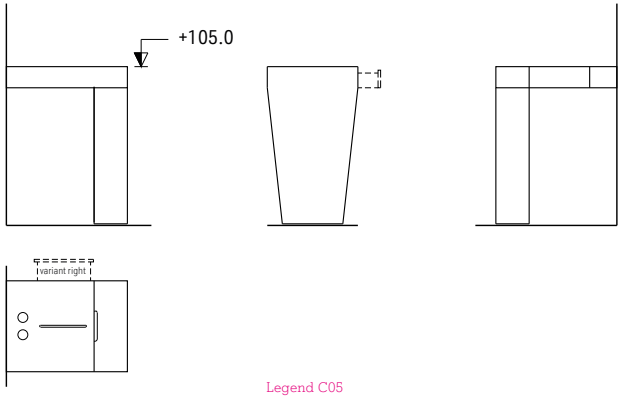
C05.FS-R

Wall-Mounted



Drawer Left

C05.WA-L



Drawer Right

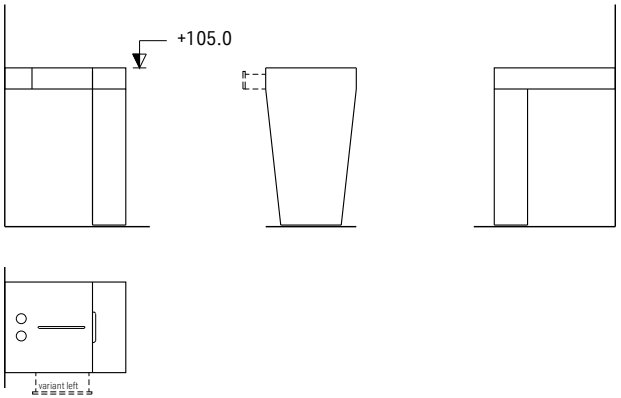
C05.WA-R

Legend C05

Element	C05
Location	.FS (freestanding)
	.WA (wall-mounted)
Location of drawer	-L (left) / R (right)
Exceptions	-!

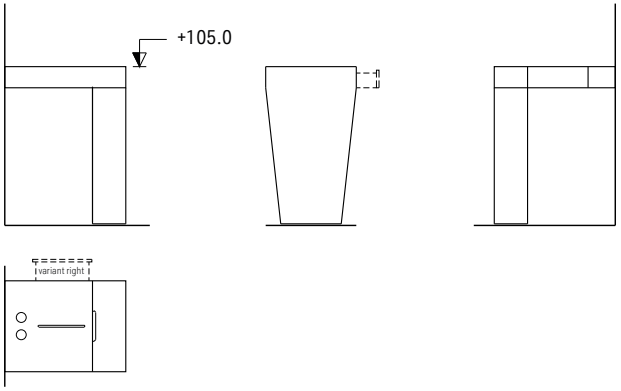
Consulting Table High: Variations **1:50**

Freestanding



Drawer Left

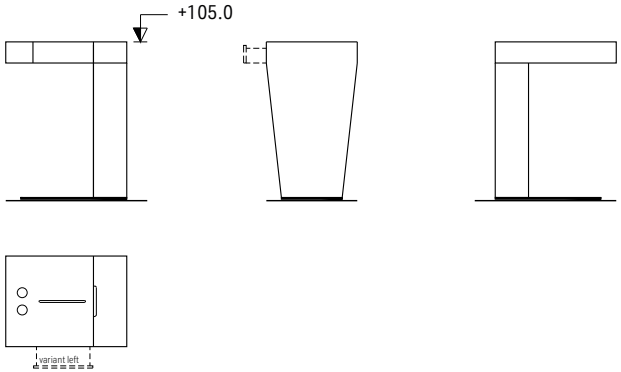
C05.FS-L



Drawer Right

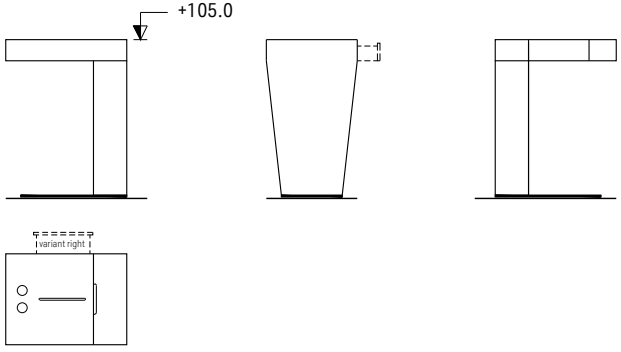
C05.FS-R

Wall-Mounted



Drawer Left

C05.WA-L



Drawer Right

C05.WA-R

Legend C05

Element	C05
Location	.FS (freestanding)
	.WA (wall-mounted)
Location of drawer	-L (left) / R (right)
Exceptions	-!

Consulting Table High: Variations **1:50**

C 06 Consulting Table Low



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

Dimensions: L 100/120 cm
W 60 cm
H 80 cm

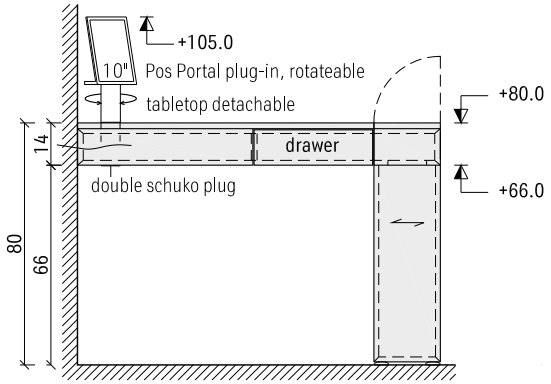
Colour: White
- FunderMax Star Favorit Superfront 1.0, Decor 1118 LI

Material:
- Table: Chipboard coated (FunderMax Star Favorit Superfront 1.0, Decor 1118 LI)

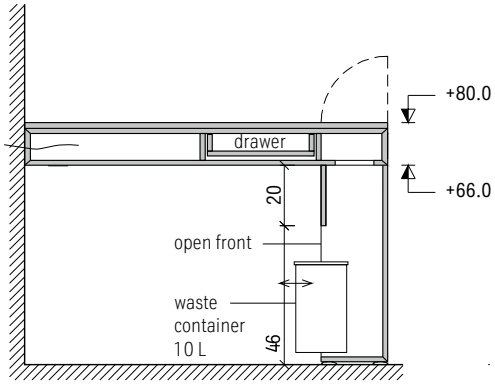
Combo: D 01 Consulting Sofa
D 02 Consulting Chair

Zone: Consulting Zone

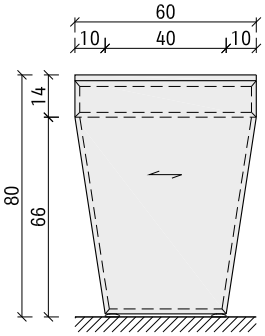
Location: Attached to wall:
- Quiet area
- Rear area
- Niches

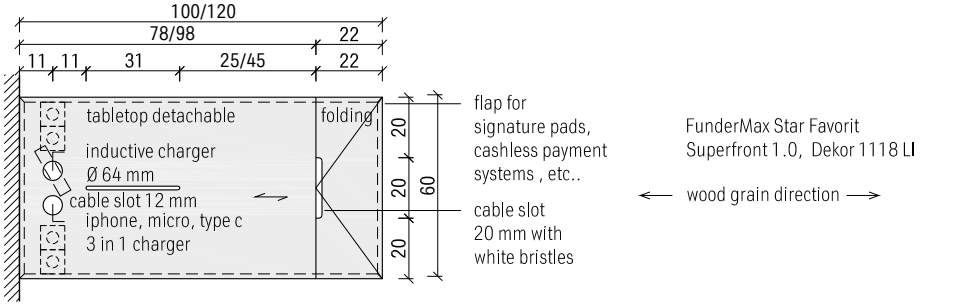


Front view

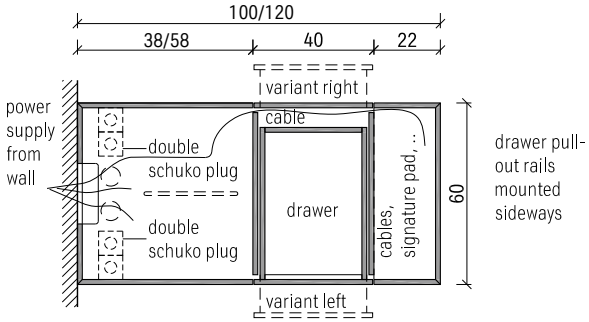


Side view

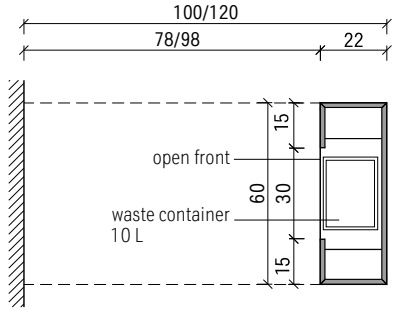




Top view



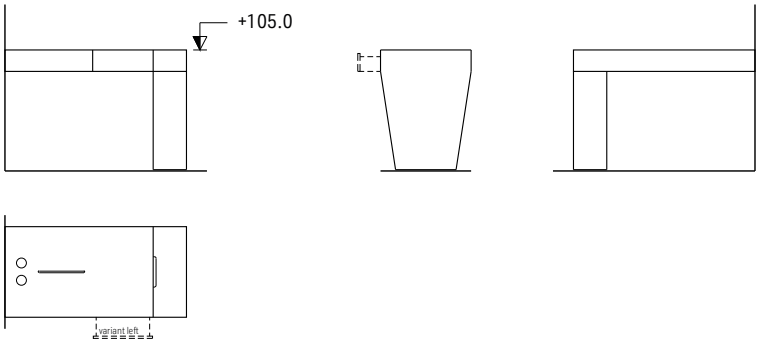
Top view – Open Tabletop



Tableleg **1:25**

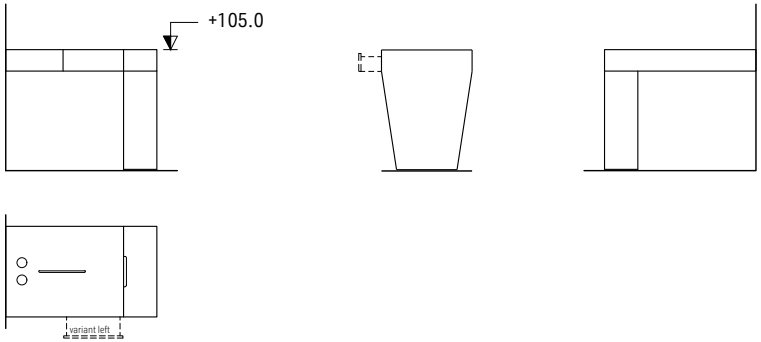


Wall-Mounted



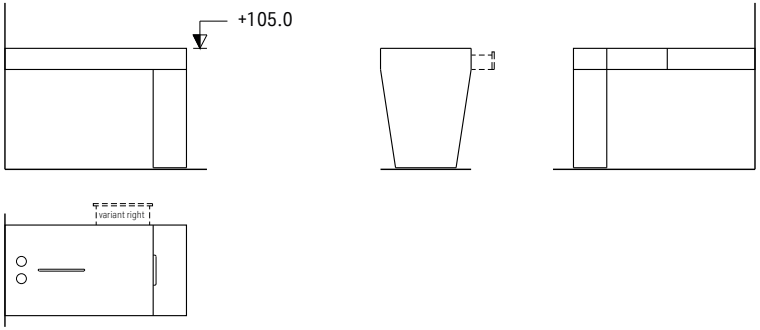
Length 120 / Drawer Left

C06.100.WA-L



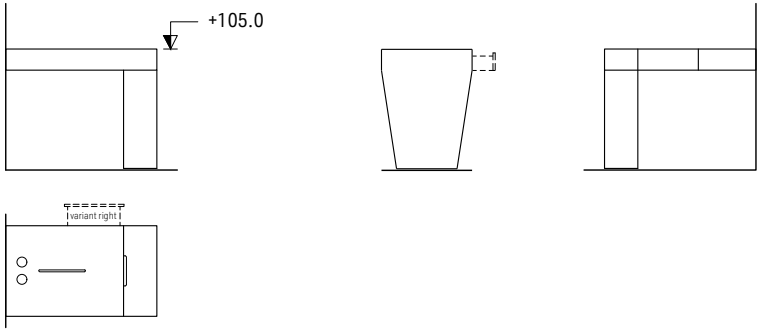
Length 100 / Drawer Left

C06.120.WA-L



Length 120 / Drawer Right

C06.100.WA-R



Length 100 / Drawer Right

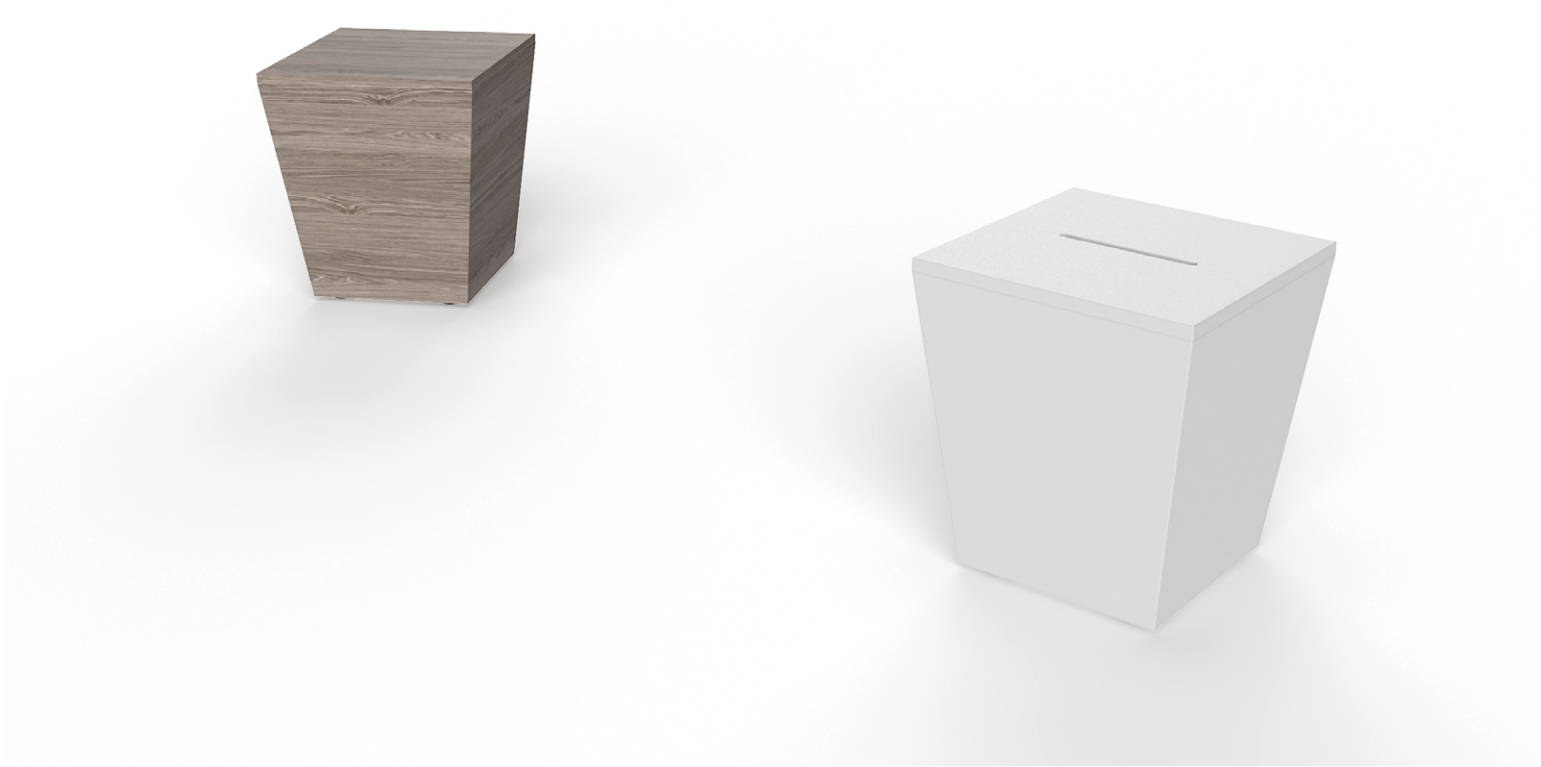
C06.120.WA-R

Legend C06

Element	C06
Length	.100 / .120
Location	.WA (wall-mounted)
Location of drawer	-L (left) / R (right)
Exceptions	-!

Consulting Table High: Variations **1:50**

C 07 Side Table



Functions: Side Table
Display of Highlight

Dimensions: L 40 cm
W 40 cm
H 45 cm

Colour: White
- FunderMax Star Favorit Superfront 1.0, Decor 1118 LI

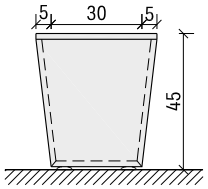
Wood Decor
- KRONODESIGN K079 PW Grey Clubhouse Oak

Material:
- Table: Chipboard coated (FunderMax Star Favorit Superfront 1.0, Decor 1118 LI)
- Table: Chipboard coated (KRONODESIGN K079 PW)

Combo: D 03 TV Stool
D 05 Honeycomb Waiting Stool
D 23 HAY AAC42 black / white

Zone: General Zone / Active Waiting
Home Zone

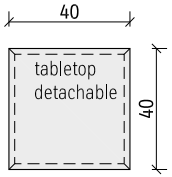
Location: Freestanding
- Close to Home Wall / Music Wall
- View to TV



Side view

FunderMax Star Favorit Superfront 1.0,
Dekor 1118 LI (cable slot: white bristles)
or
Kronodesign K079 PW
Grey Clubhouse Oak (cable slot: black bristles)

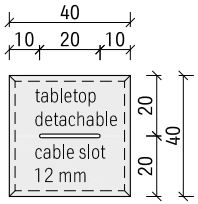
← wood grain direction →



Tabletop I

C07.TI-W

C07.TI-B



Tabletop II

C07.TII-W

C07.TII-B





Legend C07

Element	C07
Tabletop	.TI (Tabletop I) / .TII (Tabletop II)
Colour	-W (White) / B (Brown)
Exceptions	-!

1:25

C 08 Wait & Consult



Functions: Guru workstations
Active Waiting
Display of Products (Try out)
Charging stations (Smartphone)
Waste container
Drawer
Cable Outlet

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

Colour: Wood Decor
- KRONODESIGN K079 PW Grey Clubhouse Oak

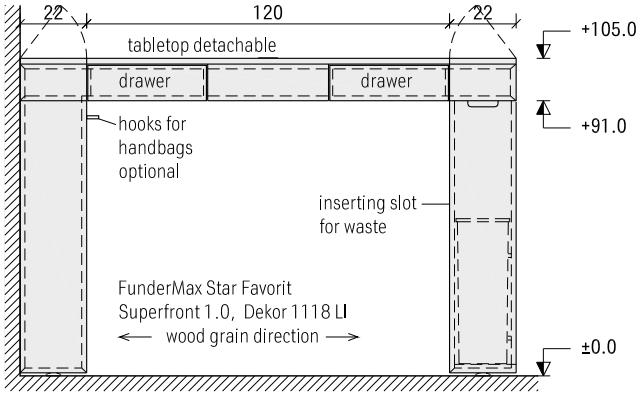
Material:
- Table: Chipboard coated (KRONODESIGN K079 PW)

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

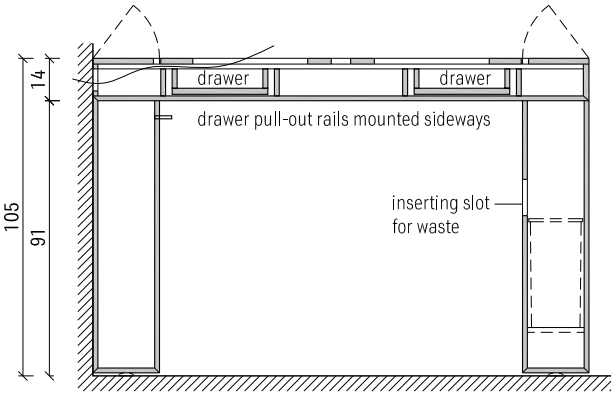
Combo: D 24 HAY AAS32 black

Zone: General Zone / Active Waiting

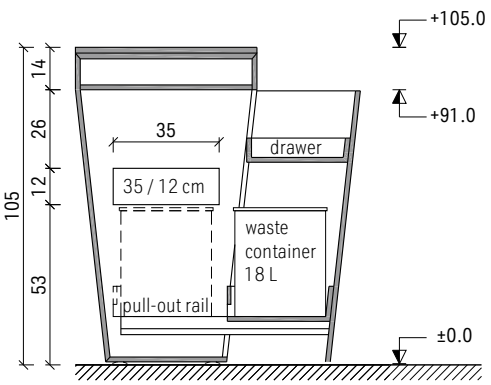
Location:
- Close to Home Wall (view to A1 TV)
- Close to Coffeebar
- Close to A1 Bar



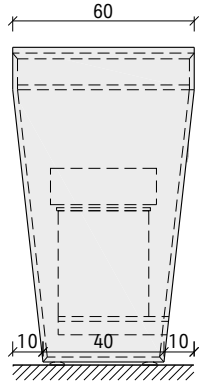
Front view



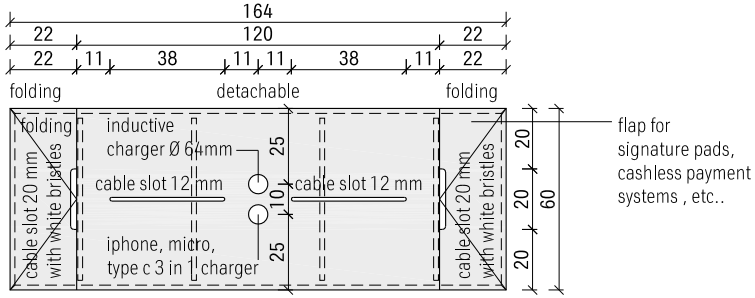
Longitudinal section



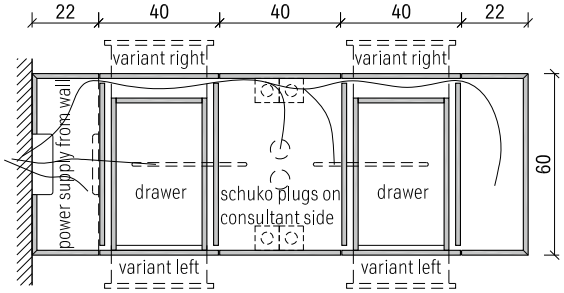
Section - Open Pullout



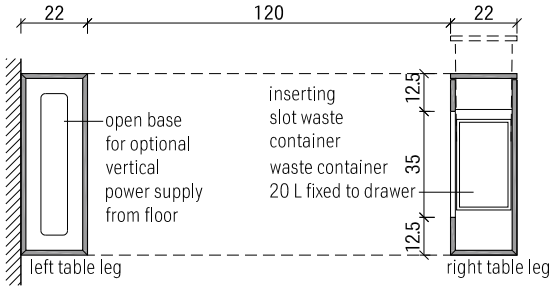
Side view



Top view

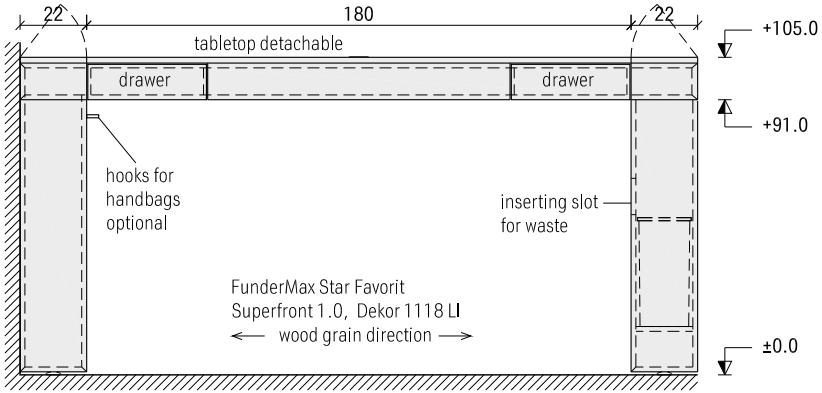


Top view – Open Tabletop

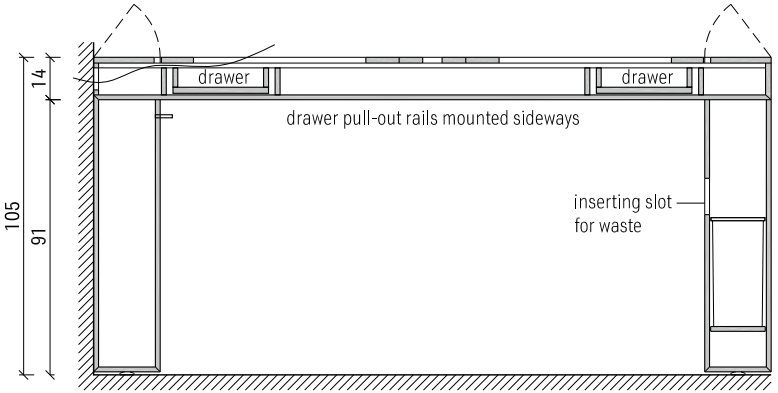


Horizontal section

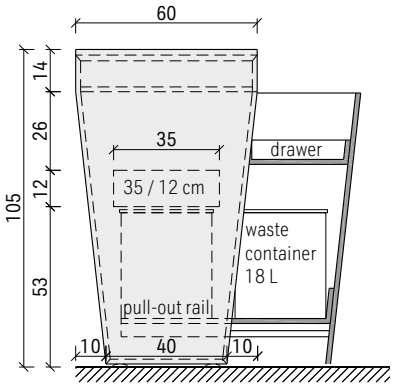
1:25



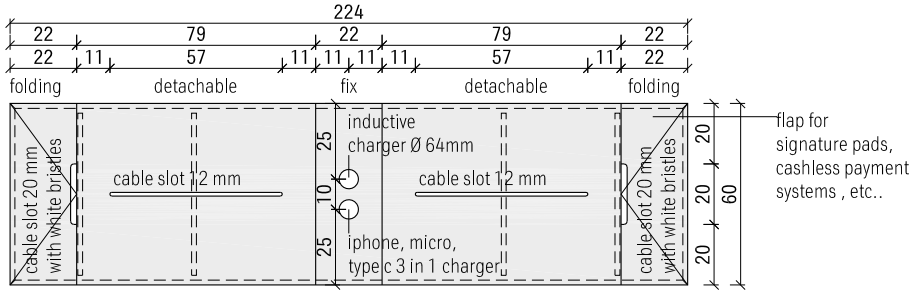
Front view



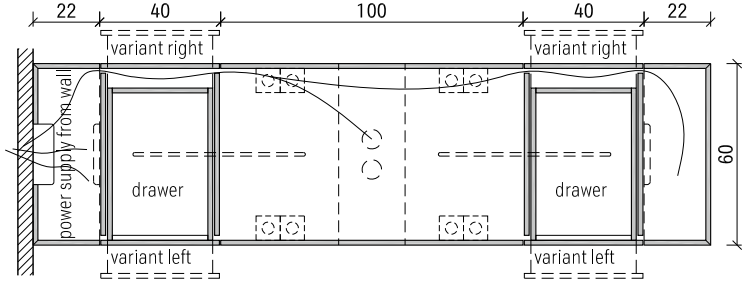
Longitudinal section



Side view - Open Pullout



Top view

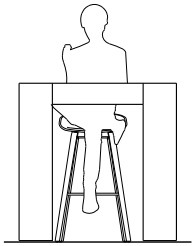


Top view – Open Tabletop

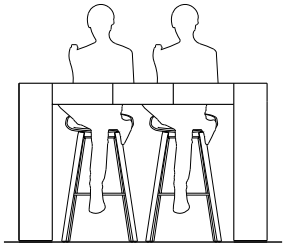


Horizontal section

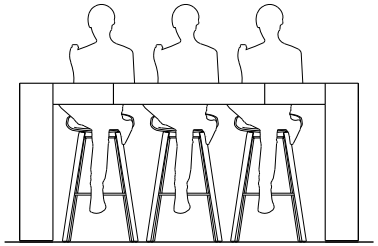
1:25



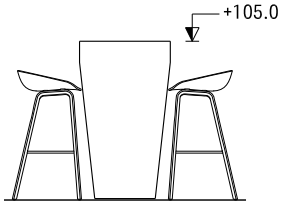
X-Small: 104 cm (2 Persons)



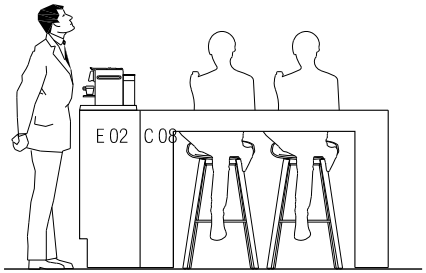
Small: 164 cm (4 Persons)



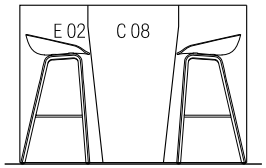
Large: 224 cm (6 Persons)



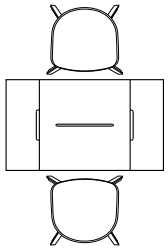
Side view



Front view (combination)



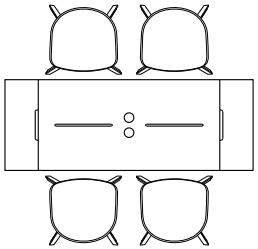
Side view (combination)



X-Small: Tabletop

C08.104-FS-L-W
C08.104-FS-R-W
C08.104-WA-L-W
C08.104-WA-R-W

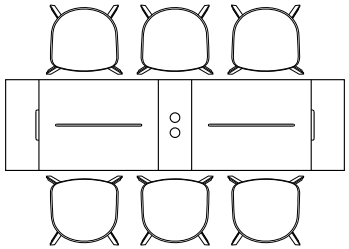
C08.104-FS-L-B
C08.104-FS-R-B
C08.104-WA-L-B
C08.104-WA-R-B



Small: Tabletop

C08.164-FS-L-W
C08.164-FS-R-W
C08.164-WA-L-W
C08.164-WA-R-W

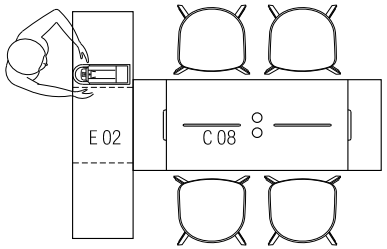
C08.164-FS-L-B
C08.164-FS-R-B
C08.164-WA-L-B
C08.164-WA-R-B



Large: Tabletop

C08.224-FS-L-W
C08.224-FS-R-W
C08.224-WA-L-W
C08.224-WA-R-W

C08.224-FS-L-B
C08.224-FS-R-B
C08.224-WA-L-B
C08.224-WA-R-B



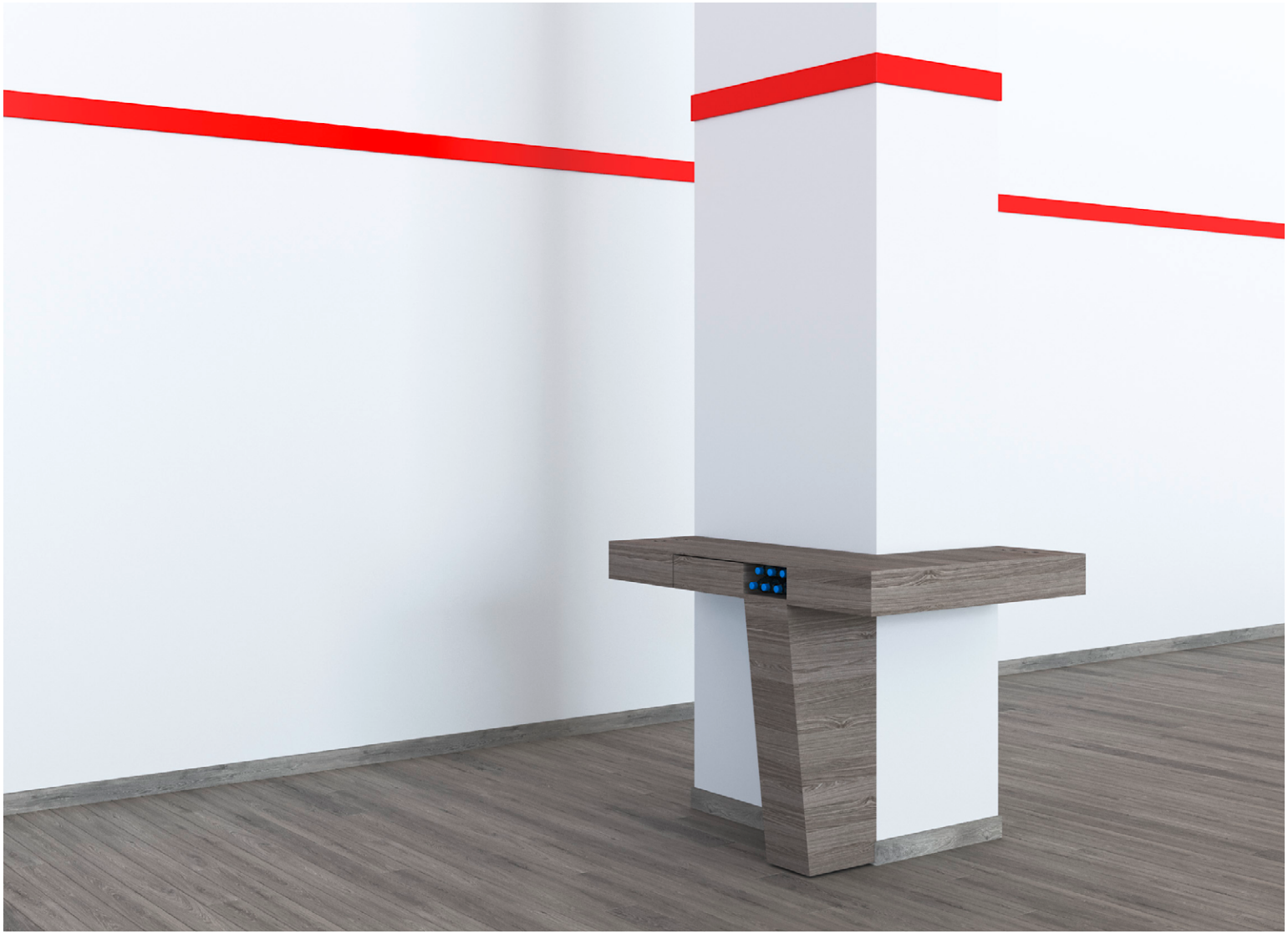
Top view (combination)

Legend C08

Element	C08
Length	.104 / .164 / .224 (cm)
Location	-FS (freestanding)
	-WA (wall-mounted)
Location of drawer	-L (left) / -R (right)
Colour	-W (white) / -B (brown)
Exceptions	-!

Wait & Consult: Variations **1:50**

C 09 Waiting Table – Corner



Functions: Active Waiting
Charging stations (Smartphone)
Water bottles
Waste container
Drawer

Dimensions: L adapted to specific site
D 40 cm
H 105 cm

Colour: Wood Decor
- KRONODESIGN K079 PW Grey Clubhouse Oak

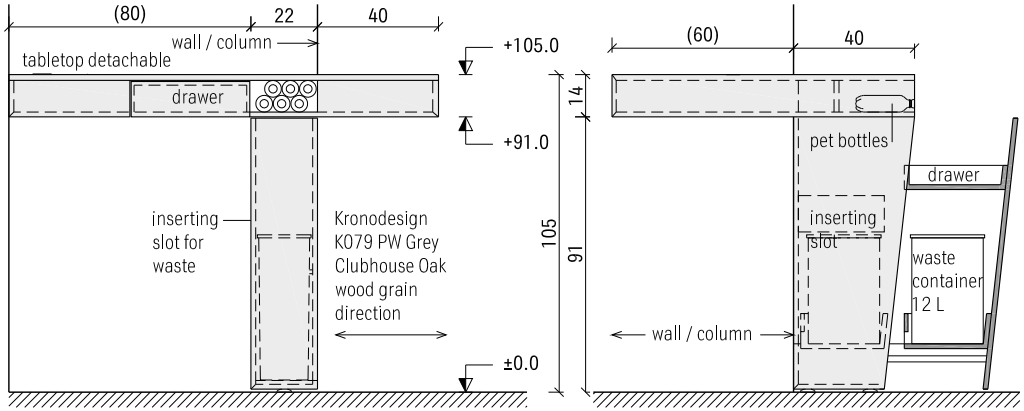
Material:
- Table: Chipboard coated (KRONODESIGN K079 PW)

Versions:
- Different sizes
- Different shapes (L, U)
- Different number of Tablelegs

Combo: D 24 HAY AAS32 black

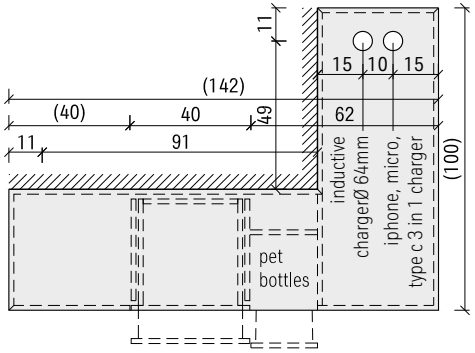
Zone: General Zone / Active Waiting

Location:
- Attached to column/wall
- Close to Coffeebar
- Close to A1 Bar

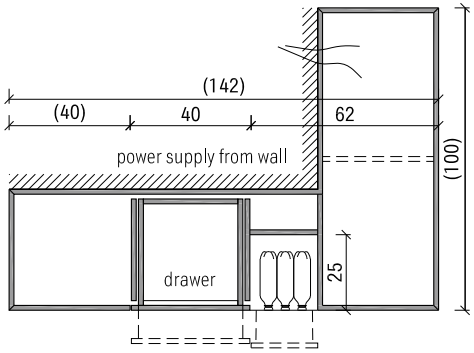


Front view

Side view – Open Pullout



Top view



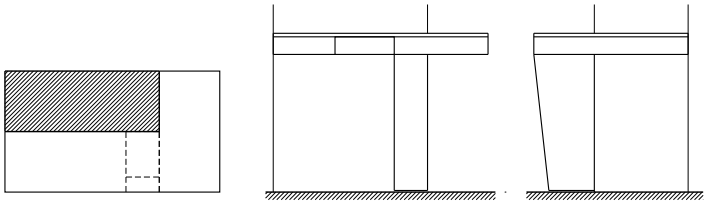
Top view - Open Tabletop

This element has to be adapted to the very specific conditions of the shop.

1:25

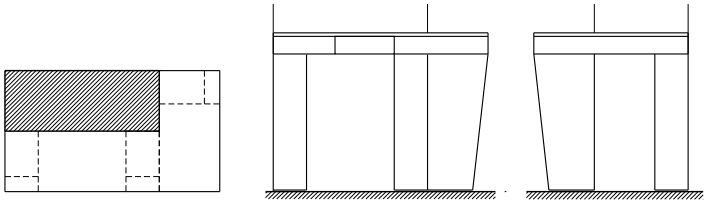
L-Shape

1 Tableleg



Plan **Front view** **Side view**

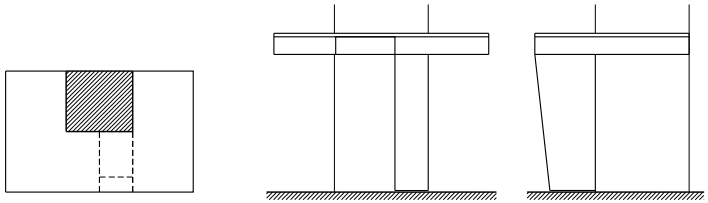
2 or 3 Tablelegs



Plan **Front view** **Side view**

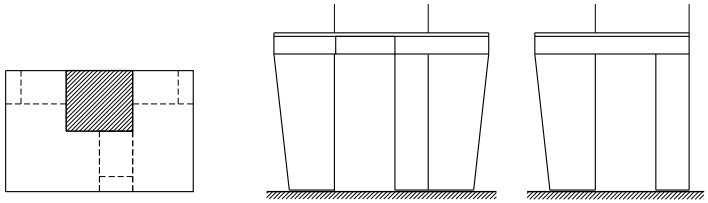
C-Shape

1 Tableleg



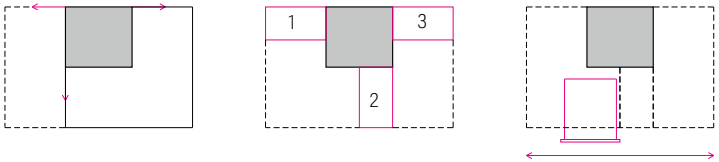
Plan **Front view** **Side view**

2 or 3 Tablelegs



Plan **Front view** **Side view**

Dos and Dont's



Align table & tablelegs to outer corner of wall / column.

Number of tablelegs according to static requirements.

Place drawer on longer side next to tableleg.

This element has to be adapted to the very specific conditions of the shop.

Waiting Table – Corner: Examples & variations 1:50

New!

C 10 Honeycomb Table



Functions: Product Display
Consulting

Dimensions: Ø 40 / 60 / 80 / 100 cm
H 48 / 64 / 80 / 105 cm

Surface:
- Tabletop: Chipboard coated (FunderMax Star Favorit Superfront 1.0, Decor 1118 LI, Funder 0112 Topwhite (Pop-up), KRONODESIGN K079 PW Clubhouse Oak)
- Tabletop: MDF varnished (RAL 240 60 20 A1 Cool Blue)
- Table base: Steel powdercoated (RAL 9003 signal white, RAL 9017 traffic black)

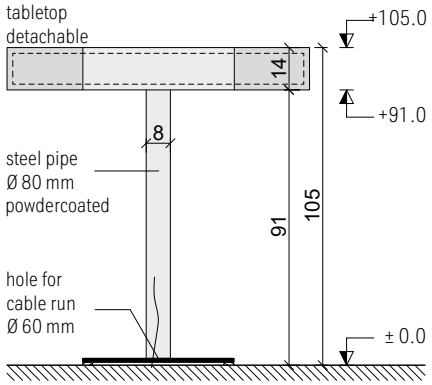
Versions:
- Different sizes
- Colours

Combo: Combination of 3 (XS + S + M)

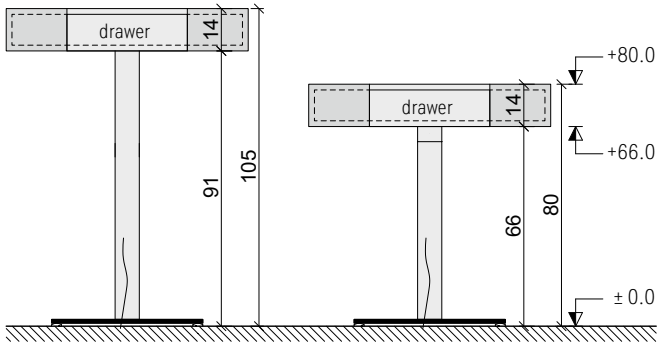
Zone: General Zone / Active Waiting
Consulting

Location:
- Waiting area
- Shop Window
- Consulting Zone
- Pop-up Stores

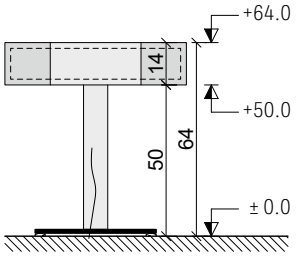
New!



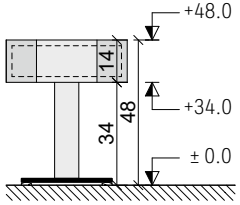
Large



Medium + High **Medium + Low**

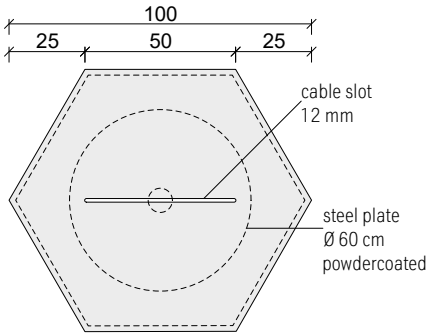


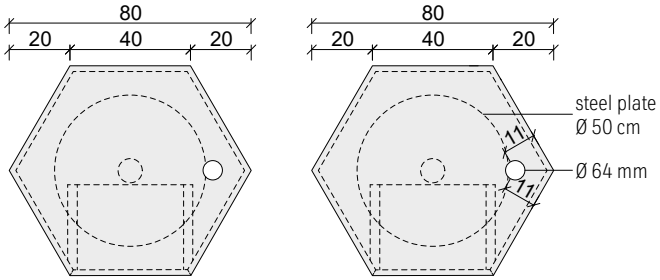
Small

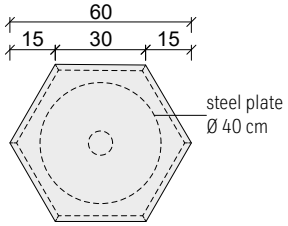


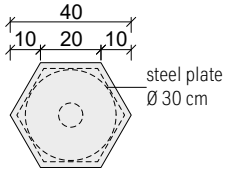
X-Small

Front view

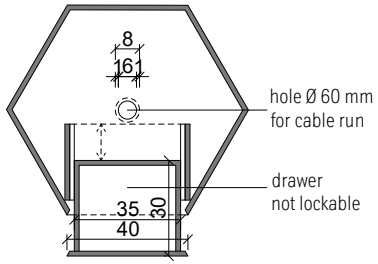








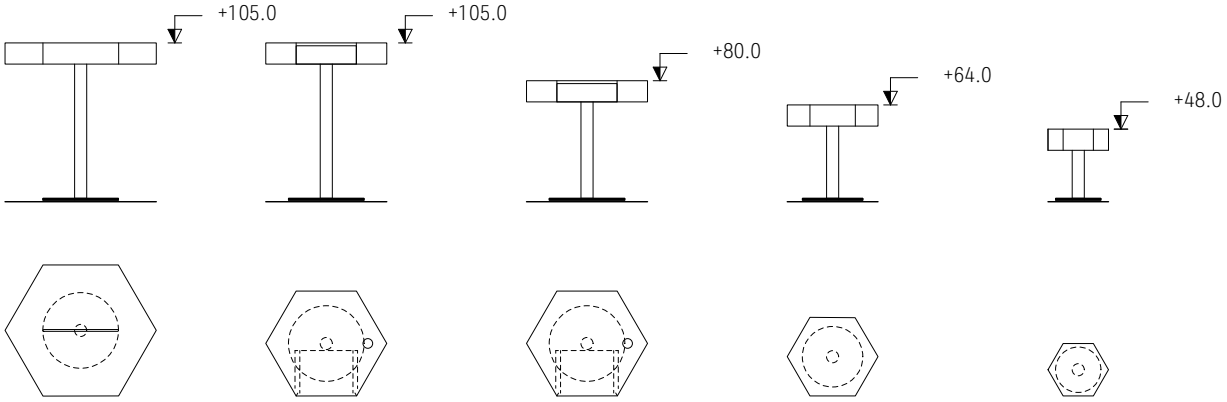
Top view



Horizontal section

1:25

New!



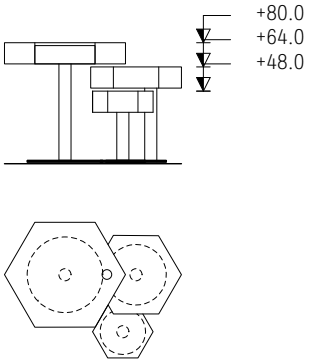
Large (100)
C10.100-105-W-W
C10.100-105-WP-W
C10.100-105-WP-BL
C10.100-105-B-BL
C10.100-105-CB-W

Medium (80) + High (105)
C10.80-105-W-W
C10.80-105-WP-W
C10.80-105-WP-BL
C10.80-105-B-BL
C10.80-105-CB-W

Medium (80) + Low (80)
C10.80-80-W-W
C10.80-80-WP-W
C10.80-80-WP-BL
C10.80-80-B-BL
C10.80-80-CB-W

Small (60)
C10.60-64-W-W
C10.60-64-WP-W
C10.60-64-WP-BL
C10.60-64-B-BL
C10.60-64-CB-W

X-Small (40)
C10.40-48-W-W
C10.40-48-WP-W
C10.40-48-WP-BL
C10.40-48-B-BL
C10.40-48-CB-W



Combination of 3 (M-Low + S + XS)

A1 Brand Shops

WHITE
Tabletop (chipboard coated): FunderMax Star Favorit Superfront 1.0, Decor 1118 LI
Steel Base (powdercoated): RAL 9003 signal white

WOOD
Tabletop (chipboard coated): K079 PW Grey Clubhouse Oak
Steel Base (powdercoated): RAL 9017 traffic black

BLUE
Tabletop (MDF varnished): RAL 240 60 20 A1 Cool Blue
Steel Base (powdercoated): RAL 9003 signal white

A1 Pop-up Stores

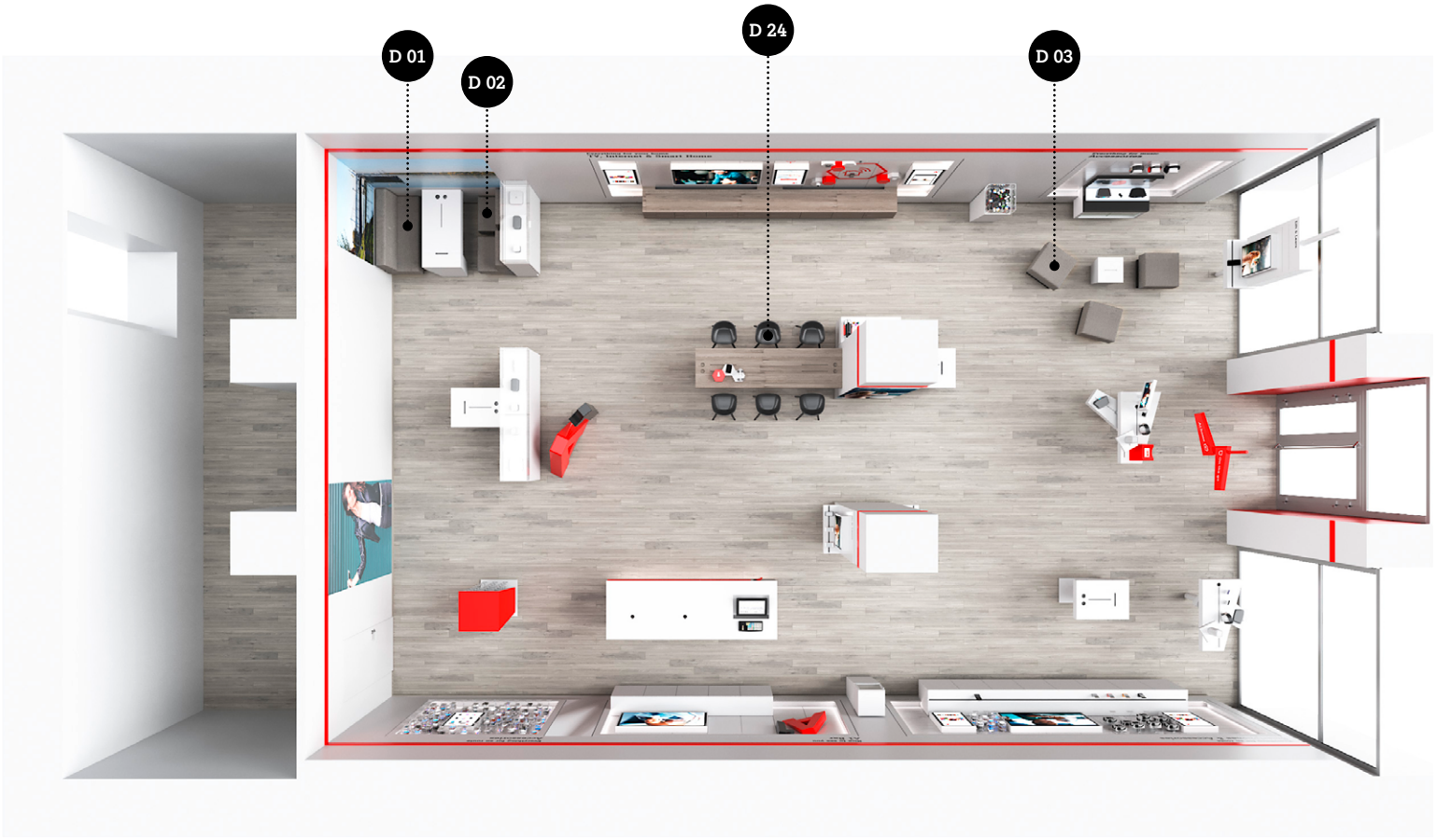
WHITE
Tabletop (chipboard coated): Funder 0112 Topwhite
Steel Base (powdercoated): RAL 9003 signal white

WHITE / BLACK
Tabletop (chipboard coated): Funder 0112 Topwhite
Steel Base (powdercoated): RAL 9017 traffic black

BLUE
Tabletop (MDF varnished): RAL 240 60 20 A1 Cool Blue
Steel Base (powdercoated): RAL 9003 signal white

Legend C10

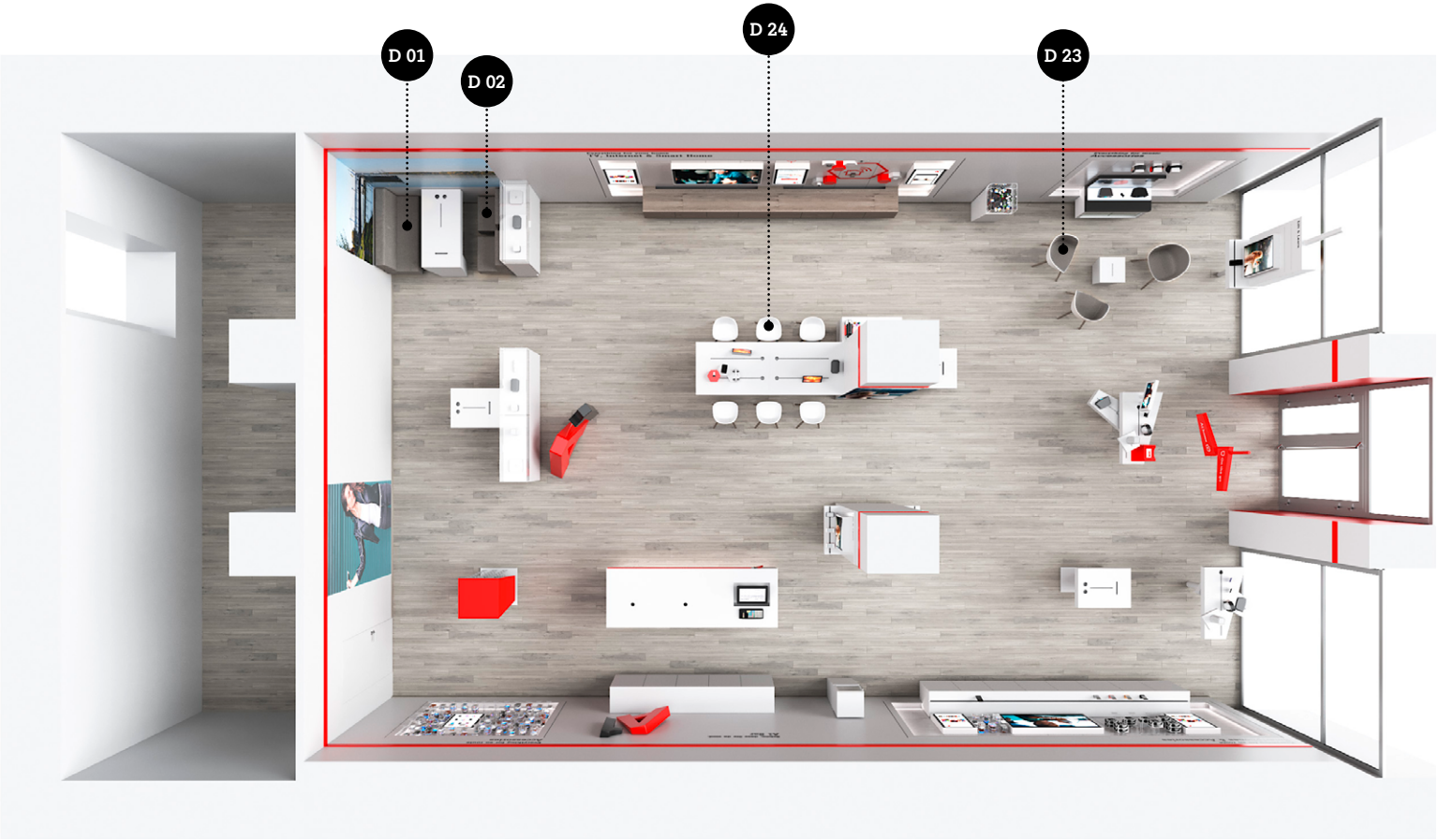
Element	C10
Diameter	.40 / .60 / .80 / .100 / .120 (cm)
Height	-48 / -64 / -80 / -105
Tabletop	-W (white) / -WP (white pop-up) / -B (brown) / -CB (Cool Blue)
Table base	-W (white) / -BL (black)
Exceptions	-!



Seating

D 01	Consulting Sofa
D 02	Consulting Chair
D 03	TV Stool
D 04	Waiting Sofa
D 05	Honeycomb Waiting Stool
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 05	Honeycomb Waiting Stool
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 05	Honeycomb Waiting Stool
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 100/120 cm
W 55 cm
H 90 cm (seat hight: 45 cm)

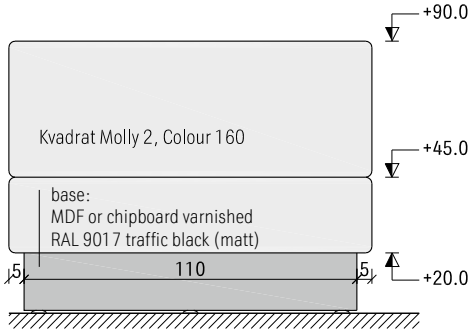
Colour: Greyish-Brown
- KVADRAT Molly 2 160 Black
- RAL 9017 Traffic Black

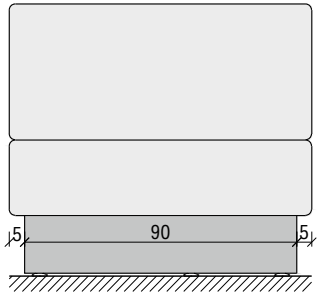
Material:
- Upholstery: KVADRAT Molly 2 160
- Base: MDF/Chipboard varnished (RAL 9017)

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

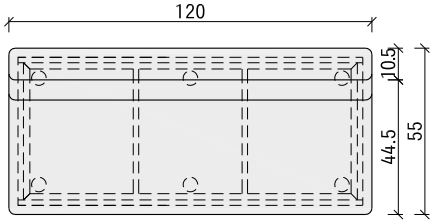
Zone: Consulting Zone

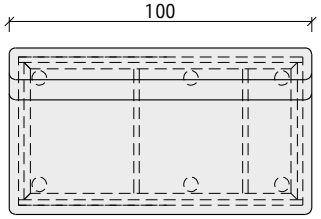
Location:
- Quiet area
- Rear area
- Niches



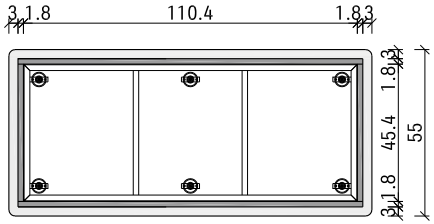


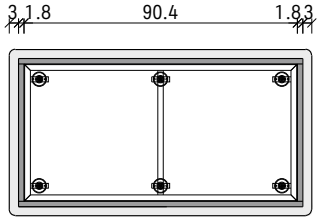
Front view





Top view

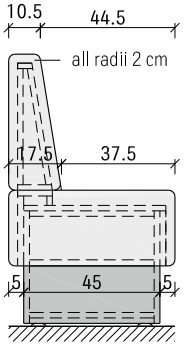




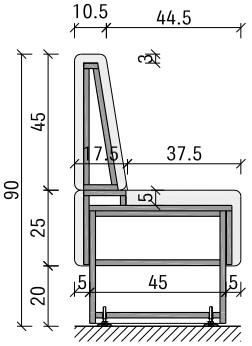
Bottom view

D01.120

D01.100



Side view



Section

Legend D01

Element	D01
Length	.120 / .100 (cm)
Exceptions	-!

1:25



D 02 Consulting Chair



Functions: Sitting (Consulting)

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

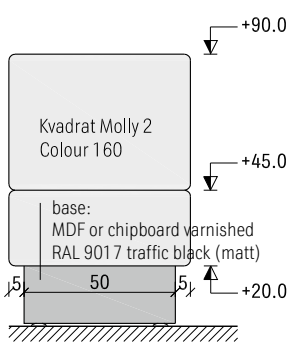
Colour: Greyish-Brown
- KVADRAT Molly 2 160 Black
- RAL 9017 Traffic Black

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

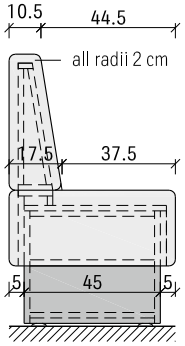
Combo: C 06 Consulting Table Low
D 01 Consulting Sofa
E 01 Storage
F 31 Moodimage

Zone: Consulting Zone

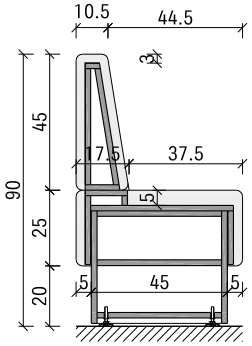
Location:
- Quiet area
- Rear area
- Niches



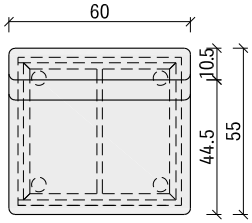
Front view



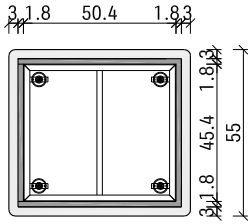
Side view



Section



Top view

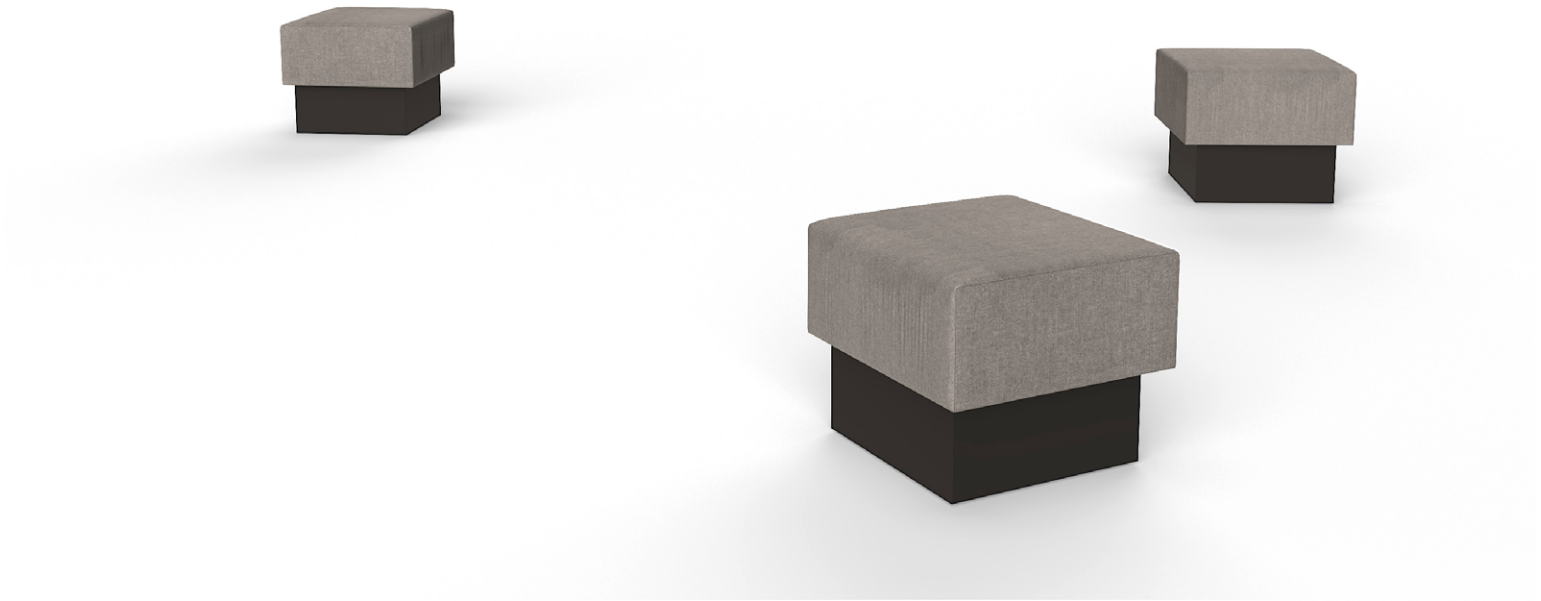


Bottom view



1:25

D 03 TV Stool



Functions: Sitting (Waiting, Watching TV)

Dimensions: L 50 cm
W 50 cm
H 45 cm

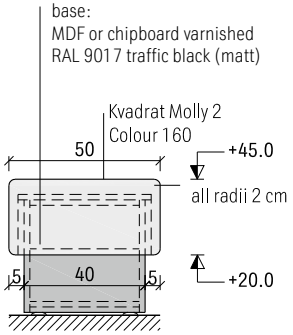
Colour: Greyish-Brown
- KVADRAT Molly 2 160 Black
- RAL 9017 Traffic Black

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

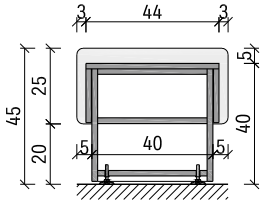
Combo: C 07 Side Table (white)

Zone: General Zone / Active Waiting Home Zone

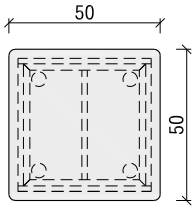
Location: Freestanding
- Close to Home Wall / Music Wall
- View to TV



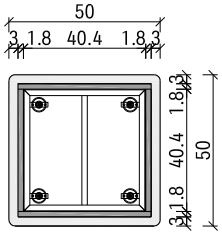
Front & Side view



Section



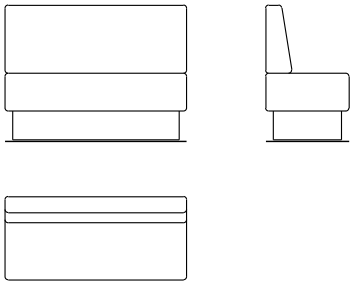
Top view



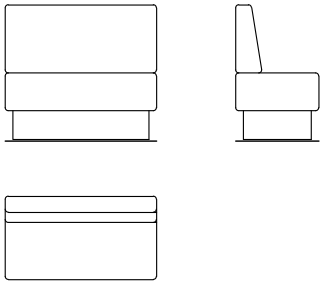
Bottom view



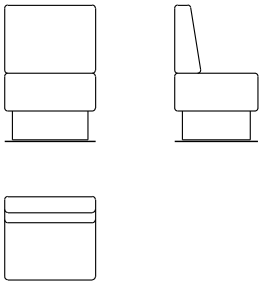
1:25



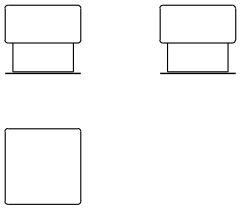
Consulting Sofa
D01.120



Consulting Sofa
D01.100



Consulting Chair
D02



TV Stool
D03

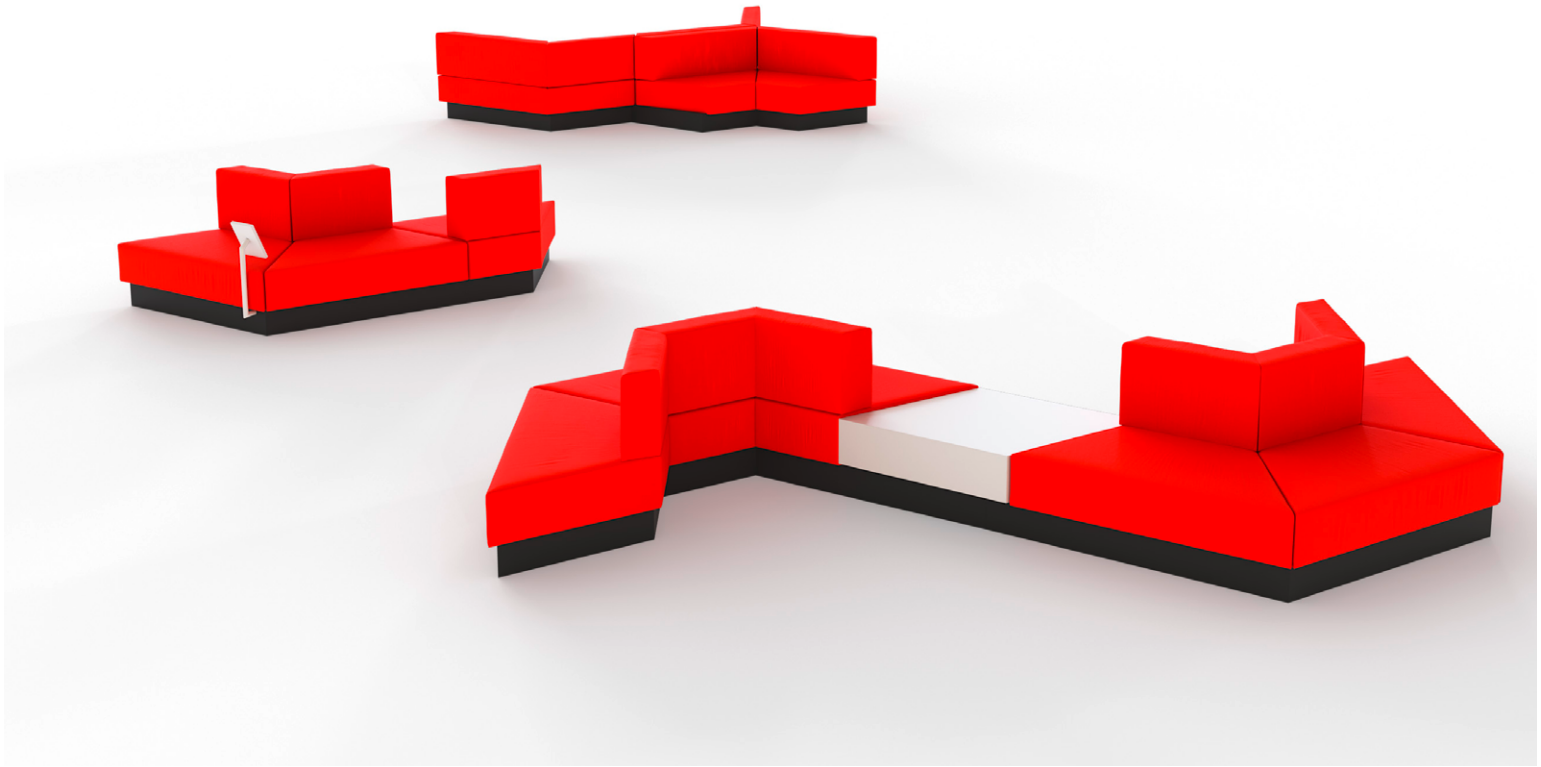
Legend D01–D03

Element	D01 / D02 / D03
Width	.120 / .100 / ...
Exceptions	-!

