

POS Design Manual 1.2



Do not distribute



Legal Disclaimer

This Manual is intended as a source of reference until the update and completion of the web based platform upon which moment this document ceases 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

1 The New Sales Concept

1.1 General

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.

1 The New Sales Concept

1.1 General

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.

1 The New Sales Concept

1.2 New Store Design

Our goals

- **Boost Sales**

How we reach these goals

- **Push frequency /**

- increase store traffic**

- **Develop new markets**

- **Drive2Store**

- **Campaigning (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 fulfilment**

- 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**

- **Mobile Selling**

- Through Laptops/Tablets

- **Guided Selling**

- Same user interface for

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

1 The New Sales Concept

1.2 New Store Design

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

1 The New Sales Concept

1.2 New Store Design

Our goals

Impact on Store Design

▪ Push Digitalization

▪ Brand representation

▪ Organizational topics (customers)

▪ Organizational topics (internal)

▪ Interactive product/service presentation

- Touch & Feel: Everything is easy to see, try out, learn & buy.
- Virtual Reality

▪ Corporate Colours

▪ A1 Logos

- Corporate Logo as Pull-In element
- Flexible Logos on screens

▪ Corporate Fonts & Wording

▪ Corporate Picture Language

- Moodimages

▪ 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 fulfilment

- 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

▪ In-Store Analytics / Customer Analytics

- Footfall counter
- Heatmap sensors
- Demographic sensors
- Queuing systems + conversion tracker

1 The New Sales Concept

1.2 New Store Design

Our goals

Impact on Store Design

- **Enable Flexibility**
 - **Elements on/in furniture**
 - Digitals price tags
 - **Interactive Screens/Touchscreens**
for information, ads, consulting, endless aisle etc. facilitate self-explanation as well as selfexploration.
 - **Cashless payment (ATM)**
 - **Digital signature pads**
 - **Products & Services**
 - **Educating customers in digitalization**
 - **Endless Aisle**
No missed sales due to unlimited offer of products
 - **Internet & Smart Home**
 - **Geofencing**
Create a area of interest around the shop, with push notifications or alerts pointing to sales activities.
 - **Stationary Shops**
 - **Modular Furniture**
 - Change & transpose zones
 - **Modular Elements**
 - Change products & innovation
 - **Mobile Furniture**
 - Easy movable furniture to generate space for events & workshops, etc.
 - **Non-Stationary & temporary Shops**
 - **Kiosks**
 - **Pop-Up-Stores**

1 The New Sales Concept

1.3 Products & Services

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 Store

2.1.2.1 Architecture

2.1.2.1.1 Store Atmosphere

2.1.2.1.2 Shop-Layout

2.1.2.1.3 Materials & Surfaces

2.1.2.2 Interior

2.1.2.2.1 Materials & Surfaces

2.1.2.2.2 Modules & Elements

2.1.2.3 Technical Equipment & Infrastructure

2.1.3 A1 Brand Store hosting another brand

2.1.3.1 A1 Furniture

2.1.3.2 Furniture of Guest brand

2.1.4 Shop-in-Shop

2.1.4.1 A1 Furniture

2.1.4.2 Furniture of Host

2.2 Non-Stationary & Temporary Shops

2.2.1 Indoor

2.2.1.1 Kiosk

2.2.1.2 Pop-Up-Store

2.2.2 Outdoor

2.2.2.1 A1 Container

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

Eliel Saarinen

How to use this manual

Your shop

- Shop-Type
- Location: Street or Mall
- Space: Size, Height, Shape
- Number of Workstations

Database

Is there a similar shop?

Yes, there is.

1. Check out plans.
2. Take over the basic layout.
3. For individual adaptations:

No, there is not.

Design the shop to according to the following
Design Principles.

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)

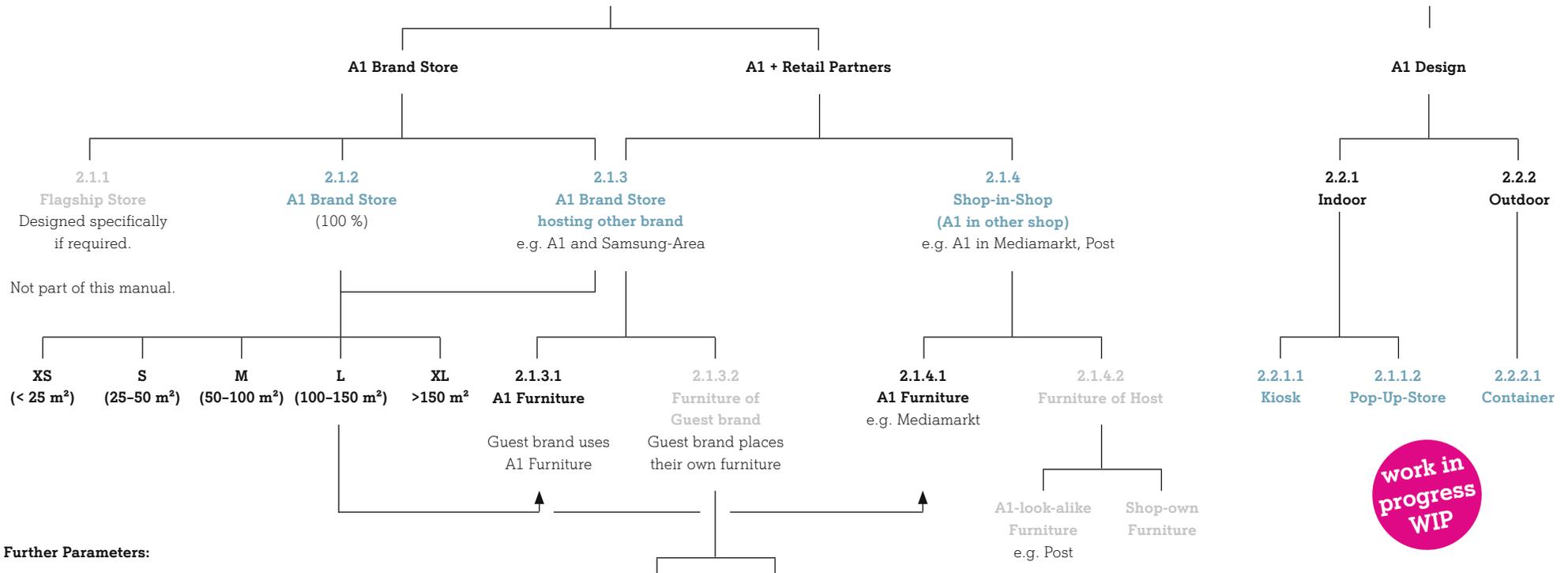
We use both methods parallel to achieve the best results.

2 Design Guidelines

Overview: Shop Types

2.1 Stationary Shops

2.2 Non-Stationary & Temporary Shops



work in progress
WIP

Further Parameters:

<p>Indoor (Mall, Shopping Centre)</p> <p>Outdoor (Shopping Street)</p>	→	<p>Light, doors</p> <p>Pedestrians, cars</p>
<p>Pedestrian Zone/Car-free Car Street</p>	→	<p>Slow movement</p> <p>> window dressing</p> <p>Parking, speed > size</p>
<p>Square</p> <p>Rectangular longitudinal</p> <p>Rectangular cross</p> <p>L-shape</p> <p>Irregular</p>	→	<p>Basic Layouts</p> <p>(Customer Journey)</p>
<p>Company Owned</p> <p>Franchise</p>	→	<p>Minimum requirements</p> <p>e.g. only 1 instead of 3 screens</p>

■ Not part of this manual

2.1 Stationary Shops

2.1.1 A1 Flagship Store



Will be completed in
the next updates

A1 Flagship Store

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

Characteristics

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

2.1 Stationary Shops

2.1.2 A1 Brand Store



Will be completed in the next updates

A1 Brand Store

Characteristics

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

Shop Sizes

X-Small:

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

Small:

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

Medium:

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

Large:

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

X-Large:

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

Large:

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

X-Large:

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

2.1.2.1 Architecture

2.1.2.1.1. Store Atmosphere



Will be completed in
the next updates

Brand character and tonality

... and what this means at the POS

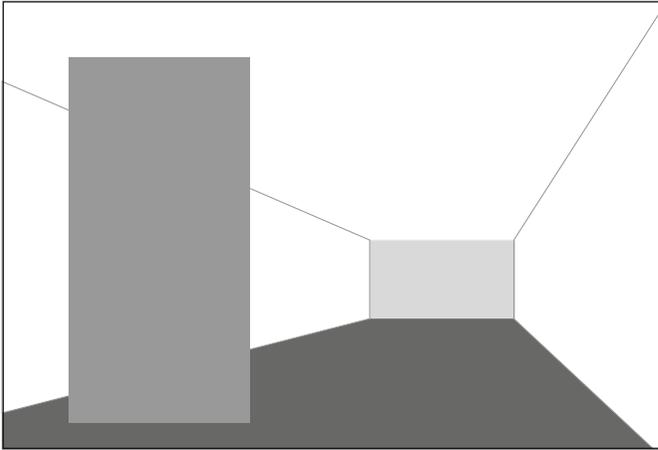
- **Forward looking**
Modern architecture + design (atmosphere & functionality)
Digitalization
Try-out-Desks, Lift & Learn
Smart Home
- **Attentive**
(Employees & Products/Services)
- **Full of life**
Colour & Light (Light Archetype: Day)
Moodimages
Digital Signage
Try-out-Desks, Lift & Learn
Kids Corner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

2.1.2.1 Architecture

2.1.2.1.1.a Store Atmosphere: Light Archetypes

Light Archetypes

Day



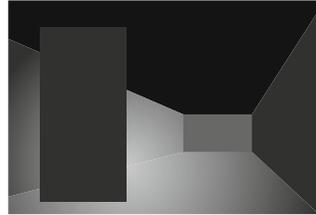
Atmosphere

- Extroverted, open, public

Characteristics

- Light walls & ceiling
 - Colour (white walls + furniture)
 - Lighting (wall washers, spots, LED, indirect light)
- Lots of daylight & artificial 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

2.1.2.1 Architecture

2.1.2.1.1.b Store Atmosphere: Design Vocabulary: Colours

Design Vocabulary: Colours

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

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

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

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

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

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

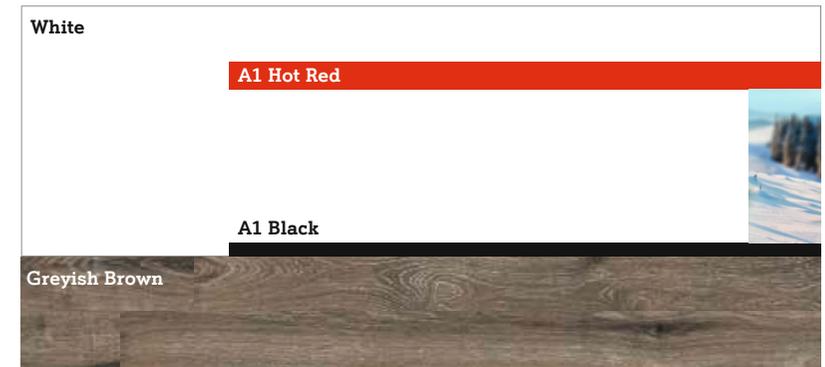
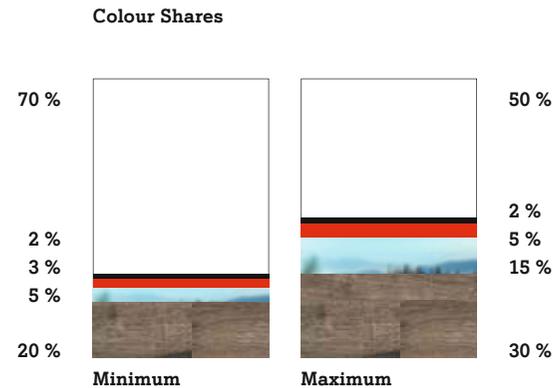
Colour Coding

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

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

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

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



Limited use:
Undertone of mood images

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

2.1.2.1 Architecture

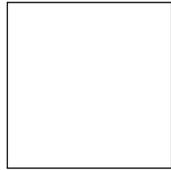
2.1.2.1.1.c Store Atmosphere: Design Vocabulary: Shapes

Design Vocabulary: Shapes

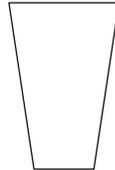
Line



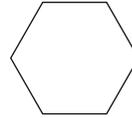
Square & Rectangle



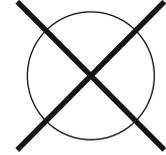
Trapezoid



Hexagon



No Circles!



Exceptions:

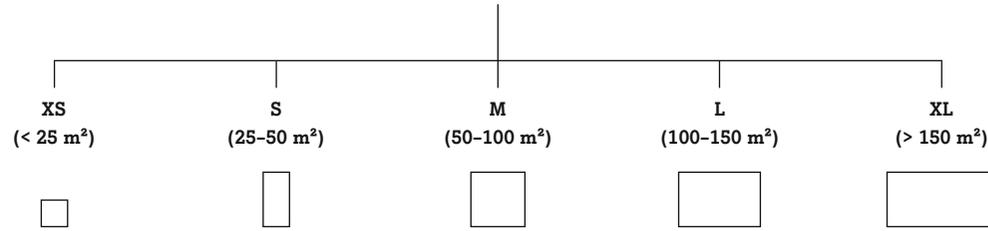
- Spots
- Steel tubes

2.1.2.1 Architecture

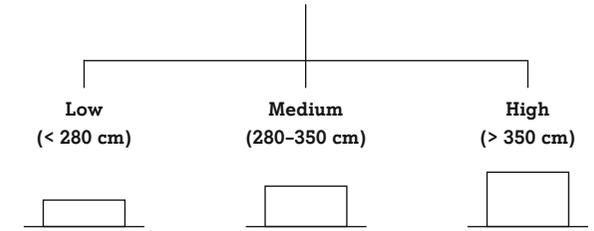
2.1.2.1.2.1.a Shop Layout: POS: Sizes & Heights

POS: Sizes & Heights

Shop Size (Sales Area)



Height



	XS (< 25 m ²)	S (25-50 m ²)	M (50-100 m ²)	L (100-150 m ²)	XL (> 150 m ²)	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)

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

* Numbers from August 2018 (some data missing)

2.1.2.1 Architecture

2.1.2.1.2.1.a Shop Layout: POS: Shapes & Proportions

Shapes

Shop Shapes (Sales Area)

	Square	Rectangular Longitudinal	Rectangular Cross	L-Shape	Irregular
					
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

2.1.2.1 Architecture

2.1.2.1.2.2.a Shop Layout: Zoning: Zones and their characteristics

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 consultations.



General



On the go



At home



Consulting



Atmosphere	Dynamic, active
Functions/Use	Moving, exploring, standing
Location	Entrance, passage areas, center
Colours	White, red, black accents
Form	Angular, trapezoidal, hexagonal
Haptics	Clean, cool, hard
Surface	Matt white, glossy red
Materials	Chipboard varnished and coated, glass

Dynamic, active, modern, innovative
Moving, standing, try out
Motion zones, passage areas
White, red, black accents
Angular, trapezoidal
Clean, cool, hard
Matt white, glossy red
Chipboard varnished and coated, glass

Static, calm, cosy, modern
Sitting, watching, active waiting
Staying area
White, wood, black accents
Angular, hexagonal
Warm, soft
Matt white, warm wood
Chipboard varnished and coated, upholstery

Quiet, private
Sitting, consulting, conversation
Quiet area, rear area, niches
White, greyish-brown (textile), black base
Angular, trapezoidal
Clean, warm, soft
Matt white, warm upholstery
Chipboard coated, upholstery

2.1.2.1 Architecture

2.1.2.1.2.2.b Shop Layout: Zoning: Zone-related furniture

Zone-related furniture

General



On the go



At home



Consulting



A 01 Bar Wall

B 01 Highlight Table

B 02 Lift & Learn / Brand Promo

B 03 Accessories Tower

B 04 Pedestal

C 01 Waiting Table

C 02 Product Table

C 03 A1 Table

C 04 A1 Bar

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 HAY AAC 20

D 23 HAY AAS32

E 01 Storage

E 01 Coffee Bar

F 01 3D-Logo - Wall

F 02 3D-Logo - Freestanding

F 03 3D-Logo - Furniture

F 11 Red Stripe

F 12 Red Walls

F 21 Lettering

F 32 Digital Signage

G 01 Signpost

G 02 Honeycombs

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

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

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

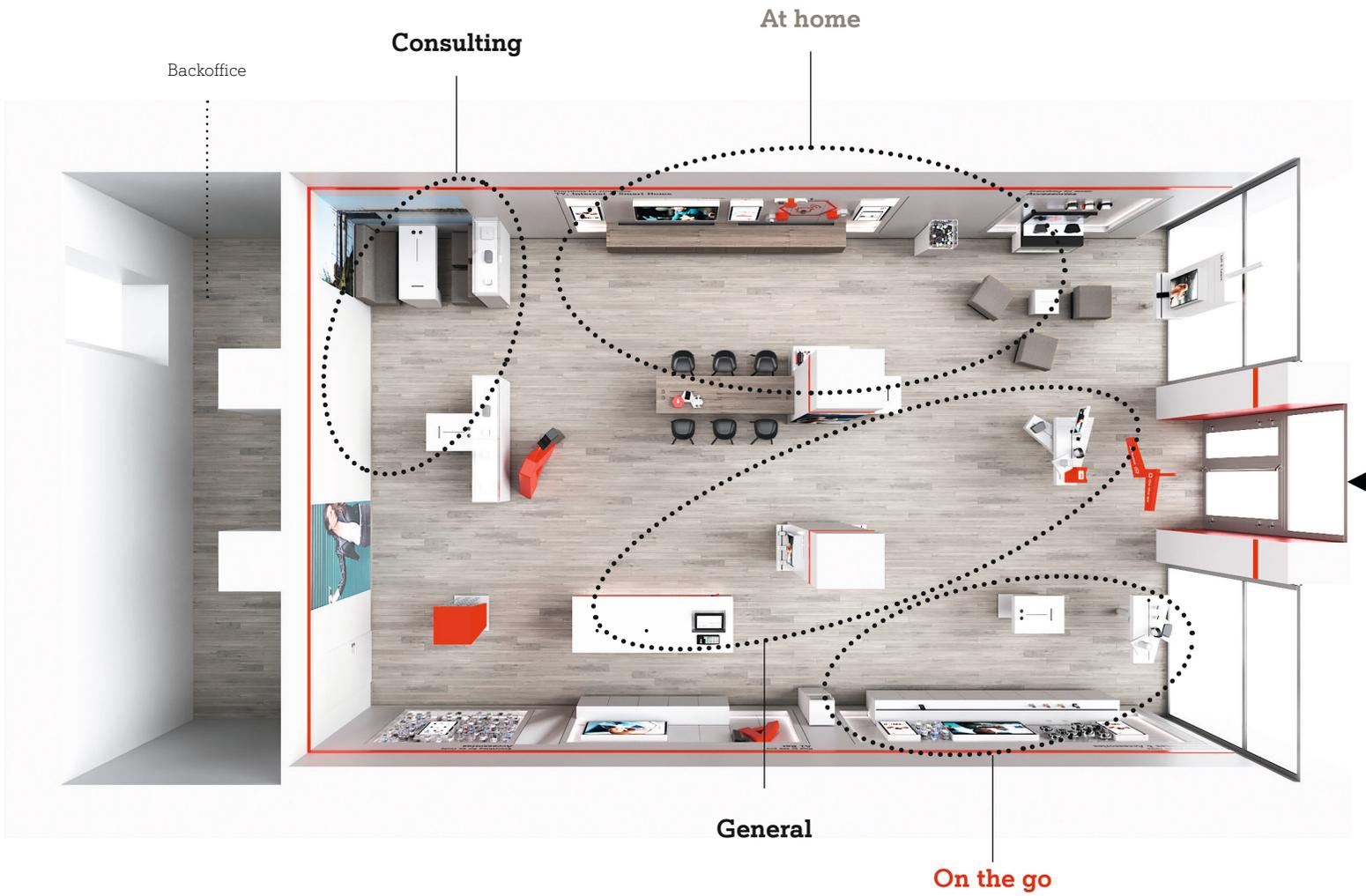
F 11 Red Stripe

F 31 Moodimage

2.1.2.1 Architecture

2.1.2.1.2.2.c Shop Layout: Zoning: Example

Example



2.1.2.1 Architecture

2.1.2.1.2.3.a Shop Layout: Orientation & Views: Customer

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.

Pull-In Element

Zones

Signpost



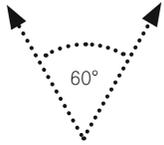
2.1.2.1 Architecture

2.1.2.1.2.3.a Shop Layout: Orientation & Views: Customer

Customer: Views

Horizontal sight angle

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



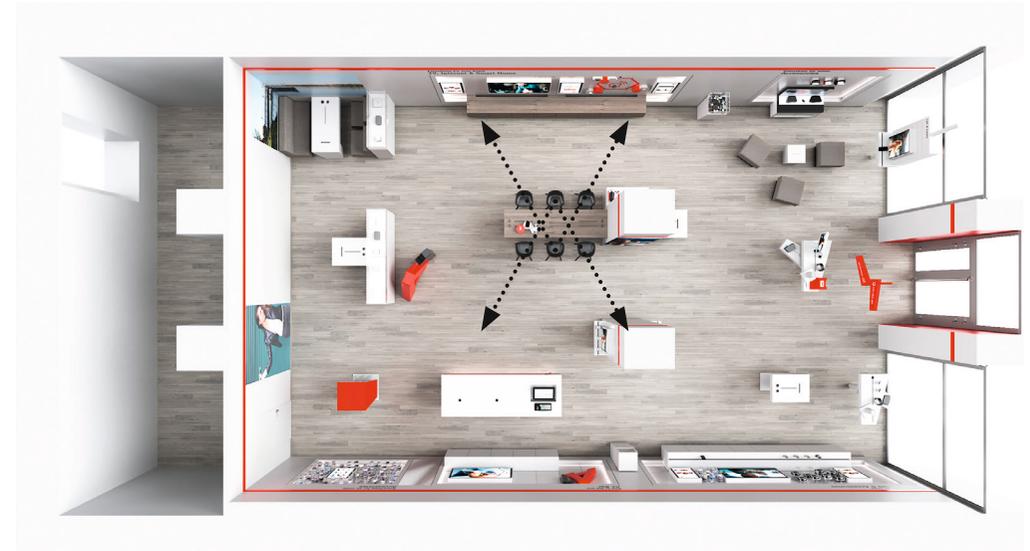
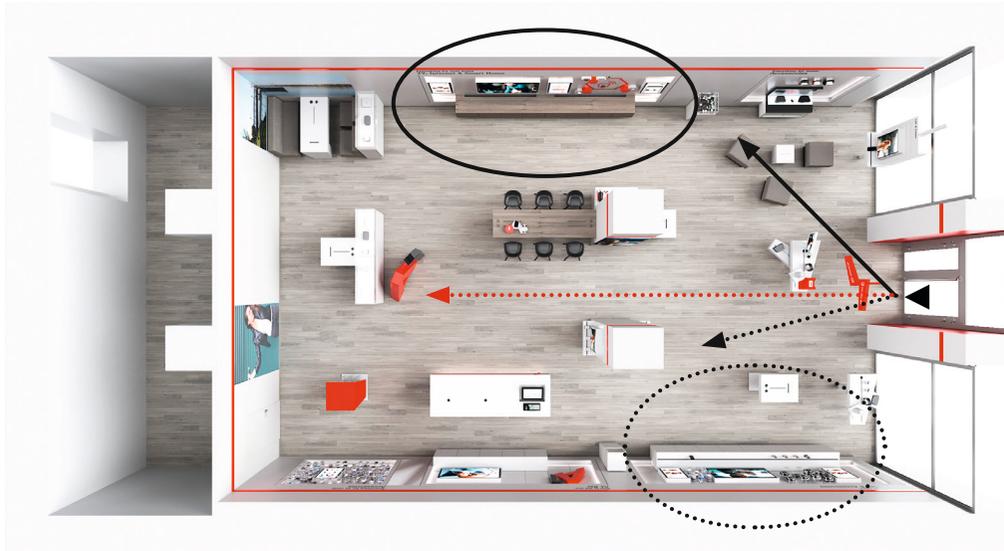
To the right

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



2.1.2.1 Architecture

2.1.2.1.2.3.a Shop Layout: Orientation & Views: Customer

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:

2.1.2.1 Architecture

2.1.2.1.2.3.b Shop Layout: Orientation & Views: Employee

Employee: Views

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



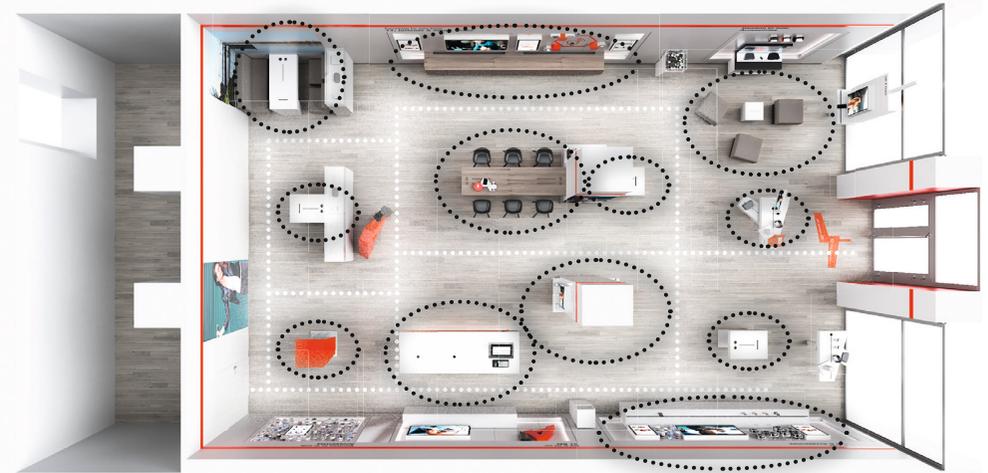
2.1.2.1 Architecture

2.1.2.1.2.4 Shop Layout: Circulation & Dwelling

Circulation & Dwelling

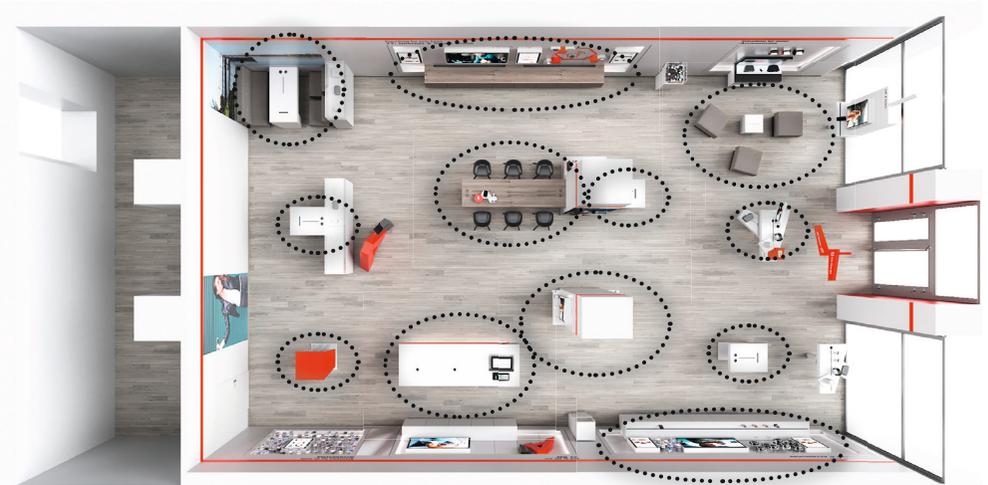
Ideally the implicit circulation areas and dwelling zones of the space correspond to the circulation areas and dwelling zones of the shop layout: Then circulation areas facilitate movement and dwelling zones automatically have a calm quality and animate customers to stay longer.

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



Circulation Areas

Dwelling Zones



2.1.2.1 Architecture

2.1.2.1.2.4.a Shop Layout: Circulation & Dwelling: Circulation Areas

Circulation Areas

Passage width

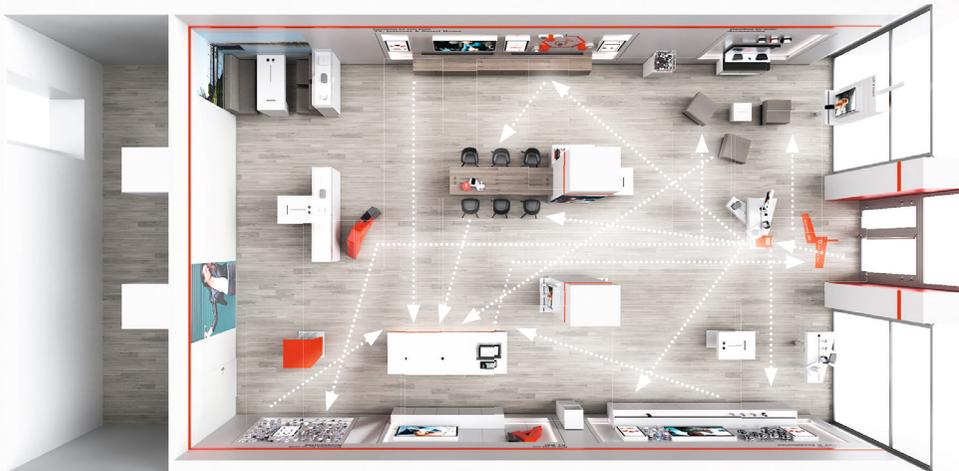
Provide walkways of a minimum width of 100 cm (More may be required according to countryspecific laws.)

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)



2.1.2.1 Architecture

2.1.2.1.2.4.b Shop Layout: Circulation & Dwelling: Dwelling Zones

Dwelling Zones

Dwelling Zones have three main functions:

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

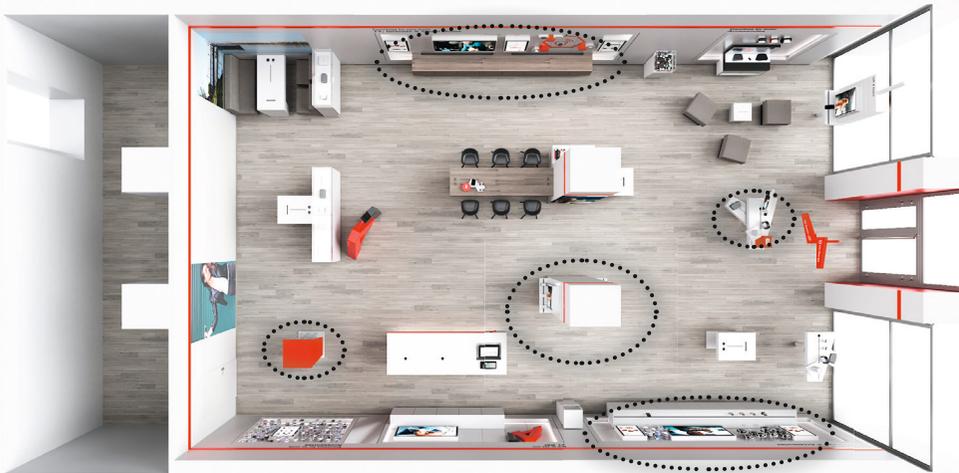
Of course these functions overlap, the graphics show the respectively prevailing functions.

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)



2.1.2.1 Architecture

2.1.2.1.2.5.a Shop Layout: Floor Plan Design: Customer Journey

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

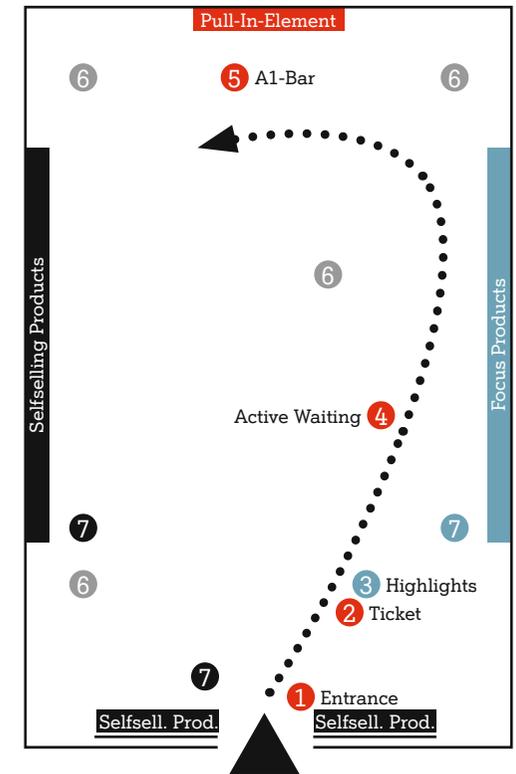
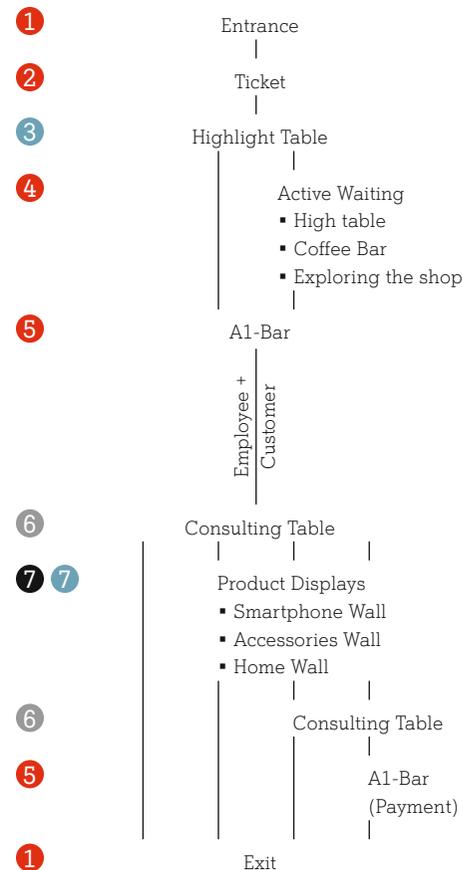
Focus Products Promoted products, medium and long-term
e.g. Smart Home

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



2.1.2.1 Architecture

2.1.2.1.2.5.b Shop Layout: Floor Plan Design: Influencing Factors

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

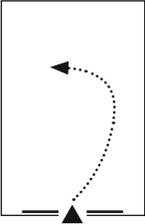


2.1.2.1 Architecture

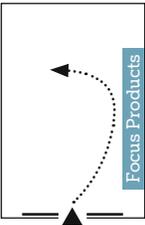
2.1.2.1.2.5.b Shop Layout: Floor Plan Design: Influencing Factors

Direction of view and movement

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

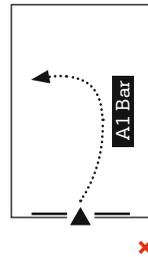
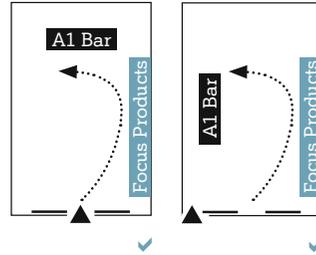


- Use the **prominent spot on the right hand side** of the entrance for focus products.



A1 Bar

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



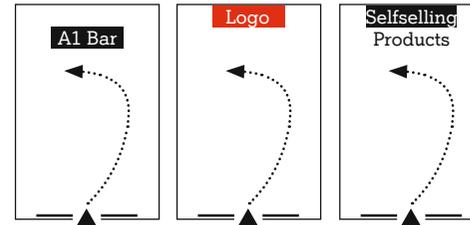
Pull-In Element

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

Make the customer **explore the shop, discover new products and 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)



2.1.2.1 Architecture

2.1.2.1.2.5.c Shop Layout: Floor Plan Design: Examples

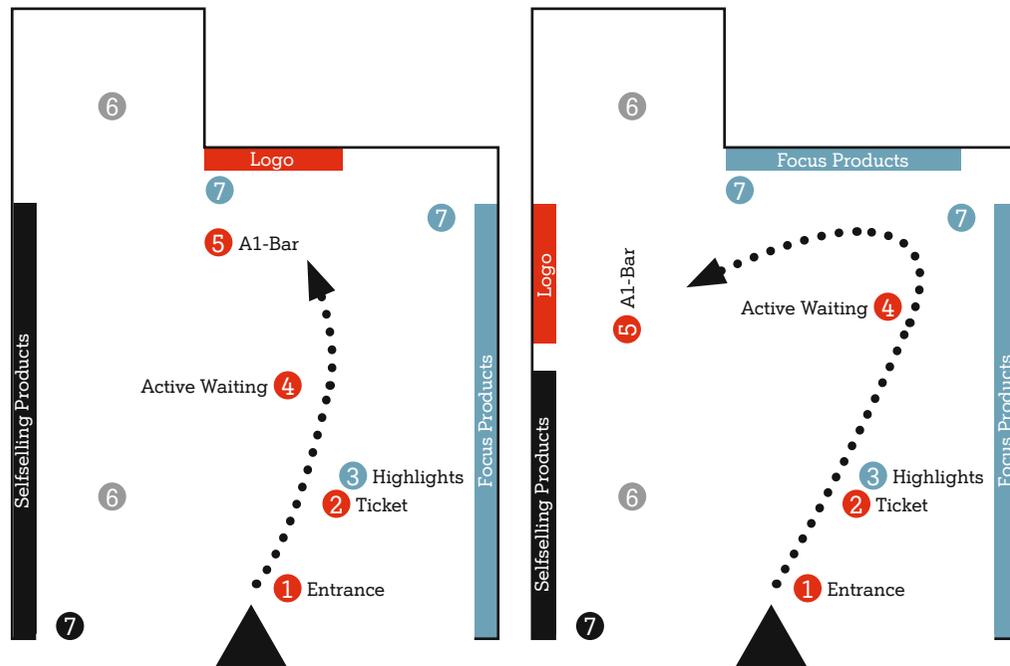
Examples

Square

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

A1 Bar: rear wall

A1 Bar: left wall

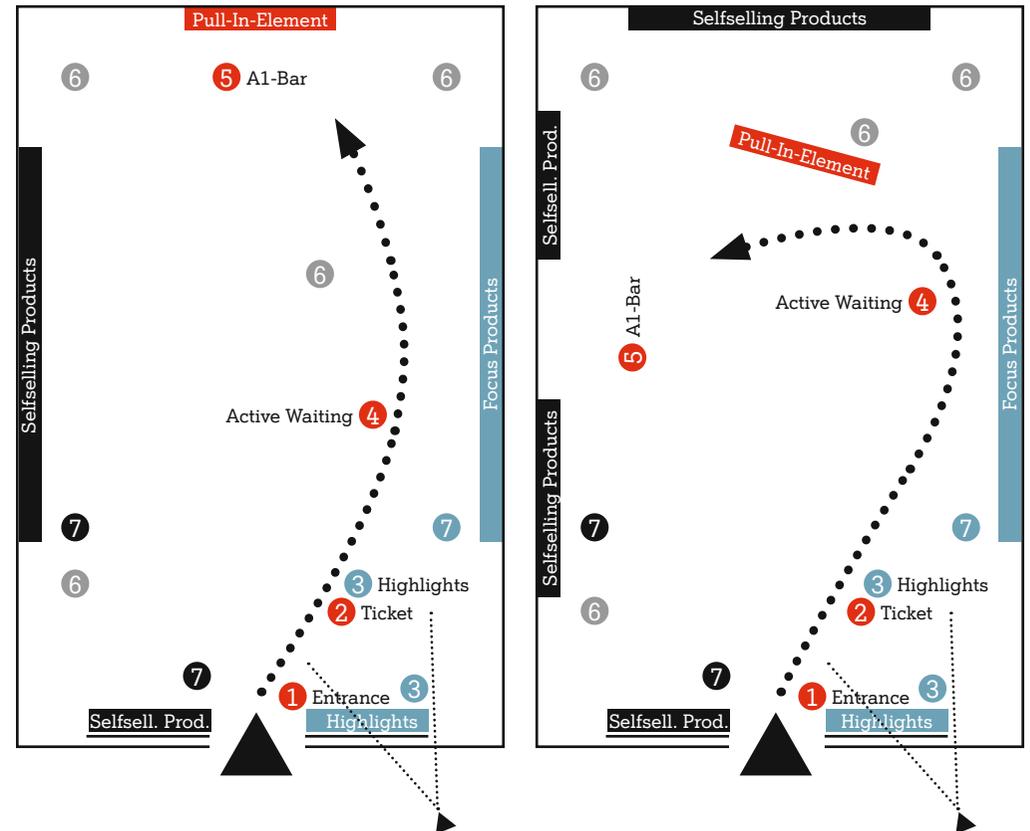


Rectangular longitudinal

Classical rectangular shape (street facade)

A1 Bar: rear wall

A1 Bar: left wall



2.1.2.1 Architecture

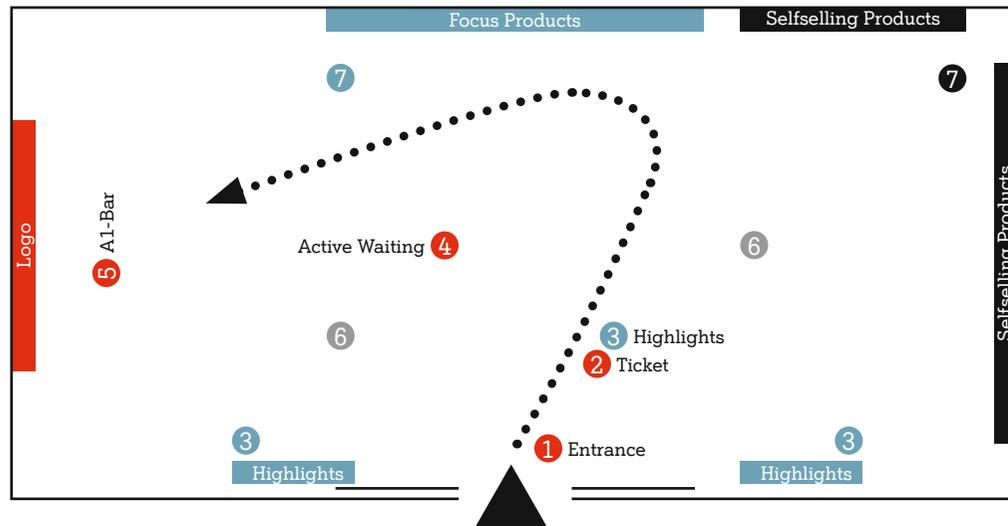
2.1.2.1.2.5.c Shop Layout: Floor Plan Design: Examples

Examples

Rectangular cross

Transversal rectangle with a street facade.

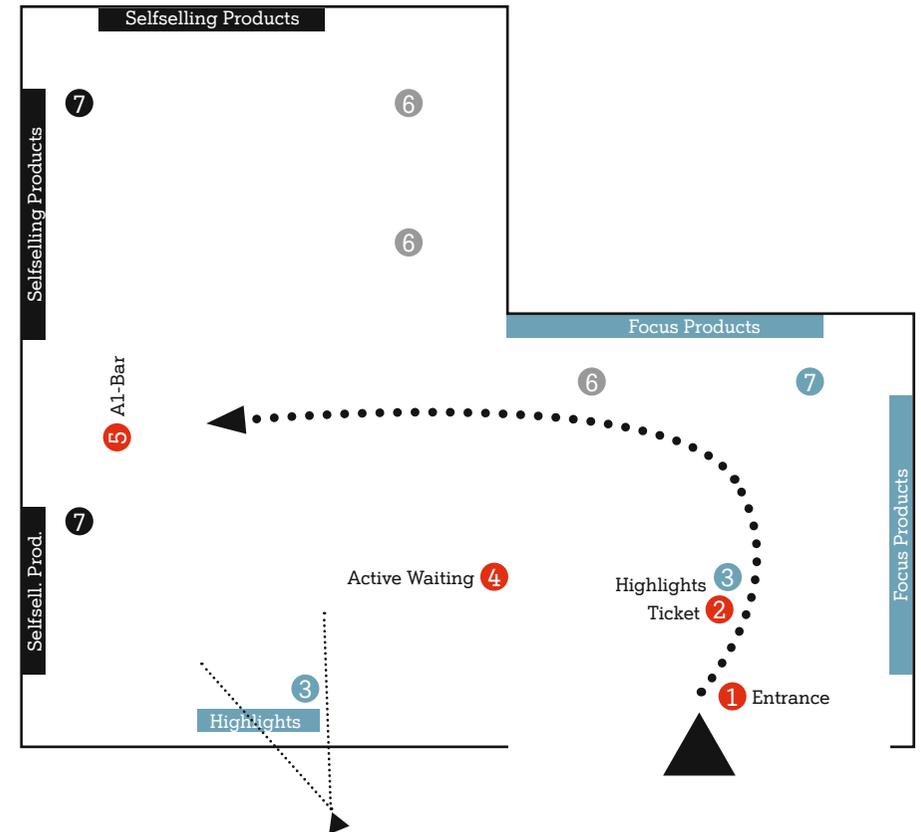
A1 Bar: left wall



L-Shaped

L-Shaped ground plan (mall).

A1 Bar: left wall



2.1.2.1 Architecture

2.1.2.1.3.1.a Materials & Surfaces: Floor

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

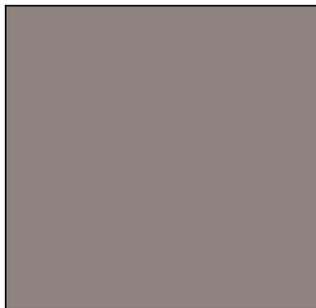
www.novabell.it



Joint Sealer

Sopro DF10
18 sand grey

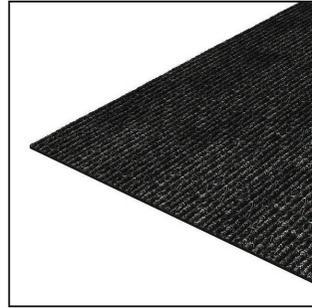
www.sopro.com



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

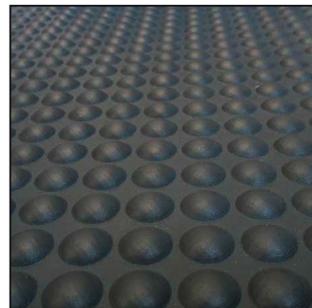
Lay Doormat directly onto screed.

www.fuma.com, www.geggus.com



Schlüter-Schiene

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

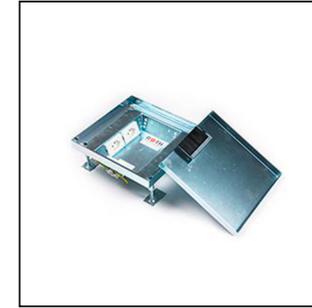


Ergomat

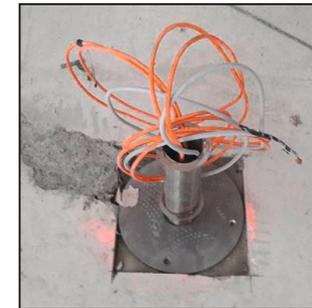
Engelhard Ergo-Med Flat Massiv B1
Colour: Anthracite RAL 7016
Thickness: 11-13 mm
Beveled edges

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

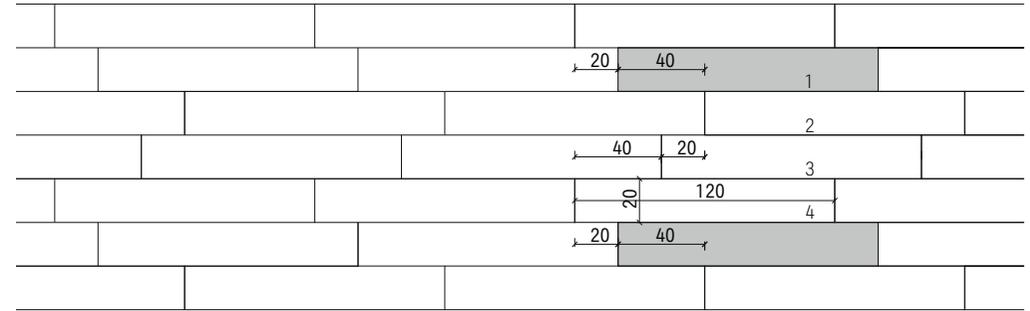
Obey countryspecific technical and legal requirements and regulations as well as the manufacturers' processing guidelines.

2.1.2.1 Architecture

2.1.2.1.3.1.a Materials & Surfaces: Floor

Pattern

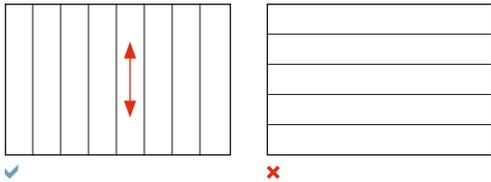
Pattern: „Random Pattern“
 Offset: 20 cm / 40 cm
 Joint Dimension: 2-3 mm



Direction

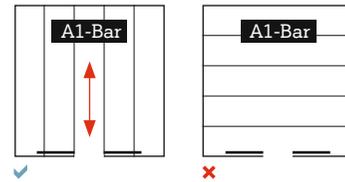
The target of the floor pattern is to support and influence atmosphere and circulation of the shop subtly. Take into account the following parameters when you decide on the direction of the floor pattern.

Orientation of the layout (lengthwise/crosswise)



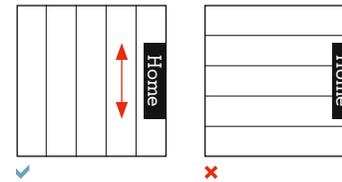
Basically we try to make a rectangular space seem wider by laying the tiles parallel to the short side of the room. (If the tile pattern follows the long side of the space, it intensifies the tubular appearance of the space.)

Direction of movement



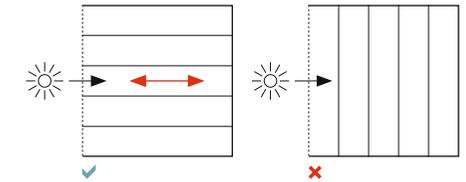
The direction of the floor follows the direction of the movement of the customer into the shop from the entrance to the A1-Bar, thus pulling him subtly into the shop.

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.

2.1.2.1 Architecture

2.1.2.1.3.1.b Materials & Surfaces: Walls

Walls: Materials & Products



Gypsum Plasterboard

1 Layer of regular panels

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

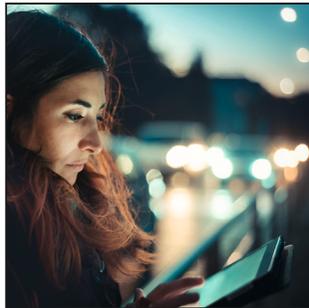
Filling

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



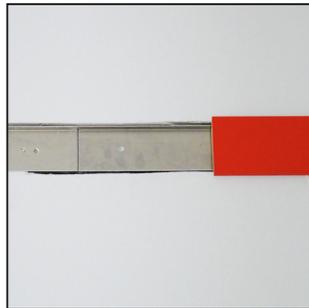
Metal stud substructure

Edge protection profiles



Moodimage

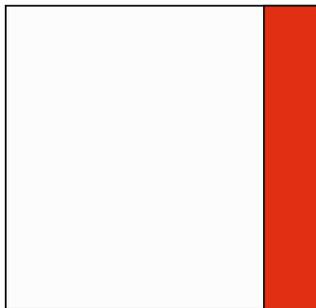
High underground smoothness required (quality level Q4)



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



Paint

RAL 9003 Signal White

Smoothen for Mood Images: Q4

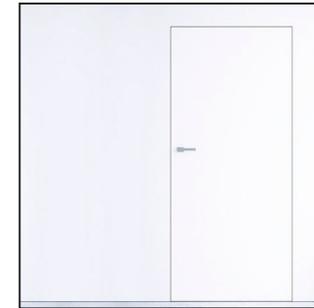
Paint Red Walls

RAL 3020 Traffic Red



Lettering

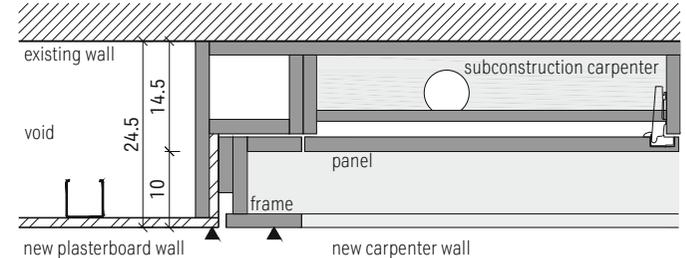
Glue Lettering to finished drywall.



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.

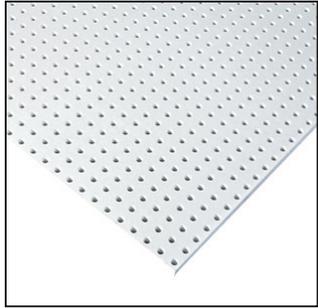
Countryspecific Remarks

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

2.1.2.1 Architecture

2.1.2.1.3.1.c Materials & Surfaces: Ceiling

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.



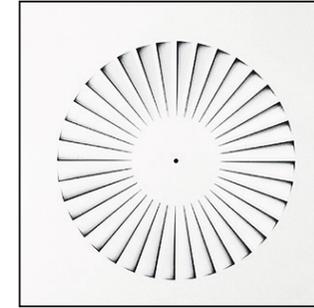
Lighting System

Zumtobel TECTON

Ceiling Height \geq 320 cm:
Suspended trunk

Ceiling Height < 320 cm:
Ceiling-mounted trunk

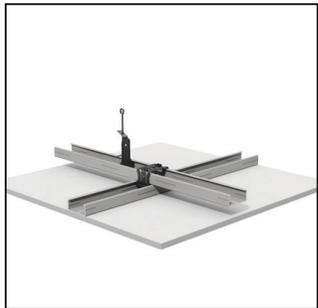
Lower edge trunk:
300 cm above floor



Ventilation

Ceiling diffuser (symbolic picture)

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



Suspended Ceiling



Accent Lighting

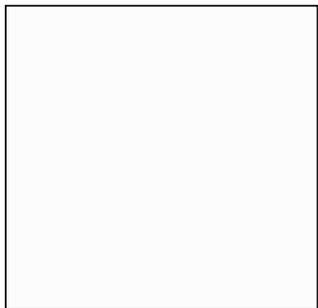
Zumtobel PANOS

Always suspended.

Lower edge luminaire:
200 cm above floor



Inspection Flap



Paint

RAL 9003 Signal White



Substructure Furniture

e.g. Substructure for Signposts

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

Substructure



Plywood

- Substructure for Walls



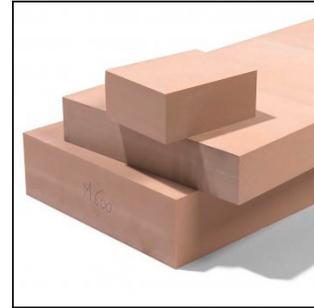
MDF

- Panels
- Red Stripe
- Frames for screens



Chipboard

- Frame of the Walls



SikaBlock

- A1 Logo Furniture (F03)



Steel

- Highlight Table
- Lift & Learn

Material Thickness & Substructure:

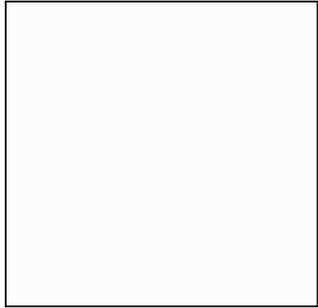
Up to manufacturer & static requirements unless otherwise stated.

Countryspecific Remarks

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

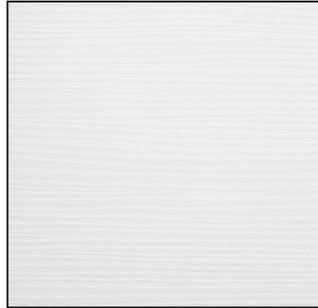
2.1.2.2 Interior
 2.1.2.2.1 Materials & Surfaces

Surfaces



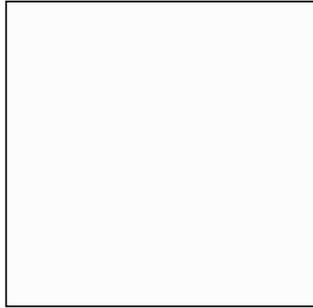
Furniture Varnish
 RAL 9003 Signal White

- Regular stressed surfaces
- Steel parts



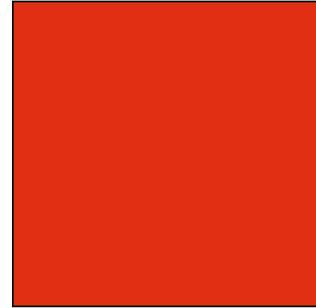
Furniture
 FunderMax Star Favorit Superfront 1.0, Dekor 1118 LI

- Highly stressed surfaces



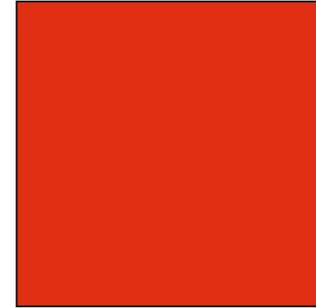
Acrylic
 White opaque

- Outdoor Signs



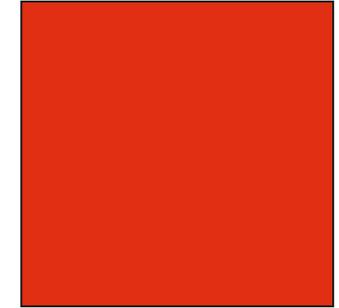
Furniture Varnish
 RAL 3020 Traffic red (high gloss)

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



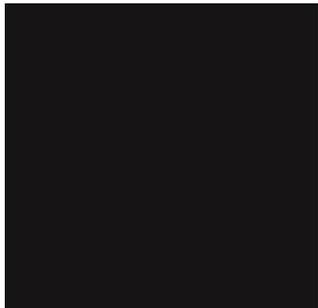
Acrylic
 Acrylic Red GS 3H67

- Outdoor Signs + Logos
- Light Strip Red

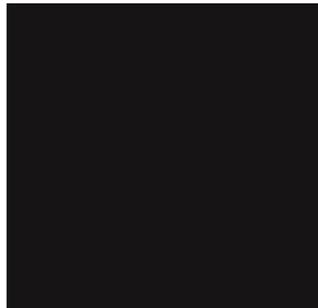


Upholstery
 Kvadrat
 Divina 3 623

- Waiting Sofa
- Upholstery HAY AAC10 + AAC20

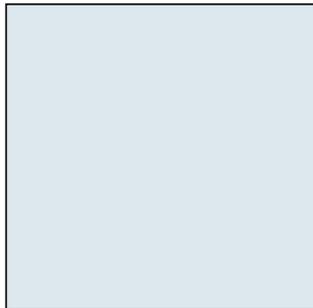


Furniture Varnish
 RAL 9017 Traffic Black (matt)



Acrylic
 Black opaque

- Lettering
- Outdoor Signs + Logos



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

- Storage
- Music Wall (Doors sideboard)



Acrylic
 Transparent

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



Furniture
 Kronodesign
 K079 PW Grey Clubhouse Oak

- Sideboard Homewall
- Waiting Table, A1 Table

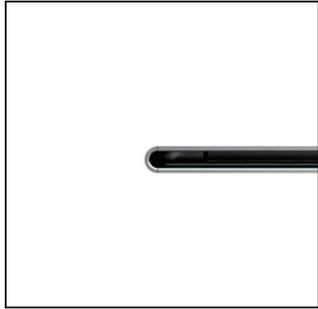


Upholstery
 Kvadrat
 Molly 2 160

- Consulting Sofa & Chair
- TV Stool

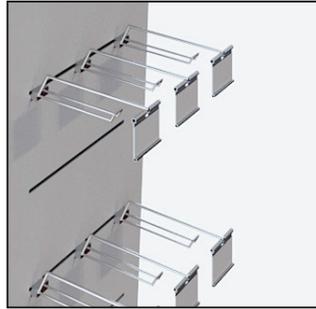
2.1.2.2 Interior
 2.1.2.2.1 Materials & Surfaces

Details



Display
 Visplay Invisible 3

- Walls
- Accessories Tower



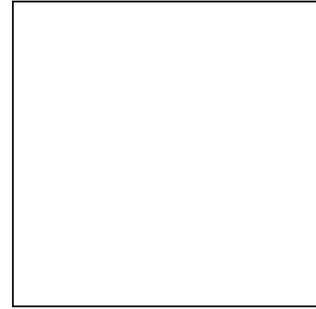
Product Holder
 Custom-made (See also C 03)

- 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



Digital Signage Player
 Bofex I-Series 600

- Walls
- Lift & Learn
- Digital Signage

Attention: Heat generation!

2.1.2.2 Interior
 2.1.2.2.1 Materials & Surfaces

Details



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

- Wall Frames
- Highlight Furniture



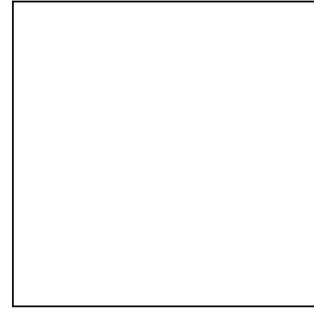
Locking System
 Häfele Dialock

- 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

2.1.2.2 Interior

2.1.2.2.2 Modules & Elements: Overview

POS Furniture: Overview

How we furnish our stores.

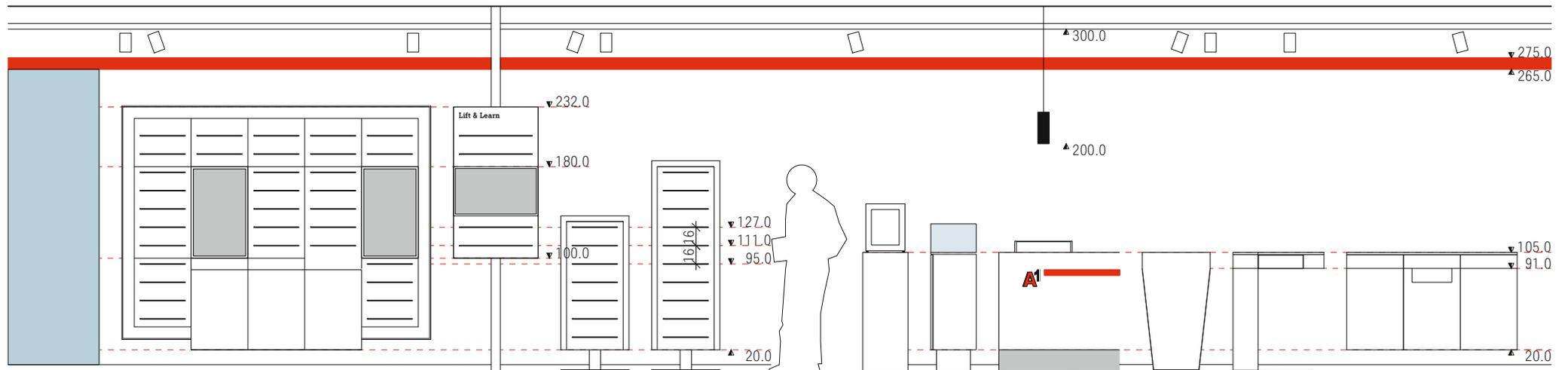
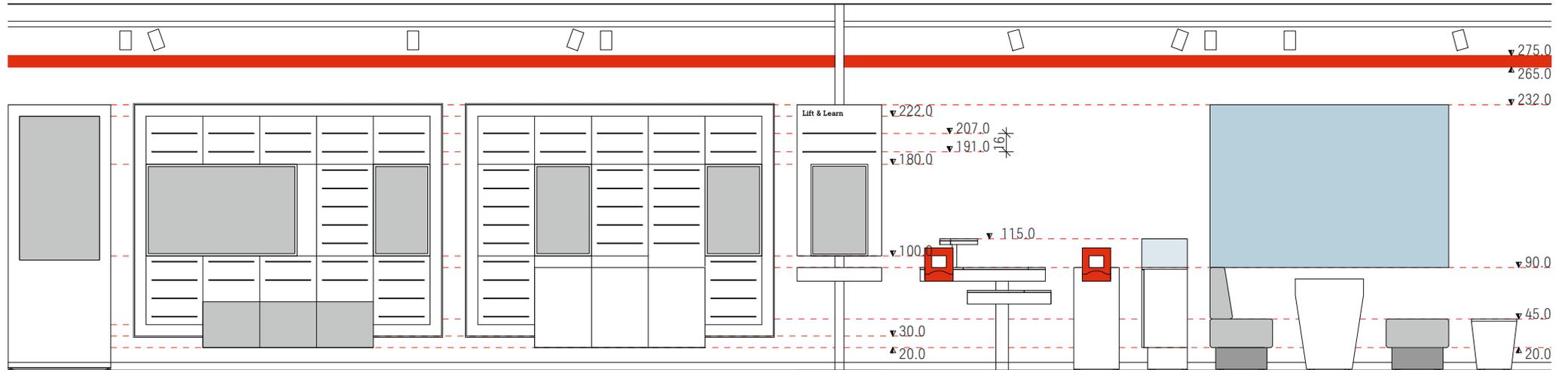
A	Product Display: Walls	B	Product Display: Freestanding	C	Tables	D	Seating	E	Storage	F	Branding
A 01	Smartphone Wall	B 01	Highlight Table	C 01	Waiting Table	D 01	Consulting Sofa	E 01	Storage	0	Logos
A 02	Home Wall	B 02	Lift & Learn	C 02	Product Table	D 02	Consulting Chair	E 02	Coffeebar	F 01	3D-Logo - Wall
A 03	Accessories Wall	B 03	Accessories Tower	C 03	A1 Table	D 03	TV Stool	E 03	Guru Storage I	F 02	3D-Logo - Freestanding
A 04	Music Wall	B 04	Pedestal	C 04	A1 Bar	D 04	Waiting Sofa	E 04	Guru Storage II	F 03	3D-Logo - Furniture
A 05	Bar Wall			C 05	Consulting Table High	D 05	Honeycomb Waiting Stool	E 05	Drinks & Storage	F 04	Blade Sign
				C 06	Consulting Table Low					F 05	Fascia
				C 07	Side Table	D 21	HAY AAC10			F 06	Foliation Construction Site
				C 08	Wait & Consult	D 22	HAY AAC20			1	Colours
				C 09	Waiting Table - Corner	D 23	HAY AAC42			F 11	Red Stripe
						D 24	HAY AAS32			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
G	Others									4	Design
G 01	Signpost									5	Sound & Motion
G 02	Honeycombs										
G 03	Headphone Holder										

2.1.2.2 Interior

2.1.2.2.2 Modules & Elements: Heights

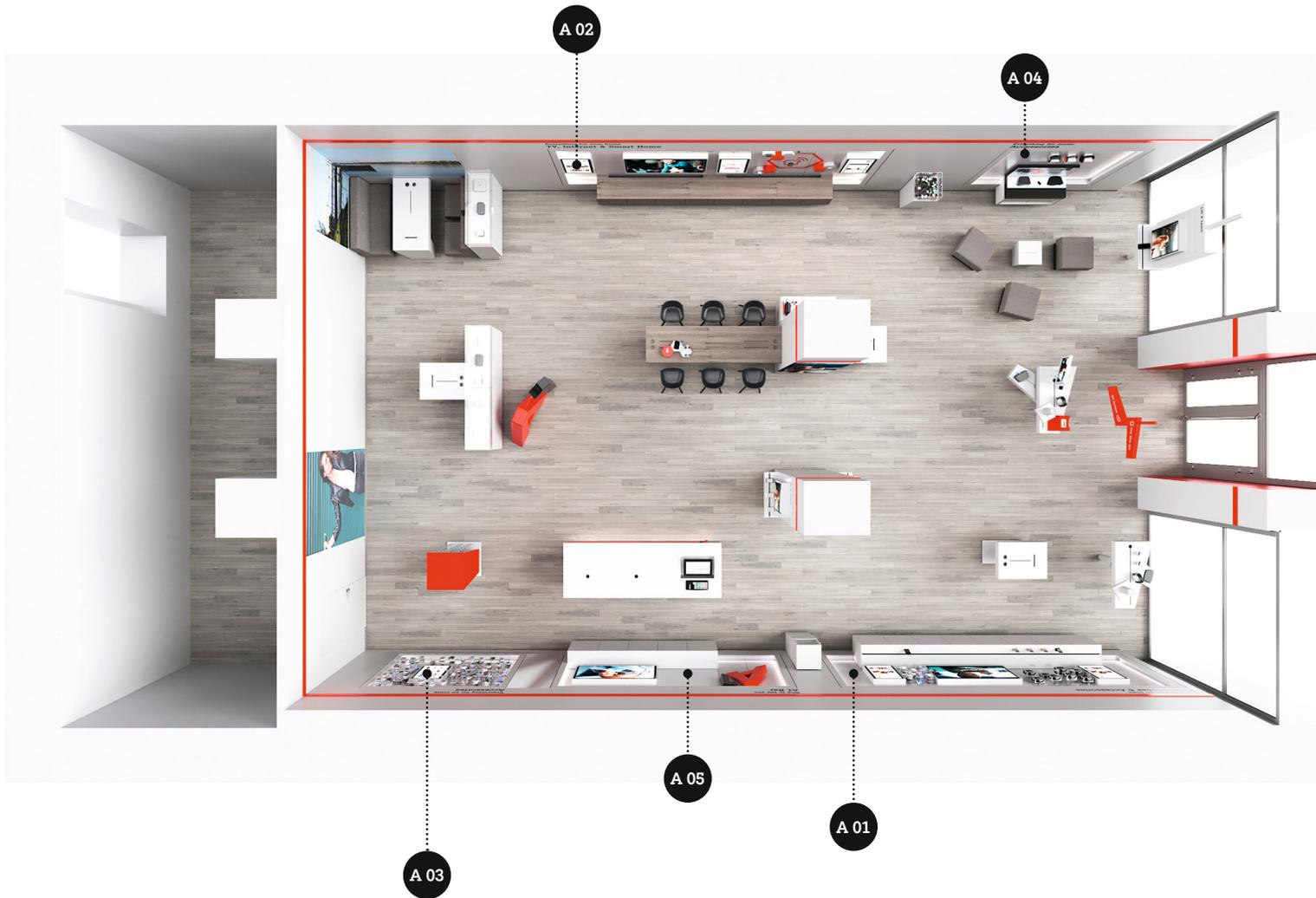
Heights

Continuous lines for a smooth overall impression.



2.1.2.2 Interior

2.1.2.2.A Modules & Elements: Product Display Wall



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

2.1.2.2 Interior

2.1.2.2.2.A Modules & Elements: Product Display Wall: A 01 Smartphone Wall

A 01 Smartphone Wall



Everything for en route
Smartphones & Accessories

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

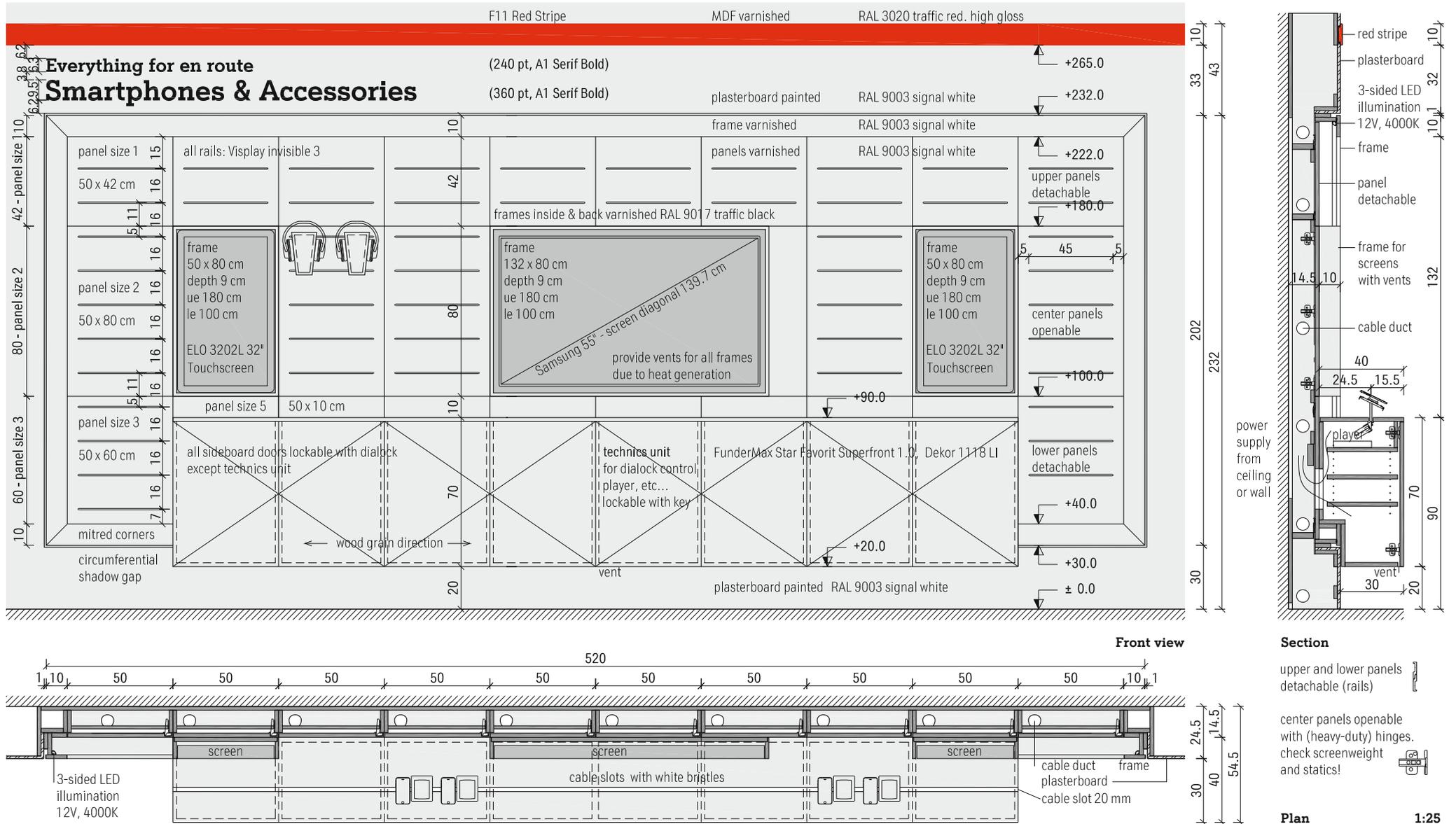
Zone: On the way

Location: Wall

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

2.1.2.2 Interior

2.1.2.2.A Modules & Elements: Product Display Wall: A 01 Smartphone Wall – Straight: Plans



2.1.2.2 Interior

2.1.2.2.2.A Modules & Elements: Product Display Wall: A 01 Smartphone Wall – Corner

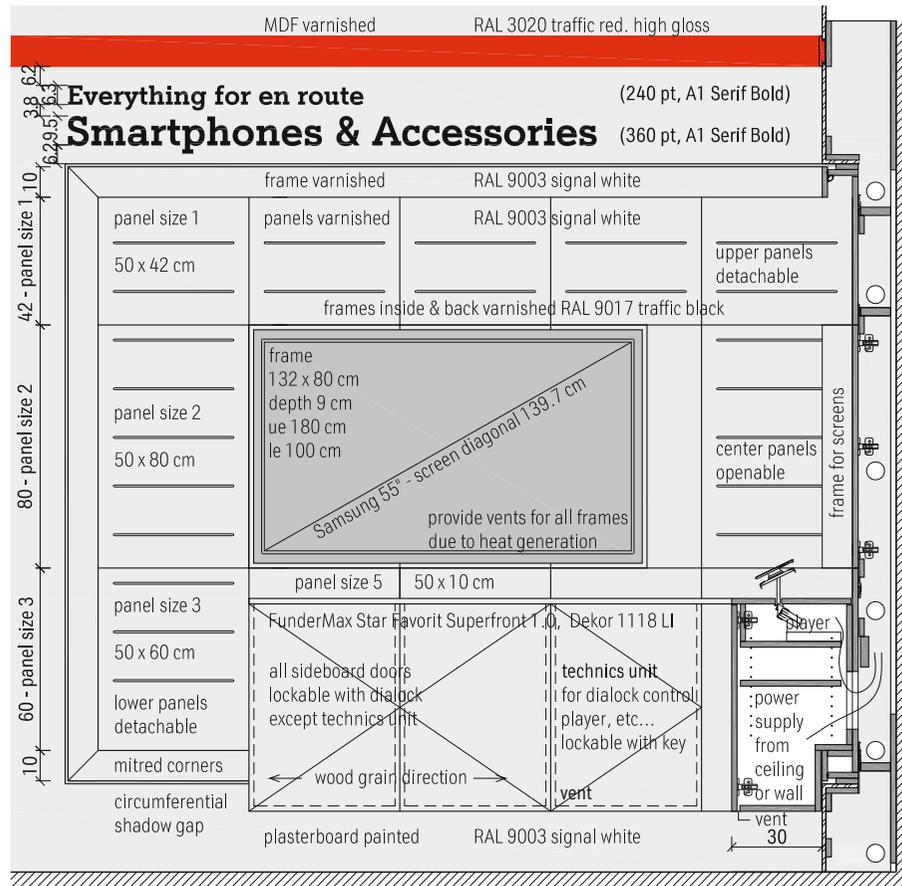
A 01 Smartphone Wall – Corner

See A 01 Smartphone Wall.



2.1.2.2 Interior

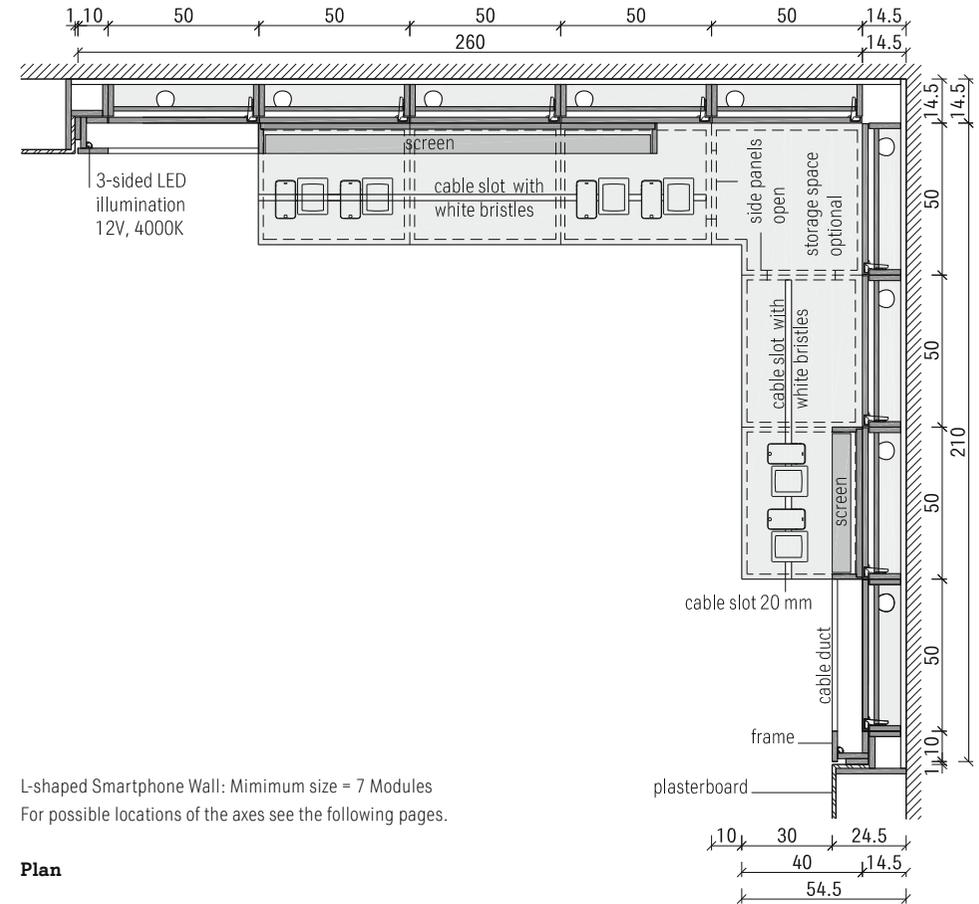
2.1.2.2.2.A Modules & Elements: Product Display Wall: A 01 Smartphone Wall – Corner: Plans



Front view & Section

Upper and lower panels:
Detachable (rails)

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



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

Plan

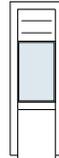
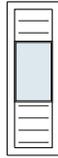
2.1.2.2 Interior

2.1.2.2.A Modules & Elements: Product Display Wall: A 01 Smartphone Wall: Variations

A01: 1 Module

Width: 70 cm

For small shops only!



A01.01.00-A

A01.01.00-B

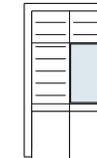
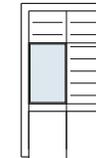
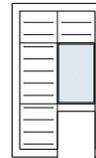
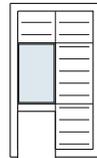
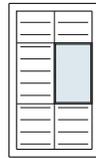
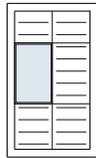
A01.01.01-A

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

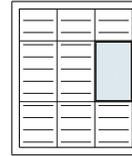
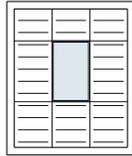
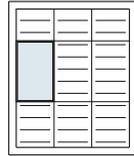
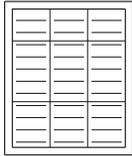
2.1.2.2 Interior

2.1.2.2.2.A Modules & Elements: Product Display Wall: A 01 Smartphone Wall: Variations

A 01: 3 Modules

Width: 170 cm

For small shops only!

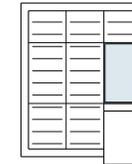
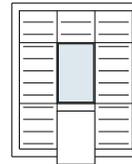
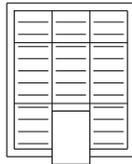
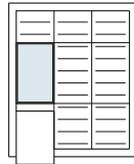
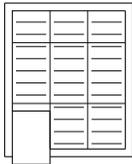


A01.03.00-A

A01.03.00-B

A01.03.00-C

A01.03.00-D



A01.03.01L-A

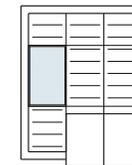
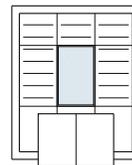
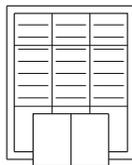
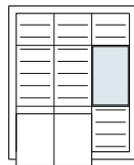
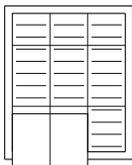
A01.03.01L-B

A01.03.01C-A

A01.03.01C-B

A01.03.01R-A

A01.03.01R-B



A01.03.02L-A

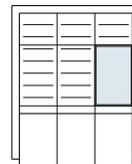
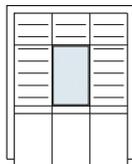
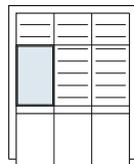
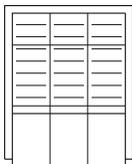
A01.03.02L-B

A01.03.02C-A

A01.03.02C-B

A01.03.02R-A

A01.03.02R-B



A01.03.03-A

A01.03.03-B

A01.03.03-C

A01.03.03-D

1:100

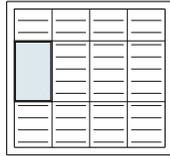
2.1.2.2 Interior

2.1.2.2.2.A Modules & Elements: Product Display Wall: A 01 Smartphone Wall: Variations

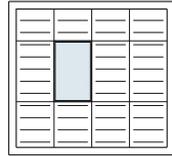
A 01: 4 Modules

Width: 220 cm

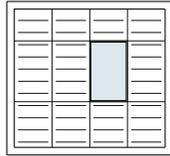
For small shops only!