Seating D01–D03: Variations **1:50**

work in progress WIP

D 04 Waiting Sofa



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

Dimensions: See plans

Colour: Red
- Kvadrat Divina 3 623

Black
- RAL 9017 Traffic Black

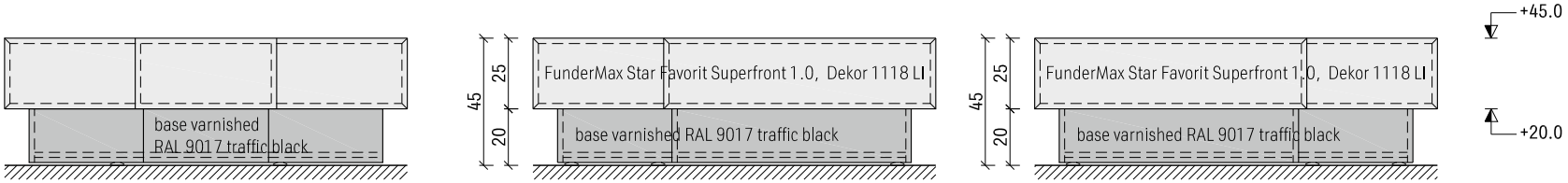
Material:
- Upholstery: Kvadrat Divina 3 623
- Base: MDF/Chipboard varnished (RAL 9017)

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

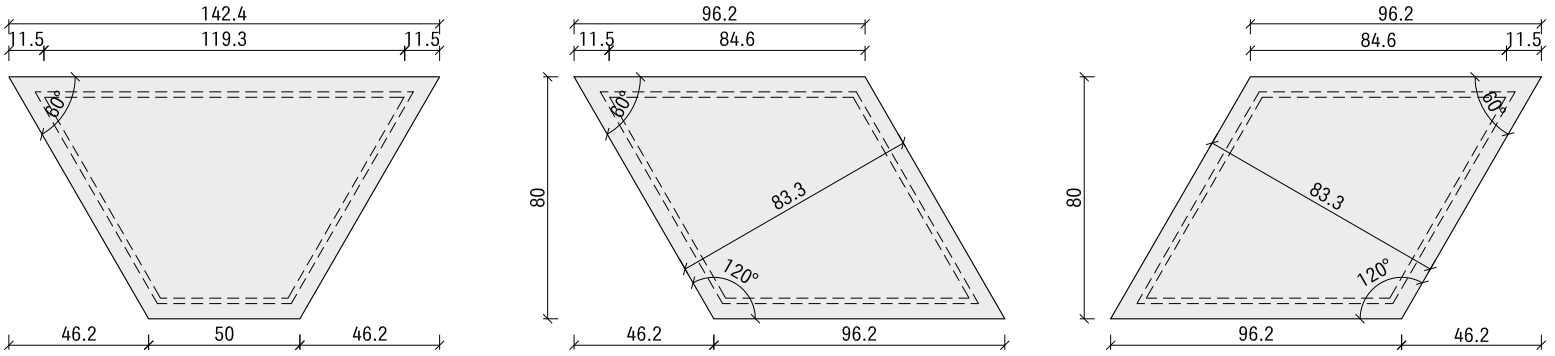
Zone: General Zone / Active Waiting
Home Zone

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

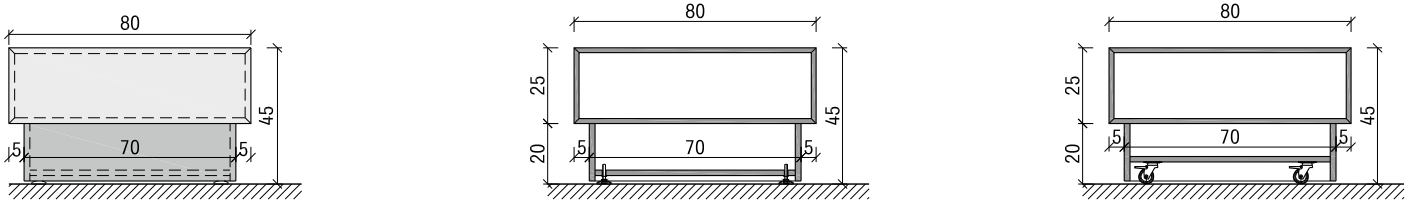
work in progress WIP



Front views **Element TA-A** **Element TA-B** **Element TA-C**



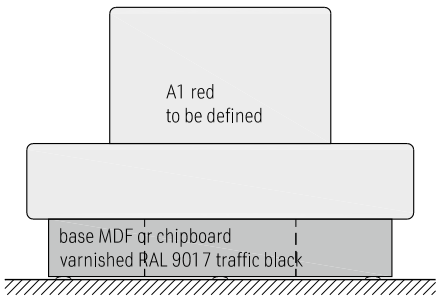
Top views **Element TA-A** **Element TA-B** **Element TA-C**



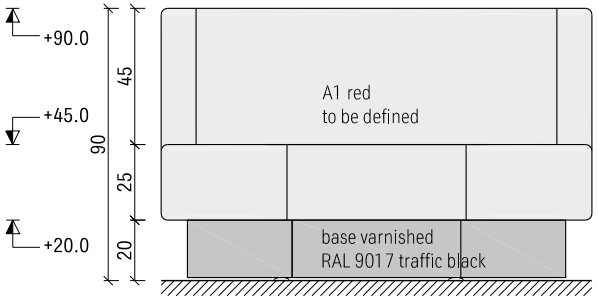
Side view **Section** **Section with casters (optional)**

1:25

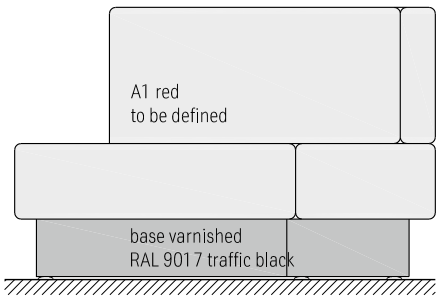
work in progress WIP



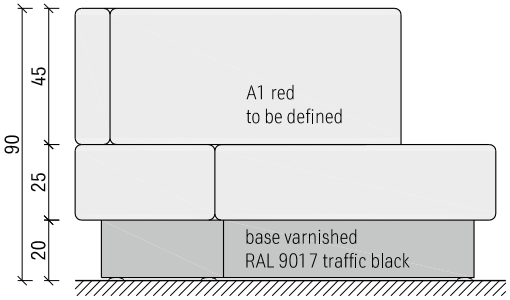
Front views **Element UP-A**



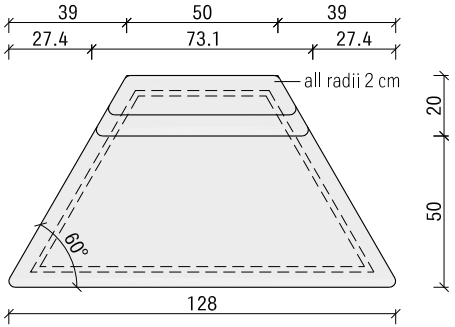
Element UP-B



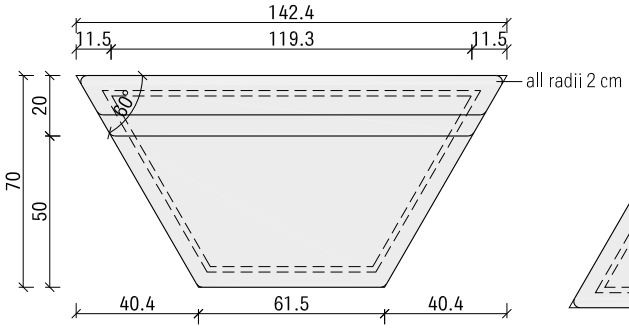
Element UP-C



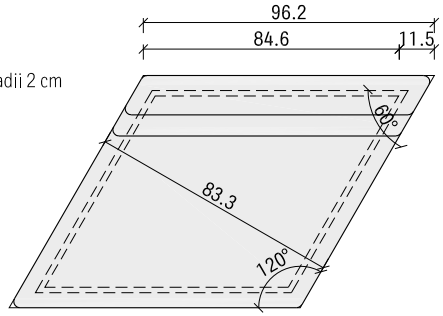
Element UP-D



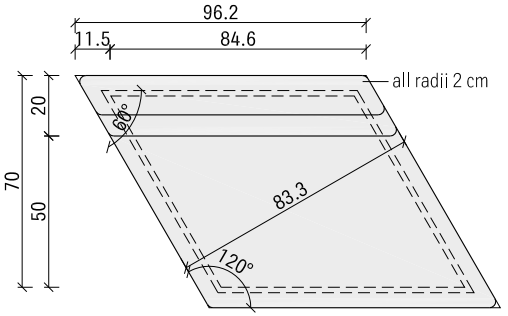
Top views **Element UP-A**



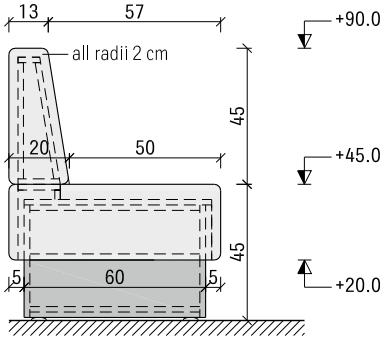
Element UP-B



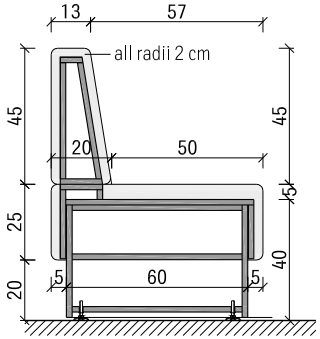
Element UP-C



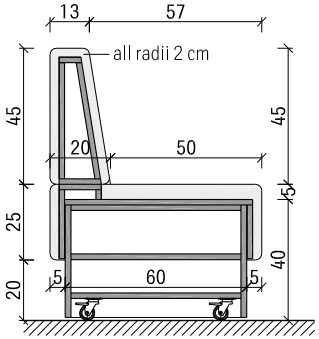
Element UP-D



Side view



Section



Section with casters (optional)

1:25

work in progress WIP

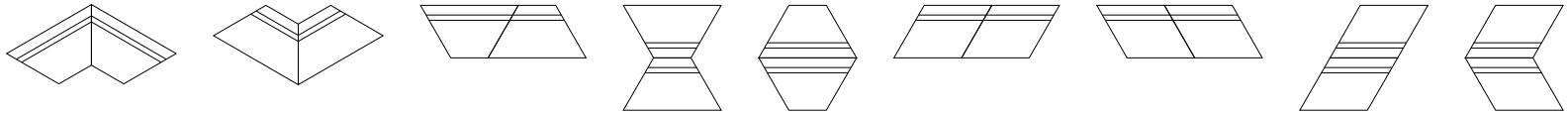
1 Module



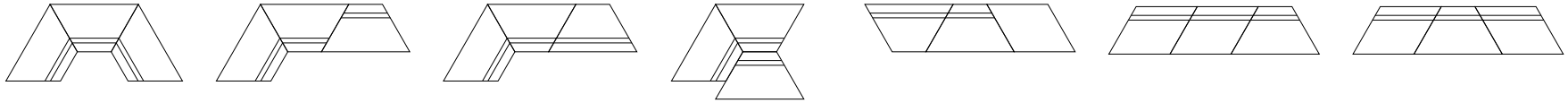
D04-UP-A D04-UP-B D04-UP-C D04-UP-D D04-TA-A D04-TA-B D04-TA-C

The Modules can be arranged in various constellations according to the specific site.
In the following you find some examples:

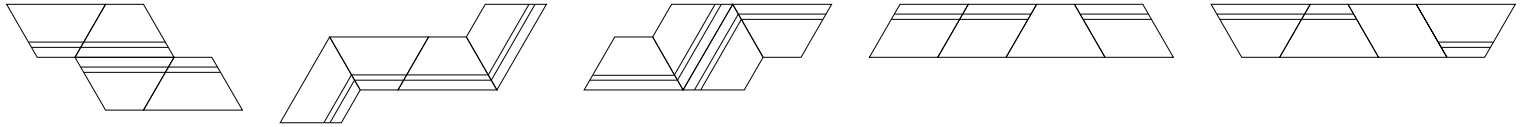
2 Modules



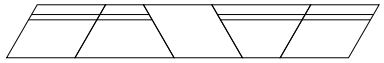
3 Modules



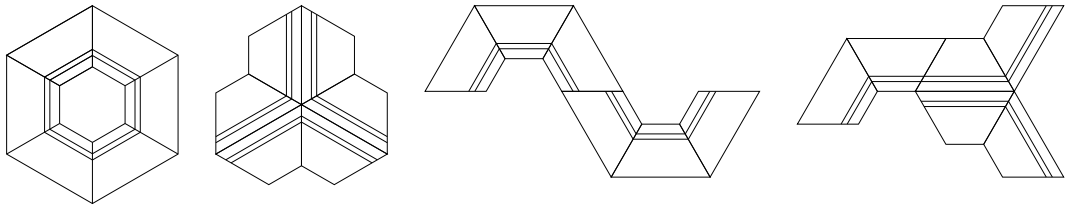
4 Modules



5 Modules



6 Modules



Legend D04

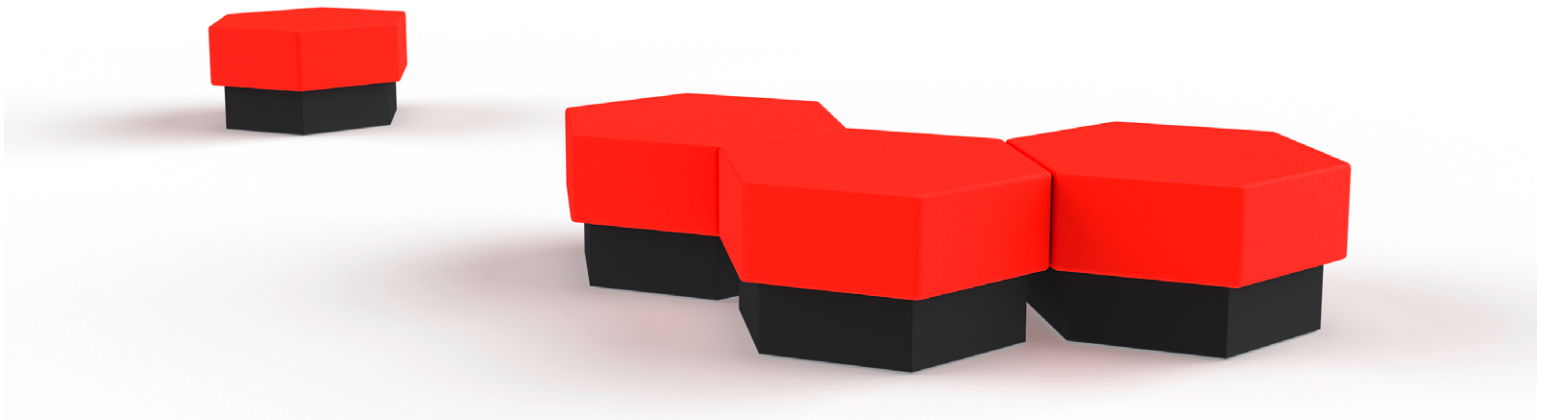
Element	D04
Type	.UP (upholstery)
	.TA (table)
Variant	-A / -B / -C
Exceptions	-!

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

New!

D 05 Honeycomb Waiting Stool

∅ 40 cm



Functions: Sitting (Waiting)

Dimensions: See plans

Colour: Red
- Kvadrat Divina 3 623

Black
- RAL 9017 Traffic Black

Material:
- Upholstery: Kvadrat Divina 3 623
- Base: MDF/Chipboard varnished (RAL 9017)

Versions: Different sizes

Combo: Different sizes can be mixed

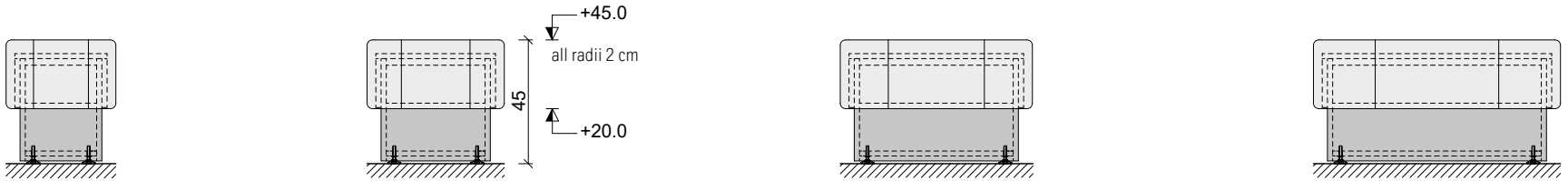
Zone: General Zone / Active Waiting
Home Zone

Location:
- In small and medium shops (XS, S, M)
- between entrance and A1 Bar
- Close to A1 Bar
- Close to Home Wall / Coffeebar
- Pop-up-Stores (Ø 40 cm)

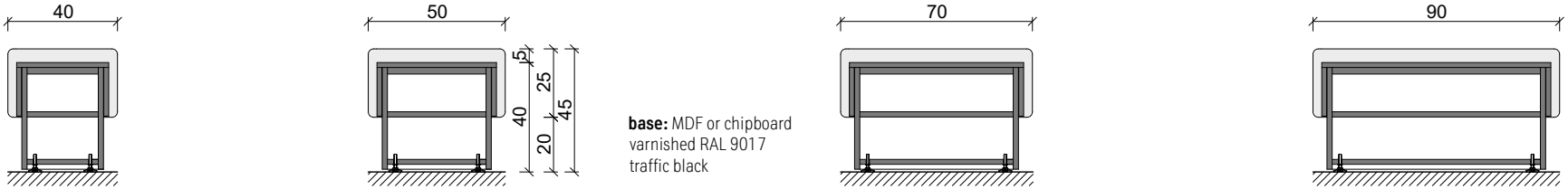
New!

∅ 40 cm

Side view

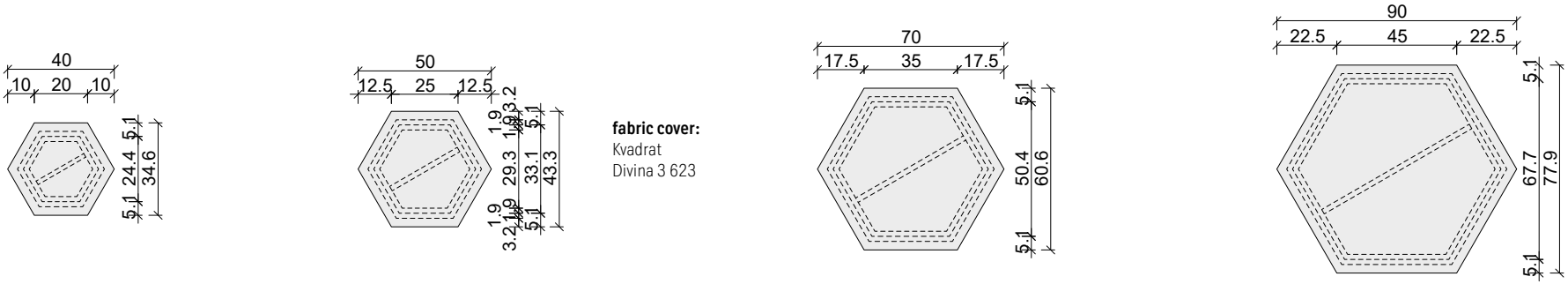


Section



base: MDF or chipboard
varnished RAL 9017
traffic black

Top view



fabric cover:
Kvadrat
Divina 3 623

X-Small
D05.XS

Small
D05.S

Medium
D05.M

Large
D05.L

Legend D05

Element	D05
Size	.XS / .S / .M / .L
Exceptions	-!

1:25

D 21 HAY AAC10



Functions: Sitting (Active Waiting)

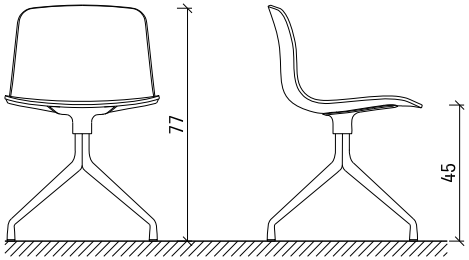
Dimensions: W 51 cm
D 52 cm
H 77 cm (seat hight: 45 cm)

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

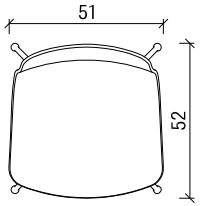
Combo: C 03 A1 Table Low Wood (black)
C 03 A1 Table Low White (red, white)

Zone: General Zone / Active Waiting

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



Front view **Side view**



Top view





1:25

D 22 HAY AAC20



Functions: Sitting (Active Waiting)

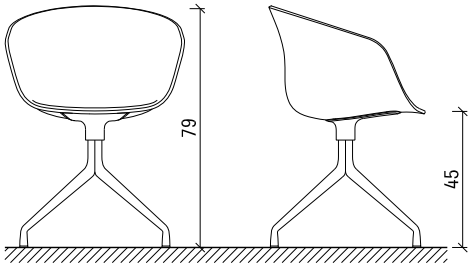
Dimensions: W 59 cm
D 52 cm
H 79 cm (seat hight: 45 cm)

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)

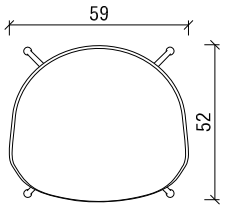
Combo: C 03 A1 Table Low Wood (black)
C 03 A1 Table Low White (white)

Zone: General Zone / Active Waiting

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



Front view **Side view**



Top view





1:25

D 23 HAY AAC42



Functions: Sitting (Active Waiting)

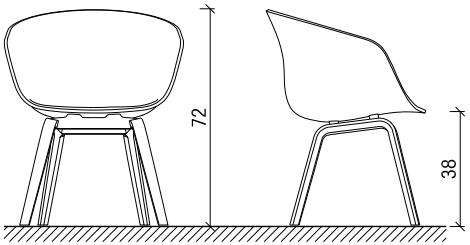
Dimensions: W 59 cm
D 52 cm
H 72 cm (seat hight: 38 cm)

Colour:
- Seat: Black / Legs: Black
- Seat: White / Legs: Oak varnished (NCS 5005-Y20R)
- Seat: White / Legs: Oak varnished (NCS 5005-Y20R) / Cushion (KVADRAT Molly 2 160)
- Seat: White / Legs: Oak varnished (NCS 5005-Y20R) / Upholstery (KVADRAT Molly 2 160)

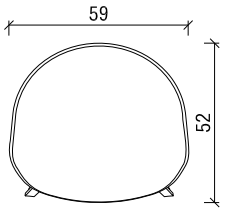
Combo: C 07 Side Table Wood (black)
C 07 Side Table White (white)

Zone: General Zone / Active Waiting

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



Front view **Side view**



Top view





1:25

D 24 HAY AAS32



Functions: Sitting (Active Waiting)

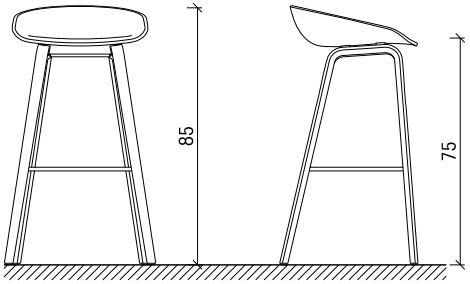
Dimensions: W 50 cm
D 43 cm
H 85 cm (seat hight: 74 cm)

Colour:
- Seat: Black / Legs: Black
- Seat: White / Legs: Oak varnished (NCS 5005-Y20R)

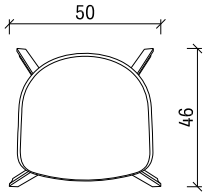
Combo: C 01 Waiting Table Wood (black)
C 02 Product Table White (white)

Zone: General Zone / Active Waiting

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



Front view **Side view**



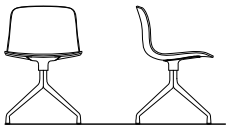
Top view





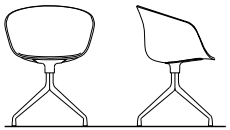
1:25

D 21



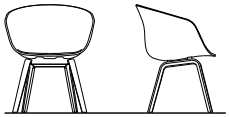
D21.B-B
D21.W-W
D21.W-R

D 22



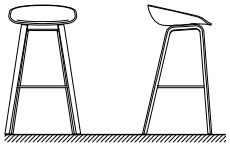
D22.B-B
D22.B-B-CU
D22.B-B-UP
D22.W-W
D22.W-W-CU
D22.W-W-UP

D 23



D23.B-B
D23.B-B-CU
D23.B-B-UP
D23.W-W
D23.W-W-CU
D23.W-W-UP

D 24

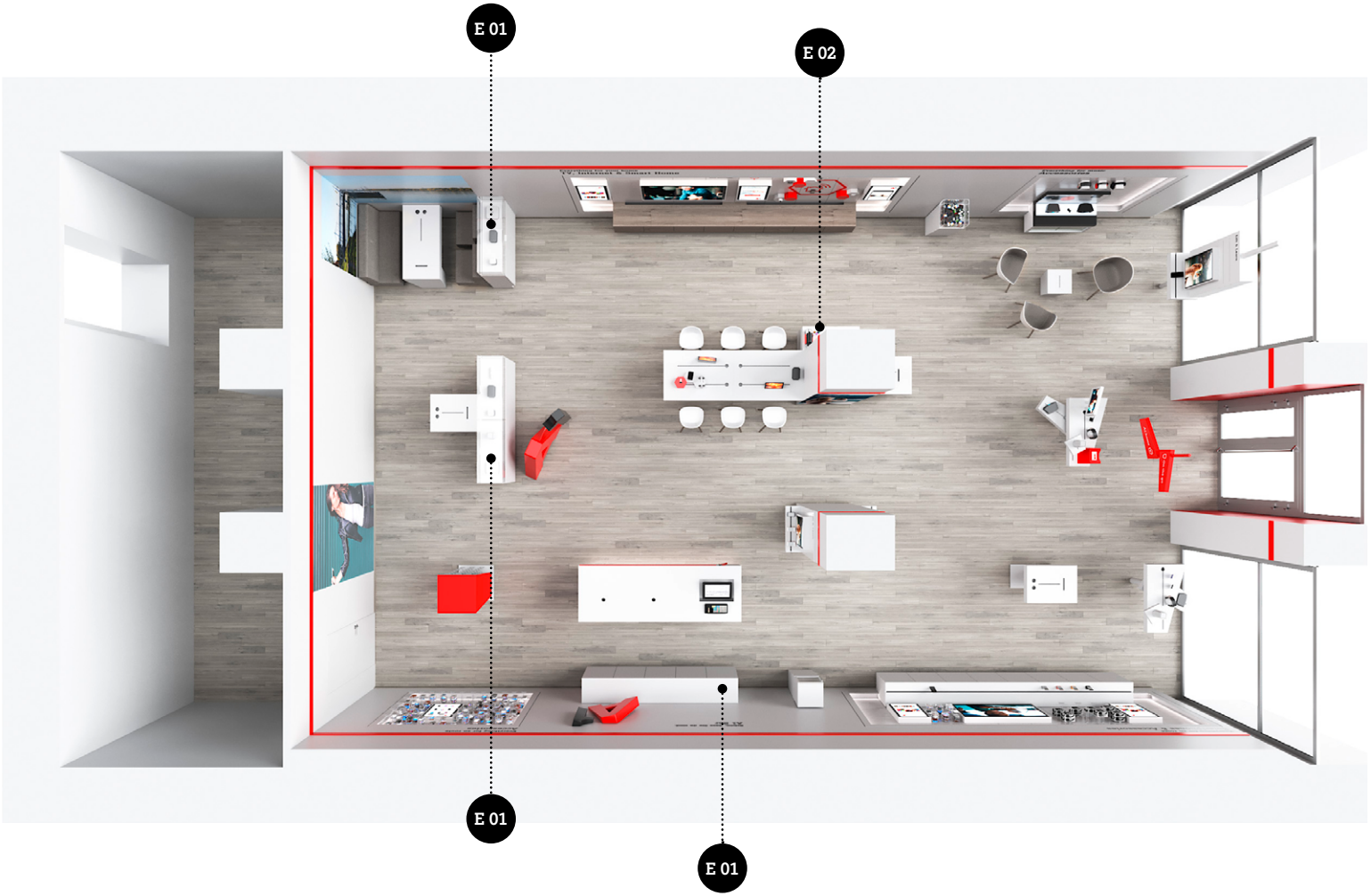


D24.B-B
D24.O-W

Legend D21-D24

Element	D21 / D22 / D23 / D24
Colour Legs	.B (black) / .W (white) / .O (oak)
Colour Seat	-B (black) / -W (white) / -R (red)
Accessories	-CU (cushion) / -UP (upholstery)
Exceptions	-!

Seating D21-D24: Variations **1:50**



Storage

E 01	Storage ▪ Wall-mounted ▪ Freestanding
E 02	Coffeebar
E 03	Guru Storage I
E 04	Guru Storage II
E 05	Drinks & Storage

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 Star Favorit Superfront 1.0, Decor 1118 LI

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

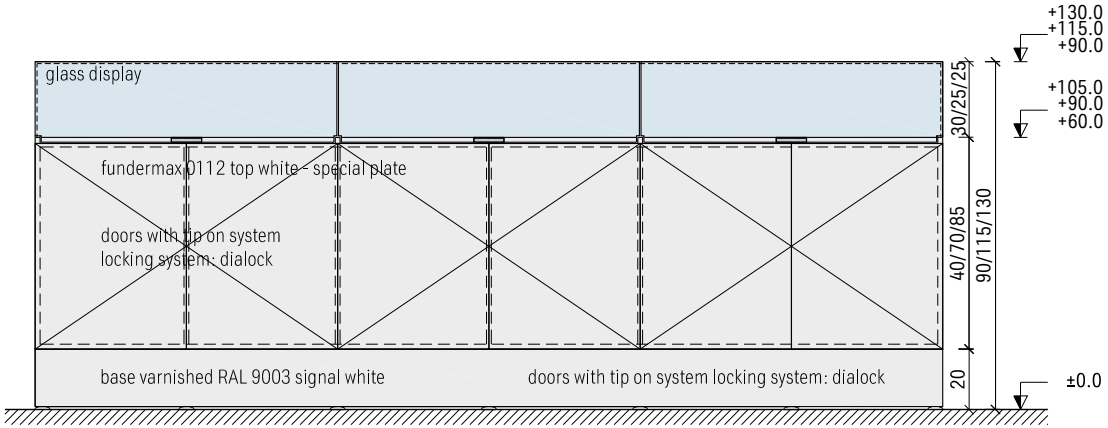
Material:
- Body + Doors: Chipboard coated (FunderMax Star Favorit Superfront 1.0, Decor 1118 LI)
- Display: White glass (ESG)

Versions:
- Low / High
- Along the wall / Freestanding
- With / without base
- With / without display
- Opening: Front (Sliding / Revolving Doors)

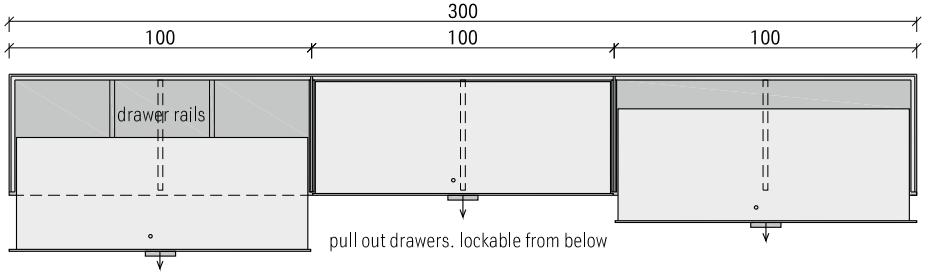
Combo: C 04 A1 Bar
D 01 Consulting Sofa
E 02 Coffeebar
F 31 Moodimage

Zone: General Zone
Consulting Zone

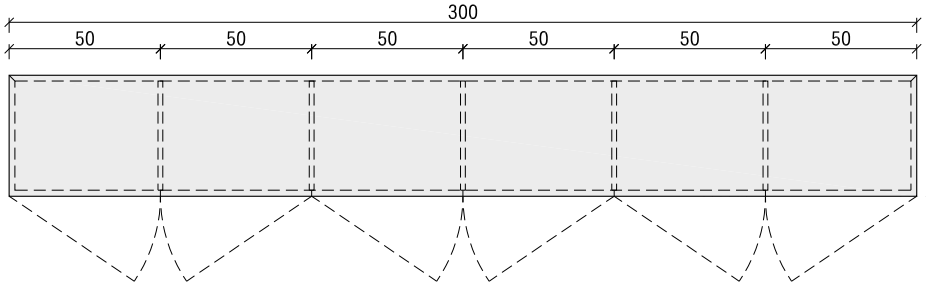
Location: Along the wall or Freestanding
- Behind A1 Bar
- Behind Consulting Sofa
- Between wall + furniture
- Below moodimage



Front view – Storage with Display

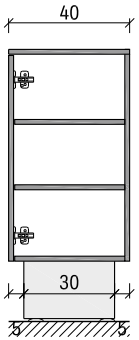


Top view – Storage with Display

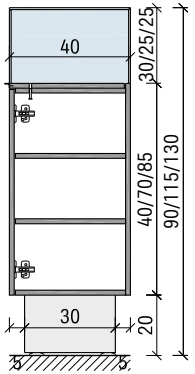


Top view – Storage without Display

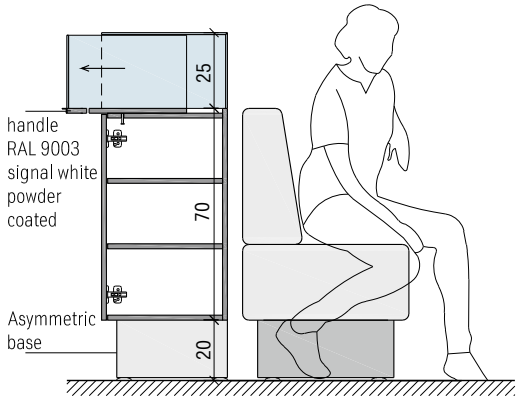
Sections



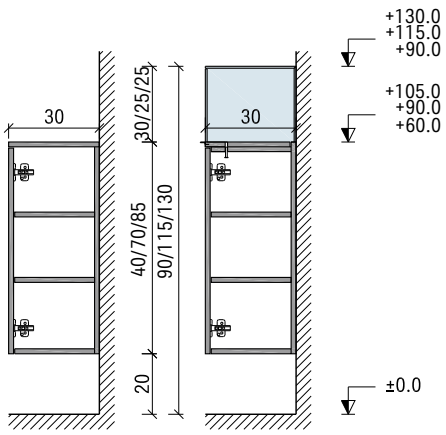
With base, without display (standalone)



With base, with display (standalone)

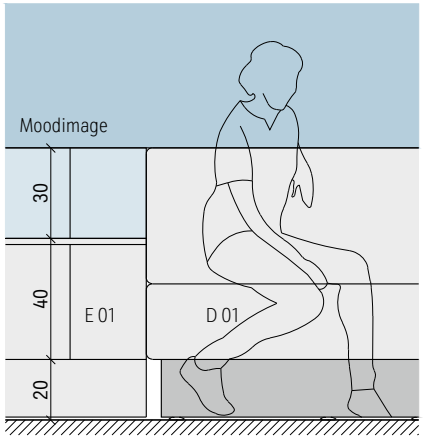


High with base, with display (combination, along wall)



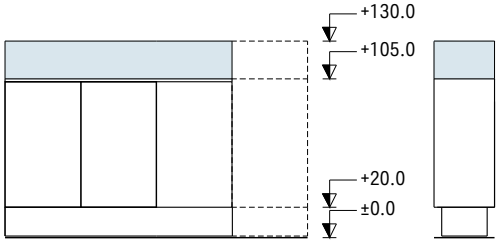
Without base, without display (wall-mounted)

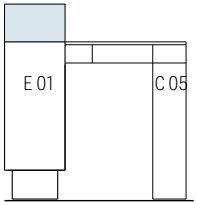
Without base, with display (wall-mounted)



Superlow with base, with display (combination, along wall, Moodimage above)

1:25



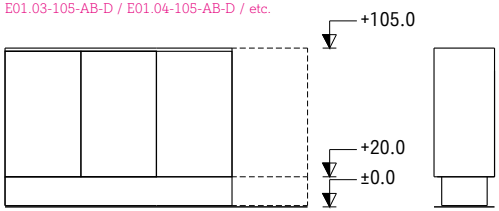


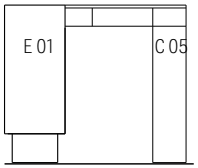
High (105 cm) **– With Base – With display**

E01.03-105-SB-D / E01.04-105-SB-D / etc.

E01.03-105-AB-D / E01.04-105-AB-D / etc.

Combination with Consulting Table High

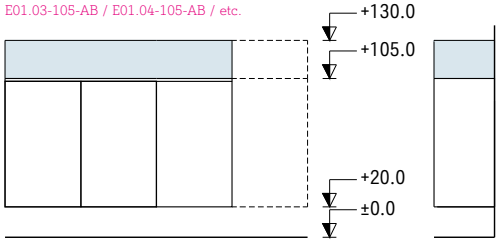




High (105 cm) **– With Base**

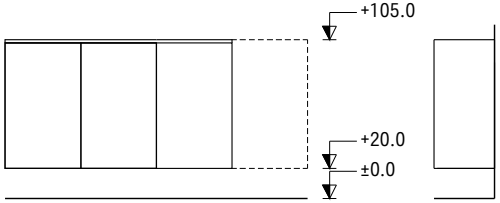
E01.03-105-SB / E01.04-105-SB / etc.

E01.03-105-AB / E01.04-105-AB / etc.



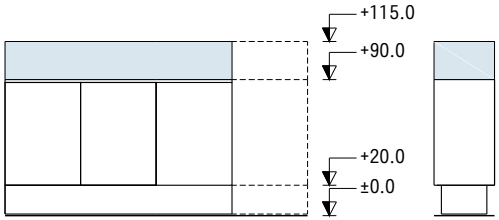
High (105 cm) **– Without base (wall-mounted) – With display**

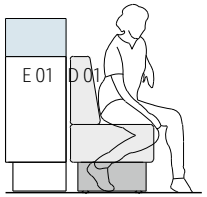
E01.03-105-NB-D / E01.04-105-NB-D / etc.



High (105 cm) **– Without base (wall-mounted)**

E01.03-105-NB / E01.04-105-NB / etc.



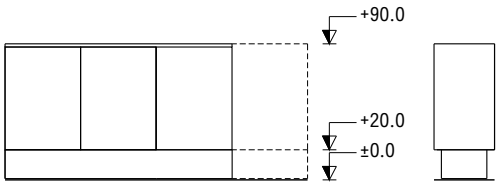


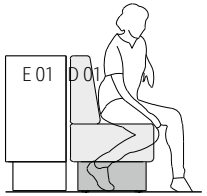
Low (90 cm) **– With Base – With display**

E01.03-90-SB-D / E01.04-90-SB-D / etc.

E01.03-90-AB-D / E01.04-90-AB-D / etc.

Combination with Consulting Sofa



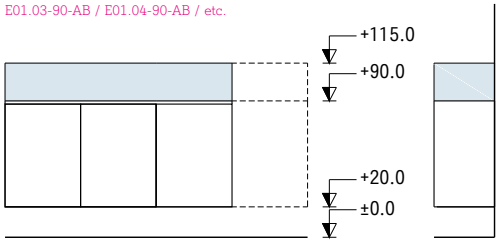


Low (90 cm) **– With Base**

E01.03-90-SB / E01.04-90-SB / etc.

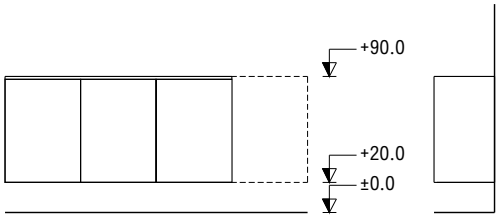
E01.03-90-AB / E01.04-90-AB / etc.

Base variation



Low (90 cm) **– Without base (wall-mounted) – With display**

E01.03-90-NB-D / E01.04-90-NB-D / etc.



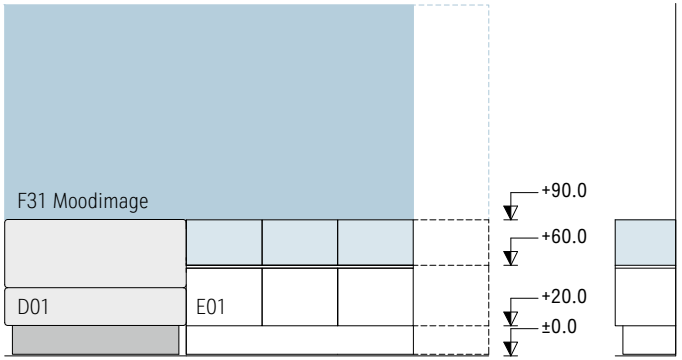
Low (90 cm) **– Without base (wall-mounted)**

E01.03-90-NB / E01.04-90-NB / etc.

Legend E01

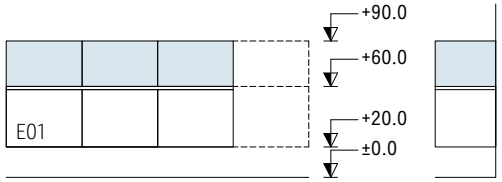
Element	E01
Number of Modules	.01 / .02 / etc.
Height	-105 / -90 / -60 (cm)
Base	-SB (symmetric base)
	-AS (asymmetric base)
	-NB (no base)
Display	-D (with display)
Exceptions	-!

Storage: Variations & Examples **1:50**



Superlow (60 cm) **– With Base – With display**

E01.03-60-AB-D / E01.04-105-AB-D / etc.



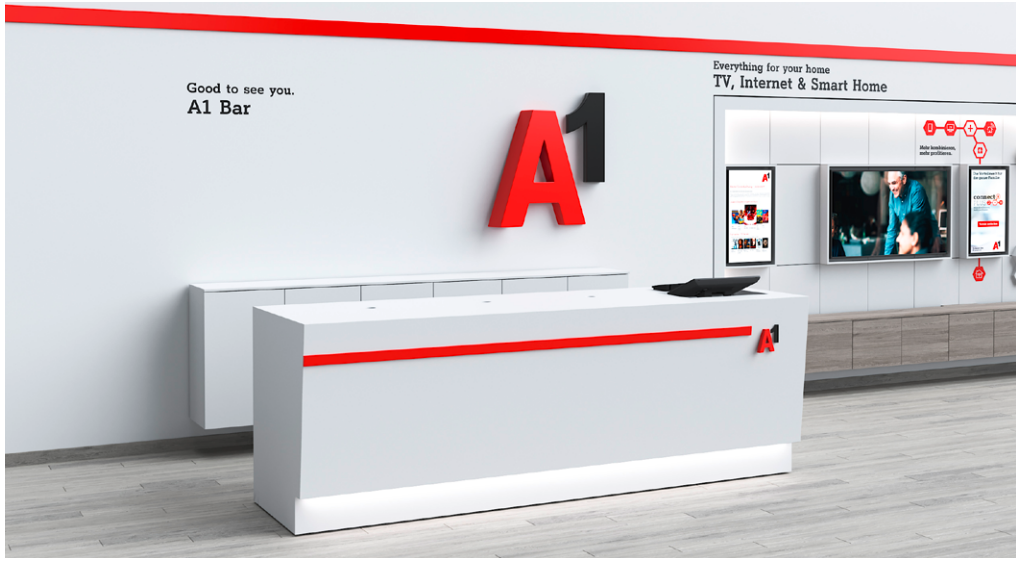
Superlow (60 cm) **– Without base (wall-mounted) – With display**

E01.03-60-NB-D / E01.04-60-NB-D / etc.

Legend E01

Element	E01
Number of Modules	.01 / .02 / etc.
Height	-105 / -90 / -60 (cm)
Base	-SB (symmetric base)
	-AS (asymmetric base)
	-NB (no base)
Display	-D (with display)
Exceptions	-!

Storage: Variations & Examples **1:50**


Good to see you.
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 Star Favorit Superfront 1.0, Decor 1118 LI

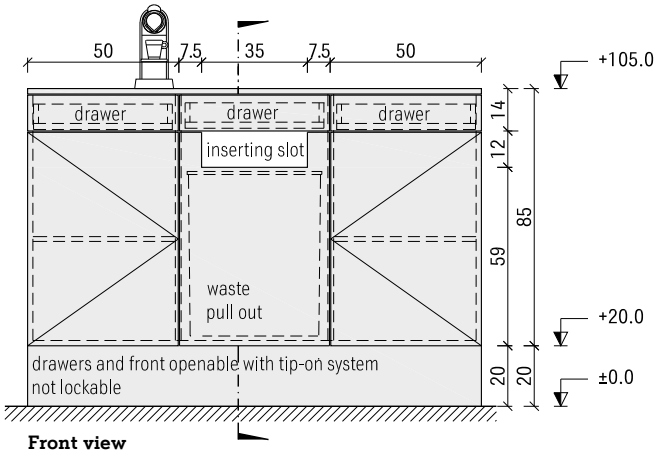
Material:
- Body + doors: Chipboard coated (FunderMax Star Favorit Superfront 1.0, Decor 1118 LI)

Versions:
- Low / High
- Along Wall / Freestanding
- No / symmetric / asymmetric Base

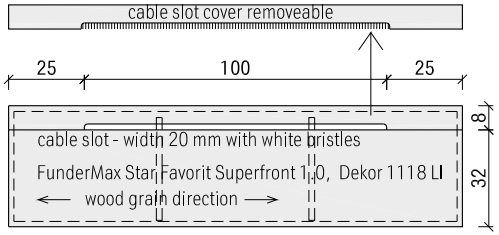
Combo: A 02 Home Wall
C 01 Waiting Table
C 02 Product Table
C 08 Wait&Consult
E 01 Storage

Zone: General Zone / Active Waiting
Consulting Zone
Home Zone

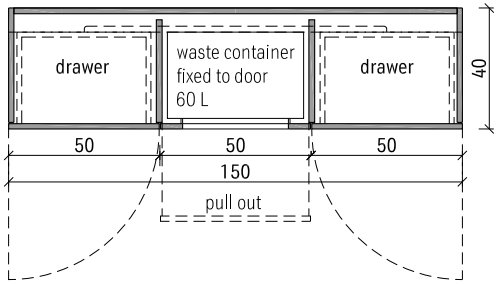
Location:
- Attached to column / wall
- Close to Waiting Area (Waiting Table / Product Table / A1 Table)
- Close to Consulting Zone
- Close to Home Wall



Front view

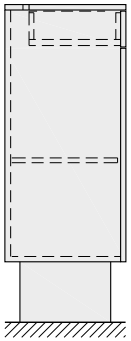


Top view

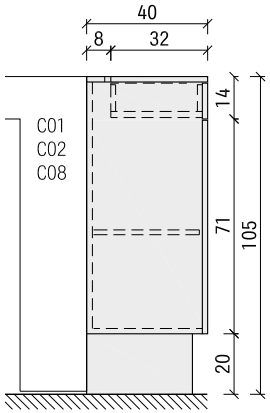


Top view – Open Tabletop

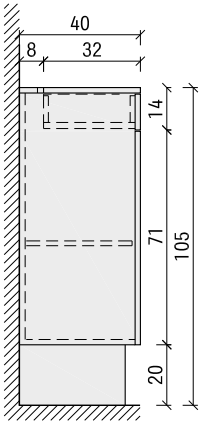
With base



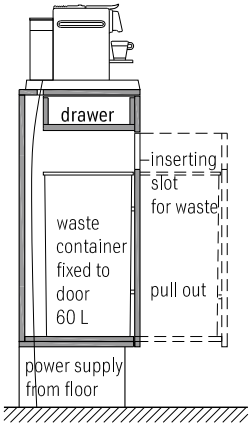
Side view (standalone)



Side view (combination)

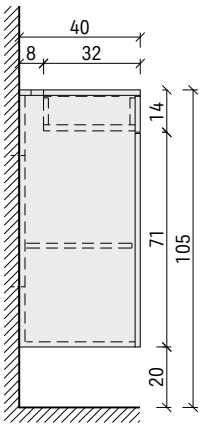


Side view (along wall)

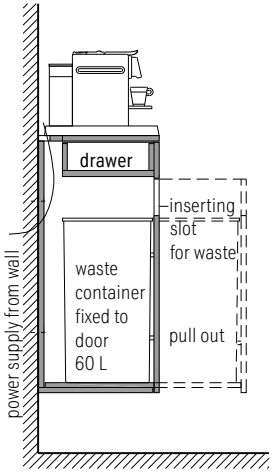


Section

Without base

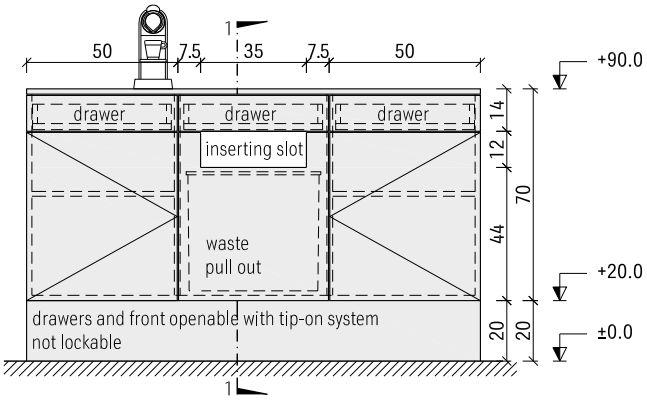


Side view (wall-mounted)

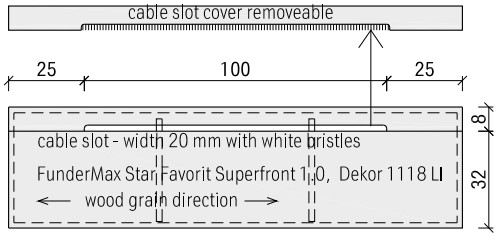


Section

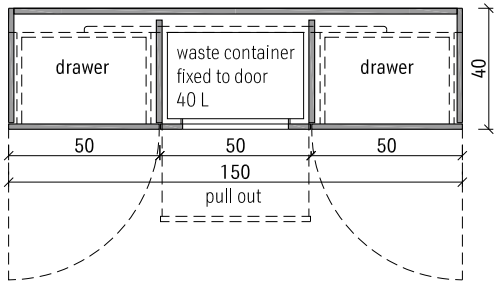
1:25



Front view

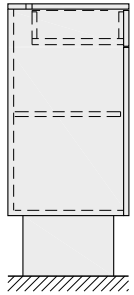


Top view

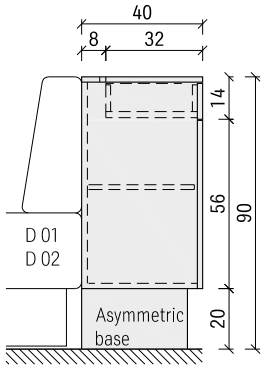


Top view – Open Tabletop

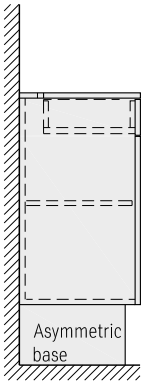
With base



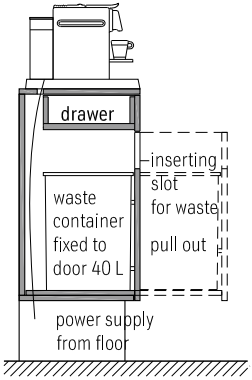
Side view (standalone)



Side view (combination)

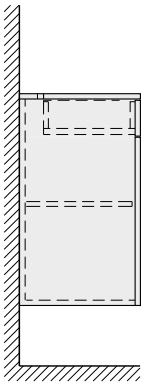


Side view (along wall)

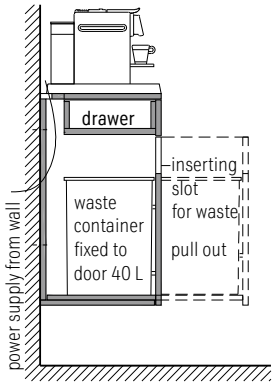


Section

Without base



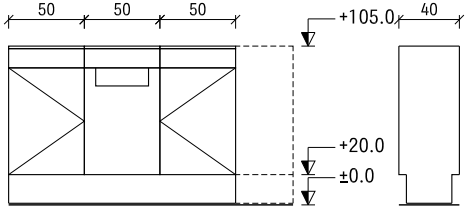
Side view (wall-mounted)



Section

1:25

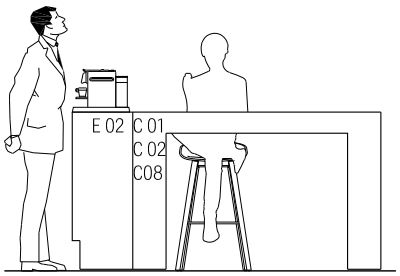
Coffee Bar High
With Base



Front view

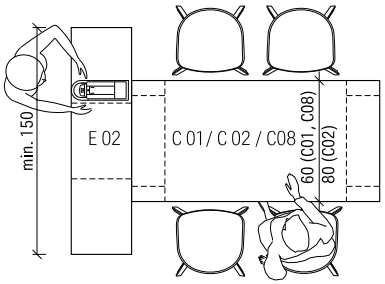
Side view
(standalone)

Base variations:

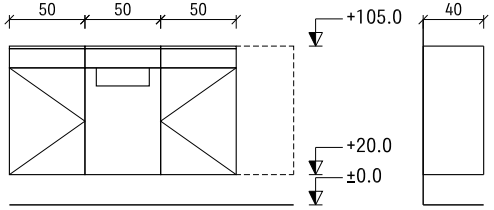


Side view
(combination or along the wall)

Top view



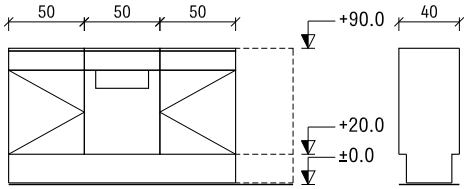
Coffee Bar High
Without Base
(wall-mounted)



Front view

Side view

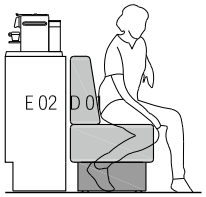
Coffee Bar Low
With Base



Front view

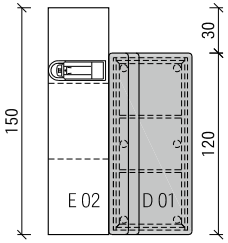
Side view
(standalone)

Base variations:

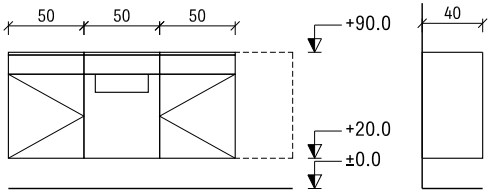


Side view
(combination)

Top view



Coffee Bar Low
Without Base
(wall-mounted)



Front view

Side view

Coffee Bar: Variations & Examples **1:50**

2.1.2.2 Interior

2.1.2.2.2.E Modules & Elements: Storage: E 02 Coffeebar: Variations

1 Module
(only wall-mounted)
Width = 50 cm



E02.01-105-AB-A / E02.01-90-AB-A
E02.01-105-NB-A / E02.01-90-NB-A



E02.01-105-AB-B / E02.01-90-AB-B
E02.01-105-NB-B / E02.01-90-NB-B



E02.01-105-AB-C / E02.01-90-AB-C
E02.01-105-NB-C / E02.01-90-NB-C

2 Modules
(only wall-mounted)
Width = 100 cm

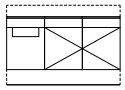


E02.02-105-AB-1 / E02.02-90-AB-1
E02.02-105-NB-1 / E02.02-90-NB-1

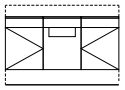


E02.02-105-AB-2 / E02.02-90-AB-2
E02.02-105-NB-2 / E02.02-90-NB-2

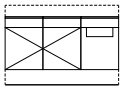
3 Modules
Width = 150 cm



E02.03-105-SB-1 / E02.03-90-SB-1
E02.03-105-AB-1 / E02.03-90-AB-1
E02.03-105-NB-1 / E02.03-90-NB-1

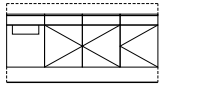


E02.03-105-SB-2 / E02.03-90-SB-2
E02.03-105-AB-2 / E02.03-90-AB-2
E02.03-105-NB-2 / E02.03-90-NB-2

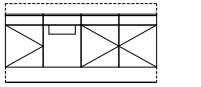


E02.03-105-SB-3 / E02.03-90-SB-3
E02.03-105-AB-3 / E02.03-90-AB-3
E02.03-105-NB-3 / E02.03-90-NB-3

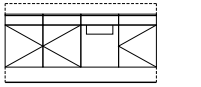
4 Modules
Width = 200 cm



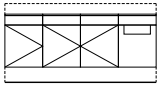
E02.04-105-SB-1 / E02.04-90-SB-1
E02.04-105-AB-1 / E02.04-90-AB-1
E02.04-105-NB-1 / E02.04-90-NB-1



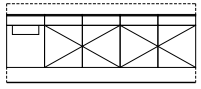
E02.04-105-SB-2 / E02.04-90-SB-2
E02.04-105-AB-2 / E02.04-90-AB-2
E02.04-105-NB-2 / E02.04-90-NB-2



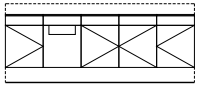
E02.04-105-SB-3 / E02.04-90-SB-3
E02.04-105-AB-3 / E02.04-90-AB-3
E02.04-105-NB-3 / E02.04-90-NB-3



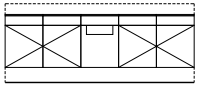
E02.04-105-SB-4 / E02.04-90-SB-4
E02.04-105-AB-4 / E02.04-90-AB-4
E02.04-105-NB-4 / E02.04-90-NB-4



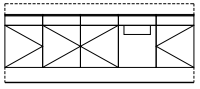
E02.05-105-SB-1 / E02.05-90-SB-1
E02.05-105-AB-1 / E02.05-90-AB-1
E02.05-105-NB-1 / E02.05-90-NB-1



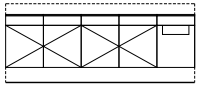
E02.05-105-SB-2 / E02.05-90-SB-2
E02.05-105-AB-2 / E02.05-90-AB-2
E02.05-105-NB-2 / E02.05-90-NB-2



E02.05-105-SB-3 / E02.05-90-SB-3
E02.05-105-AB-3 / E02.05-90-AB-3
E02.05-105-NB-3 / E02.05-90-NB-3



E02.05-105-SB-4 / E02.05-90-SB-4
E02.05-105-AB-4 / E02.05-90-AB-4
E02.05-105-NB-4 / E02.05-90-NB-4



E02.05-105-SB-5 / E02.05-90-SB-5
E02.05-105-AB-5 / E02.05-90-AB-5
E02.05-105-NB-5 / E02.05-90-NB-5

And so on ...

Legend E02

Element	E02
Number of Modules	.01 / .02 / etc.
Height	-105 / -90 (cm)
Base	-SB (symmetric base)
	-AS (asymmetric base)
	-NB (no base)
Variant (1 module only)	-A / -B / -C
Location of Waste	-1 (first module f.l.t.r.)
(2 and more modules)	-2 (second module f.l.t.r.)
	-etc.
Exceptions	-!

Coffee Bar: Variations **1:100**

E 03 Guru Storage I



Functions: Guru Storage

Dimensions: L 200 cm (or adjusted to specific needs)
D 30 cm
H 90 cm

Colour: White
- FunderMax Star Favorit Superfront 1.0, Decor 1118 LI

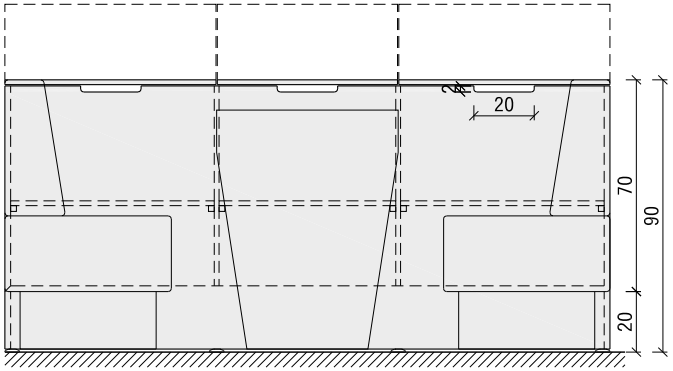
Material:
- Body + Doors: Chipboard coated (FunderMax Star Favorit Superfront 1.0, Decor 1118 LI)

Versions: -

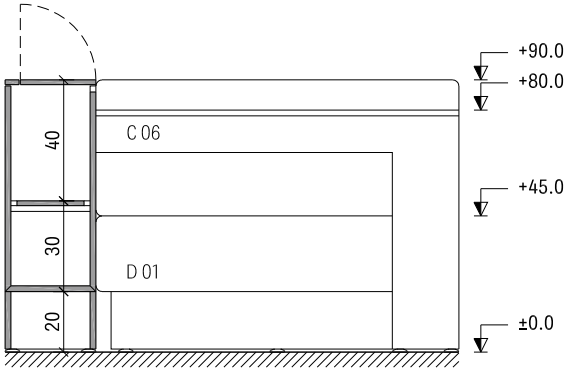
Combo: C06 Consulting Table Low
D 01 Consulting Sofa
D 02 Consulting Chair
F 31 Moodimage

Zone: General Zone
Consulting Zone

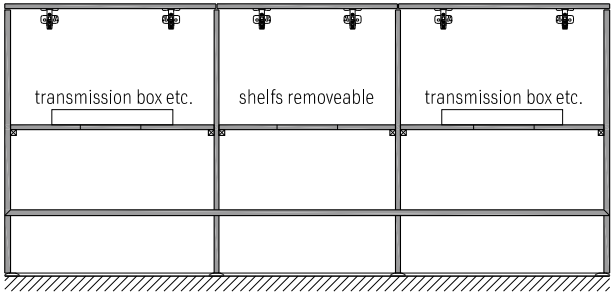
Location: Along the wall
- Behind Consulting Table+Sofa+Chairs
- Between wall + furniture
- Below moodimage



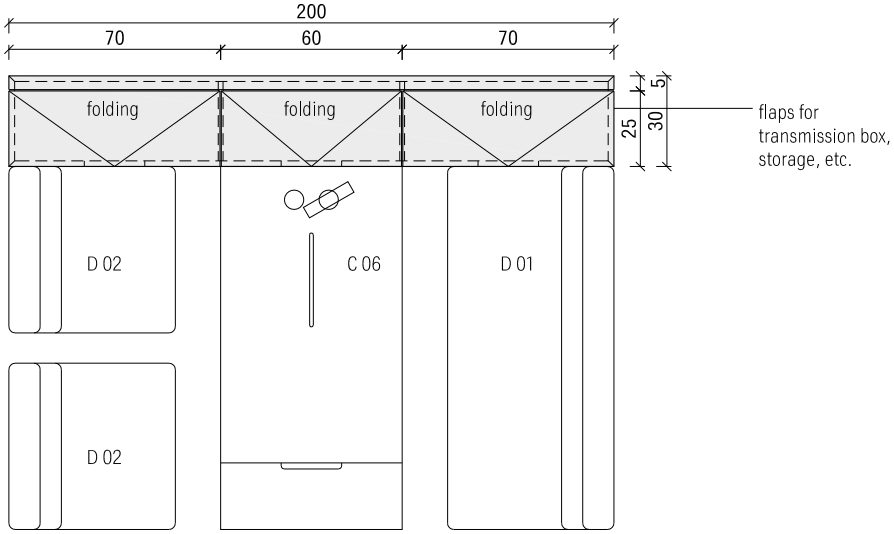
Front view



Section 1



Section 2



Top view (combination)



Horizontal section

E03.200

Legend E03

Element	E03
Length	.200 / .230 / etc.
Exceptions	-!

1:25

E 04 Guru Storage II



Functions: Guru Storage

Dimensions: L 120 cm (or adjusted to specific needs)
D 40/50/60 cm
H 90 cm

Colour: White
- FunderMax Star Favorit Superfront 1.0, Decor 1118 LI

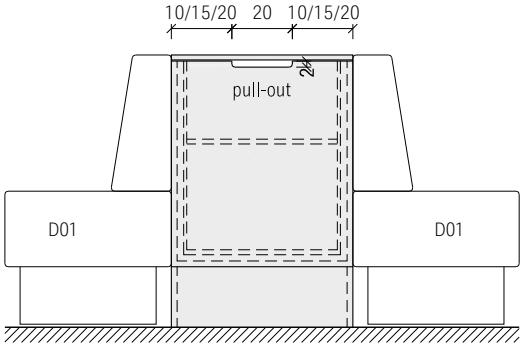
Material:
- Body + Doors: Chipboard coated (FunderMax Star Favorit Superfront 1.0, Decor 1118 LI)

Versions:
- Different Depth

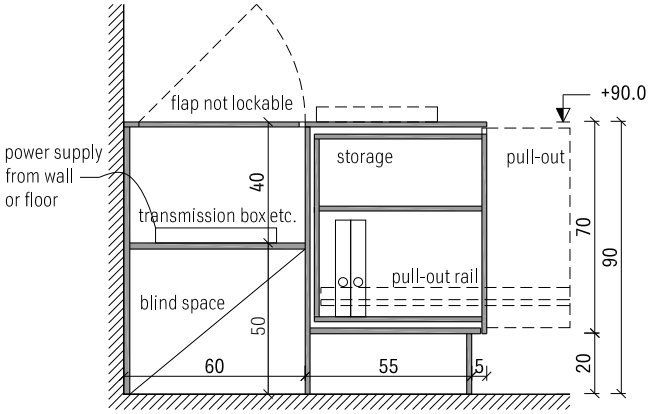
Combo: D 01 Consulting Sofa
D 02 Consulting Chair

Zone: General Zone
Consulting Zone

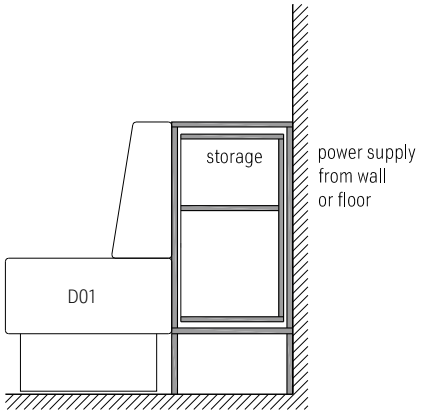
Location:
- Between Consulting Sofas
- Between Consulting Sofa & Wall



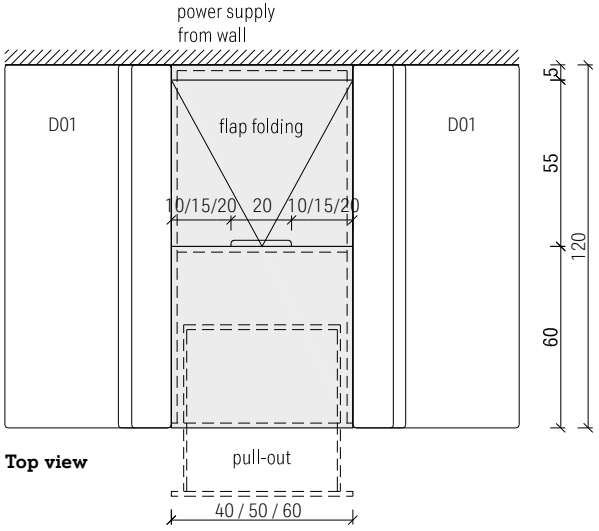
Front view



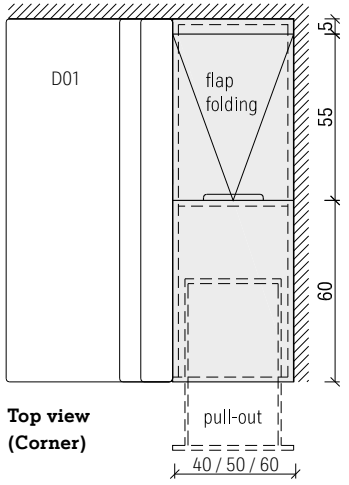
Longitudinal section



Cross section

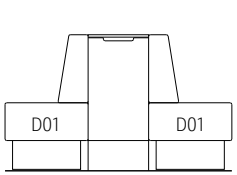


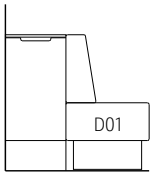
Top view



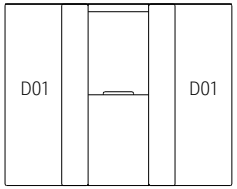
Top view
(Corner)

1:25

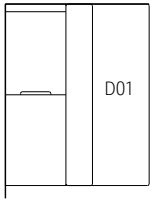




Front views

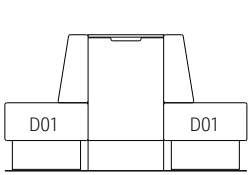


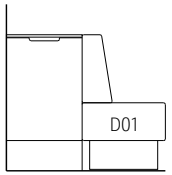
Top views

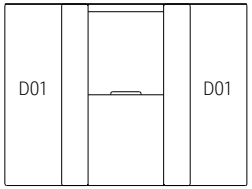


W 40 cm

E04.40-120

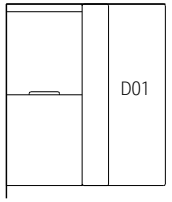


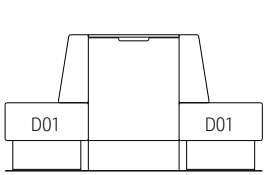


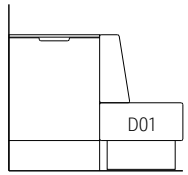


W 50 cm

E04.50-120







W 60 cm

E04.60-120





Legend E04

Element	E04
Width	.40 / .50 / 60
Length	-120 / etc.
Exceptions	-!

Guru Storage II: Variations **1:50**

E 05 Drinks & Storage



Functions: Guru Storage
Mini Fridge
Water Bottles
Waste Container

Dimensions: W 50 x, e.g. 100 cm (or adjusted to needs)
D 40/50/60 cm (or adjusted to needs)
H storage: 90/105 cm

Colour: White
- FunderMax Star Favorit Superfront 1.0, Decor 1118 LI

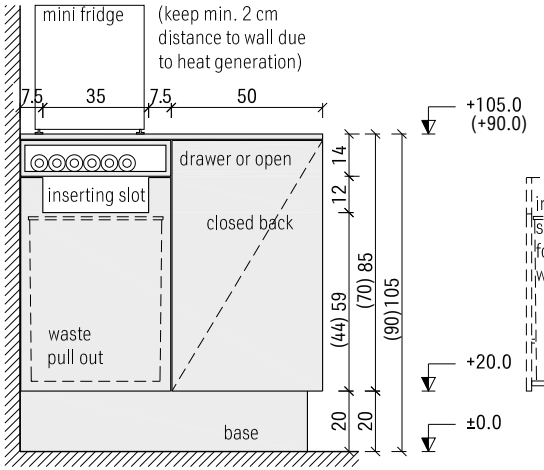
Material:
- Body + Doors: Chipboard coated (FunderMax Star Favorit Superfront 1.0, Decor 1118 LI)

Versions:
- Low / High

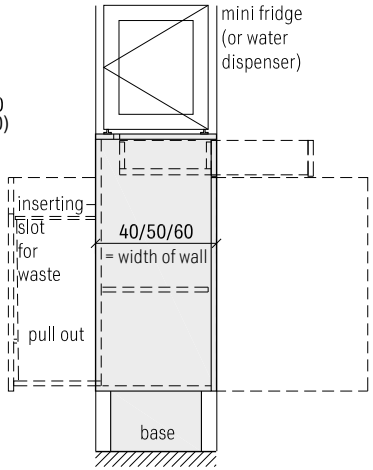
Combo: -

Zone: General Zone
Consulting Zone

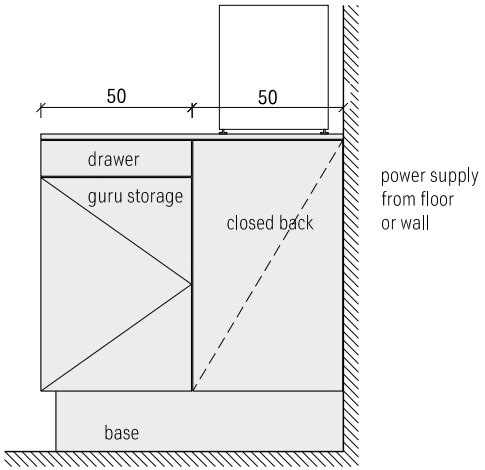
Location:
- In elongation of a wall
- As room divider



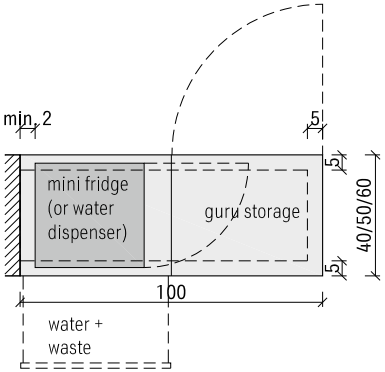
Front view



Side view



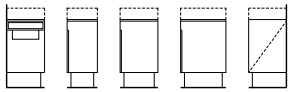
Rear view



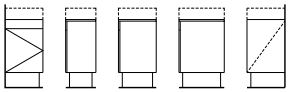
Top view

1:25

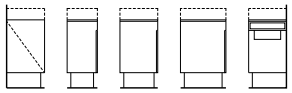
1 Module
Width = 50 cm



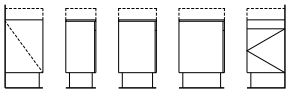
E05.01-105-40-LA E05.01-90-40-LA
E05.01-105-50-LA E05.01-90-50-LA
E05.01-105-60-LA E05.01-90-60-LA



E05.01-105-40-LB E05.01-90-40-LB
E05.01-105-50-LB E05.01-90-50-LB
E05.01-105-60-LB E05.01-90-60-LB

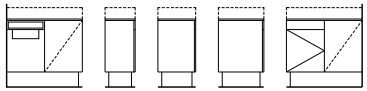


E05.01-105-40-RA E05.01-90-40-RA
E05.01-105-50-RA E05.01-90-50-RA
E05.01-105-60-RA E05.01-90-60-RA

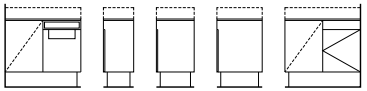


E05.01-105-40-RB E05.01-90-40-RB
E05.01-105-50-RB E05.01-90-50-RB
E05.01-105-60-RB E05.01-90-60-RB

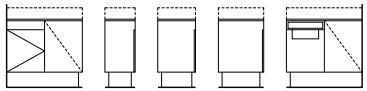
2 Modules
Width = 100 cm



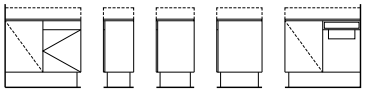
E05.02-105-40-L1 E05.02-90-40-L1
E05.02-105-50-L1 E05.02-90-50-L1
E05.02-105-60-L1 E05.02-90-60-L1



E05.02-105-40-L2 E05.02-90-40-L2
E05.02-105-50-L2 E05.02-90-50-L2
E05.02-105-60-L2 E05.02-90-60-L2

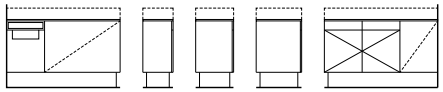


E05.02-105-40-R1 E05.02-90-40-R1
E05.02-105-50-R1 E05.02-90-50-R1
E05.02-105-60-R1 E05.02-90-60-R1

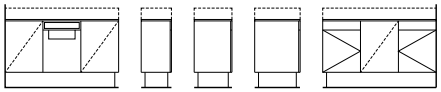


E05.02-105-40-R2 E05.02-90-40-R2
E05.02-105-50-R2 E05.02-90-50-R2
E05.02-105-60-R2 E05.02-90-60-R2

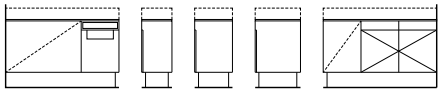
3 Modules
Width = 150 cm



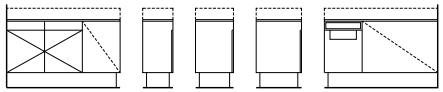
E05.03-105-40-L1 E05.03-90-40-L1
E05.03-105-50-L1 E05.03-90-50-L1
E05.03-105-60-L1 E05.03-90-60-L1



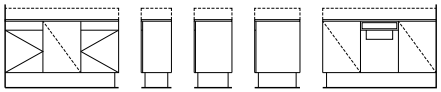
E05.03-105-40-L2 E05.03-90-40-L2
E05.03-105-50-L2 E05.03-90-50-L2
E05.03-105-60-L2 E05.03-90-60-L2



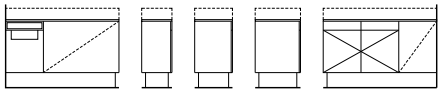
E05.03-105-40-L3 E05.03-90-40-L3
E05.03-105-50-L3 E05.03-90-50-L3
E05.03-105-60-L3 E05.03-90-60-L3



E05.03-105-40-R1 E05.03-90-40-R1
E05.03-105-50-R1 E05.03-90-50-R1
E05.03-105-60-R1 E05.03-90-60-R1



E05.03-105-40-R2 E05.03-90-40-R2
E05.03-105-50-R2 E05.03-90-50-R2
E05.03-105-60-R2 E05.03-90-60-R2

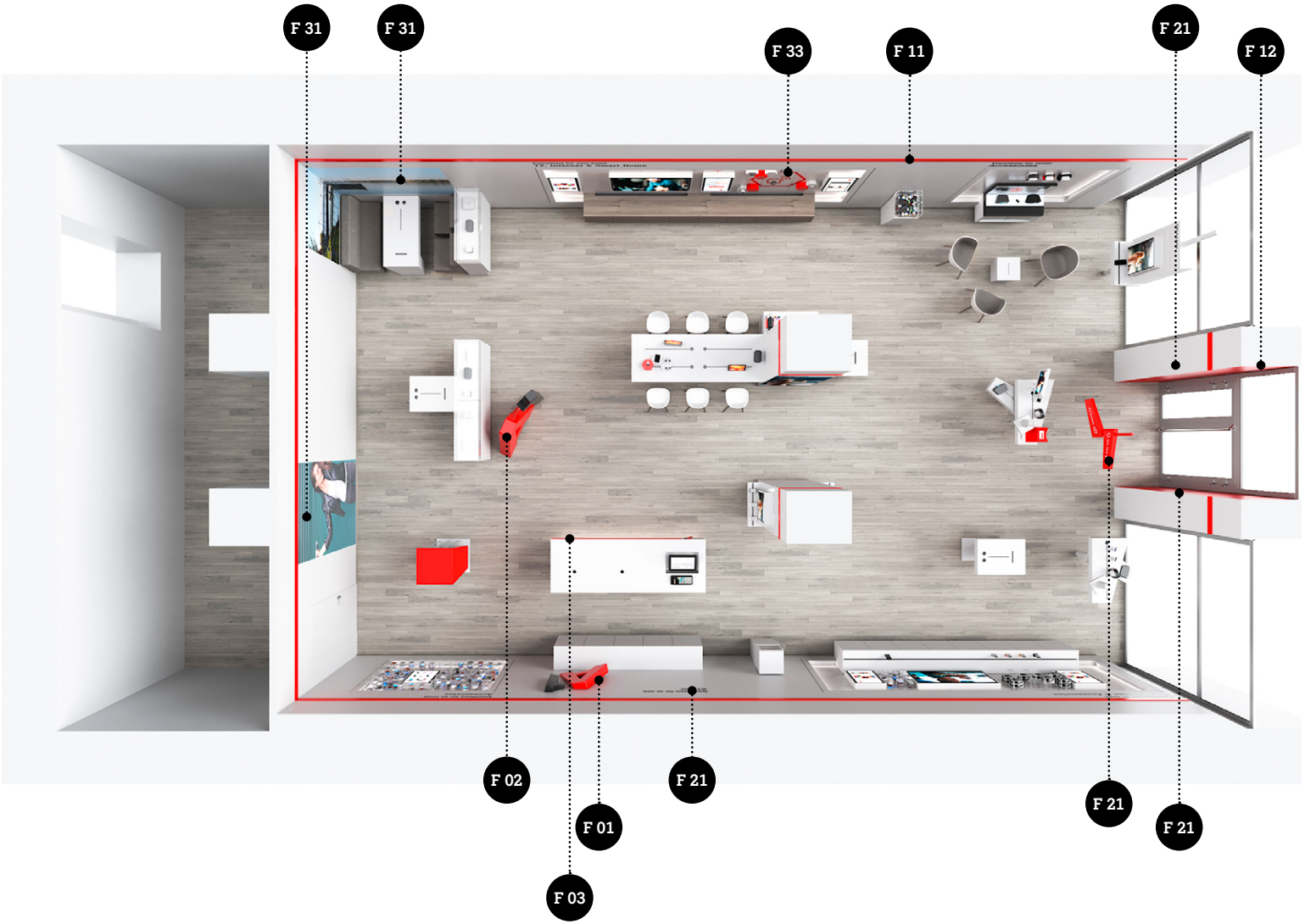


E05.03-105-40-R3 E05.03-90-40-R3
E05.03-105-50-R3 E05.03-90-50-R3
E05.03-105-60-R3 E05.03-90-60-R3

Legend E05

Element	E05
Number of Modules	.01 / .02 / etc.
Height	-105 / -90 (cm)
Depth	-40 / -50 / -60 (cm)
Location of Waste (side)	-L (left) / -R (right)
Location of Waste (module)	1 (first module f.l.t.r.)
	2 (second module f.l.t.r.)
	-etc.
Exceptions	-!

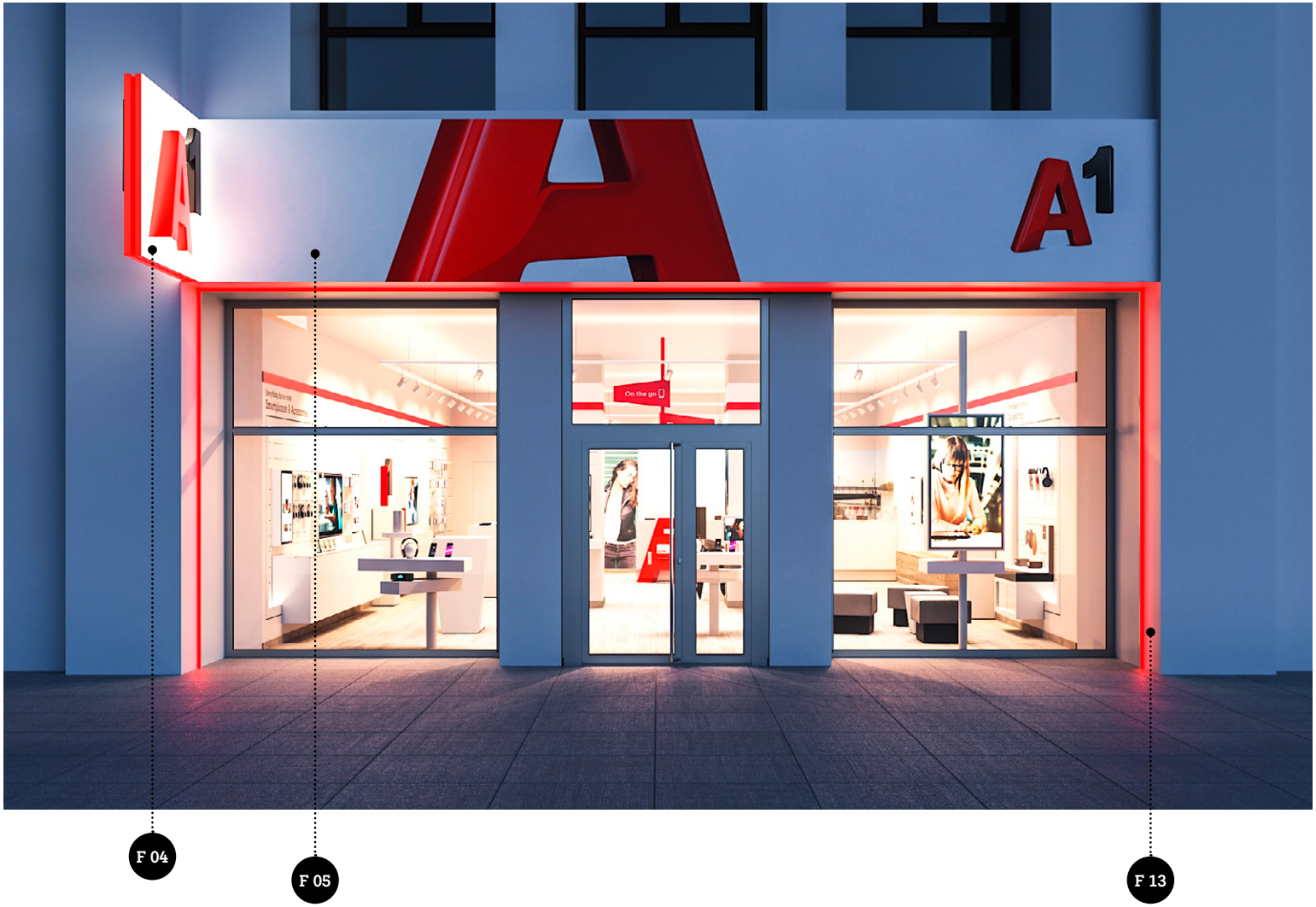
Drinks & Storage: Variations **1:100**



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)

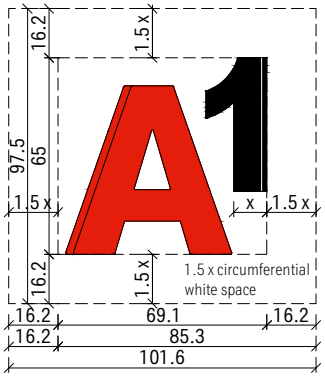
Material: Letters: Chipboard varnished
- „A": (RAL 3020, high gloss)
- „1": (RAL 9017, matt)

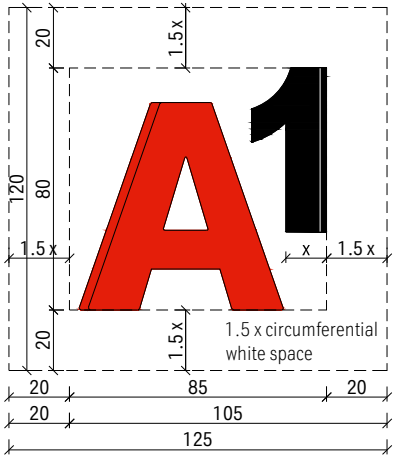
Versions:
- Aligned with Red Stripe
- Below Red Stripe, aligned with Walls

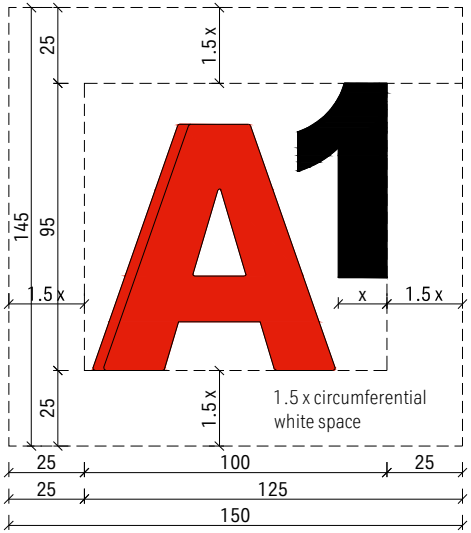
Combo: C 04 A1 Bar + E 01 Storage
F 11 Red Stripe

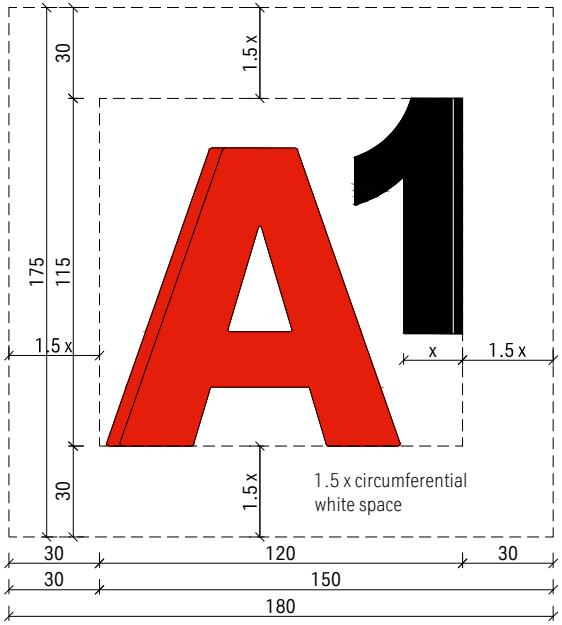
Zone: General Zone
Consulting Zone

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



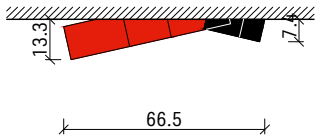




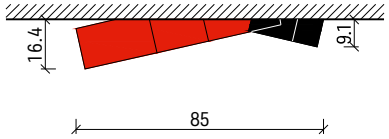


Front views

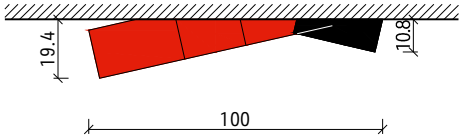
XX-Small (For A05 + PA05)
F01.XXS



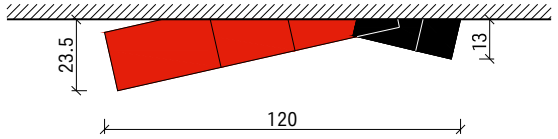
X-Small
F01.XS



Small
F01.S

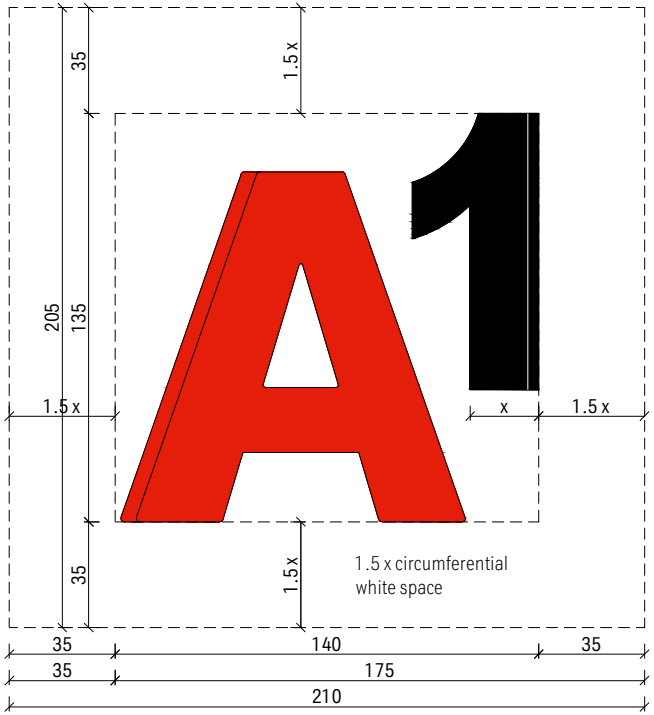


Medium
F01.M



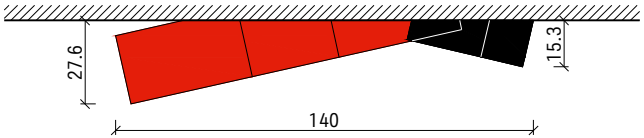
Top views

3D-Logo – Wall: Variations **1:25**



Large

F01.L

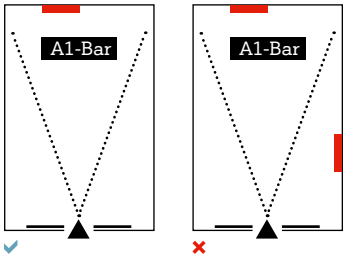


Legend F01

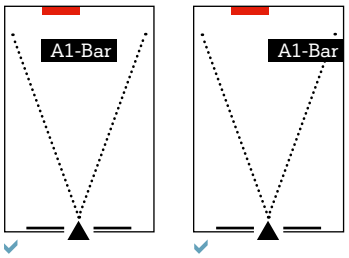
Element	F01
Size	.XXS / .XS / .S / .M / .L
Exceptions	!

3D-Logo – Wall: Variations **1:25**

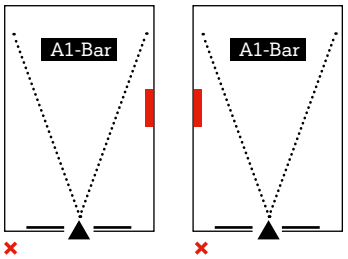
A1 Bar
- opposite the entrance
- in the back of the shop.



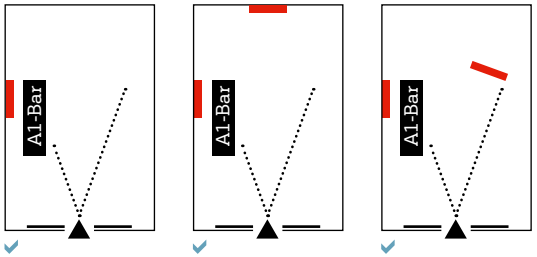
In general we use 1 wall-mounted 3D logo per shop.



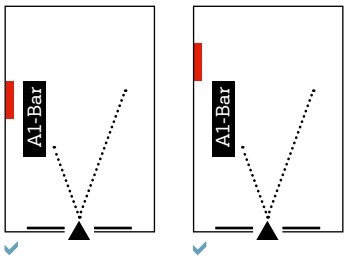
In this case we place one wall-mounted 3D logo behind the A1 Bar at the rear wall as a Pull-In-Element.



A1 Bar
- left hand side of the entrance

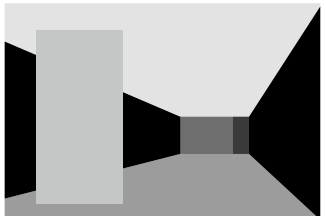


In this case it is also possible to use 2 Logos:
1 behind the A1 Bar + 1 at the rear wall / freestanding.

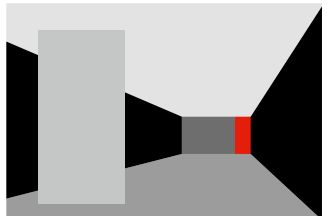


In this case we place one wall-mounted 3D logo behind the A1 Bar.

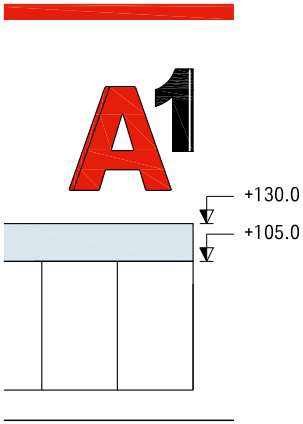
Depending on the specific situation:
- The upper edge of the Logo can be aligned with the upper edge of the Red Stripe
- The Logo is positioned below the Red Stripe, the upper edge aligned with the Walls.



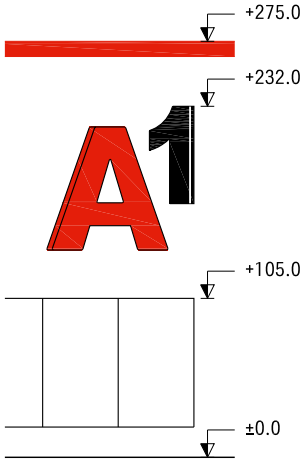
Without Pull-In Element



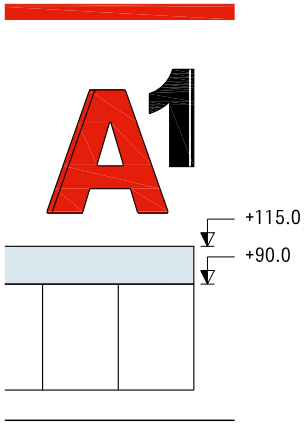
With Pull-In Element



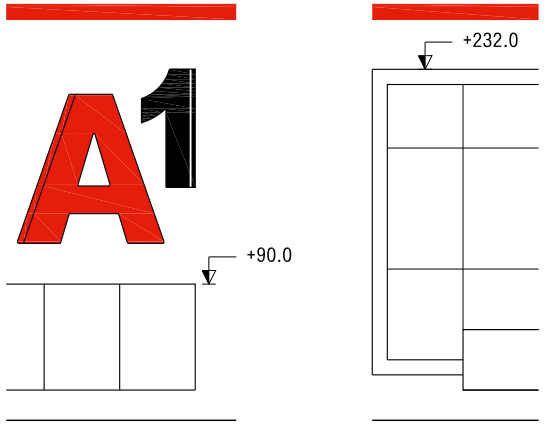
Storage: 105 + 25 cm:
Logo X-Small (UE 232)



Storage: 105 cm:
Logo Small (UE 232)



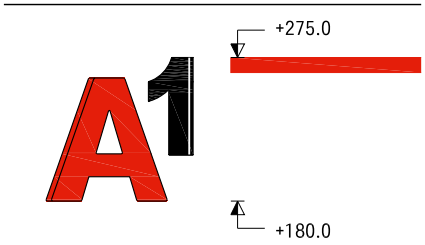
Storage: 90 + 25 cm:
Logo Small (UE 232)



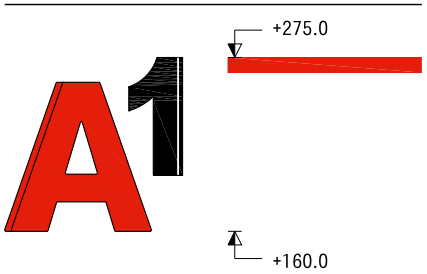
Storage: 90 cm:
Logo Medium (UE 232)

Ceiling Height:
280 cm and higher

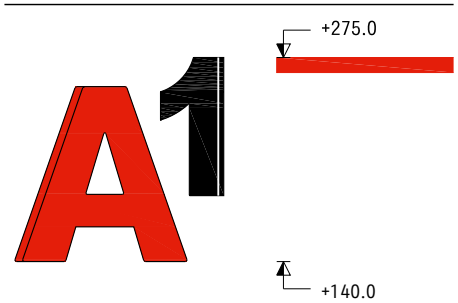
For lower ceilings see next page



Logo Small (UE 275 / LE 180)

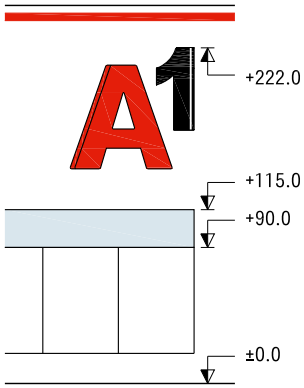


Logo Medium (UE 275 / LE 160)

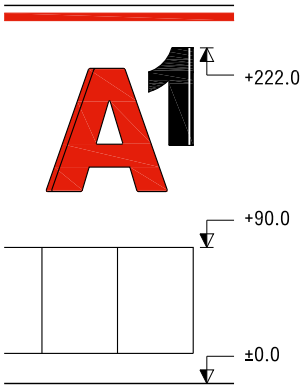


Logo Large (UE 275 / LE 140)

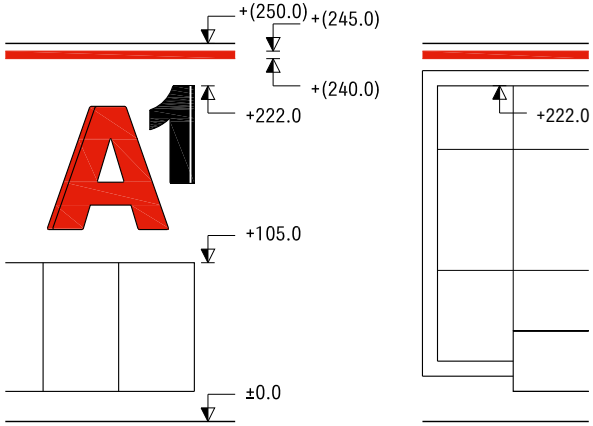
3D-Logo – Wall: Examples **1:50**



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



Storage: 90 cm:
Logo Small (UE 222)



Storage: 105 cm:
Logo Small (UE 222)

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-Logo – Wall: Examples **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

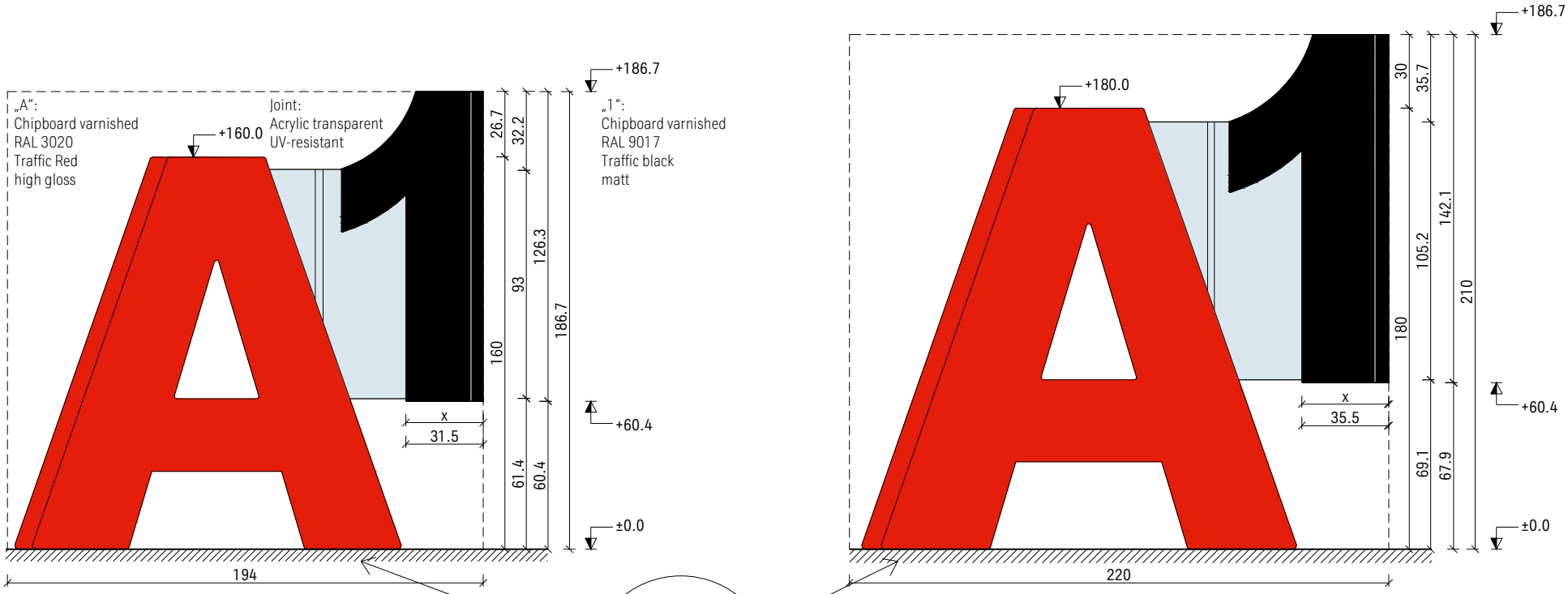
Material: Letters: Chipboard varnished
- „A“: (RAL 3020, high gloss)
- „1“: (RAL 9017, matt)

Joint: Acrylic transparent, UV-resistant

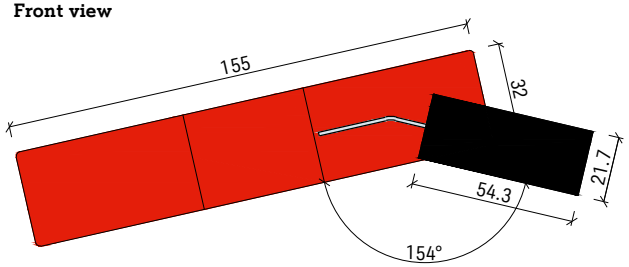
Combo: (C 05 Consulting Table High)

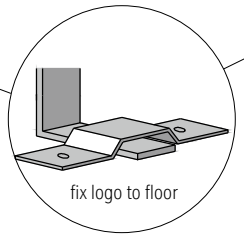
Zone: General Zone
Consulting Zone

Location:
- Directing to A1 Bar
- Rear Area (Pull-In-Element)
- Shop Window

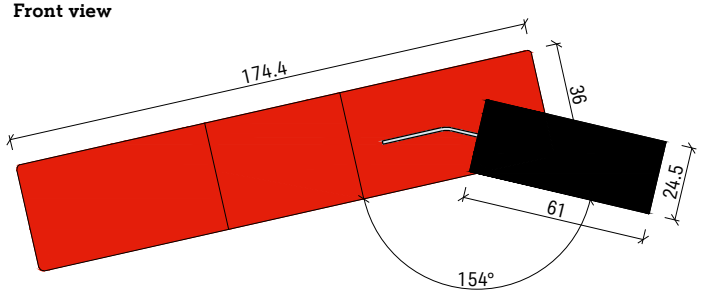


Front view





Front view



Top view

Size 160

F02.160

Legend F02

Element	F02
Size (Total Height)	.160 / .180 (cm)
Exceptions	!

Top view

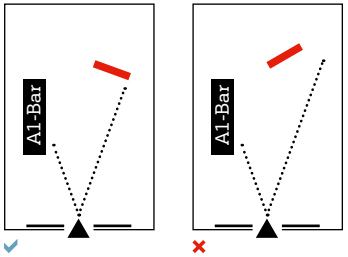
Size 180

F02.180

3D-Logo – Freestanding: Variations **1:25**

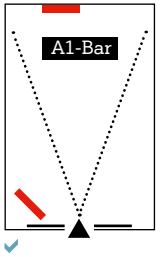
A1 Bar

- left hand side of the entrance



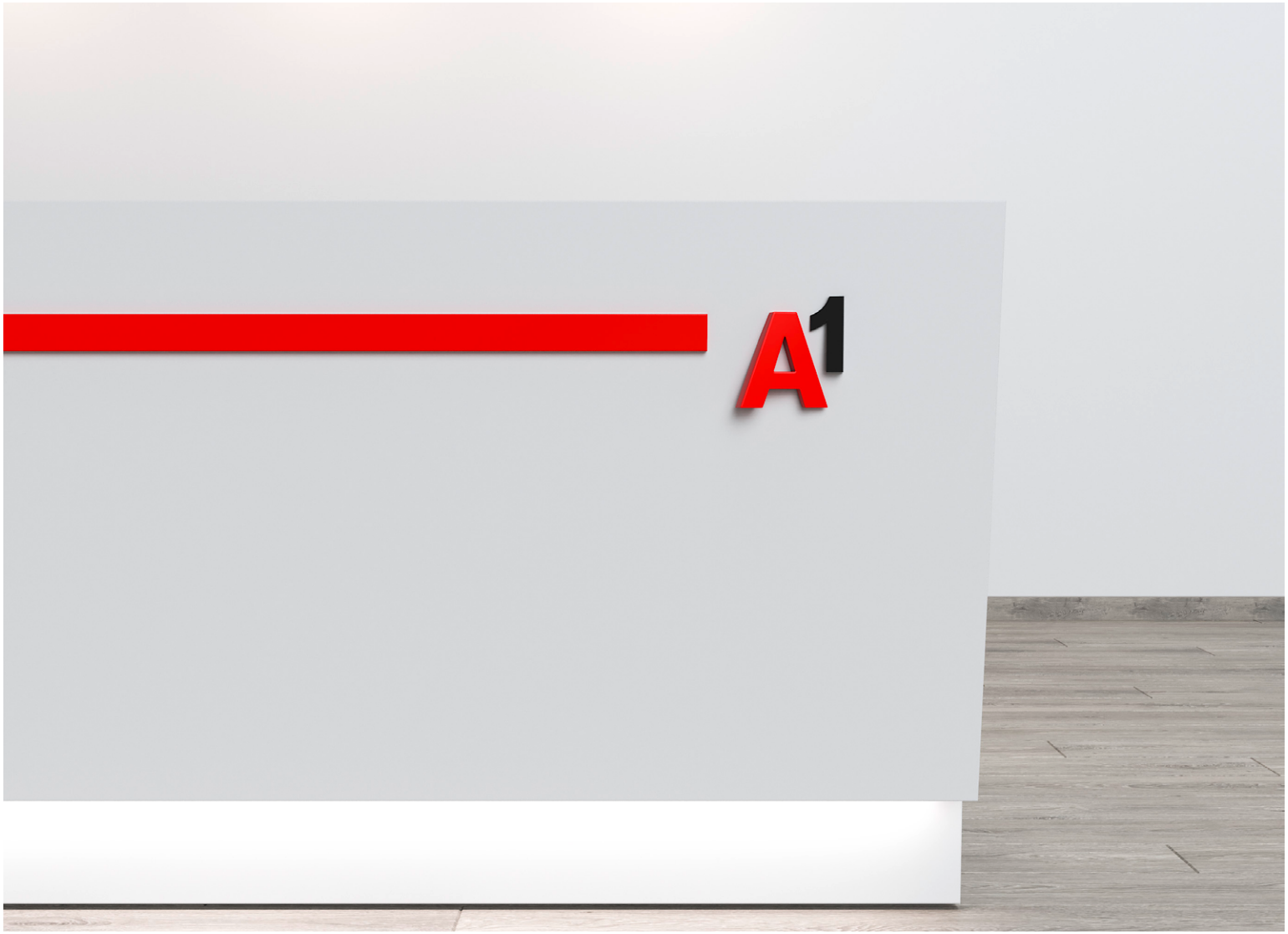
In this case (and the shop size allows it) we place a freestanding 3D Logo which directs the customer towards the A1 Bar.

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

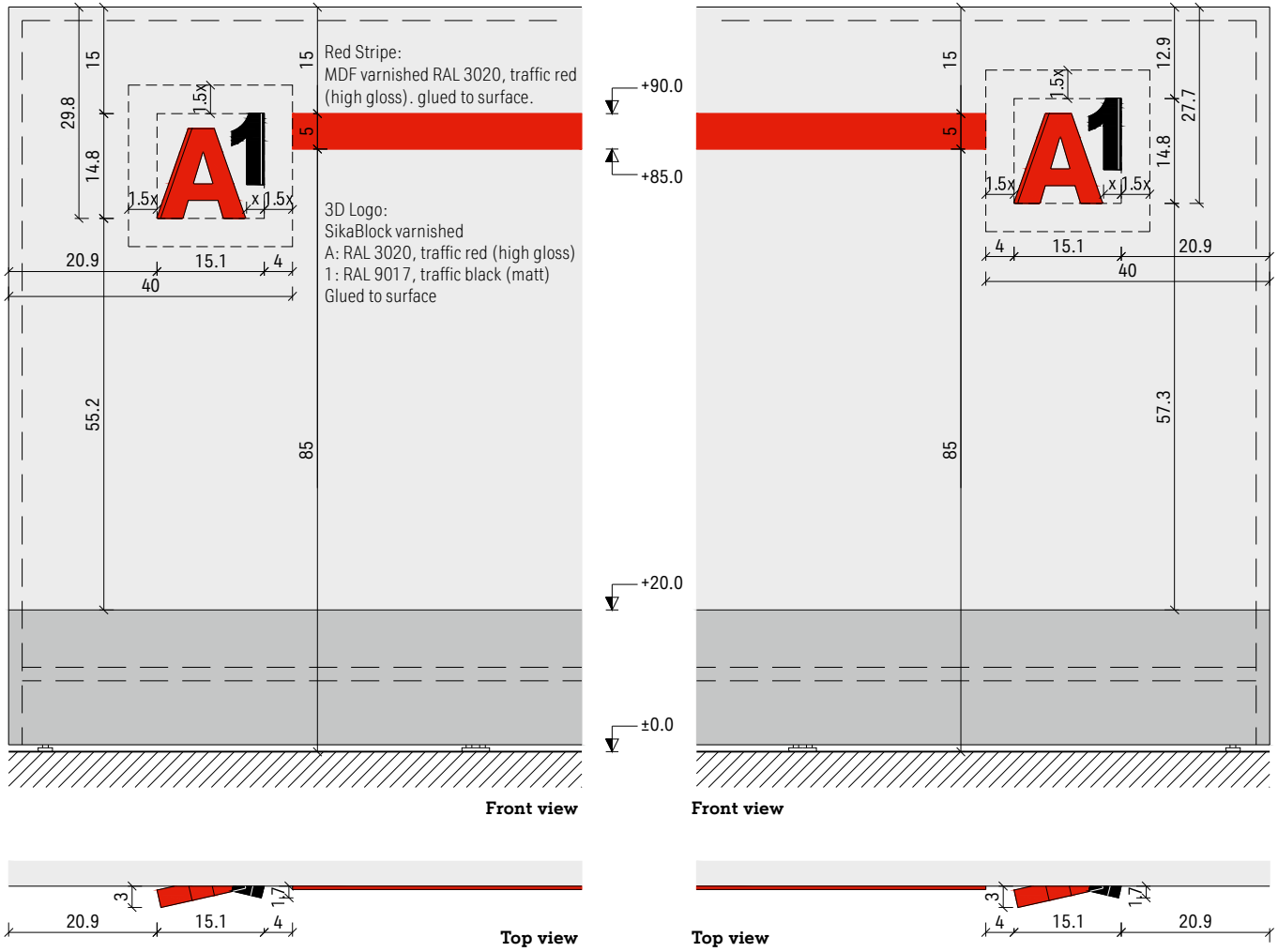
Combo: C 04 A1 Bar
F 11 Red Stripe

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

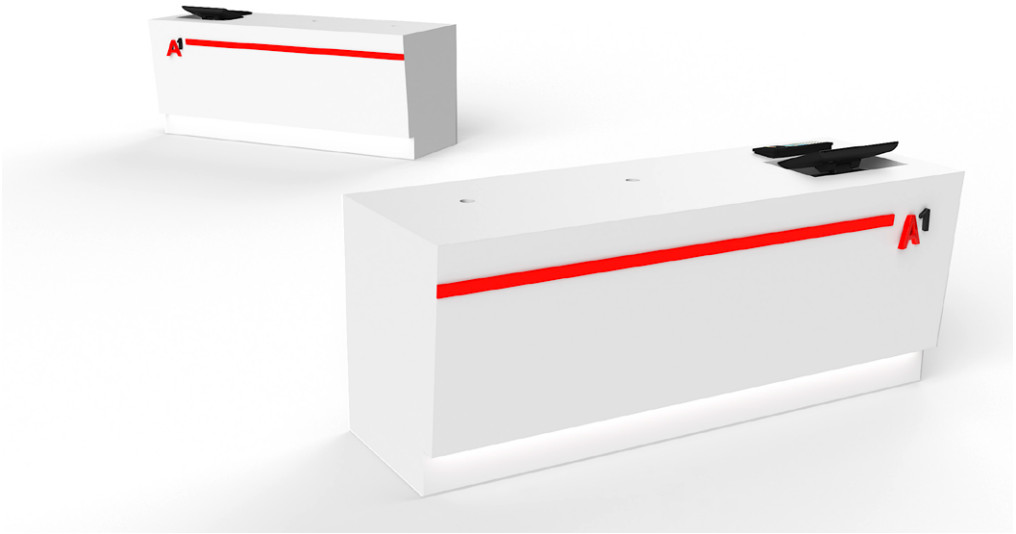


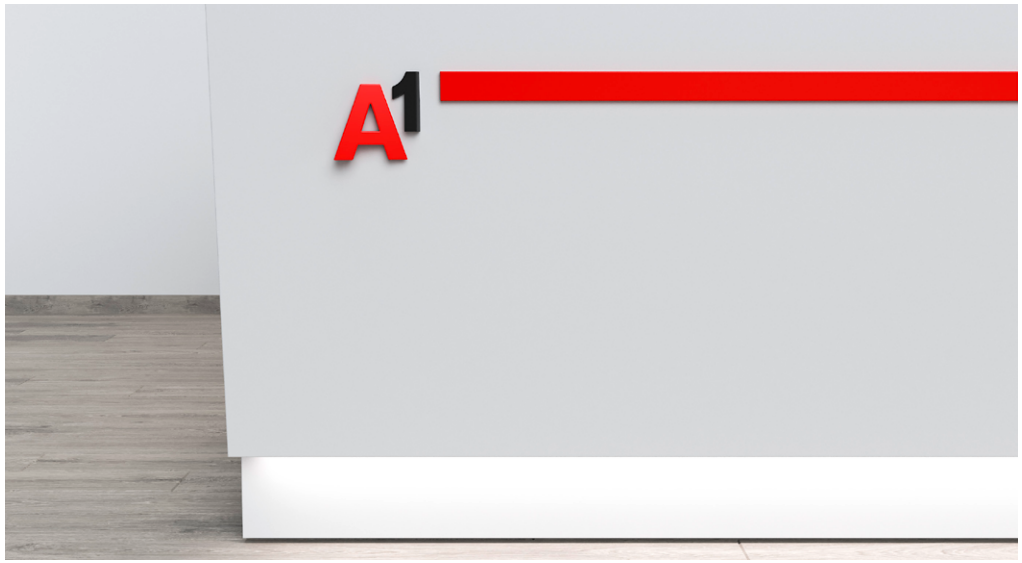
Left version **Right version**

The character closer to the Red Stripe is top aligned with it:

Left version: 1
Right version: A

3D-Logo – Freestanding: Variations **1:10**







New!

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

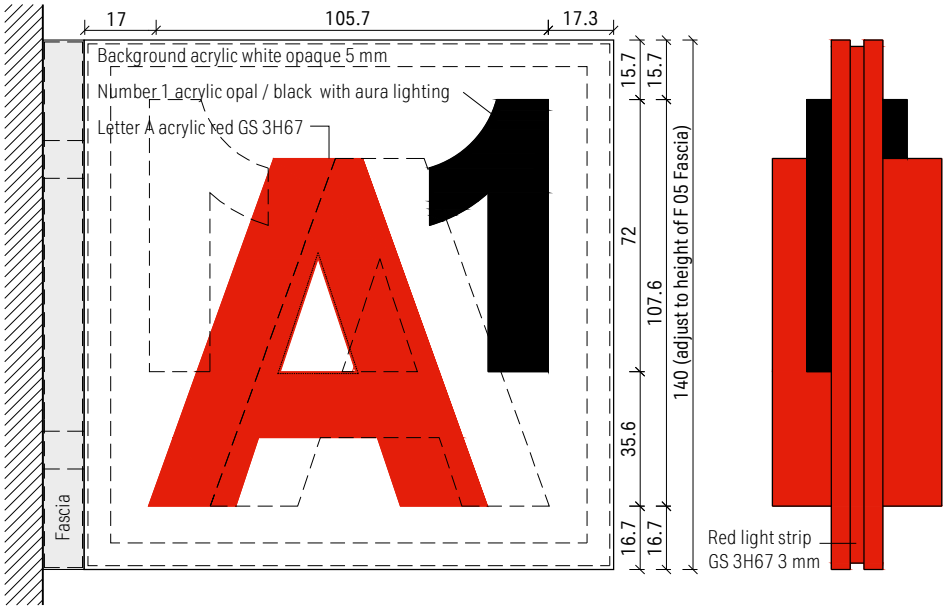
Lighting: LED lighting 4000 K
(„A" and „1" separately switchable)

Combo: F 05 Fascia
F 13 Light Strip Red

Zone: Outside

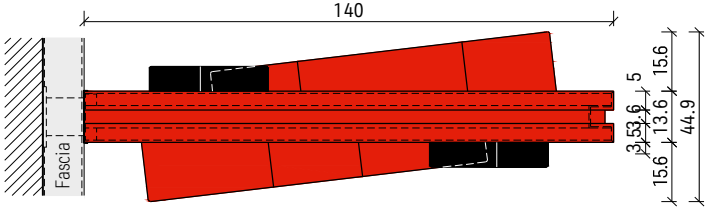
Location:
- **Same height as Fascia**
- Left or right hand side

Remark



Front view **Side view**

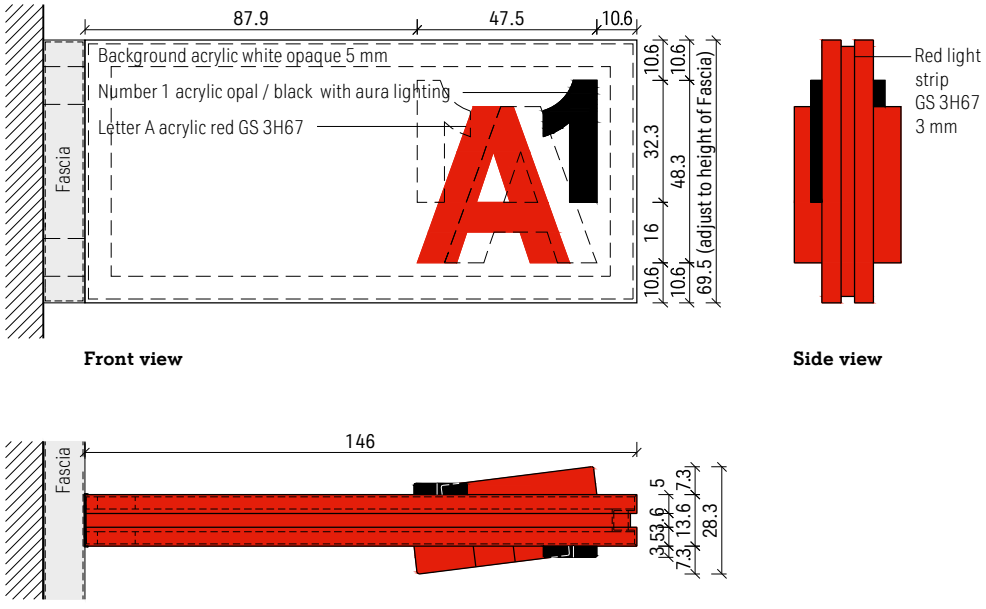
LED backlight
(Light strength according to official requirements)
Channels A and 1 individually switchable



Top view

Square version

F04.S-140

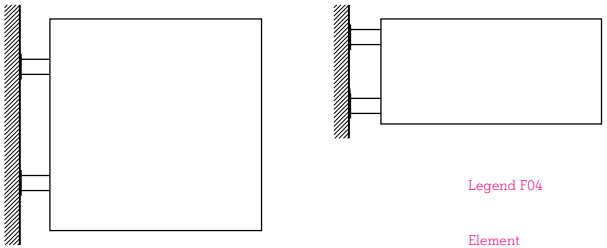


Front view **Side view**

Top view

Rectangular version

F04.S-146



Mounting without fascia

Legend F04

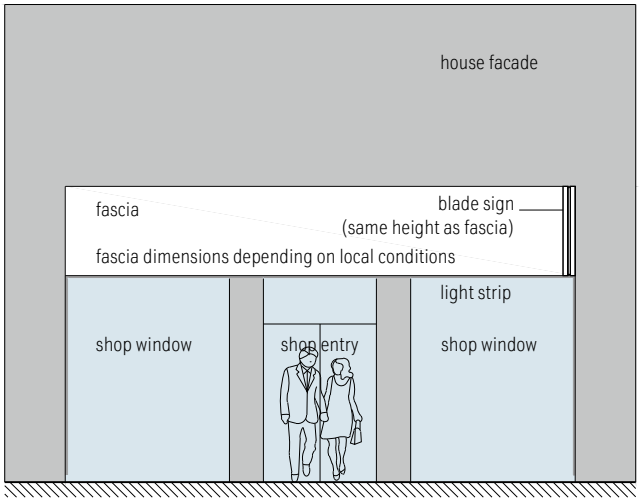
Element	F04
Form	.S (square) / .R (rectangular)
Size (Width)	-140 / -146 (cm)
Exceptions	!

1:20

F 05 Fascia

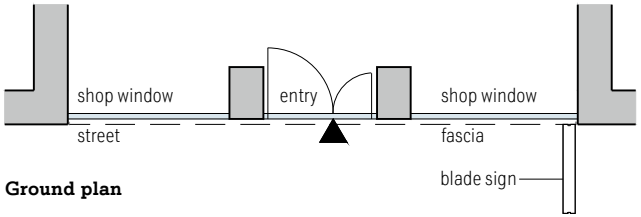


Functions:	Branding Orientation
Dimensions:	Depending on specific situation.
Colour:	Background: White Logos: Red + Black
Content:	According to Branding Guidelines
Material:	Foil
Combo:	F 04 Blade Sign F 13 Light Strip Red
Zone:	Outside
Location:	▪ Entire width above entrance ▪ Above Light Strip



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

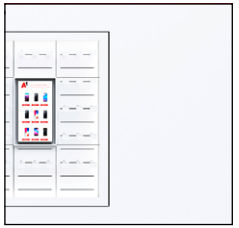
Location:
- Entire width above entrance
- Above Light Strip

White

Primary Colour, Background

▪ Walls	RAL 9003
▪ Ceiling	RAL 9003
▪ Furniture (General Elements, Mobile Zone)	Coated surfaces RAL 9003 Highly stressed surfaces: FunderMax Star Favorit Superfront 1.0, Decor 1118 LI
▪ 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



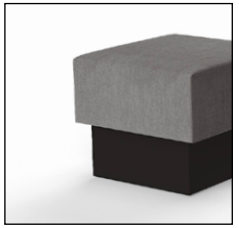


Greyish Brown

Secondary Colour, „homely“

▪ Floor	Tiles: Nova Bell Oak Timber, Tile grout: Sopro sand grey 18
▪ Furniture (Home Zone)	Kronodesign K079 PW Grey Clubhouse Oak
▪ Furniture (HAY Chairlegs)	Oak varnished NCS 5005-Y20R
▪ 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





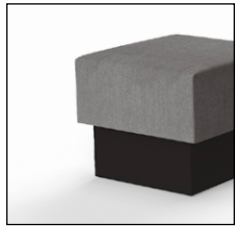

A1 Black

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:

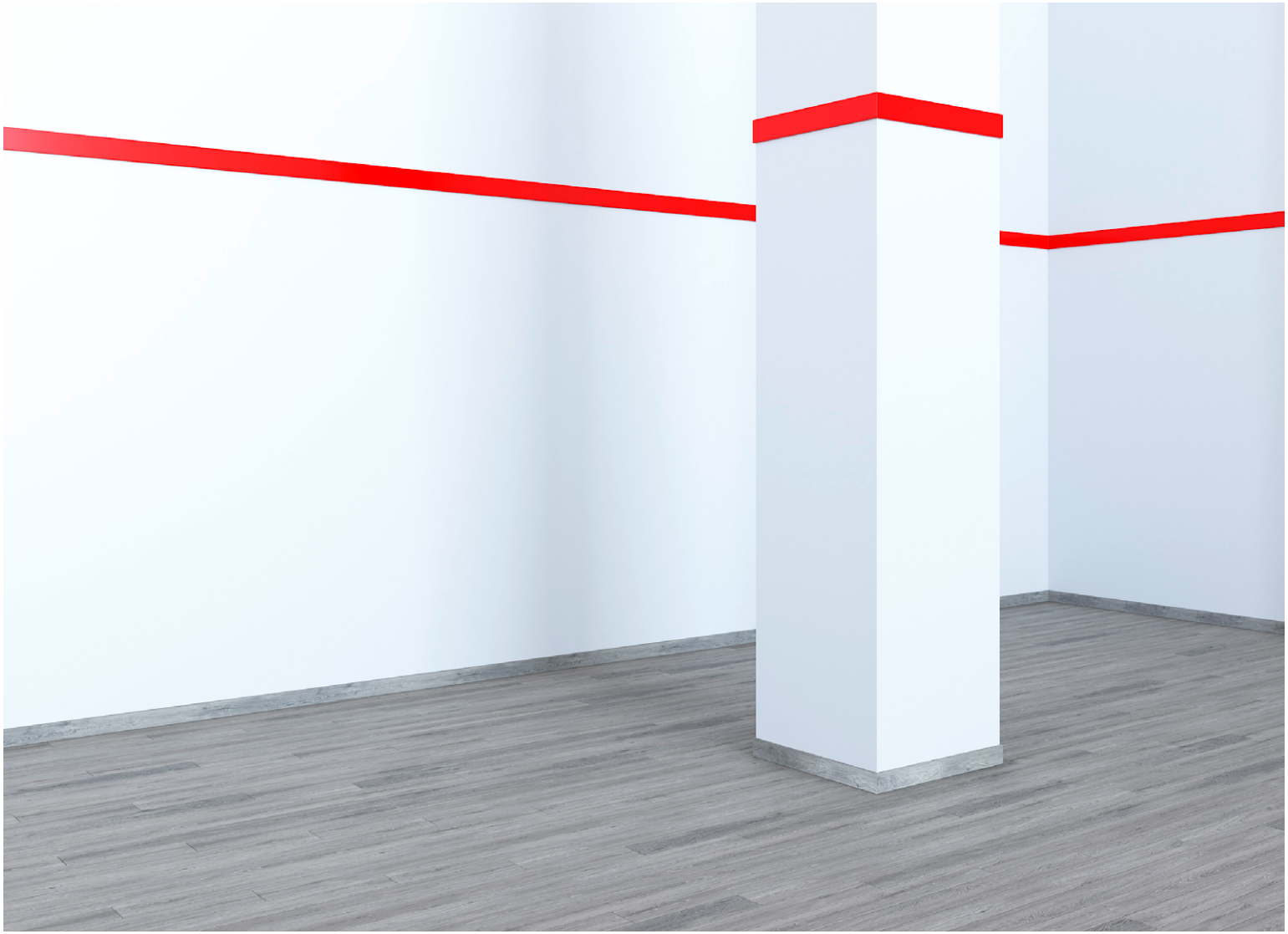
▪ Screens & Displays emit a big part of blue light and thus seem bluish.