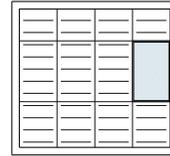
A01.04.00-A



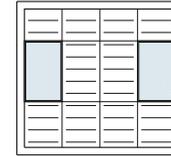
A01.04.00-B



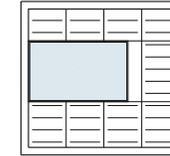
A01.04.00-C



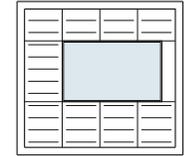
A01.04.00-D



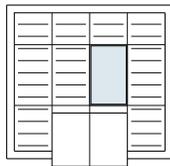
A01.04.00-E



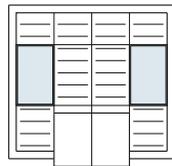
A01.04.00-F



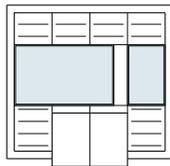
A01.04.00-G



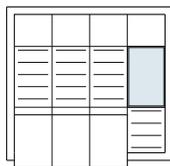
A01.04.02C-A



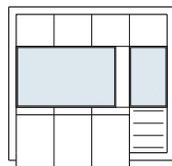
A01.04.02C-B



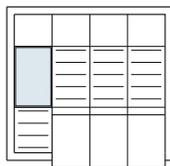
A01.04.02C-C



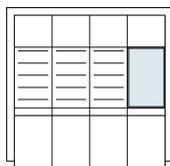
A01.04.03L-A



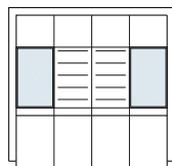
A01.04.03L-B



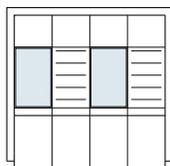
A01.04.03R-A



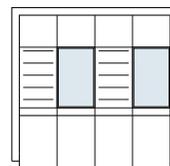
A01.04.04-A



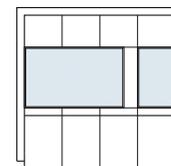
A01.04.04-B



A01.04.04-C



A01.04.04-D



A01.04.04-E



A01.04.04-F

2.1.2.2 Interior

2.1.2.2.2.A Modules & Elements: Product Display Wall: A 01 Smartphone Wall: Variations

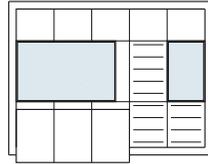
A 01: 5 Modules

Width: 270 cm

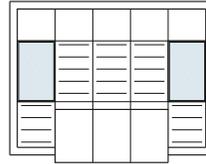
For small shops only!



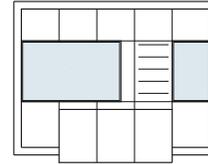
A01.05.03L-A



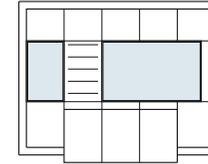
A01.05.03L-B



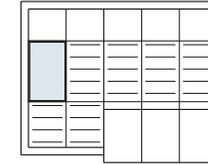
A01.05.03C-A



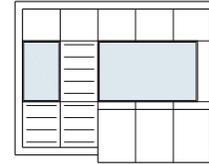
A01.05.03C-B



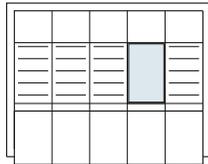
A01.05.03C-C



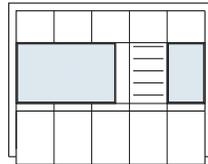
A01.05.03R-A



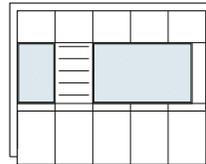
A01.05.03R-B



A01.05.05-A



A01.05.05-B



A01.05.05-C

2.1.2.2 Interior

2.1.2.2.2.A Modules & Elements: Product Display Wall: A 01 Smartphone Wall: Variations

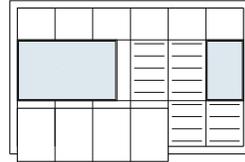
A 01: 6 Modules

Width: 320 cm

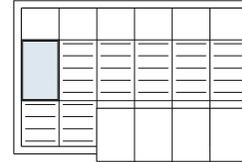
For small shops only!



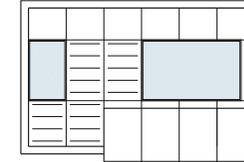
A01.06.04L-A



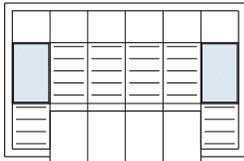
A01.06.04L-B



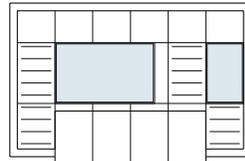
A01.06.04R-A



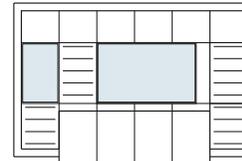
A01.06.04R-B



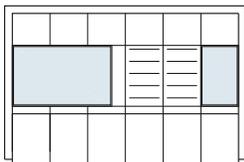
A01.06.04C-A



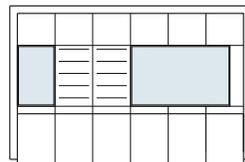
A01.06.04C-B



A01.06.04C-C



A01.06.06-A



A01.06.06-B

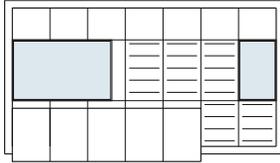
2.1.2.2 Interior

2.1.2.2.2.A Modules & Elements: Product Display Wall: A 01 Smartphone Wall: Variations

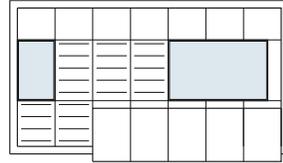
A 01: 7 Modules

Width: 370 cm

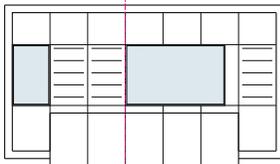
Regular Size



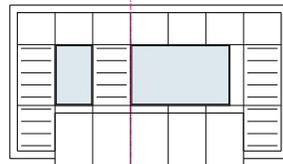
A01.07.05L-A



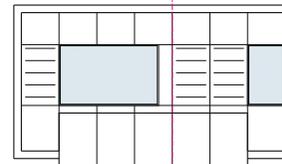
A01.07.05R-A



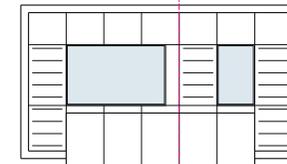
A01.07.05C-A *



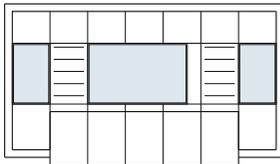
A01.07.05C-B *



A01.07.05C-C *



A01.07.05C-D *



A01.07.05C-E

* Possible Axes
for Corner Versions

1:100

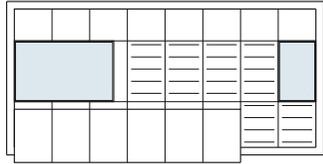
2.1.2.2 Interior

2.1.2.2.2.A Modules & Elements: Product Display Wall: A 01 Smartphone Wall: Variations

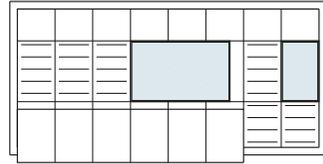
A 01: 8 Modules

Width: 420 cm

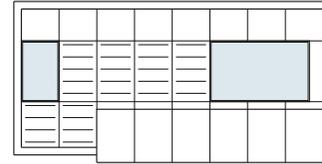
Regular Size



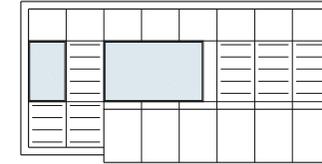
A01.08.06L-A



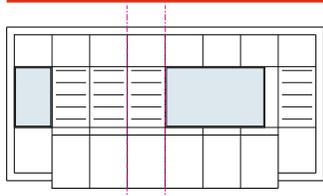
A01.08.06L-B



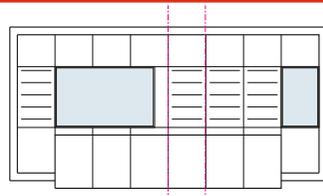
A01.08.06R-A



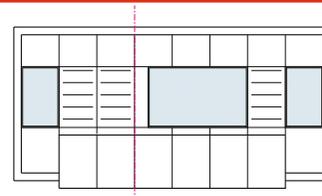
A01.08.06R-B



A01.08.06C-A *



A01.08.06C-B *

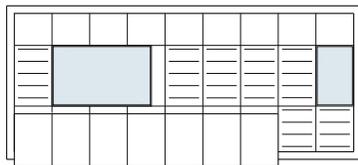


A01.08.06C-C *

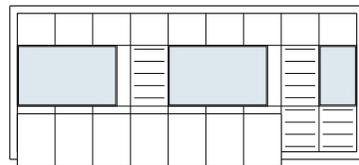
A 01: 9 Modules

Width: 470 cm

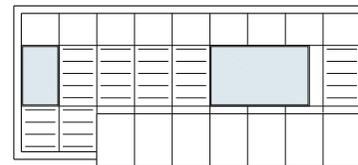
Regular Size



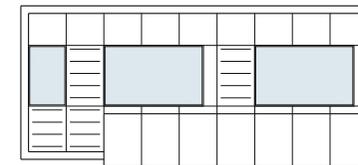
A01.09.07L-A



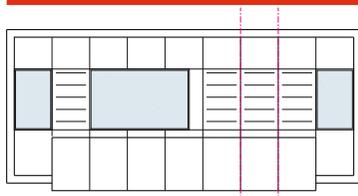
A01.09.07L-B



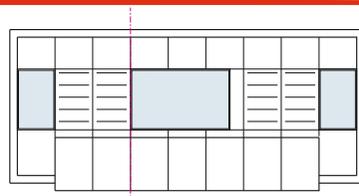
A01.09.07R-A



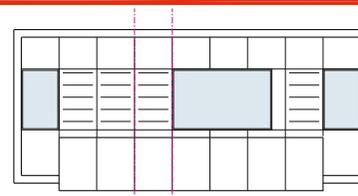
A01.09.07R-B



A01.09.07C-A *



A01.09.07C-B *



A01.09.07C-C *

* Possible Axes
for Corner Versions

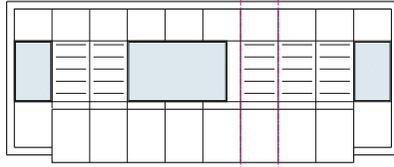
2.1.2.2 Interior

2.1.2.2.2.A Modules & Elements: Product Display Wall: A 01 Smartphone Wall: Variations

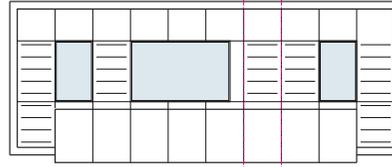
A 01: 10 Modules

Width: 520 cm

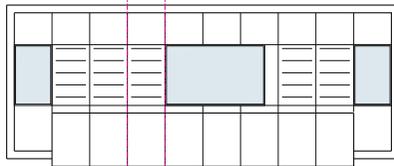
Regular Size



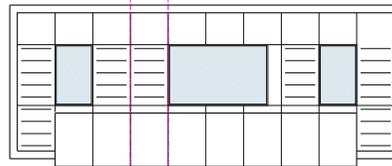
A01.10.08C-A *



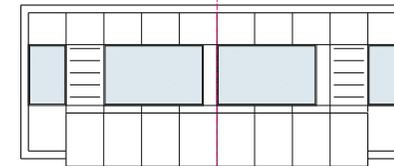
A01.10.08C-B *



A01.10.08C-C *



A01.10.08C-D *

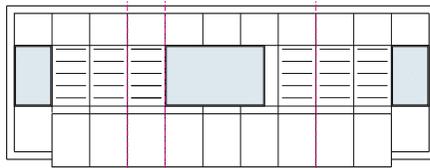


A01.10.08C-E *

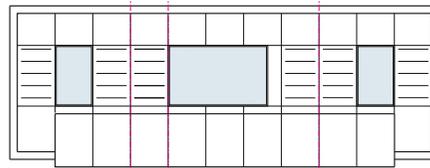
A 01: 11 Modules

Width: 570 cm

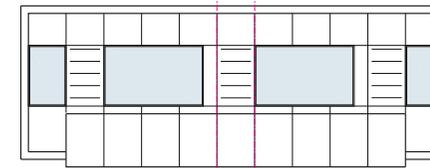
Regular Size



A01.11.09C-A *



A01.11.09C-B *



A01.11.09C-C *

* Possible Axes
for Corner Versions

1:100

2.1.2.2 Interior

2.1.2.2.2.A Modules & Elements: Product Display Wall: A 01 Smartphone Wall: Variations

A 01: 12 Modules

Width: 620 cm

Regular Size



* Possible Axes
for Corner Versions

1:100

2.1.2.2 Interior

2.1.2.2.2.A Modules & Elements: Product Display Wall: A 02 Home Wall

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

2.1.2.2 Interior

2.1.2.2.2.A Modules & Elements: Product Display Wall: A 02 Home Wall

A 02 Home Wall (Small)

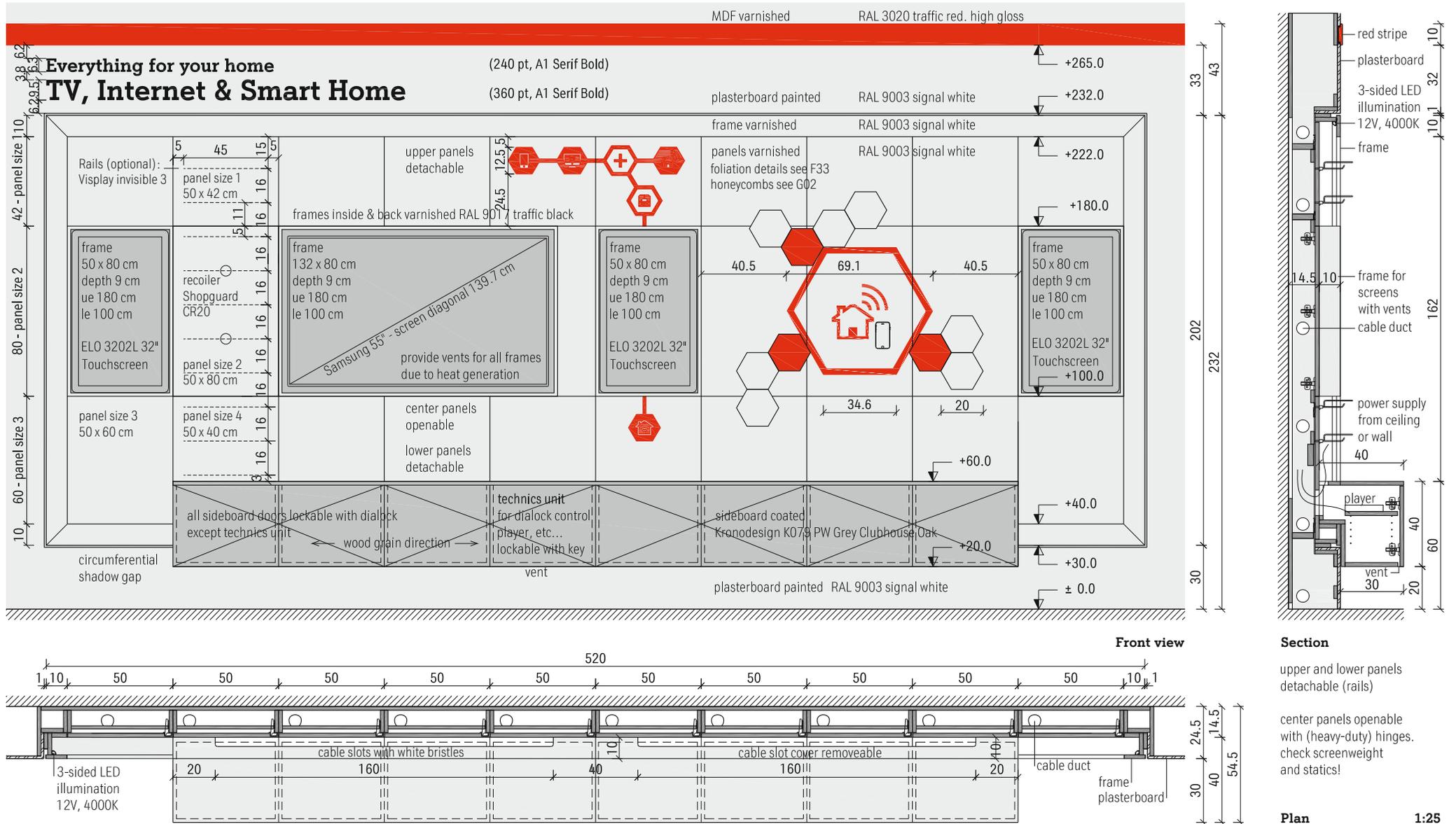
See previous page.

Everything for your home
TV, Internet & Smart Home



2.1.2.2 Interior

2.1.2.2.2.A Modules & Elements: Product Display Wall: A 02 Home Wall: Plans



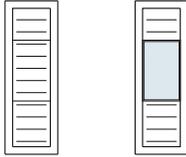
2.1.2.2 Interior

2.1.2.2.A Modules & Elements: Product Display Wall: A 02 Home Wall: Variations

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

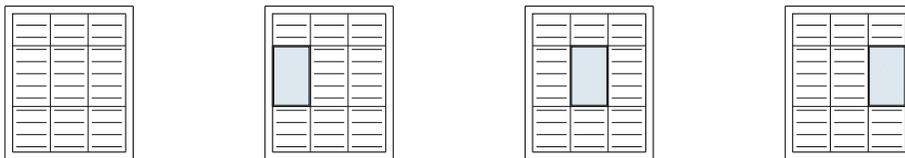
A02.02.00-B

A02.02.00-C

A 02: 3 Modules

Width: 170 cm

For small shops only!



A02.03.00-A

A02.03.00-B

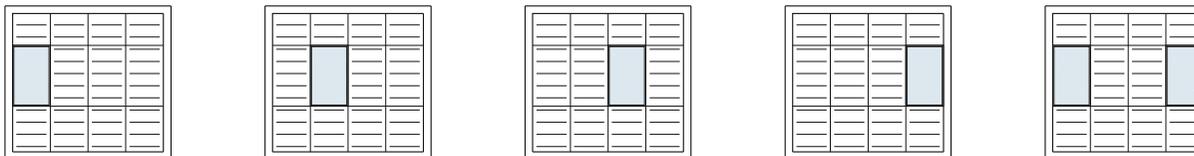
A02.03.00-C

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

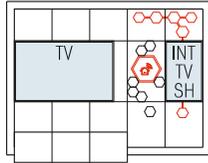
2.1.2.2 Interior

2.1.2.2.A Modules & Elements: Product Display Wall: A 02 Home Wall: Variations

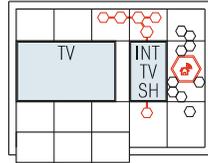
A 02: 5 Modules

Width: 270 cm

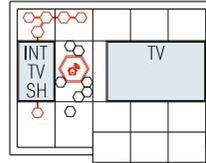
For small shops only!



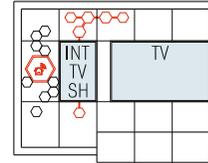
A02.05.03L-A



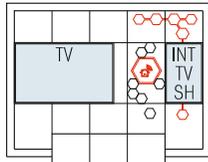
A02.05.03L-B



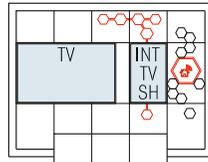
A02.05.03R-A



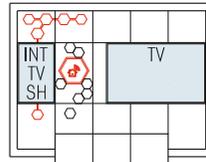
A02.05.03R-B



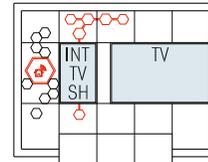
A02.05.03C-A



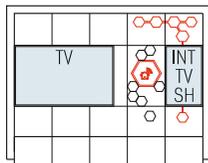
A02.05.03C-B



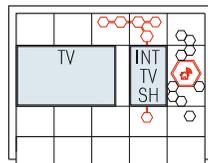
A02.05.03C-C



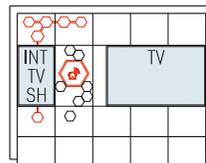
A02.05.03C-D



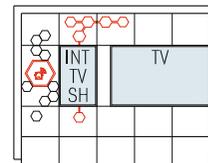
A02.05.05-A



A02.05.05-B



A02.05.05-C



A02.05.05-D

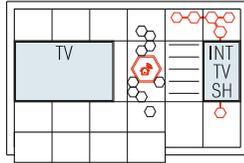
2.1.2.2 Interior

2.1.2.2.A Modules & Elements: Product Display Wall: A 02 Home Wall: Variations

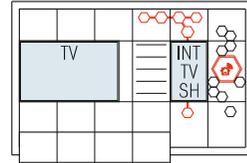
A 02: 6 Modules

Width: 320 cm

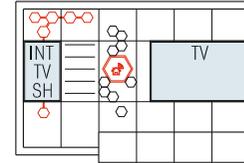
For small shops only!



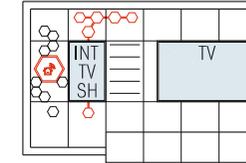
A02.06.04L-A



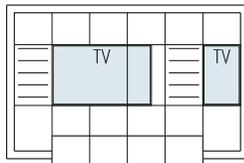
A02.06.04L-B



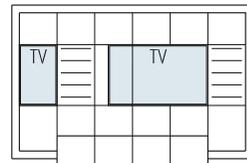
A02.06.04R-A



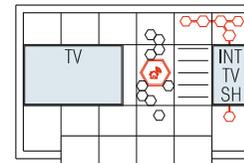
A02.06.04R-B



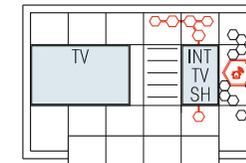
A02.06.04C-A



A02.06.04C-B



A02.06.04C-C

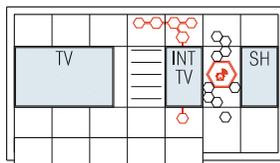


A02.06.04C-D

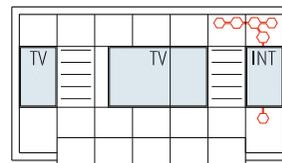
A 02: 7 Modules

Width: 370 cm

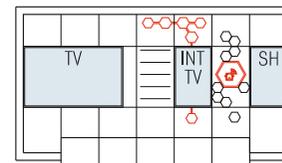
For small shops only!



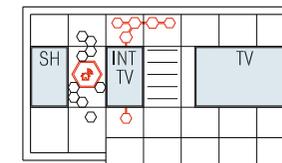
A02.07.05L-A



A02.07.05C-A



A02.07.05C-B



A02.07.05R-A

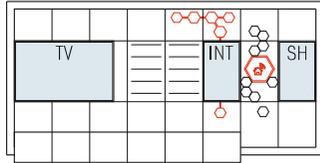
2.1.2.2 Interior

2.1.2.2.2.A Modules & Elements: Product Display Wall: A 02 Home Wall: Variations

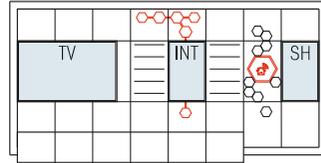
A 02: 8 Modules

Width: 420 cm

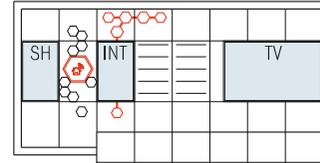
Regular Size



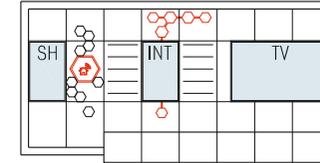
A02.08.06L-A



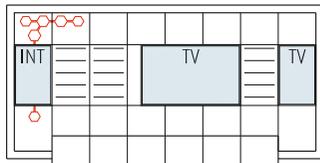
A02.08.06L-B



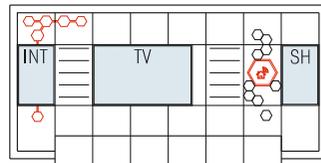
A02.08.06R-A



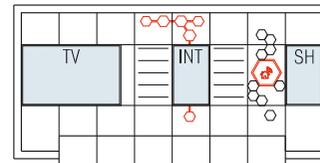
A02.08.06R-B



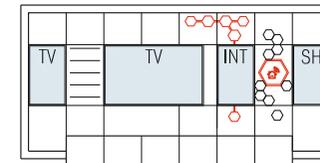
A02.08.06C-A



A02.08.06C-B



A02.08.06C-C

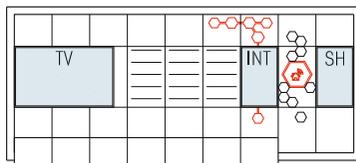


A02.08.06C-D

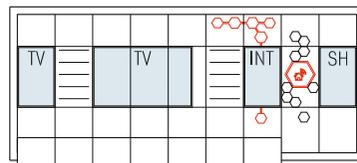
A 02: 9 Modules

Width: 470 cm

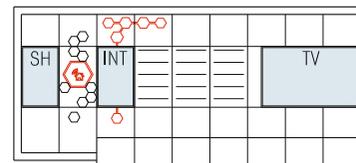
Regular Size



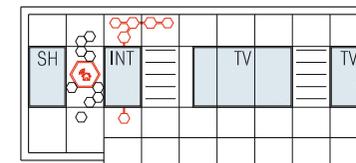
A02.09.07L-A



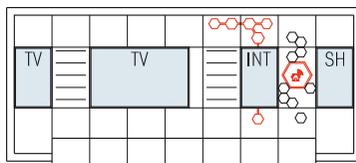
A02.09.07L-B



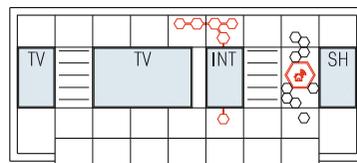
A02.09.07R-A



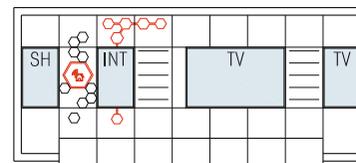
A02.09.07R-B



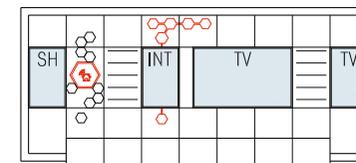
A02.09.07C-A



A02.09.07C-B



A02.09.07C-C



A02.09.07C-D

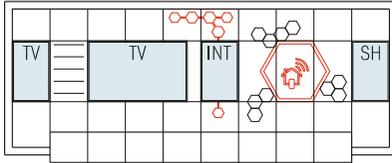
2.1.2.2 Interior

2.1.2.2.A Modules & Elements: Product Display Wall: A 02 Home Wall: Variations

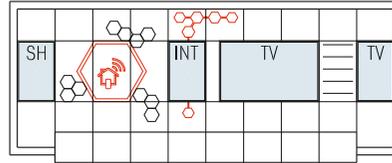
A 02: 10 Modules

Width: 520 cm

Regular Size



A02.10.08C-A

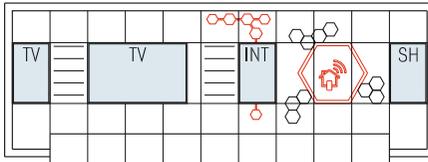


A02.10.08C-B

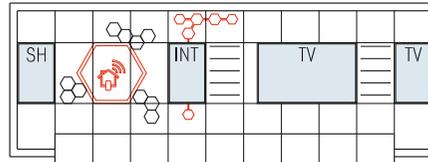
A 02: 11 Modules

Width: 570 cm

Regular Size



A02.11.09C-A

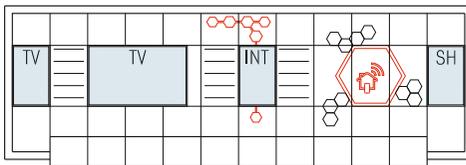


A02.11.09C-B

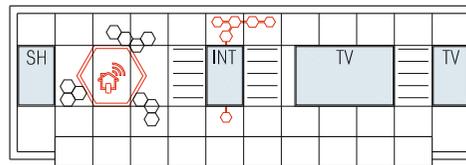
A 02: 12 Modules

Width: 620 cm

Regular Size



A02.12.10C-A



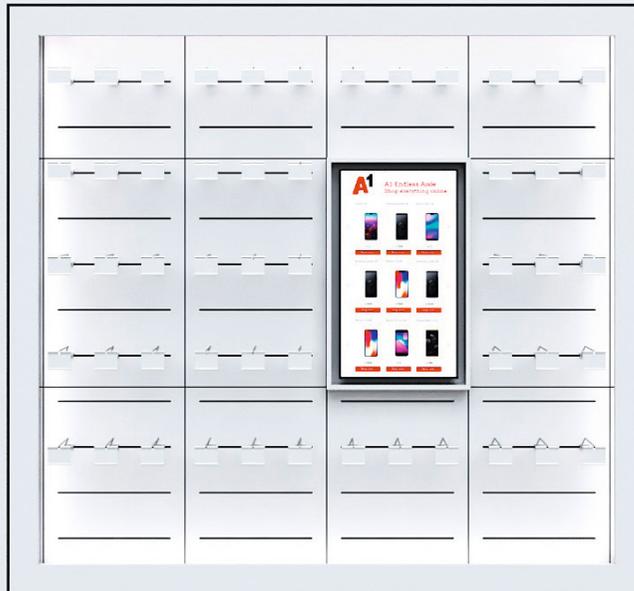
A02.12.10C-B

2.1.2.2 Interior

2.1.2.2.A Modules & Elements: Product Display Wall: A 03 Accessories Wall

A 03 Accessories Wall

Everything for en route Accessories



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

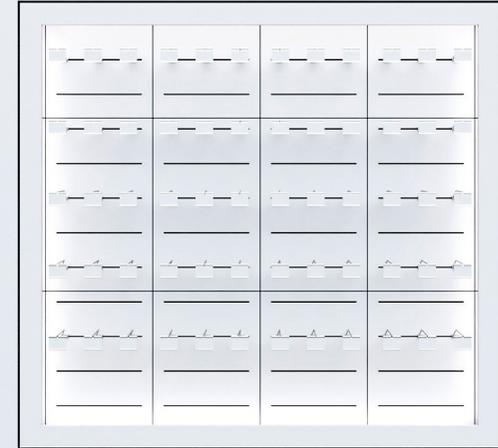
2.1.2.2 Interior

2.1.2.2.2.A Modules & Elements: Product Display Wall: A 03 Accessories Wall: Variations

Everything for en route
Accessories



Everything for en route
Accessories



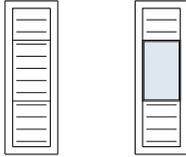
2.1.2.2 Interior

2.1.2.2.A Modules & Elements: Product Display Wall: A 03 Accessories Wall: Variations

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

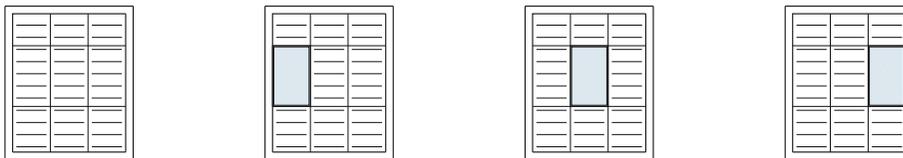
A03.02.00-B

A03.02.00-C

A 03: 3 Modules

Width: 170 cm

Regular Size



A03.03.00-A

A03.03.00-B

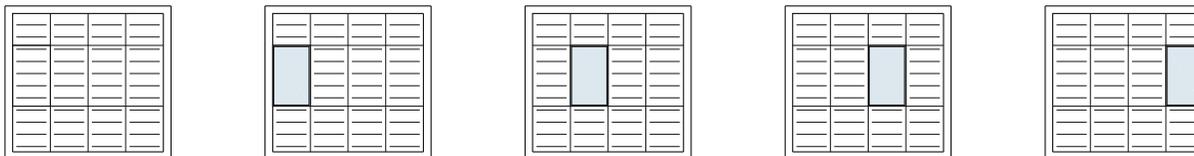
A03.03.00-C

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

2.1.2.2 Interior

2.1.2.2.2.A Modules & Elements: Product Display Wall: A 04 Music Wall

A 04 Music Wall

Everything for music Accessories



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

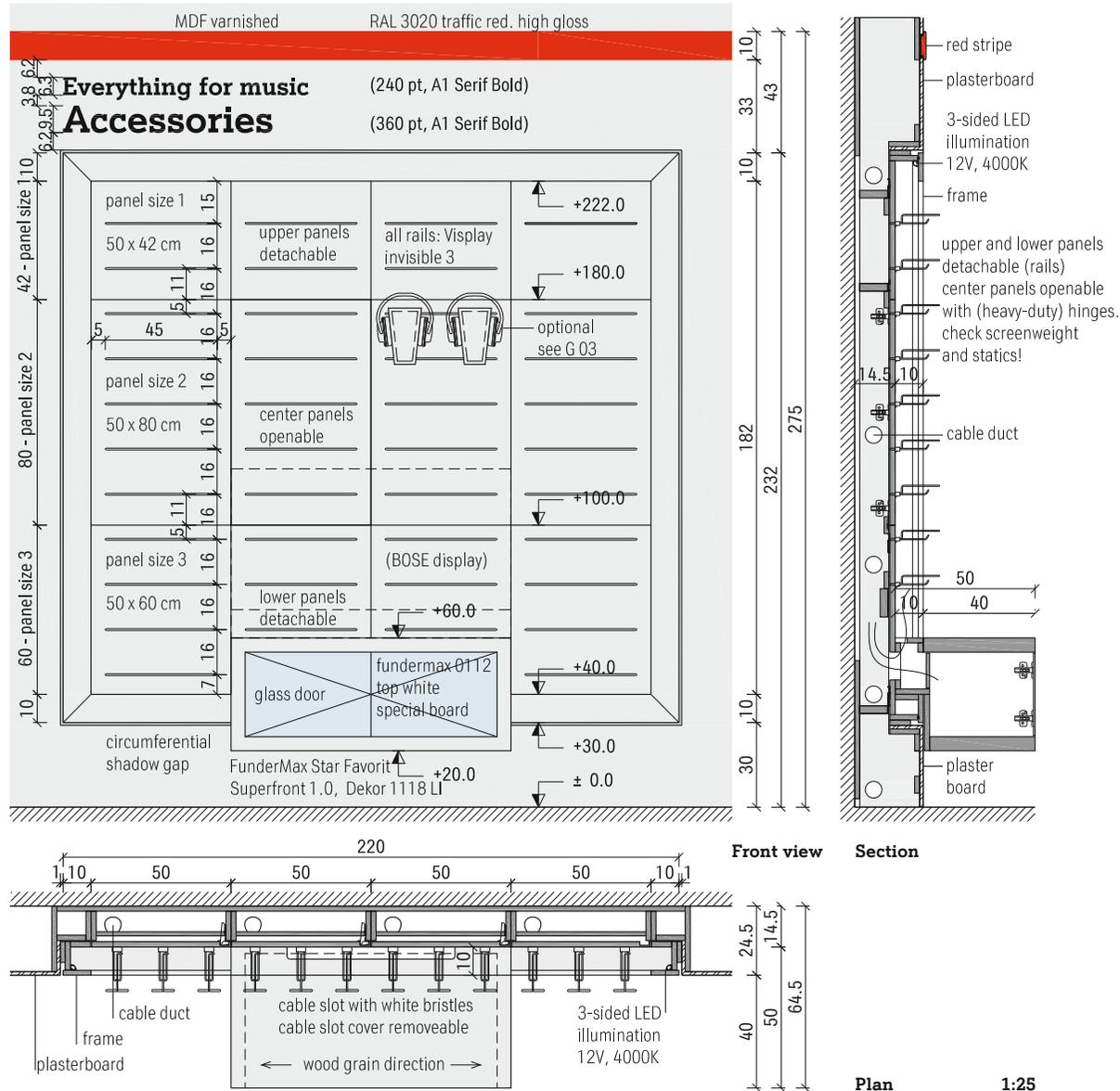
Combo: F 21 Lettering

Zone: On the way / At home

Location: Wall

2.1.2.2 Interior

2.1.2.2.A Modules & Elements: Product Display Wall: A 04 Music Wall: Plans



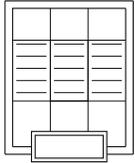
2.1.2.2 Interior

2.1.2.2.A Modules & Elements: Product Display Wall: A 04 Music Wall: Variations

A 04: 3 Modules

Width: 170 cm

Regular Size

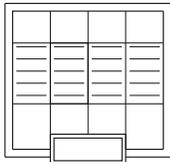


A04.03.02C-A

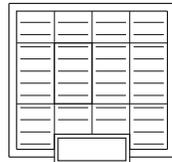
A 04: 4 Modules

Width: 220 cm

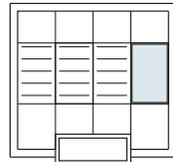
Regular Size



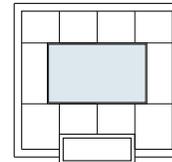
A04.04.02C-A



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

2.1.2.2 Interior

2.1.2.2.2.A Modules & Elements: Product Display Wall: A 05 Bar Wall

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 asymmetrically

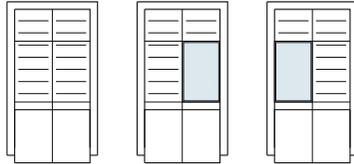
2.1.2.2 Interior

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

A 05: 2 Modules

Width: 120 cm
(Combo with A1 Bar,
width = 110 cm)

For small shops only!



A05.02.02-A

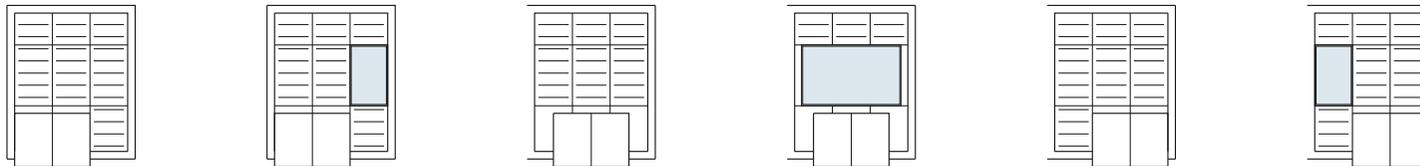
A05.02.02-B

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

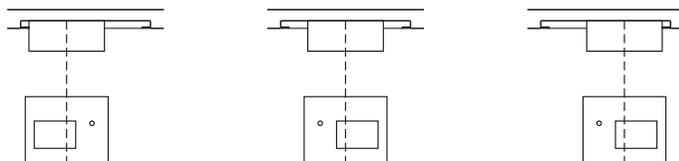
A05.04.02C-A

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

2.1.2.2 Interior

2.1.2.2.2.A Modules & Elements: Product Display Wall: A 05 Bar Wall: Variations

A 05: 3 Modules

Width: 170 cm
(Combo with A1 Bar,
width = 160 cm)

For small shops only!



A05.03.03-A

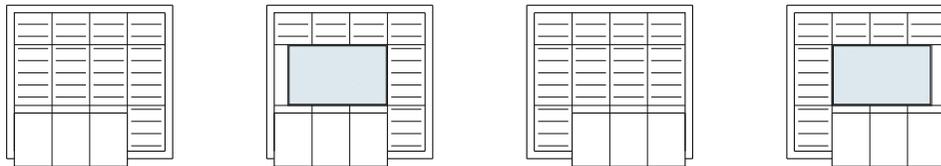
A05.03.03-B

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

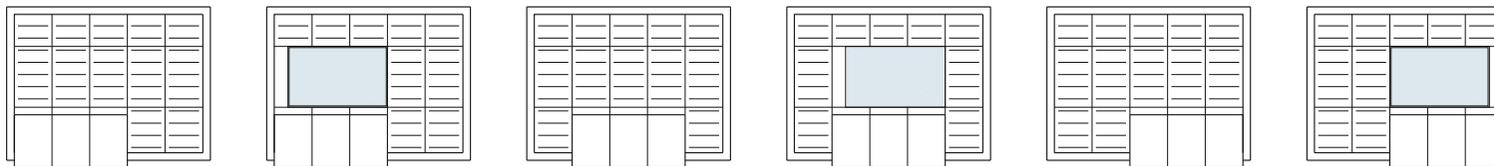
A05.04.03R-A

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

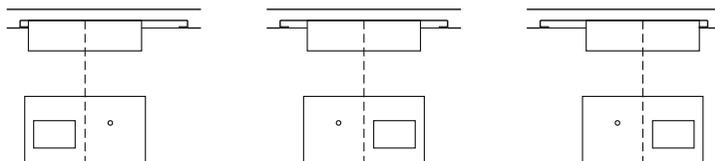
A05.05.03C-A

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

2.1.2.2 Interior

2.1.2.2.2.A Modules & Elements: Product Display Wall: A 05 Bar Wall: Variations

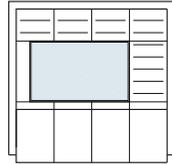
A 05: 4 Modules

Width: 220 cm
(Combo with A1 Bar,
width = 210 cm)

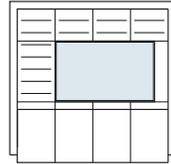
For small shops only!