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)

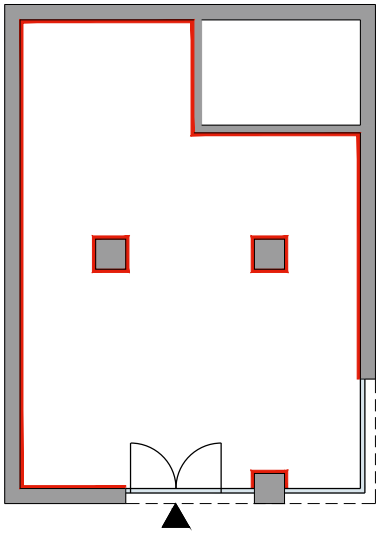
Colour: Red
- RAL 3020 Traffic Red (high gloss)

Material: MDF varnished (RAL 3020)

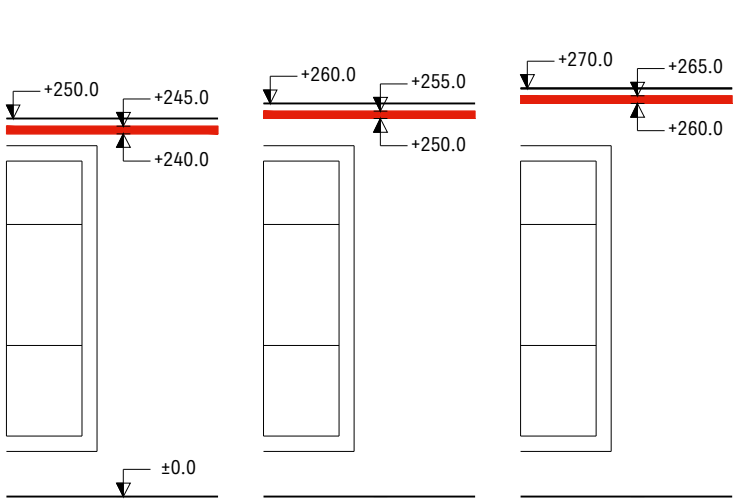
Versions: Regular / Slim

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

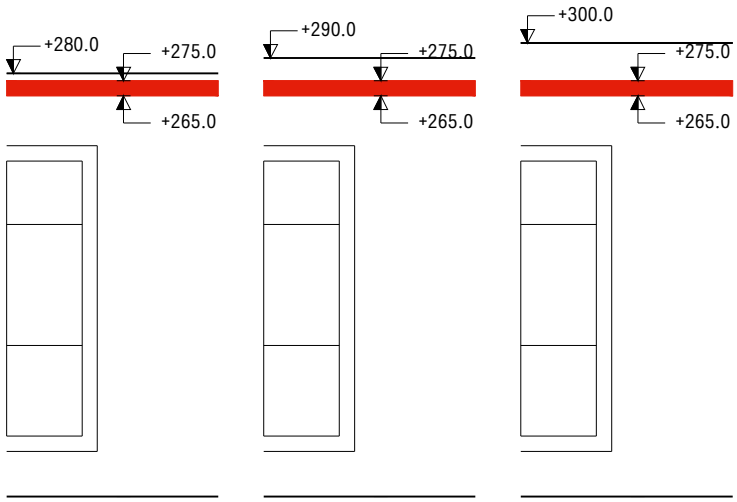
Location:
- Whole Store: Walls, Columns
- C 04 A1 Bar



Red Stripe: Circumferential



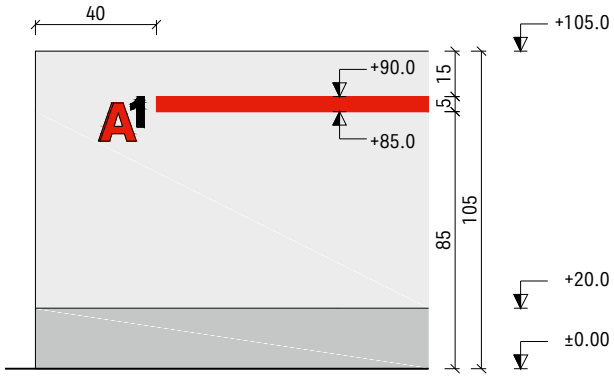
Ceiling height lower than 280: H 5 cm (UE 5 cm below ceiling)



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

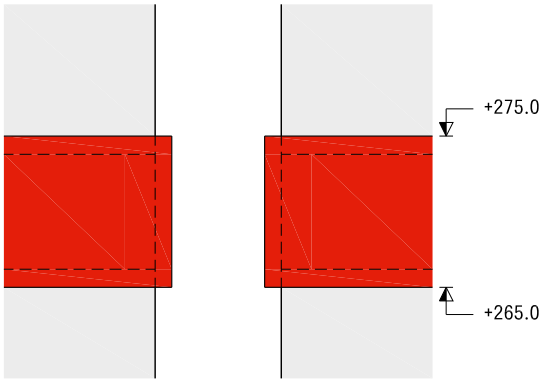
1:50

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

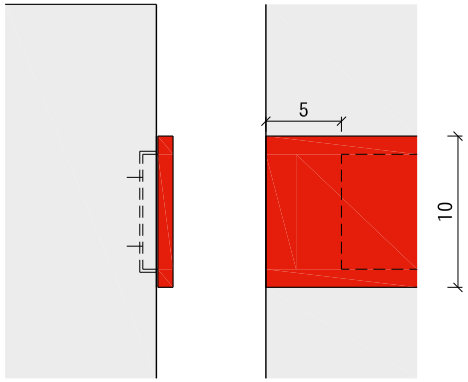


Red Stripe – A1 Bar: H 5 cm (UE 90 / LE 85 cm)

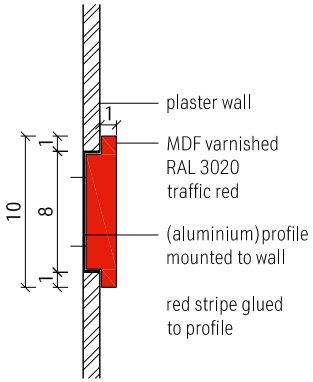
1:25



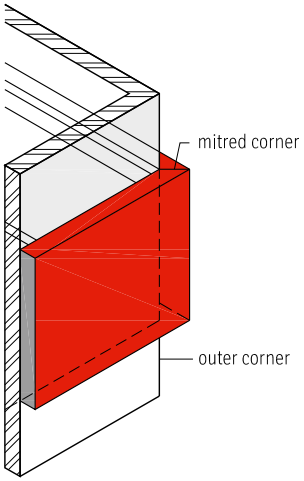
Left view **Right view**



Left view **Right view**

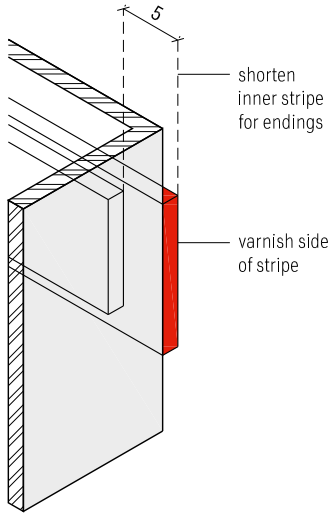


Section



Axonometry

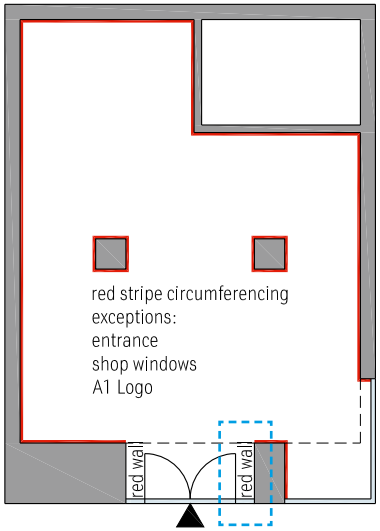
Corner Detail 1

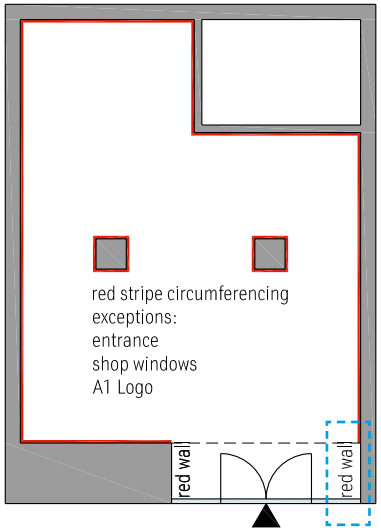


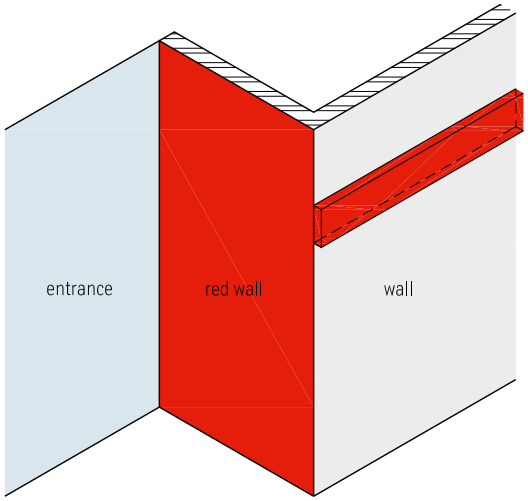
Axonometry

Corner Detail 2

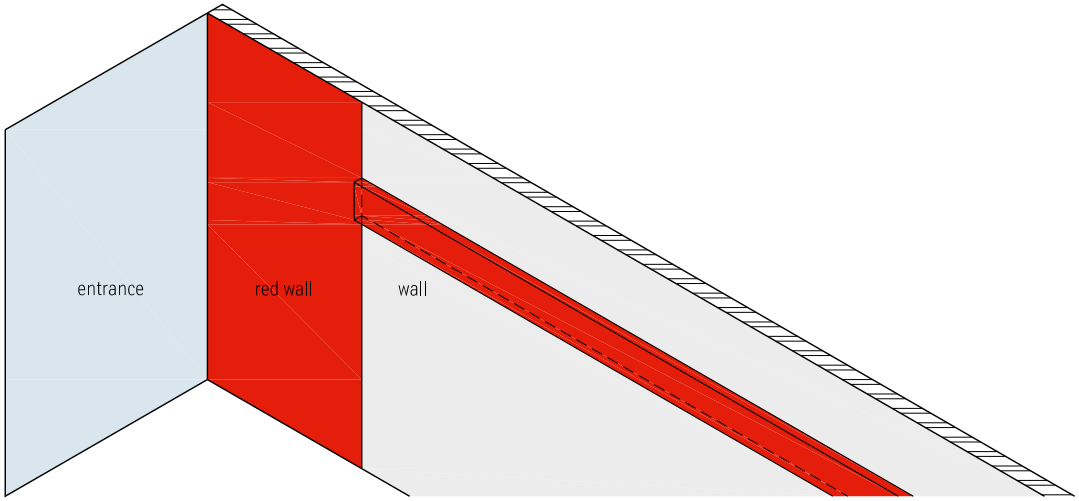
1:5







Detail A



Detail B

Not to scale

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

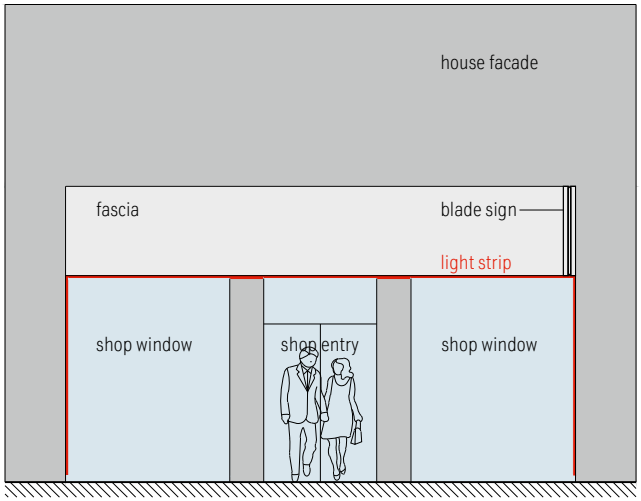


Ground plan **1:25**

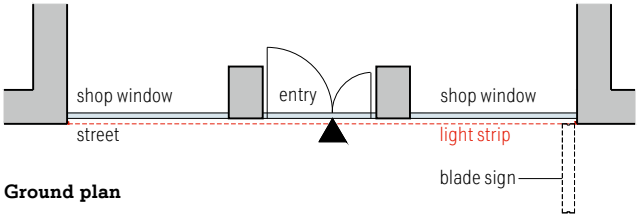
F 13 Light Strip Red



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

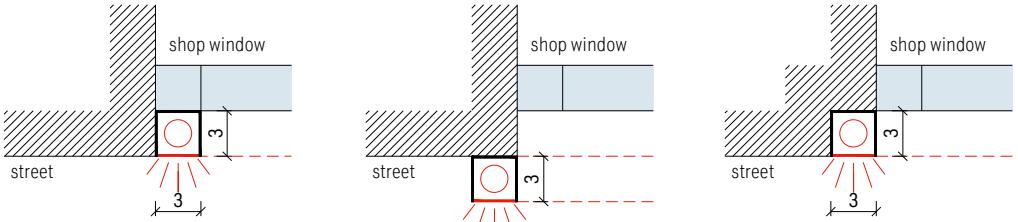


Shop facade



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

Ground plan **Not to scale**



A
F13.A

B
F13.B

C
F13.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
Good 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

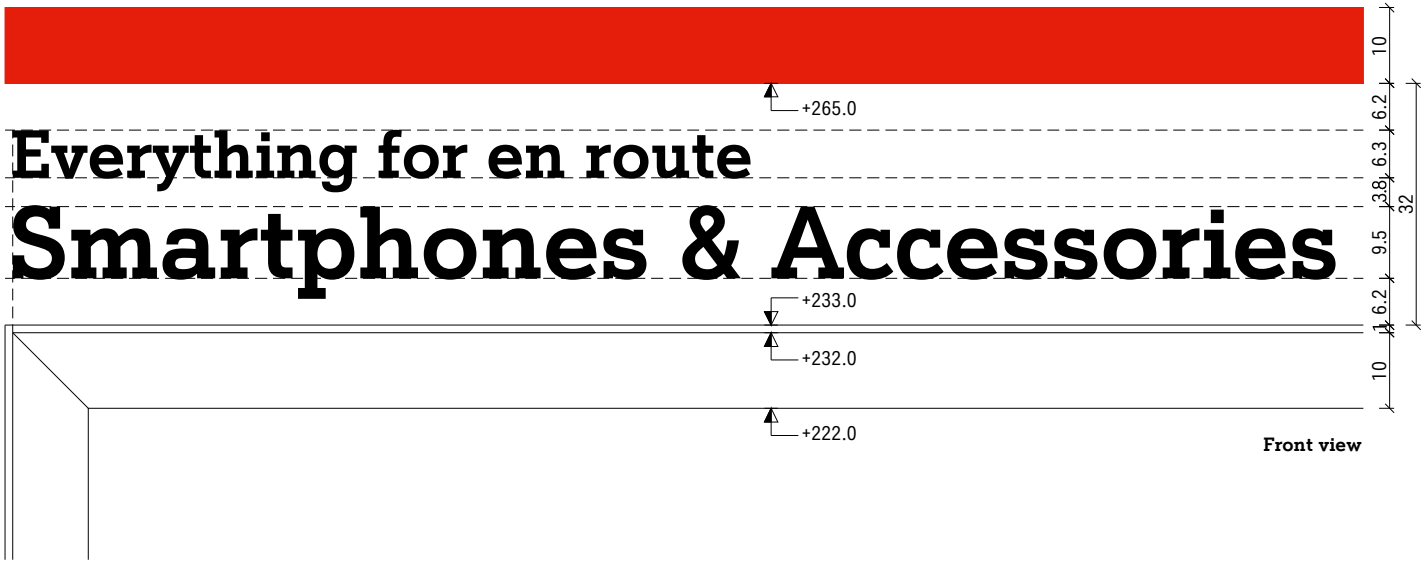
Wording

English	**Slovenia**	**Serbia**
On the go	Na poti	U pokretu
At Home	Doma	Kod kuće
Good to see you. A1 Bar	Dobrodošli A1 Bar	Dobro došli / Dođite nam opet Info pult
Everything for your Home TV, Internet & Smart Home	Vse za dom TV, Internet & Smart home	Kod kuće Internet & pametna kuća
Everything for en route Smartphones & Accessories	Vse za na pot Aparati & Dodatki	Kada ste u pokretu 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	Saveti & podrška
Everything for music Accessories	Vse za glasbo Dodatna oprema	-

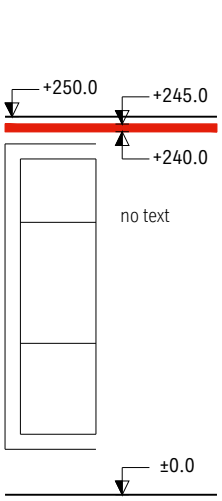
F 21 Lettering: Walls



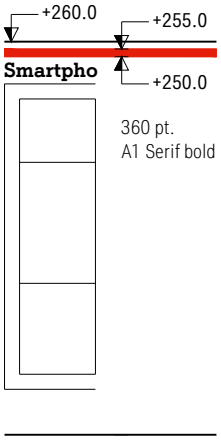
Functions:	Orientation
Dimensions:	Ceiling heigt ≥ 280 cm First Line: 240 pt Second Line: 360 pt Ceiling heigt 260–279 cm Only Second Line: 360 pt Ceiling heigt 250–259 cm: No Wall Heading T 3 mm
Font:	A1 Serif Bold
Alignment:	Left
Content:	See pages before
Colour:	Black (on white background)
Material:	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

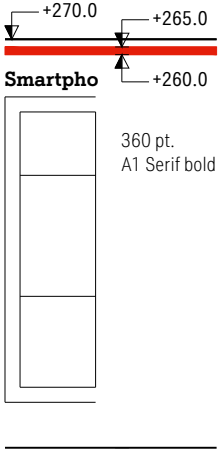


Front view **1:10**

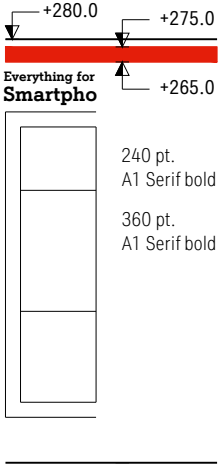


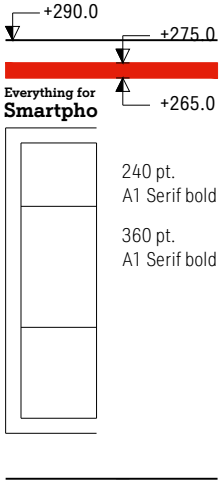
CH < 260: No Lettering



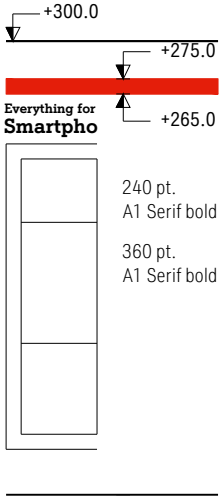


CH 260–279: Only second line (360 pt)



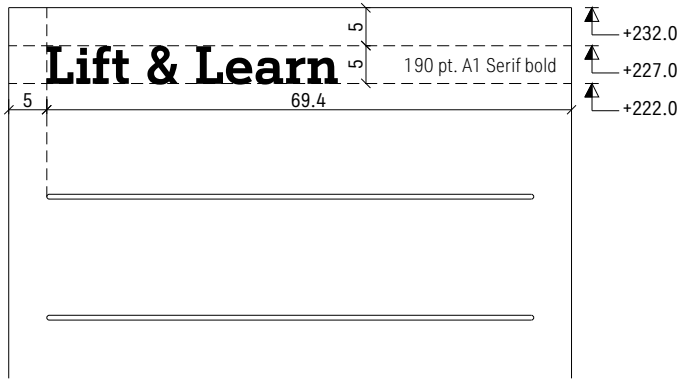


CH ≥ 280: Two lines (240 pt / 360 pt)

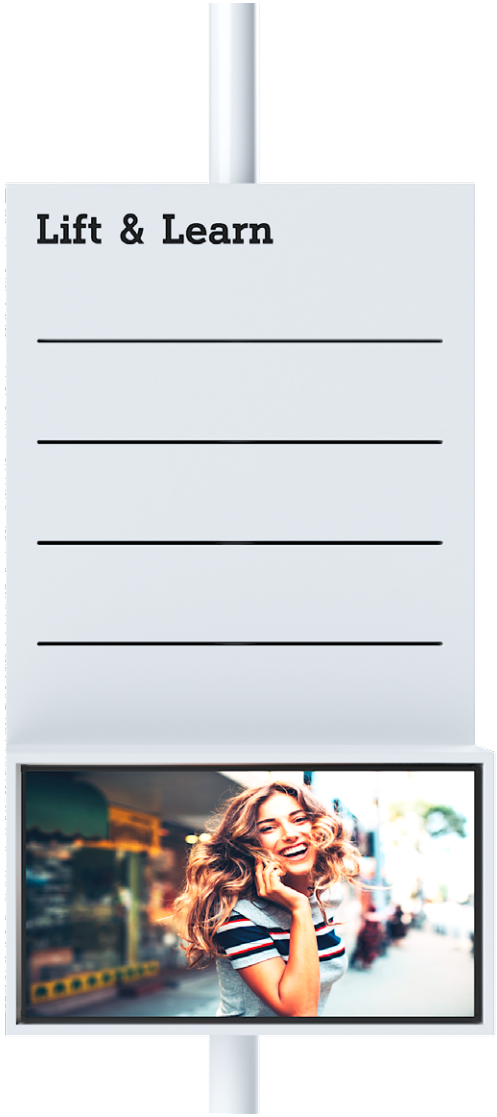


1:50

F 21 Lettering: Lift & Learn



Front view



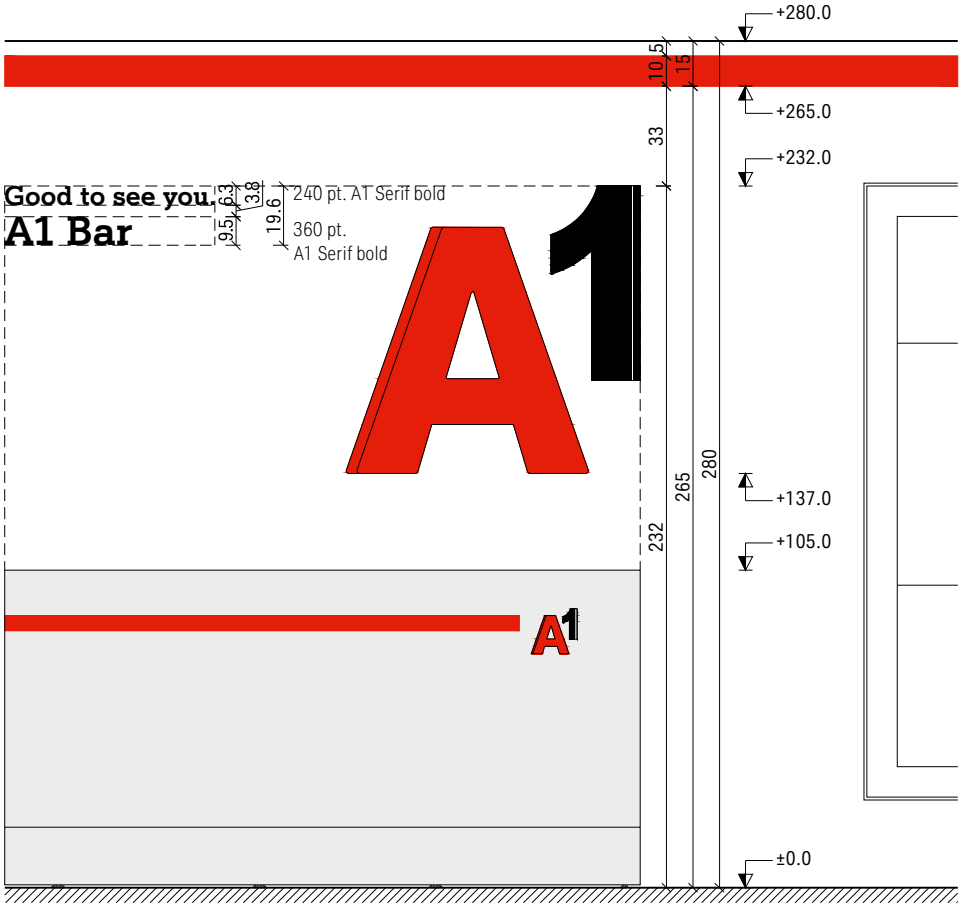
1:25

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)

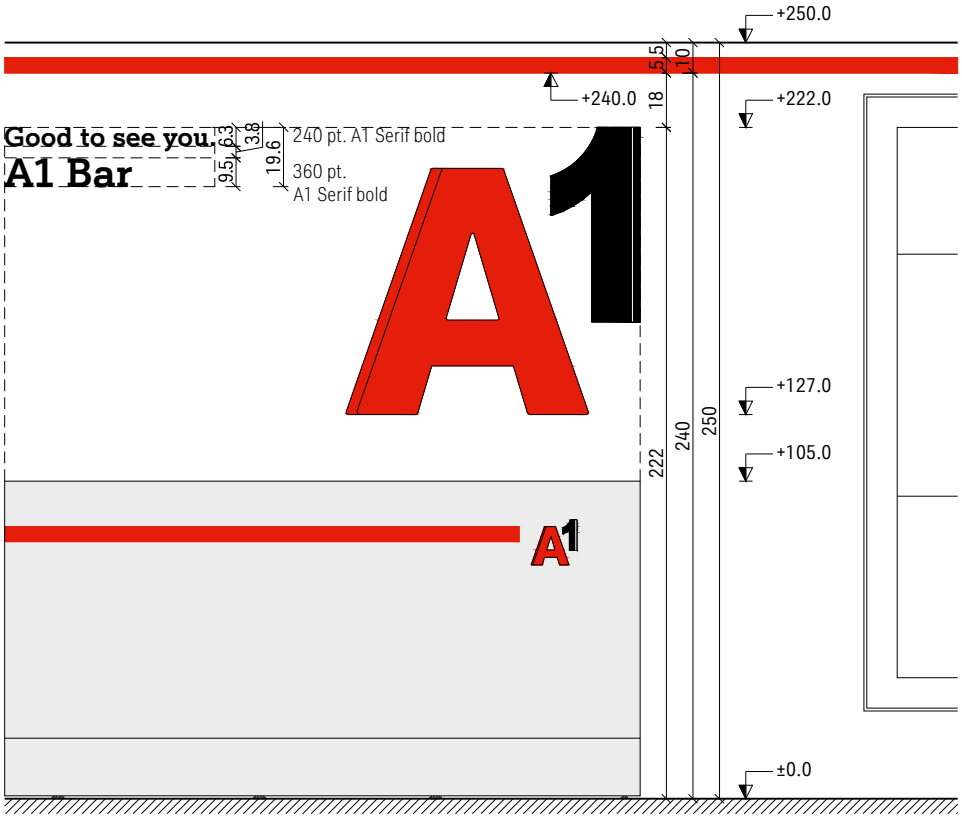
F 21 Lettering: A1 Bar + Storage



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:	Good 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



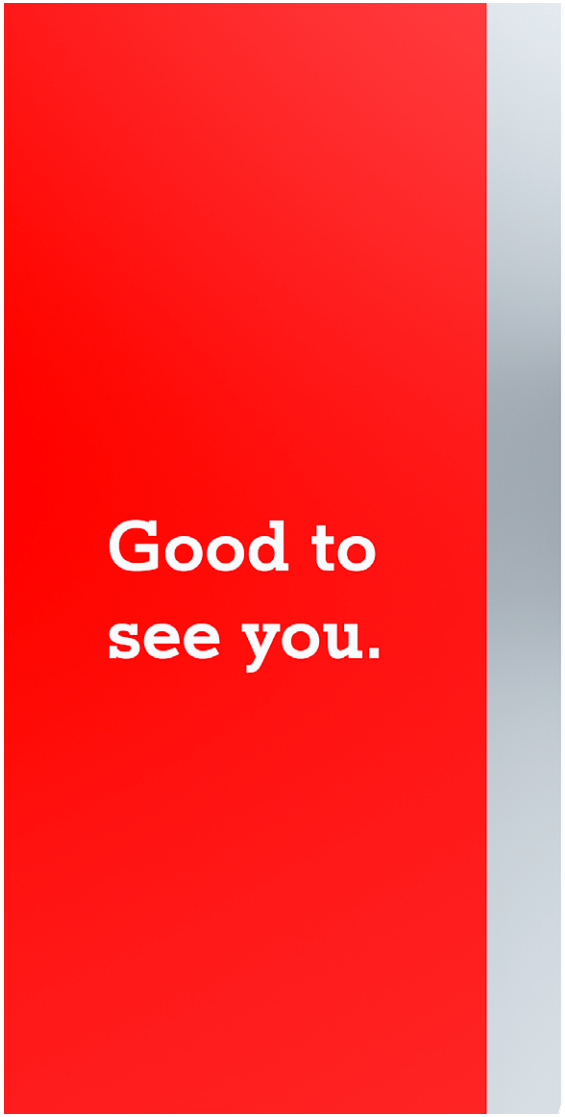
Ceiling heigt ≥ 280 cm: UE = 232 cm (Aligned with UE Walls)



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



National slogan

English slogan

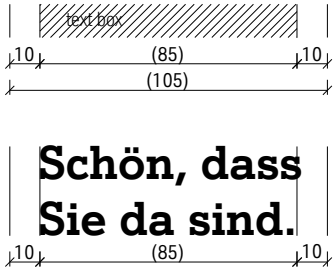
Red Walls are the walls adjacent to the shop entrance. See also F 12.

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 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

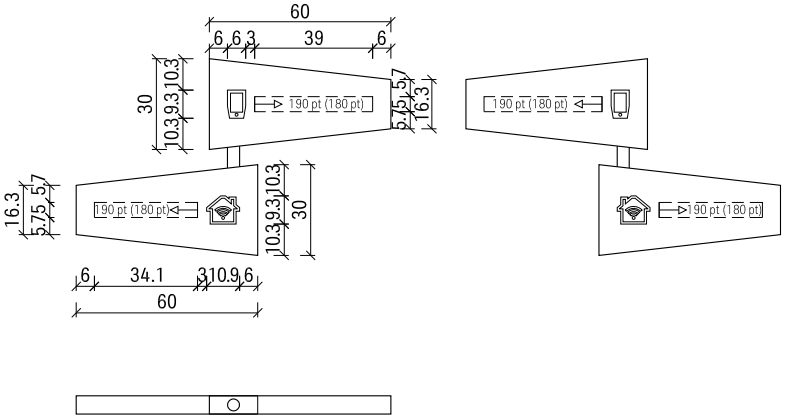


* The figures in brackets depend on width of the Red Wall and the language used.

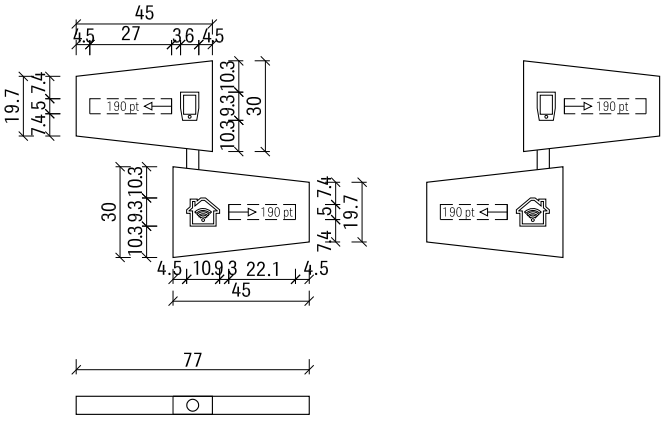
1:25



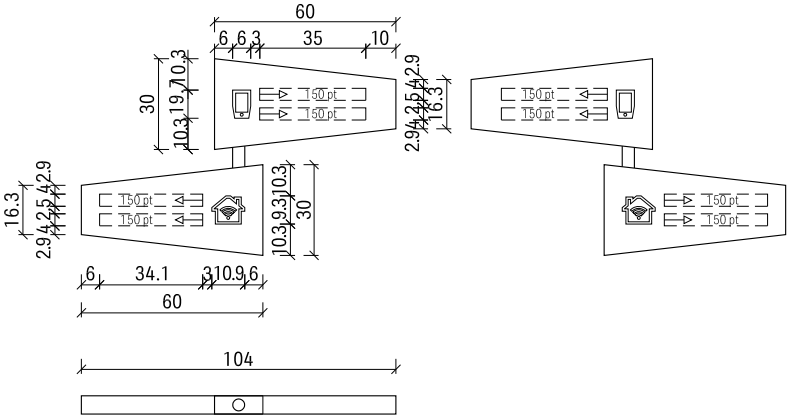
Functions:	Orientation Communication
Dimensions:	150 pt (BY) - 2 lines 180 pt (MKD) - 1 line 190 pt (AUT, BG, HR, SLO, SRB) - 1 line Icons: H = 9,3 cm Distance Icon – Text: 3 cm
Font:	A1 Serif Bold
Alignment:	Horizontal: Left Vertical: Centered
Content:	Top: Smartphone Bottom: Home
Colour:	White (on 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



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



SLOVENIA:
45 x 30 cm – Single-Line
fontsize: 190 pt



BELARUS:
60 x 30 cm – Two-Line
fontsize: 150 pt

"On the go": At the top
"At Home": At the bottom

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 – Image



Functions: Atmosphere
Balancing the Red

Dimensions: Horizontal:
W according to requirements
H 142 cm (LE 90 cm / UE 232 cm)

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

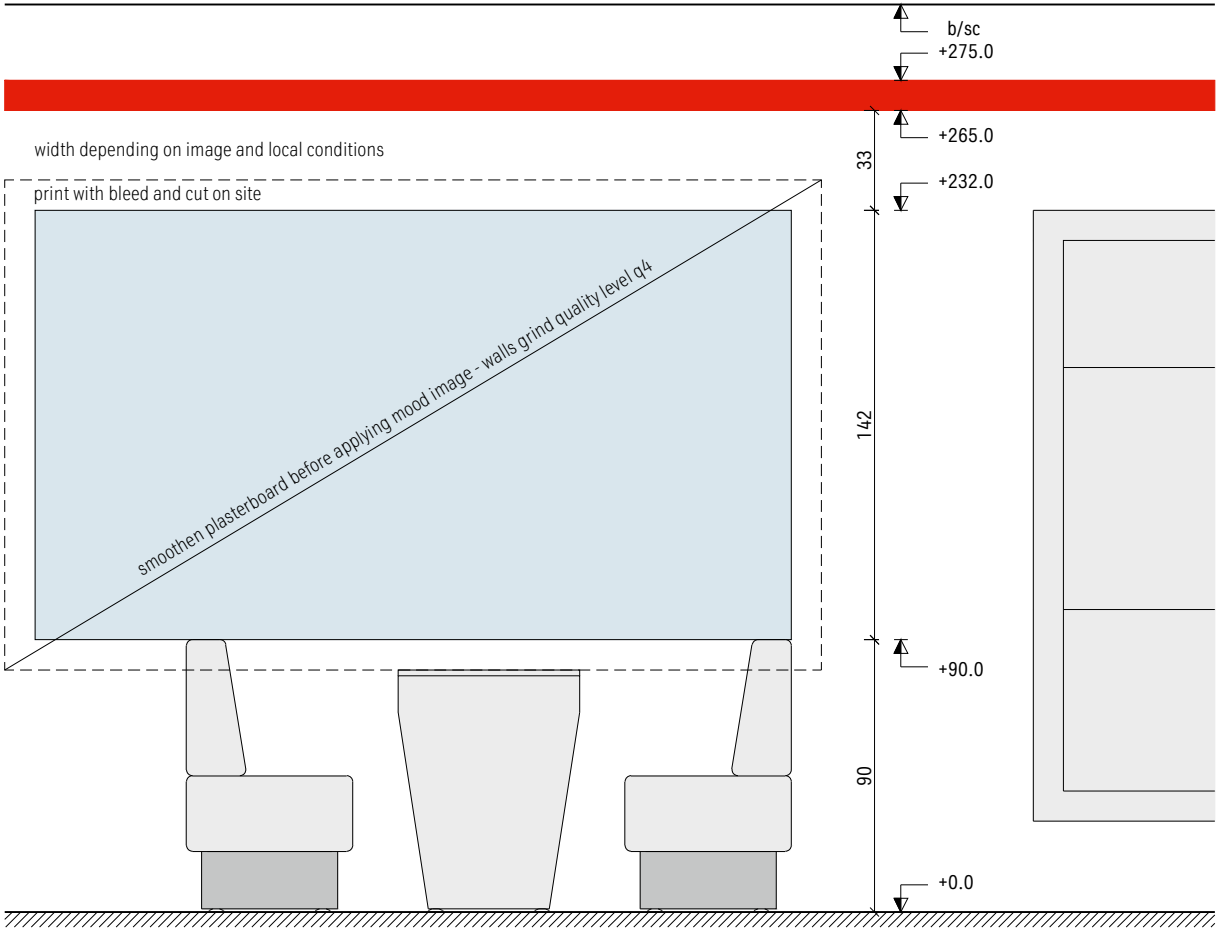
Colour: Blueish Undertone (A1 Cool Blue)
- opens up the space visually
- balances the warm tones (red, wood)

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

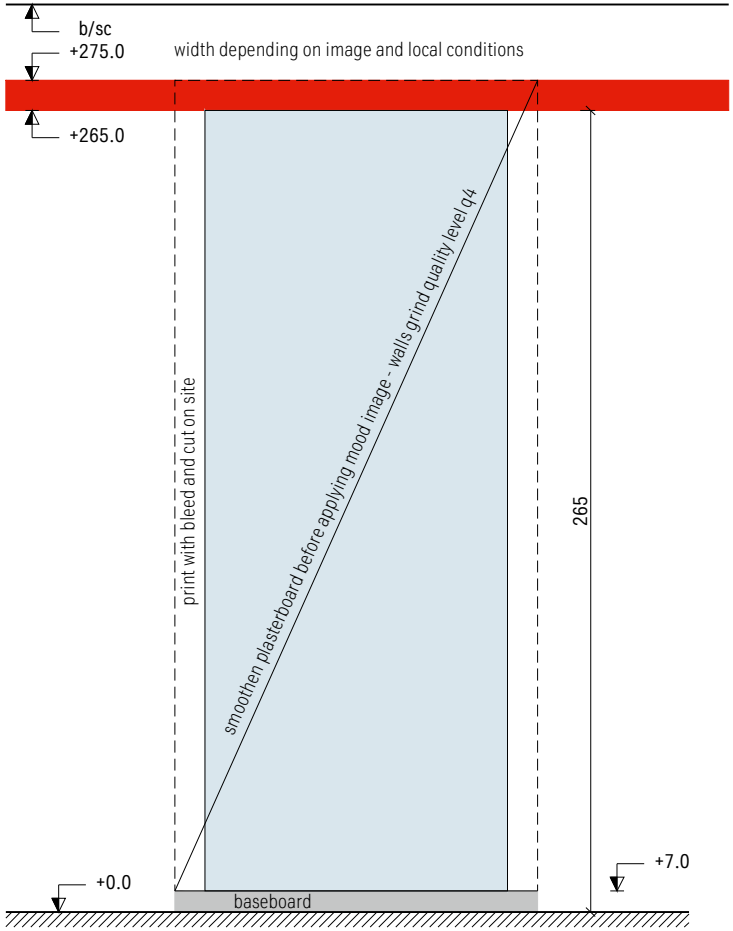
Zone: Consulting Zone / Guru
General Zone
On the go/At Home

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

Vertical:
- e.g. Columns



Moodimage horizontal: cityscape or landscape



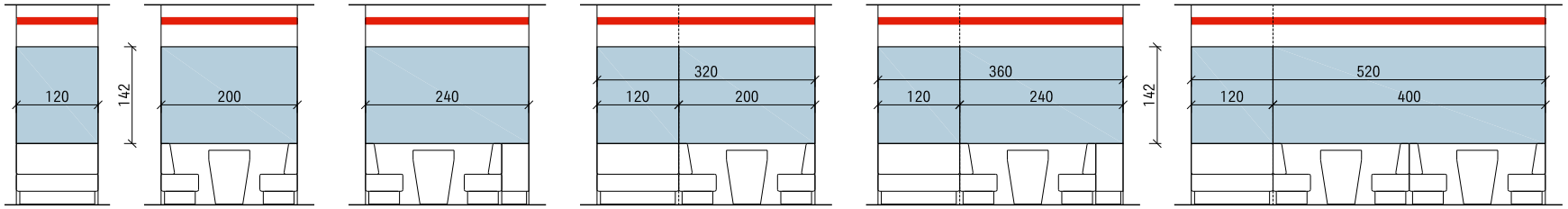
Moodimage vertical: product-related

1:25

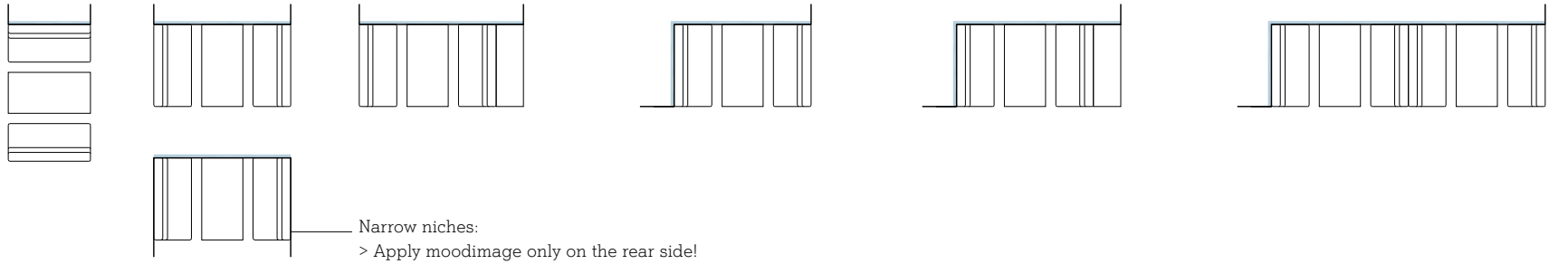
New!

Moodimage & Consulting Area

Views

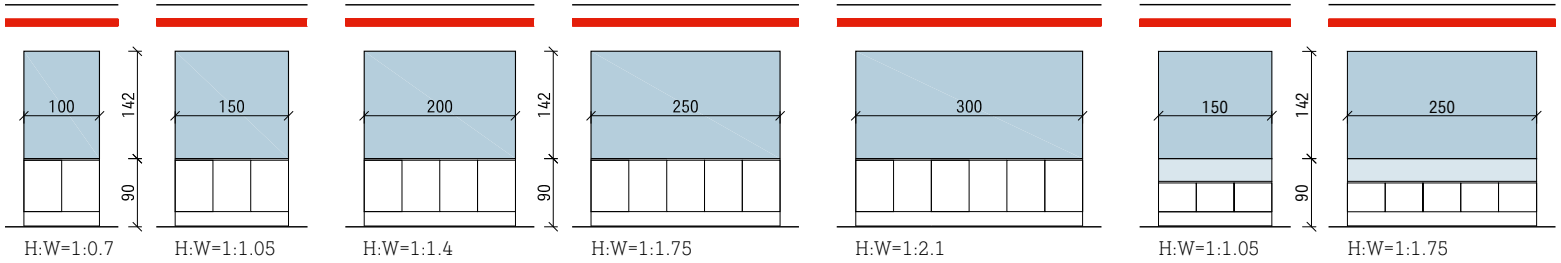


Plans



Moodimage & Storage
(Only in combination with H90 without display and H60 with display)

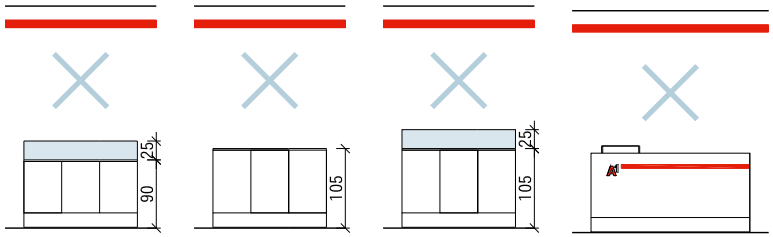
Views



New combination:
Moodimage above E01 Superlow

No moodimages:
> above Storage higher than 90 cm
> behind the A1 Bar!

View



Moodimage: Examples & Variations **1:50**

New!

F 31 Moodimage – Illustration



Functions: Atmosphere
Bringing more red into the shop

Dimensions: Horizontal:
W according to requirements
H 90 / 142 cm (LE always 90 cm)

No vertical proportions!!!

Content: Localised landscapes, architecture and everyday situations in abstract form (Details see A1 Brand Portal)

Material: Foil

Colour: A1 Red

Zone: All zones

Location: Everywhere in the shop

New!

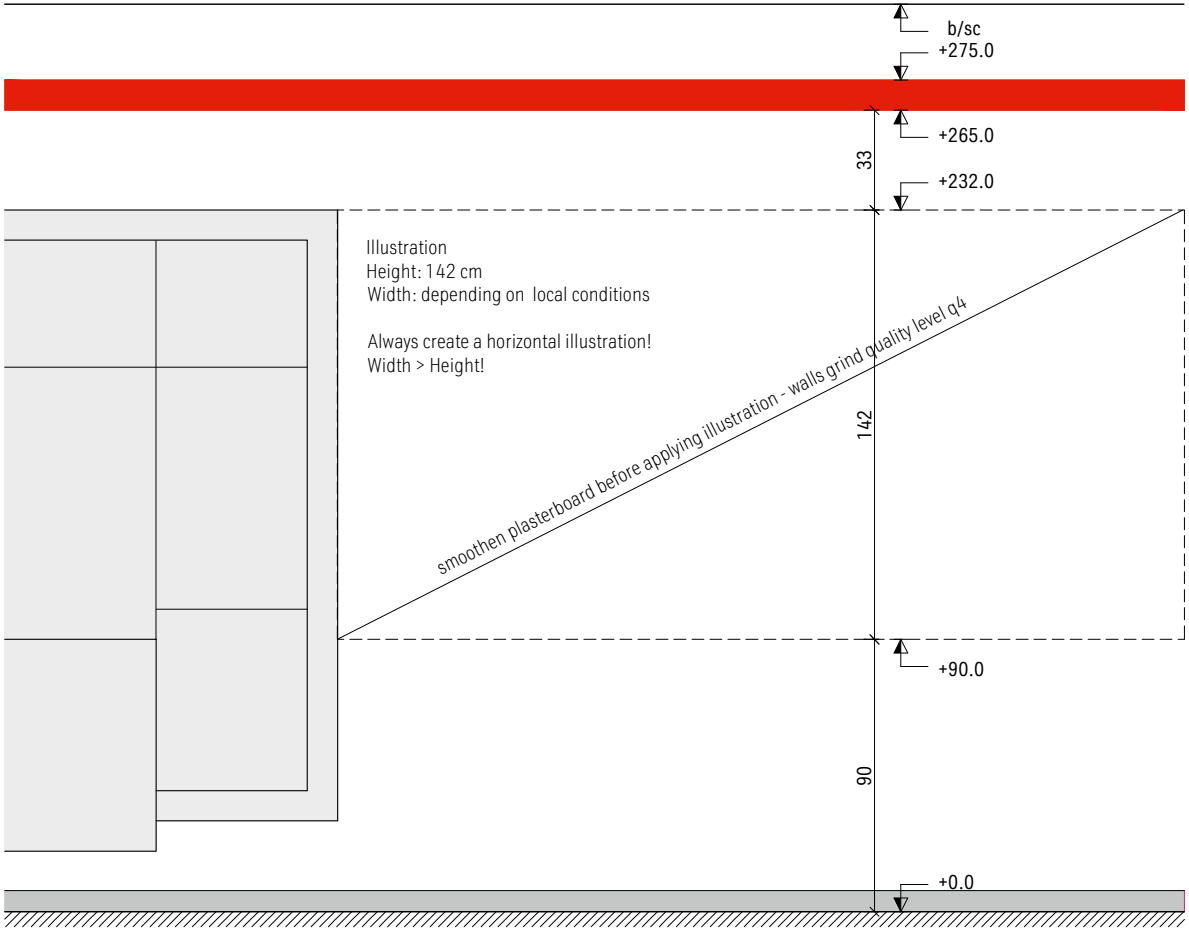


Illustration H142: cityscape or landscape

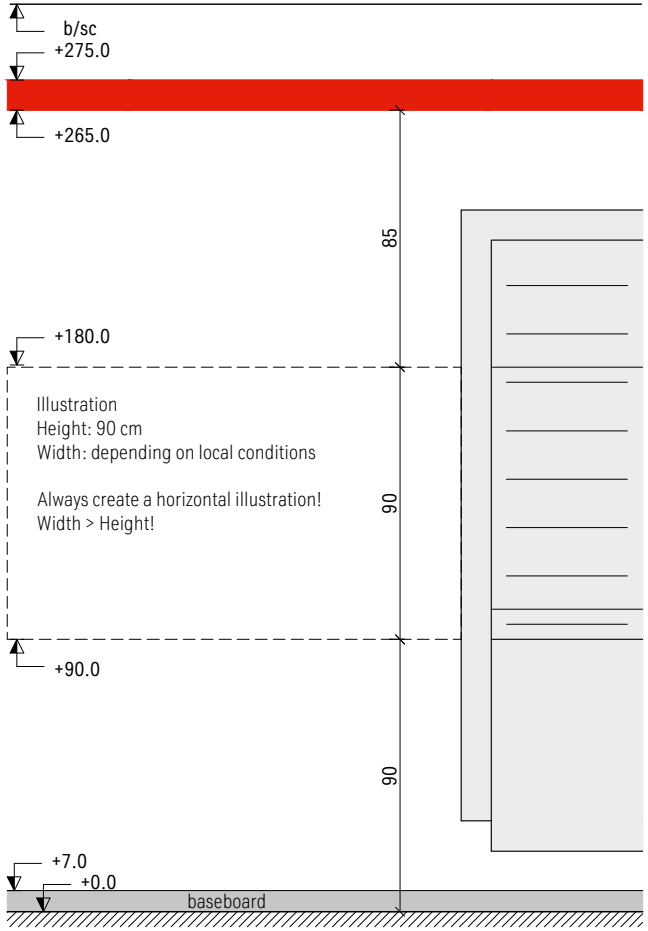


Illustration H90: cityscape or landscape

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

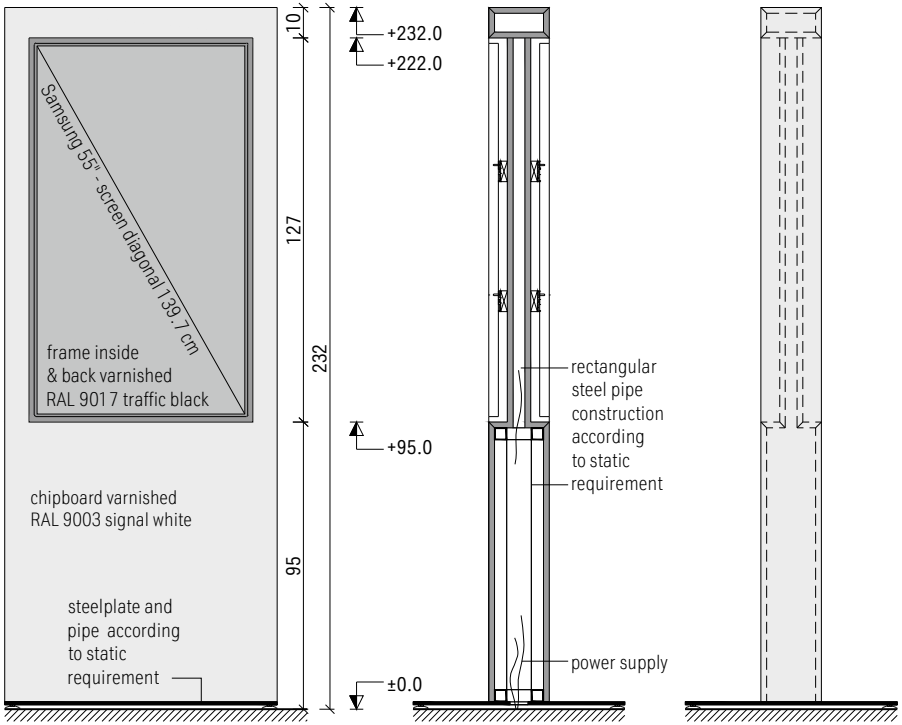
Colour: White
- RAL 9003 Signal White

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

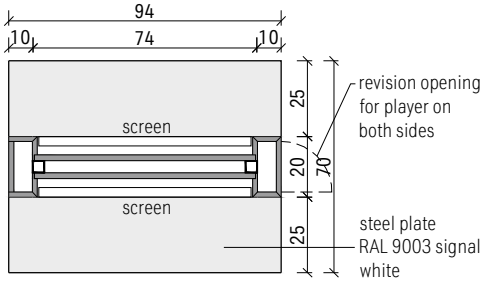
Zone: General Zone / Active Waiting
Entrance

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)

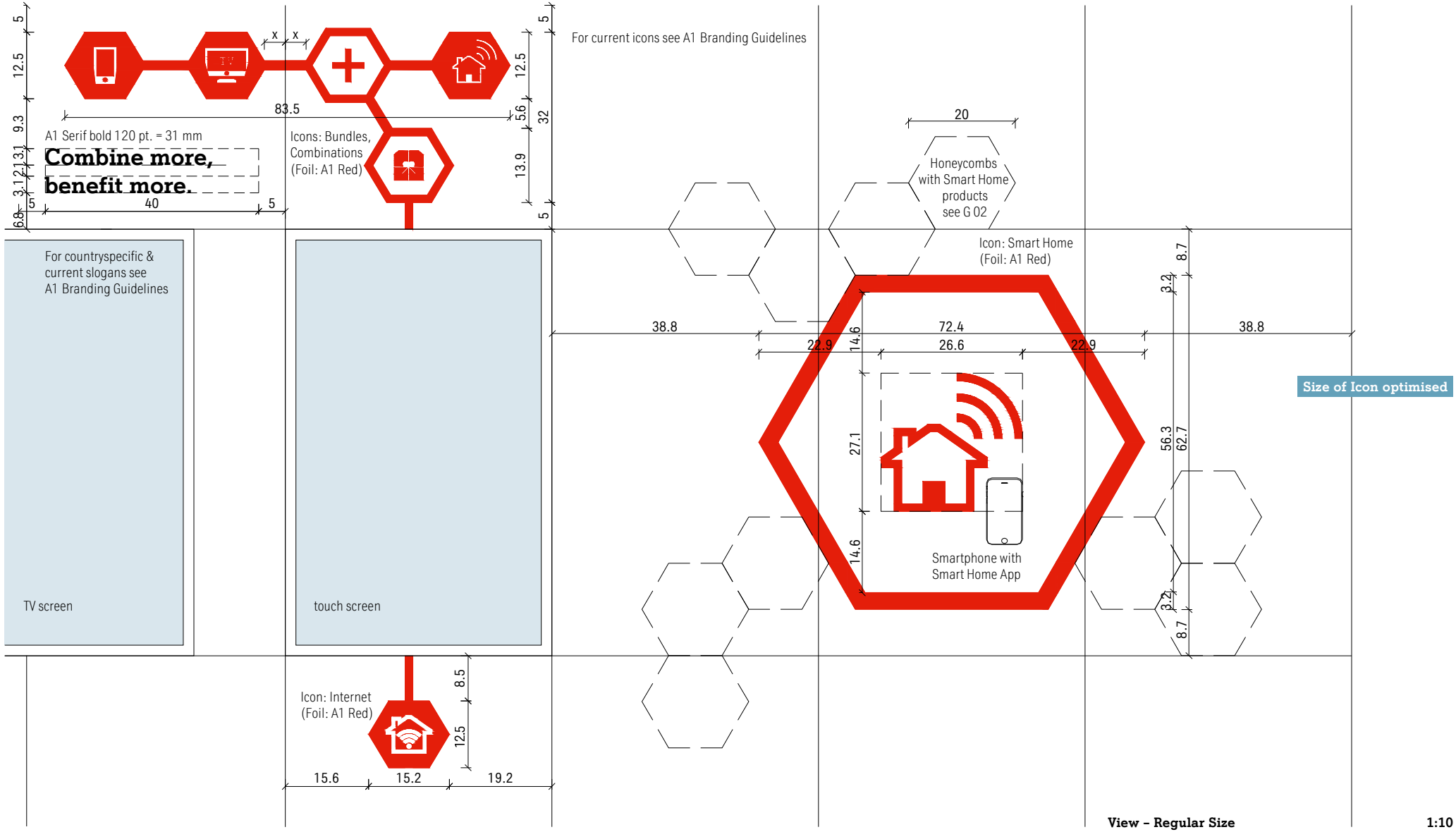
Colour: A1 Red

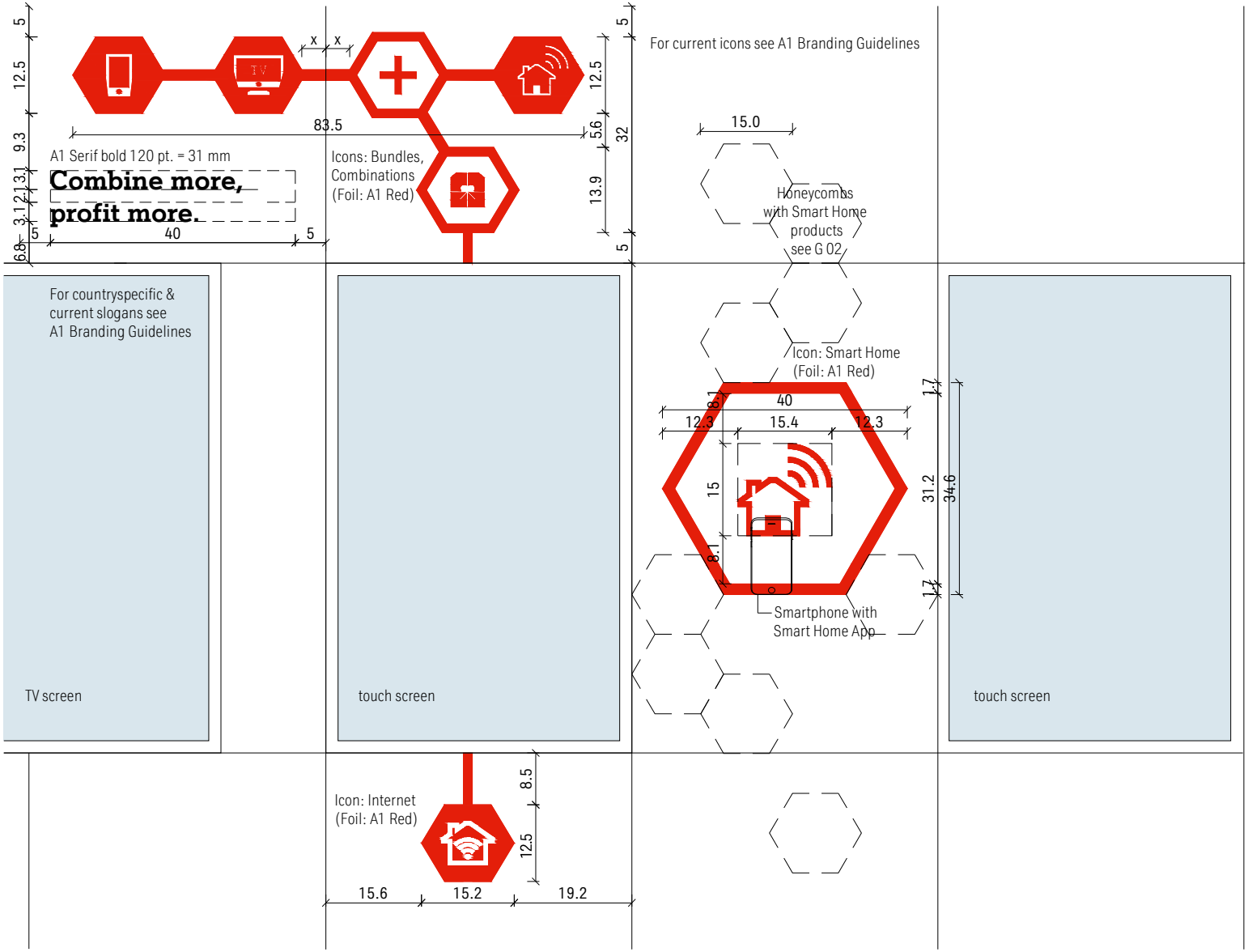
Material: Foil (A1 Red)

Zone: At Home

Location: Home Wall (Internet, Smart Home)

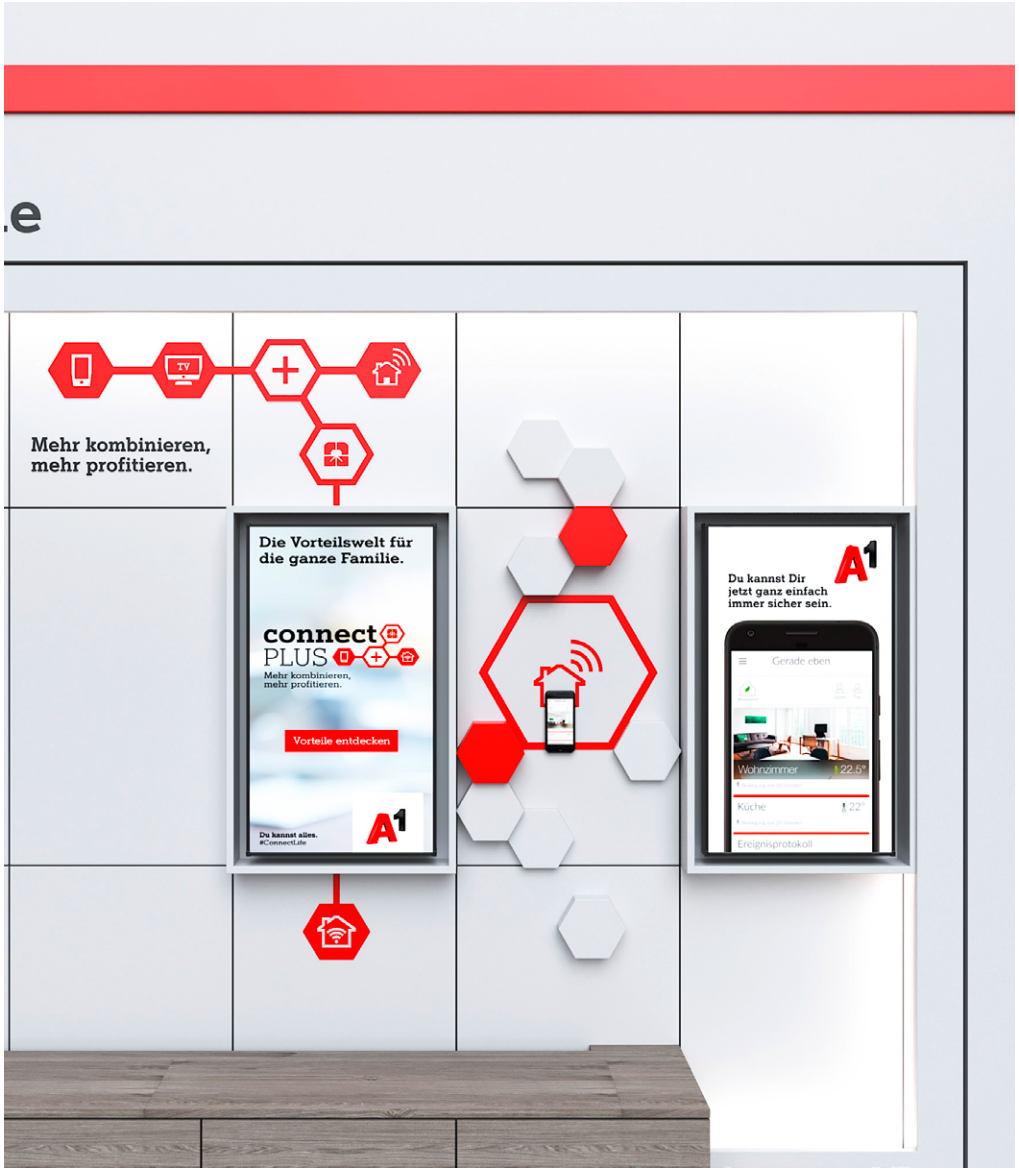
New!

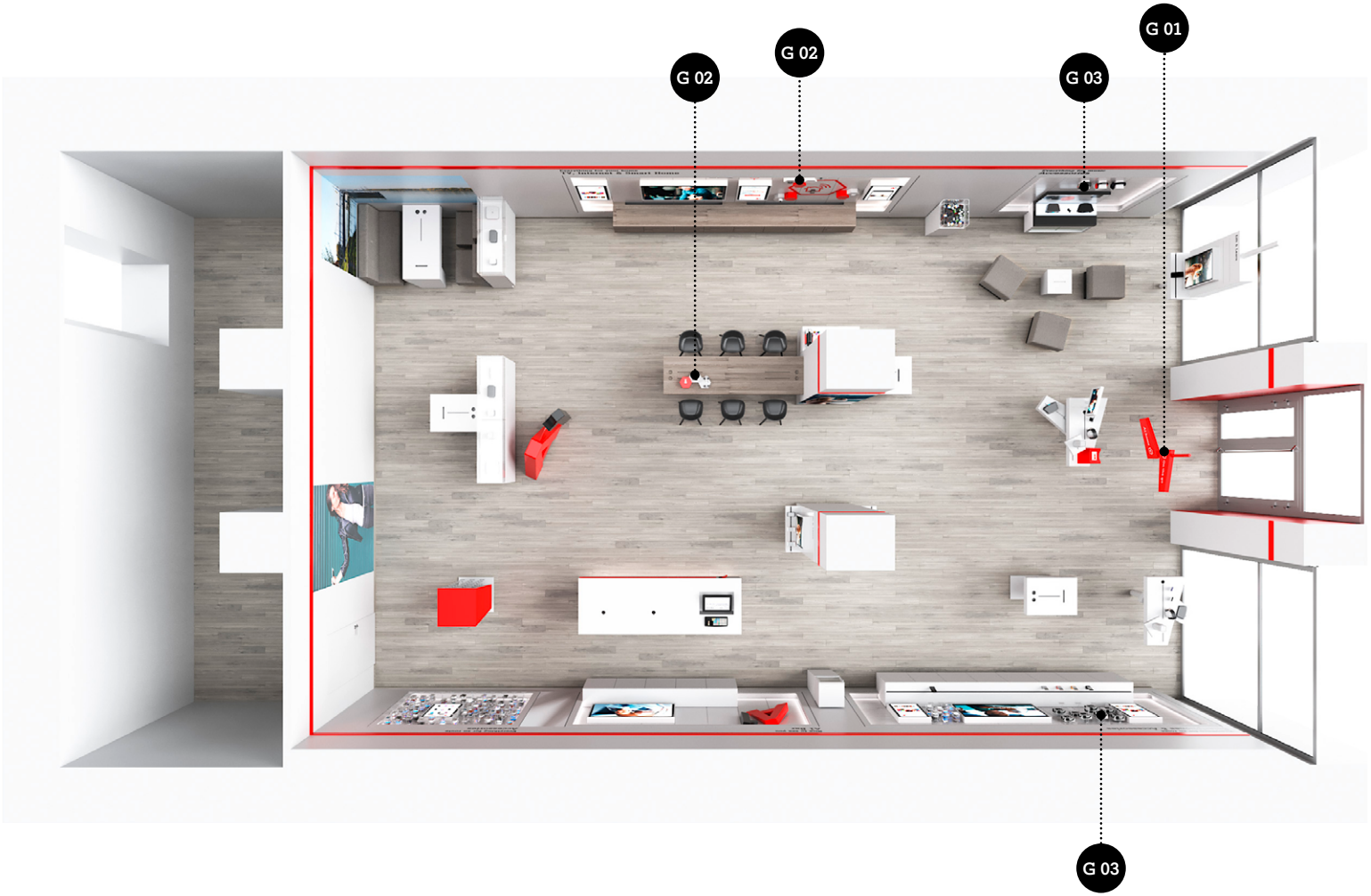

For current icons see A1 Branding Guidelines
A1 Serif bold 120 pt. = 31 mm
Combine more, benefit more.
Icons: Bundles, Combinations (Foil: A1 Red)
For countryspecific & current slogans see A1 Branding Guidelines
TV screen
touch screen
Icon: Internet (Foil: A1 Red)
Honeycombs with Smart Home products see G 02
Icon: Smart Home (Foil: A1 Red)
Smartphone with Smart Home App
Size of Icon optimised
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
22°
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
22°
Ereignisprotokoll



Others

G 01	Signpost
G 02	Honeycombs
G 03	Headphone Holder
G 04	Sanitary Station

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

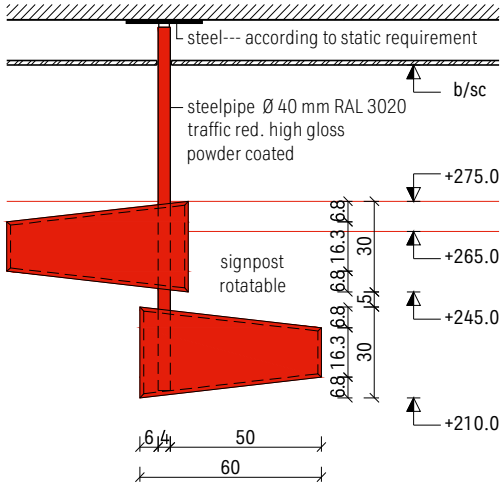
Lettering: See F 21

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

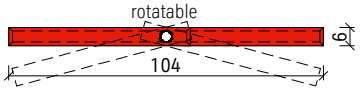
Combo: F 21 Lettering
B 01 Highlight Table with Ticketprinter

Zone: Entrance

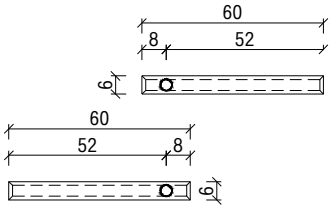
Location:
- Between entrance and A1 Bar
- Between the 2 product zones („On the go"/„At Home")
- Above Ticket printer



Front view

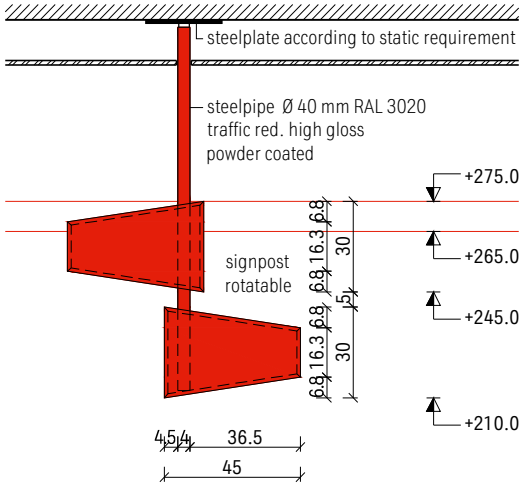


Top view

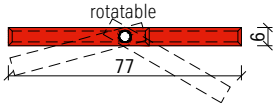


Top view - Single parts

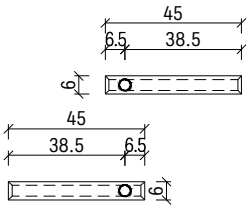
60 x 30 cm:
Austria, Belarus, Bulgaria, Croatia, Macedonia, Serbia
G01.60



Front view



Top view



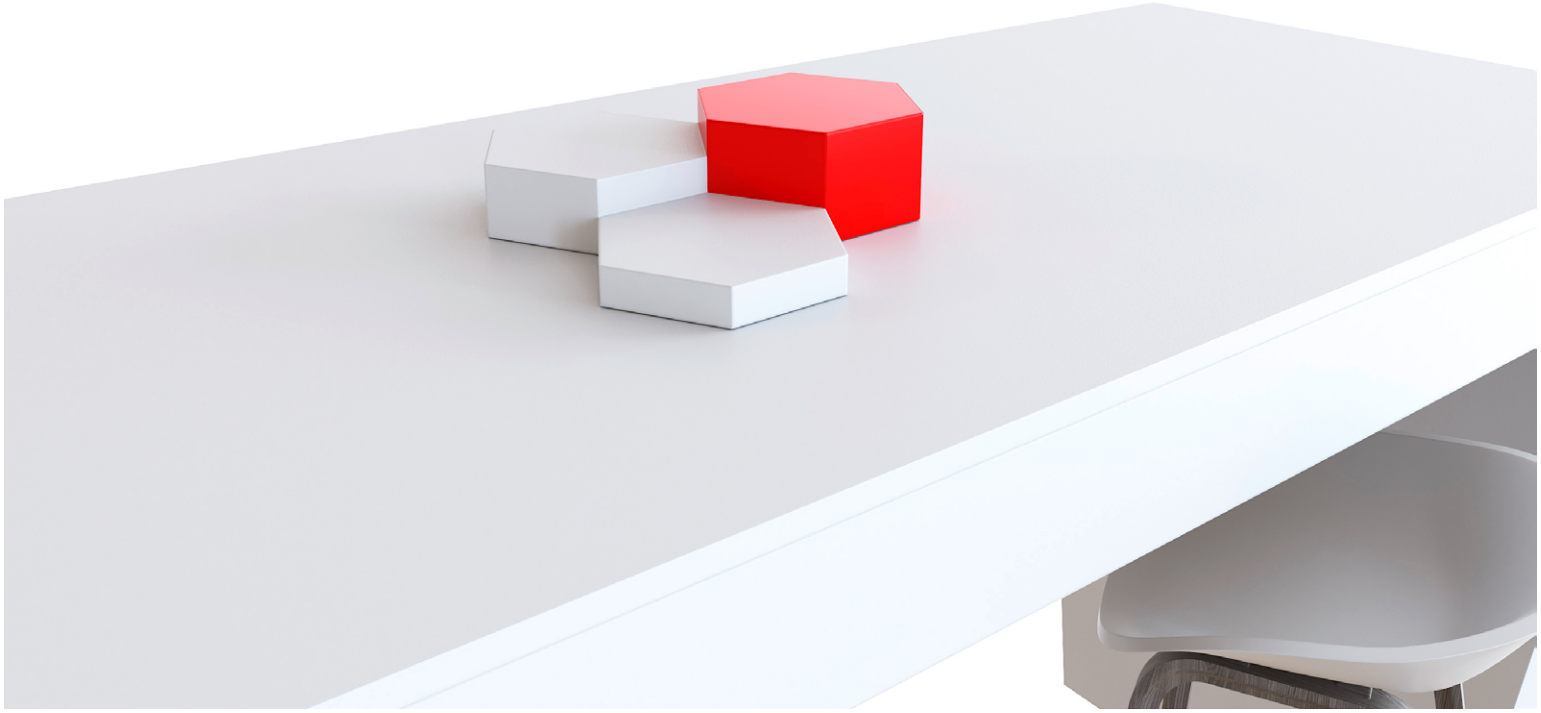
Top view - Single parts

45 x 30 cm:
Slovenia
G01.45

For Icons and Lettering see F21.

1:25

G 02 Honeycombs – Table



Functions:	Display of products Presenting highlights
Dimensions:	Horizontal (for tables): Max. Ø 20 cm H 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
Combo:	B 01 Highlight Table C Tables
Location:	▪ Standing on Tables



G 02 Honeycombs – Wall



Functions: Display of products
Presenting highlights

Dimensions: 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)

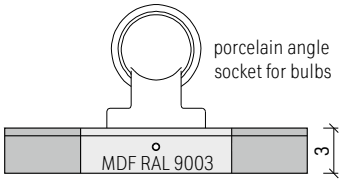
Versions:
- 3 Heights

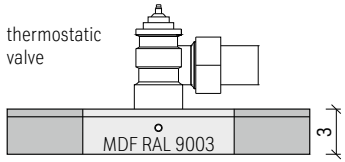
Combo: A 02 Home Wall

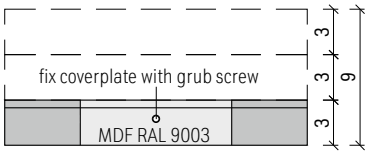
Location:
- Mounted to Home Wall

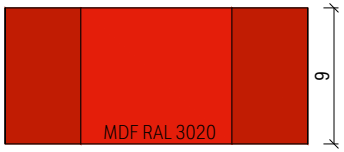
New!

Detailing







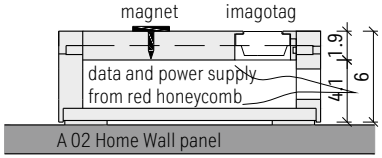


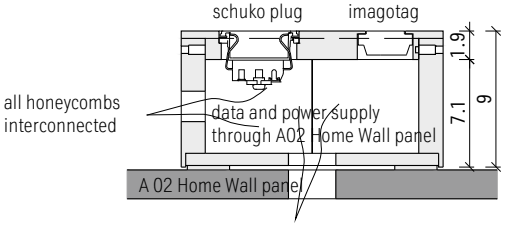
Front view

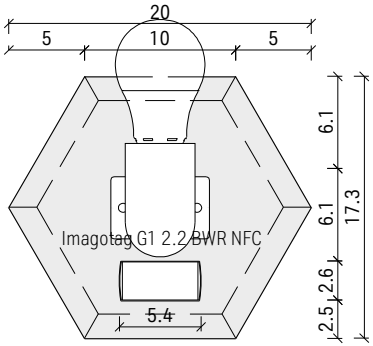
Legend G02

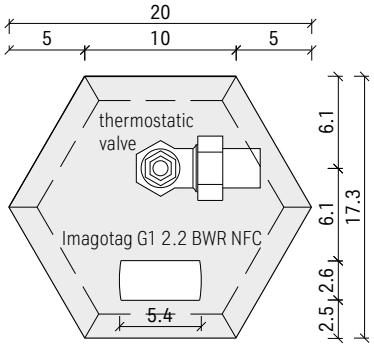
Element	G02
Diameter	-20 / -15 (cm)
Size (Height)	.3 / .6 / .9 (cm)
Colour	.W (white) / .R (red)
Variant	-A / -B / -C / ...
Exceptions	!

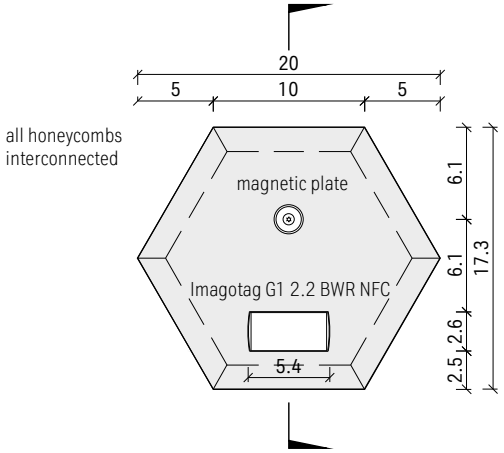
Section

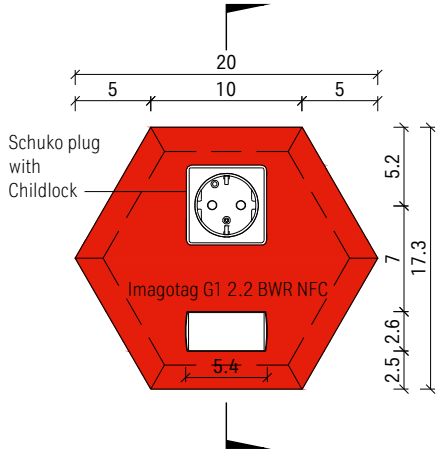












Top view

Light bulb
G02-20.3.W-A

Thermostat
G02-20.3.W-B

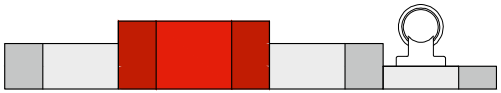
Magnet
G02-20.3.W-C
G02-20.6.W-C
G02-20.9.W-C
G02-20.9.R-C

Plug
G02-20.9.R-D

1:5

New!

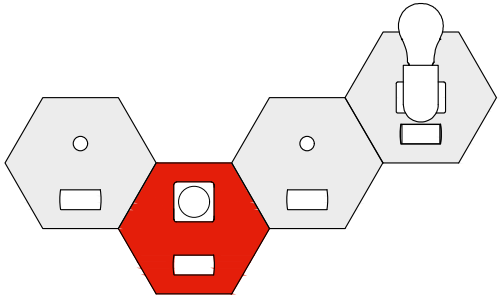
Combinations

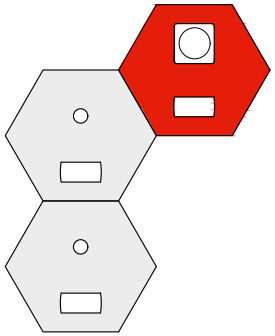


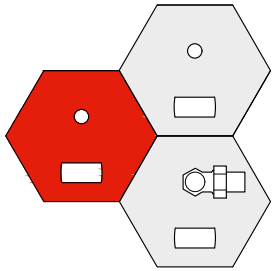




Front view







Top view

Single Honeycombs are assembled to groups of three or four.
Mounting to A2 Home Wall and electrification always via the Red Honeycomb.

Combinations for A 02 Home Wall **1:10**

G 03 Headphone Holder



Functions: Display of Headphones

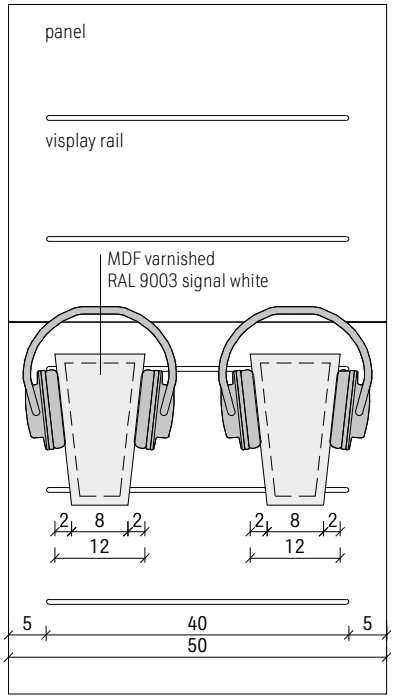
Dimensions: W 12 cm
D 13 cm
H 20 cm

Colour: White
- RAL 9003 Signal White

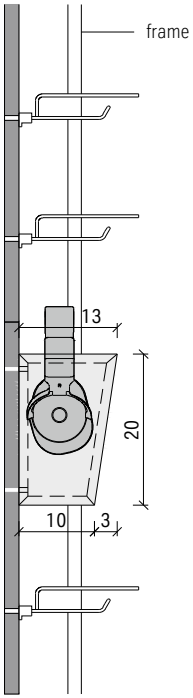
Material: Body: MDF varnished (RAL 9003)

Combo: A 01 Smartphone Wall
A 04 Music Wall

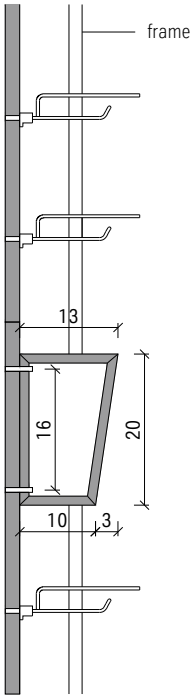
Location: Mounted to Walls



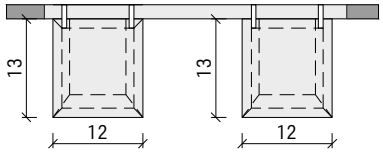
Front view



Side view



Section



Top view

G03

1:10

New!

G 04 Sanitary Station



Functions: Desinfection

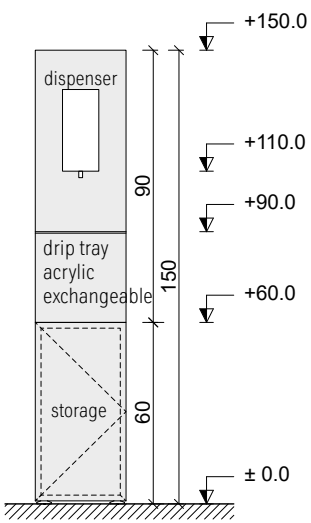
Dimensions: W 30 cm
D 30 cm
H 150 cm

Colour: RAL 9003 Signal White

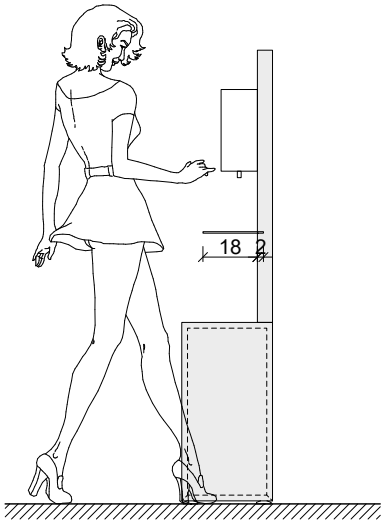
Material: MDF varnished

Location: Freestanding
Entrance

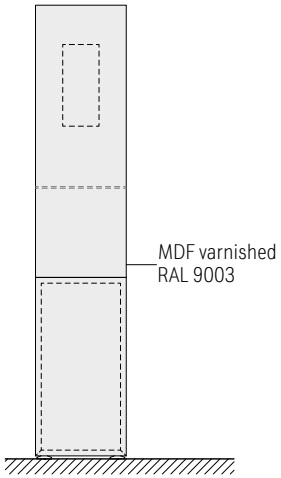
New!



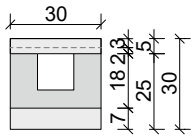
Front view



Side view



Rear view



Top view

G04

1:25

2.1.2.3 Technical Equipment & Infrastructure
2.1.2.3.a Electric Installations

Connections

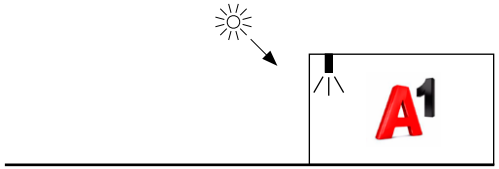
Wall (≤ 270):	2 LAN Duplex 1 Continuous current 1 x Switched with light (LED) 1 x Time switch (security tags)
Wall (270–520):	4 LAN Duplex 1 Continuous current 1 x Switched with light (LED) 1 x Time switch (security tags)
Highlight Table:	1 LAN Duplex 1 Schuko
Lift & Learn:	1 LAN Duplex 1 Schuko
Storage:	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.



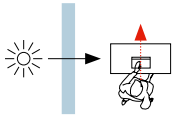
Daylight environment (Street)



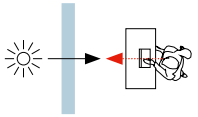
Indoor (Mall)

Viewing direction

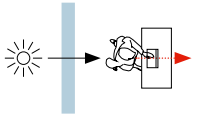
For workplaces a viewing direction parallel to the window is recommended in order to avoid glare and reflections on screens.



Parallel to window ✔



Glare ✖



Reflection ✖

New!

VIVO II (instead of ONICO)

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.

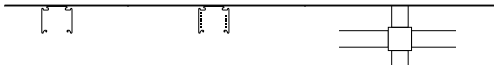
By allowing integration of spotlights, lighting requirements for shops and retail spaces – ranging from uniform illumination to impressive lighting effects using high-precision reflectors – can be mastered with high efficiency.

Light planning

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

Elements

Trunking



Trunking Electric feed Node connector

Spotlights



INTRO VIVO II M

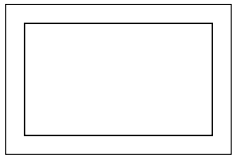
Emergency lighting



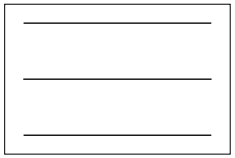
RESCLITE PRO antipanic CROSSIGN 110

Layout of light rails

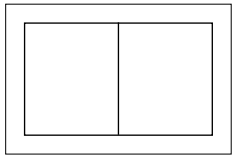
Straight layout of light rails



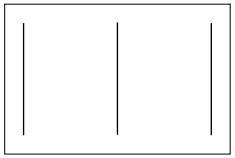
✔ Rectangular



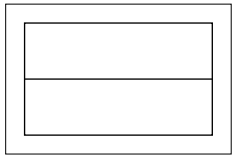
✔ Parallel lines



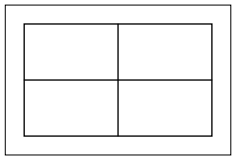
✔ Rectangular + Line



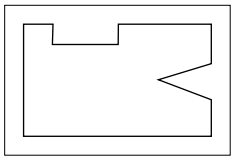
✔ Parallel lines



✔ Rectangular + Line



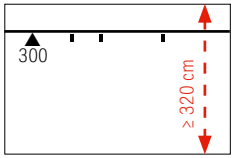
✖ Raster
No X-Connectors!



✖ Irregular

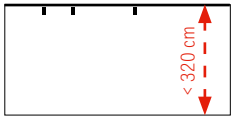
Basic Shop Lighting

Ceiling Height ≥ 320 cm:



Suspended trunk (LE 300 cm)

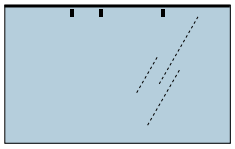
Ceiling Height < 320 cm:



Ceiling mounted trunk

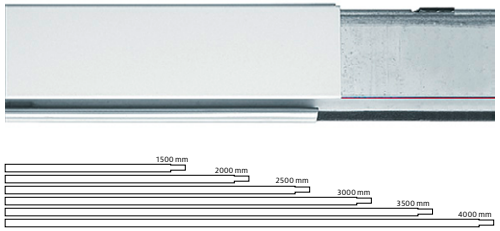
Shop Window Lighting

Ceiling mounted trunk



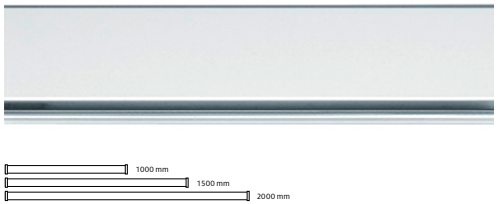
Trunking rails and components

Trunking, white



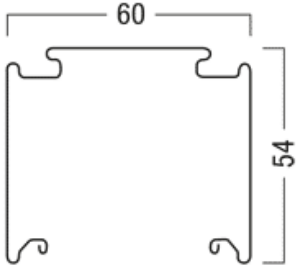
Length from 1.5 to 4 m in 0.5 m increments.

Single mounting rail, white



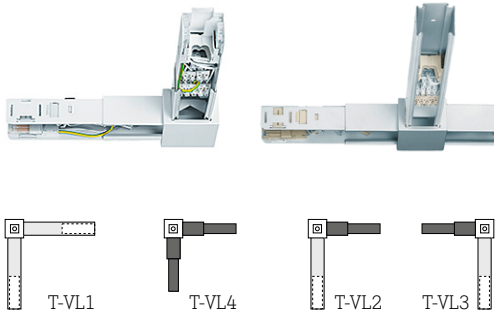
Length: 1.0, 1.5, 2.0 m

Cross section

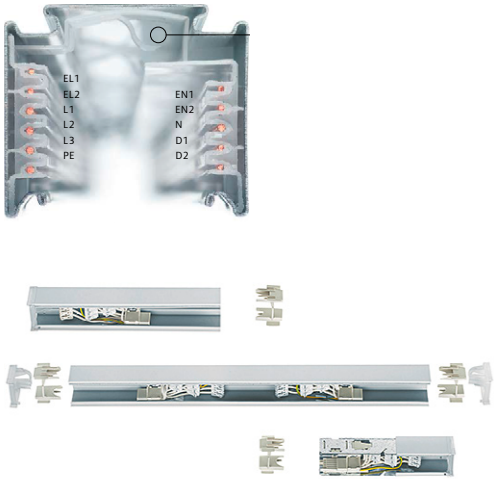


Material: Roll-formed sheet steel
Colour: White polyester lacquer finish.

Node connectors, white



Electric feed

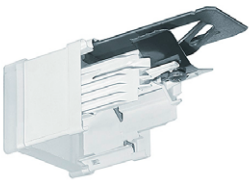


Cover strip for mounting rail white



Material: Plastic polypropylene
Colour: White

End cap, white



Ceiling fixing element



Cord suspension

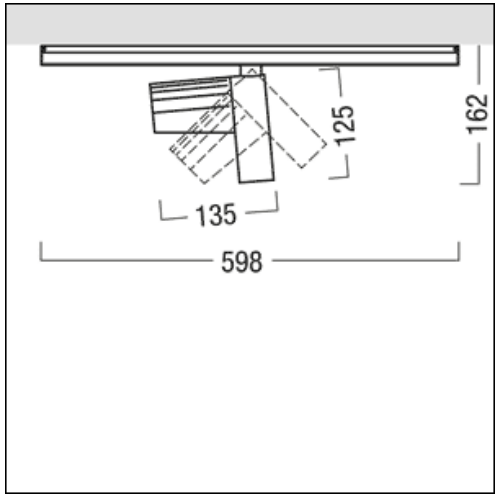


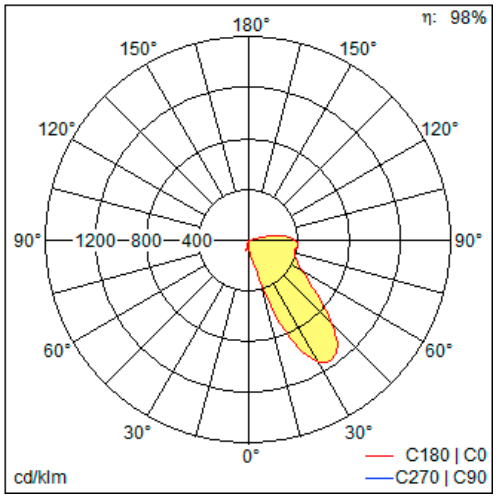
TECTON spotlight
INTRO liteCarve® TEC GP LED



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

New!

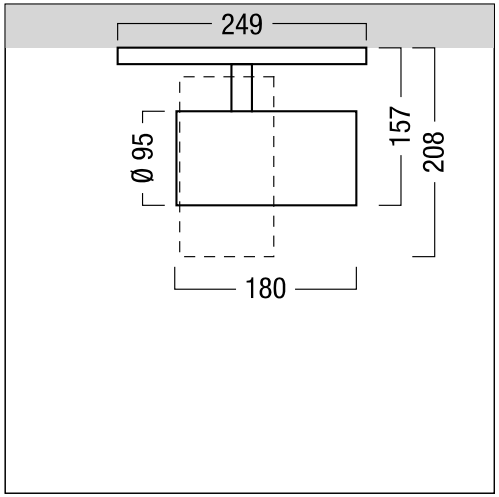
Product VIVO II

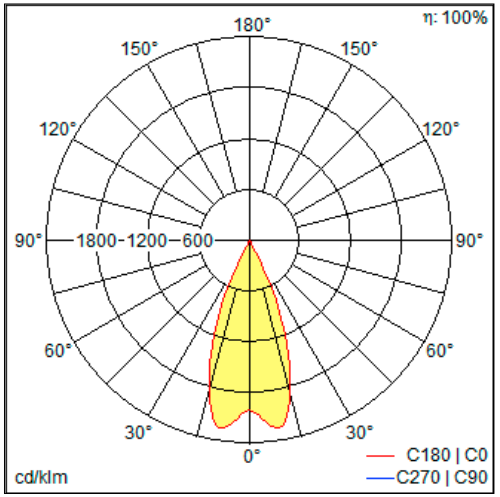
TECTON spotlight
VIVO II M TEC-GP LED (Essential stableWhite)

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

Planning
> Exact number and location according to light planner







V2 M 2600-940 SWI TEC WFL WH WH
LED spotlight

Spotlight housing:	Die-cast aluminium
Surface finish:	Microtextured paint in white
Colour:	White
Dimensions:	249x95x208 mm
Weight:	1.15 kg
Light Source:	LED
Luminaire luminous flux:	2700 lm
Luminaire efficacy:	102 lm/W
Colour Rendering Index min.:	90
Ballast:	1 x 06891163 DRV TC IN 30W 700mA 43V F
Correlated colour temperature:	4000 Kelvin
Chromaticity tolerance (initial MacAdam):	2
Rated median useful life:	50.000 h L85 at 25°C
Luminaire input power:	26.5 W, Power factor = 0.95
Maintenance category:	C - Closed Top Reflector

TECTON ONLITE
TECTON with ONLITE CROSSIGN

Emergency lighting
> Indicating the way to emergency exits

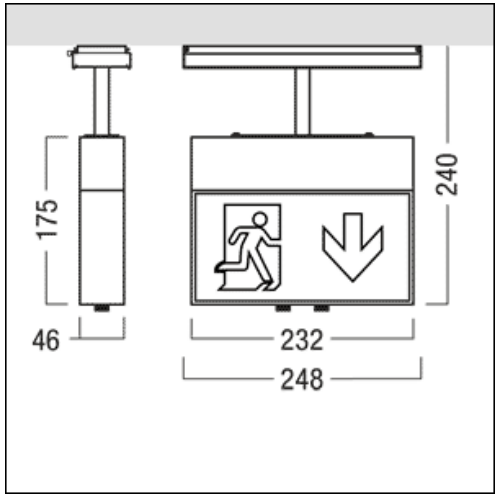
Planning
> Exact number and location according to national laws

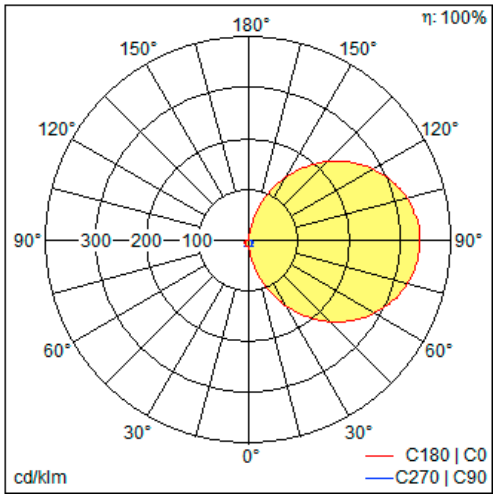












CROSSIGN 110 P TEC-GP E3D ERI WH
LED Escape sign luminaire

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

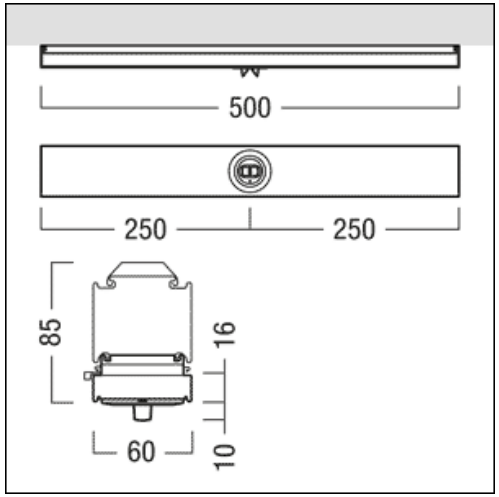
CROSSIGN 110 SP-1D, CROSSIGN 110 SP-1L, CROSSIGN 110 SP-1R, CROSSIGN 110 SP-1UP
Escape sign for CROSSIGN 110 AB/TEC

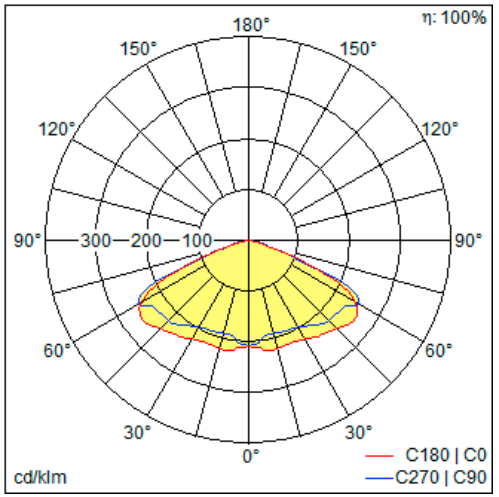
TECTON ONLITE
TECTON with ONLITE RESCLITE PRO antipanic

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

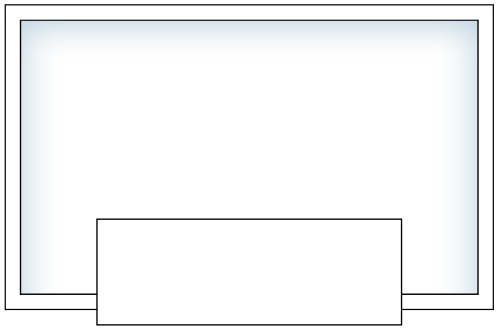
LED Strips

Colour temperature: 4000 K
Operating Voltage: 12 V

Indirect Lighting
Integrated into furniture

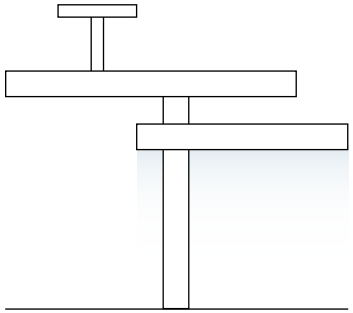
> Walls
Indirect illumination of the walls through LEDs behind 3 sides of the frame (left, top, right). Thus the view is drawn there

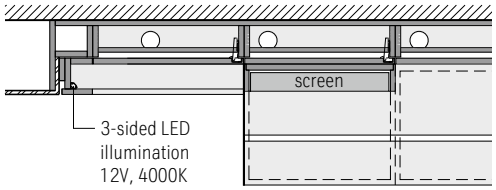
A 01 Smartphone Wall
A 02 Home Wall
A 03 Accessories Wall
A 04 Music Wall
A 05 Bar Wall



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

Nightly illumination of highlight tables in shop windows.





Detail
Place LED in front corner!

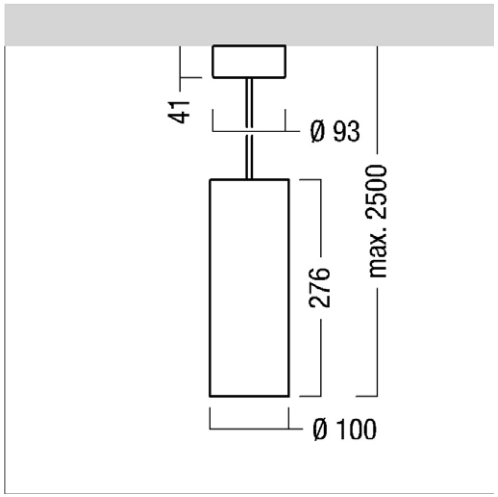
ZUMTOBEL PANOS infinity R100 P
LED pendant luminaire

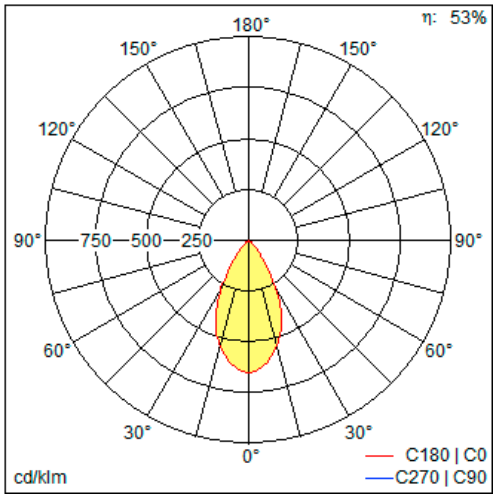
Accent lighting
> over A1 Bar
> over Waiting Table

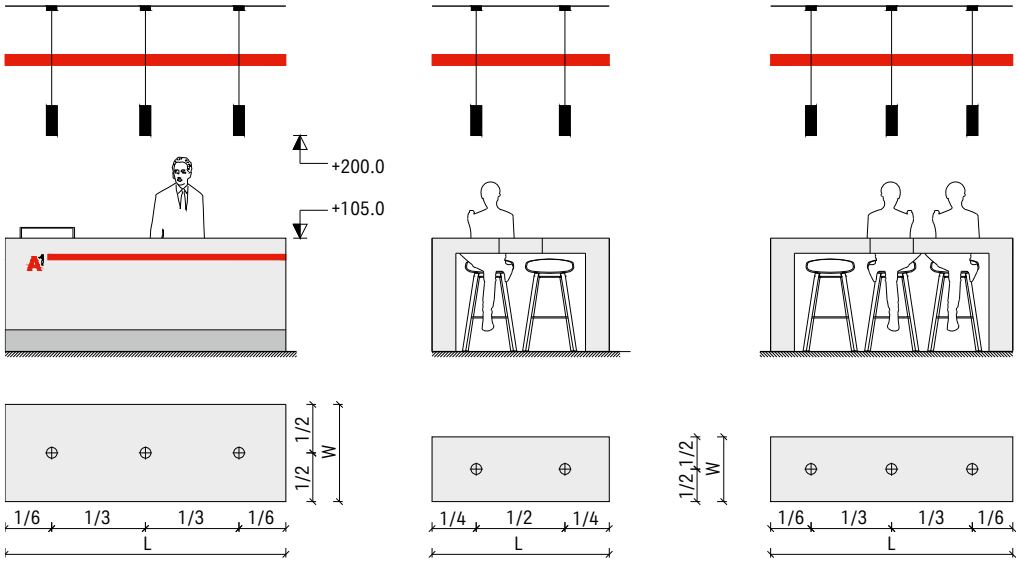
We always use 3 in a row.
Exception: 2 over Waiting Table, length 164 cm.

Lower Edge: 200 cm above floor.









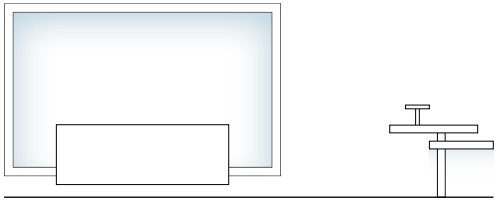
P-INF PWH R100 LED1200-940 LDO BK WH
LED pendant luminaire

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

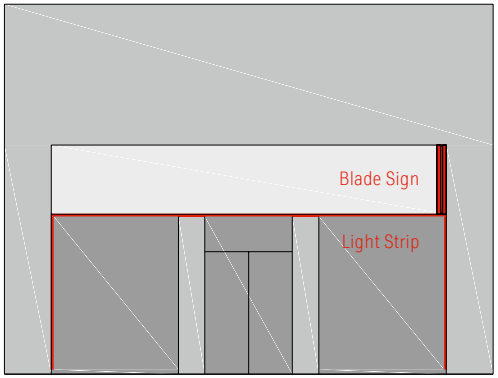
Night Illumination

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

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



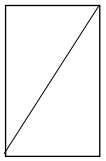
Outside:
- Blade Sign
- Light Strip Red



Screens

There are 2 clearly defined screen types:

Interactive Touchscreens:
Portrait Format



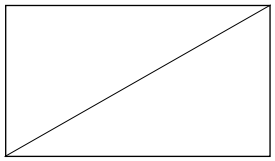
e.g. ELO 3202L 32"

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

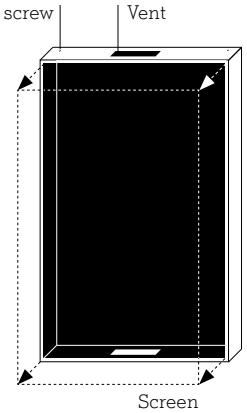
Examples:
A Walls
B 01 Highlight Table

Frame

Outside:
RAL 9003 Signal White

Inside:
RAL 9017 Traffic Black

Mounting sequence:
1. Rear panel
2. Frame
3. Fix frame with fixing screws
4. Screen



Exceptions:

Screens/Displays:
Portrait Format

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

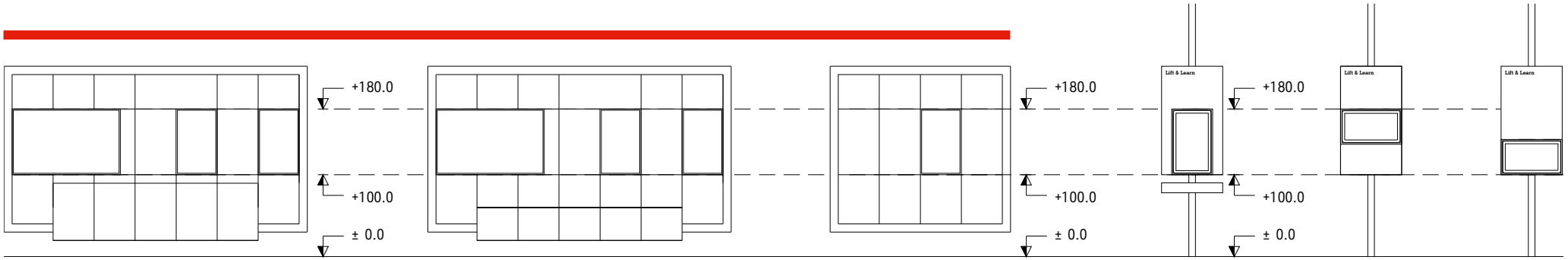
Examples:
B 02 Lift & Learn (shop window)
F 32 Digital Signage

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 of players and screens can escape.
> 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 Shop hosting another brand

work in progress WIP

A1 Brand Shop 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.

Shop-in-Shop

Characteristics

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

2.1.4.1 **A1 Furniture** (e.g. Media Markt, Post in Austria)

- **Area: Regular A1 furniture**
  In case you have to furnish an **area** in a shop. (See 2.1.2)

  The regular Shop-in Shop concept is focused on bringing a shop experience to a dedicated area into another retailers store.

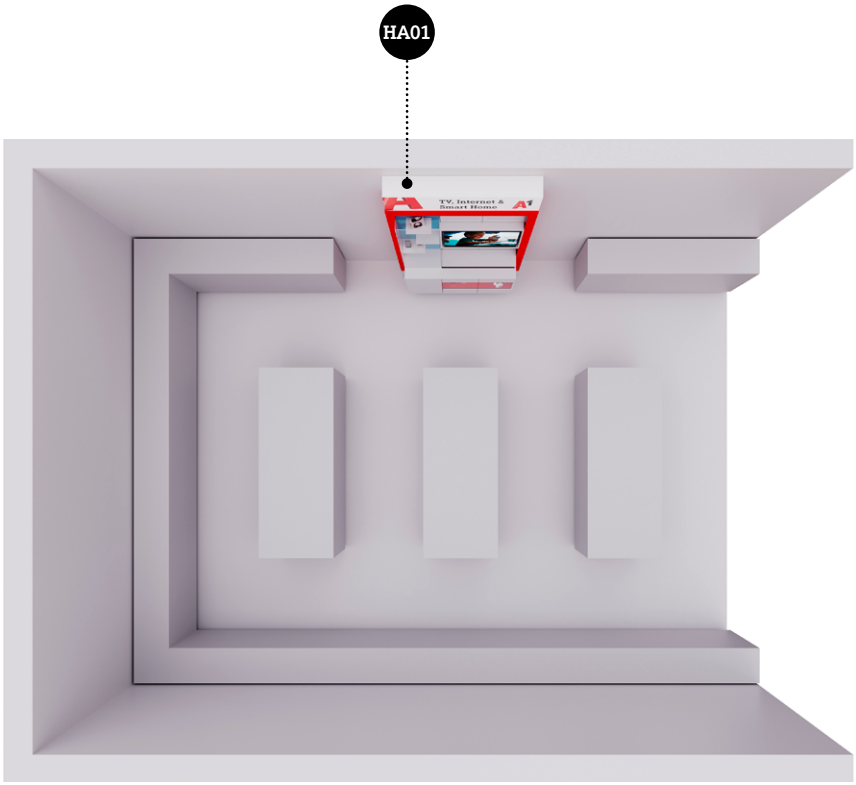
- **Just one element: HA Hybrid Wall**
  In case you place **just one element** in a shop.

  The Hybrid solution allows you to place one piece of furniture into another store. A1 Hybrid, one furniture element in an attention-grabbing design, highlights the whole product portfolio in one place as well as gives the freedom to accentuate e.g. promotions depending on the local situation/needs.

2.1.4.2 **Furniture of Host**

Not part of this Manual.

- **A1-look-alike Furniture**
- **Shop-own Furniture**



Shop-in-Shop: Hybrid Wall

HA 01 Hybrid Wall

HA 01 Hybrid Wall – 2 Panels



Lettering: TV, Internet & Smart Home (300 pt)

Functions: Display of various A1 products & services
Storage

Dimensions: W 120 / 170 cm
D 25 cm (+30 cm)
H 265 cm

Colour:
- RAL 9003 Signal White
- FunderMax Star Favorit Superfront 1.0, Decor 1118 LI
- RAL 9017 Traffic Black
- RAL 3020 Traffic Red
- RAL 240 60 20 A1 Cool Blue

Material:
- Panels: MDF varnished (RAL 9003)
- Frame: Chipboard varnished (RAL 3020)
- Sideboard: Chipboard coated (FunderMax Star Favorit Superfront 1.0, Dekor 1118 LI)
- Screen Housing: MDF varnished, outside: RAL 9003 / inside: RAL 9017
- Highlight Board: MDF varnished, RAL 240 60 20
- Glass: Safety glass (ESG, 8 mm), White glass (Optiwhite, Ultraclear)

Versions: 2 / 3 panels
High / low sideboards
With / without screens
With / without Highlight Board
With / without Glass Box
With / without Niche in high sideboard

Location: Shop-in-Shop: **ONLY ONE ELEMENT**
(If you have to furnish an AREA in a shop, use regular A1 furniture - see 2.1.2)

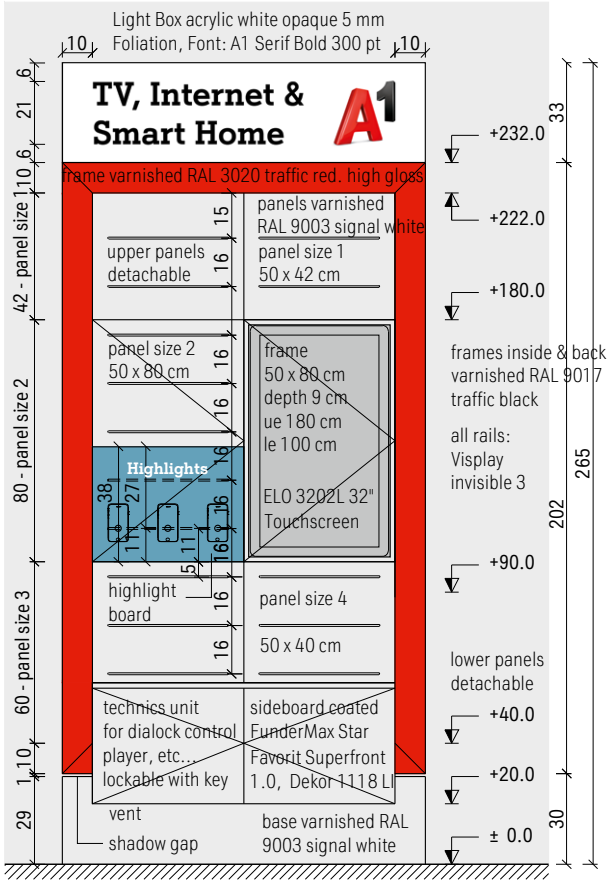
HA 01 Hybrid Wall – 3 Panels



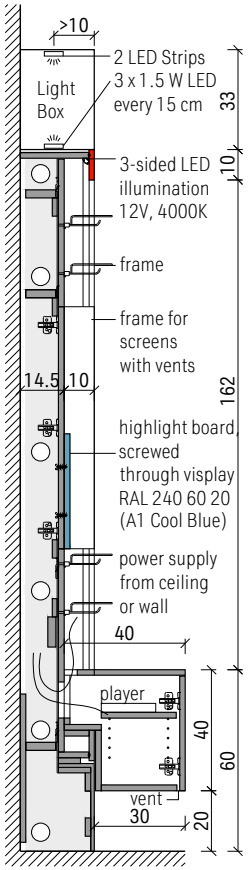
See previous page.

2.1.4 Shop-in-Shop

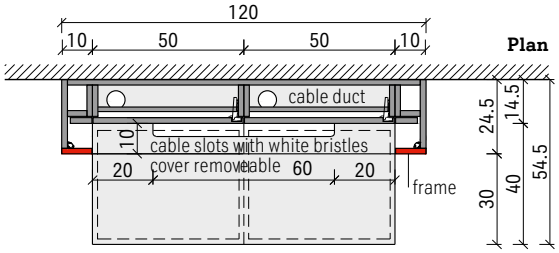
2.1.4.1 A1 Furniture: HA 01 Hybrid Wall – 2 Panels: Plans



Front view



Section



Plan

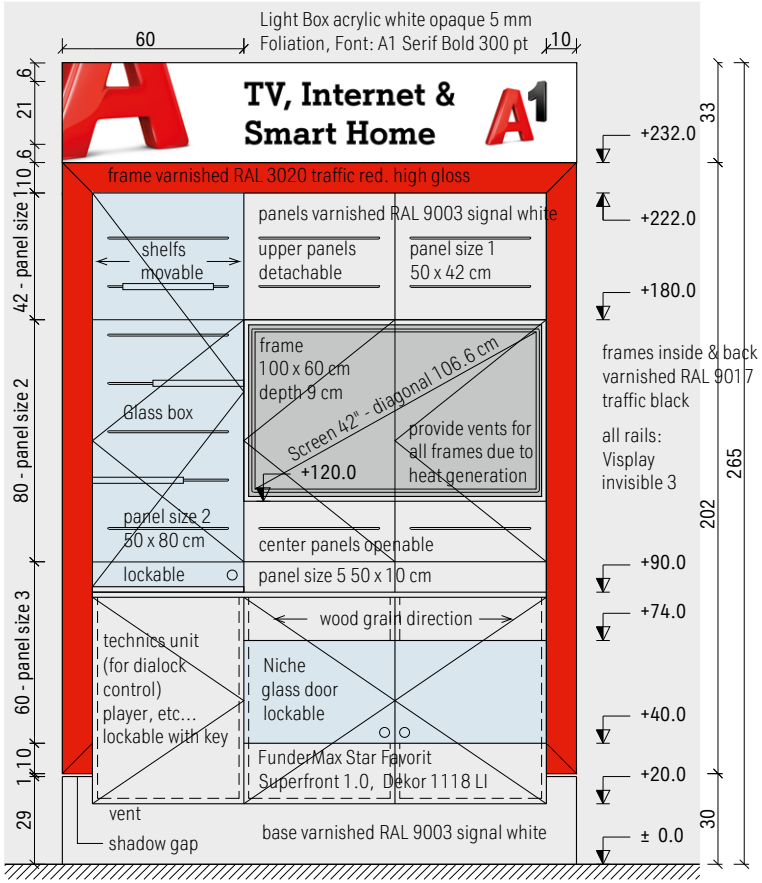
upper and lower panels detachable (rails)

center panels openable with (heavy-duty) hinges. check screenweight and statics!

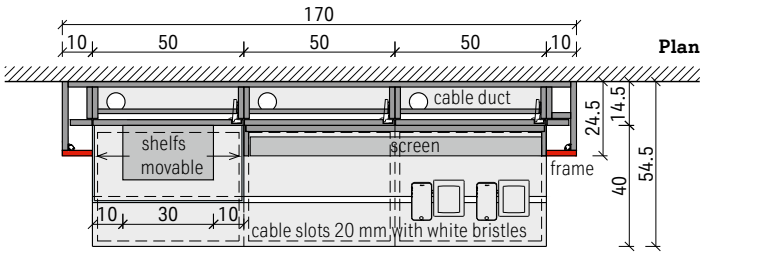
1:25

2.1.4 Shop-in-Shop

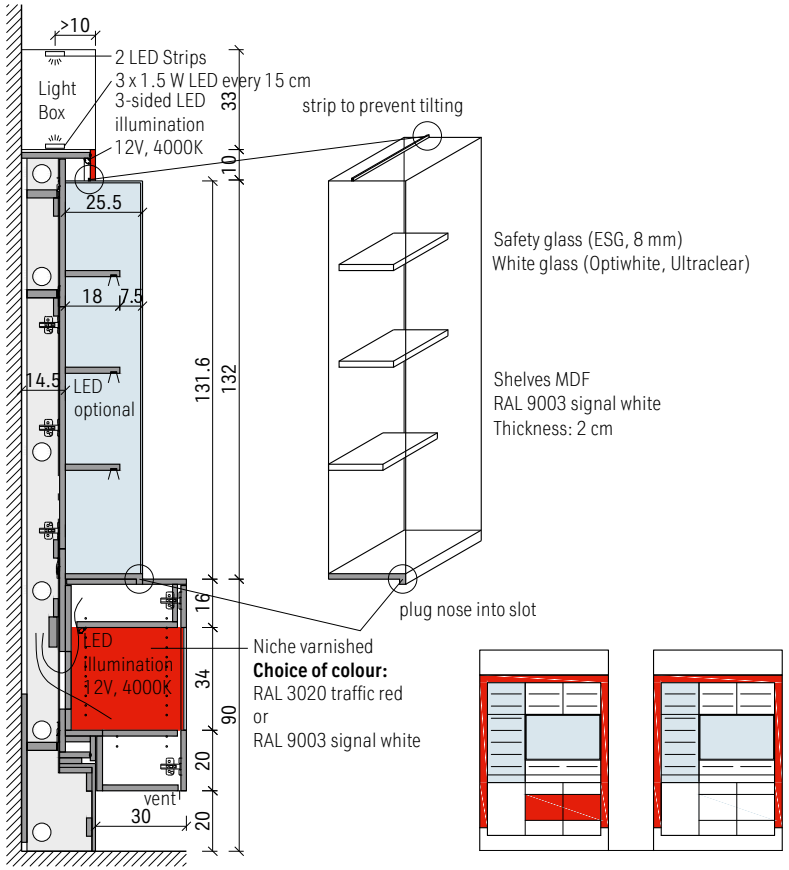
2.1.4.1 A1 Furniture: HA 01 Hybrid Wall – 3 Panels: Plans



Front view



Plan



Section

upper and lower panels
detachable (rails)

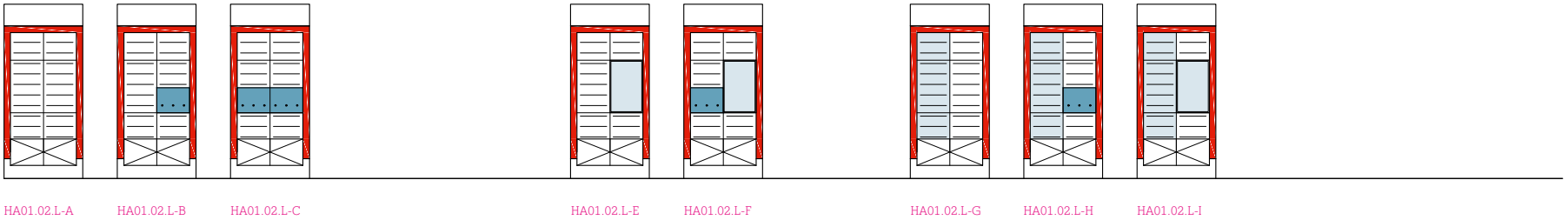
center panels openable
with (heavy-duty) hinges.
check screenweight
and statics!

1:25

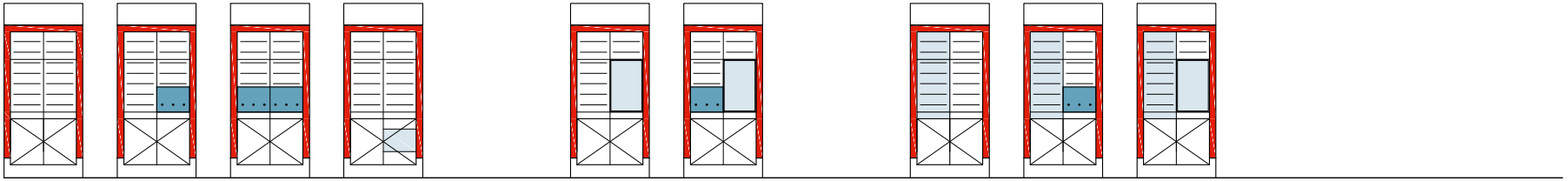
2.1.4 Shop-in-Shop

2.1.4.1 A1 Furniture: HA 01 Hybrid Wall: Variations

HA01: 2 Modules
Width: 120 cm

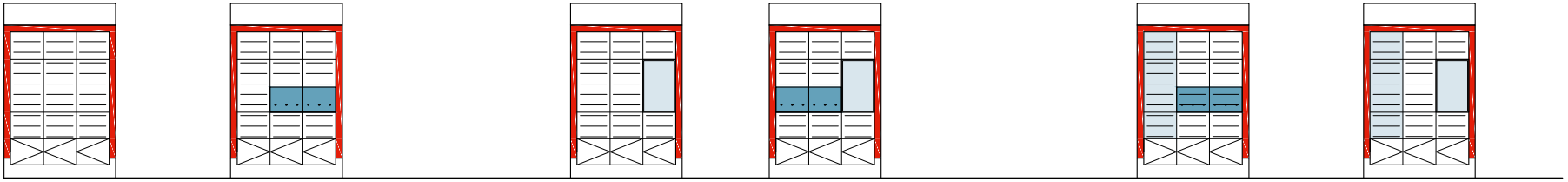


HA01.02.L-A HA01.02.L-B HA01.02.L-C HA01.02.L-E HA01.02.L-F HA01.02.L-G HA01.02.L-H HA01.02.L-I

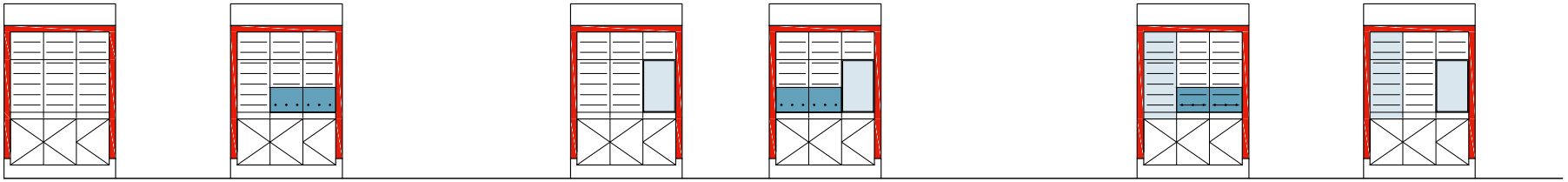


HA01.02.H-A HA01.02.H-B HA01.02.H-C HA01.02.H-D HA01.02.H-D-R HA01.02.H-E HA01.02.H-F HA01.02.H-G HA01.02.H-H HA01.02.H-I

HA01: 3 Modules
Width: 170 cm



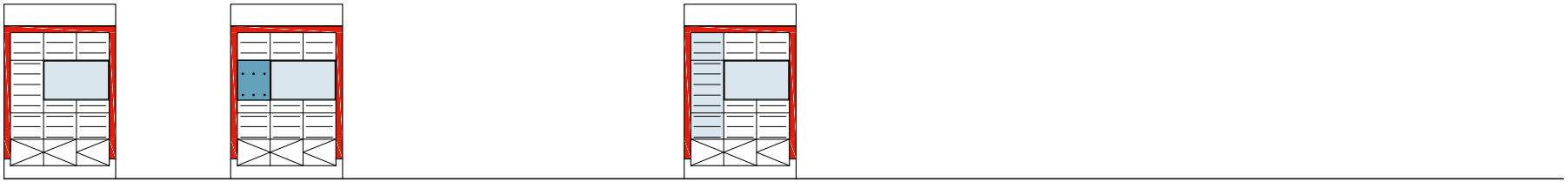
HA01.03.L-A HA01.03.L-B HA01.03.L-E HA01.03.L-F HA01.03.L-H HA01.03.L-I



HA01.03.H-A HA01.03.H-B HA01.03.H-E HA01.03.H-F HA01.03.H-H HA01.03.H-I

1:100

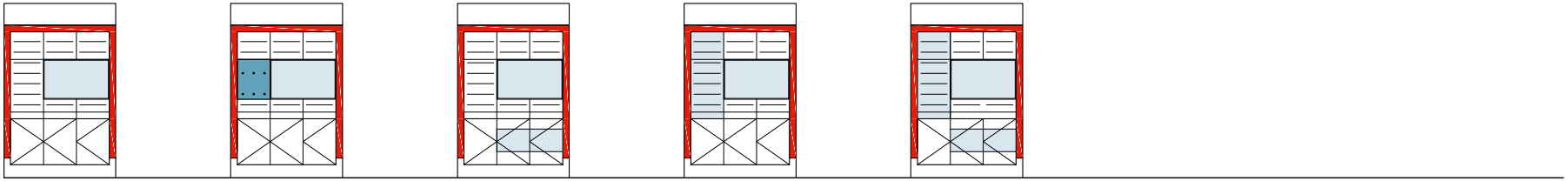
HA01: 3 Modules
Width: 170 cm



HA01.03.L-J

HA01.03.L-K

HA01.03.L-M



HA01.03.H-J

HA01.03.H-K

HA01.03.H-L
HA01.03.H-L-R

HA01.03.H-M

HA01.03.H-N
HA01.03.H-N-R

Legend HA01

Element	HA01
Number of Modules	.01 / .02 / etc.
Height of Sideboards	-L (low) / -H (high)
Variant	-A / -B / etc.
Colour of Niche	(white) / -R (red)
Exceptions	-!

Hybrid Wall: Variations **1:100**

2.1 Stationary Shops
2.1.5 Partner Shop

Partner Shop

The Partner Shop Concept allows to deliver a full brand & shop experience while focusing on smart, cost-aware adaptions to the standard concept.

Characteristics

- Full brand & shop experience
- Focus on small shop sizes
- Cost-optimized constructions & furniture elements (e.g. self-contained pre-wall constructions)

2.1.5.1 A1 Partner Furniture

2.1.5.1.1.PA Partner Walls
2.1.5.1.2.PF Partner Branding

Other elements: Regular A1 furniture (see 2.1.2)

2.1.5 Partner Shops

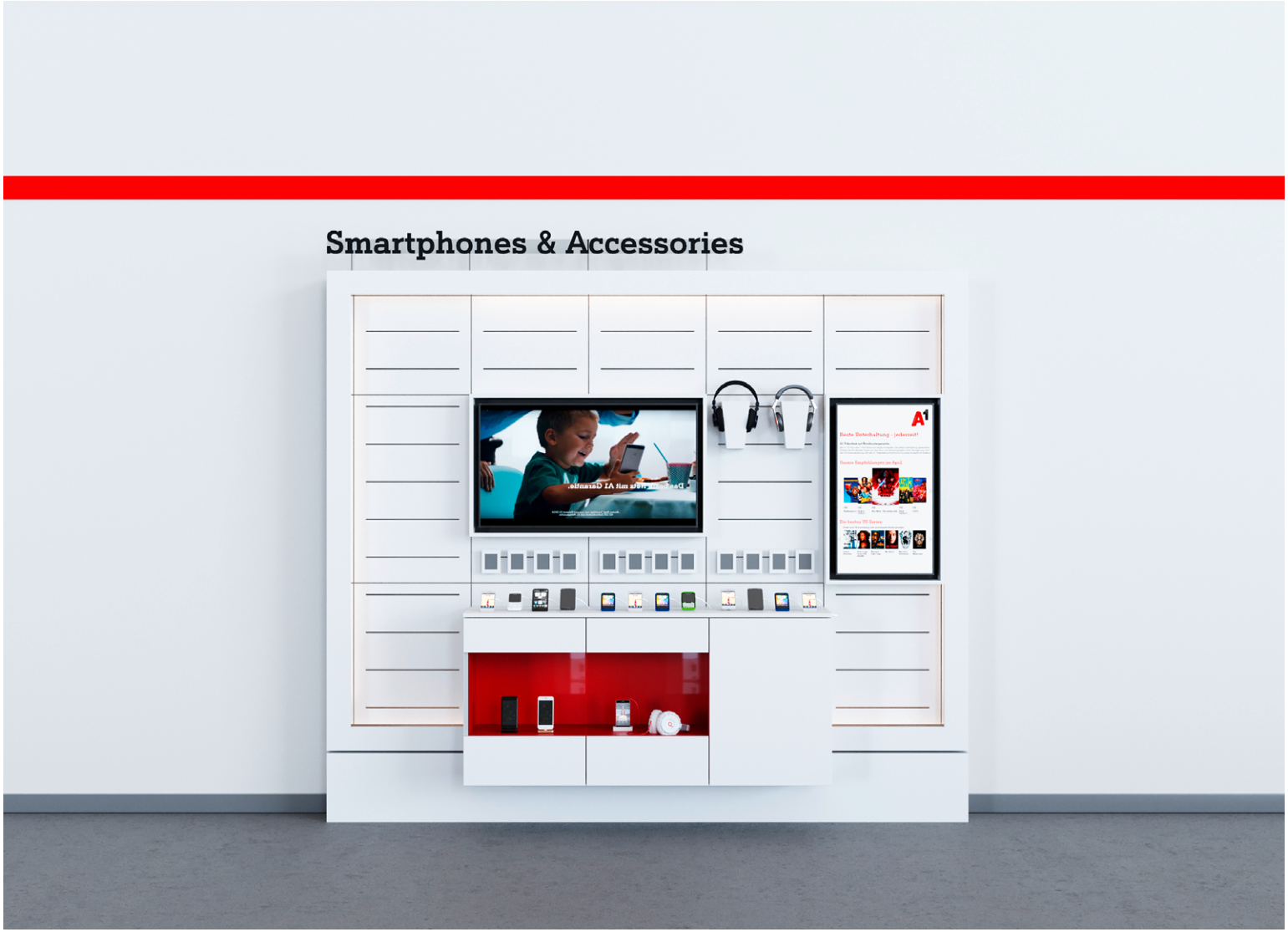
2.1.5.1 A1 Partner Furniture: PA Partner Walls



Partner Shops: Partner Walls

PA 01 Partner Smartphone & Accessories Wall
PA 02 Partner Home Wall
PA 03 Partner Accessories Wall
PA 05 Partner Bar Wall

PA 01 Partner Smartphone & Accessories Wall



Lettering: 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 55 cm (25 Wall + 30 Sideboard)
H 232 (Regular) / 190 cm (Low)
All Partner Walls can be built as low version. See next pages.