A05.04.04-A



A05.04.04-B

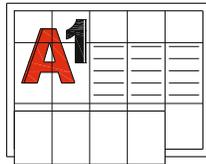


A05.04.04-C

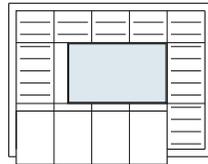
A 05: 5 Modules

Width: 270 cm
(Combo with A1 Bar,
width = 210 cm)

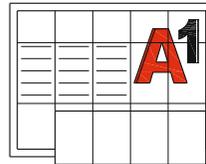
Regular Size



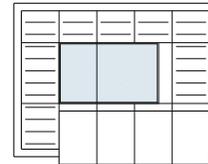
A05.05.04L-A



A05.05.04L-B



A05.05.04R-A

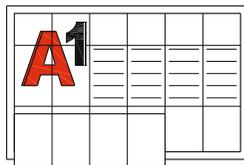


A05.05.04R-B

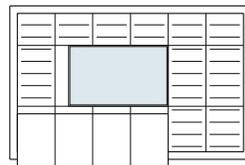
A 05: 6 Modules

Width: 320 cm
(Combo with A1 Bar,
width = 210 cm)

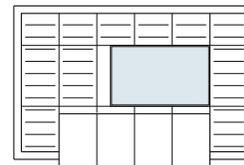
Regular Size



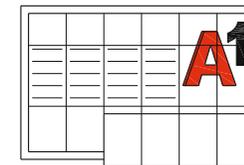
A05.06.04L-A



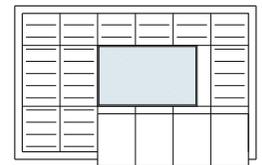
A05.06.04L-B



A05.06.04C-A

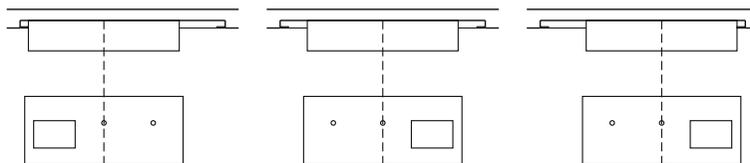


A05.06.04R-A



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

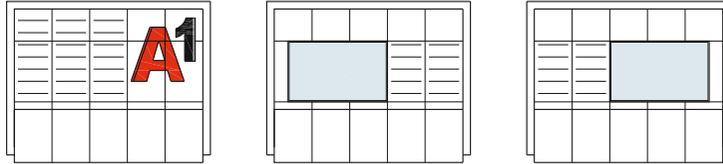
2.1.2.2 Interior

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

A 05: 5 Modules

Width: 270 cm
(Combo with A1 Bar,
width = 260 cm)

Regular Size



A05.05.05-A

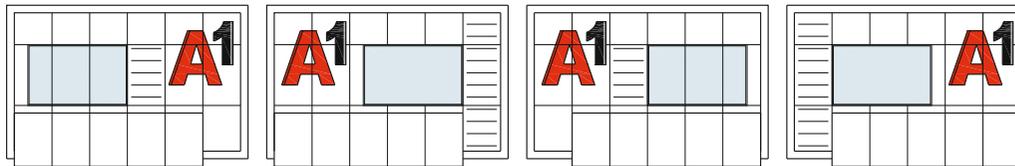
A05.05.05-B

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

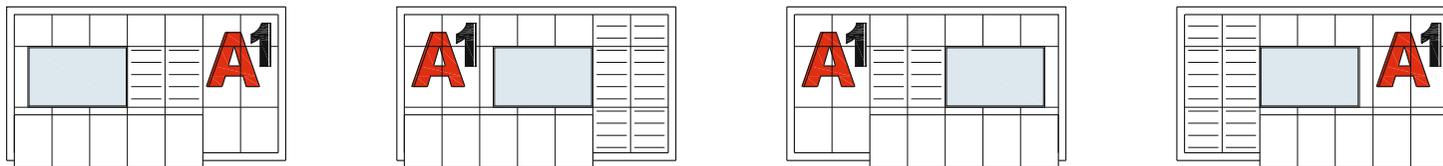
A05.06.05R-A

A05.06.05R-B

A 05: 7 Modules

Width: 370 cm
(Combo with A1 Bar,
width = 260 cm)

Regular Size



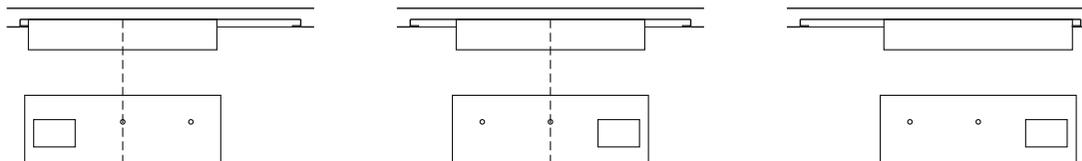
A05.07.05L-A

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)

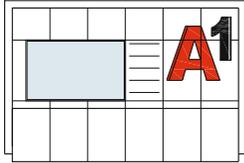
1:100

2.1.2.2 Interior

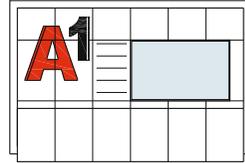
2.1.2.2.2.A Modules & Elements: Product Display Wall: A 05 Bar Wall: Variations

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

Regular Size



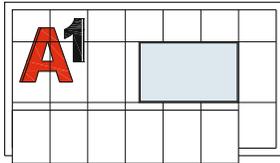
A05.06.06-A



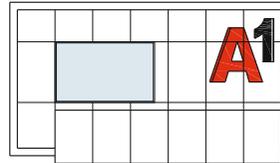
A05.06.06-B

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

Regular Size



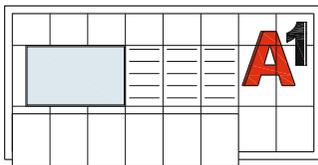
A05.07.06L-A



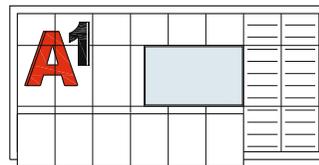
A05.07.06L-B

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

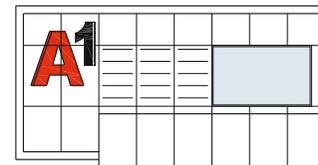
Regular Size



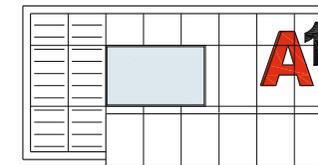
A05.08.06L-A



A05.08.06L-B

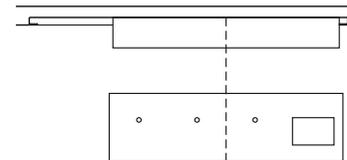
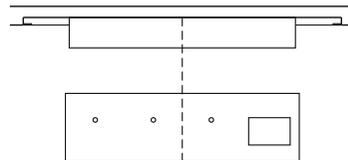
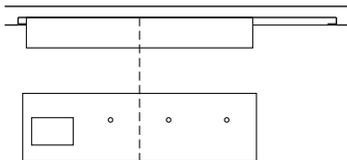


A05.08.06R-A



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.

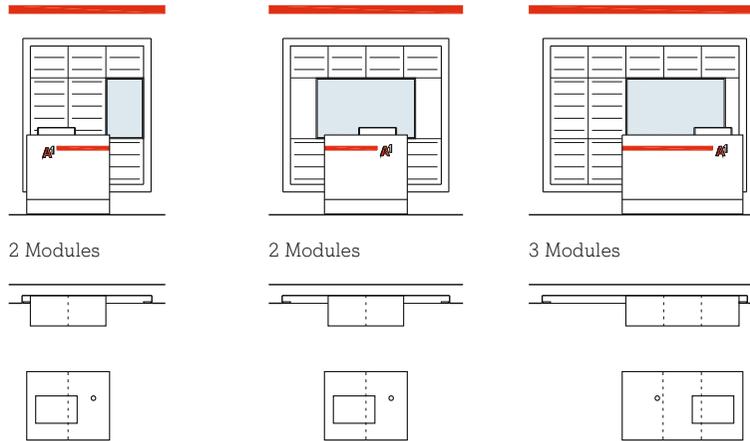
Plans (examples)

1:100

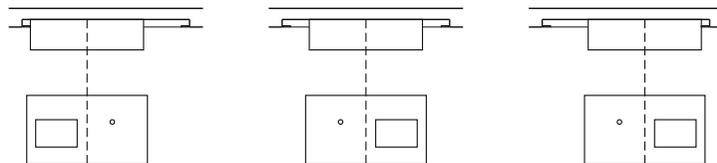
2.1.2.2 Interior

2.1.2.2.2.A Modules & Elements: Product Display Wall: A 05 Bar Wall: Variations

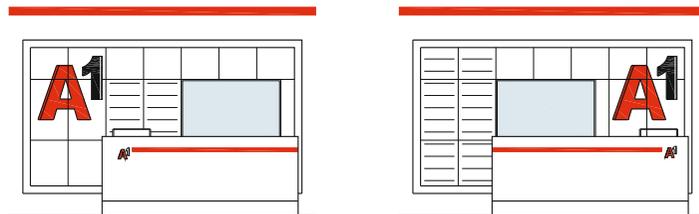
Dos and Dont's



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



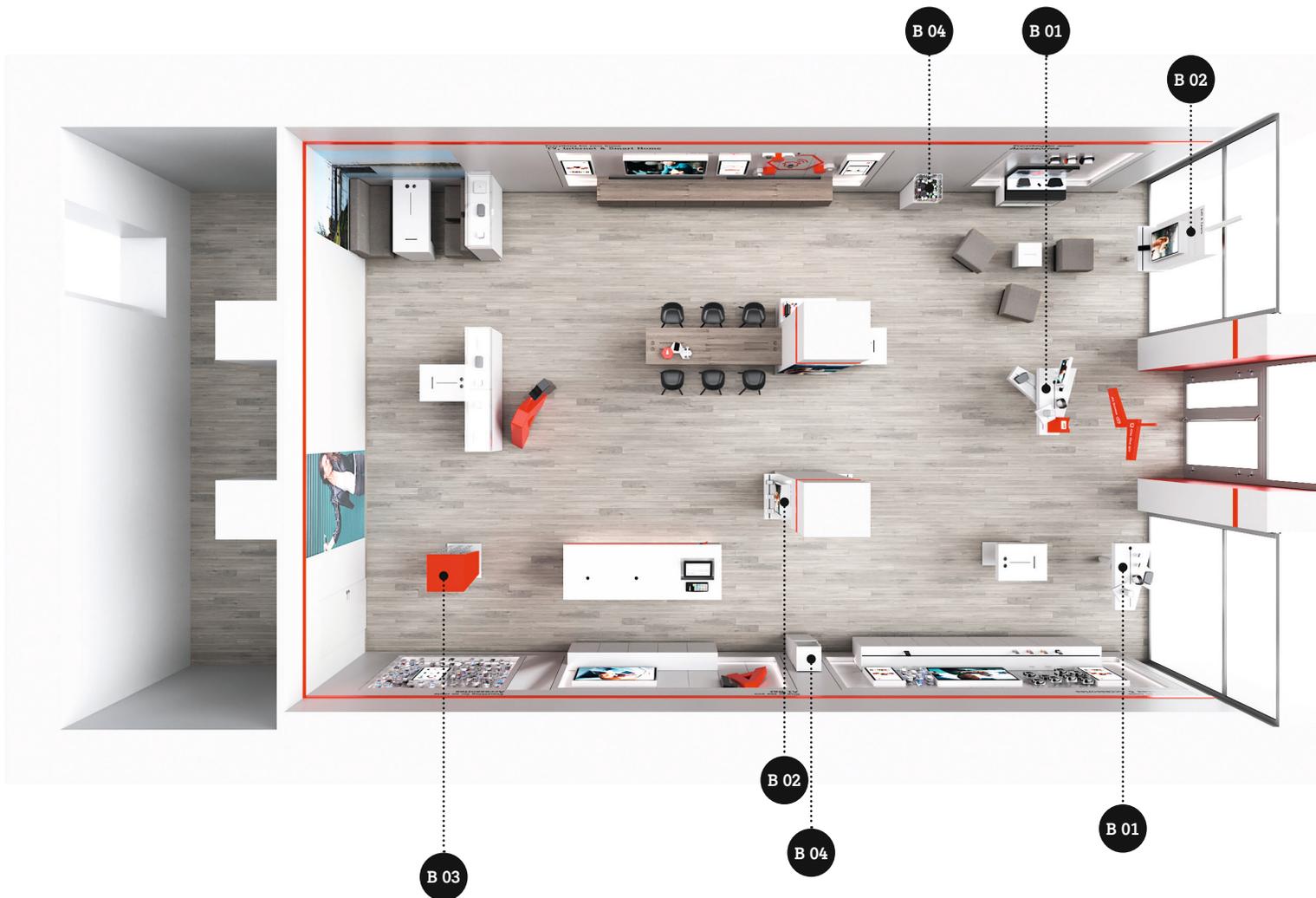
Always center-align the sideboards and the A1 Bar.



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

2.1.2.2 Interior

2.1.2.2.2.B Modules & Elements: Product Display Freestanding



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

2.1.2.2 Interior

2.1.2.2.2.B Modules & Elements: Product Display Freestanding: B 01 Highlight Table

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

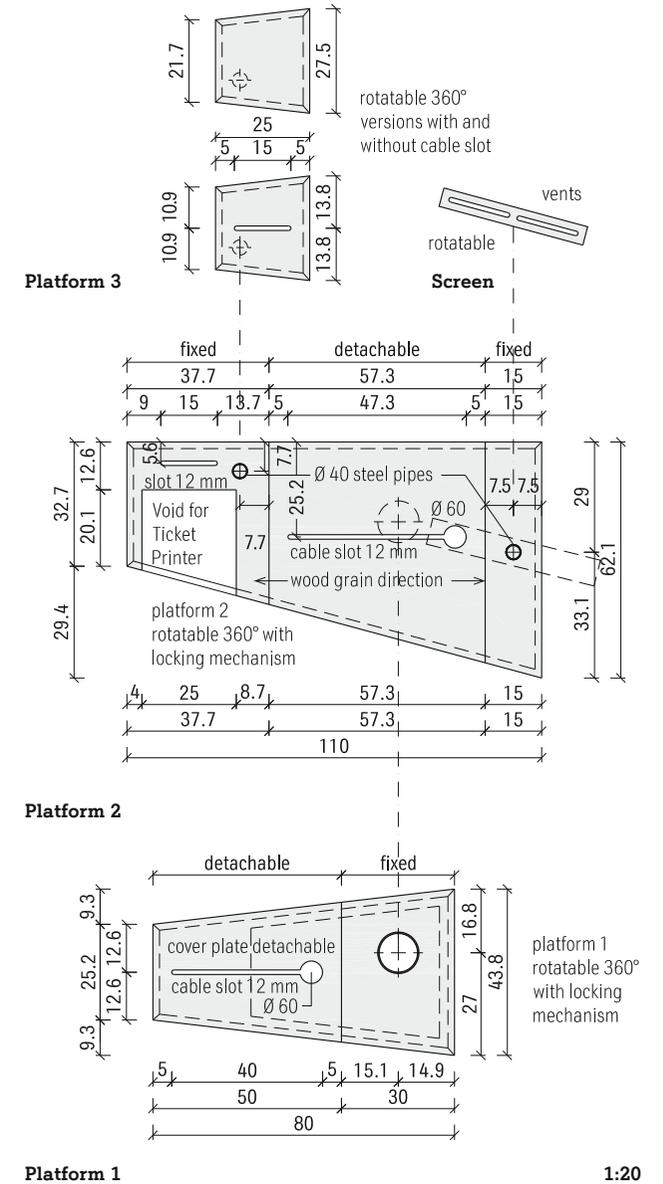
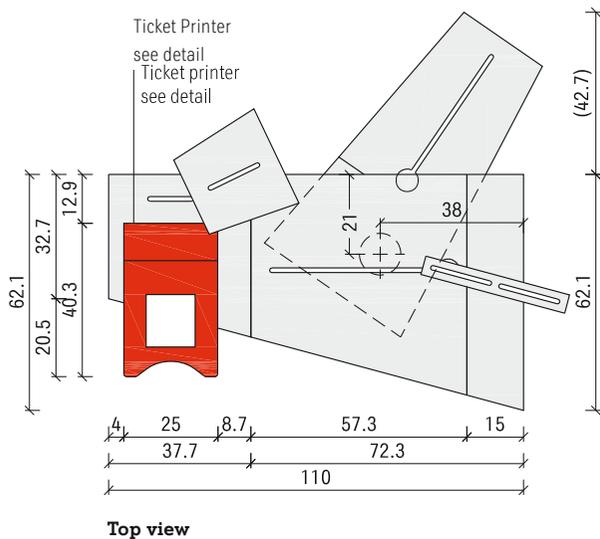
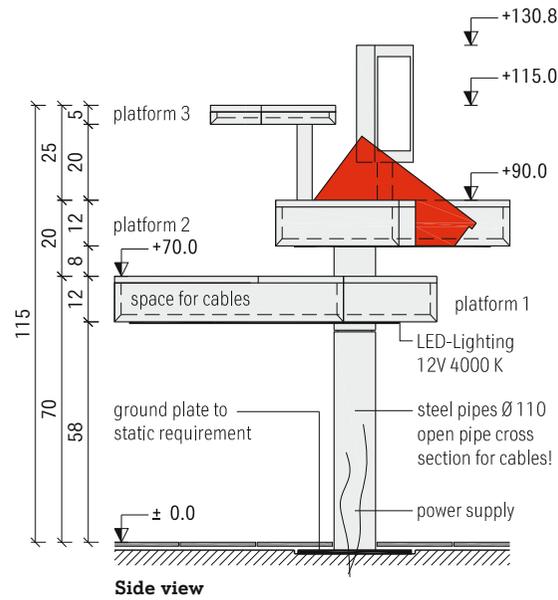
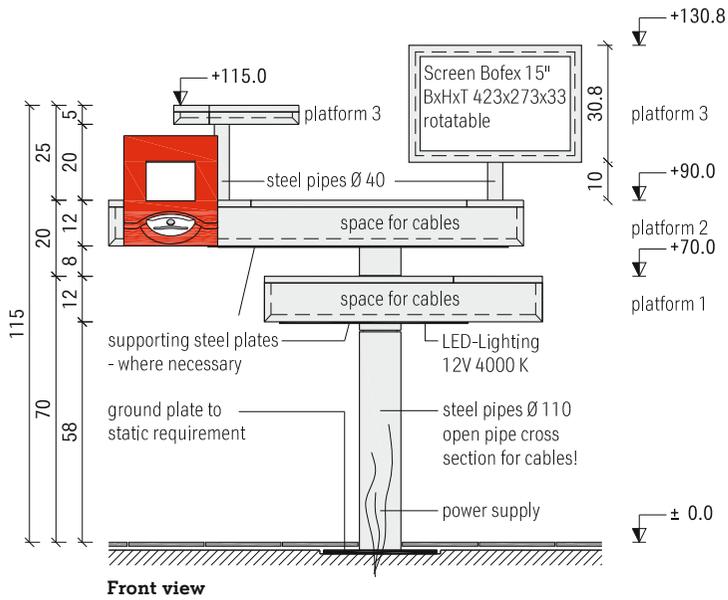
Combo: G 01 Signpost

Zone: General Zone / Active Waiting

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

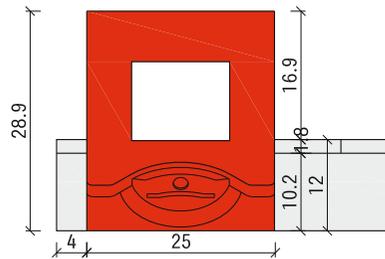
2.1.2.2 Interior

2.1.2.2.2.B Modules & Elements: Product Display Freestanding: B 01 Highlight Table with Ticketprinter & Screen: Plans

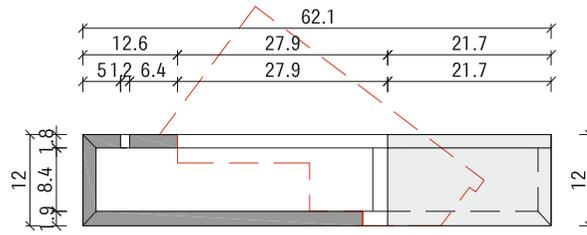


2.1.2.2 Interior

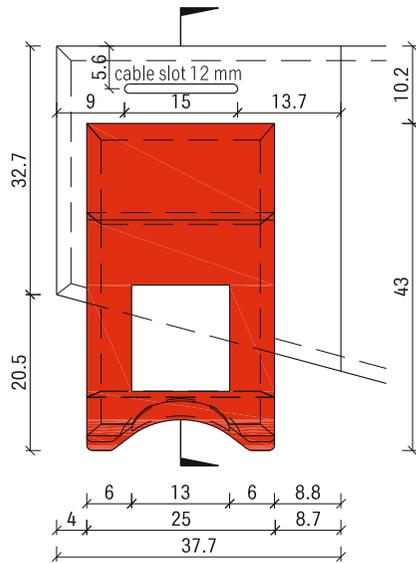
2.1.2.2.2.B Modules & Elements: Product Display Freestanding: B 01 Highlight Table: Details



Front view



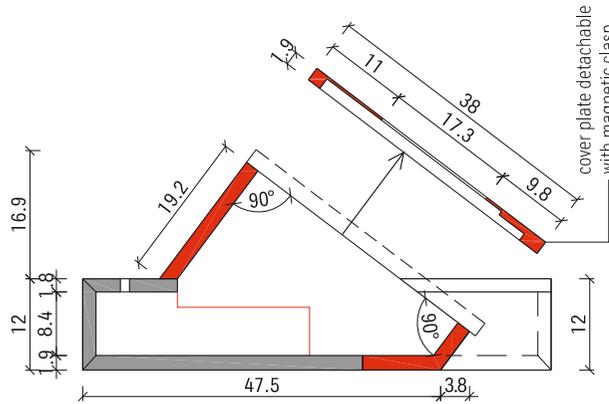
Section Table



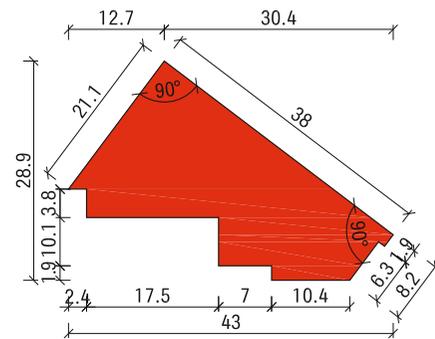
Top view

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

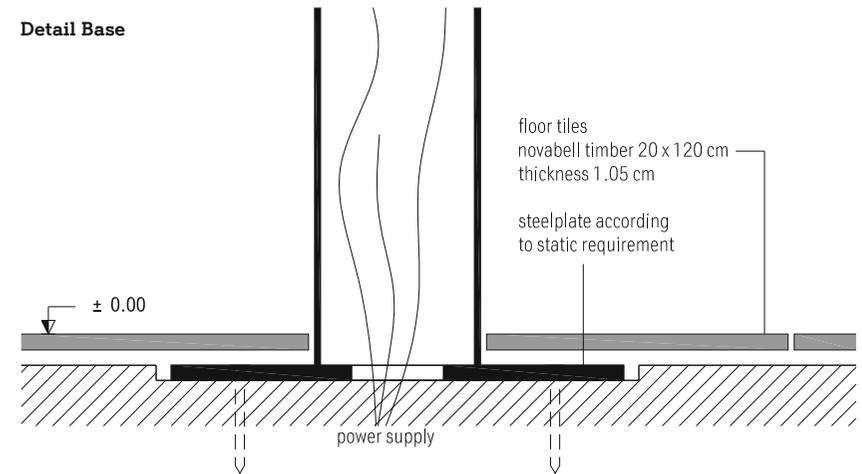
Detail Ticketprinter



Section Ticket Printer

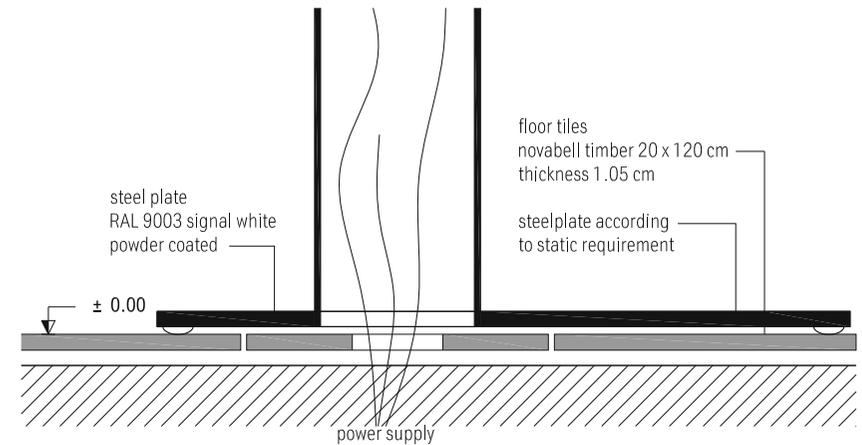


Side view



Base mounted to concrete

(Steelplate covered with tiles)



Freestanding

(Steelplate on top of tiles)

1:10

2.1.2.2 Interior

2.1.2.2.2.B Modules & Elements: Product Display Freestanding: B 01 Highlight Table - Shop Window: Plans

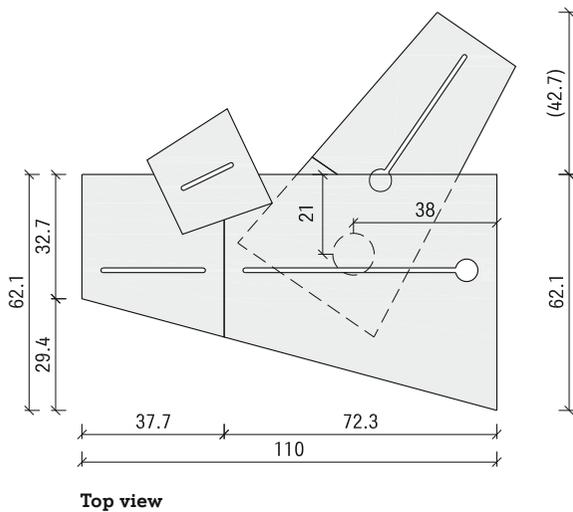
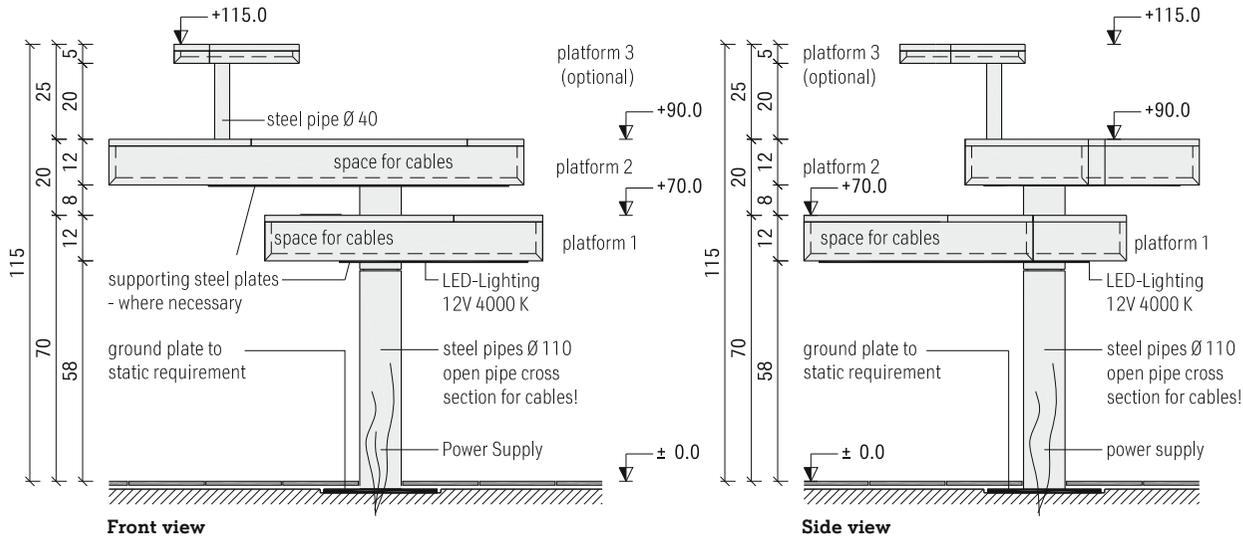
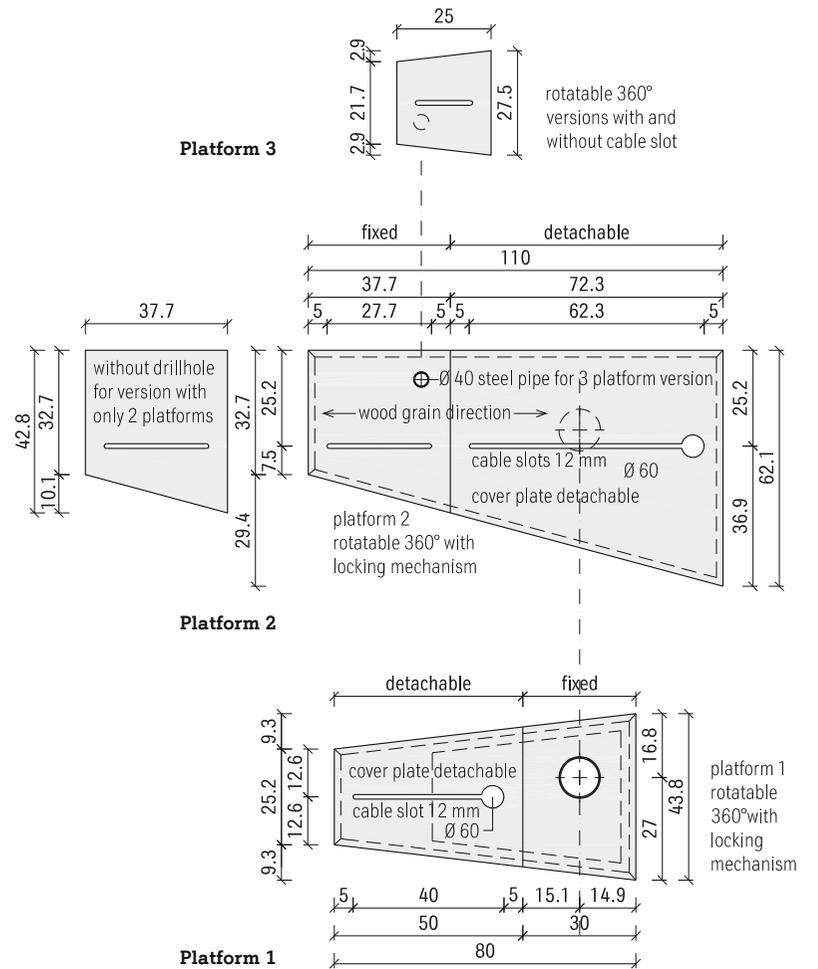


Table
FunderMax Star Favorit Superfront 1.0, Dekor 1118 LI

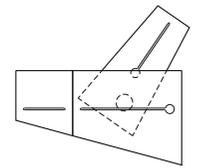
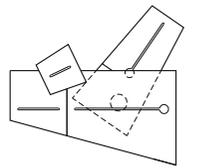
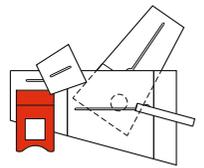
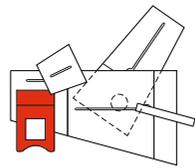
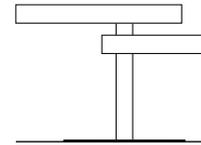
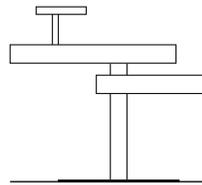
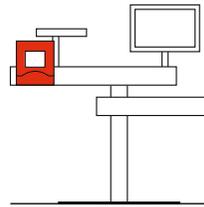
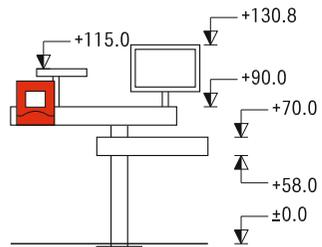
Ticketprinter
RAL 3020 traffic red, high gloss

Steel parts
RAL 9003 signal white, powder coated



2.1.2.2 Interior

2.1.2.2.2.B Modules & Elements: Product Display Freestanding: B 01 Highlight Table: Variations



Left with Ticketprinter + Screen
(Floor Mounting)

B01.3P-FM-L-TP/SC

Left with Ticketprinter + Screen
(Ground Plate)

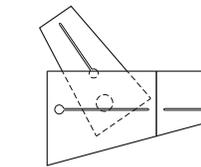
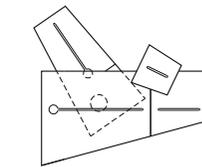
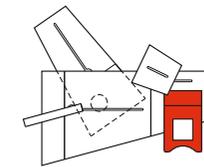
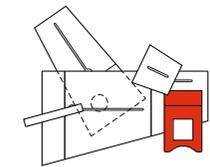
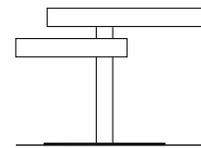
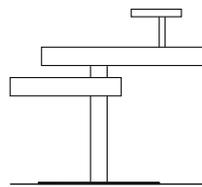
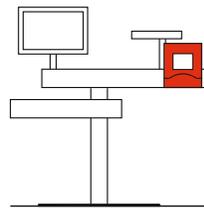
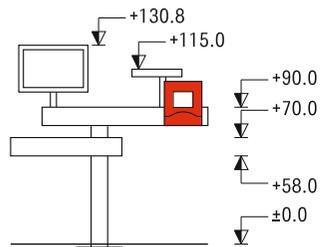
B01.3P-GP-L-TP/SC

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

2.1.2.2 Interior

2.1.2.2.2.B Modules & Elements: Product Display Freestanding: B 02 Lift & Learn – Freestanding

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)

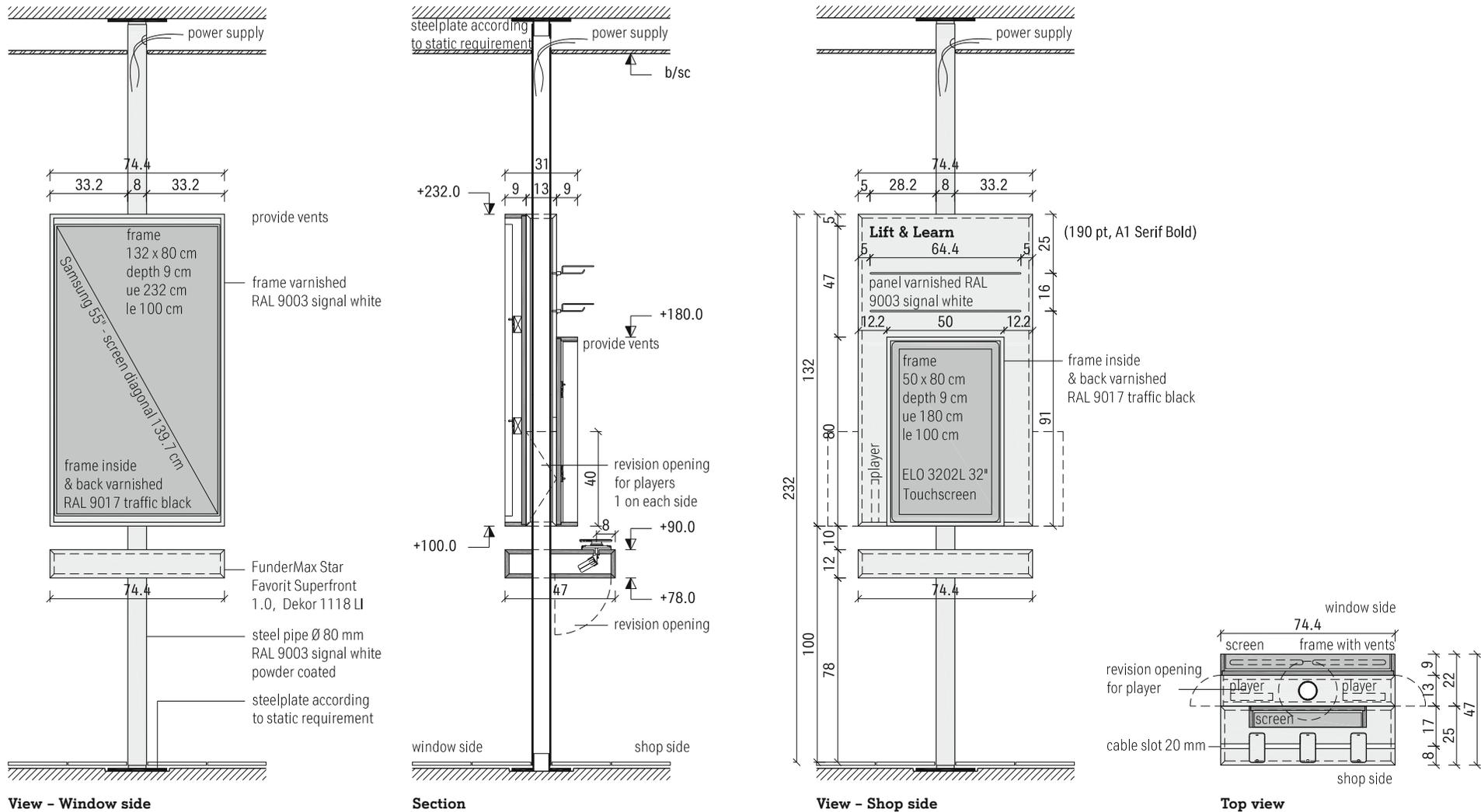
Versions: Lift & Learn / Brand Promo:
▪ With/without platform
▪ Different Screens

Zone: General Zone / Active Waiting
On the way

Location: Freestanding
▪ Shop window
▪ Within the shop

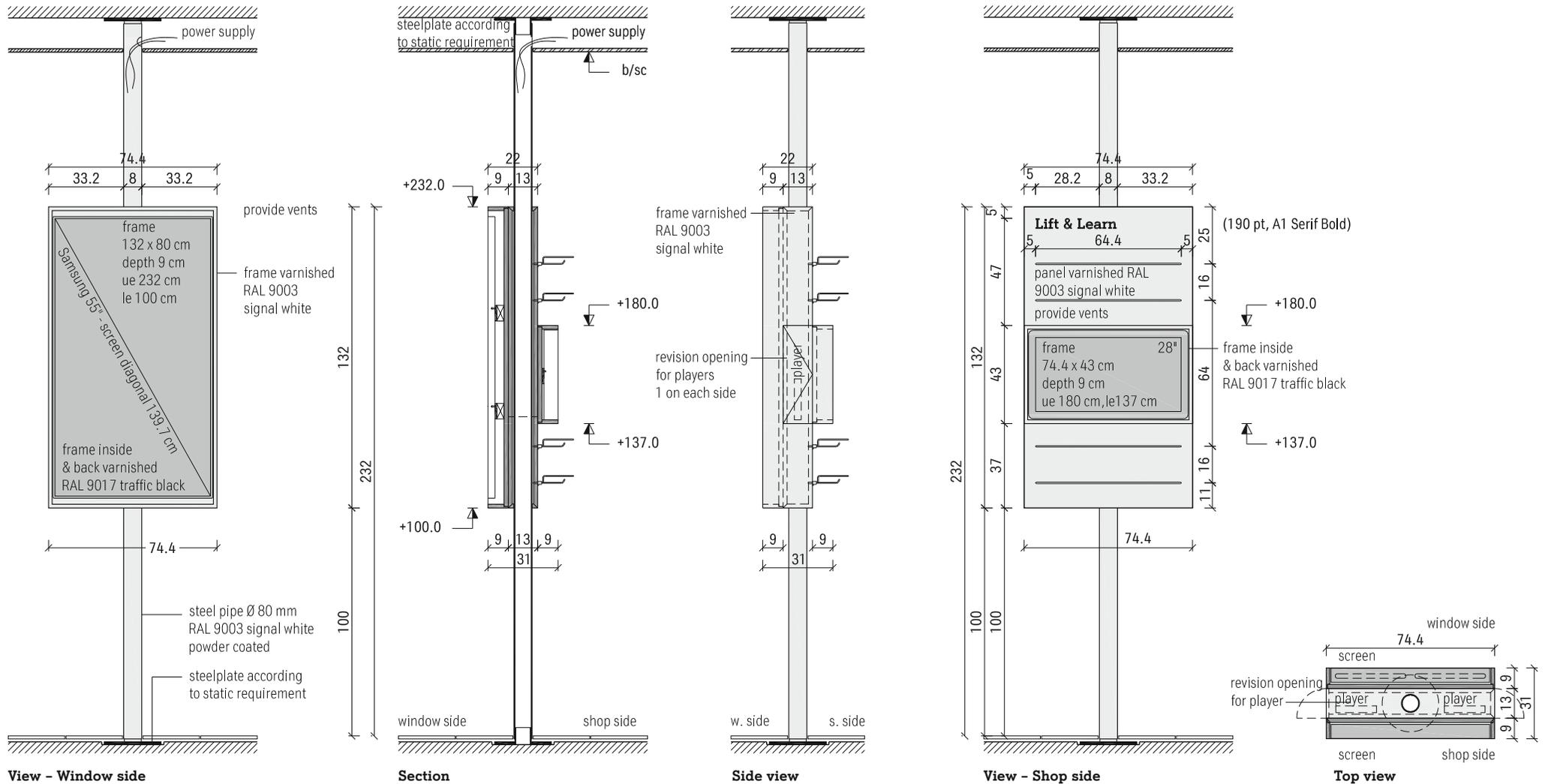
2.1.2.2 Interior

2.1.2.2.2.B Modules & Elements: Product Display Freestanding: B 02 Lift & Learn – Freestanding: Plans



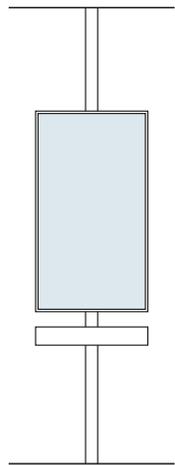
2.1.2.2 Interior

2.1.2.2.2.B Modules & Elements: Product Display Freestanding: B 02 Lift & Learn – Freestanding – Brand Promo: Plans