Colour:
- RAL 9003 Signal White
- FunderMax Star Favorit Superfront 1.0, Decor 1118 LI
- RAL 9017 Traffic Black
- RAL 3020 Traffic Red

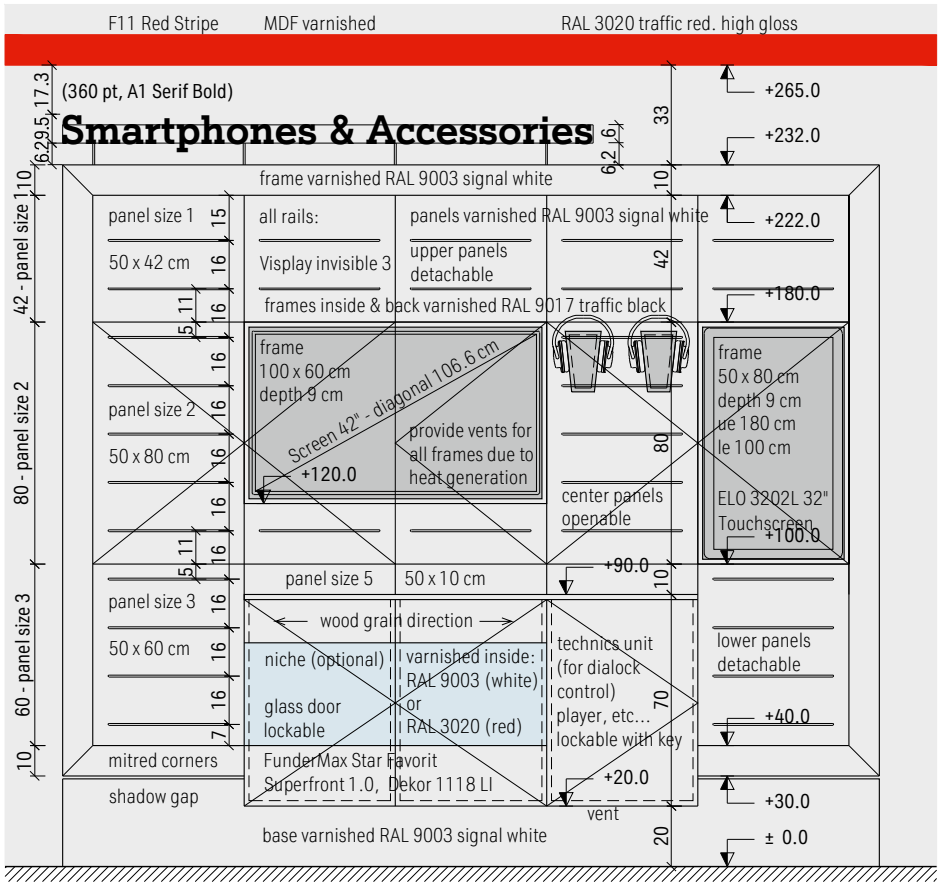
Material:
- Panels: MDF varnished (RAL 9003)
- Frame: Chipboard varnished (RAL 9003)
- Sideboard: Chipboard coated (FunderMax Star Favorit Superfront 1.0, Dekor 1118 LI)
- Screen Housing: MDF varnished, outside: RAL 9003 / inside: RAL 9017
- Glass: Safety glass (ESG, 8 mm), White glass (Optiwhite, Ultraclear)

Versions: Different sizes/numbers of panels

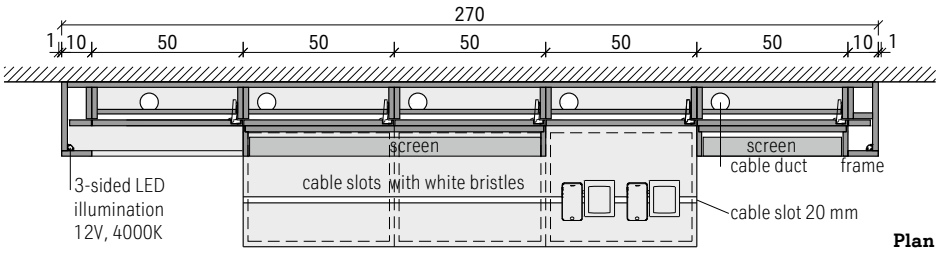
Combo: PF 21 Partner Lettering

Zone: On the way

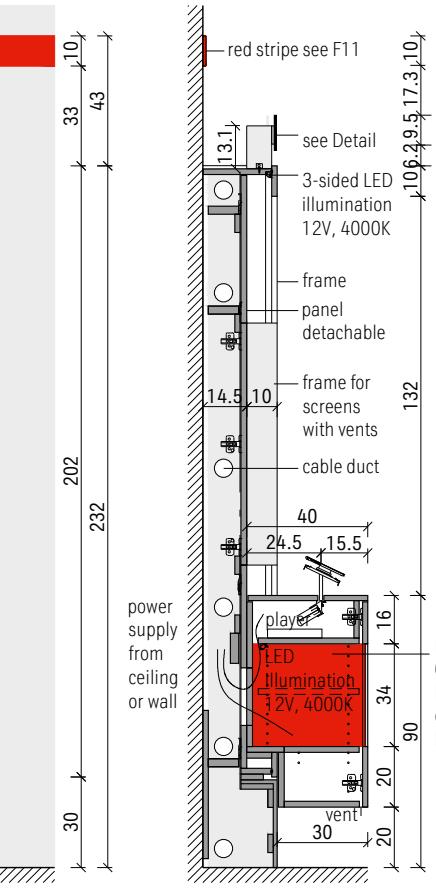
Location: Wall
Smartphones = selfselling products
- Pull-In-Element (back of the store)
- Less prominent spots



Front view



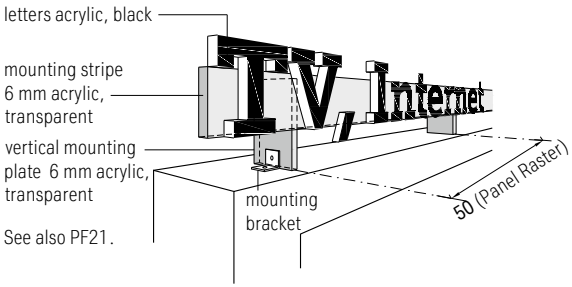
Plan

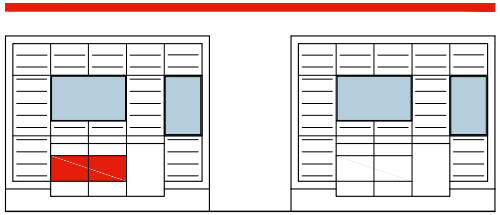


Section

upper and lower panels detachable (rails)

center panels openable with (heavy-duty) hinges. check screenweight and statics!



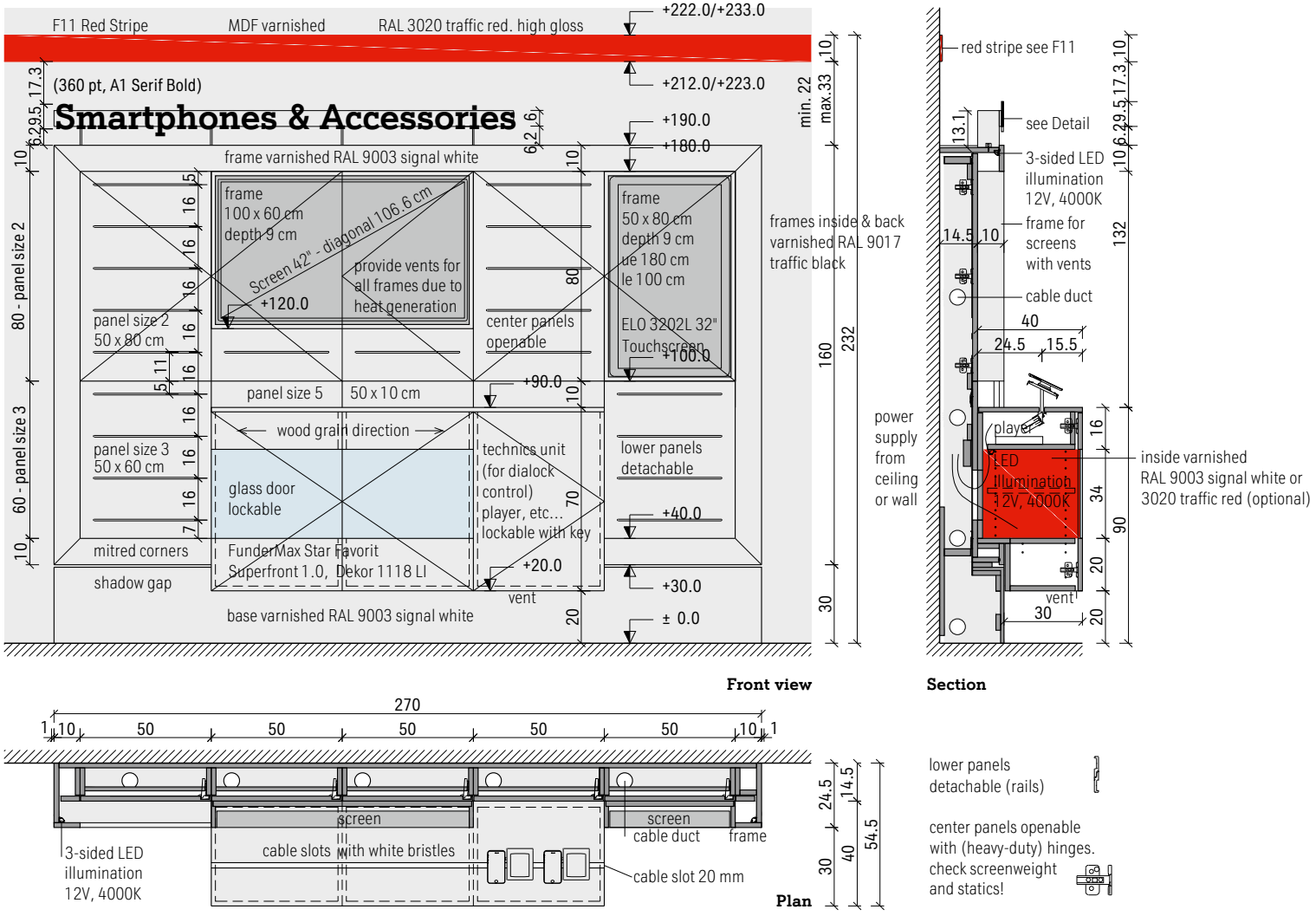


Preferably integrate PA03 Accessories Wall, in order to create a generous atmosphere.

Regular height
for ceiling heights 270 cm and higher.

See also PF11 + PF 21.

1:25



Low version
for low ceiling heights 230–279 cm.

All Partner Walls can be built as low version.

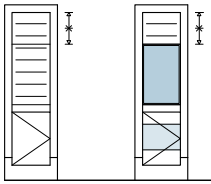
See also PF11 + PF 21.

1:25

2.1.5 Partner Shops

2.1.5.1 A1 Partner Furniture: PA Partner Walls: PA 01 Partner Smartphone & Accessories Wall: Variations

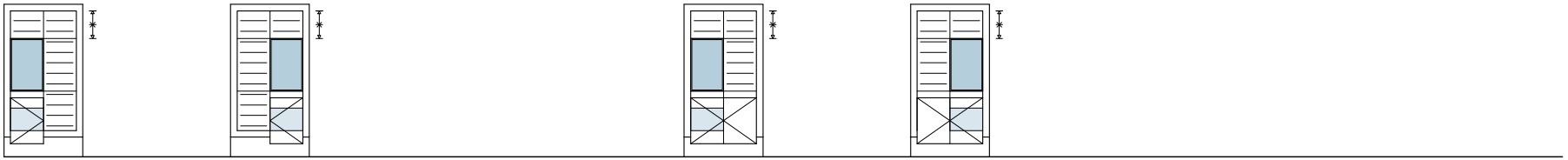
PA 01: 1 Module
Width: 70 cm



PA01.01.01-A
PA01L.01.01-A

PA01.01.01-B / PA01.01.01-B-R
PA01L.01.01-B / PA01L.01.01-B-R

PA 01: 2 Modules
Width: 120 cm



PA01.02.01L / PA01.02.01L-R
PA01L.02.01L / PA01L.02.01L-R

PA01.02.01R / PA01.02.01R-R
PA01L.02.01R / PA01L.02.01R-R

PA01.02.02-A / PA01.02.02-A-R
PA01L.02.02-A / PA01L.02.02-A-R

PA01.02.02L-B / PA01.02.02L-B-R
PA01L.02.02L-B / PA01L.02.02L-B-R

PA 01: 3 Modules
Width: 170 cm



PA01.03.01L
PA01L.03.01L

PA01.03.01C
PA01L.03.01C

PA01.03.01R
PA01L.03.01R

PA01.03.02L
PA01L.03.02L

PA01.03.02R-A
PA01L.03.02R-A

PA01.03.02R-B / PA01.03.02R-B-R
PA01L.03.02R-B / PA01L.03.02R-B-R



PA01.03.03-A / PA01.03.03-A-R
PA01L.03.03-A / PA01L.03.03-A-R

PA01.03.03-B / PA01.03.03-B-R
PA01L.03.03-B / PA01L.03.03-B-R

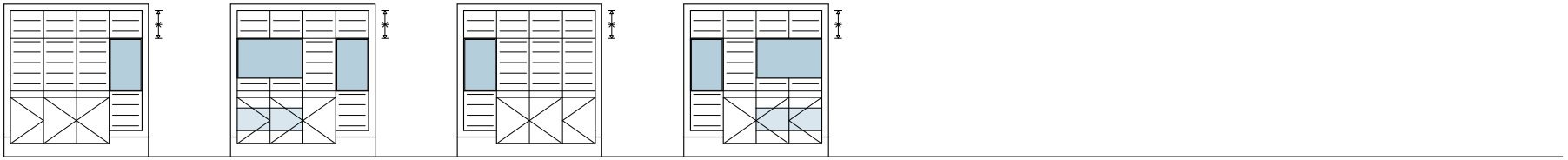
PA01.03.03-C / PA01.03.03-C-R
PA01L.03.03-C / PA01L.03.03-C-R

PA 01: Variations **1:100**

2.1.5 Partner Shops

2.1.5.1 A1 Partner Furniture: PA Partner Walls: PA 01 Partner Smartphone & Accessories Wall: Variations

PA 01: 4 Module
Width: 220 cm



PA01.04.03L-A
PA01L.04.03L-A

PA01.04.03L-B / PA01.04.03L-B-R
PA01L.04.03L-B / PA01L.04.03L-B-R

PA01.04.03R-A
PA01L.04.03R-A

PA01.04.03R-B / PA01.04.03R-B-R
PA01L.04.03R-B / PA01L.04.03R-B-R

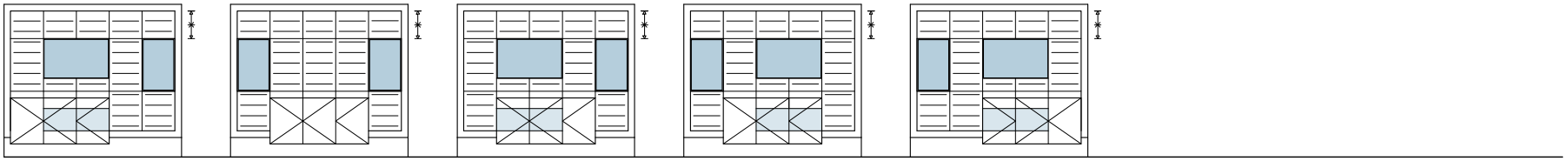


PA01.04.04-A / PA01.04.04-A-R
PA01L.04.04-A / PA01L.04.04-A-R

PA01.04.04-B / PA01.04.04-B-R
PA01L.04.04-B / PA01L.04.04-B-R

PA01.04.04-C / PA01.04.04-C-R
PA01L.04.04-C / PA01L.04.04-C-R

PA 01: 5 Modules
Width: 270 cm



PA01.05.03L / PA01.05.03L-R
PA01L.05.03L / PA01L.05.03L-R

PA01.05.03C-A
PA01L.05.03C-A

PA01.05.03C-B / PA01.05.03C-B-R
PA01L.05.03C-B / PA01L.05.03C-B-R

PA01.05.03C-B / PA01.05.03C-B-R
PA01L.05.03C-B / PA01L.05.03C-B-R

PA01.05.03R / PA01.05.03R-R
PA01L.05.03R / PA01L.05.03R-R



PA01.05.05-A
PA01L.05.05-A

PA01.05.05-B / PA01.05.05-B-R
PA01L.05.05-B / PA01L.05.05-B-R

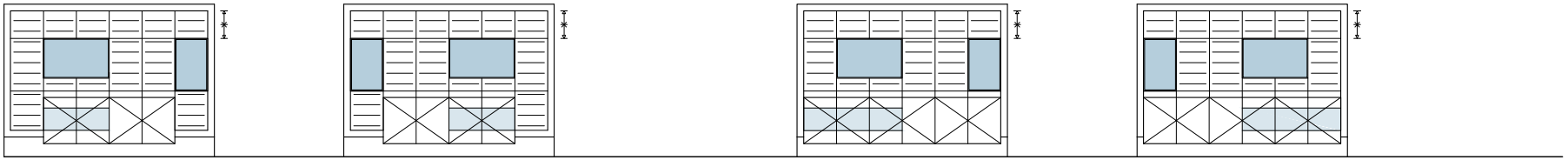
PA01.05.05-C / PA01.05.05-C-R
PA01L.05.05-C / PA01L.05.05-C-R

PA 01: Variations **1:100**

2.1.5 Partner Shops

2.1.5.1 A1 Partner Furniture: PA Partner Walls: PA 01 Partner Smartphone & Accessories Wall: Variations

PA 01: 6 Modules
Width: 320 cm



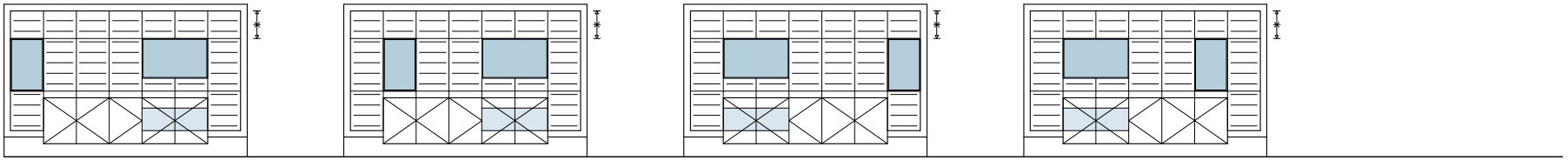
PA01.06.04C-A / PA01.06.04C-A-R
PA01L.06.04C-A / PA01L.06.04C-A-R

PA01.06.04C-B / PA01.06.04C-B -R
PA01L.06.04C-B / PA01L.06.04C-B-R

PA01.06.06-A / PA01.06.06-A-R
PA01L.06.6-A / PA01L.06.6-A-R

PA01.06.06-B / PA01.06.06-B-R
PA01L.06.6-B / PA01L.06.6-B-R

PA 01: 7 Modules
Width: 370 cm



PA01.07.05C-A / PA01.07.05C-A-R
PA01L.07.05C-A / PA01L.07.05C-A-R

PA01.07.05C-B / PA01.07.05C-B-R
PA01L.07.05C-B / PA01L.07.05C-B-R

PA01.07.05C-C / PA01.07.05C-C-R
PA01L.07.05C-C / PA01L.07.05C-C-R

PA01.07.05C-D / PA01.07.05C-D-R
PA01L.07.05C-D / PA01L.07.05C-D-R

Legend PA01 / PA01L

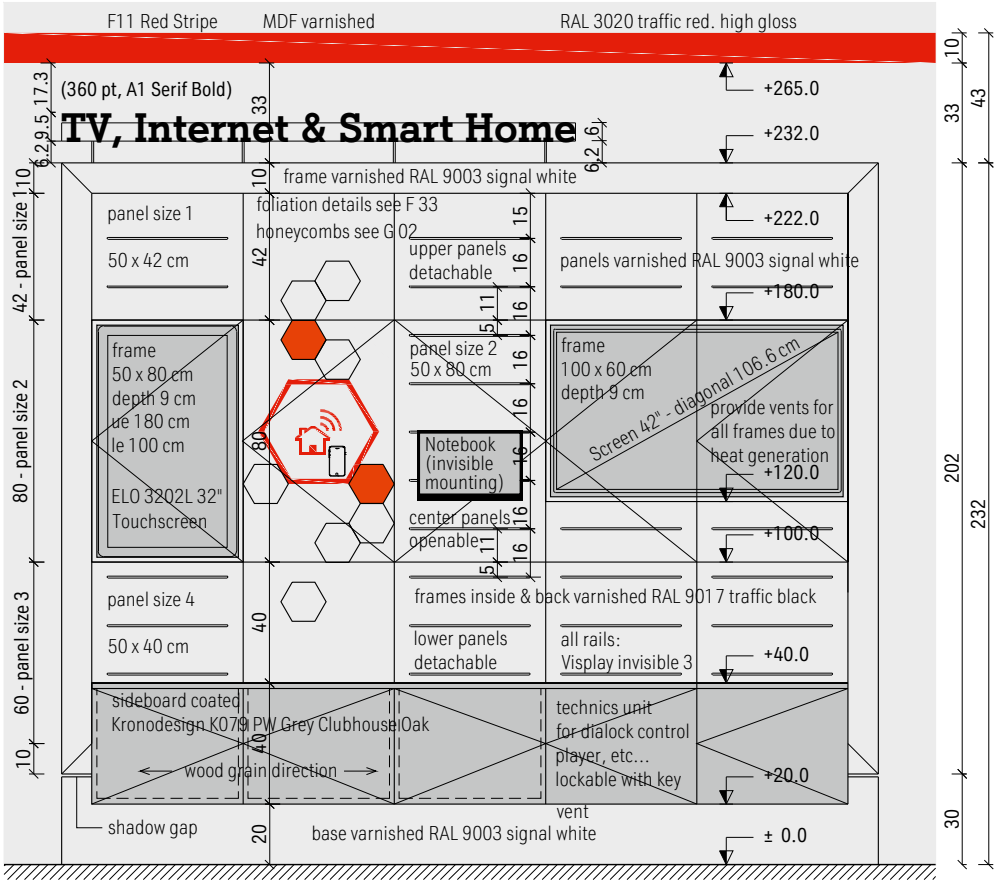
Element	PA01 / PA01L (low)
Number of Modules	.01 / .02 / etc.
Number of Sideboards	.01 / .02 / etc.
Location of Sideboards	-L (left) / -C (center) / -R (right)
Variant	-A / -B / etc.
Colour of Niche	(white) / -R (red)
Exceptions	-!

PA 01: Variations **1:100**

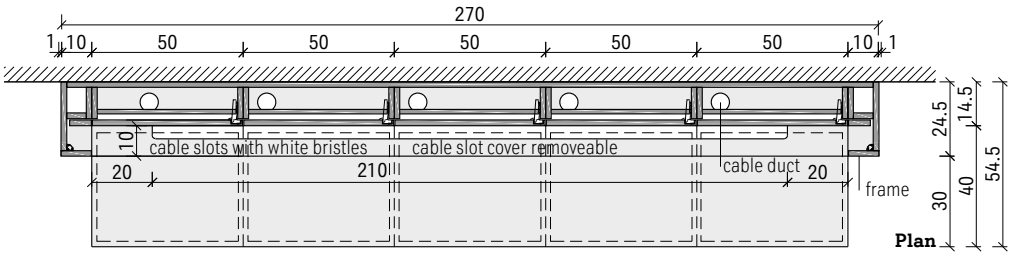
PA 02 Partner Home Wall



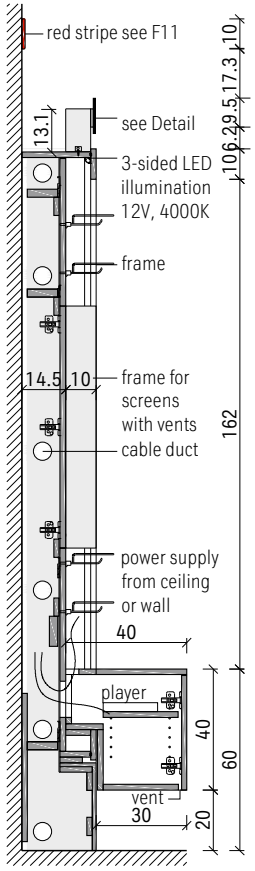
Lettering:	TV, Internet & Smart Home (360 pt)
Functions:	Internet (Modem, ...) + Bundles TV Screen (A1 TV) Smart Home (User Interface, Gadgets) Touch Screens (Consulting, Information) Storage
Dimensions:	W 50 x + 20 cm, e.g. 270 cm D 55 cm (25 Wall + 30 Sideboard) H 232 (Regular) / 190 cm (Low) All Partner Walls can be built as low version. See PA 01.
Colour:	White ▪ RAL 9003 Signal White 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:	PF 21 Lettering F 33 Icons G 02 Honeycombs
Zone:	At Home
Location:	Wall ▪ Prominent spots (Promoted products) ▪ TV screen visible from waiting area



Front view



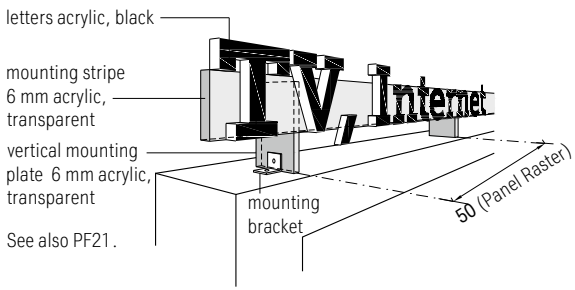
Plan



Section

upper and lower panels detachable (rails)

center panels openable with (heavy-duty) hinges. check screenweight and statics!



Regular height
for ceiling heights 270 cm and higher.

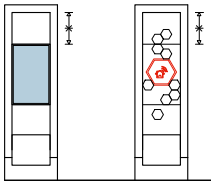
Low version
for low ceiling heights 230–279 cm.

All Partner Walls can be built as low version.

For Details see PA 01.
See also PF11 + PF 21.

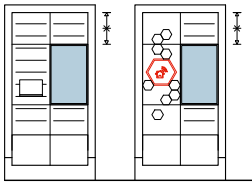
1:25

PA 02: 1 Module
Width: 70 cm

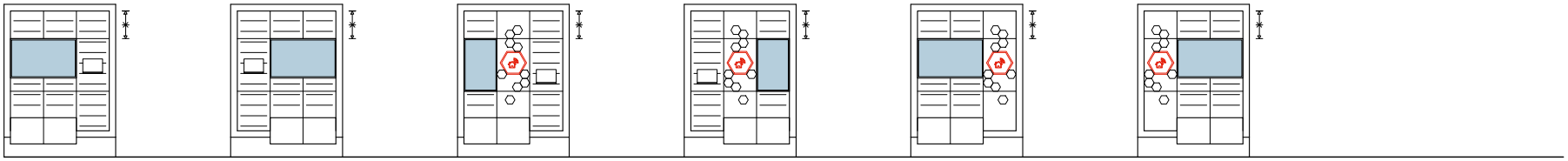


PA02.01.01-A PA02.01.01-B
PA02L.01.01-A PA02L.01.01-B

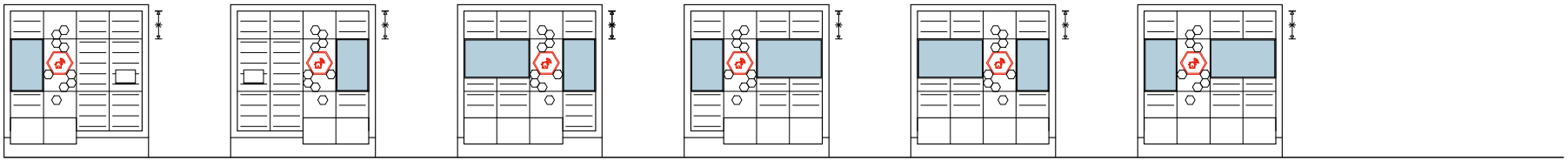
PA 02: 2 Modules
Width: 120 cm



PA02.02.02-A PA02.02.02-B
PA02L.02.02-A PA02L.02.02-B



PA02.03.02L-A PA02.03.02R-A PA02.03.02L-B PA02.03.02R-B PA02.03.02L-C PA02.03.02R-C
PA02L.03.02L-A PA02L.03.02R-A PA02L.03.02L-B PA02L.03.02R-B PA02L.03.02L-C PA02L.03.02R-C



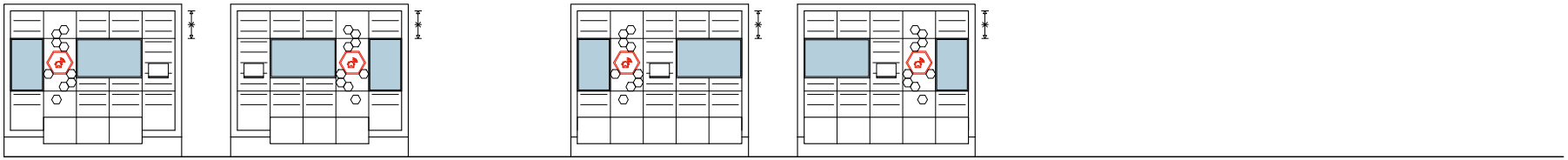
PA02.04.02L-A PA02.04.02R-A PA02.04.03L-A PA02.04.03R-A PA02.04.04-A PA02.04.04-A
PA02L.04.02L-A PA02L.04.02R-A PA02L.04.03L-A PA02L.04.03R-A PA02L.04.04-A PA02L.04.04-A

PA 02: Variations 1:100

2.1.5 Partner Shops

2.1.5.1 A1 Partner Furniture: PA Partner Walls: PA 02 Partner Home Wall: Variations

PA 02: 5 Modules
Width: 270 cm



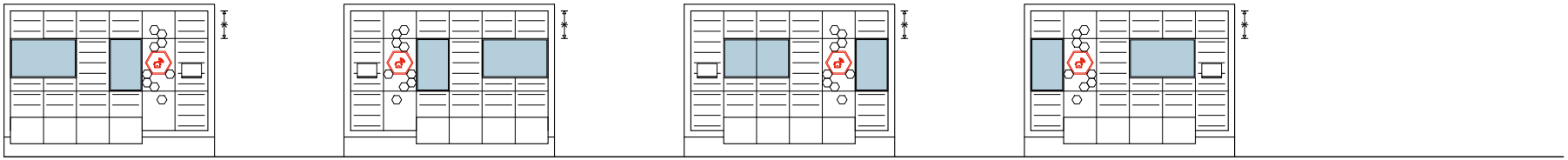
PA02.05.03C-A
PA02L.05.03C-A

PA02.05.03C-B
PA02L.05.03C-B

PA02.05.05-A
PA02L.05.05-A

PA02.05.05-B
PA02L.05.05-B

PA 02: 6 Modules
Width: 320 cm



PA02.06.04L-A
PA02L.06.04L-A

PA02.06.04R-A
PA02L.06.04R-A

PA02.06.04C-A
PA02L.06.04C-A

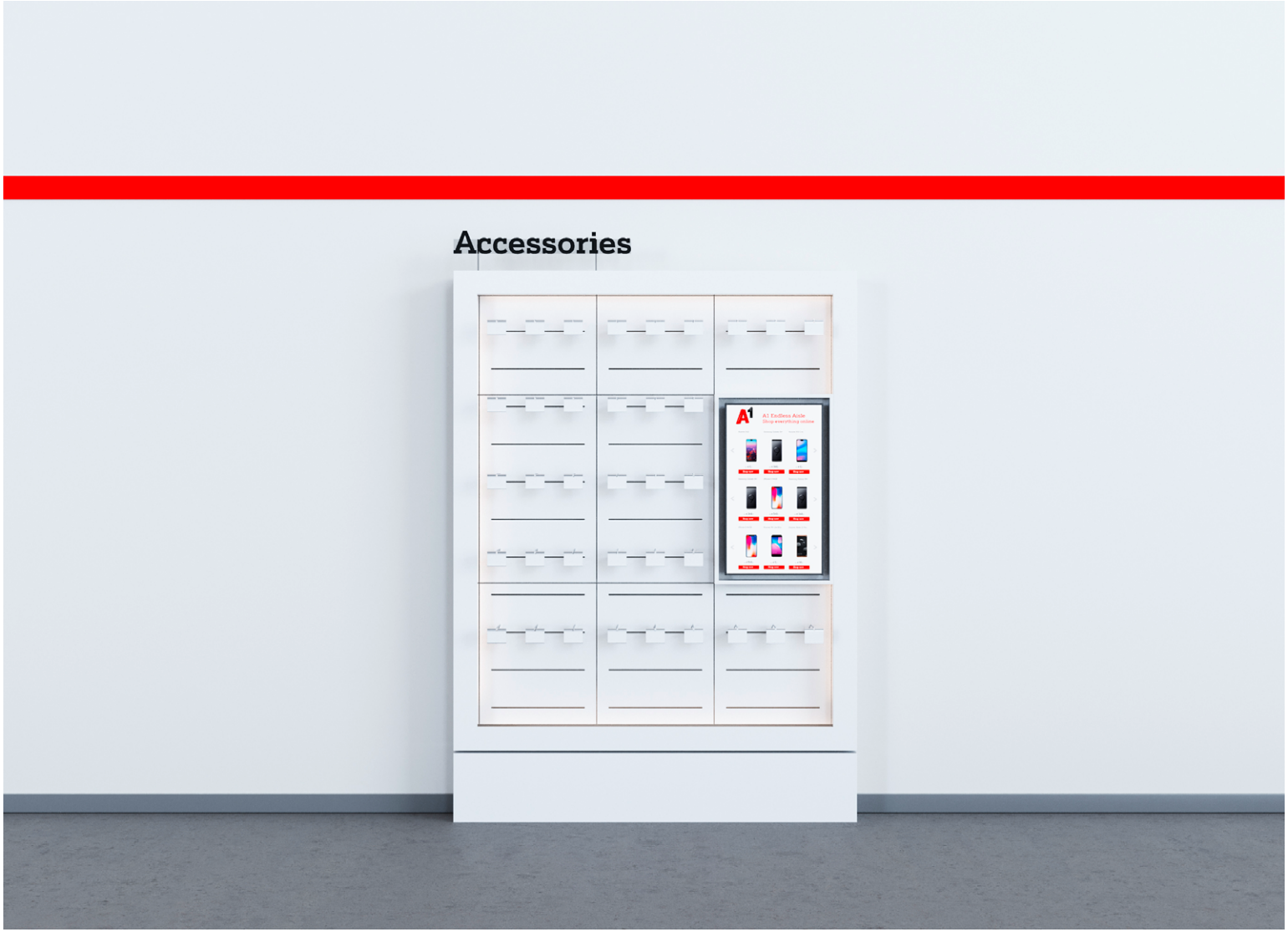
PA02.06.04C-B
PA02L.06.04C-B

Legend PA02 / PA02L

Element	PA02 / PA02L (low)
Number of Modules	.01 / .02 / etc.
Number of Sideboards	.01 / .02 / etc.
Location of Sideboards	-L (left) / -C (center) / -R (right)
Variant	-A / -B / etc.
Exceptions	-!

PA 02: Variations **1:100**

PA 03 Partner Accessories Wall



Lettering: Accessories (360 pt)

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

Preferably integrate in / unite with PA01 Smartphone & Accessories Wall, in order to create a generous atmosphere.

Dimensions: W 50 x + 20 cm, e.g. 220 cm
D 25 cm
H 232 (Regular) / 190 cm (Low)

All Partner Walls can be built as low version. See PA 01.

Colour: White
- RAL 9003 Signal White

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

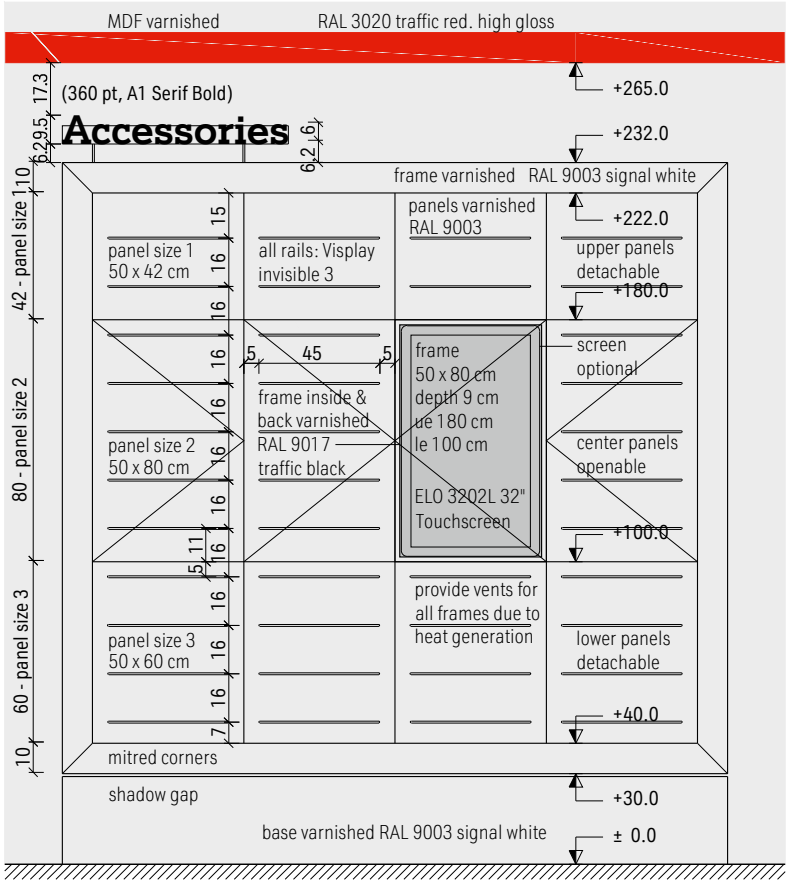
Versions: Different sizes/numbers of panels

Combo: F 21 Lettering

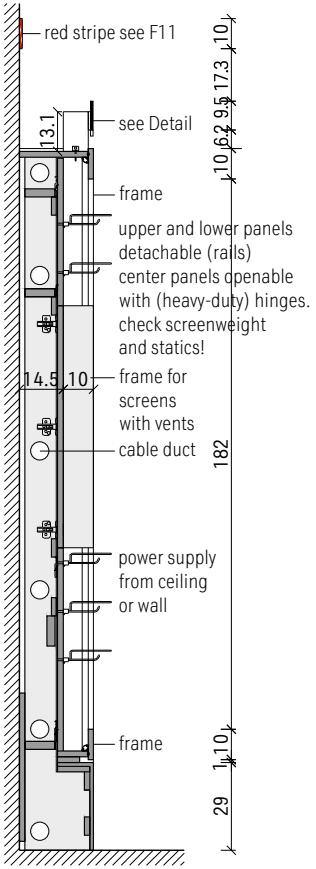
Zone: On the way

Location: Wall

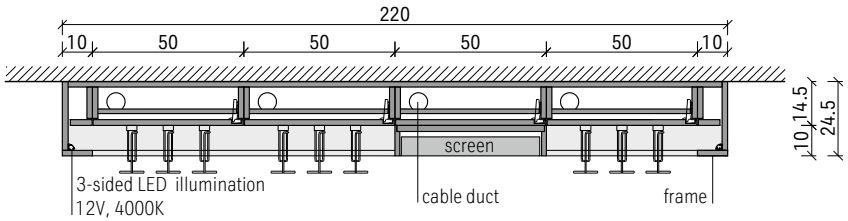
- Up- and cross-selling



Front view



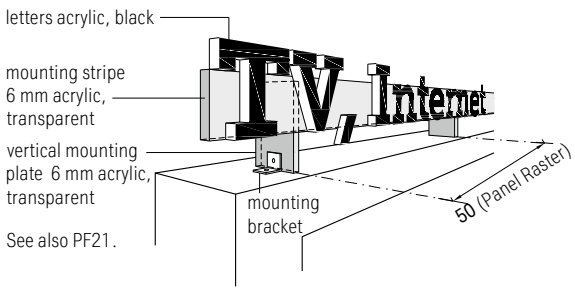
Section



Plan

upper and lower panels detachable (rails)

center panels openable with (heavy-duty) hinges. check screenweight and statics!



Regular height
for ceiling heights 270 cm and higher.

Low version
for low ceiling heights 230–279 cm.

All Partner Walls can be built as low version.

For Details see PA 01.
See also PF11 + PF 21.

1:25

2.1.5 Partner Shops

2.1.5.1 A1 Partner Furniture: PA Partner Walls: PA 03 Partner Accessories Wall: Variations

PA 03: 1 Module
Width: 70 cm



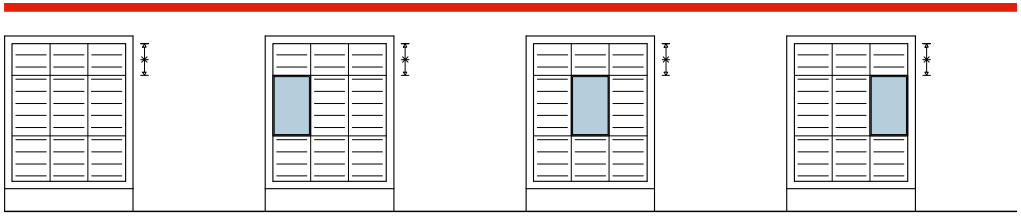
PA03.01-A PA03.01-B
PA03L.01-A PA03L.01-B

PA 03: 2 Modules
Width: 120 cm



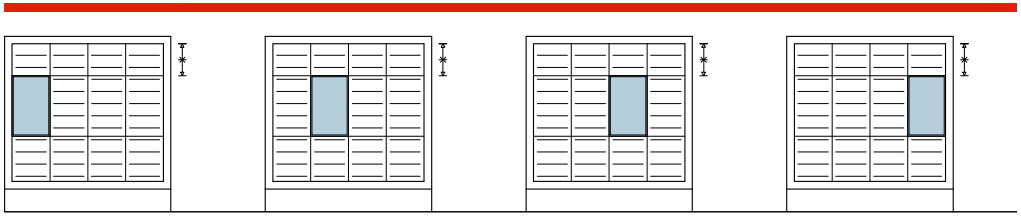
PA03.02-A PA03.02-B PA03.02-C
PA03L.02-A PA03L.02-B PA03L.02-C

PA 03: 3 Modules
Width: 170 cm



PA03.03-A PA03.03-B PA03.03-C PA03.03-D
PA03L.03-A PA03L.03-B PA03L.03-C PA03L.03-D

PA 03: 4 Modules
Width: 220 cm



PA03.04-A PA03.04-B PA03.04-C PA03.04-D
PA03L.04-A PA03L.04-B PA03L.04-C PA03L.04-D

Legend PA03 / PA03L

Element	PA03 / PA03L (low)
Number of Modules	.01 / .02 / etc.
Variant	-A / -B / etc.
Exceptions	-!

PA 03: Variations **1:100**

PA 05 Partner Bar Wall



Lettering: A1 Bar (360 pt)

Functions: Welcome
Branding & Pull-In (Logo)
Up- and cross-selling:
Display of Highlights & Promos
Display of Accessories
Storage

Dimensions: W 50 x + 20 cm, e.g. 270 cm
D 55 cm (25 Wall + 30 Sideboard)
H 232 (Regular) / 190 cm (Low)
All Partner Walls can be built as low version. See PA 01.

Colour: White
- RAL 9003 Signal White
- FunderMax Star Favorit Superfront 1.0, Decor 1118 LI

Black
- RAL 9017 Traffic Black

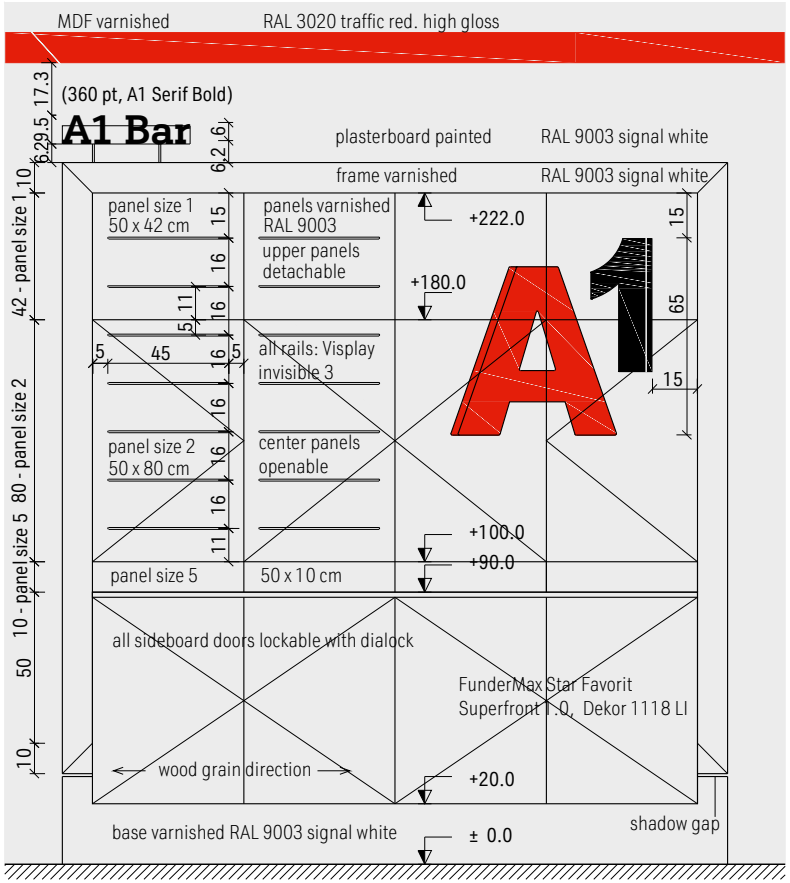
Material:
- Panels: MDF varnished (RAL 9003)
- Frame: Chipboard varnished (RAL 9003)
- Sideboard: Chipboard coated (FunderMax Star Favorit Superfront 1.0, Decor 1118 LI)
- Screen Housing: MDF varnished, outside: RAL 9003 / inside: RAL 9017

Versions: Different sizes/numbers of panels

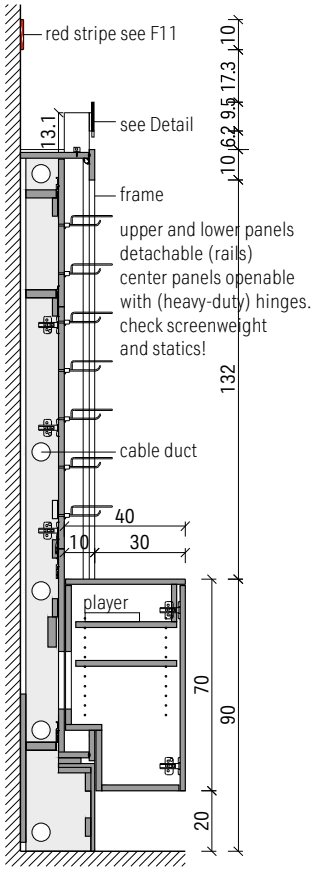
Combo: C 04 A1 Bar
PF 21 Lettering

Location: Wall

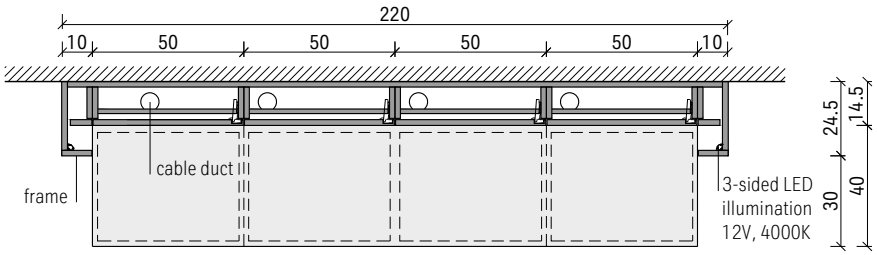
- Behind A1 Bar
  If wider than A1 Bar
  > place assymmetrically (See A05)



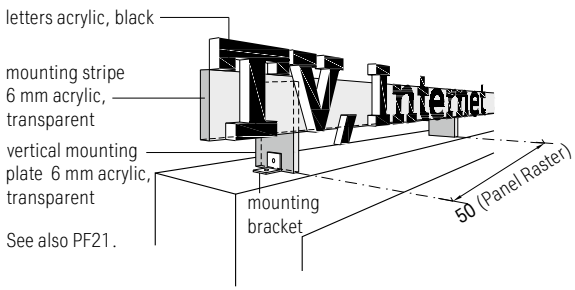
Front view



Section



Plan



Regular height
for ceiling heights 270 cm and higher.

Low version
for low ceiling heights 230–279 cm.

All Partner Walls can be built as low version.

For Details see PA 01.
See also PF11 + PF 21.

1:25

2.1.5 Partner Shops

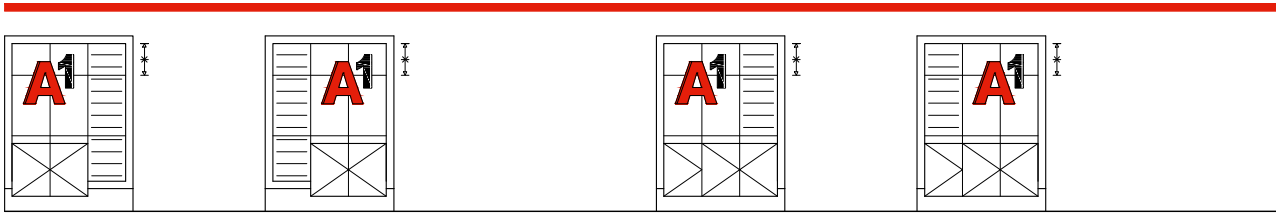
2.1.5.1 A1 Partner Furniture: PA Partner Walls: PA 05 Partner Bar Wall: Variations

PA 05: 2 Modules
Width: 120 cm



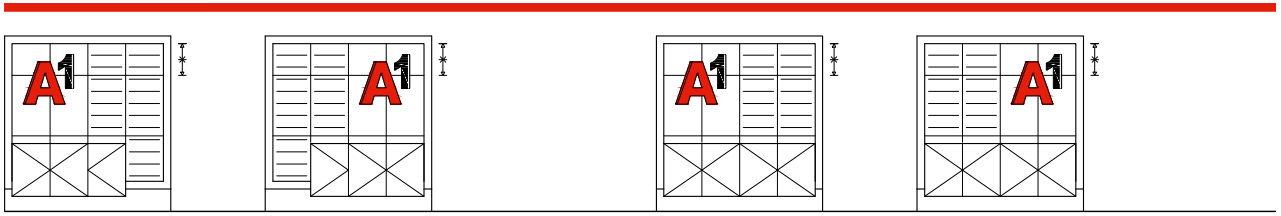
PA05.02.02-A PA05.02.02-B
PA05L.02.02-A PA05L.02.02-B

PA 05: 3 Modules
Width: 170 cm



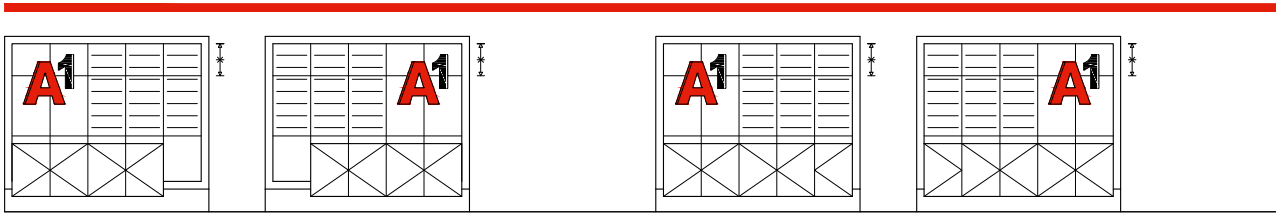
PA05.03.02L-A PA05.03.02R-A PA05.03.03-A PA05.03.03-B
PA05L.03.02L-A PA05L.03.02R-A PA05L.03.03-A PA05L.03.03-B

PA 05: 4 Modules
Width: 220 cm



PA05.04.03L-A PA05.04.03R-A PA05.04.04-A PA05.04.04-B
PA05L.04.03L-A PA05L.04.03R-A PA05L.04.04-A PA05L.04.04-B

PA 05: 5 Modules
Width: 270 cm



PA05.05.04L-A PA05.05.04R-A PA05.05.05-A PA05.05.05-B
PA05L.05.04L-A PA05L.05.04R-A PA05L.05.05-A PA05L.05.05-B

Legend PA05 / PA05L

Element	PA05 / PA05L (low)
Number of Modules	.01 / .02 / etc.
Number of Sideboards	.01 / .02 / etc.
Location of Sideboards	-L (left) / -C (center) / -R (right)
Variant	-A / -B / etc.
Exceptions	-!

PA 05: Variations **1:100**

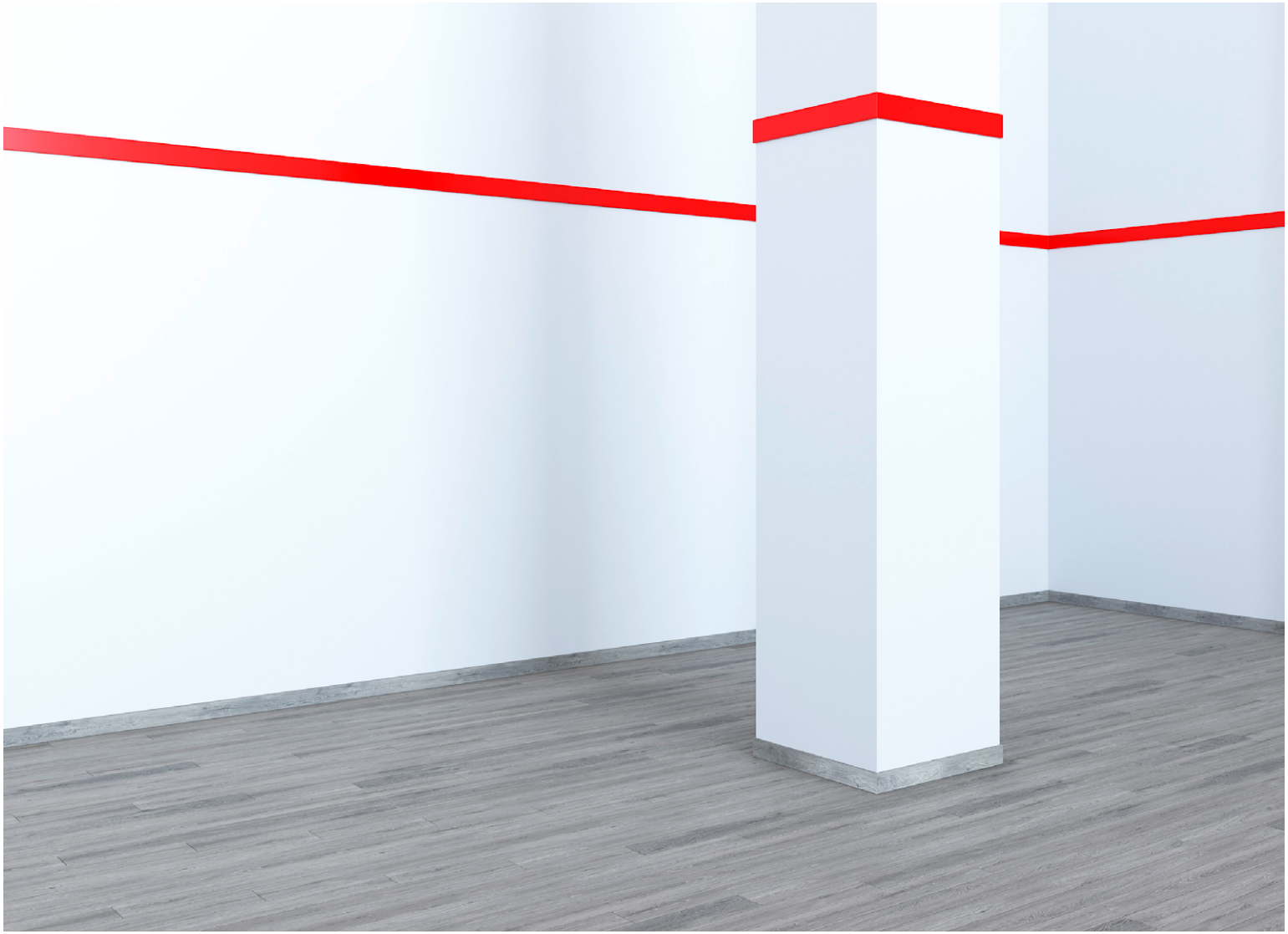


Partner Branding

1 **Colours**
PF 11 Partner Red Stripe

2 **Typography**
PF 21 Partner Lettering

PF 11 Partner Red Stripe



Functions: Branding

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

Ceiling Height ≤ 280 cm (low):
H 10 cm (LE/UE varies. See next pages)

Colour: A1 Red
- RAL 3020 Traffic Red (high gloss)

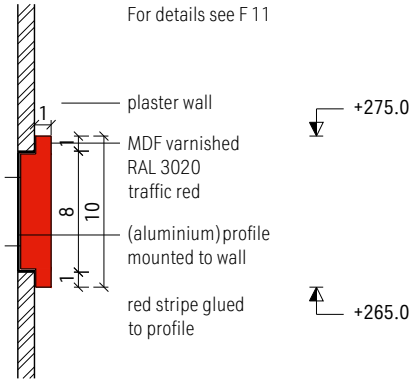
Material:
- MDF varnished (RAL 3020)
(glued to profile or glued to wall)
or
- Foil (A1 Hot Red)

Versions: see Material

Location:
- Whole Store: Walls, Columns

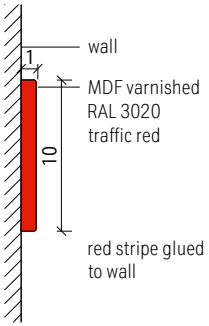
2.1.5 Partner Shops

2.1.5.1 A1 Partner Furniture: PF Partner Branding: PF 11 Partner Red Stripe: Plans



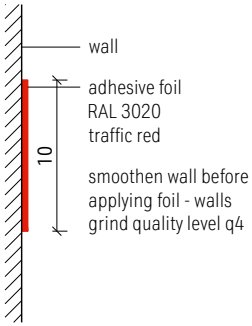
Section
Variant A

PF11.A



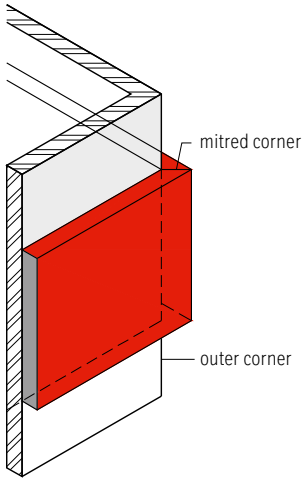
Section
Variant B

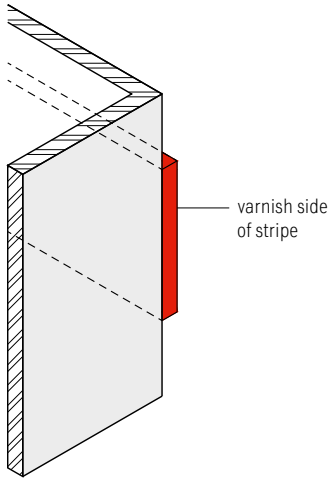
PF11.B



Section
Variant C

PF11.C





Axonometric projections
(apply to variants A + B)

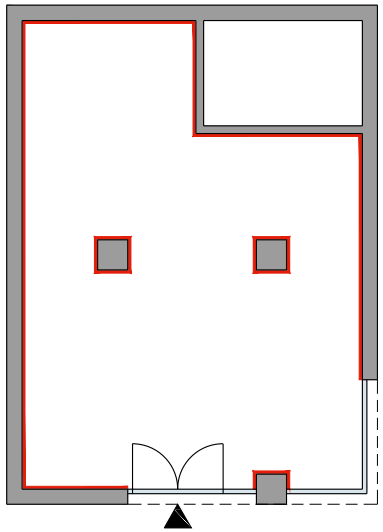
Legend PF11

Element	PF11
Variant	.A / .B / .C
Exceptions	-!

Plan **1:5**

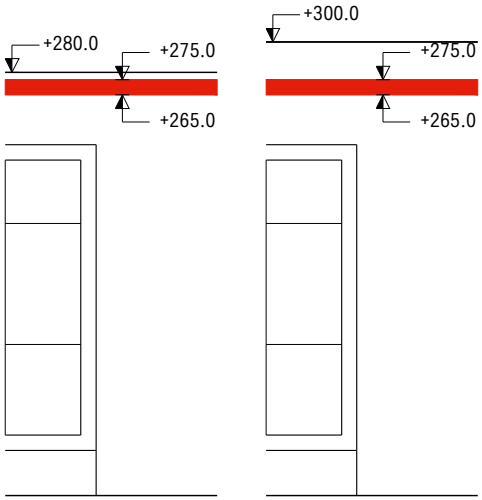
2.1.5 Partner Shops

2.1.5.1 A1 Partner Furniture: PF Partner Branding: PF 11 Partner Red Stripe: Location

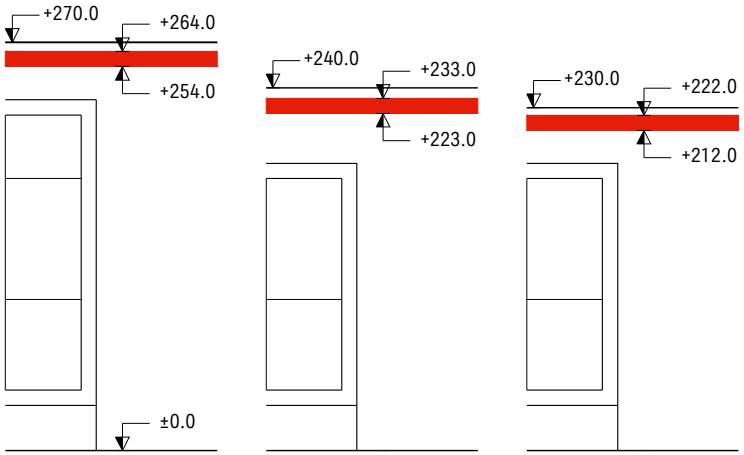


Red Stripe: Circumferential

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



Regular:
Ceiling height 280 and higher: LE 265 cm / UE 275 cm



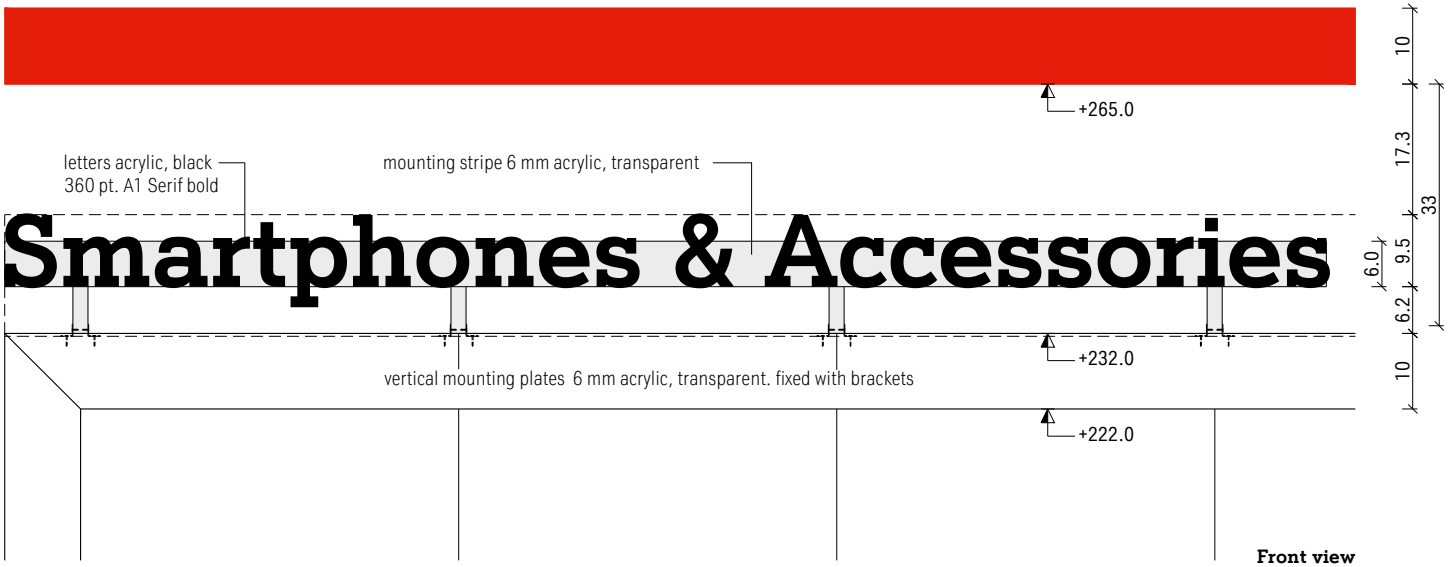
Low ceilings:
CH 270-279
CH 240-279
CH 230-239

Overview location **1:50**

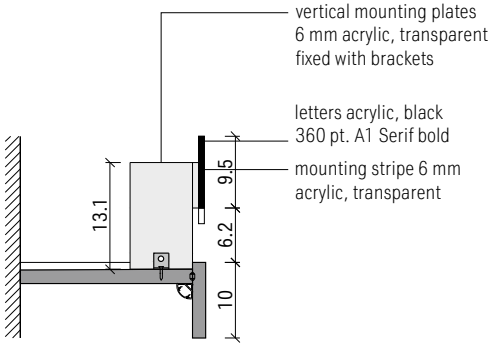
PF 21 Partner Lettering Walls



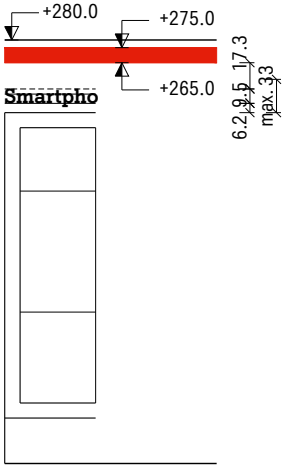
Functions:	Orientation
Dimensions:	Only Second Line: 360 pt
Font:	A1 Serif Bold
Alignment:	Left
Content:	See F 21
Colour:	Black (on transparent acrylic background)
Material:	Lettering: Acrylic black, opaque (3 mm) Mounting: Acrylic transparent (6 mm)
Combo:	PA 01 Partner Smartphone Wall PA 02 Partner Home Wall PA 03 Partner Accessories Wall PA 05 Partner Bar Wall
Location:	▪ On top of Partner Walls



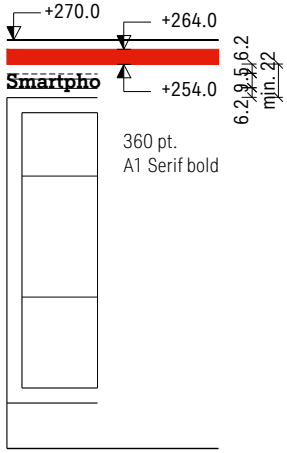
Front view



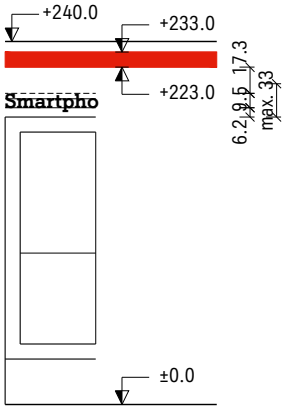
Section **1:10**



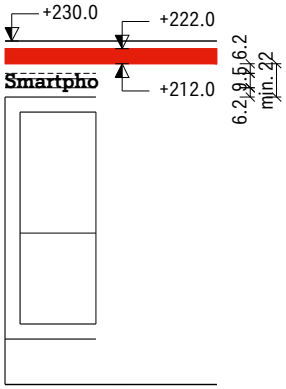
CH ≥ 280: Regular Wall
One line (360 pt)



CH 270–279: Regular Wall
One line (360 pt)



CH 240–279: Low Wall
One line (360 pt)



CH 230–239: Low Wall
One line (360 pt)

Overview heights **1:50**

2.2 Non-Stationary & Temporary Shops



2.2.1 Indoor

2.2.1.1 Kiosks

Short description.