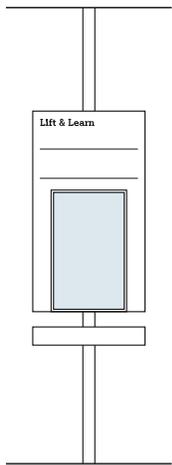


2.1.2.2 Interior

2.1.2.2.B Modules & Elements: Product Display Freestanding: B 02 Lift & Learn - Freestanding: Variations

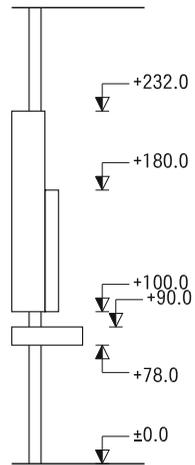


Street view
(All freestanding versions)

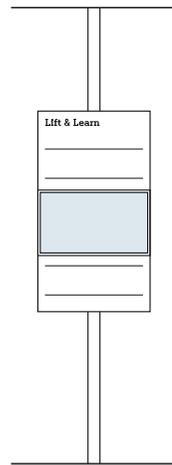


Shop view
Lift & Learn

B02.FS-LL

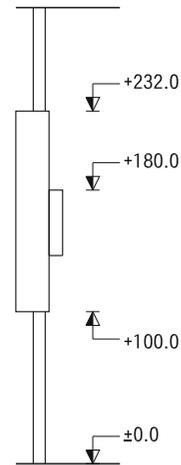


Side view

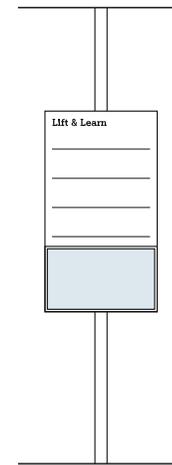


Shop view
Brand Promo - High Screen

B02.FS-BP-H

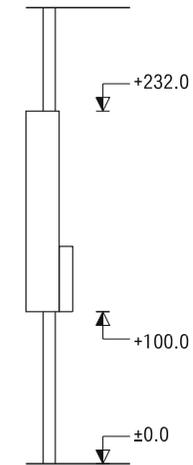


Side view



Shop view
Brand Promo - Low Screen

B02.FS-BP-L



Side view

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

2.1.2.2 Interior

2.1.2.2.2.B Modules & Elements: Product Display Freestanding: B 02 Lift & Learn – Column

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

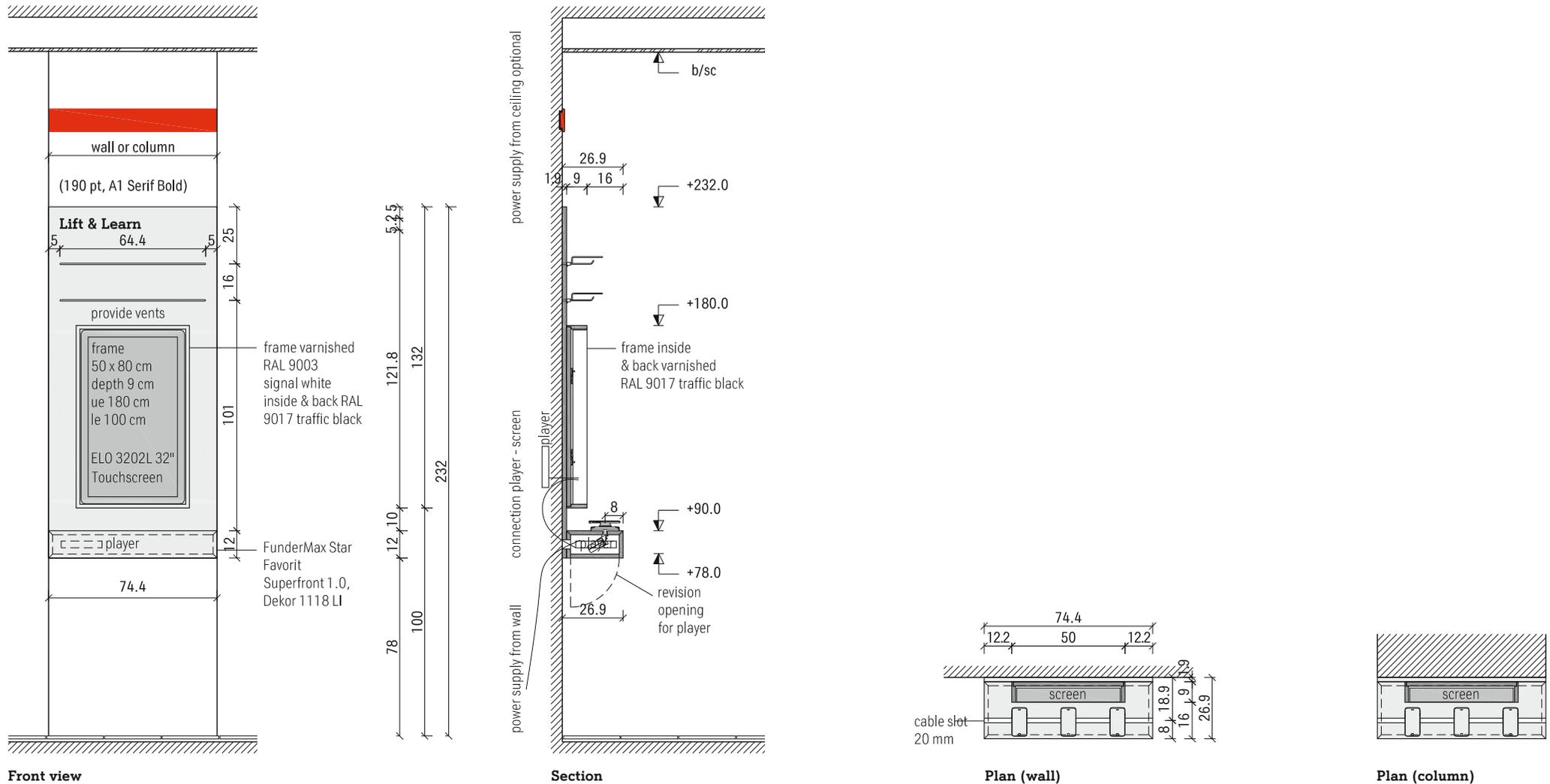
Material: ▪ Rear Panel: Chipboard varnished (RAL 9003)
▪ Screen Housing: MDF varnished, outside: RAL 9003 / inside: RAL 9017
▪ Platform: Chipboard coated (FunderMax Star Favorit Superfront 1.0, Decor 1118 LI)

Zone: General Zone / Active Waiting
On the way

Location: Wallmounted
▪ Columns
▪ Walls

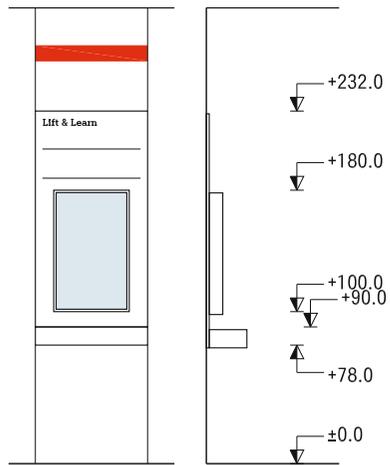
2.1.2.2 Interior

2.1.2.2.2.B Modules & Elements: Product Display Freestanding: B 02 Lift & Learn – Column: Plans



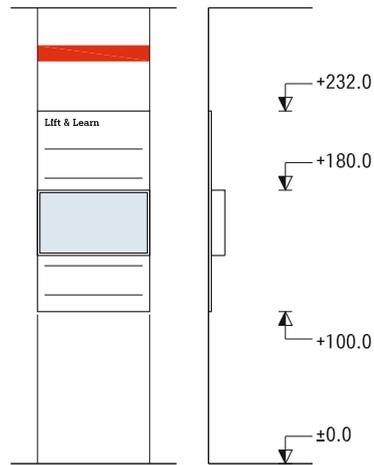
2.1.2.2 Interior

2.1.2.2.B Modules & Elements: Product Display Freestanding: B 02 Lift & Learn – Column: Variations



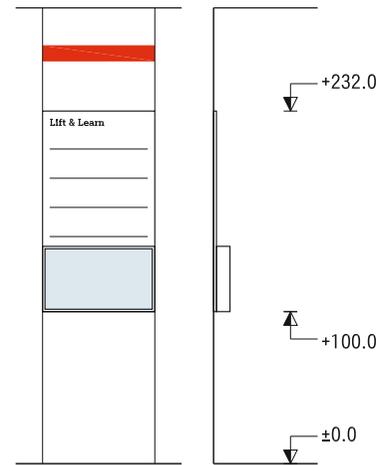
Front view
Lift & Learn

B02.WA-LL



Front view
Brand Promo - High Screen

B02.WA-BP-H



Front view
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

2.1.2.2 Interior

2.1.2.2.2.B Modules & Elements: Product Display Freestanding: B 03 Accessories Tower

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)

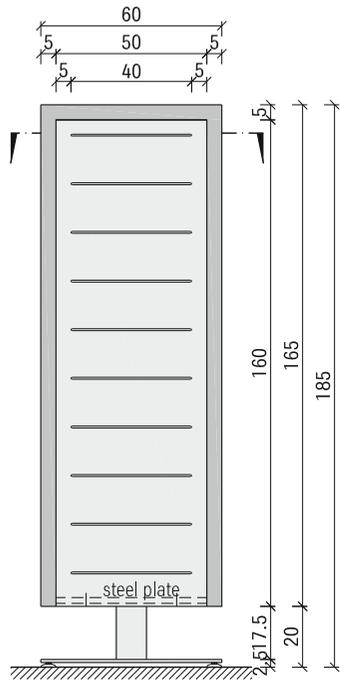
Versions: ▪ Square/rectangular
▪ Rotatable/non rotatable
▪ Low/high

Zone: General Zone
On the way / At home

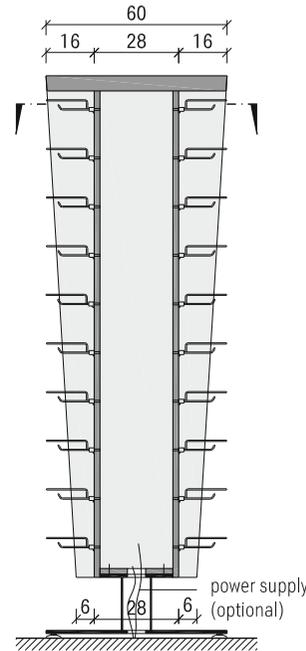
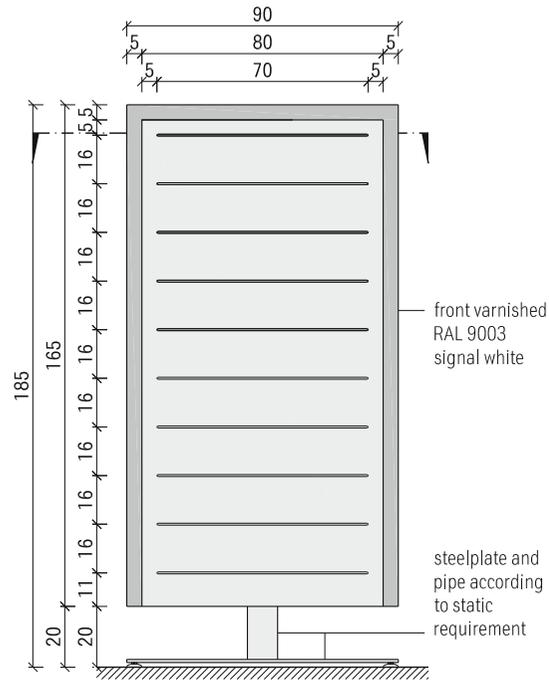
Location: Freestanding
▪ Within the shop (e.g. Shop-In-Shop)
▪ Close to cashier

2.1.2.2 Interior

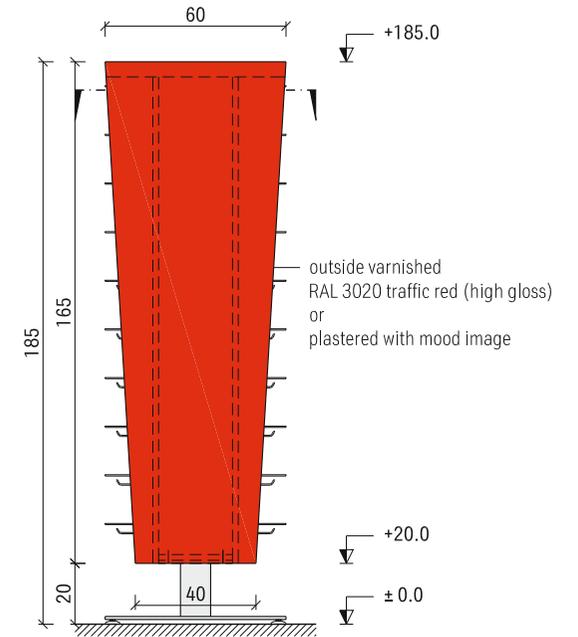
2.1.2.2.2.B Modules & Elements: Product Display Freestanding: B 03 Accessories Tower High: Plans



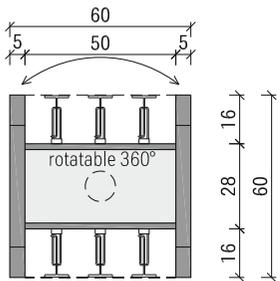
Front view



Section

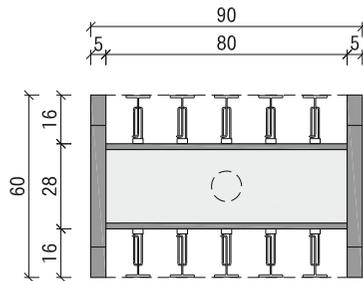


Side view



Plan

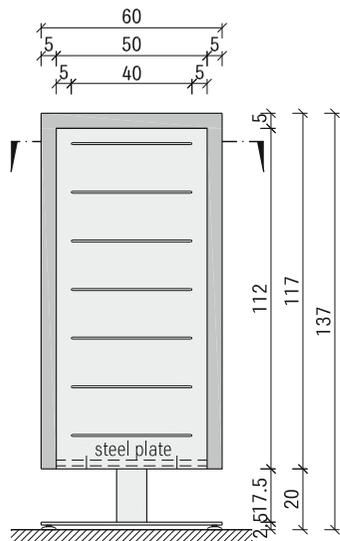
Square version



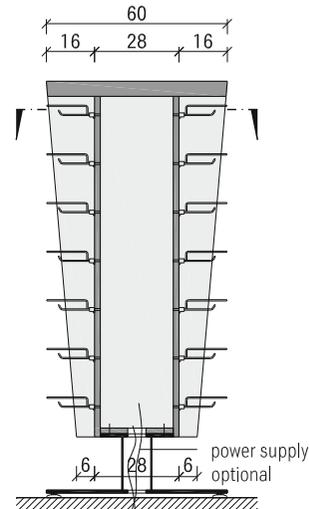
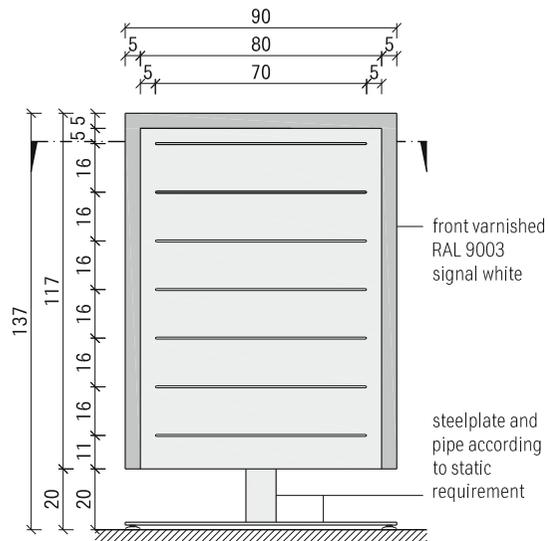
Rectangular version

2.1.2.2 Interior

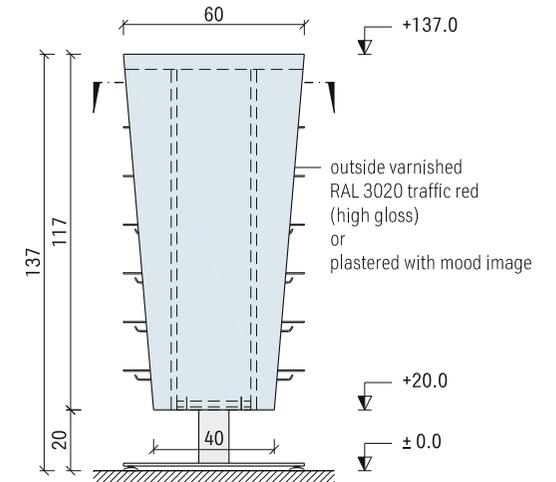
2.1.2.2.2.B Modules & Elements: Product Display Freestanding: B 03 Accessories Tower Low: Plans



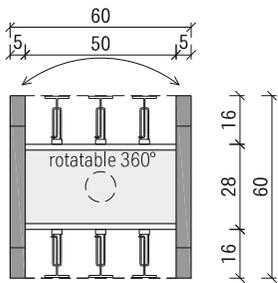
Front view



Section

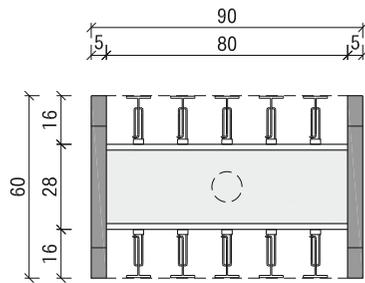


Side view



Plan

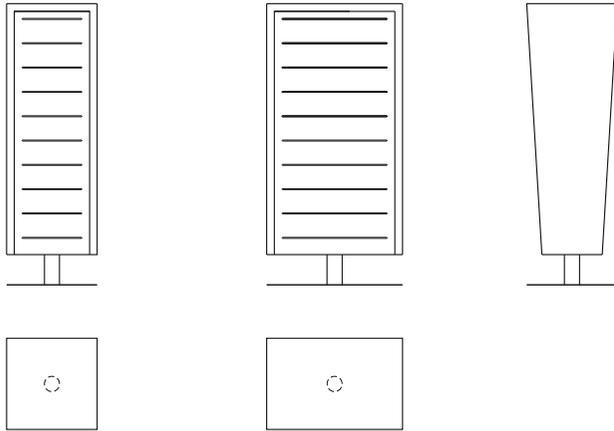
Square version



Rectangular version

2.1.2.2 Interior

2.1.2.2.2.B Modules & Elements: Product Display Freestanding: B 03 Accessories Tower: Variations

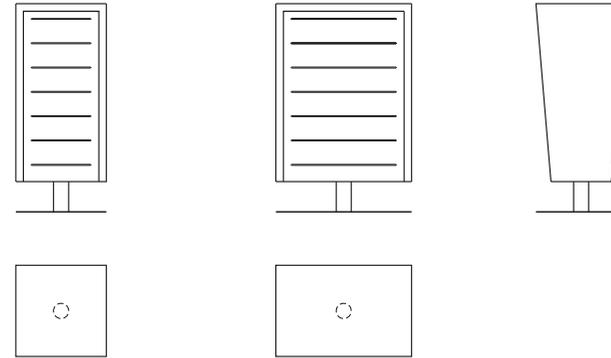


Square & High

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

Rectangular & High

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



Square & Low

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

Rectangular & Low

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	-I

Accessories Tower: Variations

1:50

2.1.2.2 Interior

2.1.2.2.2.B Modules & Elements: Product Display Freestanding: B 04 Pedestal

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

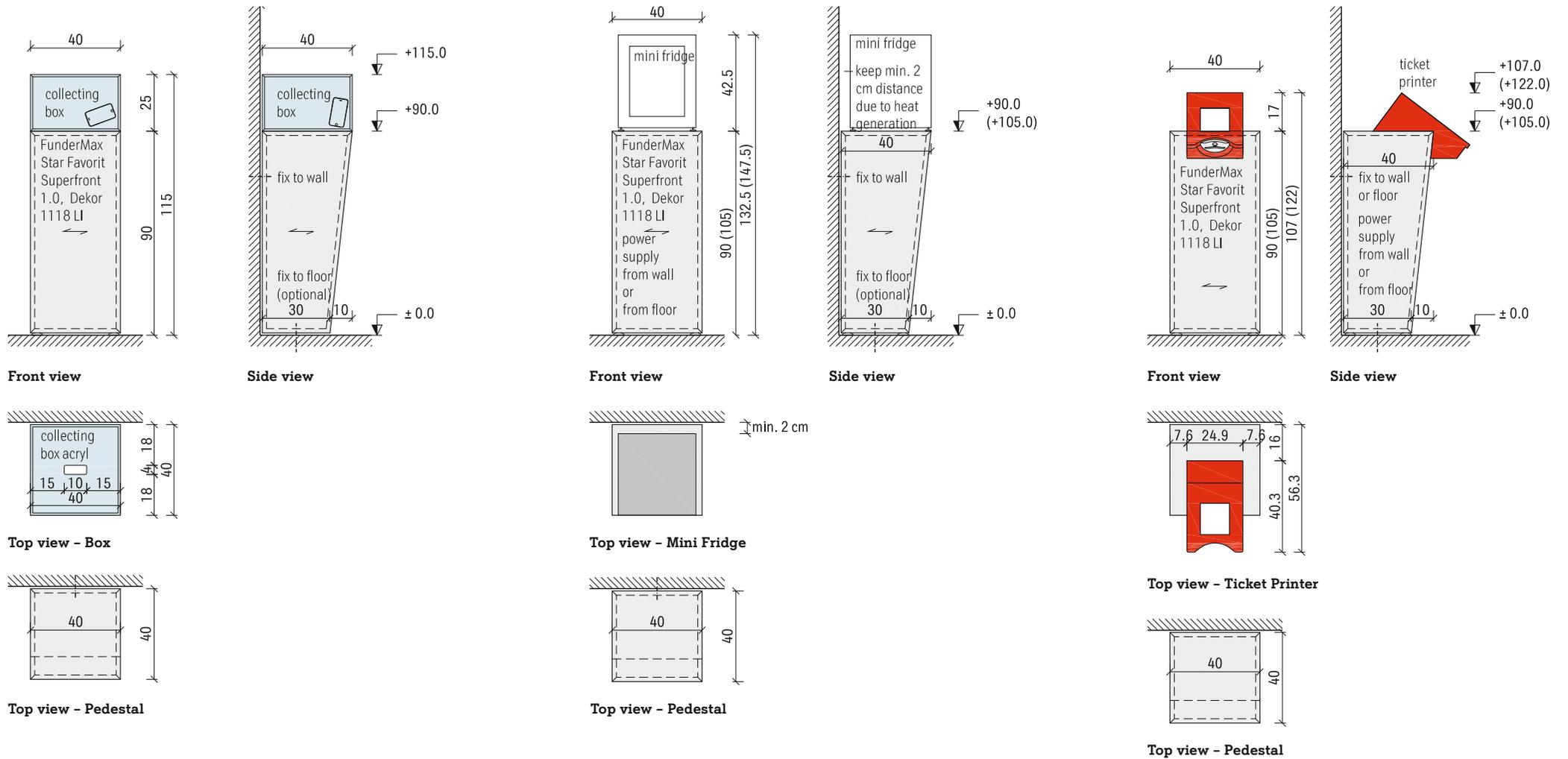
Zone: General Zone / Active Waiting

Location: Wall

- Wall-mounted
- Floor-mounted

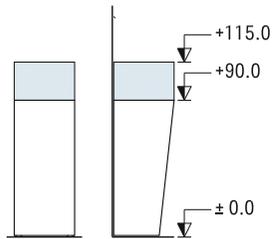
2.1.2.2 Interior

2.1.2.2.2.B Modules & Elements: Product Display Freestanding: B 04 Pedestal: Plans



2.1.2.2 Interior

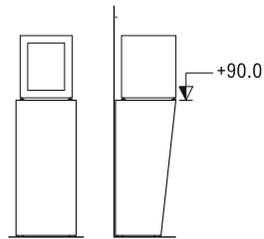
2.1.2.2.2.B Modules & Elements: Product Display Freestanding: B 04 Pedestal: Variations



Collecting Box

Pedestal 90

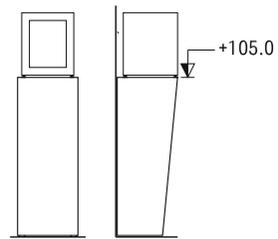
B04.90-CB



Mini Fridge I

Pedestal 90

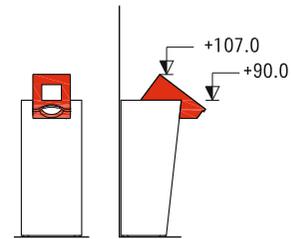
B04.90-MF



Mini Fridge II

Pedestal 105

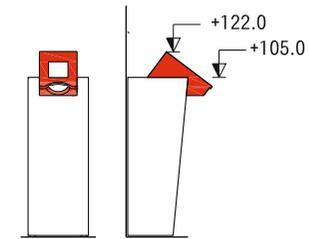
B04.105-MF



Ticketprinter I

Pedestal 90

B04.90-TP



Ticketprinter II

Pedestal 105

B04.105-TP

Legend B04

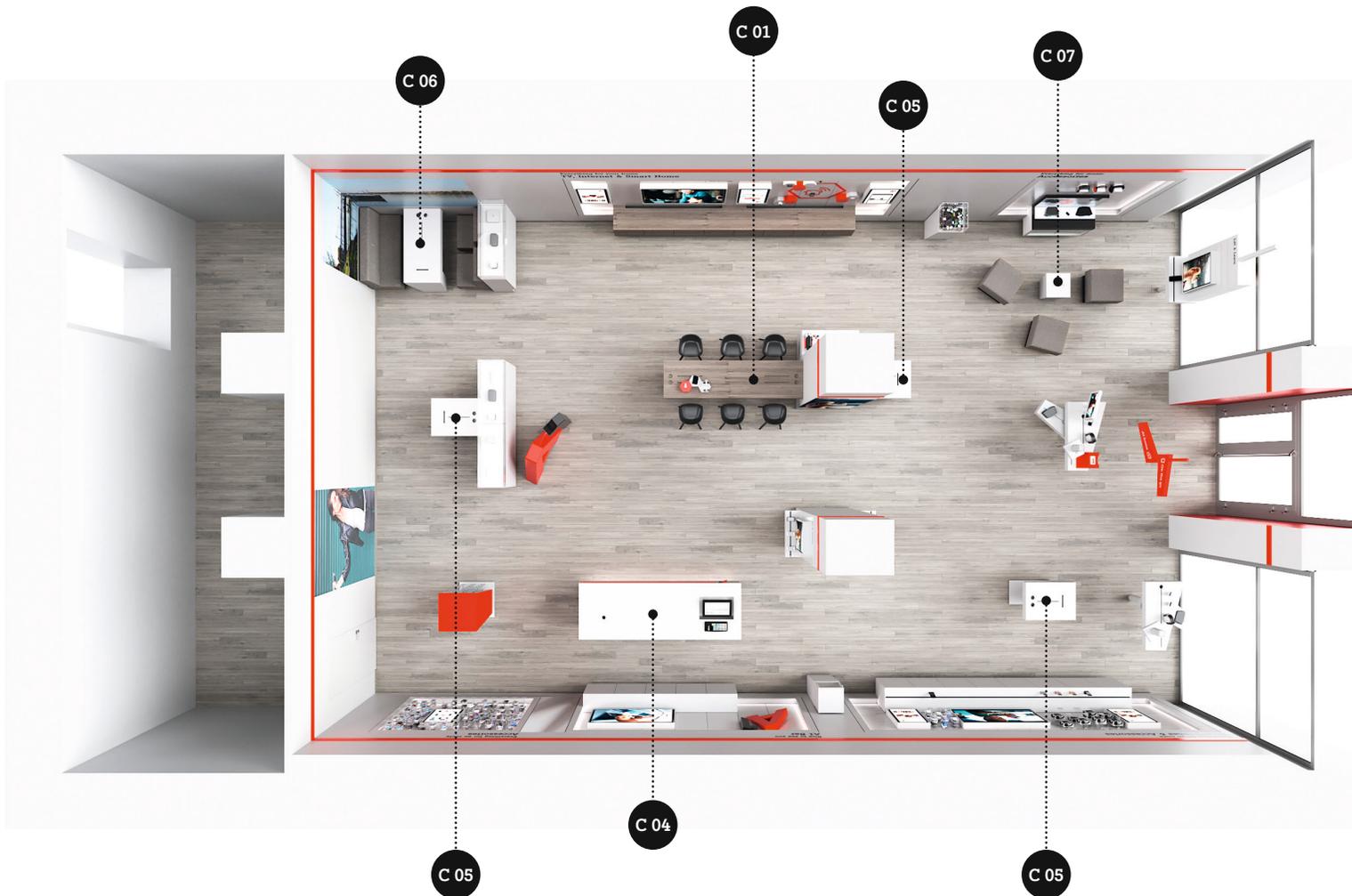
Element	B04
Height	-90 / -105 (cm)
Top	-CB (collecting box) -MF (mini fridge) -TP (ticket printer)
Exceptions	-!

Pedestal: Variations

1:50

2.1.2.2 Interior

2.1.2.2.2.C Modules & Elements: Tables



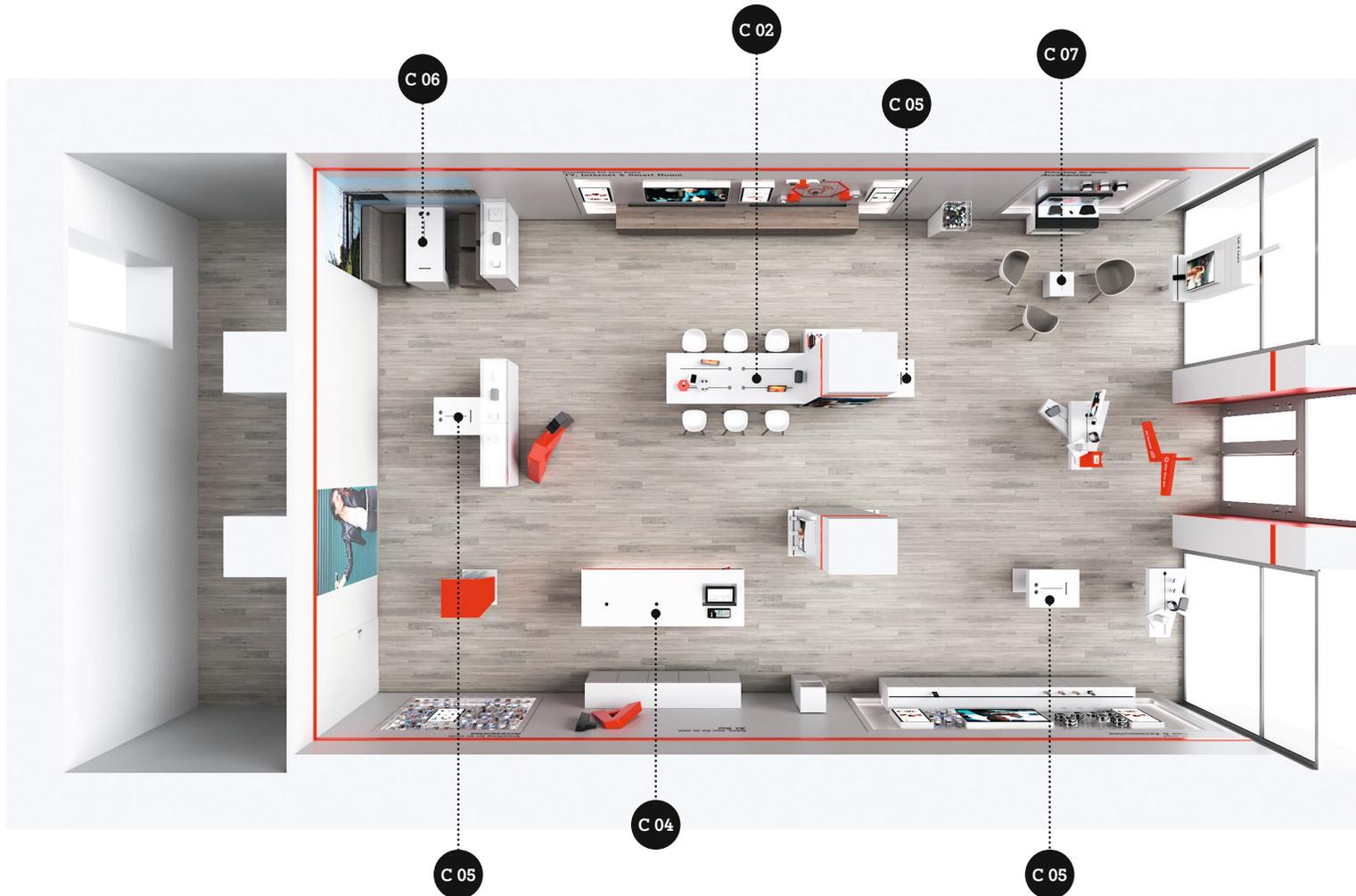
Tables

- 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

See also next pages

2.1.2.2 Interior

2.1.2.2.2.C Modules & Elements: Tables



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

See also previous and next page

2.1.2.2 Interior

2.1.2.2.2.C Modules & Elements: Tables: C 01 Waiting Table

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

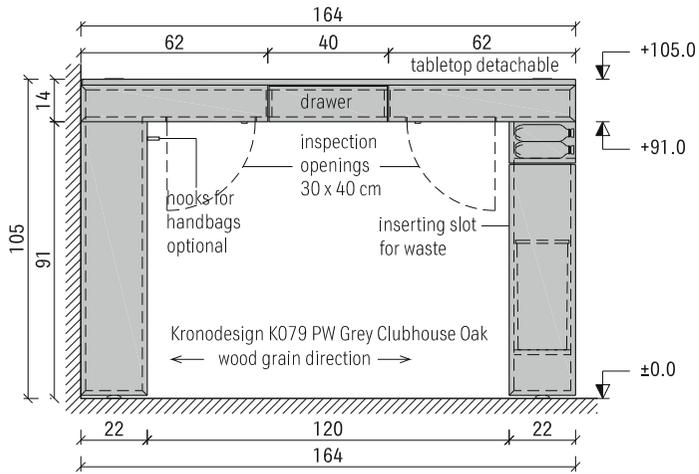
Combo: D 24 HAY AAS32 black

Zone: General Zone / Active Waiting

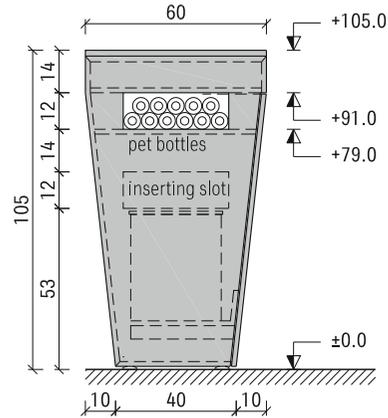
Location: ▪ Close to Home Wall (view to A1 TV)
▪ Close to Coffeebar
▪ Close to A1 Bar

2.1.2.2 Interior

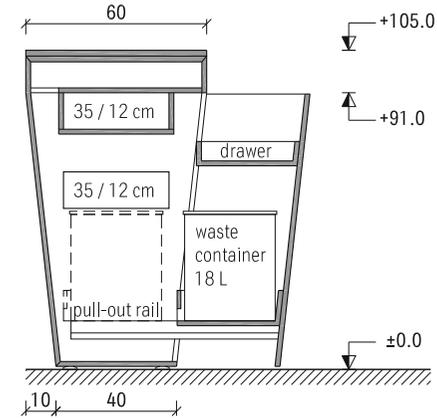
2.1.2.2.2.C Modules & Elements: Tables: C 01 Waiting Table: Plans



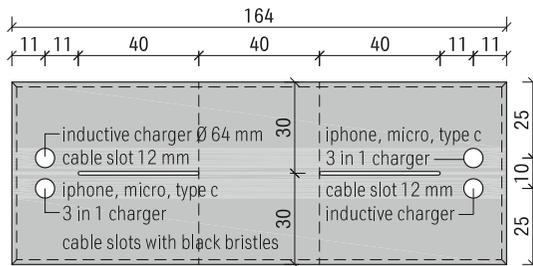
Front view



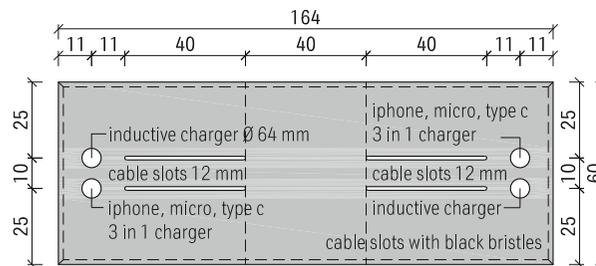
Side view



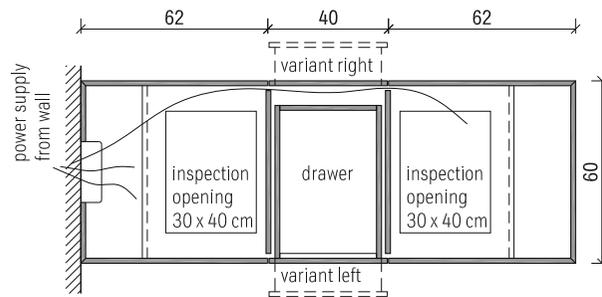
Side view - Open Pullout



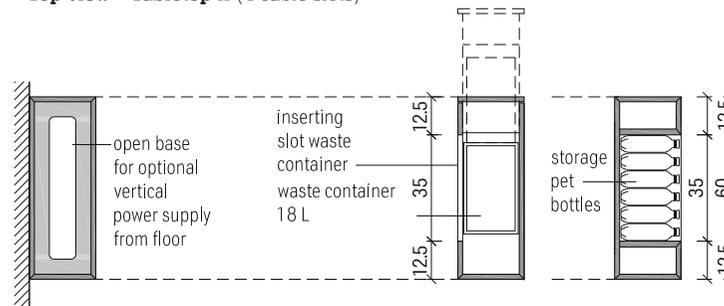
Top view - Tabletop I (2 cable slots)



Top view - Tabletop II (4 cable slots)



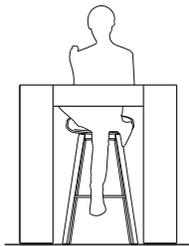
Top view - Open Tabletop



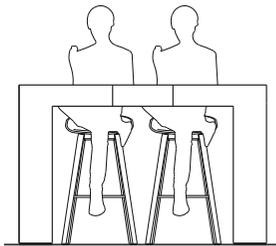
Horizontal section - Table legs

2.1.2.2 Interior

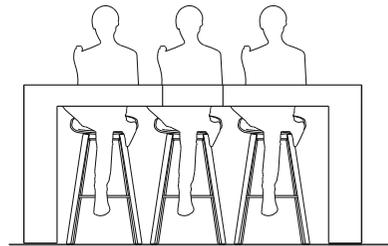
2.1.2.2.2.C Modules & Elements: Tables: C 01 Waiting Table: Variations



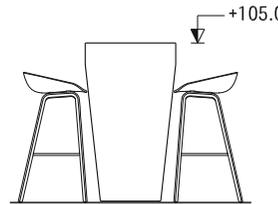
X-Small: 104 cm
(2 Persons)



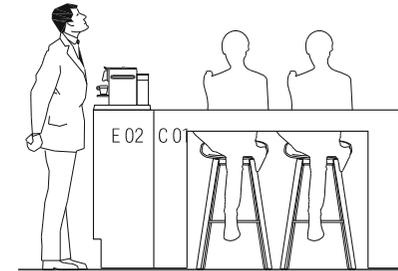
Small: 164 cm (4 Persons)



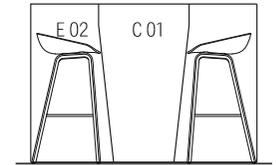
Large: 224 cm (6 Persons)



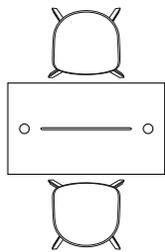
Side view



Front view (combination)

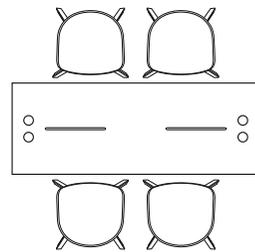


Side view (combination)



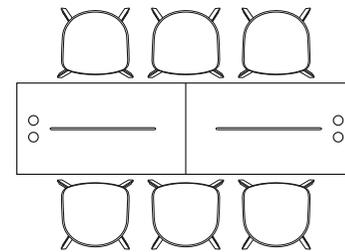
X-Small: Tabletop I

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



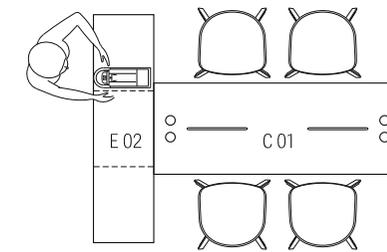
Small: Tabletop I

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

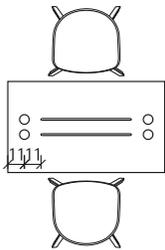


Large: Tabletop I

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

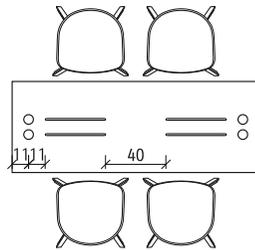


Top view (combination)