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

2.2.1.2 Pop-up Stores

Short description.

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

2.2.2 Outdoor

2.2.2.1 Containers

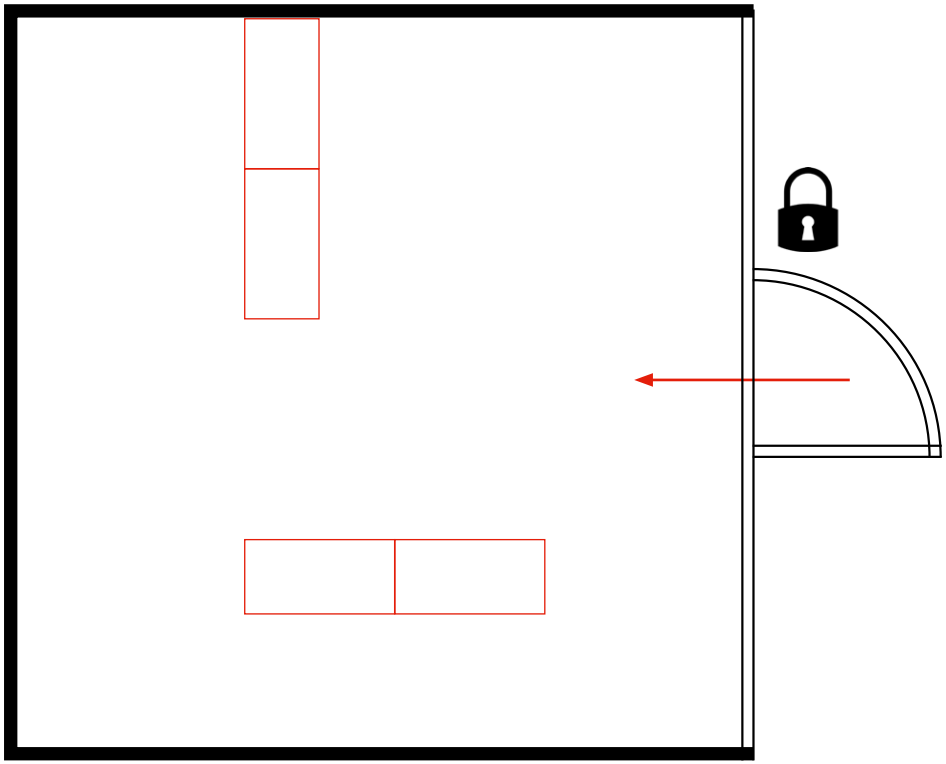
Short description.

- Features
- Further features

New!

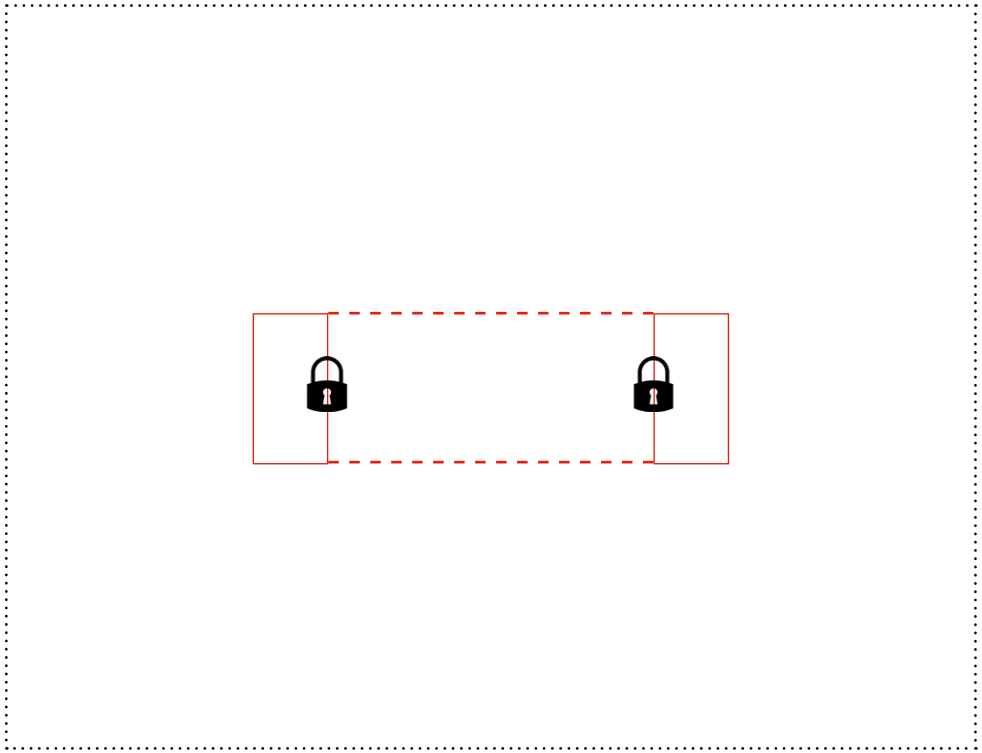
POSSIBLE LOCATIONS FOR POP-UP STORES

Business premises (lockable)



Pop-up-Modules are independent from the room envelope:
Modules are freestanding and/or interconnected

Free-standing island (e.g. railway station, shopping centre)

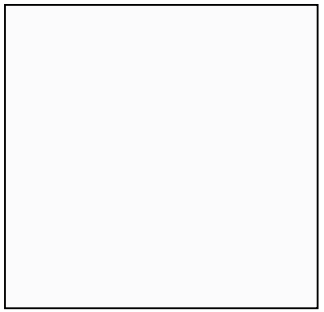


Pop-up-Modules are space-creating elements and thus provide visibility from far.

Adjust lockability according to the requirements of the specific site.

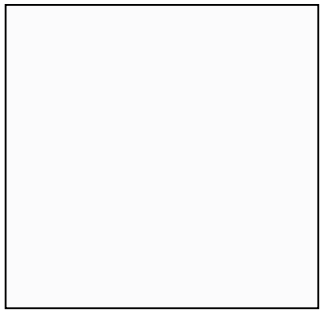
New!

SURFACES



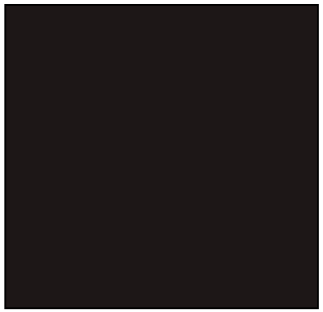
Furniture Varnish
RAL 9003 Signal White

- Steel parts (stove enamelled)
- MDF



Furniture
FunderMax 0112 Topwhite
- **Only for Pop-up Stores!**

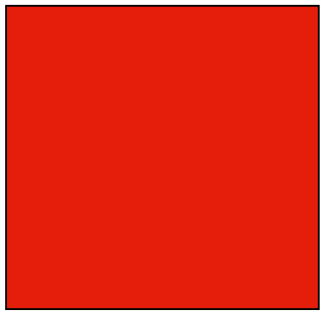
- Panels + Sideboards (Chipboard)



Furniture Varnish
RAL 9017 Traffic Black (matt)

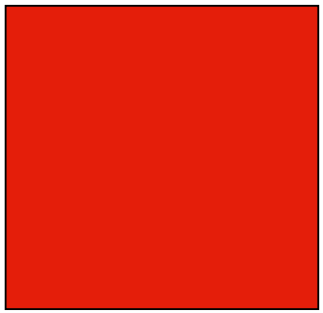
- Base (D 05, C 10)
- D 24 HAY AAS32

NO WOODEN SURFACES
in Pop-up Stores!!!



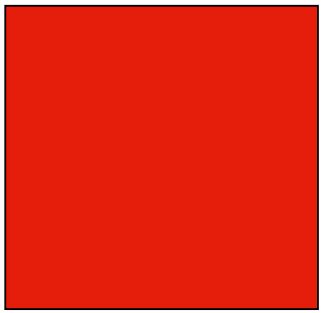
Furniture Varnish
RAL 3020 Traffic red (high gloss)

- Rear wall (UP.C 01)
- B 06 Lipsticks
- B 07 Honeycomb Display



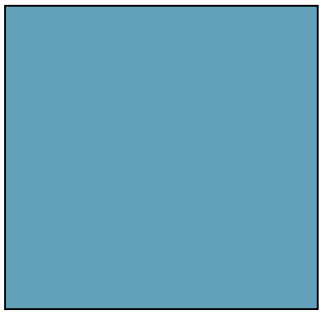
Upholstery
Kvadrat Divina 3 623

- D05 Honeycomb Waiting Stool



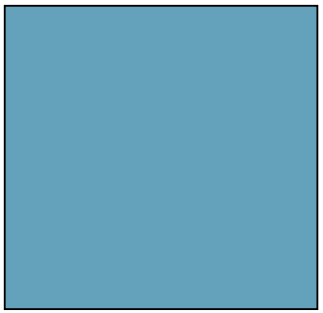
Carpet, Foil
RAL 3020 Traffic red
NCS S 1580-R80R

- Carpets
- Foil



Furniture Varnish
RAL 240 60 20 A1 Cool Blue

- B 06 Lipsticks
- B 07 Honeycomb Display



Upholstery
Kvadrat Hero 711

- Pop-up Sofa

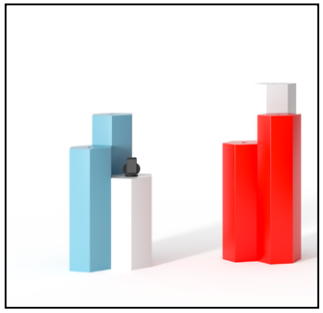
New!

POP-UP MODULES & ELEMENTS

UP.A PRODUCT DISPLAY



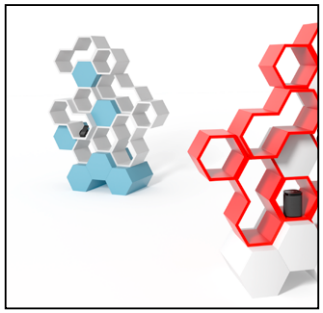
UP.A 01 Pop-up TV & Internet



B 06 Lipsticks



UP.A 02 Pop-up Accessories

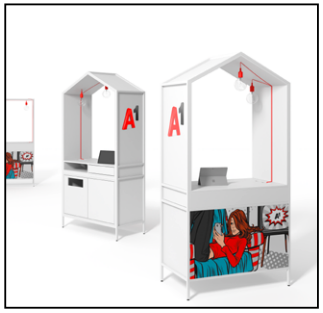


B 07 Honeycomb Display



UP.A 03 Single Frame

UP.C TABLES



UP.C 01 Pop-up Bar



C 10 Honeycomb Tables



UP.C 02 Pop-up Product Buffet

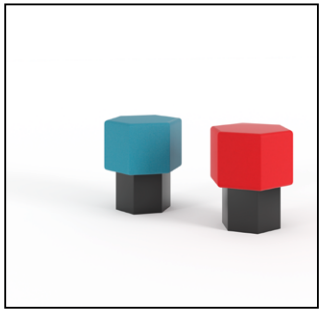


UP.C 03 Pop-up Consulting Table

UP.D SEATING



UP.D 01 Pop-up Sofa



D 05 Honeycomb Waiting Stool



D 21 HAY AAC10



D 24 HAY AAS32

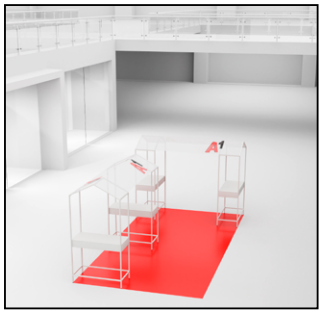
New!

POP-UP MODULES & ELEMENTS

UP.F BRANDING

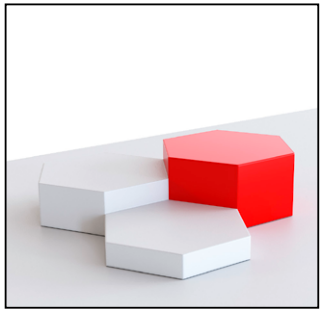


UP.F 01 Pop-Art Canvas



UP.F 02 Pop-up Banner

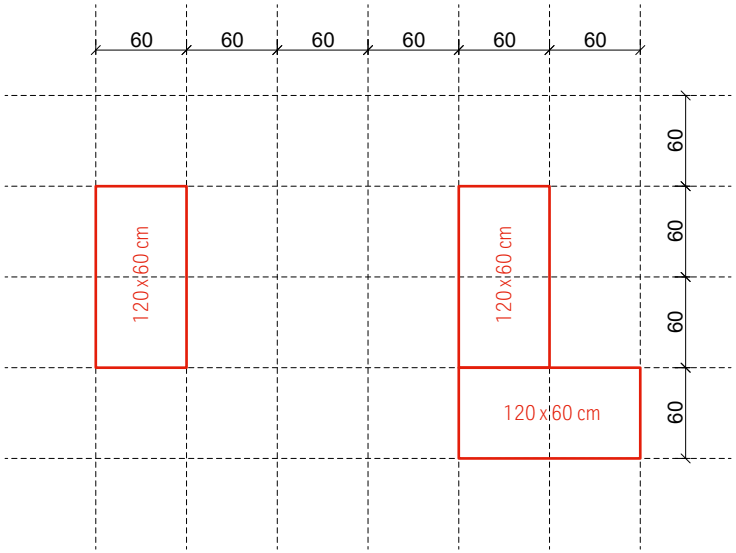
UP.G OTHERS



G 02 Honeycombs

BASIC GRID

allows
- numerous combinations
- in both directions

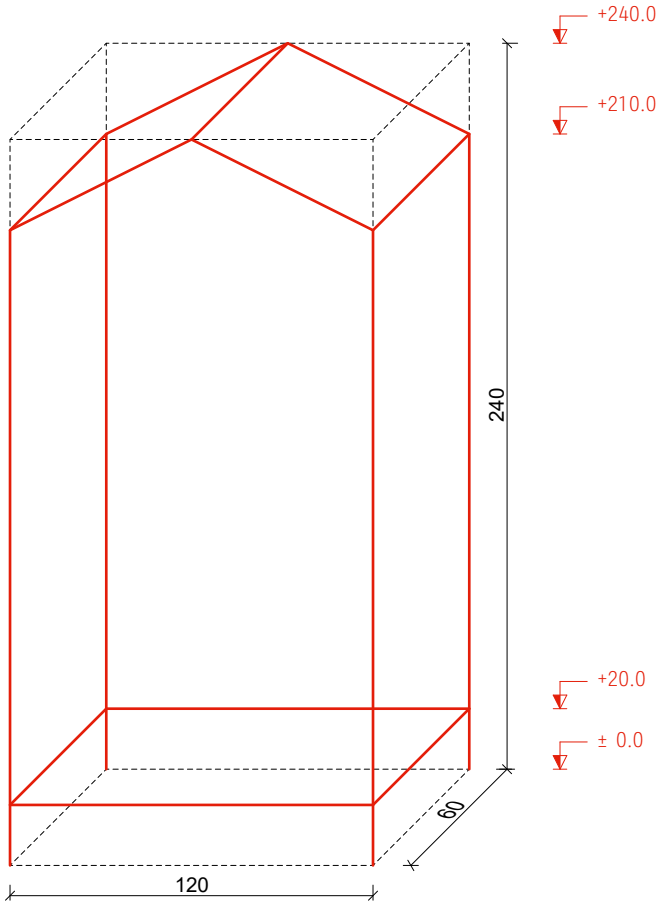


BASIC MODULE SIZE

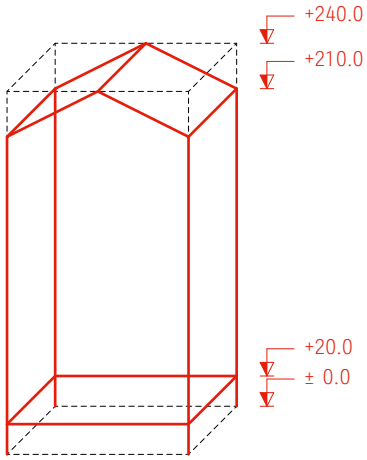
W 120 cm
D 60 cm
H 240 cm

FURTHER MODULE DIMENSONS

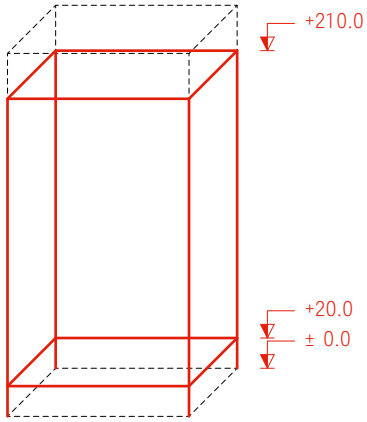
Steps of 15 resp. 30 cm:
30 cm / 45 cm / 60 cm / 90 cm / 120 cm / 150 cm / 180 cm



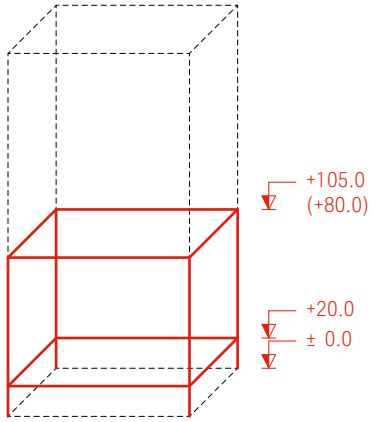
MODULE SHAPES



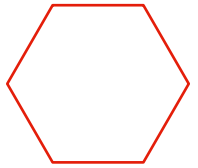
House



Box

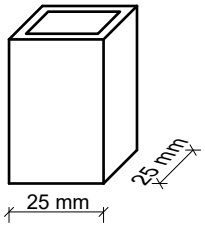


Table

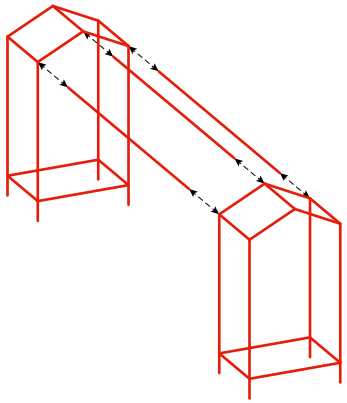


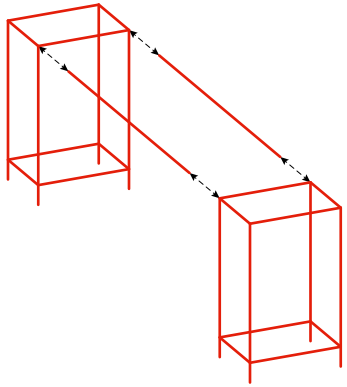
Honeycomb
e.g.
B 06 Lipsticks
C 10 Honeycomb Table
D 05 Honeycomb Waiting Stool

FRAME



Square steel tube: 25 x 25 mm
RAL 9003 Signal White
Stove enamelled

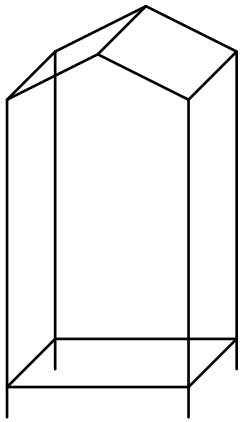




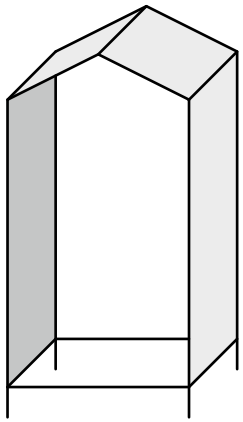
Modules (Houses, Boxes) can be connected through „eaves" and „gables" to a space-forming element.

Maximum length of „eaves" and „gables" according to statics.

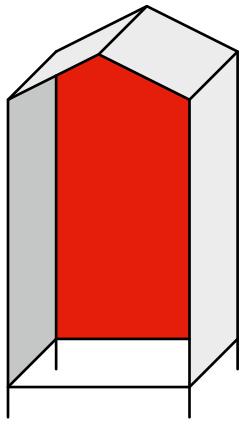
PLANKING
Plain panel (Fundermax 0112 Topwhite) or perforated metal plate (RAL 9003).



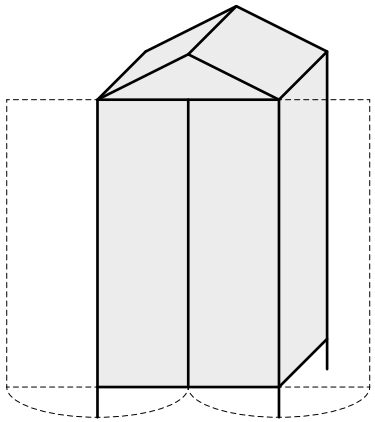
Frame only



Frame + Side panels

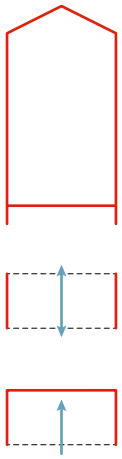


Frame + Side panels + Rear panel

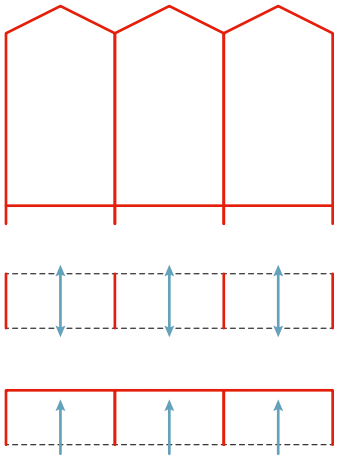


Frame + Side panels + Rear panel + Front doors

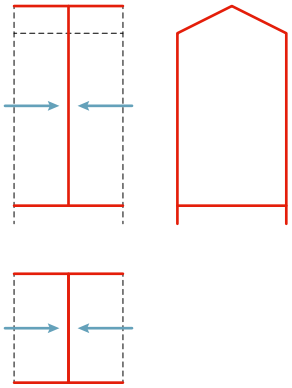
COMBINATIONS



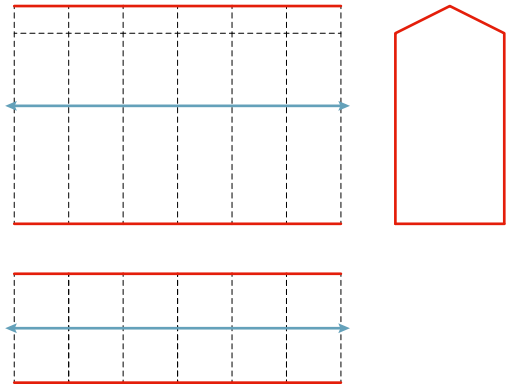
Single



Row

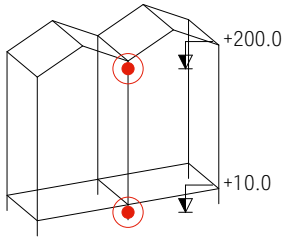


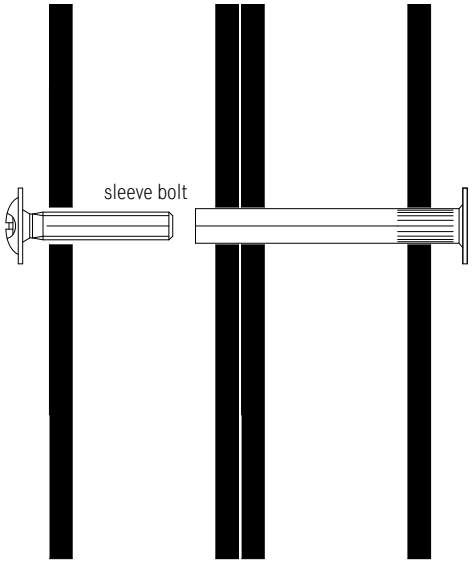
Back-to-back



Tunnel

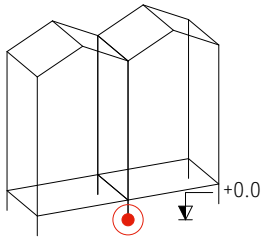
New!

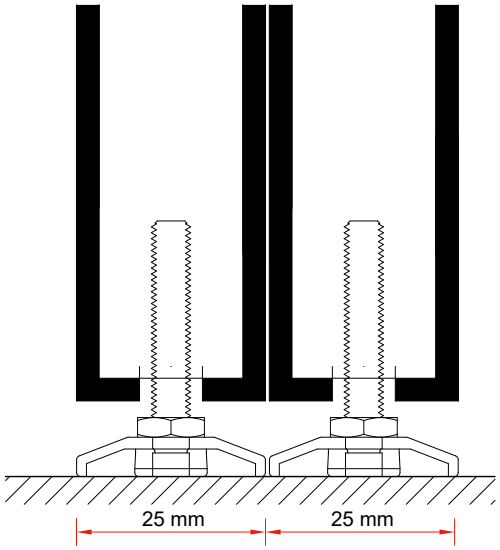




Detail 1
Connecting elements

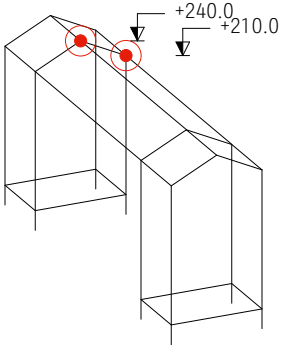
For reasons of design and stability elements have to be connected.

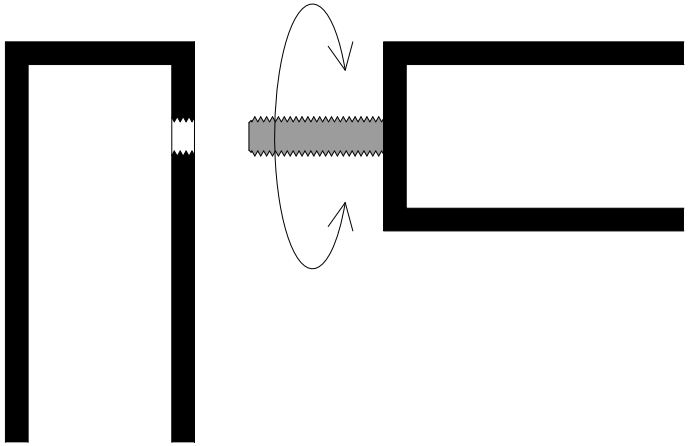




Detail 2
Height compensation

Use adjustable feet which with a diameter of max. 25 mm so that elements can be connected. (Detail 1)





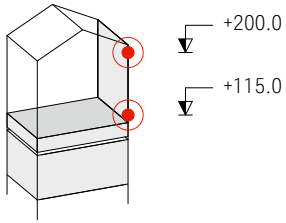
Detail 3
„Eaves" and „Gable"

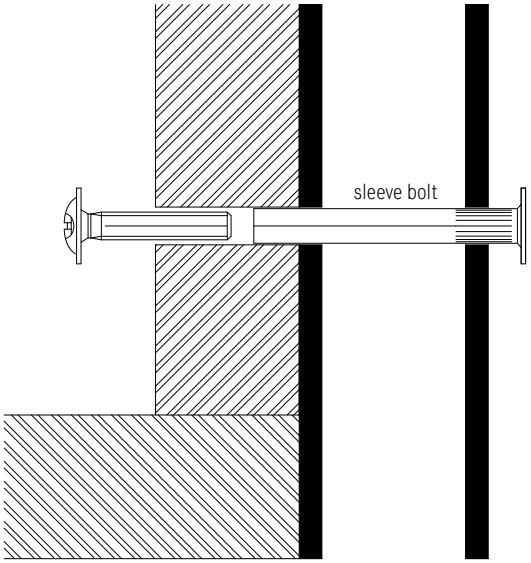
Use a threaded rod to connect the „eaves" and the „gable" to the house or box.

Maximum length of „eaves" and „gable" according to statics.

1:1

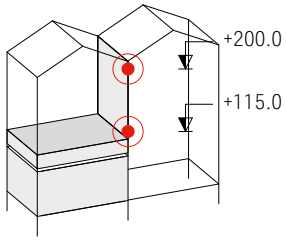
New!

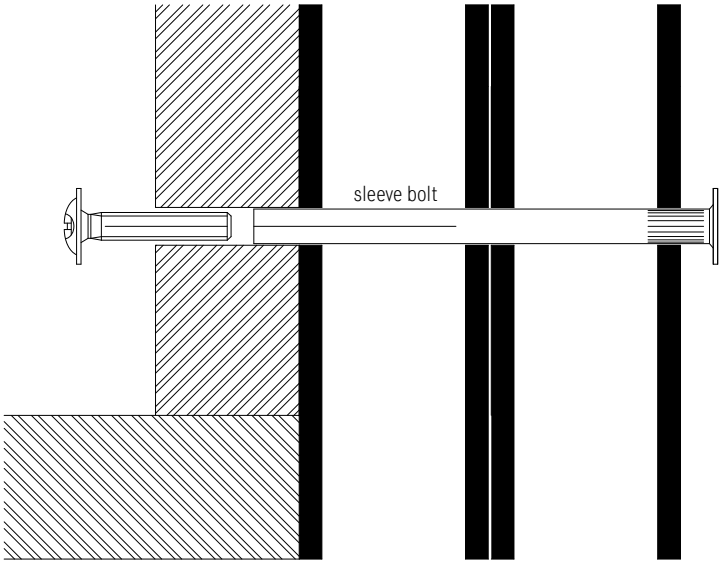




Detail 4
Mounting of side panel

Use sleeve bolt to mount side panels to the frame (e.g. UP.A 01 TV & Internet, UP.C 01 Pop-up Bar)





Detail 5
Mounting of side panel & connecting elements

Use sleeve bolt to mount side panels to the frame and connect elements at the same time.

New!

UP.A 01 Pop-up TV & Internet



Functions: TV
Internet
Product Display
Storage

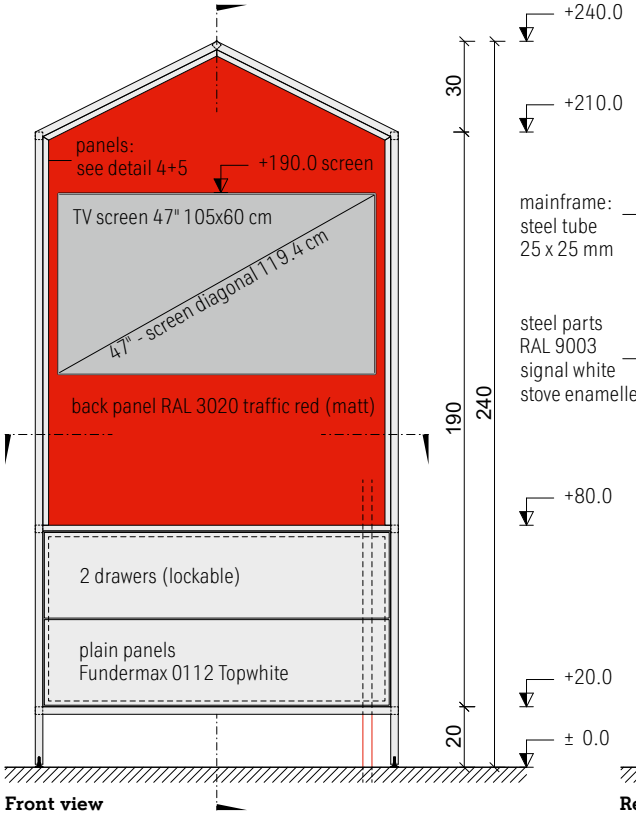
Dimensions: W 120
D 60 / 45
H 240 / 210

Colours:
- RAL 9003 Signal White
- FunderMax 0112 Topwhite
- RAL 3020 Traffic Red

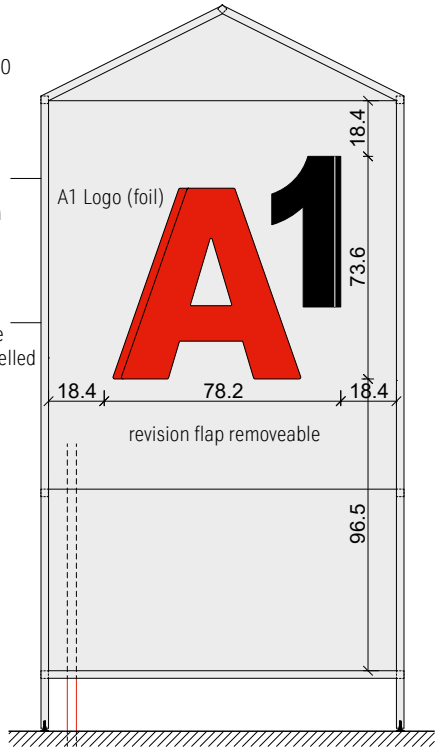
Material:
- Frame: Steel stove enamelled
- Panels + Sideboard: Chipboard

Versions: House / Box
Different Sizes

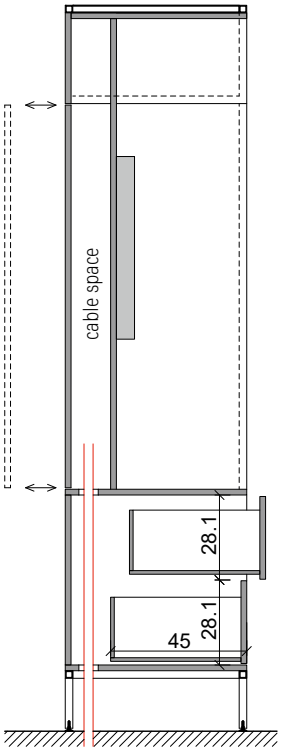
New!



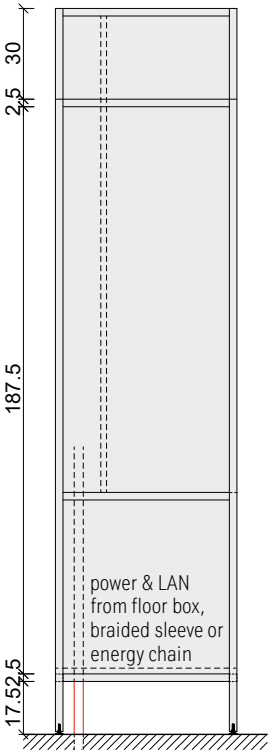
Front view



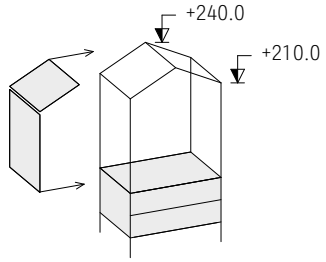
Rear view



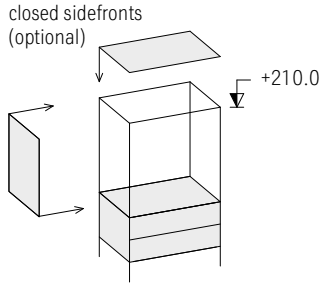
Section



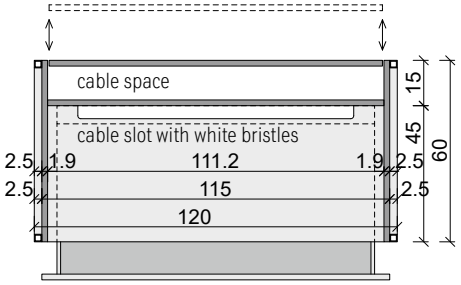
Side view



House

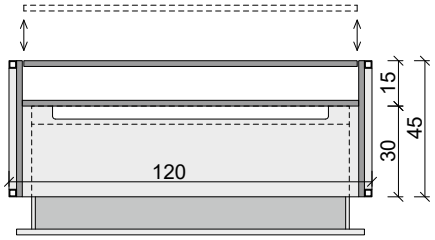


Box



Horizontal section (120 x 60)

UP.A 01-120-60-H / UP.A 01-120-60-B



Horizontal section (120 x 45)

UP.A 01-120-45-H / UP.A 01-120-45-B

Legend UP.A 01

Element	UP.A 01
Width	-120
Depth	-60 / -45
Shape	-H (House) / -B (Box)
Exceptions	-!

1:25

New!

UP.A 02 Pop-up Accessories



Functions: Accessories
Storage

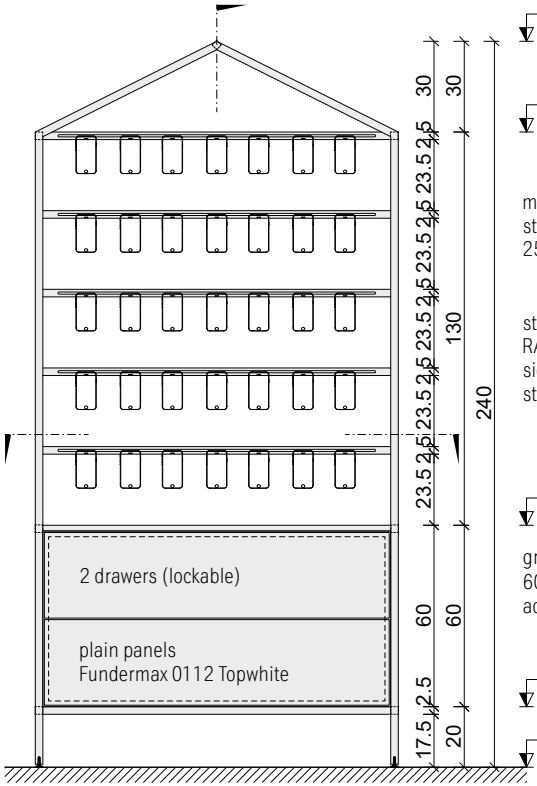
Dimensions: W 120 / 60
D 60 / 45 / 30
H 240 / 210

Colours:
- RAL 9003 Signal White
- FunderMax 0112 Topwhite

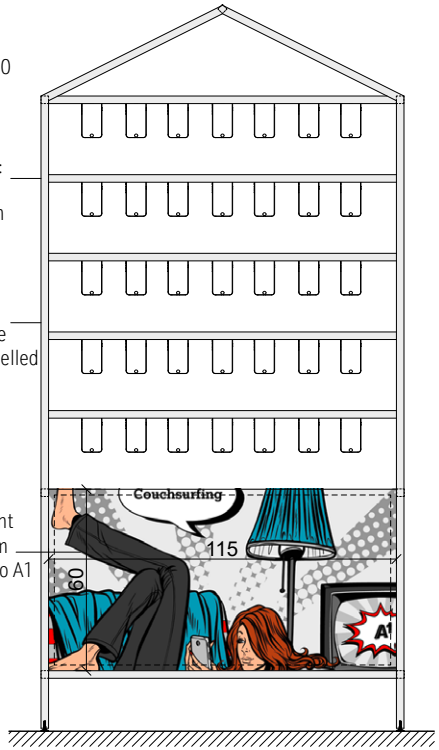
Material:
- Frame: Steel stove enamelled
- Sideboard: Chipboard

Versions: House / Box
Different Sizes

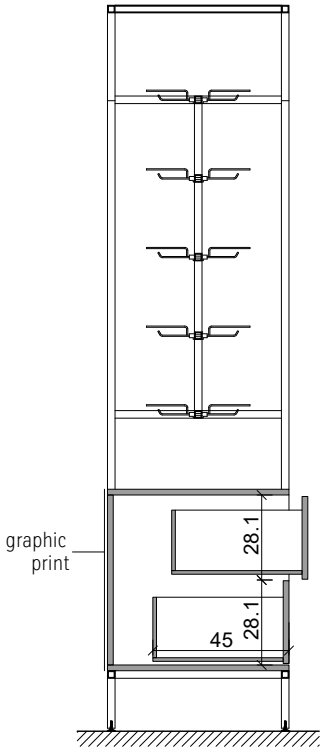
New!



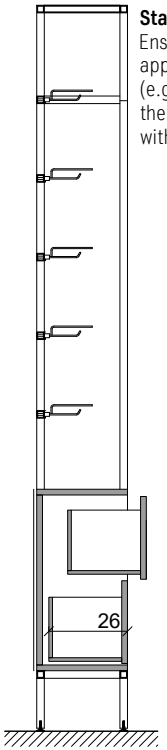
Front view (120)



Rear view (120)

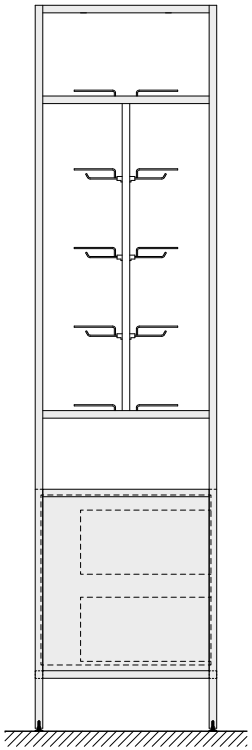


Section (60)

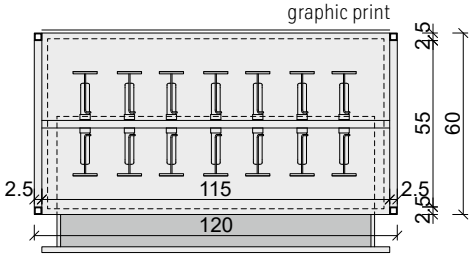


Section (30)

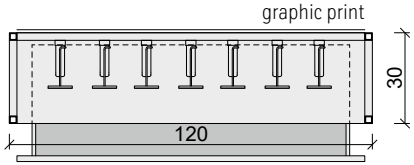
Statics
Ensure tilt safety by taking appropriate measures! (e.g. fixing the module to the wall or interconnect with other elements)



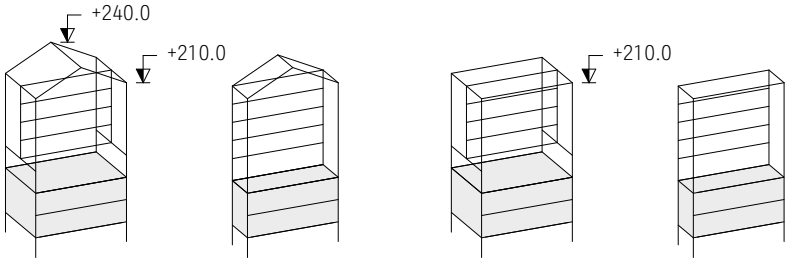
Side view (60)



Horizontal section (120 x 60)



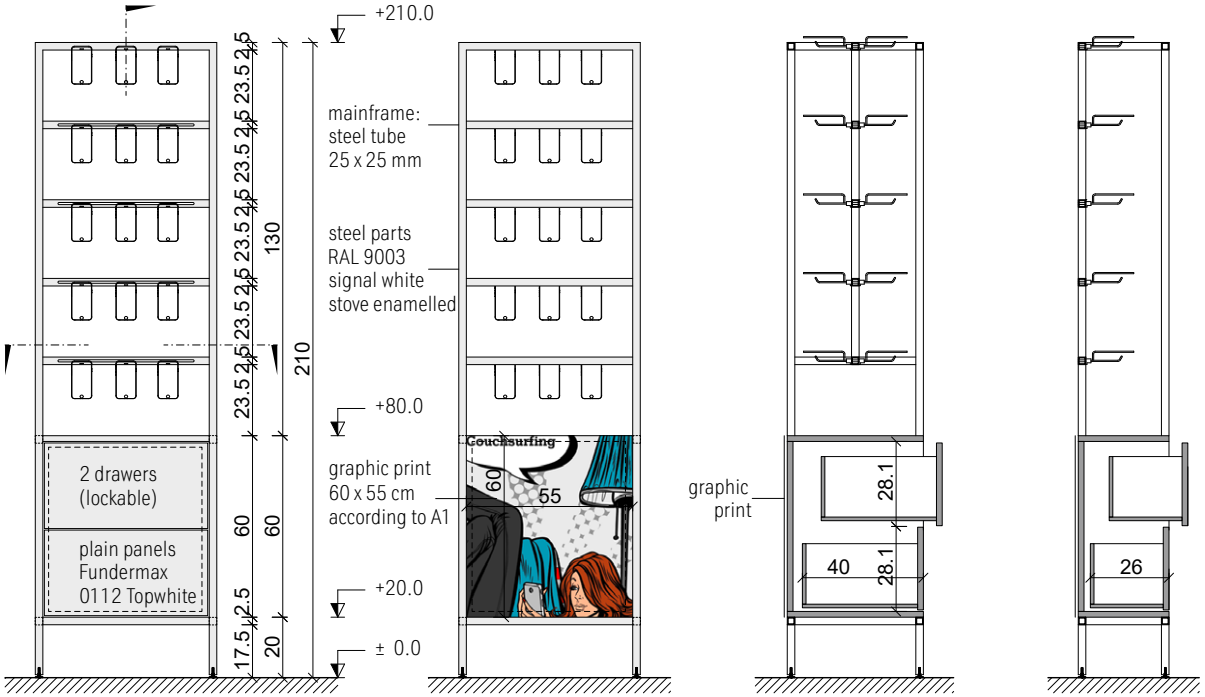
Horizontal section (120 x 30)



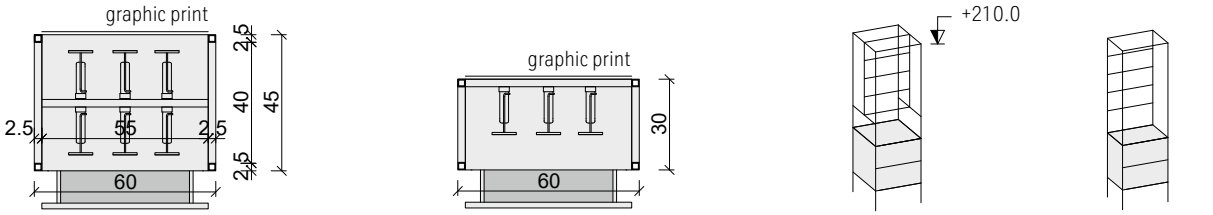
UP.A 02-120-60-H | UP.A 02-120-30-H | UP.A 02-120-60-B | UP.A 02-120-30-B

1:25

New!



Front view (60) **Rear view (60)** **Section (45)** **Section (30)**



Horizontal section (60 x 45) **Horizontal section (60 x 30)** UP.A 02-60-45-B UP.A 02-60-30-B

Statics
Ensure tilt safety by taking appropriate measures!
(e.g. fixing the module to the wall or interconnect with other elements)

Legend UP.A 02

Element	UP.A 02
Width	-120 / -60
Depth	-60 / -45 / -30
Shape	-H (House) / -B (Box)
Exceptions	-!

1:25

New!

UP.A 03 Pop-up Single Frame



Functions: Screen
Accessories

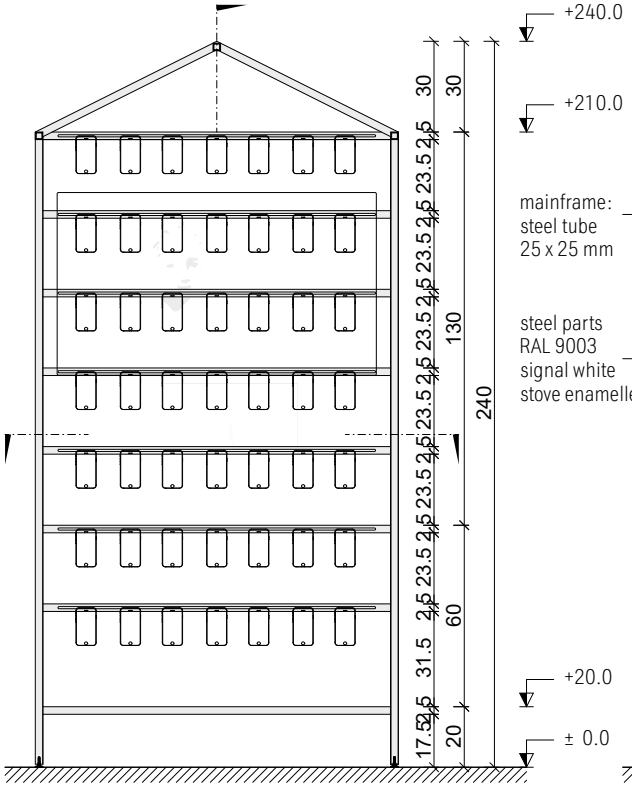
Dimensions: W 120 / 60
D 2.5
H 240 / 210

Colours:
- RAL 9003 Signal White

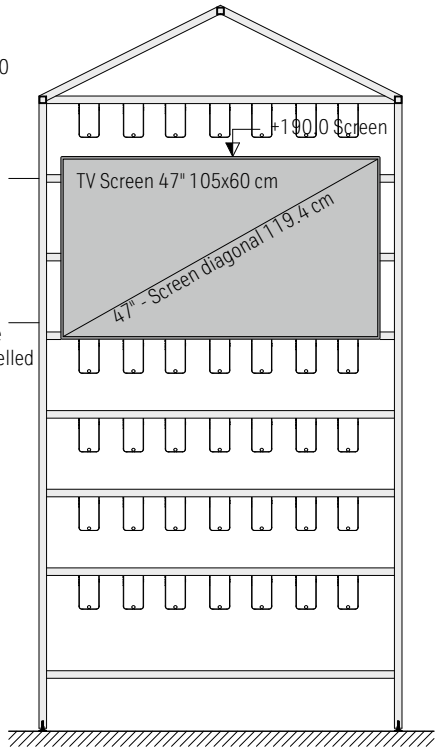
Material:
- Frame: Steel stove enamelled

Versions: House / Box
Different Sizes

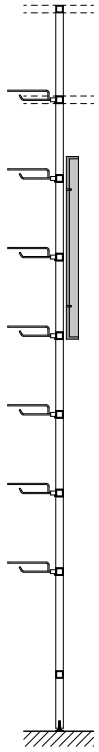
New!



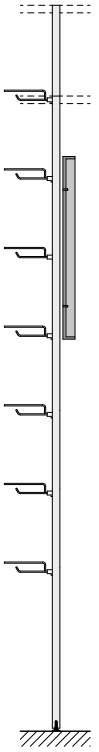
Front / Rear view



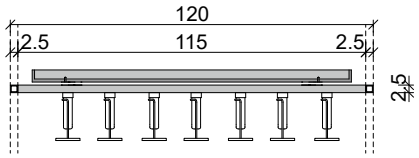
Front / Rear view



Section

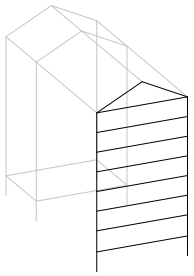


Side view



Horizontal section

UP.A 03-120-A/S-H



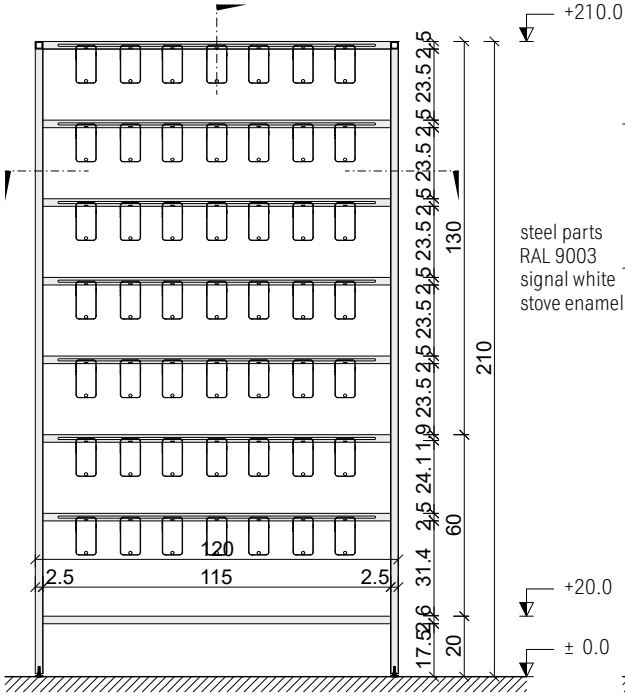
Statics
This element has to be interconnect with other elements.

Legend UP.A 03

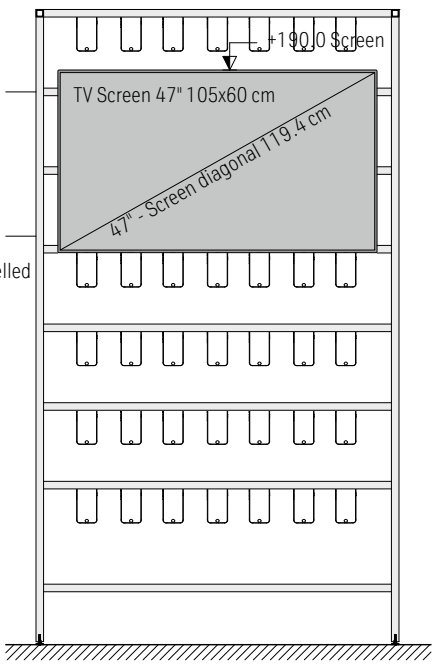
Element	UP.A 03
Width	-120 / -60
Side One	-A (Accessories) / -S (Screen)
Side Two	/A (Accessories) / /S (Screen) / /0
Shape	-H (House) / -B (Box)
Exceptions	-!

1:25

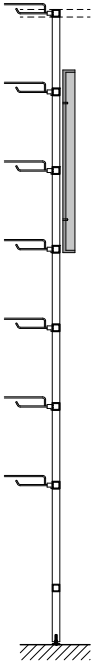
New!



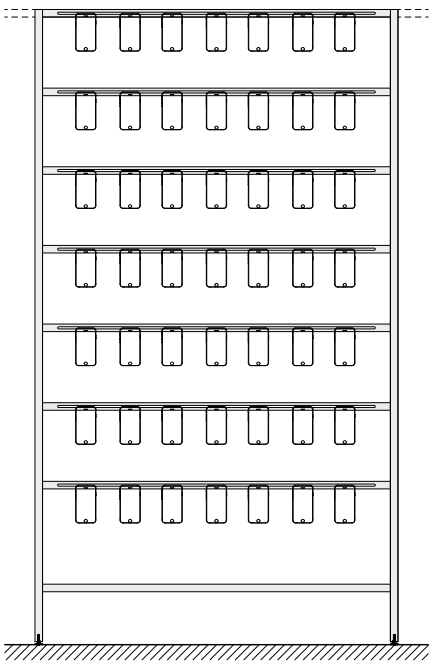
Front / Rear view



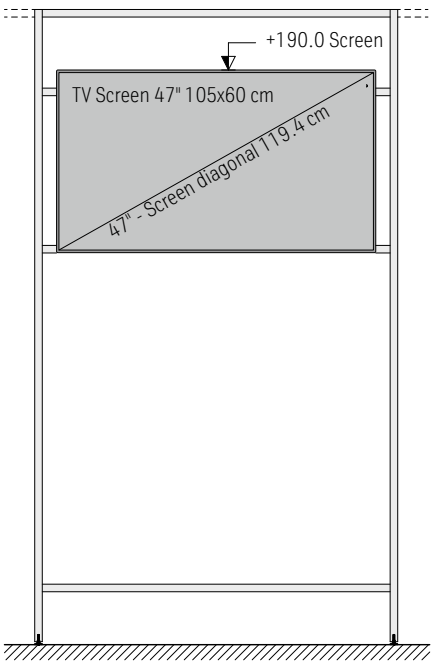
Front / Rear view



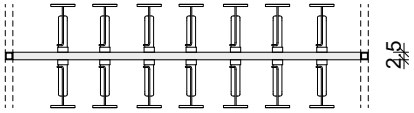
Section



Front view

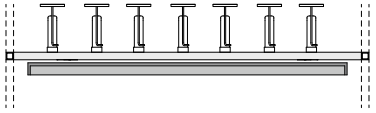


Front view



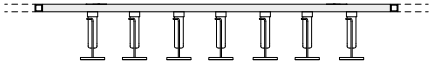
Horizontal section

UP.A 03-120-A/A-B



Horizontal section

UP.A 03-120-A/S-B



Horizontal section

UP.A 03-120-A/0-B



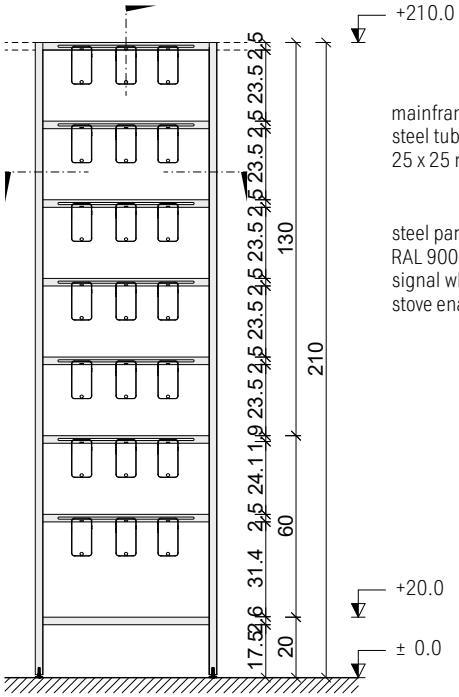
Horizontal section

UP.A 03-120-S/0-B

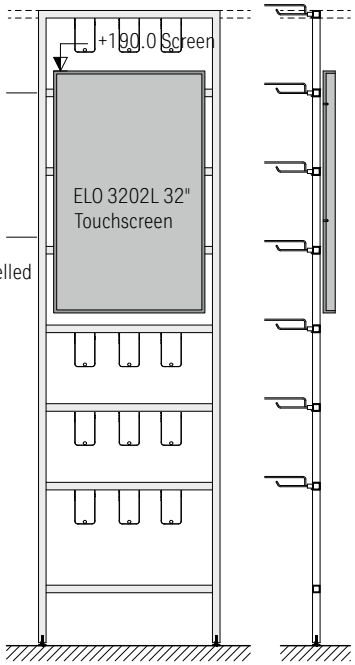
Statics
This element has to be interconnect with other elements. (see also next page)

1:25

New!

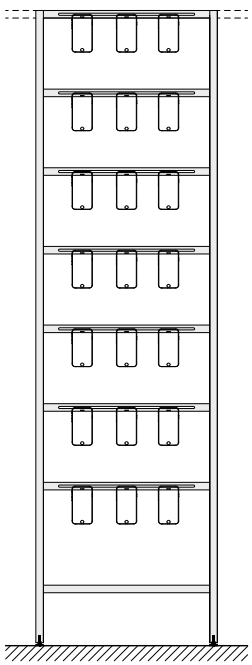


Front / Rear view

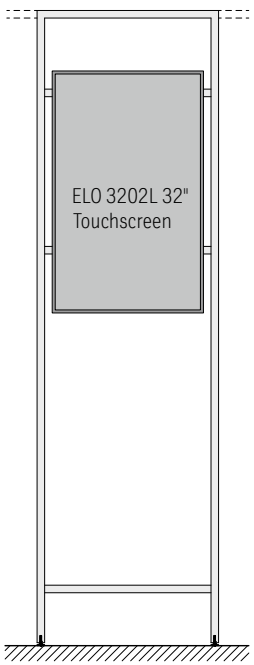


Front / Rear view

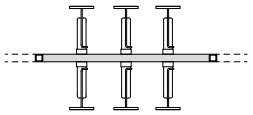
Section



Front view

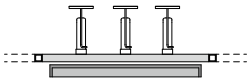


Front view



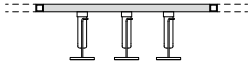
Horizontal section

UP.A 03-60-A/A-B



Horizontal section

UP.A 03-60-A/S-B



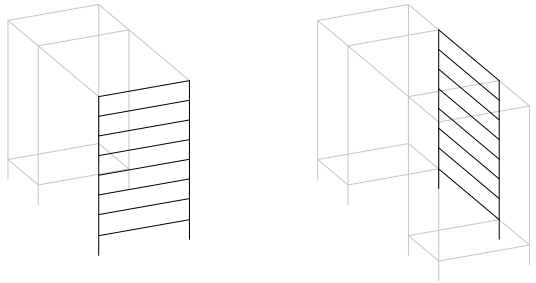
Horizontal section

UP.A 03-60-A/0-B

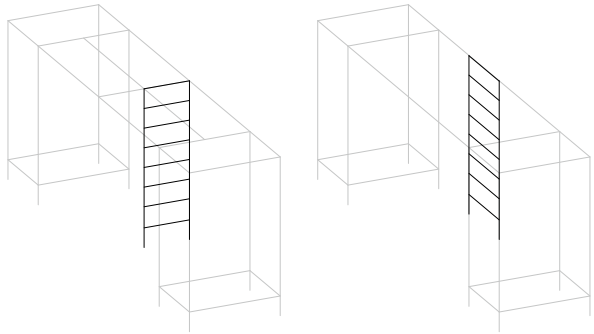


Horizontal section

UP.A 03-60-S/0-B



Statics
This element has to be interconnect with other elements.



1:25

New!

UP.C 01 Pop-up Bar



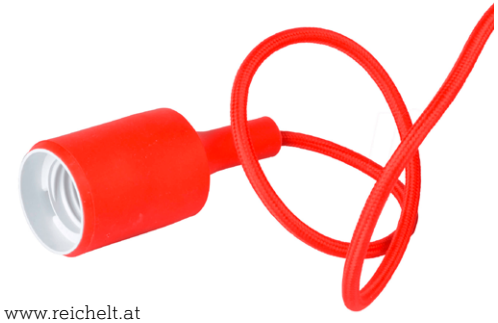
Functions: Consulting
Storage

Dimensions: W 120
D 60
H 240 / 210 / 105

Colours:
- RAL 9003 Signal White
- FunderMax 0112 Topwhite

Material:
- Frame: Steel stove enamelled
- Panels + Sideboard: Chipboard

Versions: House / Box / Table



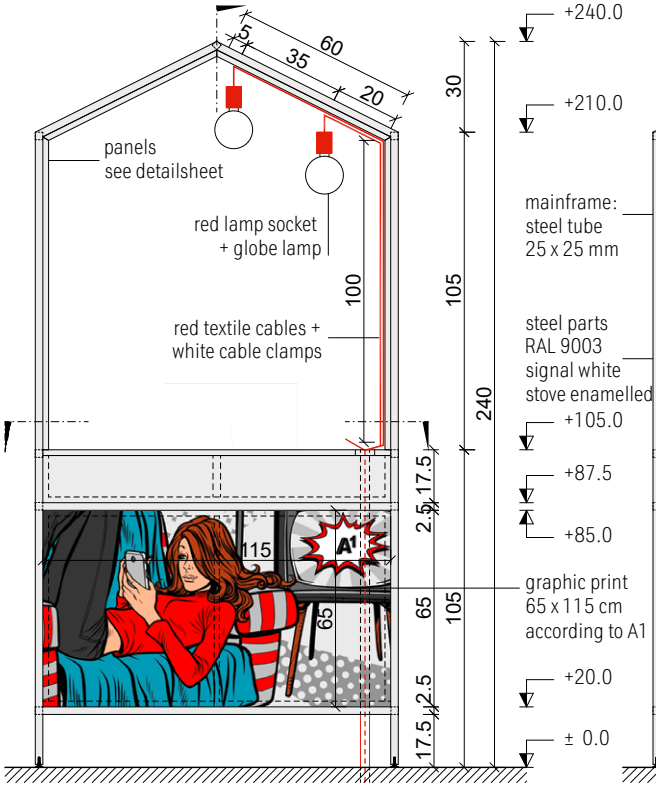
www.reichelt.at



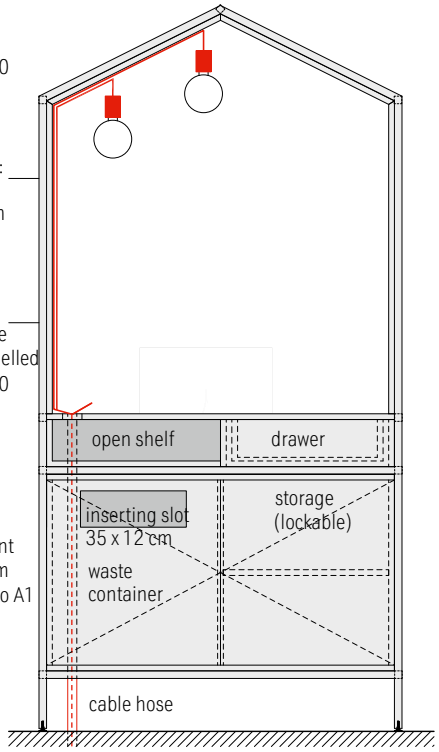


www.amazon.de

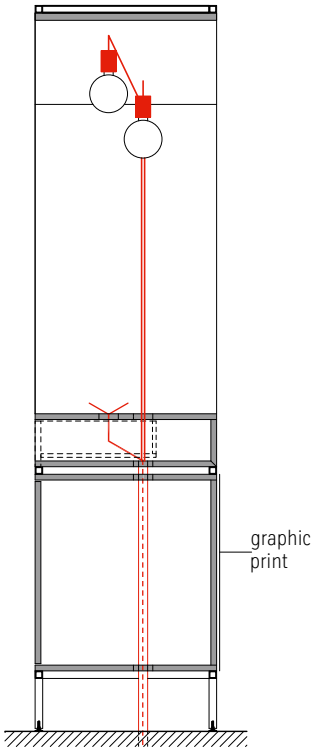
New!



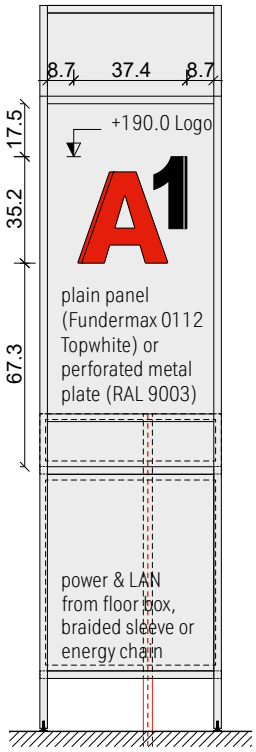
Front view (customer)



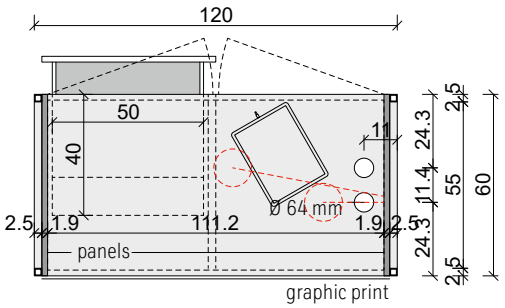
Rear view (employee)



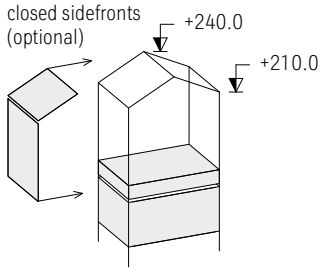
Section



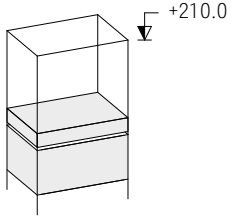
Side view



Horizontal section



House
UP.C 01-H



Box
UP.C 01-B

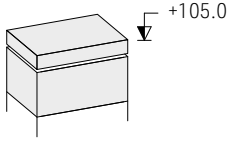


Table
UP.C 01-T

Legend UP.C 01

Element	UP.C 01
Shape	-H (House) / -B (Box) / -T (Table)
Exceptions	-!