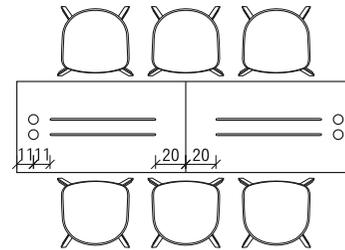
X-Small: Tabletop II

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

2.1.2.2 Interior

2.1.2.2.2.C Modules & Elements: Tables: C 02 Product Table

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

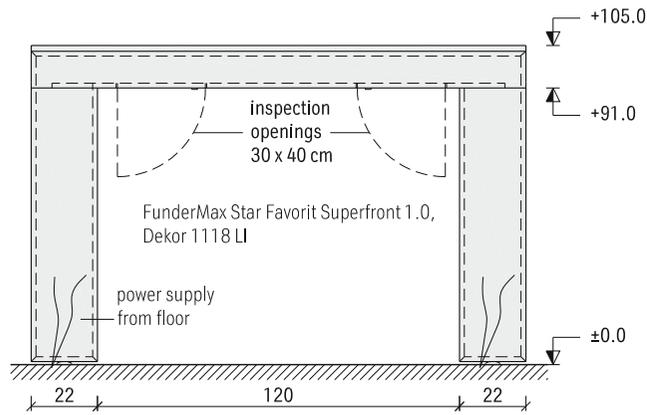
Combo: D 24 HAY AAS32 white seat/oak legs

Zone: General Zone / Active Waiting

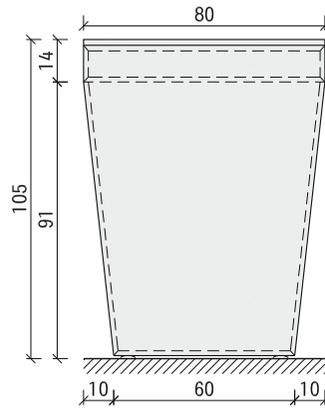
Location: ▪ Within the shop
▪ Shop Window

2.1.2.2 Interior

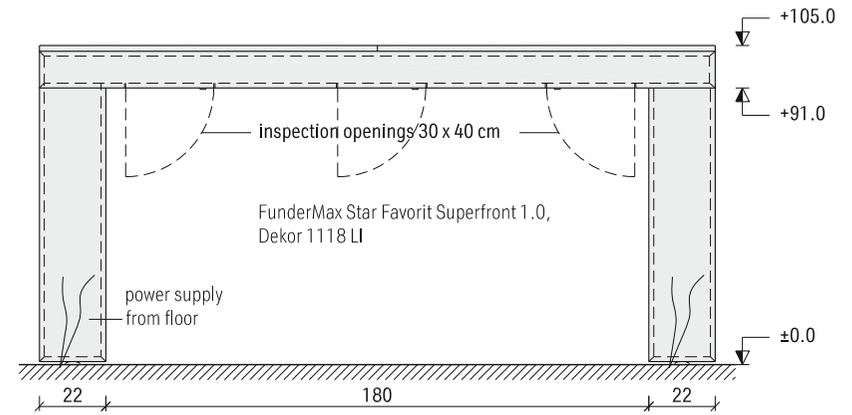
2.1.2.2.2.C Modules & Elements: Tables: C 02 Product Table: Plans



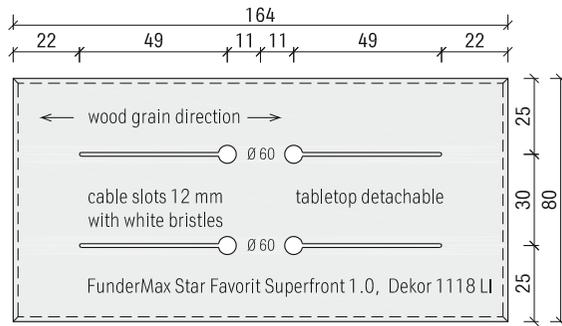
Front view (4 seats)



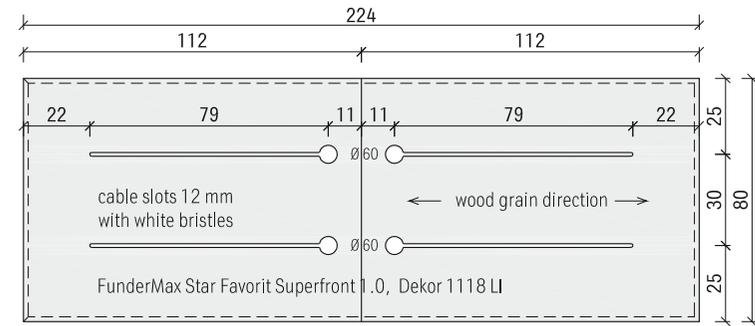
Side view



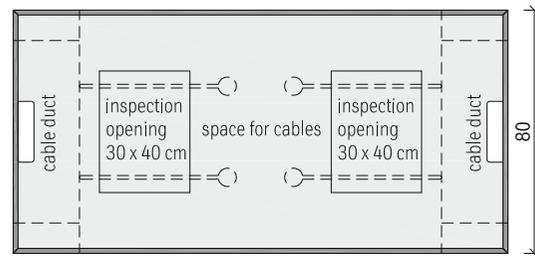
Front view (6 seats)



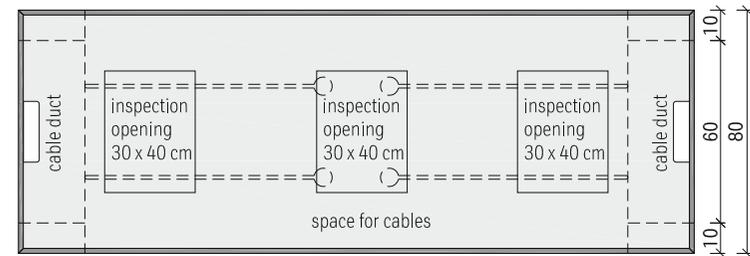
Top view (4 seats)



Top view (6 seats)



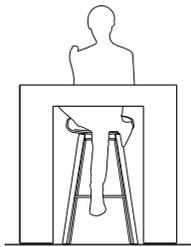
Top view - Open Tabletop (4 seats)



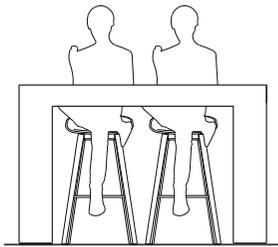
Top view - Open Tabletop (6 seats)

2.1.2.2 Interior

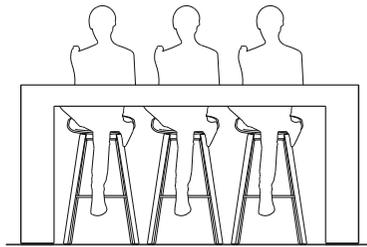
2.1.2.2.2.C Modules & Elements: Tables: C 02 Product Table: Variations



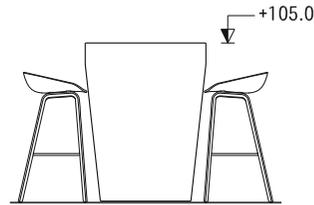
X-Small: 104 cm
(2 Persons)



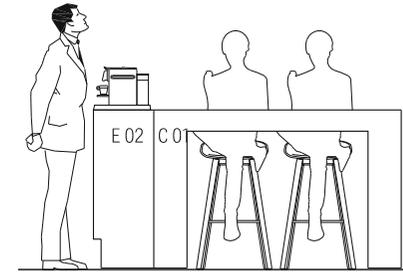
Small: 164 cm (4 Persons)



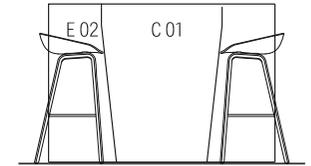
Large: 224 cm (6 Persons)



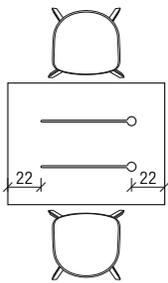
Side view



Front view (combination)

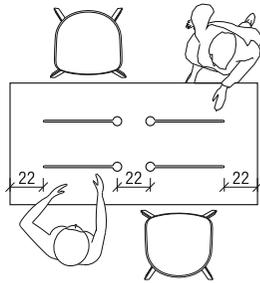


Side view (combination)



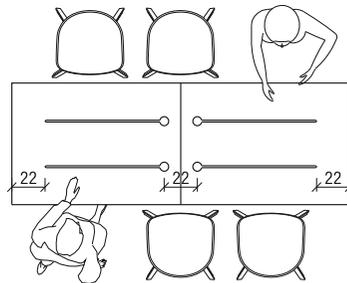
X-Small: Tabletop

C02.104-FS
C02.104-WA



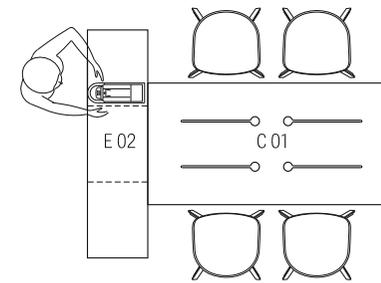
Small: Tabletop

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

2.1.2.2 Interior

2.1.2.2.2.C Modules & Elements: Tables: C 03 A1 Table

C 03 A1 Table



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

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

Colour: White
▪ FunderMax 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

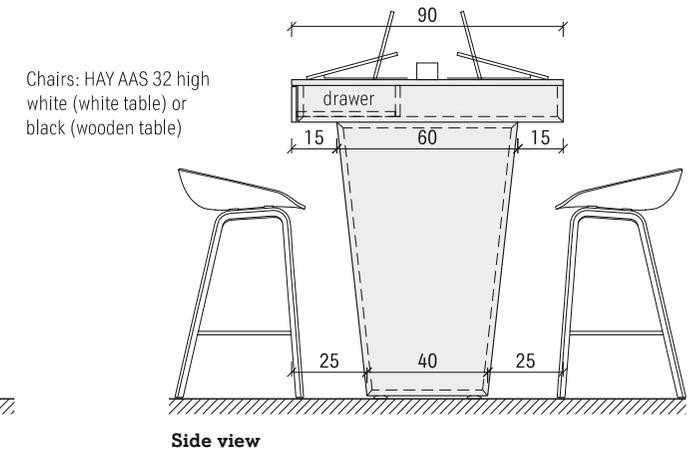
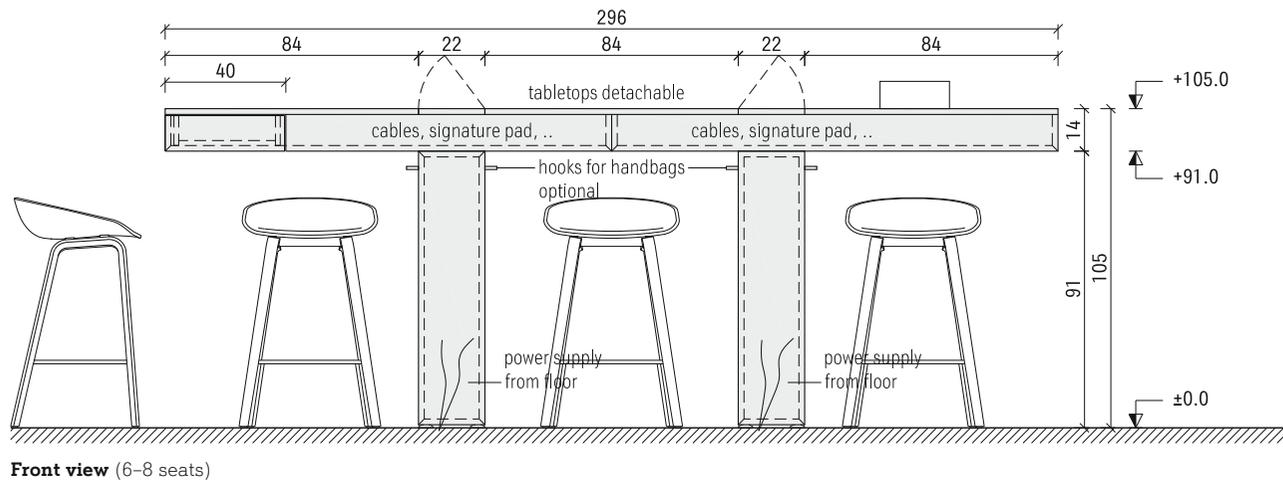
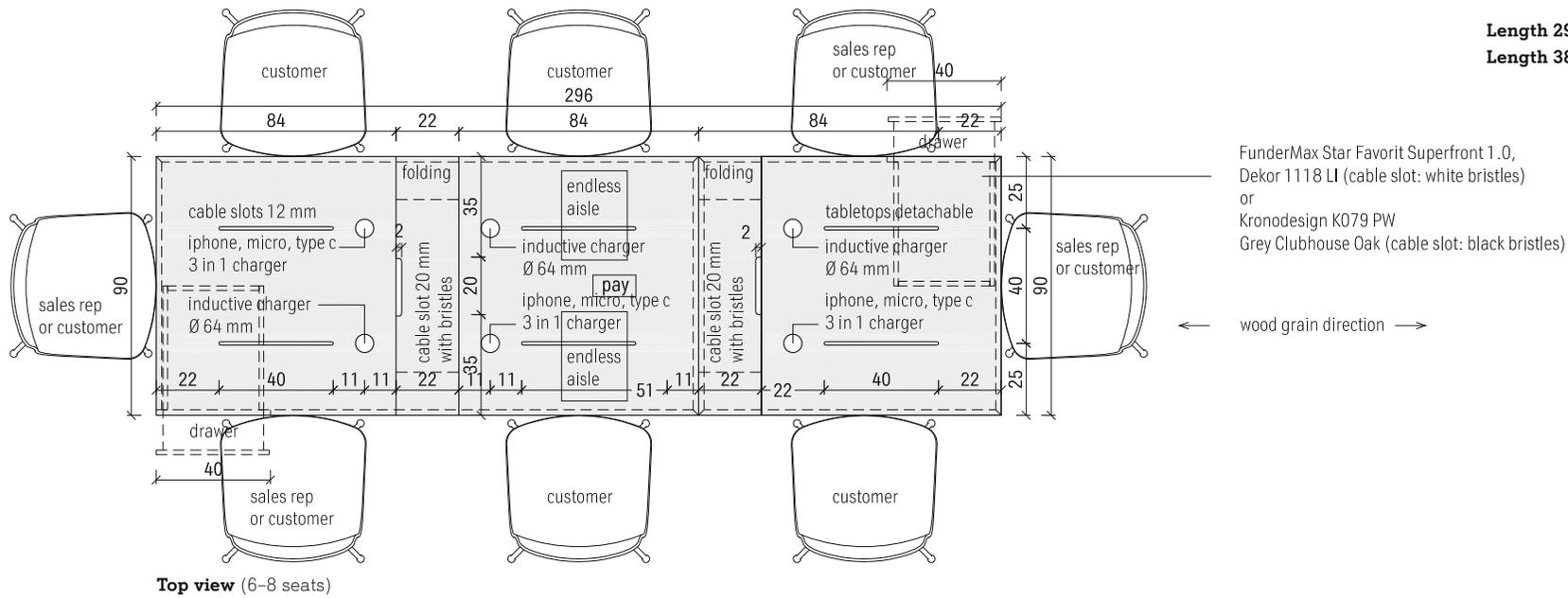
Combo: Low:
▪ D 21 HAY AAC10 white / red / black
▪ D 22 HAY AAC20 white / black
High:
▪ D 24 HAY AAS32 black / white/oak

Zone: General Zone / Active Waiting

Location: Freestanding

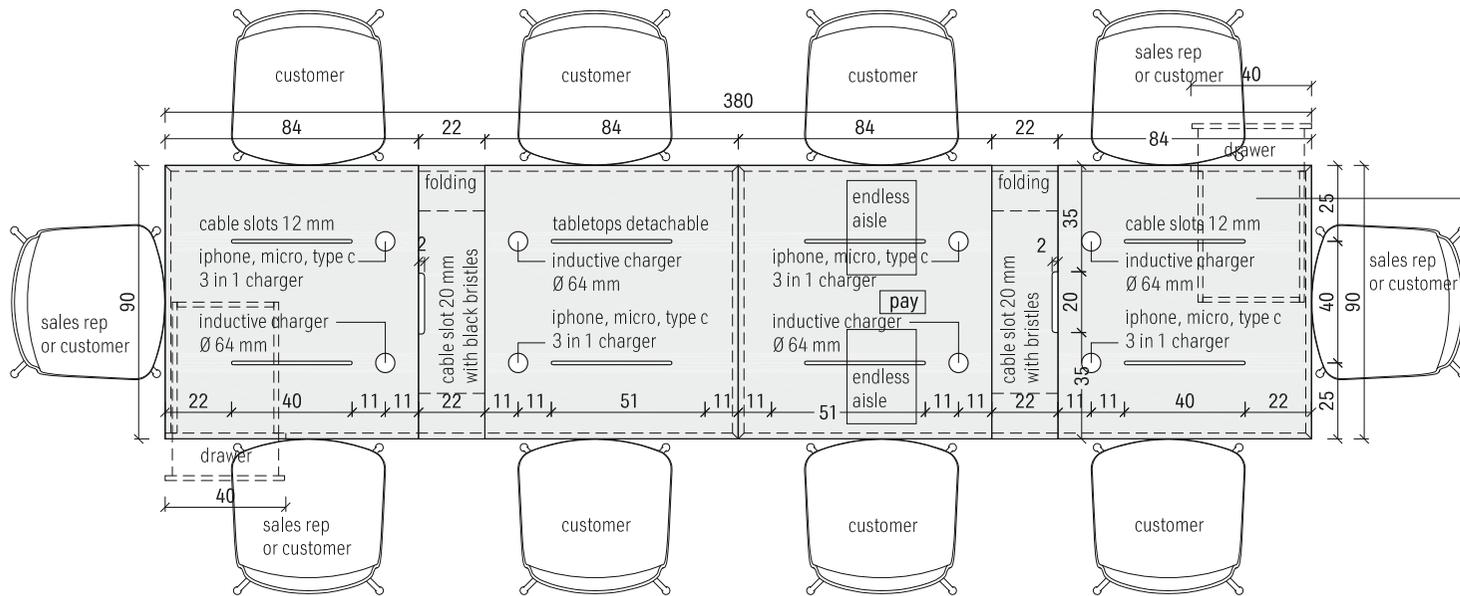
2.1.2.2 Interior

2.1.2.2.2.C Modules & Elements: Tables: C 03 A1 Table High: Plans



2.1.2.2 Interior

2.1.2.2.2.C Modules & Elements: Tables: C 03 A1 Table Low: Plans



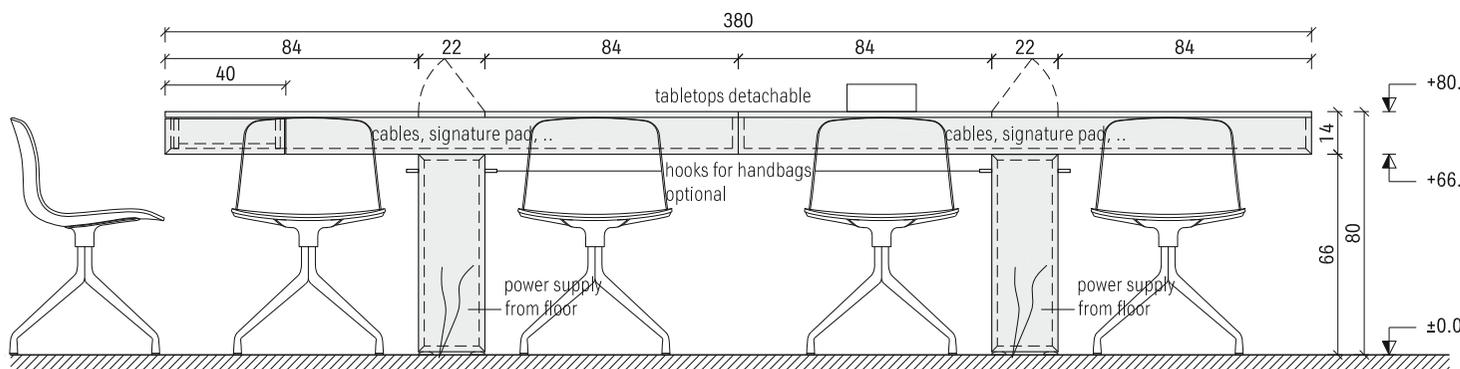
Top view (8-10 seats)

Length 296: 6-8 seats (see also previous page)

Length 380: 8-10 seats

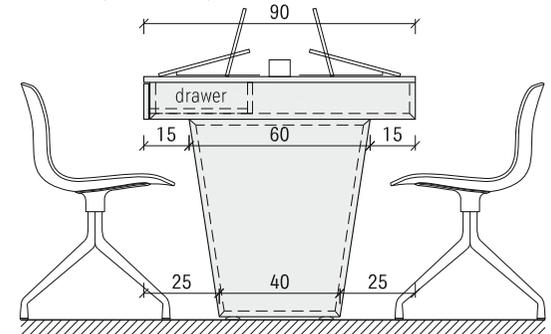
FunderMax Star Favorit Superfront 1.0,
Dekor 1118 LI (cable slot: white bristles)
or
Kronodesign K079 PW
Grey Clubhouse Oak (cable slot: black bristles)

← 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)

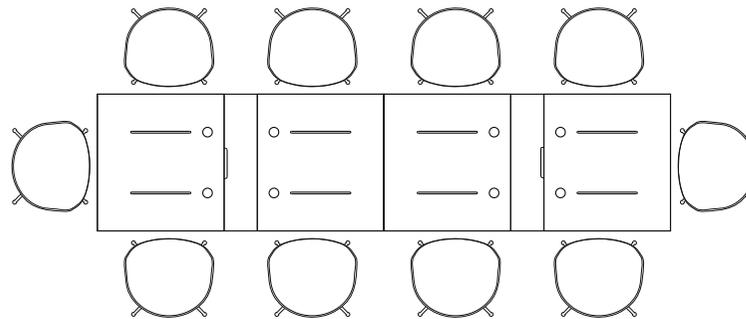
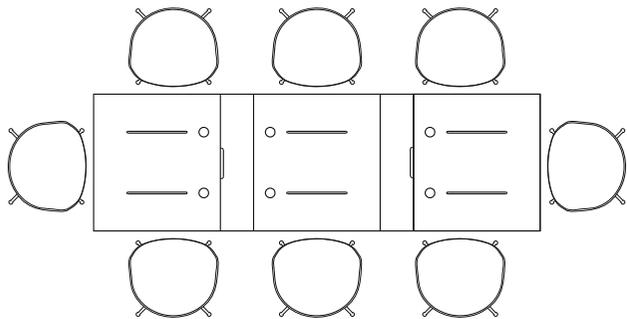
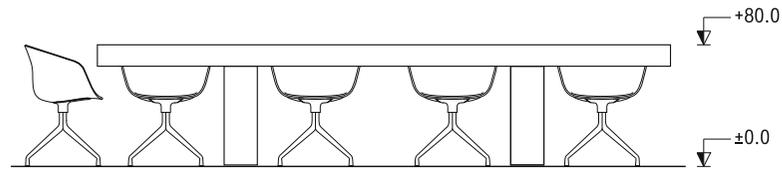
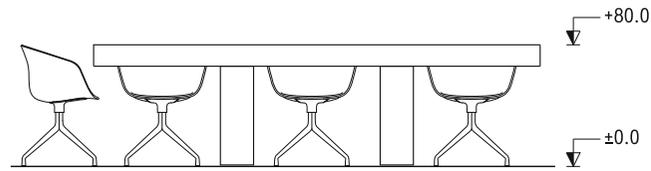


Side view

1:25

2.1.2.2 Interior

2.1.2.2.2.C Modules & Elements: Tables: C 03 A1 Table: Variations

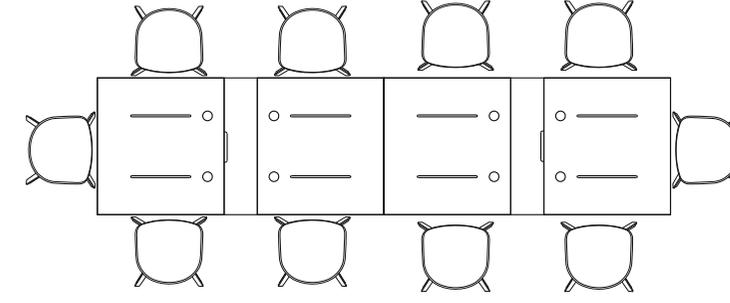
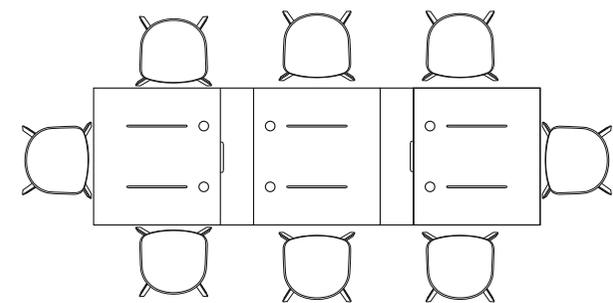
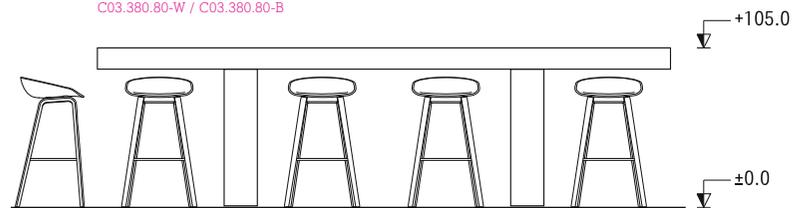
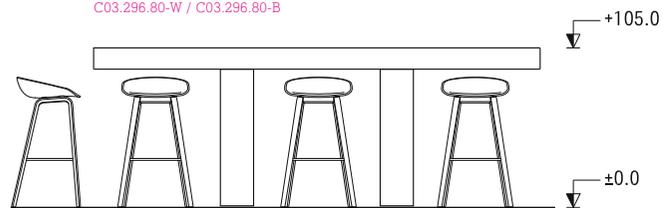


Small (296 cm, 6–8 persons) & **Low** (80 cm)

C03.296.80-W / C03.296.80-B

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

C03.380.80-W / C03.380.80-B



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

C03.296.105-W / C03.296.105-B

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

C03.380.105-W / C03.380.105-B

Legend C03

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

A1 Table: Variations

1:50

2.1.2.2 Interior

2.1.2.2.2.C Modules & Elements: Tables: C 04 A1 Bar

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

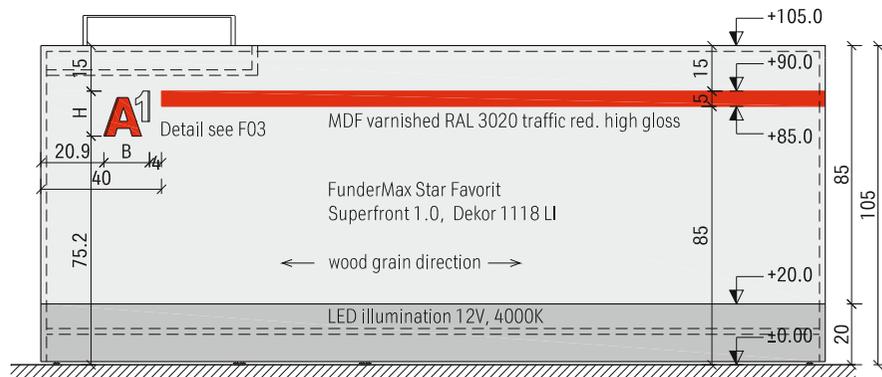
Combo: ▪ A 05 Bar Wall + F 21 Lettering or
▪ E 01 Storage + F 01 3D-Logo - Wall + F 21 Lettering

Zone: General Zone

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

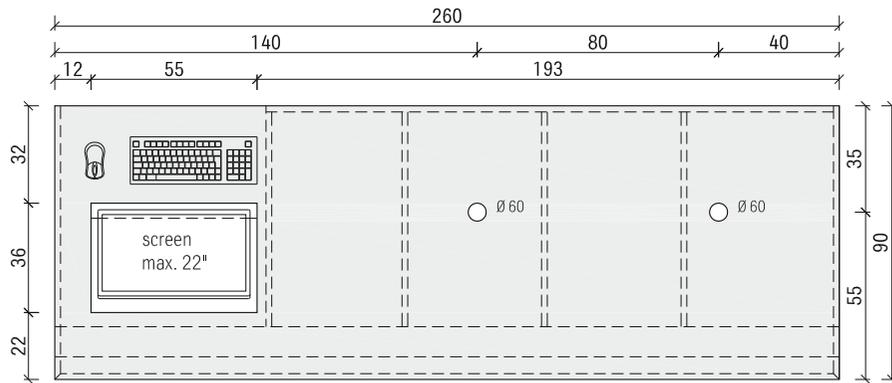
2.1.2.2 Interior

2.1.2.2.2.C Modules & Elements: Tables: C 04 A1 Bar: Plans

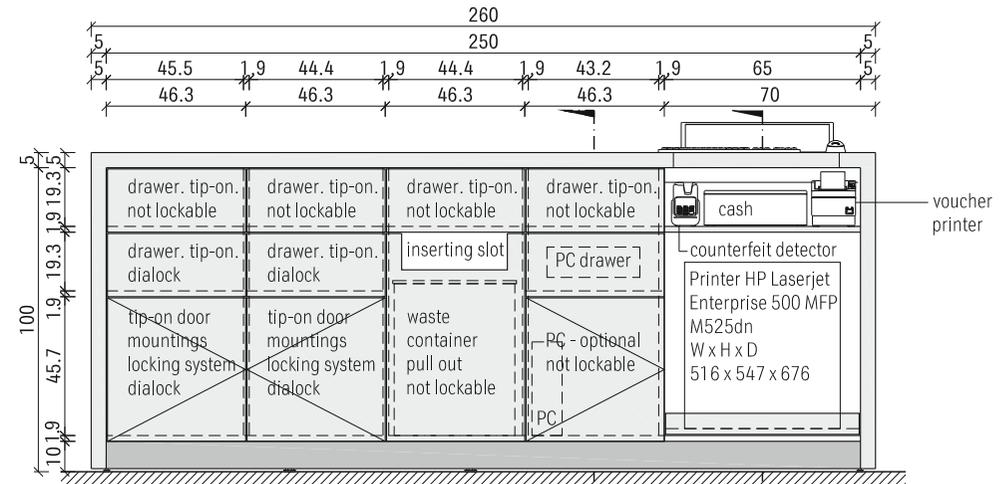


Front view* (left version)

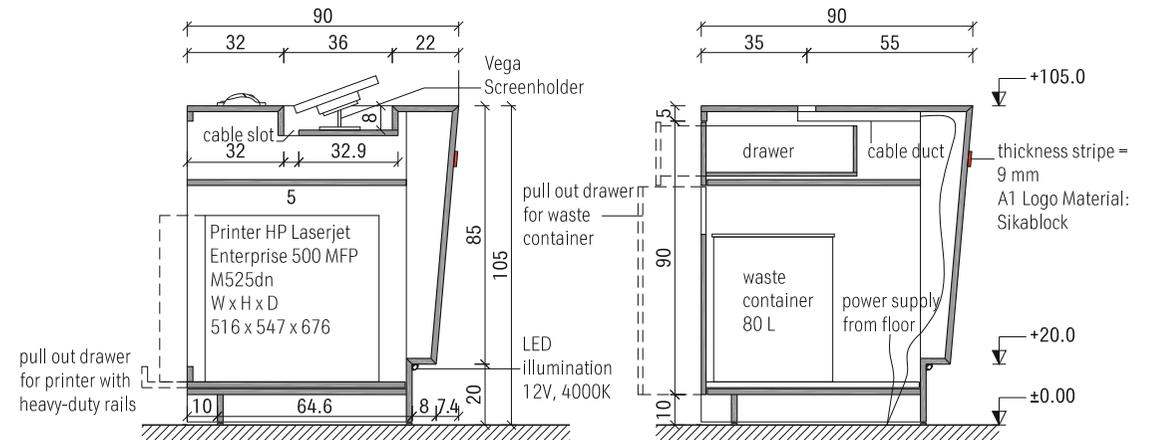
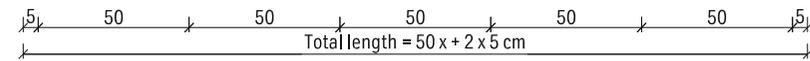
* Concerning the total length of the A1 Bar keep to the modular system of 50 cm plus 2 x 5 cm frame.
The division of the rear side of the A1 Bar can be adjusted to your needs and sizes of your equipment.



Top view (left version)



Rear view* (left version)



Section 1

Section 2

1:25

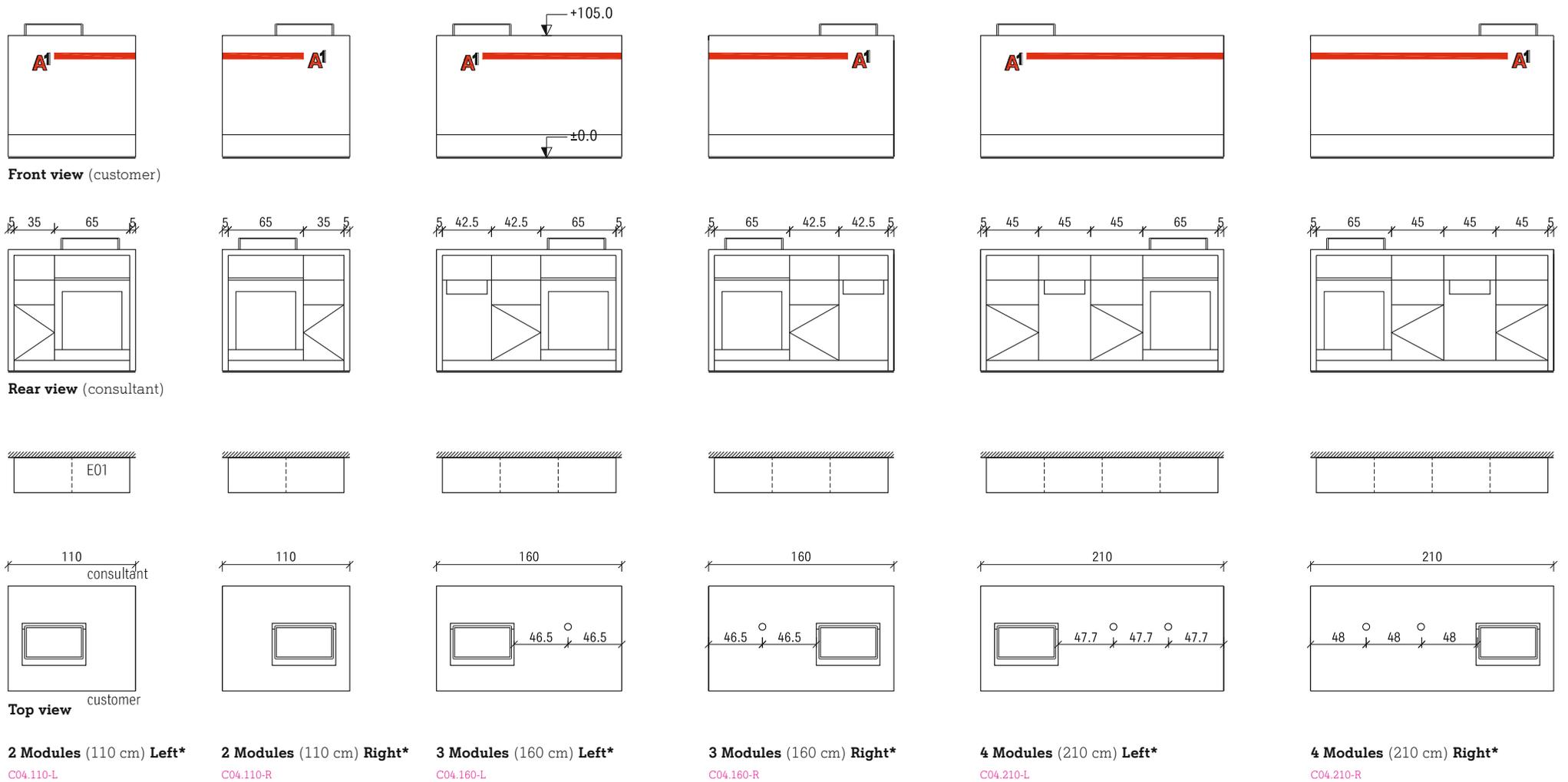
2.1.2.2 Interior

2.1.2.2.2.C Modules & Elements: Tables: C 04 A1 Bar: Variations



2.1.2.2 Interior

2.1.2.2.2.C Modules & Elements: Tables: C 04 A1 Bar: Variations



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

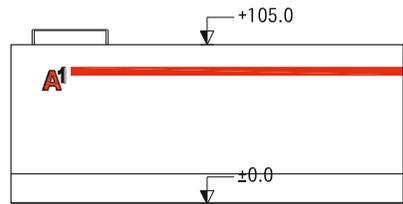
* Left / Right: Refers to location of the cashier + logo seen from the customer's perspective

A1 Bar: Variations

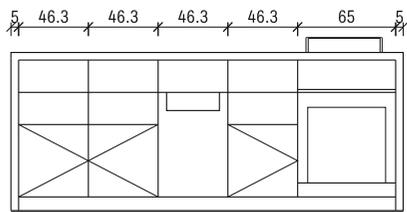
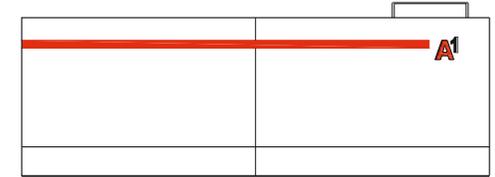
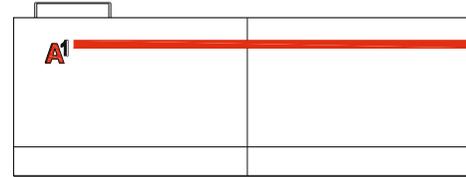
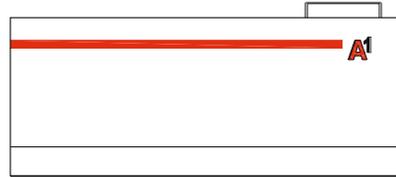
1:50

2.1.2.2 Interior

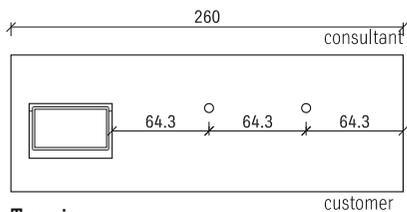
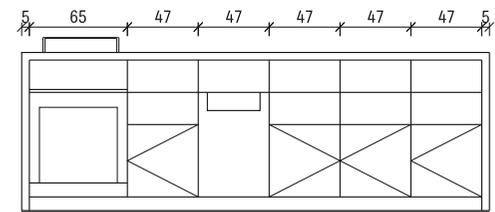
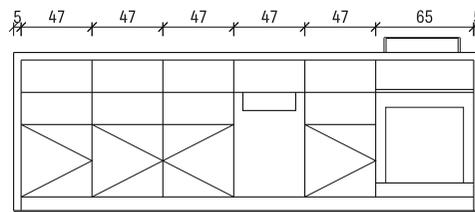
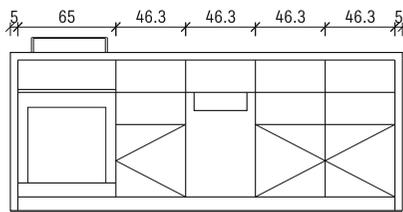
2.1.2.2.2.C Modules & Elements: Tables: C 04 A1 Bar: Variations



Front view (customer)



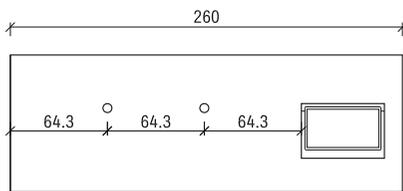
Rear view (consultant)



Top view

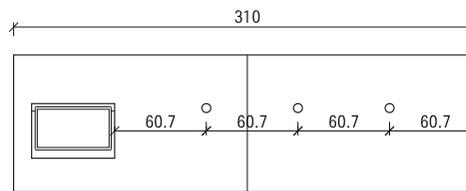
5 Modules (260 cm) Left*

C04.260-L



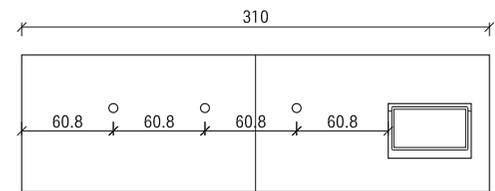
5 Modules (260 cm) Right*

C04.260-R



6 Modules (310 cm) Left*

C04.310-L



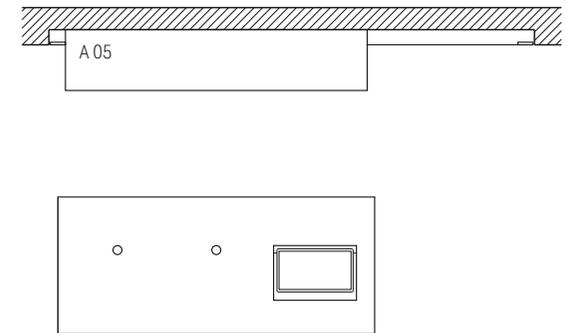
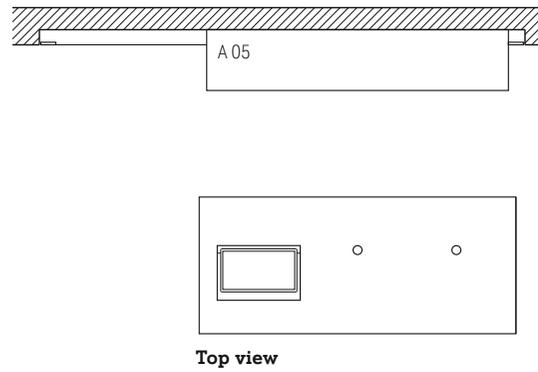
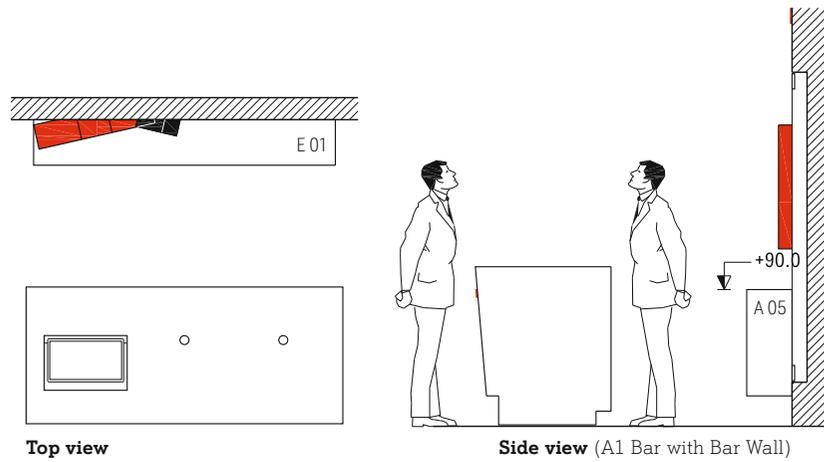
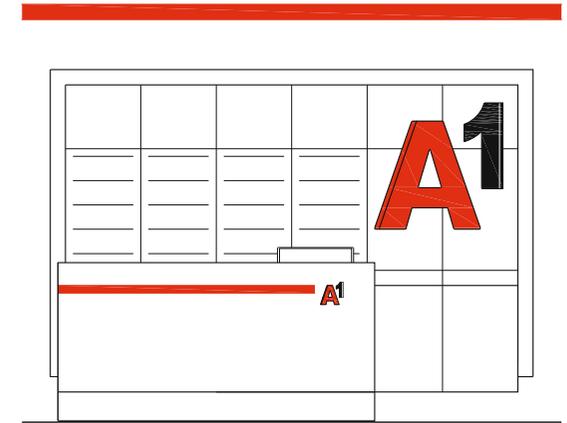
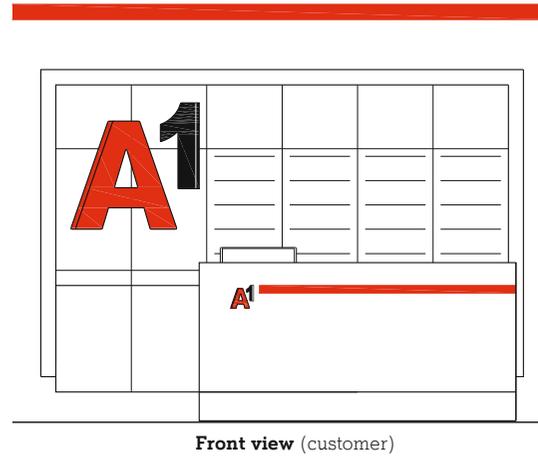
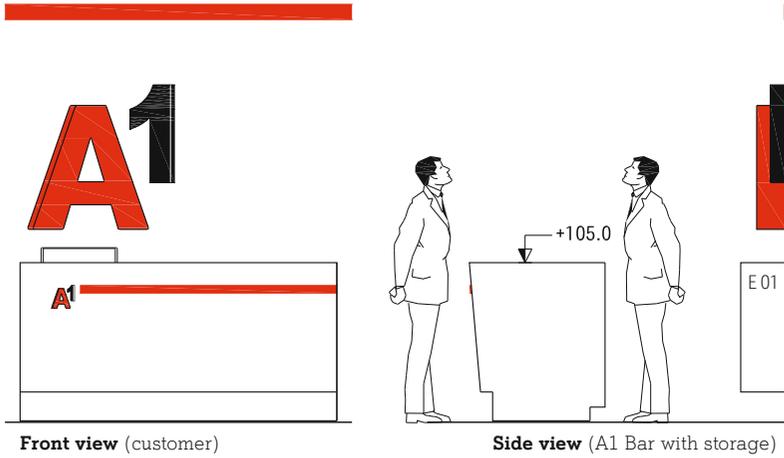
6 Modules (310 cm) Right*

C04.310-R

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

2.1.2.2 Interior

2.1.2.2.2.C Modules & Elements: Tables: C 04 A1 Bar: Variations



A1 Bar with storage (combination) Left*

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

2.1.2.2 Interior

2.1.2.2.2.C Modules & Elements: Tables: C 05 Consulting Table High - Freestanding & Wall

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

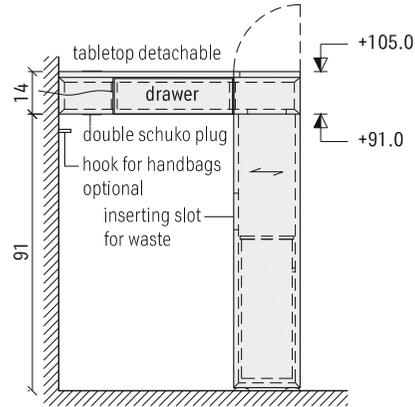
2.1.2.2 Interior

2.1.2.2.2.C Modules & Elements: Tables: C 05 Consulting Table High - Wall: Plans

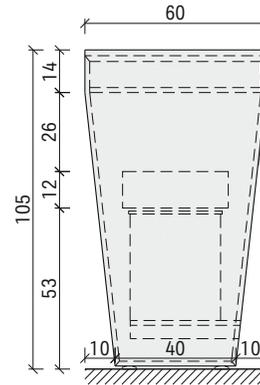
Consulting Table High - Wall

FunderMax Star Favorit
Superfront 1.0, Dekor 1118 LI

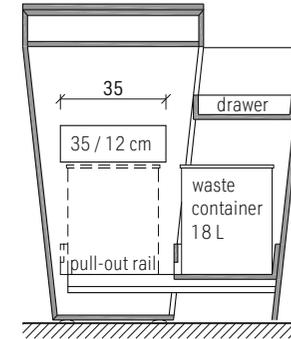
← wood grain direction →



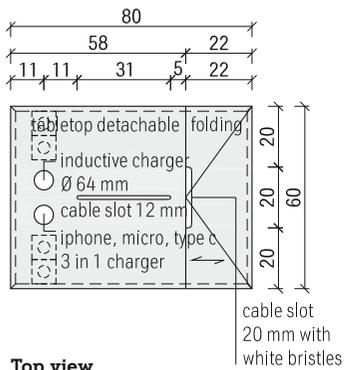
Front view



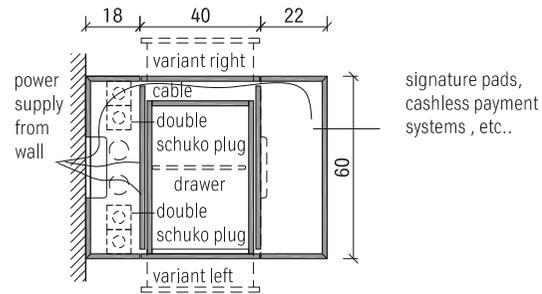
Side view



Section - Open Pullout

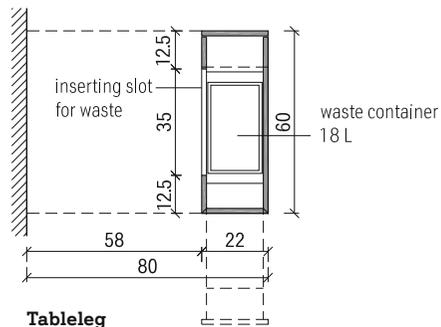


Top view



Top view - Open tabletop

signature pads,
cashless payment
systems, etc..



Tableleg

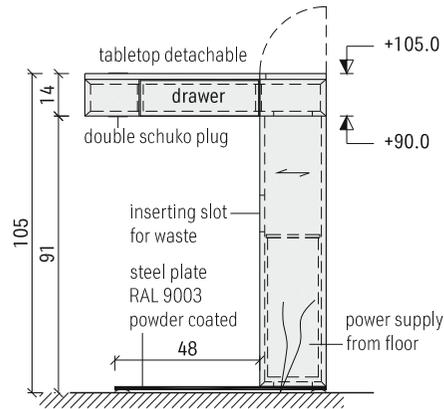
2.1.2.2 Interior

2.1.2.2.2.C Modules & Elements: Tables: C 05 Consulting Table High - Freestanding: Plans

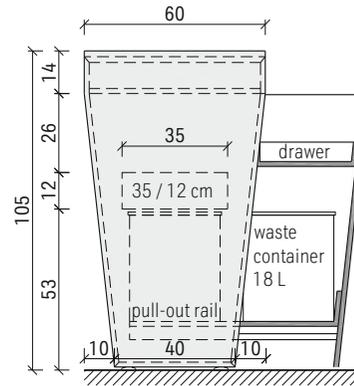
Consulting Table High - Freestanding

FunderMax Star Favorit
Superfront 1.0, Dekor 1118 LI

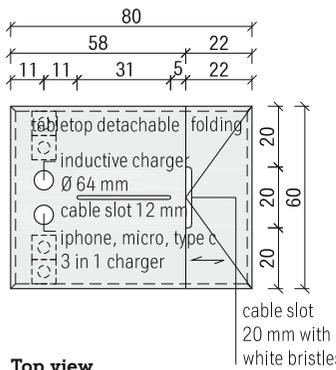
← wood grain direction →



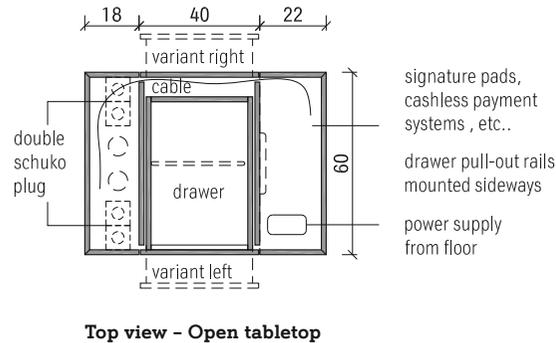
Front view



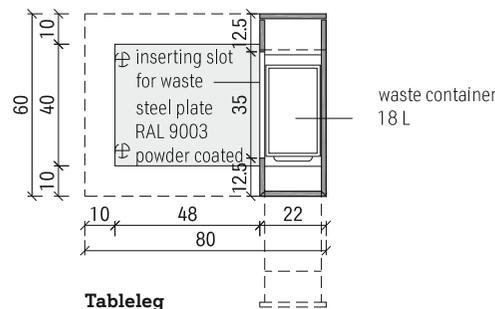
Side view - Open Pullout



Top view

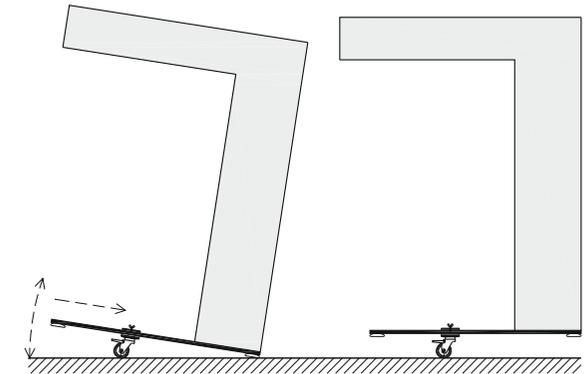


Top view - Open tabletop

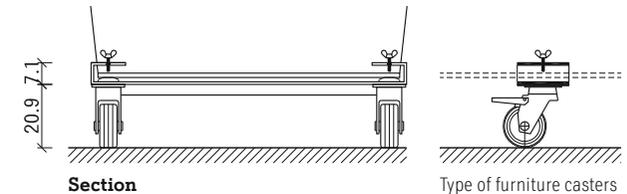


Tableleg

1:25

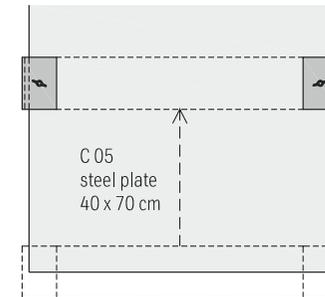


1. Pull caster profile over C05 steel base plate
2. Fix adjusting screws
3. Tilt and move C05 carefully



Section

Type of furniture casters depending on furniture weight.



Top view

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

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

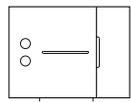
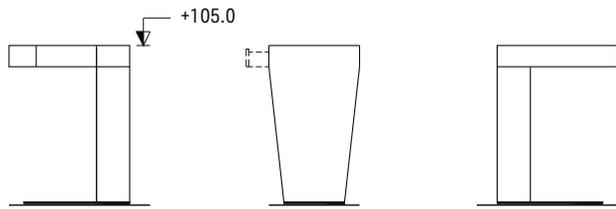
Trolley for Consulting Table High - Freestanding

1:10

2.1.2.2 Interior

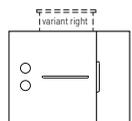
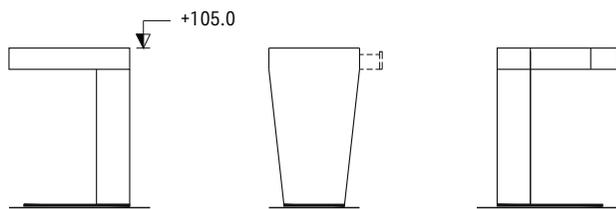
2.1.2.2.2.C Modules & Elements: Tables: C 05 Consulting Table High - Freestanding & Wall: Variations

Freestanding



Drawer Left

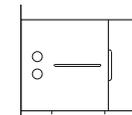
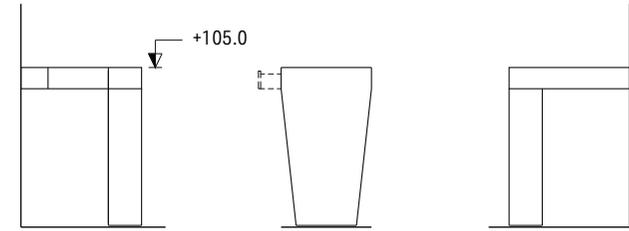
C05.FS-L



Drawer Right

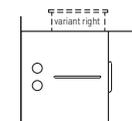
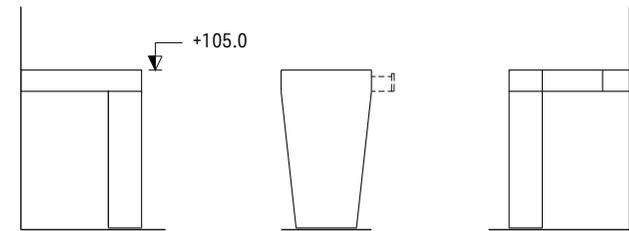
C05.FS-R

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

2.1.2.2 Interior

2.1.2.2.2.C Modules & Elements: Tables: C 06 Consulting Table Low

C 06 Consulting Table Low



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

Dimensions: L 120 cm
W 60 cm
H 80 cm

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

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

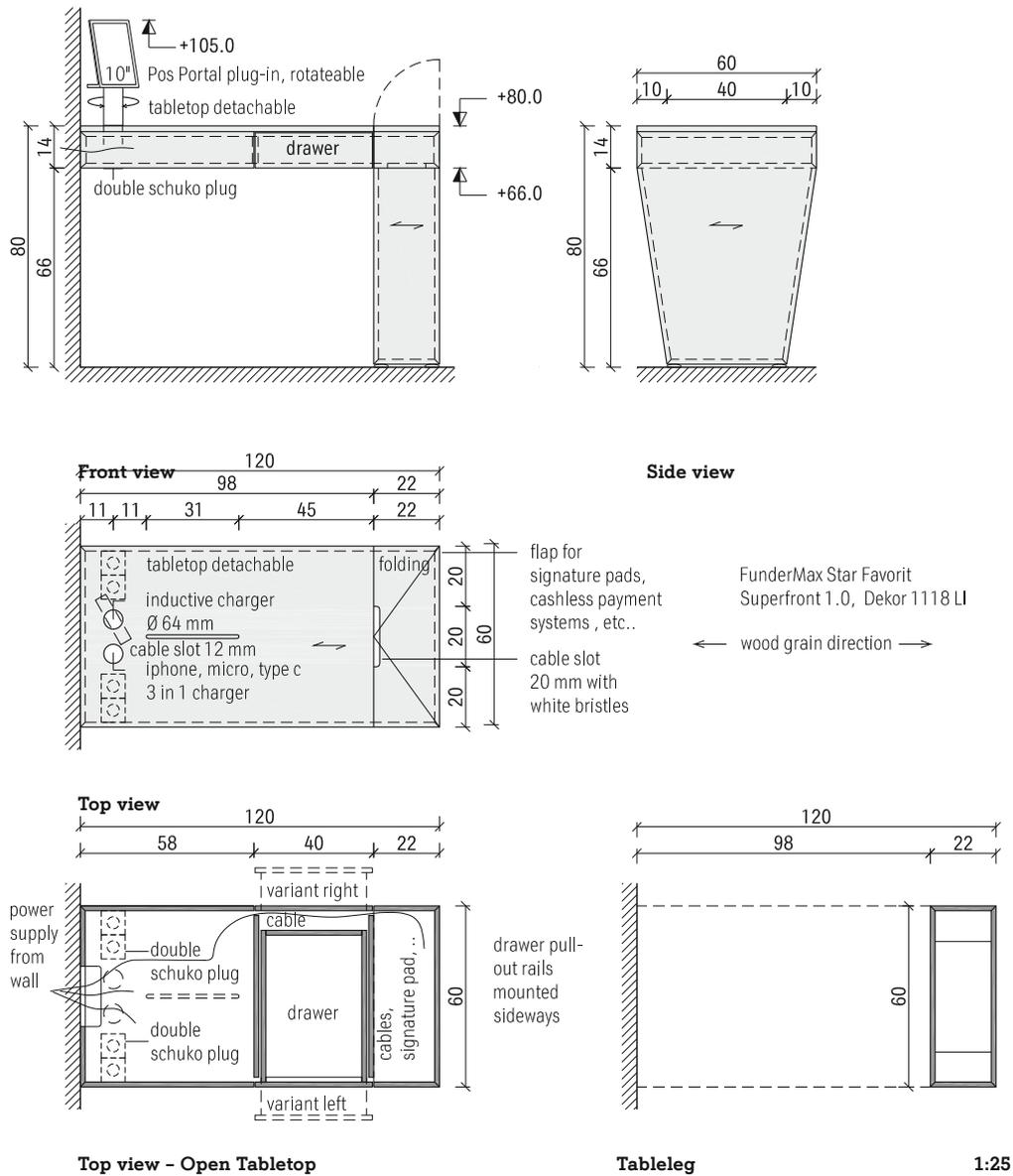
Combo: D 01 Consulting Sofa
D 02 Consulting Chair

Zone: Consulting Zone

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

2.1.2.2 Interior

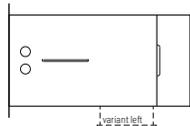
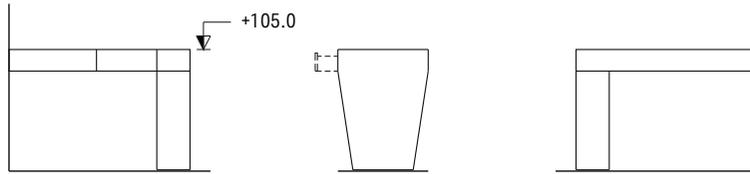
2.1.2.2.2.C Modules & Elements: Tables: C 06 Consulting Table Low: Plans



2.1.2.2 Interior

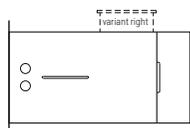
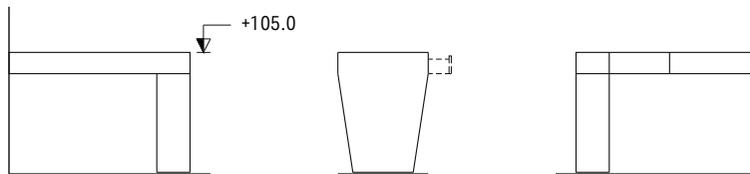
2.1.2.2.2.C Modules & Elements: Tables: C 06 Consulting Table Low: Variations

Wall-Mounted



Drawer Left

C06.WA-L



Drawer Right

C06.WA-R

Legend C06

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

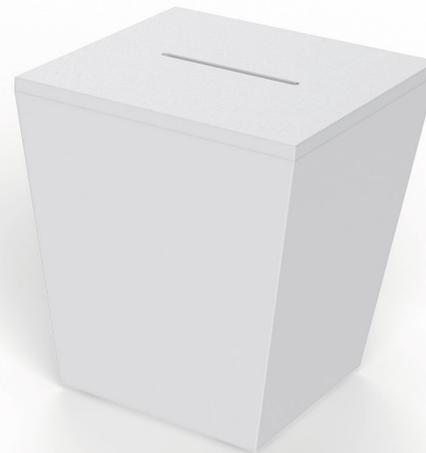
Consulting Table High: Variations

1:50

2.1.2.2 Interior

2.1.2.2.2.C Modules & Elements: Tables: C 07 Side Table

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 23 HAY AAC42 black / white

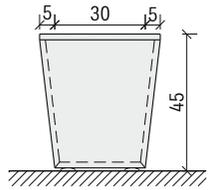
Zone: General Zone / Active Waiting
Home Zone

Location: Freestanding

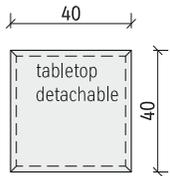
- Close to Home Wall / Music Wall
- View to TV

2.1.2.2 Interior

2.1.2.2.C Modules & Elements: Tables: C 07 Side Table: Plans



Side view



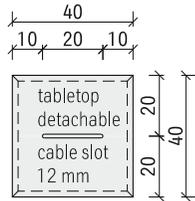
Tabletop I

C07.TI-W

C07.TI-B

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 II

C07.TII-W

C07.TII-B



Legend C07

Element

Tabletop

Colour

Exceptions

C07

.TI (Tabletop I) / .TII (Tabletop II)

-W (White) / B (Brown)

-I

1:25

2.1.2.2 Interior

2.1.2.2.2.C Modules & Elements: Tables: C 08 Wait & Consult

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

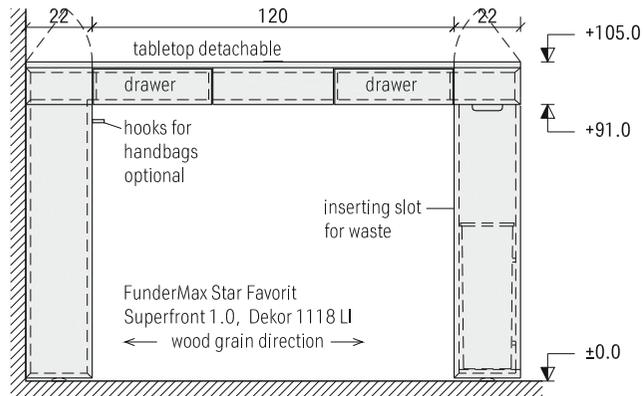
Combo: D 24 HAY AAS32 black

Zone: General Zone / Active Waiting

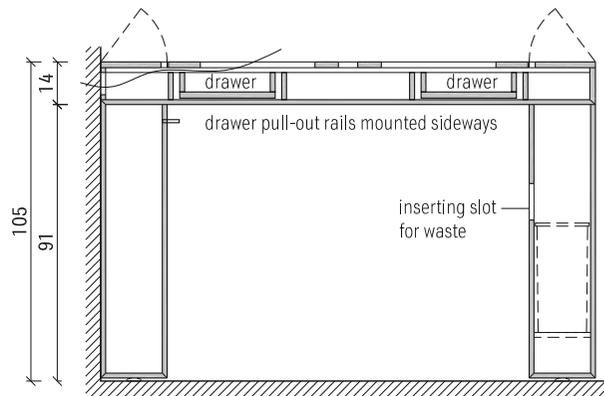
Location: ▪ Close to Home Wall (view to A1 TV)
▪ Close to Coffeebar
▪ Close to A1 Bar

2.1.2.2 Interior

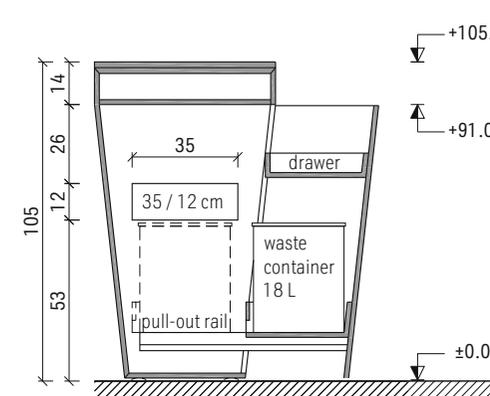
2.1.2.2.2.C Modules & Elements: Tables: C 08 Wait & Consult 164: Plans



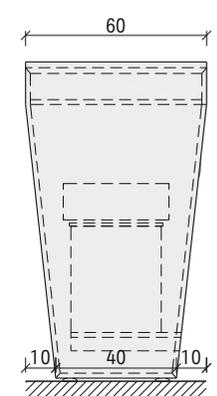
Front view



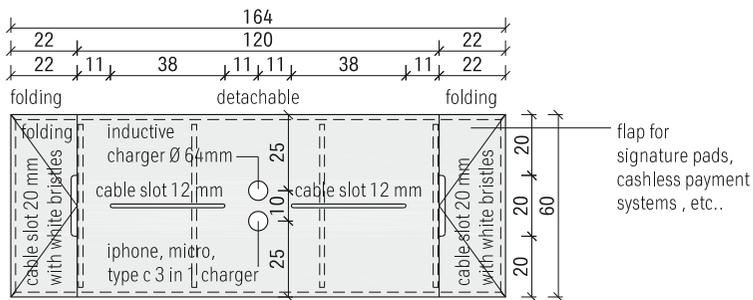
Longitudinal section



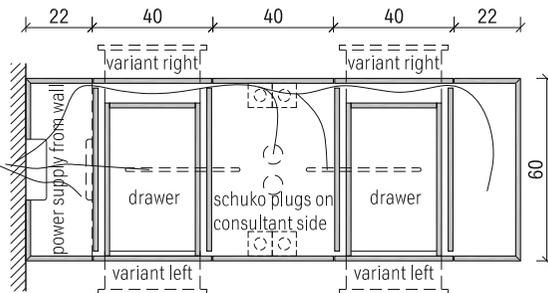
Section - Open Pullout



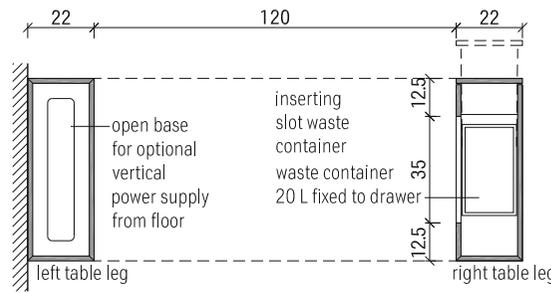
Side view



Top view



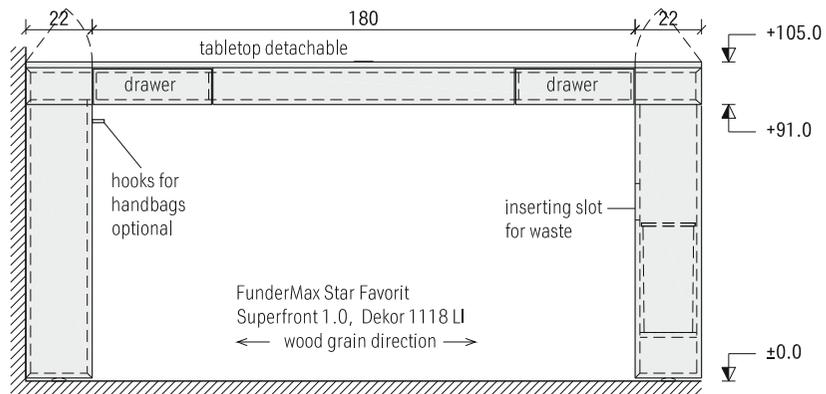
Top view - Open Tabletop



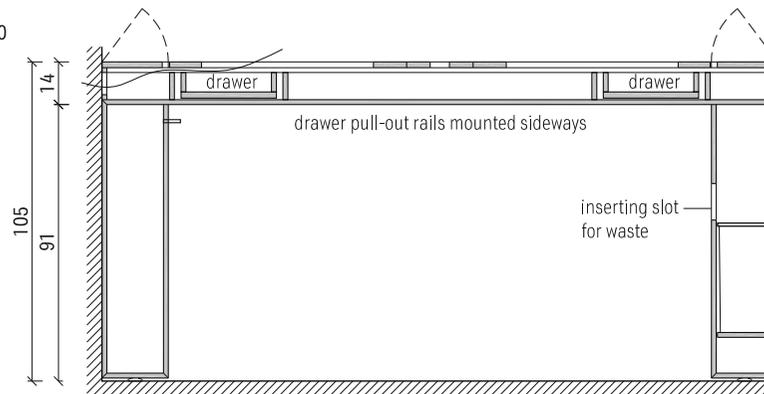
Horizontal section

2.1.2.2 Interior

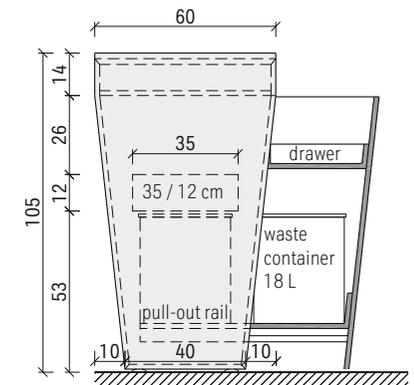
2.1.2.2.2.C Modules & Elements: Tables: C 08 Wait & Consult 224: Plans



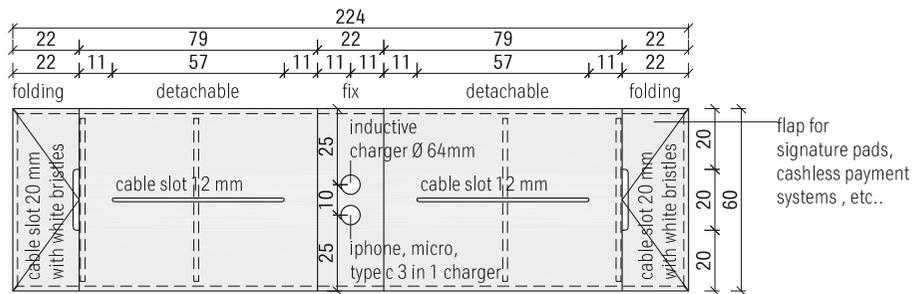
Front view



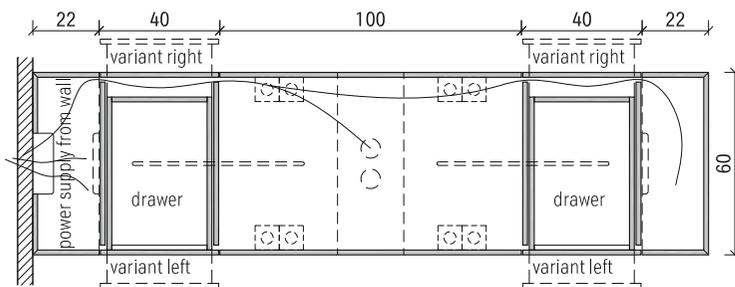
Longitudinal section



Side view - Open Pullout



Top view



Top view - Open Tabletop

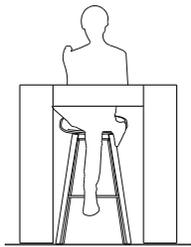


Horizontal section

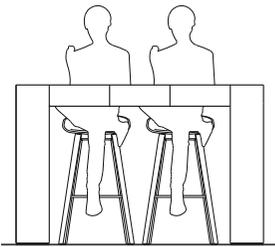
1:25

2.1.2.2 Interior

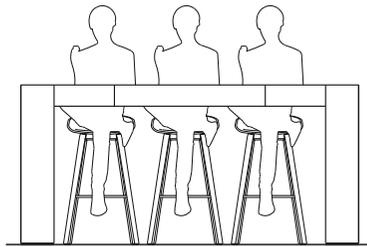
2.1.2.2.2.C Modules & Elements: Tables: C 08 Wait & Consult: Variations



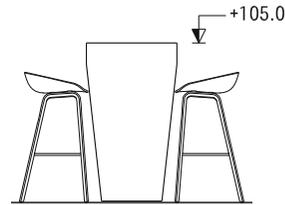
X-Small: 104 cm
(2 Persons)



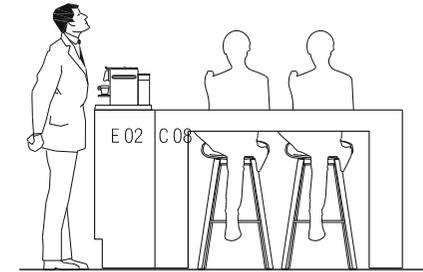
Small: 164 cm (4 Persons)



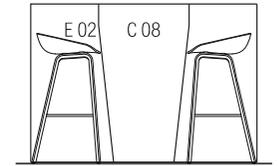
Large: 224 cm (6 Persons)



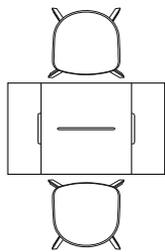
Side view



Front view (combination)



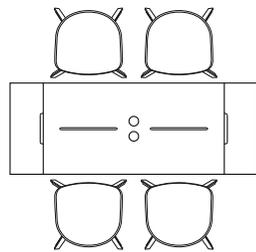
Side view (combination)



X-Small: Tabletop

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

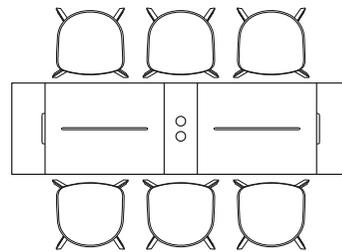
C08.104-FS-L-B
C08.104-FS-R-B
C08.104-WA-L-B
C08.104-WA-R-B



Small: Tabletop

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

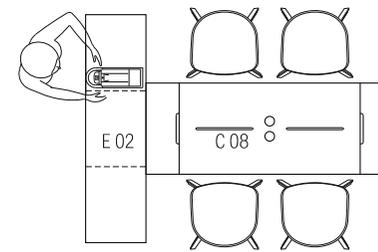
C08.164-FS-L-B
C08.164-FS-R-B
C08.164-WA-L-B
C08.164-WA-R-B



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

2.1.2.2 Interior

2.1.2.2.2.C Modules & Elements: Tables: C 09 Waiting Table – Corner

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

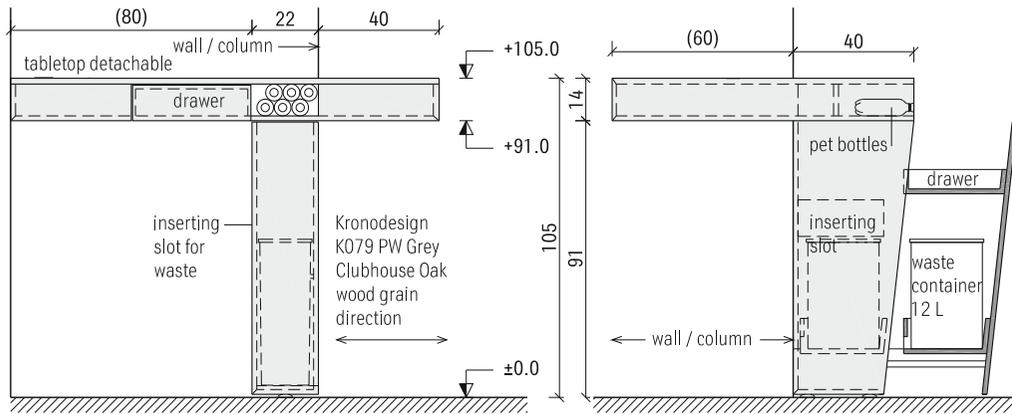
Combo: D 24 HAY AAS32 black

Zone: General Zone / Active Waiting

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

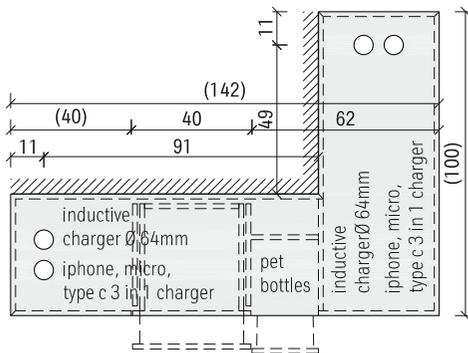
2.1.2.2 Interior

2.1.2.2.2.C Modules & Elements: Tables: C 09 Waiting Table – Corner: Plans

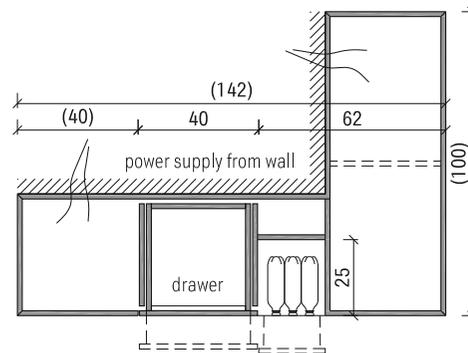


Front view

Side view - Open Pullout



Top view



Top view - Open Tabletop

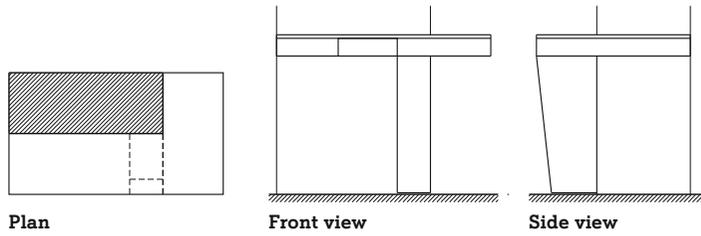
This element has to be adapted to the very specific conditions of the shop.