1:25

New!

UP.C 02 Pop-up Product Buffet



Functions: Product Display
Consulting

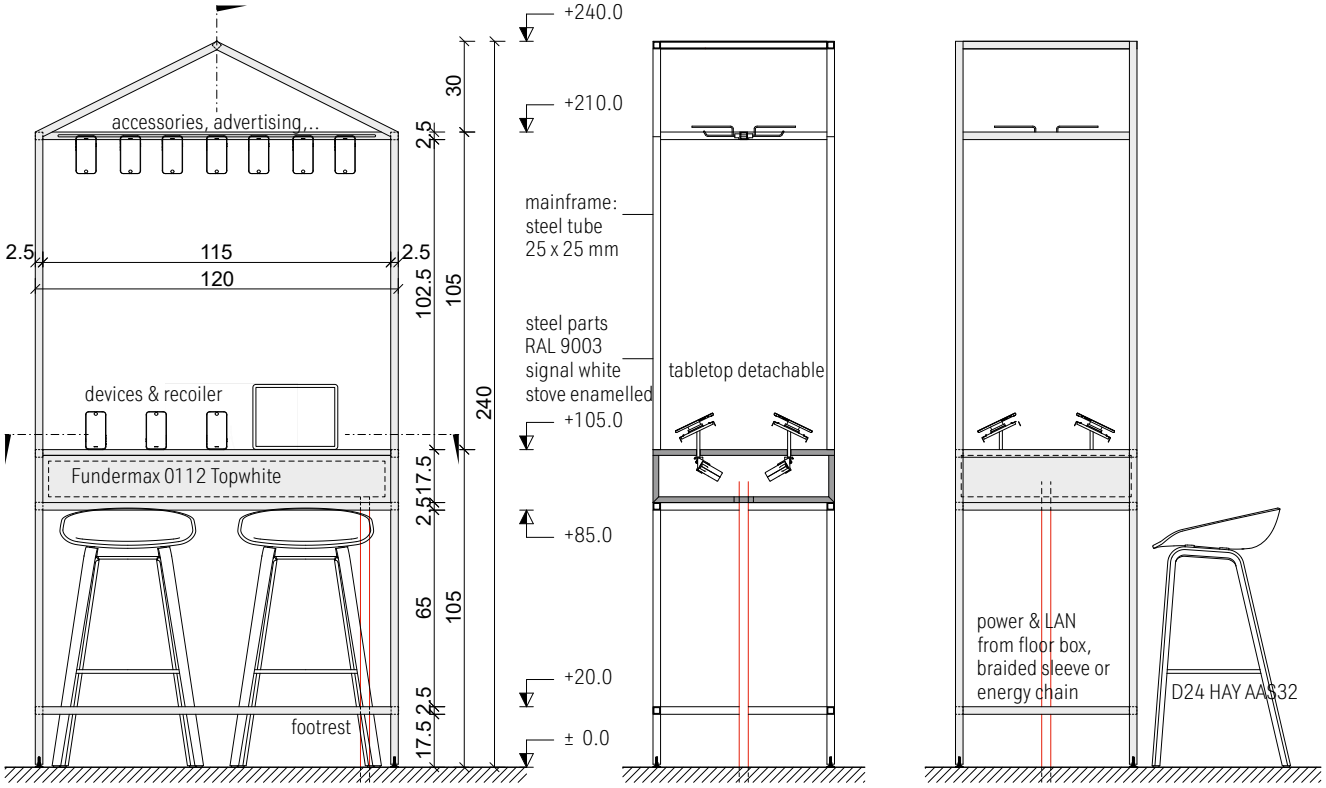
Dimensions: W 120
D 60
H 240 / 210

Colours:
- RAL 9003 Signal White
- FunderMax 0112 Topwhite

Material:
- Frame: Steel stove enamelled
- Sideboard: Chipboard

Versions: House / Box / Table

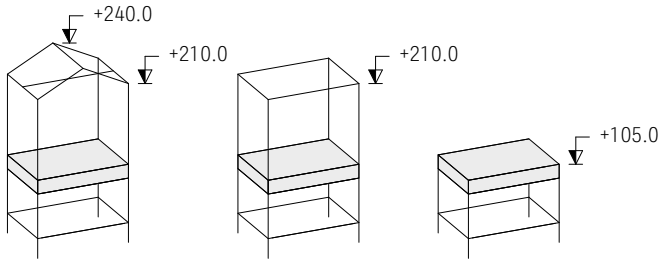
New!



Front / Rear view

Section

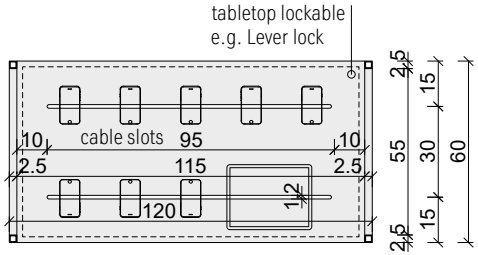
Side view



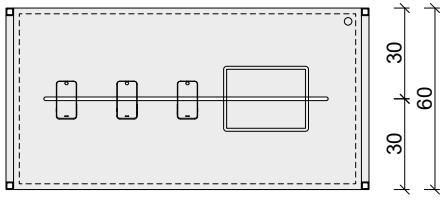
House
UP.C 02-H-I
UP.C 02-H-II

Box
UP.C 02-B-I
UP.C 02-B-II

Table
UP.C 02-T-I
UP.C 02-T-II



Horizontal section (tabletop I)



Horizontal section (tabletop II)

Legend UP.C 02

Element	UP.C 02
Shape	-H (House) / -B (Box) / -T (Table)
Tabletop	-I / -II
Exceptions	-!

1:25

New!

UP.C 03 Pop-up Consulting Table



Functions: Consulting

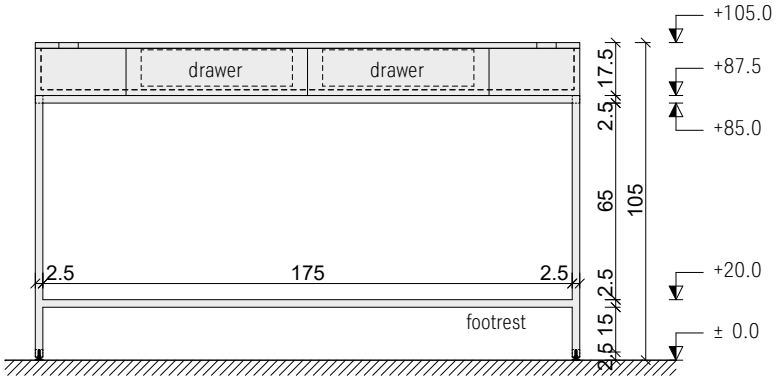
Dimensions: L 180 / 150 / 120 / 90
W 90 / 60
H 105 / 80

Colours:
- RAL 9003 Signal White
- FunderMax 0112 Topwhite

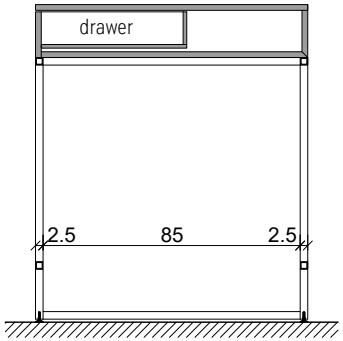
Material:
- Frame: Steel stove enamelled
- Sideboard: Chipboard

Versions: Table
Different Sizes

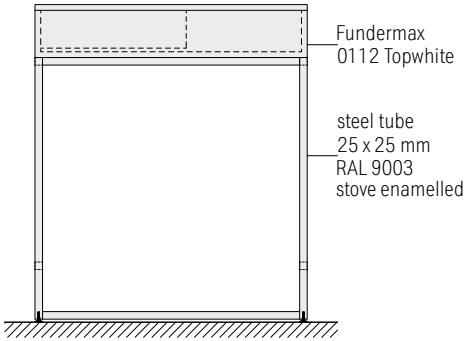
New!



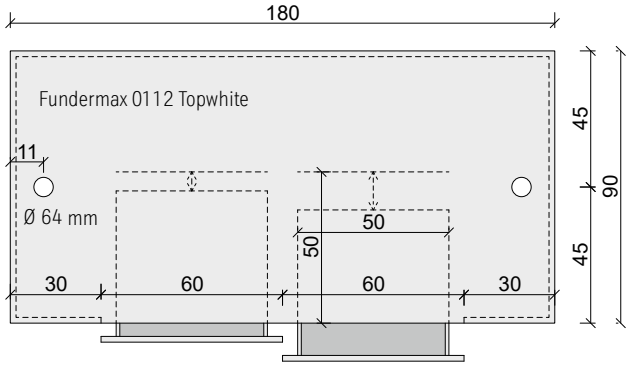
Rear view (employee) / (180)



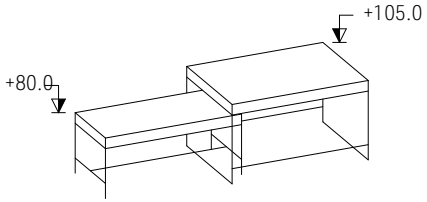
Section (90)

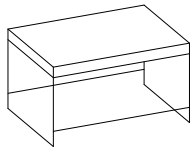


Side view (90)



Top view (180 x 90)





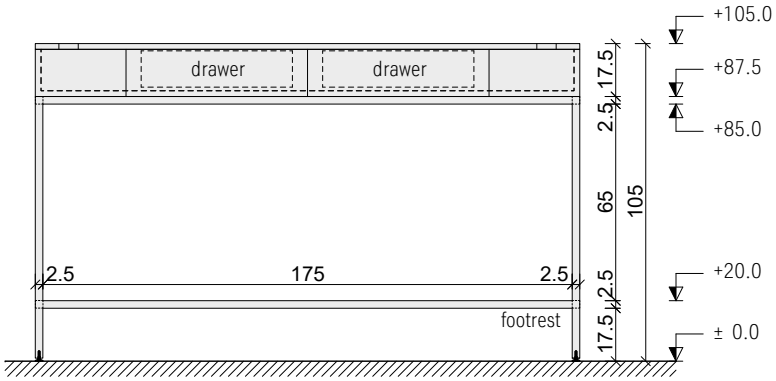
UP.C 03-105-180-90

Legend UP.C 03

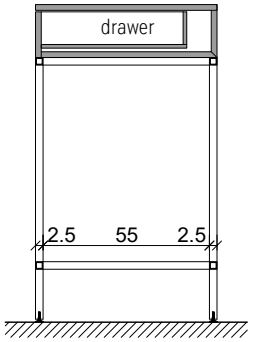
Element	UP.C 03
Height	-80 / -105
Length	-90 / -120 / -150 / -180
Width	-60 / -90
Exceptions	-!

1:25

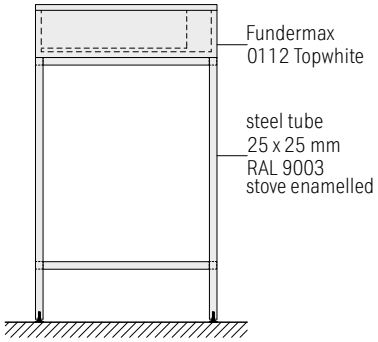
New!



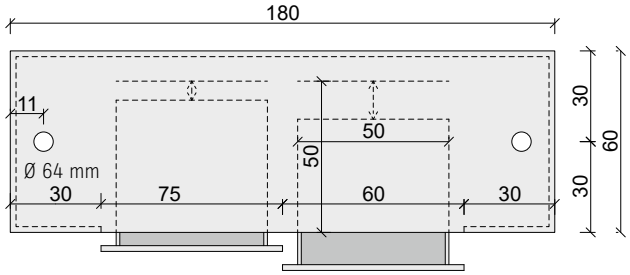
Rear view (employee) / (180)



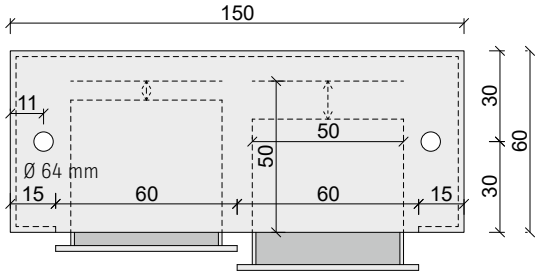
Section (60, H 105)



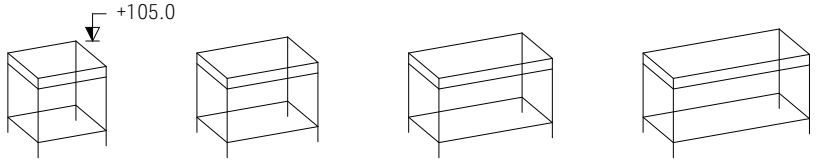
Side view (60, H 105)



Top view (180 x 60)



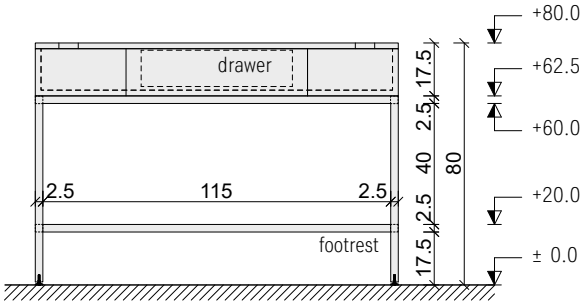
Top view (150 x 60)



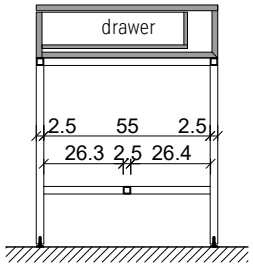
UP.C 03-105-90-60 UP.C 03-105-120-60 UP.C 03-105-150-60 UP.C 03-105-180-60

1:25

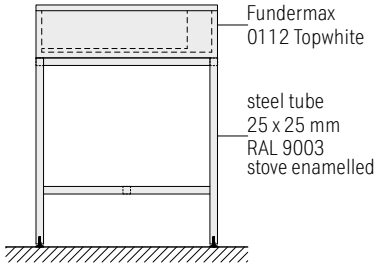
New!



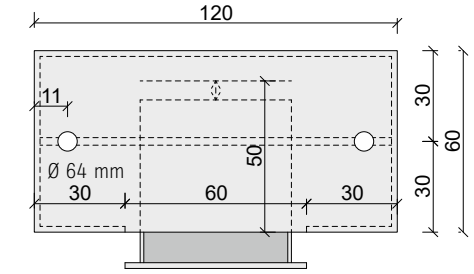
Rear view (employee) / (120)



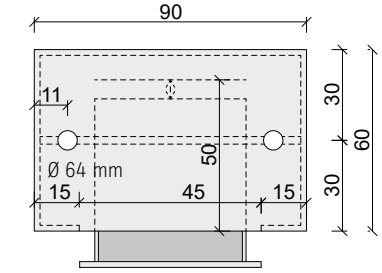
Section (60, H 80)



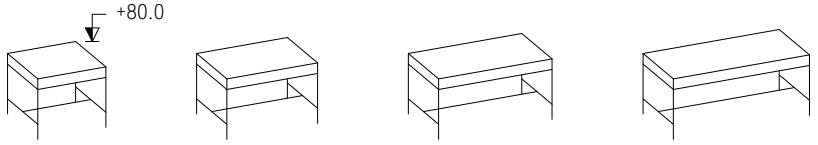
Side view (60, H 80)



Top view (120 x 60)



Top view (90 x 60)



UP.C 03-80-90-60 UP.C 03-80-120-60 UP.C 03-80-150-60 UP.C 03-80-180-60

1:25

New!

UP.D 04 Pop-up Sofa





Functions: Waiting
Consulting

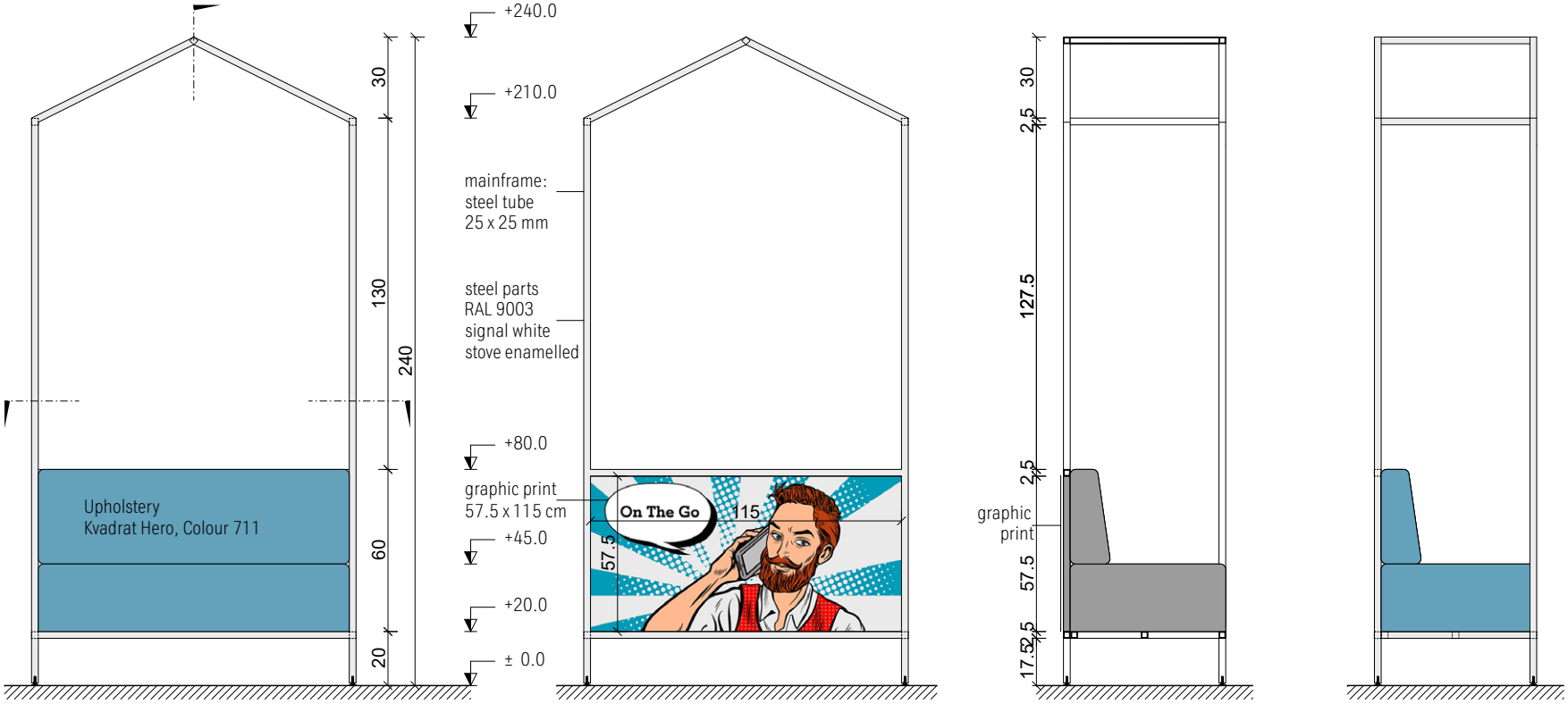
Dimensions: W 120
D 60
H 240 / 210

Colours:
- RAL 9003 Signal White
- FunderMax 0112 Topwhite
- Kvadrat Hero 711

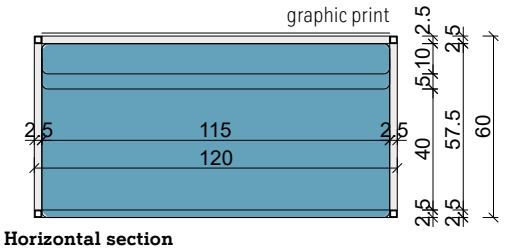
Material:
- Frame: Steel stove enamelled
- Panel: Chipboard
- Textile: Kvadrat Hero

Versions: House / Box

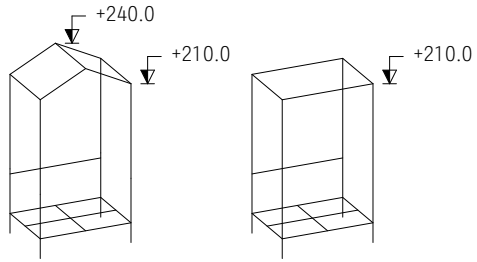
New!



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



Horizontal section



House
UP.D 01-H

Box
UP.D 01-B

Legend UP.D 01

Element	UP.D 01
Shape	-H (House) / -B (Box)
Exceptions	-!

1:25

New!



Functions: Branding
Colourful & lively Background (Pull-In)

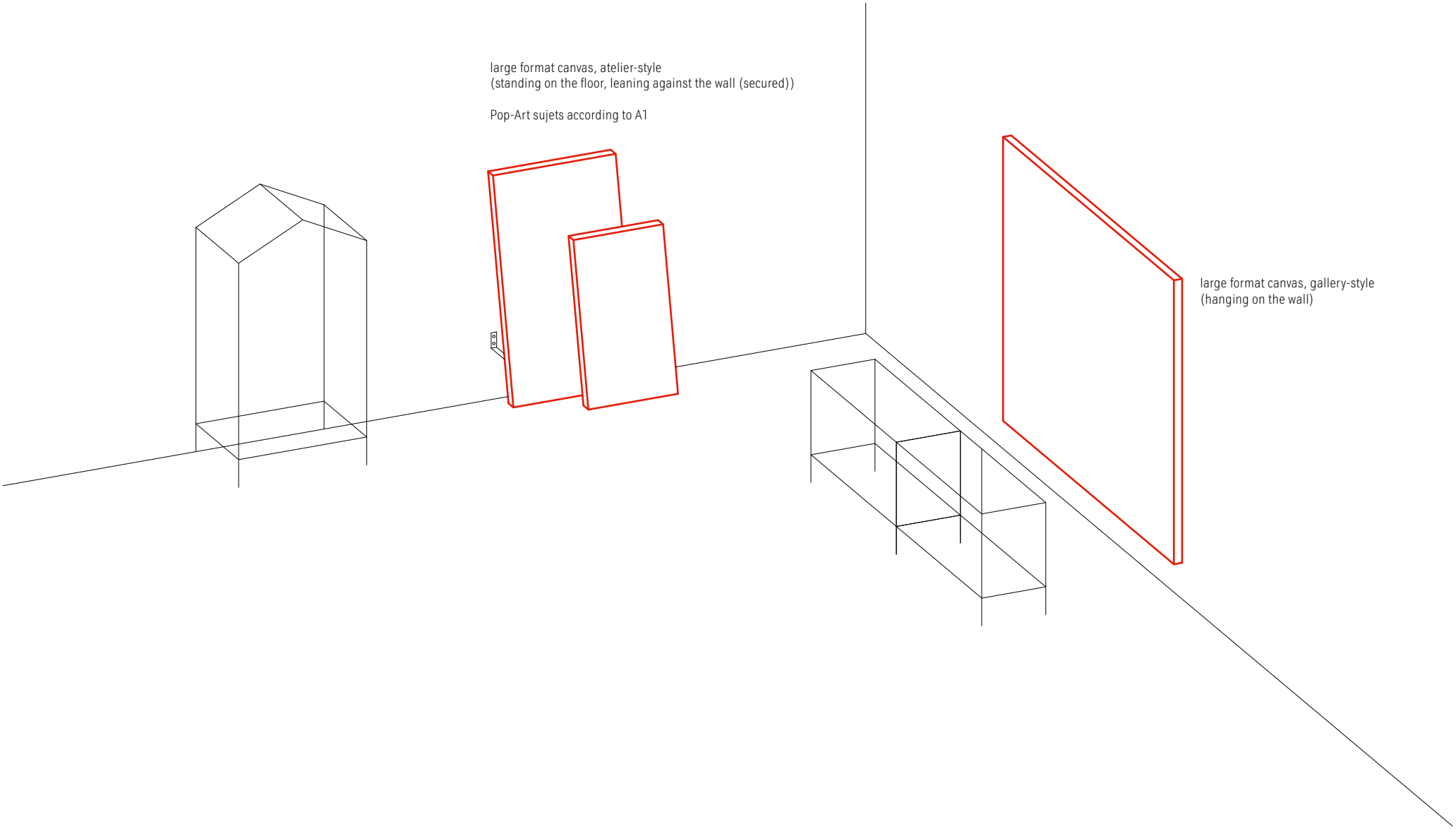
Dimensions: large format
e.g. 200 x 300 cm, 240 x 240 cm

Content:
- Pop-Art Sujets according to A1

Material:
- Canvas on Stretcher frame

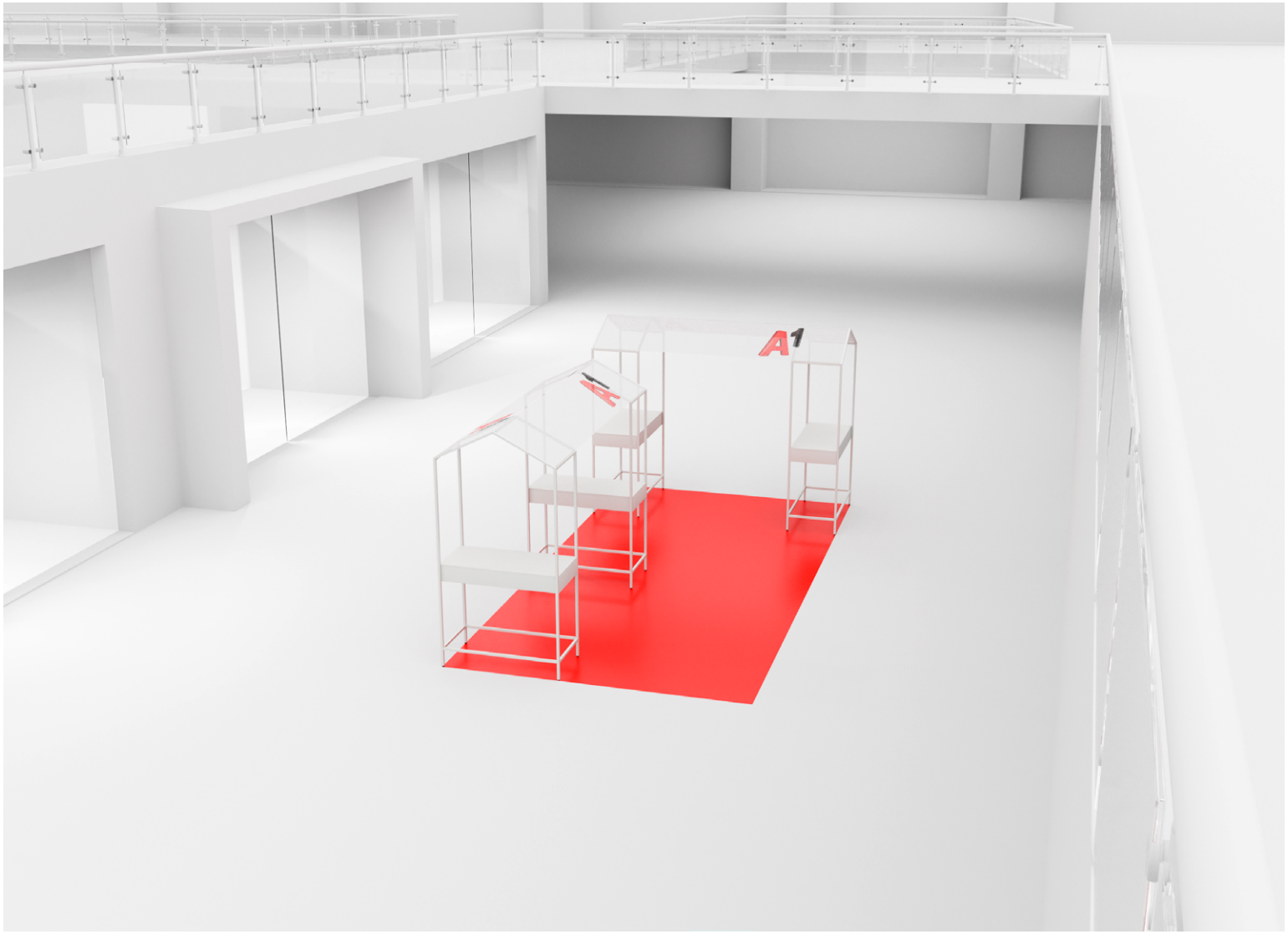
Mounting:
- **atelier-style**
  Standing on the floor, leaning against the wall (secured)
- **gallery-style**
  Hanging on the wall

New!


large format canvas, atelier-style
(standing on the floor, leaning against the wall (secured))
Pop-Art sujets according to A1
large format canvas, gallery-style
(hanging on the wall)

New!

UP.F 02 Pop-up Banner



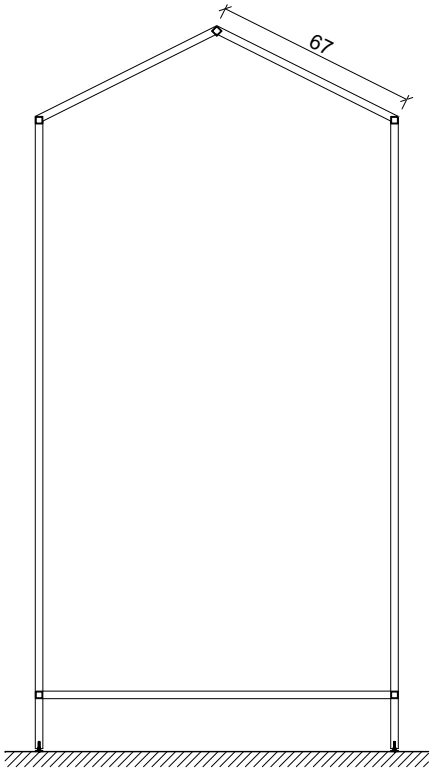
Functions: Visibility
Advertising

Dimensions: L depending on constellation
W 67 cm

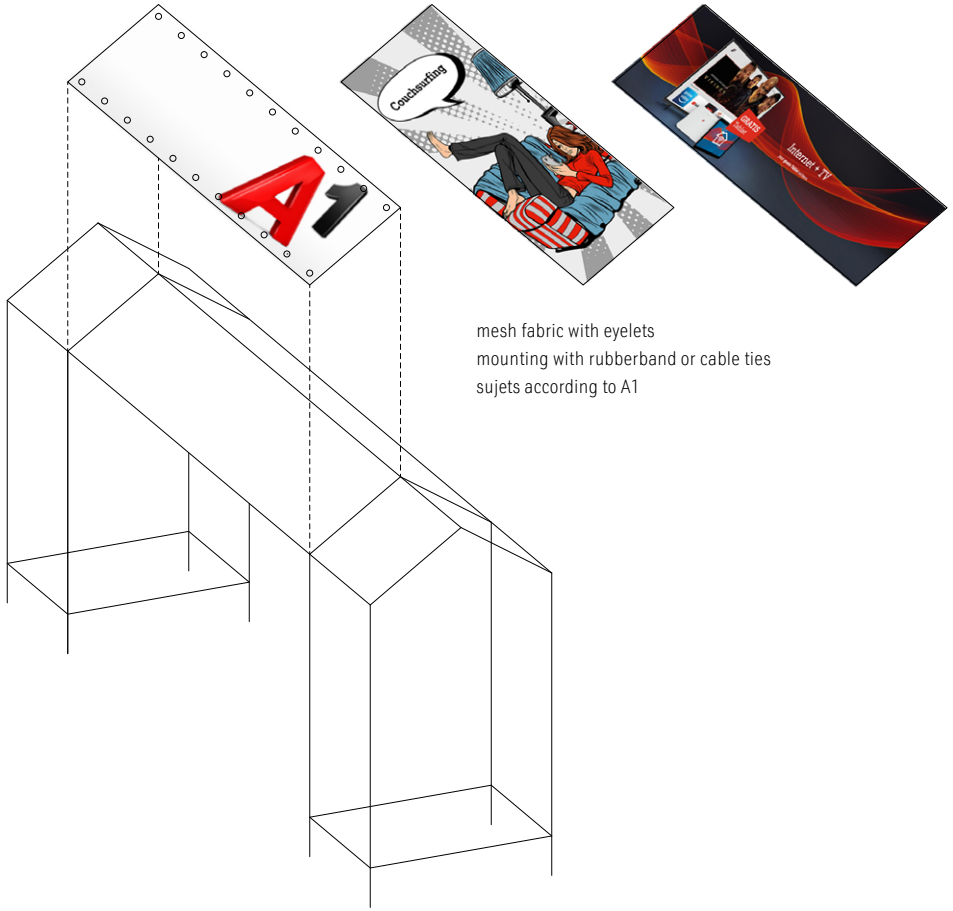
Content:
- Sujets according to A1

Material:
- Mesh fabric

Mounting:
- Eyelets
- Rubberband or Cable Ties



Section



mesh fabric with eyelets
mounting with rubberband or cable ties
sujets according to A1

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

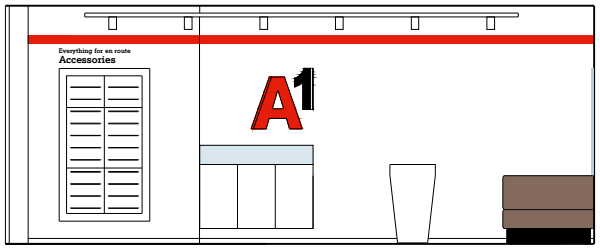
3.2.2.1 Mall 1
3.2.2.2 Mall 2
3.2.2.3 Temporary Shop

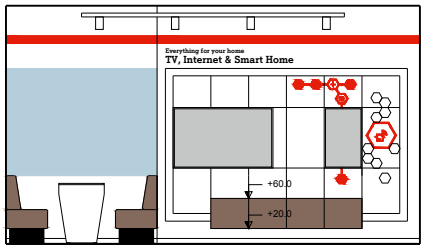
3.2.3 Containers

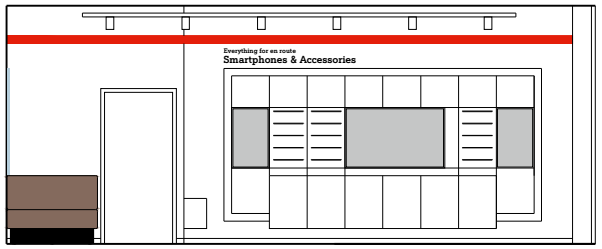
S

square

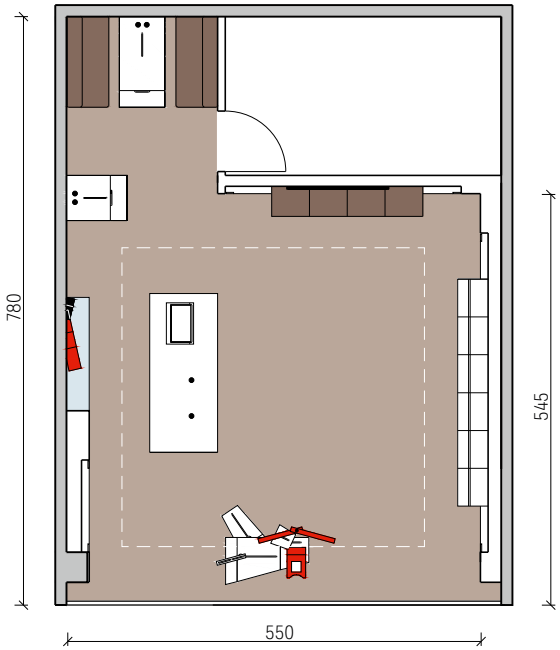
Elevations 1:100







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



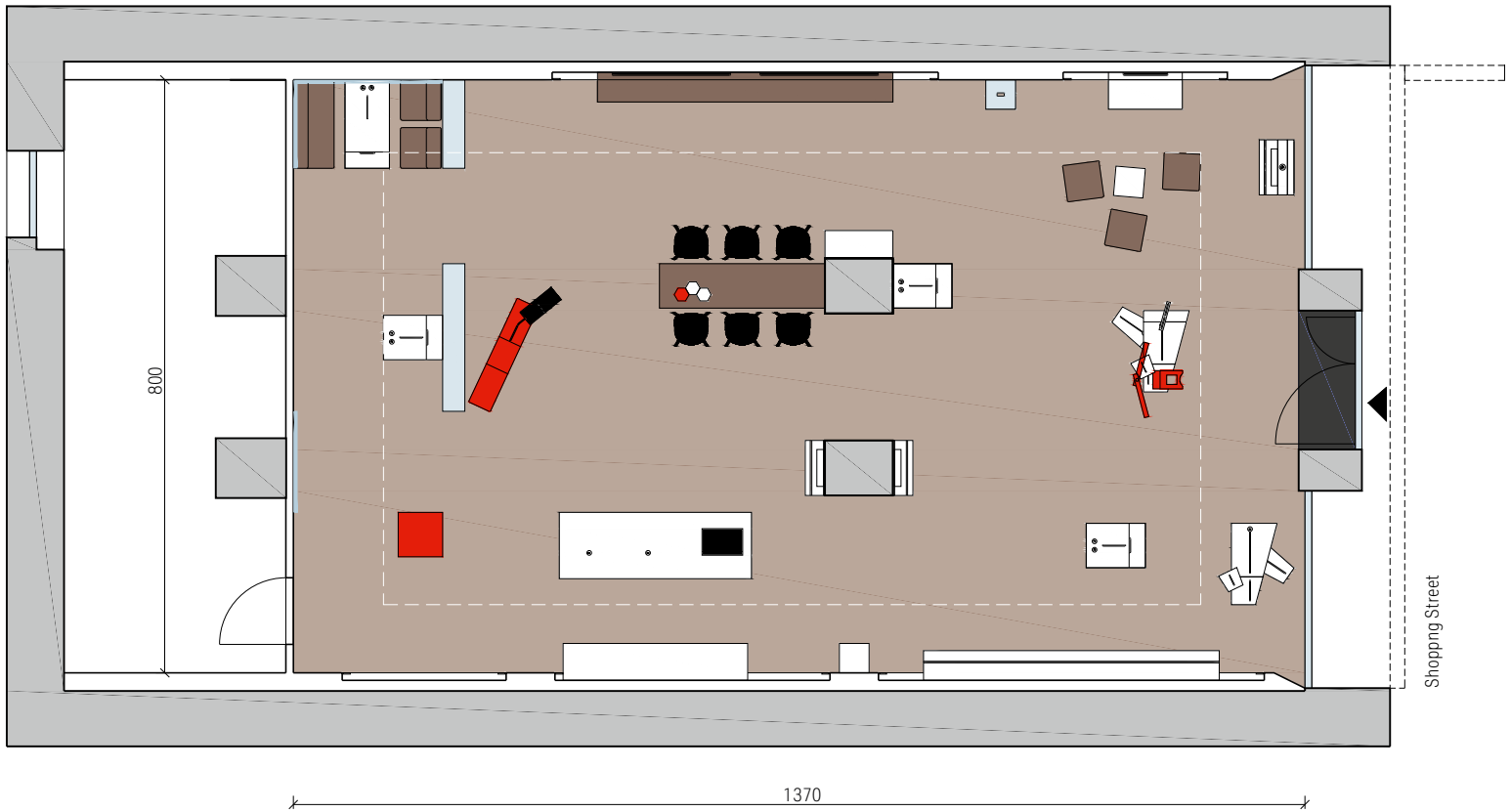
A1 Brand Shop. View to Home Wall and Smartphone Wall



L

rectangular
longitudinal

Floor Plan 1:100

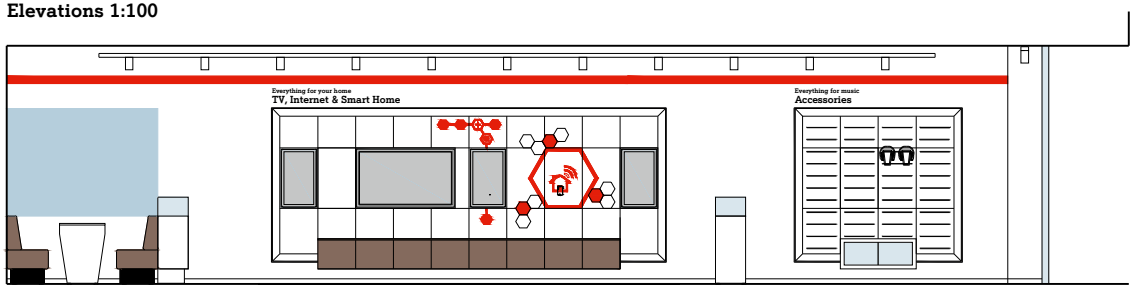


Type:	**A1 Brand Shop**
	Fixed Shop
Situation:	**Urban**
	Street
Size:	**L (112 m²)**
Height:	**315 cm**
Shape:	**Rectangular**
Workstations:	**7 (+1)**

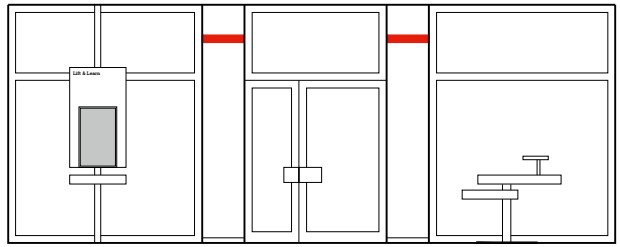
L

rectangular longitudinal

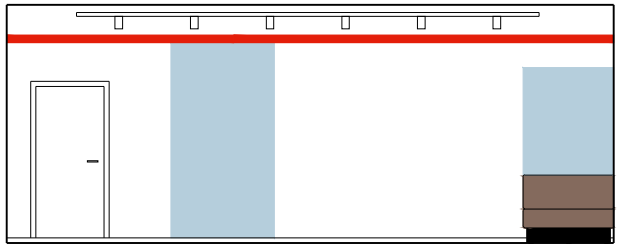
Elevations 1:100



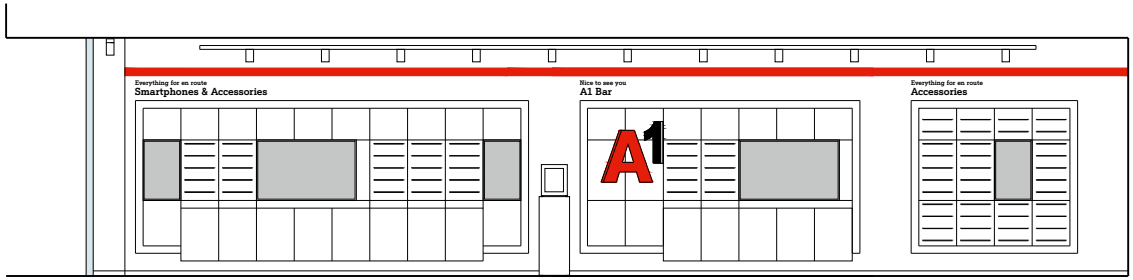
Consulting Area, Home Wall & Music Wall



Lift & Learn, Entrance & Highlight Table



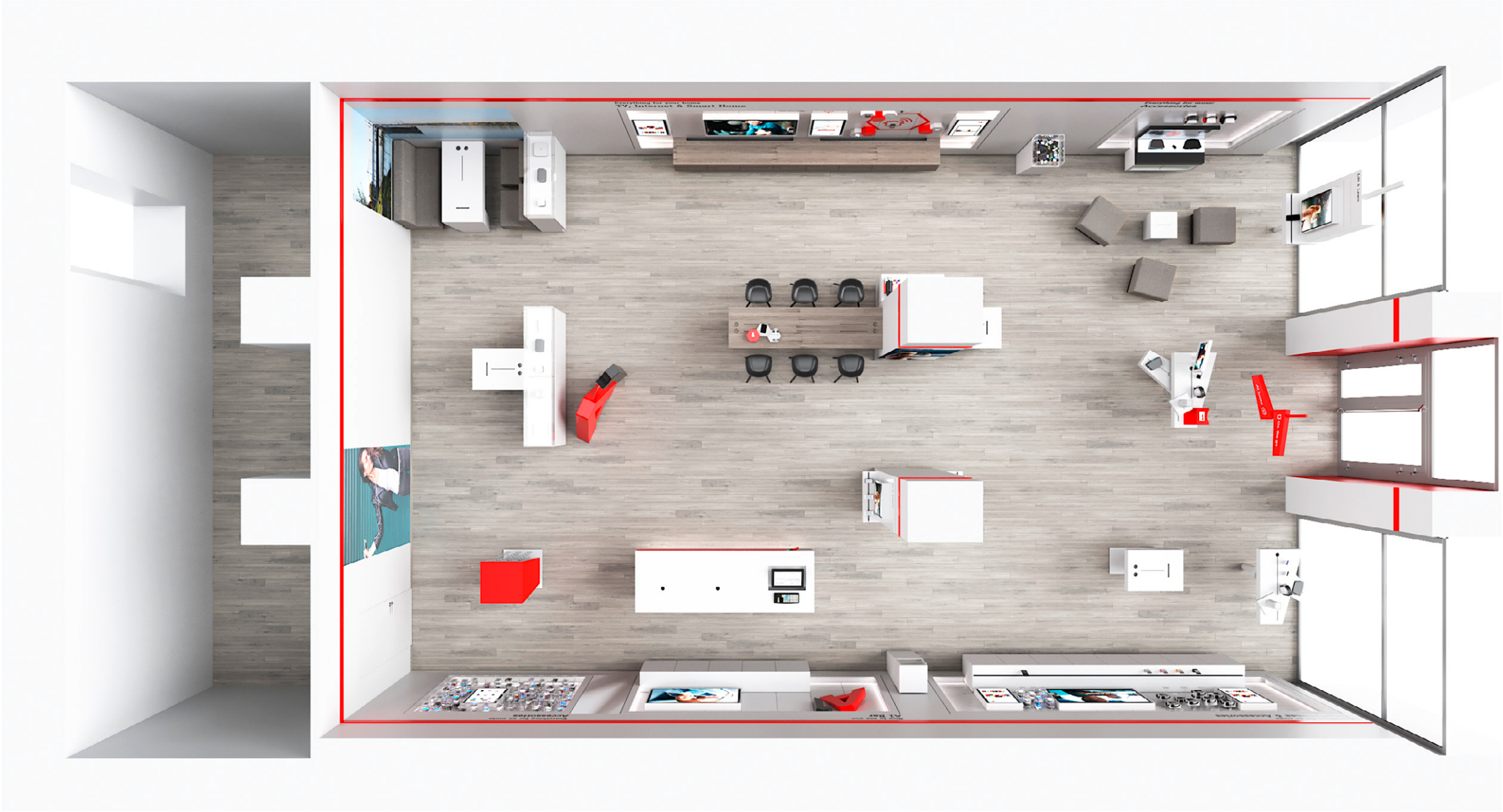
Moodimage & Consulting Area



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



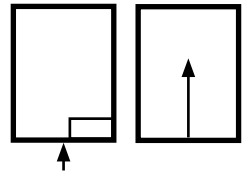
A1 Brand Shop. View to Waiting Table



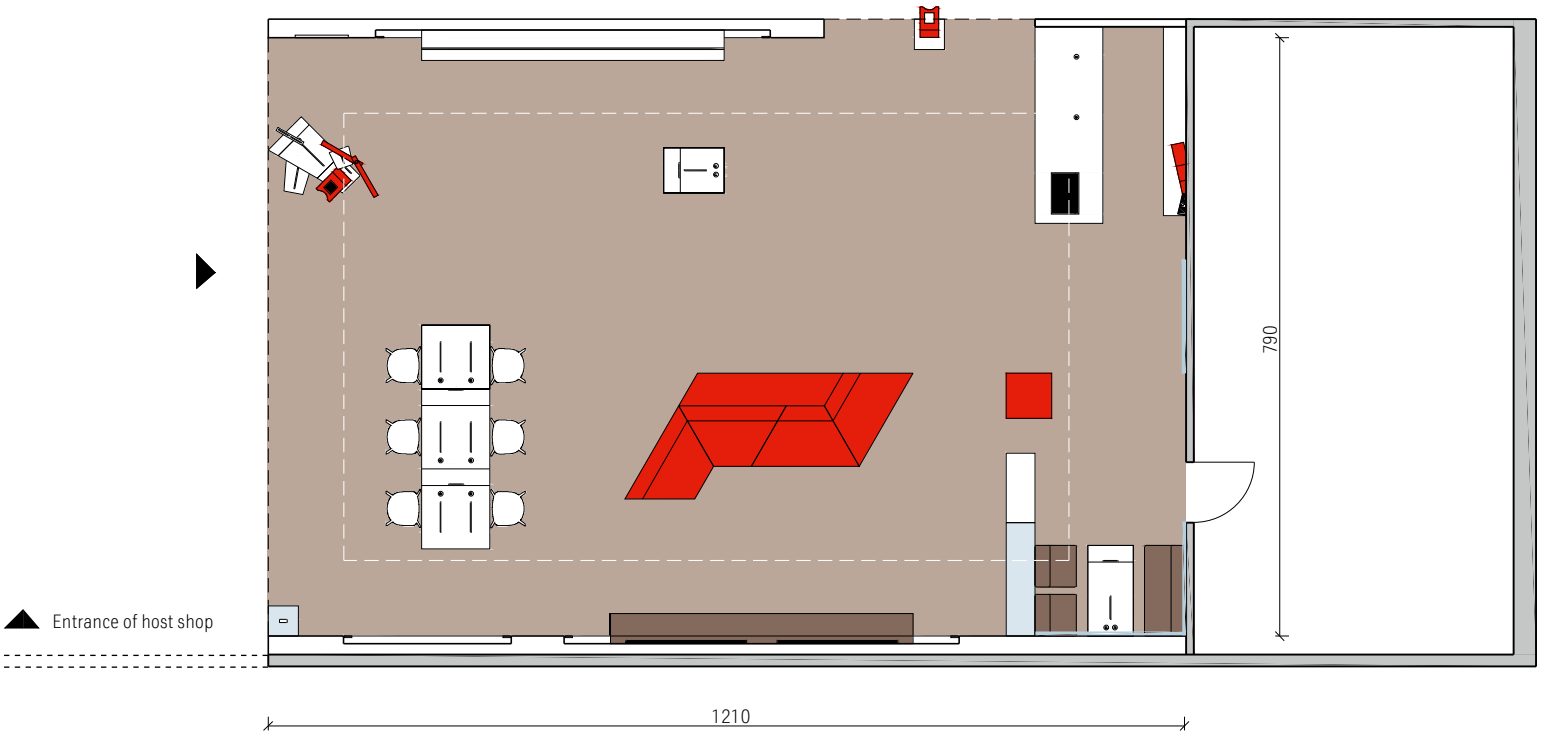
A1 Brand Shop. View to Shop Window



M
SIS
rectangular
longitudinal

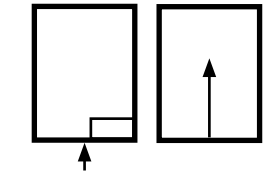


Floor Plan 1:100

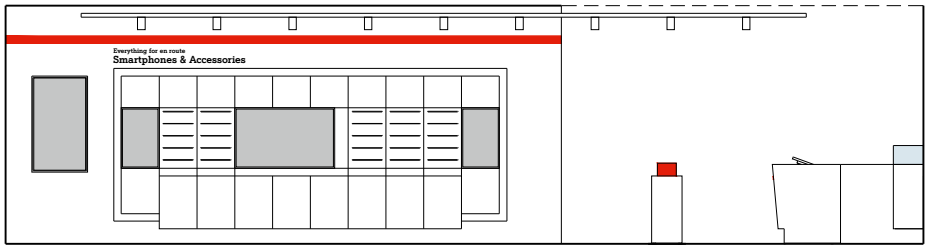


Type:	**Shop-In-Shop**
	Fixed Shop
Situation:	**Urban**
	Mall
	Right hand side of the entrance to the host shop
Size:	**M (97 m²)**
Height:	**315 cm**
Shape:	**Rectangular**
Workstations:	**5 (+2)**

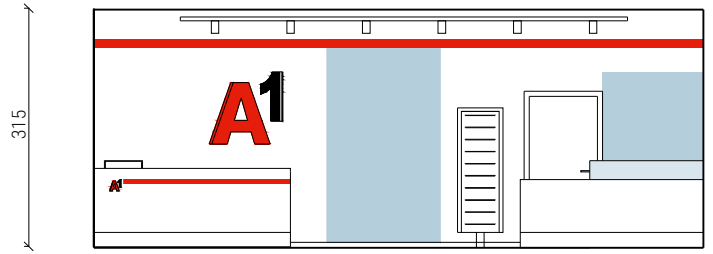
M
SIS
rectangular
longitudinal



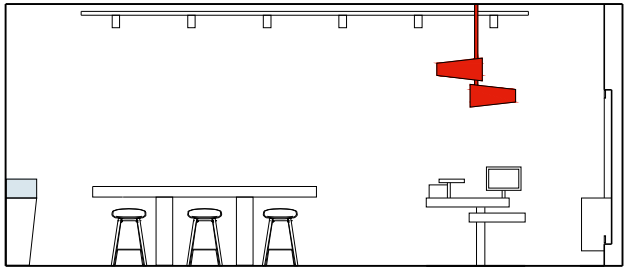
Elevations 1:100



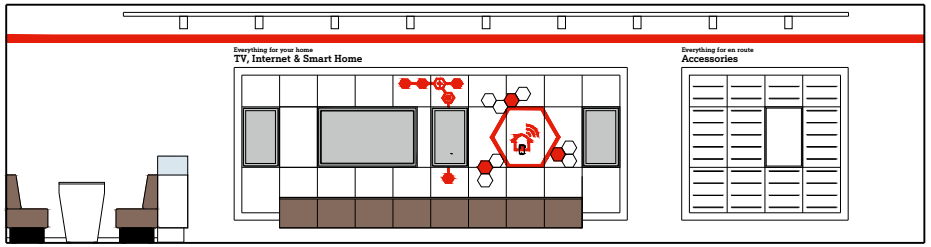
Digital Signage, Smartphone Wall & A1 Bar



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



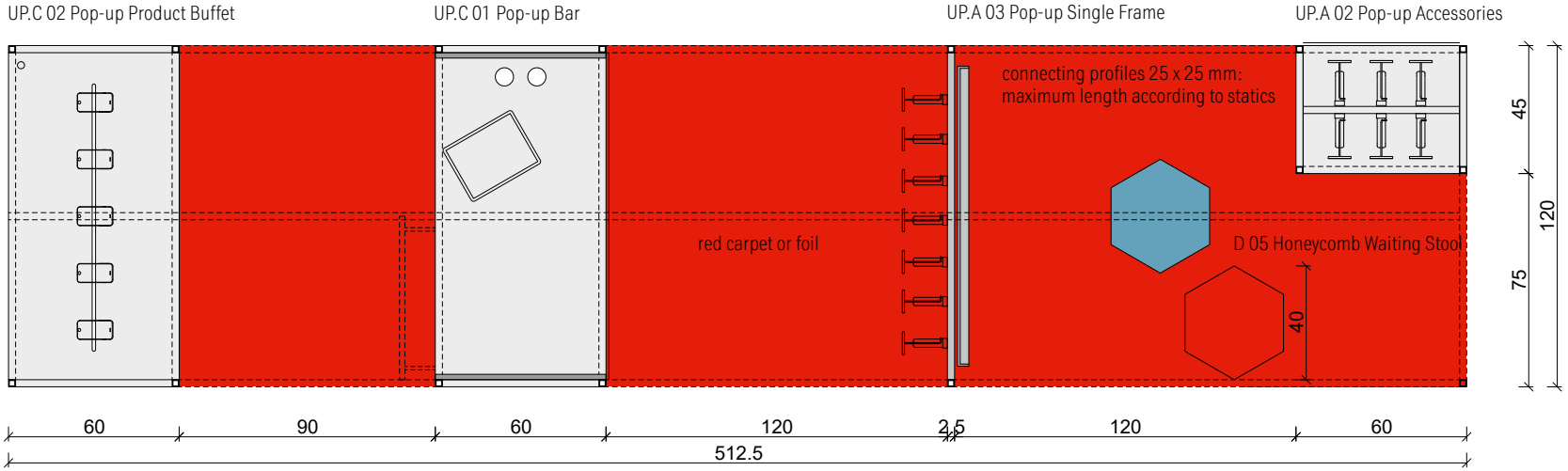
Shop-In-Shop. View back from the aisle



Shop-In-Shop. View from the second entrance

New!

Floor Plan 1:25



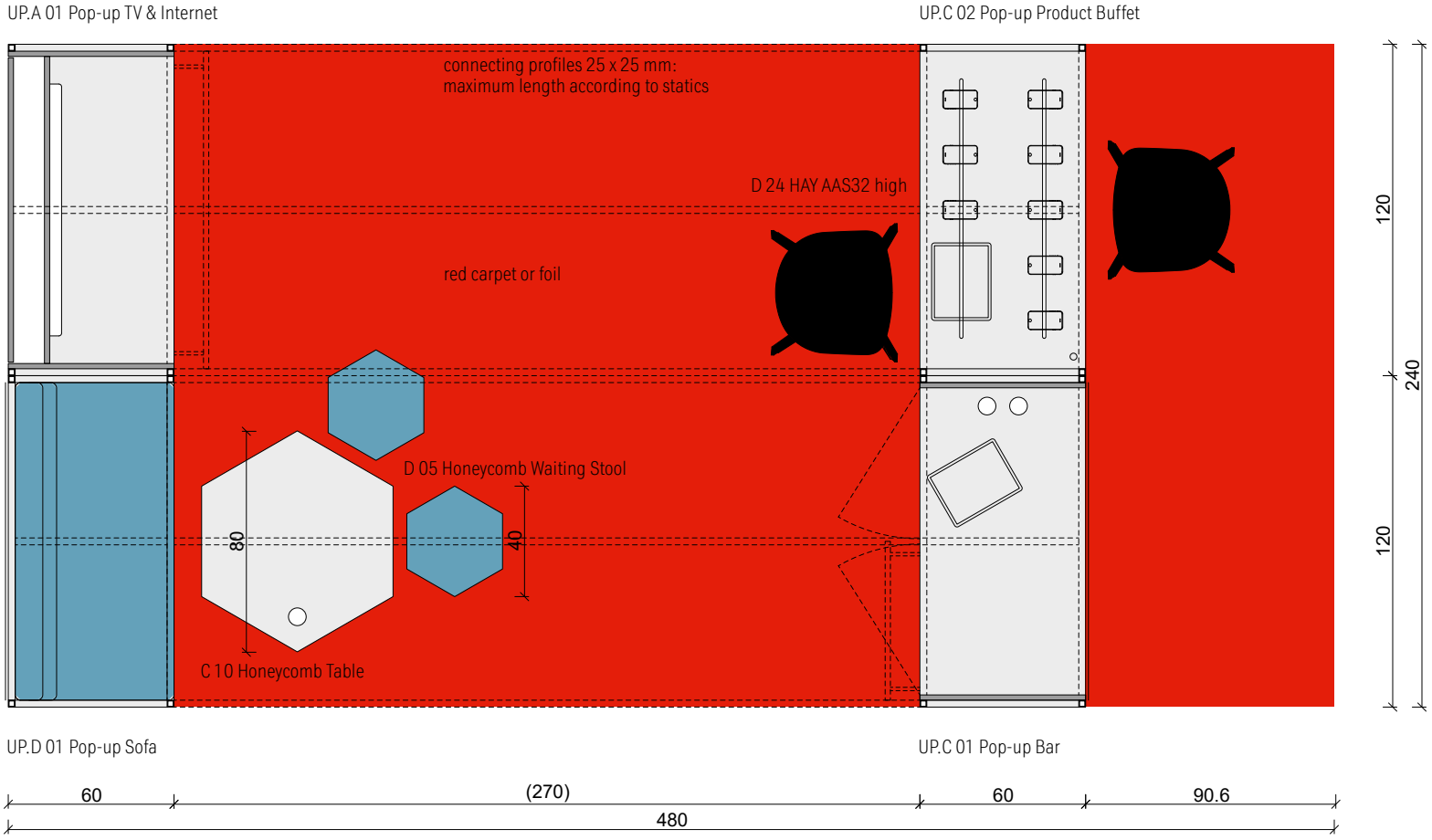
Type:	**Pop-up Store**
	Mall
Situation:	**▪ freestanding**
	▪ in the middle of the aisle
	▪ lengthwise or crosswise
Size:	**6,15 m²**
Height:	**240 cm**
Shape:	**Line**
Workstations:	**1–2**

New!



New!

Floor Plan 1:25



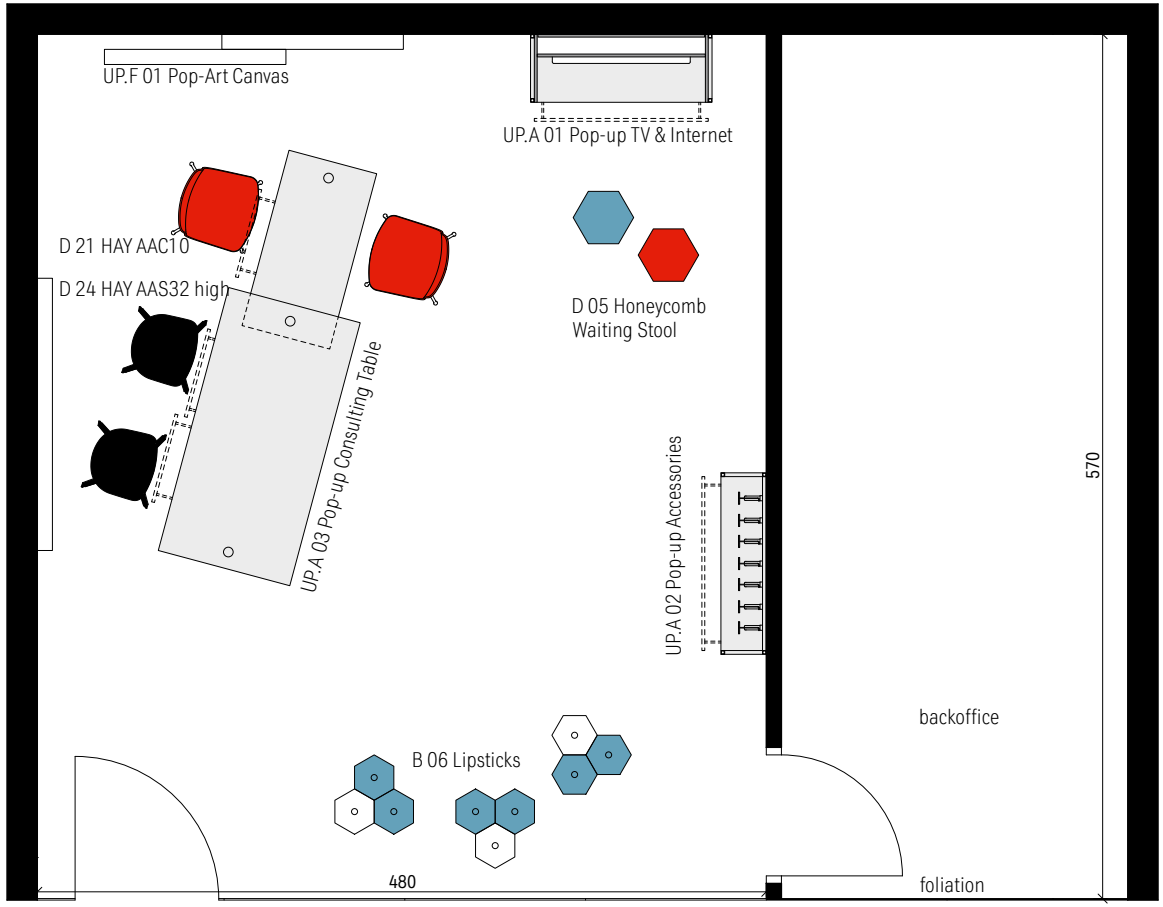
Type:	**Pop-up Store** **Mall**
Situation:	**▪ freestanding** **▪ in the middle of the aisle** **▪ lengthwise**
Size:	**11,52 m²**
Height:	**240 cm**
Shape:	**Rectangular**
Workstations:	**2–3**

New!



New!

Floor Plan 1:50



Type:	**Pop-up Store** **Temporary Shop**
Size:	**27,36 m² (exkl. backoffice)**
Height:	**300 cm**
Shape:	**Rectangular**
Workstations:	**3**

New!



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

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

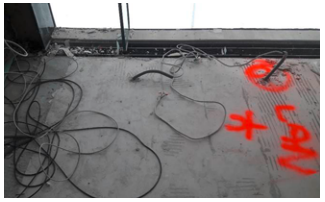


Demolition (floor tiles)



Demolition (plaster walls)

Day 4



Basic installations



Chiseling out of cable ducts

Day 5–6



Substructure furniture



Electrical installations

Day 7–8

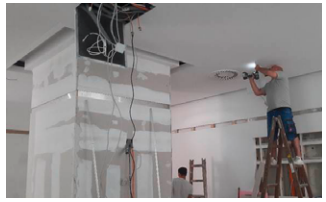


Plaster walls

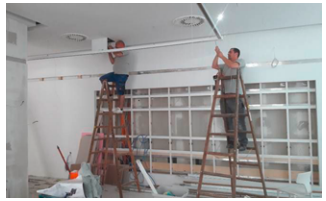


Smoothing & Painting

Day 9



Light rail assembly



Light rail assembly



Light rail assembly

Building Process

Day 10–11

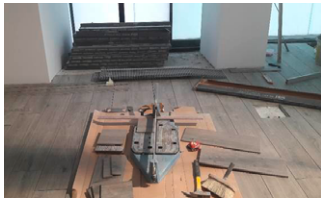


Floor filling



Drying time

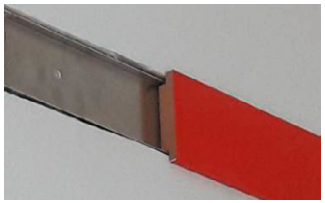
Day 12–13



Laying tiles



Laying tiles

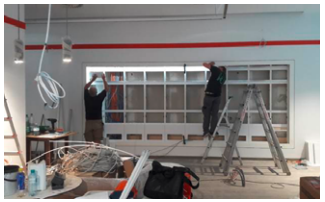


Fixing Red Stripe

Day 14–15



Furniture panels



Mounting of furniture panels



Mounting of furniture panels



Mounting of furniture panels

Day 16–17



Fixing freestanding furniture

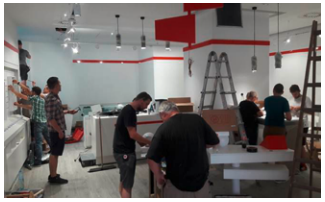


Fixing freestanding furniture



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

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