2.1.2.2 Interior

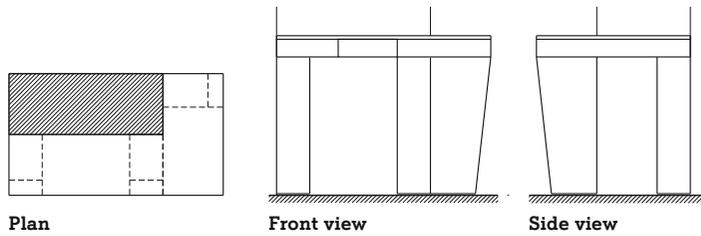
2.1.2.2.2.C Modules & Elements: Tables: C 09 Waiting Table – Corner: Variations

L-Shape

1 Tableleg

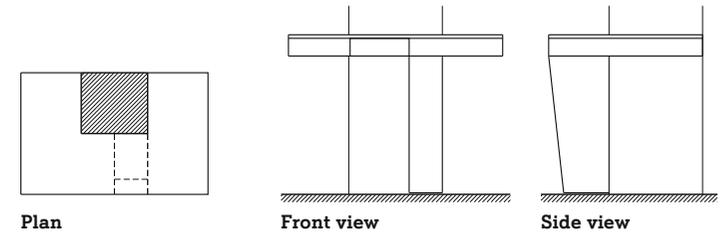


2 or 3 Tablelegs

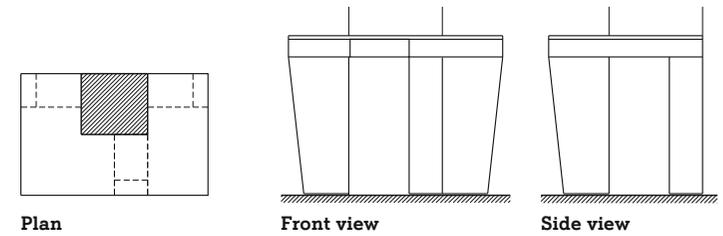


C-Shape

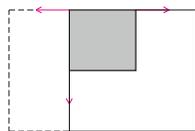
1 Tableleg



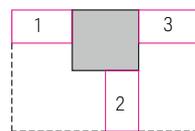
2 or 3 Tablelegs



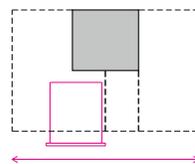
Dos and Dont's



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

2.1.2.2 Interior

2.1.2.2.2.D Modules & Elements: Seating



Seating

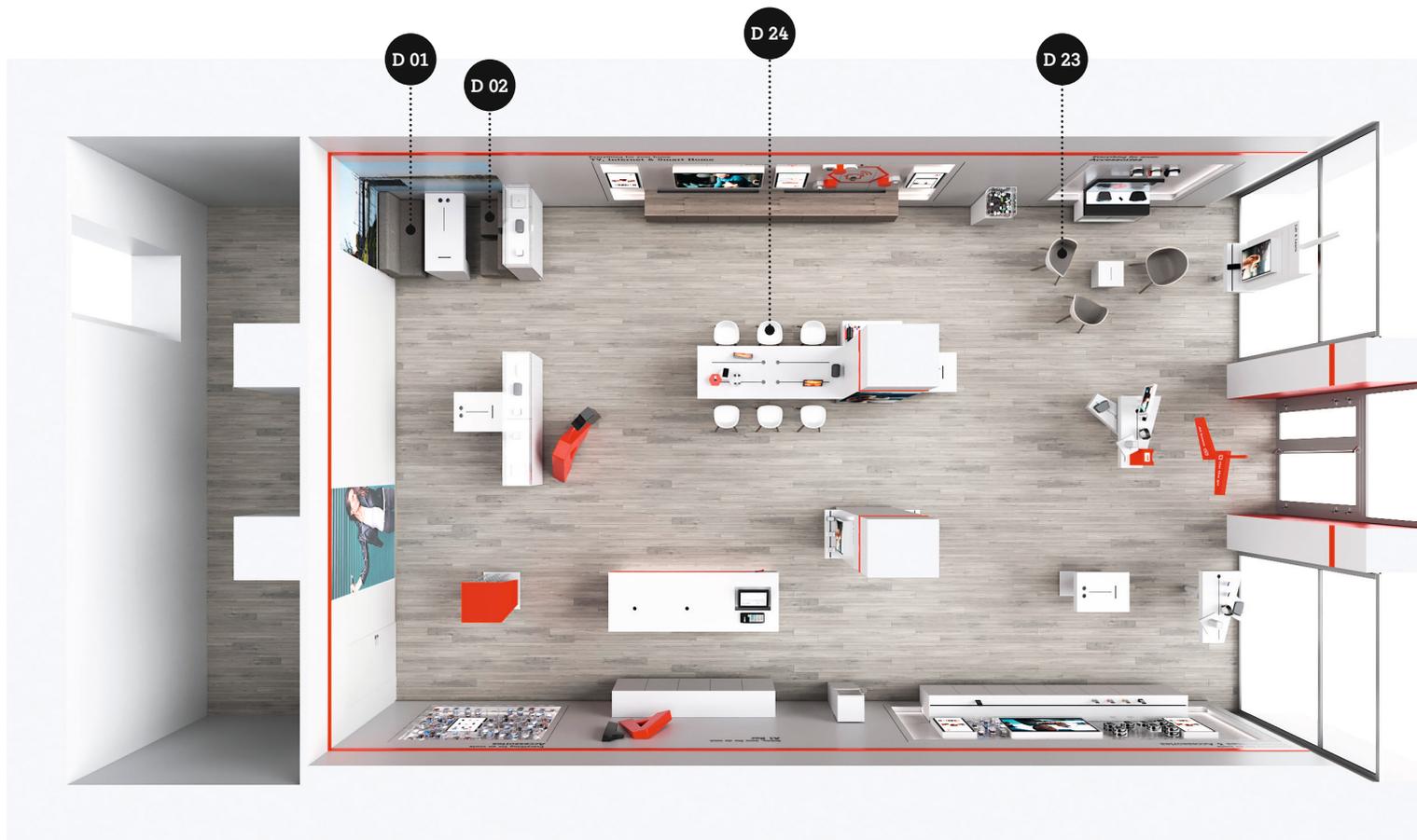
- D 01 Consulting Sofa
- D 02 Consulting Chair
- D 03 TV Stool
- D 04 Waiting Sofa
- D 05 Honeycomb Waiting Stool

- D 21 HAY AAC10
- D 22 HAY AAC20
- D 23 HAY AAC42
- D 24 HAY AAS32

See also next pages

2.1.2.2 Interior

2.1.2.2.2.D Modules & Elements: Seating



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

2.1.2.2 Interior

2.1.2.2.2.D Modules & Elements: Seating: D 01 Consulting Sofa

D 01 Consulting Sofa



Functions: Sitting (Consulting)

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

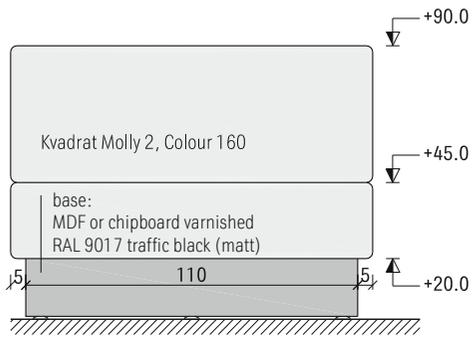
Combo: C 06 Consulting Table Low
D 02 Consulting Chair
E 01 Storage
F 31 Moodimage

Zone: Consulting Zone

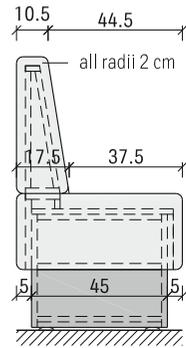
Location: ▪ Quiet area
▪ Rear area
▪ Niches

2.1.2.2 Interior

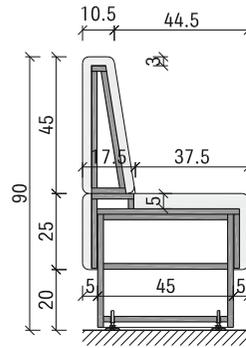
2.1.2.2.2.D Modules & Elements: Seating: D 01 Consulting Sofa: Plans



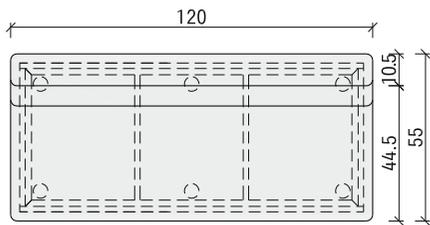
Front view



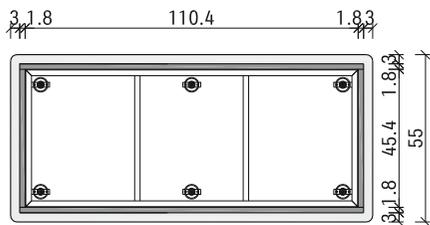
Side view



Section



Top view



Bottom view



1:25

2.1.2.2 Interior

2.1.2.2.2.D Modules & Elements: Seating: D 02 Consulting Chair

D 02 Consulting Chair



Functions: Sitting (Consulting)

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

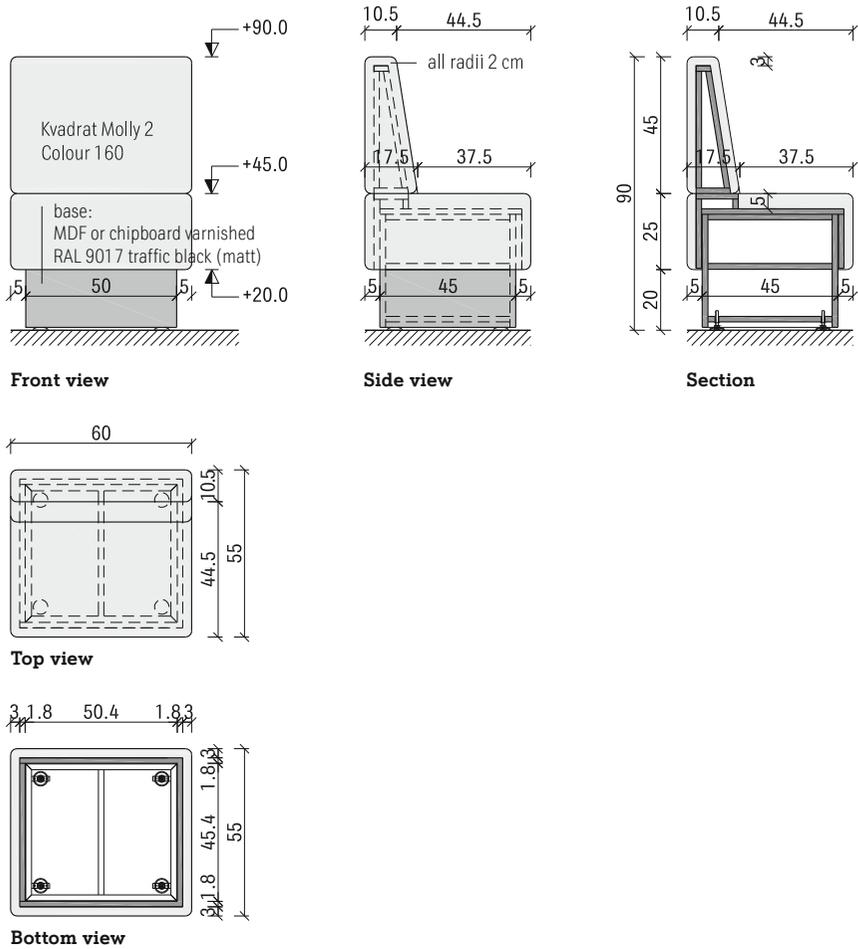
Combo: C 06 Consulting Table Low
D 01 Consulting Sofa
E 01 Storage
F 31 Moodimage

Zone: Consulting Zone

Location: ▪ Quiet area
▪ Rear area
▪ Niches

2.1.2.2 Interior

2.1.2.2.2.D Modules & Elements: Seating: D 02 Consulting Chair: Plans



1:25

2.1.2.2 Interior

2.1.2.2.2.D Modules & Elements: Seating: D 03 TV Stool

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)

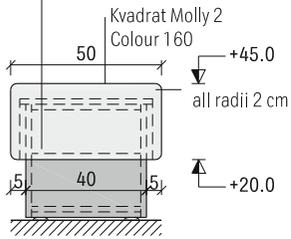
Zone: General Zone / Active Waiting
Home Zone

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

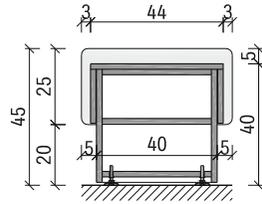
2.1.2.2 Interior

2.1.2.2.2.D Modules & Elements: Seating: D 03 TV Stool: Plans

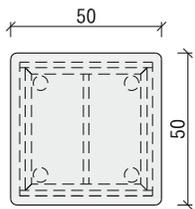
base:
MDF or chipboard varnished
RAL 9017 traffic black (matt)



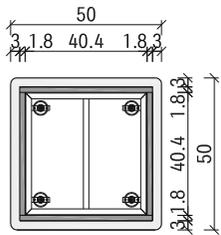
Front & Side view



Section



Top view



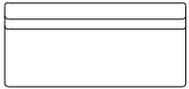
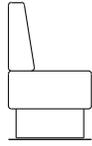
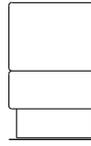
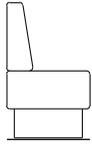
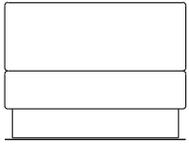
Bottom view



1:25

2.1.2.2 Interior

2.1.2.2.2.D Modules & Elements: Seating: D 01 Consulting Sofa + D 02 Consulting Chair + D 03 TV Stool: Variations



Consulting Sofa

D01

Consulting Chair

D02

TV Stool

D03

Legend D01-D03

Element D01 / D02 / D03

Exceptions -!

Seating D01-D03: Variations

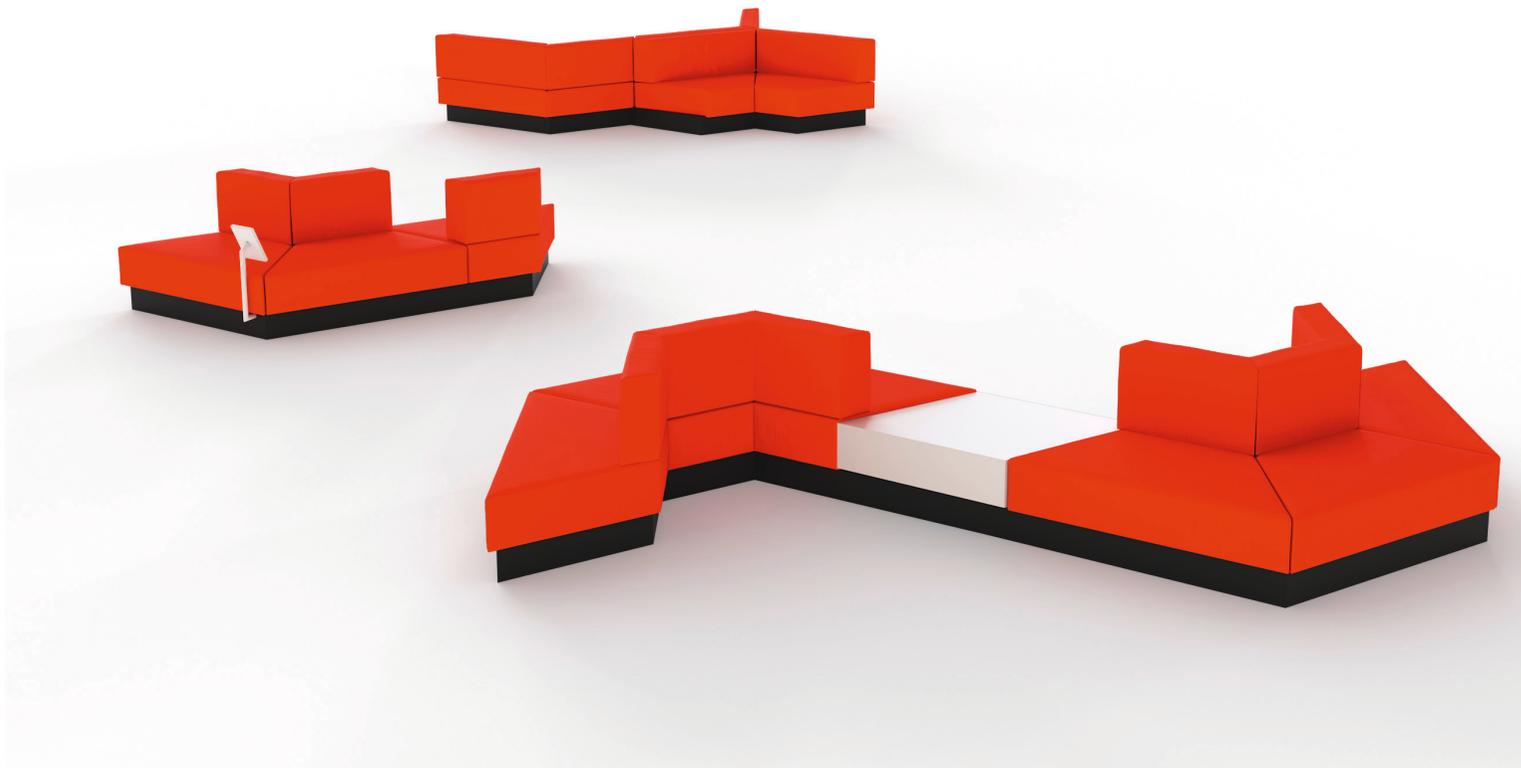
1:50

2.1.2.2 Interior

2.1.2.2.2.D Modules & Elements: Seating: D 04 Waiting Sofa



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

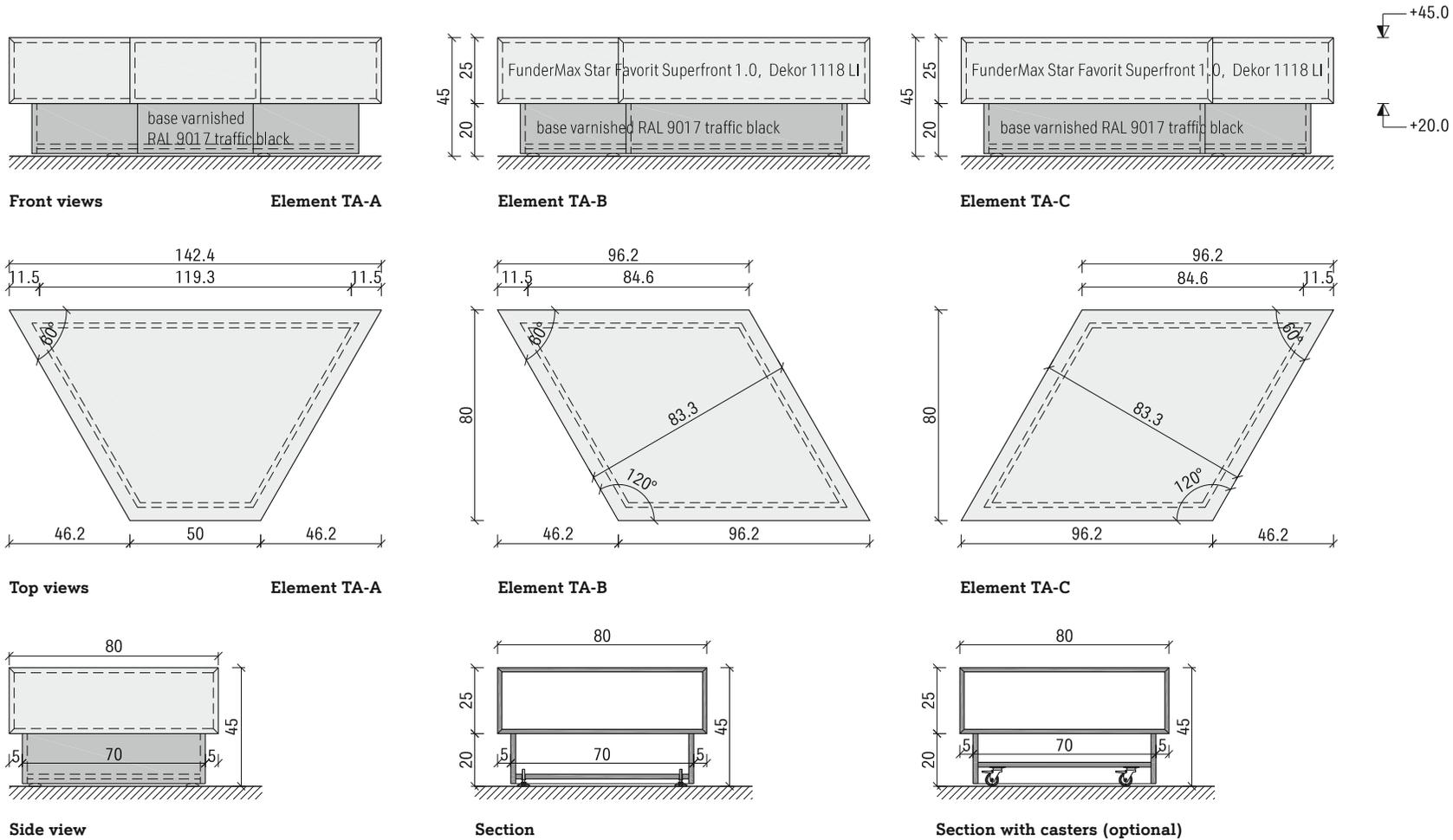
Zone: General Zone / Active Waiting
Home Zone

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

2.1.2.2 Interior

2.1.2.2.2.D Modules & Elements: Seating: D 04 Waiting Sofa: Plans

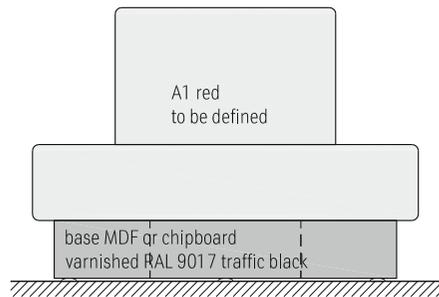
work in
progress
WIP



2.1.2.2 Interior

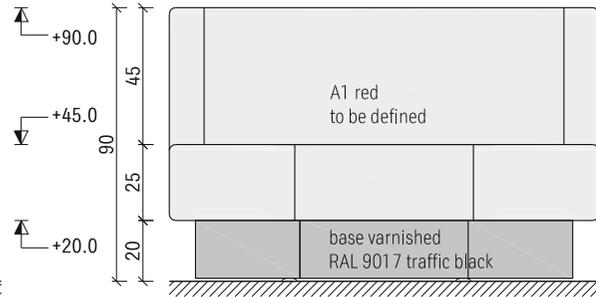
2.1.2.2.2.D Modules & Elements: Seating: D 04 Waiting Sofa: Plans

work in progress
WIP

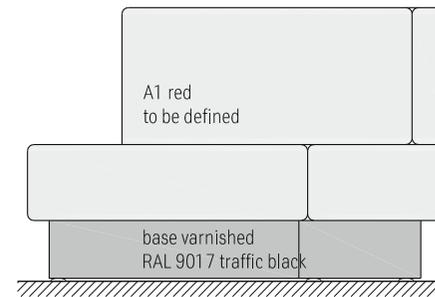


Front views

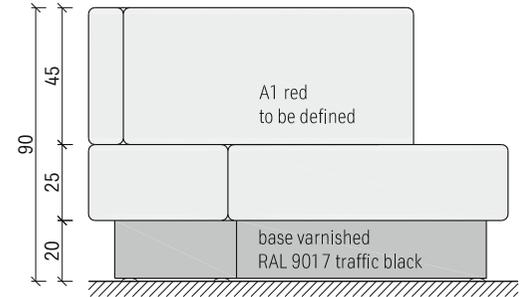
Element UP-A



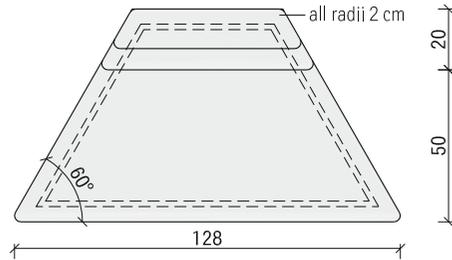
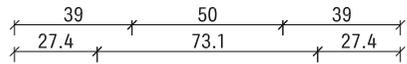
Element UP-B



Element UP-C

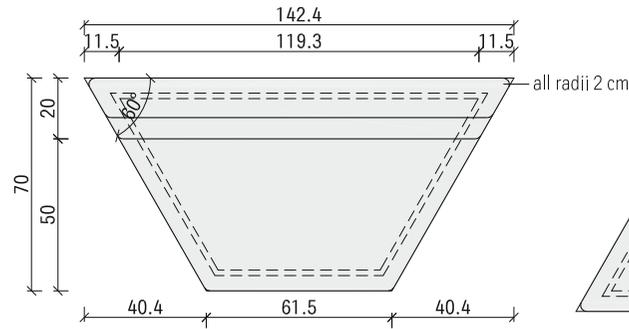


Element UP-D

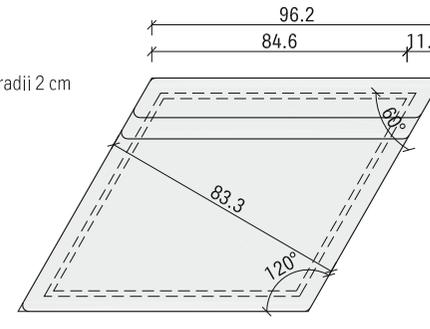


Top views

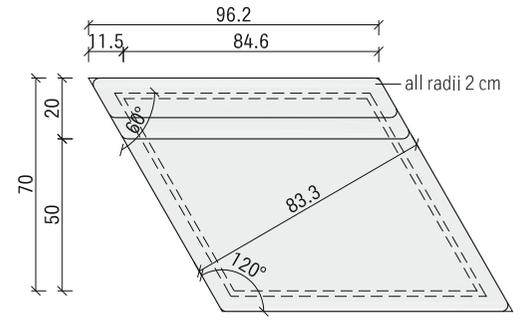
Element UP-A



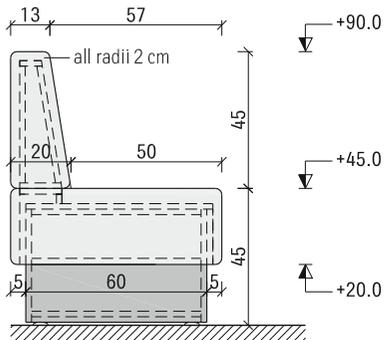
Element UP-B



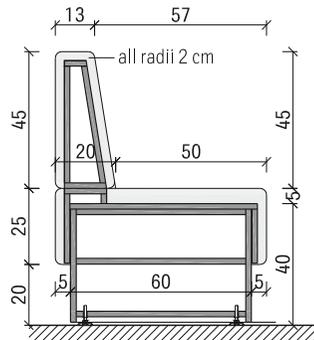
Element UP-C



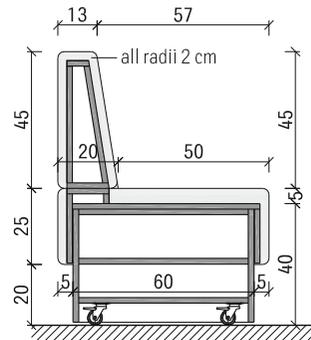
Element UP-D



Side view



Section



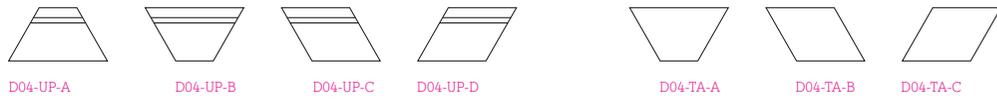
Section with casters (optional)

2.1.2.2 Interior

2.1.2.2.2.D Modules & Elements: Seating: D 04 Waiting Sofa: Variations



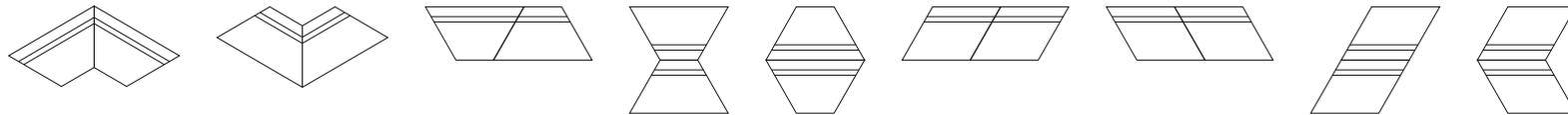
1 Module



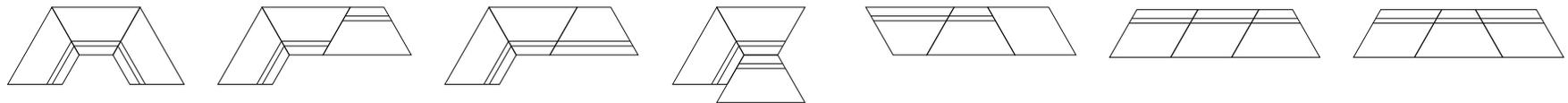
The Modules can be arranged in various constellations according to the specific site.

In the following you find some examples:

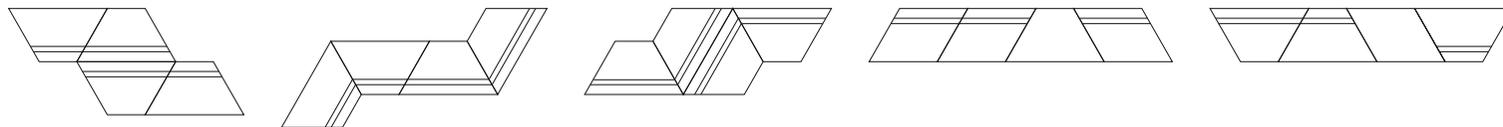
2 Modules



3 Modules



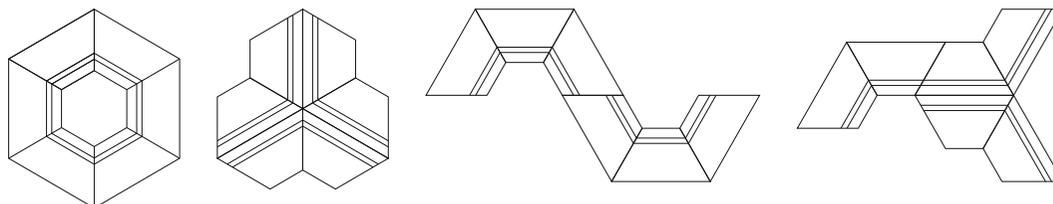
4 Modules



5 Modules



6 Modules



Legend D04

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

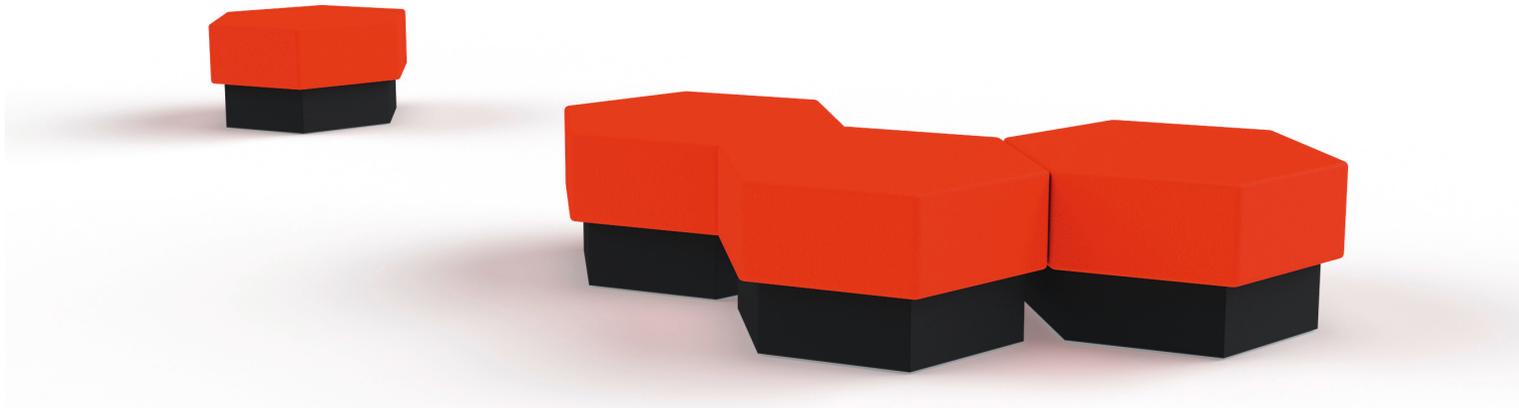
Waiting Sofa: Variations & Examples

1:100

2.1.2.2 Interior

2.1.2.2.2.D Modules & Elements: Seating: D 05 Honeycomb Waiting Stool

D 05 Honeycomb Waiting Stool



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)

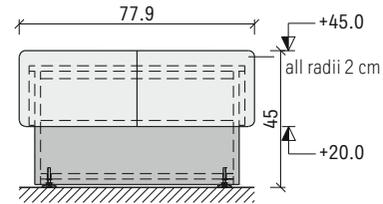
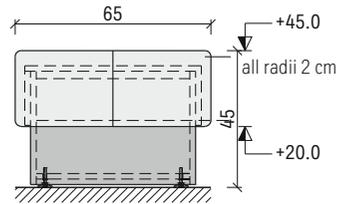
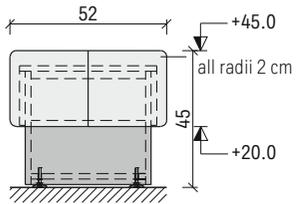
Versions: Different sizes

Zone: General Zone / Active Waiting
Home Zone

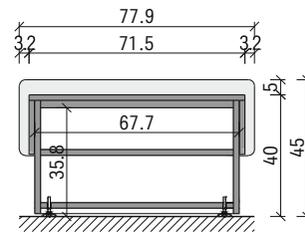
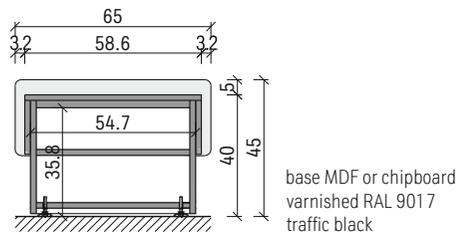
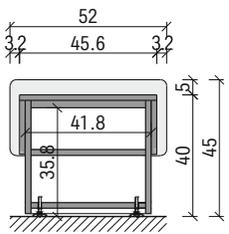
Location: ▪ In small and medium shops (XS, S, M)
▪ between entrance and A1 Bar
▪ Close to A1 Bar
▪ Close to Home Wall / Coffeebar

2.1.2.2 Interior

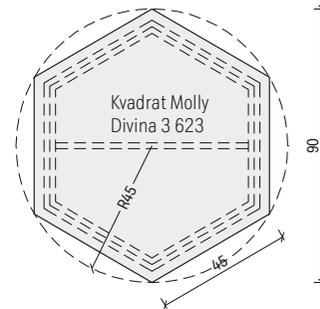
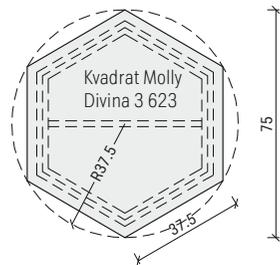
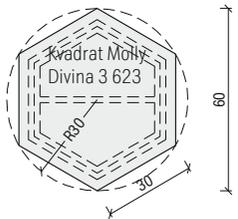
2.1.2.2.2.D Modules & Elements: Seating: D 05 Honeycomb Waiting Stool: Plans & Variations



Side view



Section



Top view

Small

D05.S

Medium

D05.M

Large

D05.L

Legend D05

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

2.1.2.2 Interior

2.1.2.2.2.D Modules & Elements: Seating: D 21 HAY AAC10

D 21 HAY AAC10



Functions: Sitting (Active Waiting)

Dimensions: W 51 cm

D 52 cm

H 77 cm (seat high: 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)

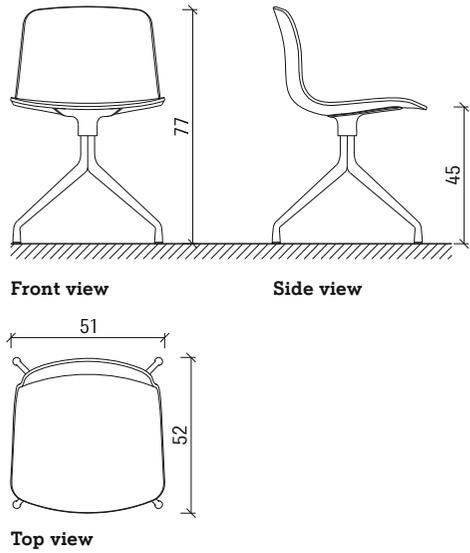
Zone: General Zone / Active Waiting

Location:

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

2.1.2.2 Interior

2.1.2.2.2.D Modules & Elements: Seating: D 21 HAY AAC10: Plans & Variations



1:25

2.1.2.2 Interior

2.1.2.2.2.D Modules & Elements: Seating:D 22 HAY AAC20

D 22 HAY AAC20



Functions: Sitting (Active Waiting)

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

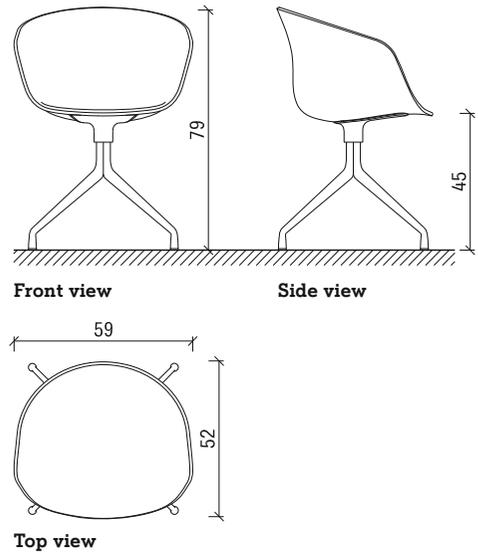
Zone: General Zone / Active Waiting

Location:

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

2.1.2.2 Interior

2.1.2.2.D Modules & Elements: Seating: D 22 HAY AAC20: Plans & Variations



1:25

2.1.2.2 Interior

2.1.2.2.2.D Modules & Elements: Seating: D 23 HAY AAC42

D 23 HAY AAC42



Functions: Sitting (Active Waiting)

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

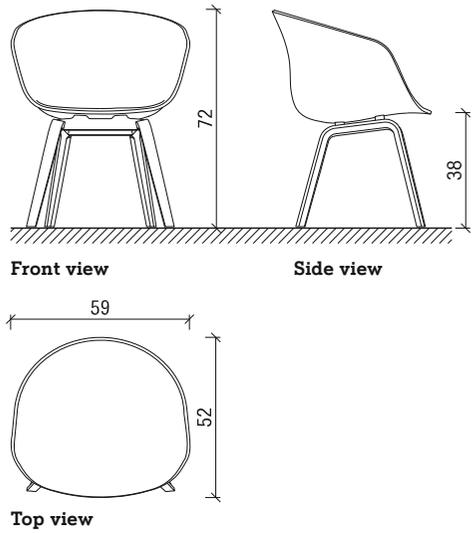
Zone: General Zone / Active Waiting

Location: Freestanding

- Close to Home Wall / Music Wall
- View to TV

2.1.2.2 Interior

2.1.2.2.2.D Modules & Elements: Seating: D 23 HAY AAC42: Plans & Variations



1:25

2.1.2.2 Interior

2.1.2.2.2.D Modules & Elements: Seating: D 24 HAY AAS32

D 24 HAY AAS32



Functions: Sitting (Active Waiting)

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

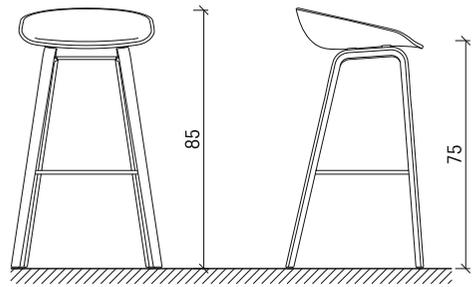
Zone: General Zone / Active Waiting

Location:

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

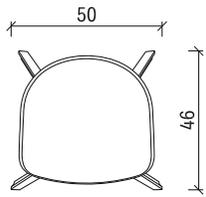
2.1.2.2 Interior

2.1.2.2.2.D Modules & Elements: Seating: D 24 HAY AAS32: Plans & Variations



Front view

Side view



Top view

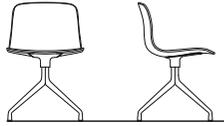


1:25

2.1.2.2 Interior

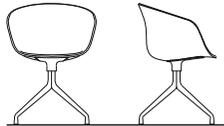
2.1.2.2.2.D Modules & Elements: Seating: D 21 + D 22 + D23 + D 24 HAY: Variations

D 21



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

D 22



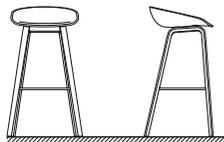
D22.B-B D22.W-W
D22.B-B-CU D22.W-W-CU
D22.B-B-UP D22.W-W-UP

D 23



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

2.1.2.2 Interior

2.1.2.2.E Modules & Elements: Storage



Storage

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

2.1.2.2 Interior

2.1.2.2.2.E Modules & Elements: Storage: E 01 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)

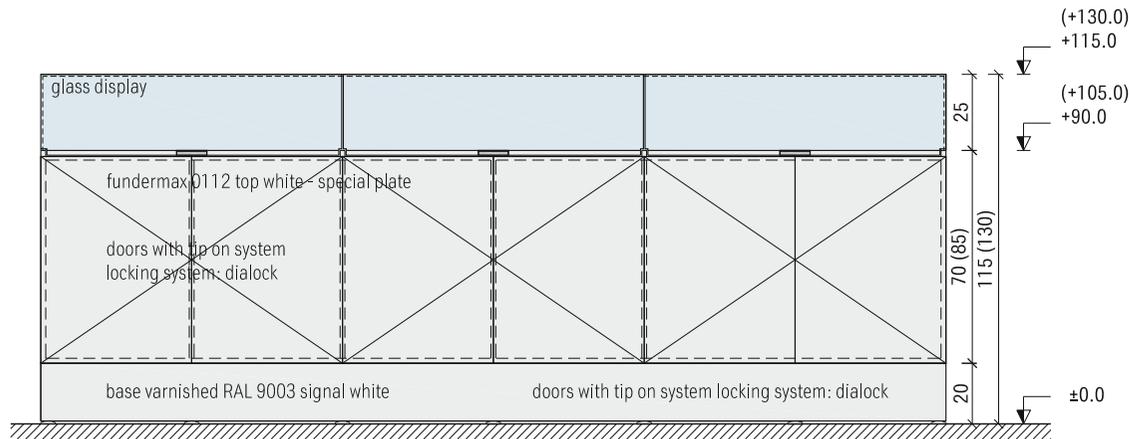
Combo: C 04 A1 Bar
D 01 Consulting Sofa
E 02 Coffeebar
F 31 Moodimage

Zone: General Zone
Consulting Zone

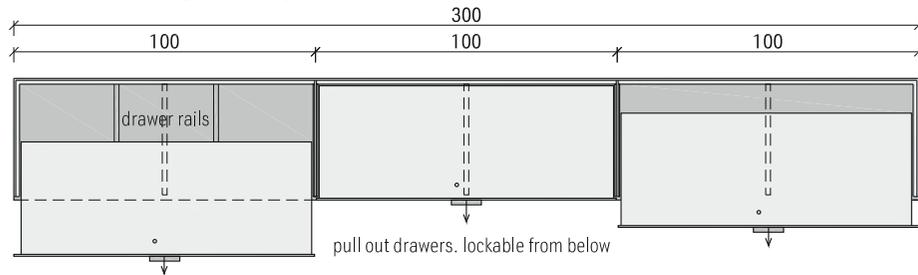
Location: Along the wall or Freestanding
▪ Behind A1 Bar
▪ Behind Consulting Sofa
▪ Between wall + furniture
▪ Below moodimage

2.1.2.2 Interior

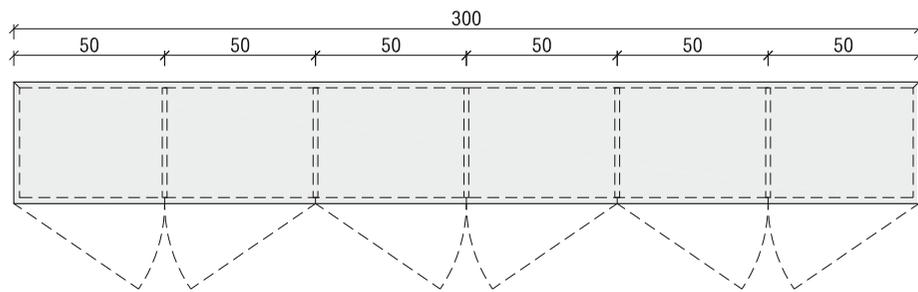
2.1.2.2.E Modules & Elements: Storage: E 01 Storage: Plans



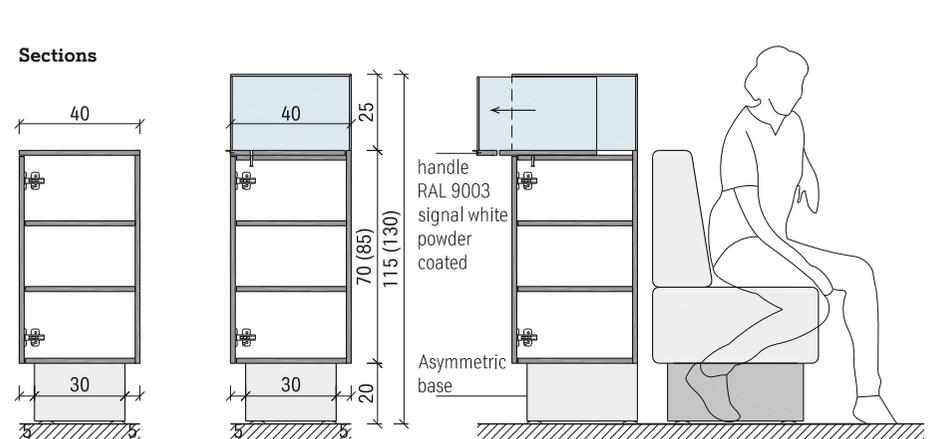
Front view - Storage with Display



Top view - Storage with Display



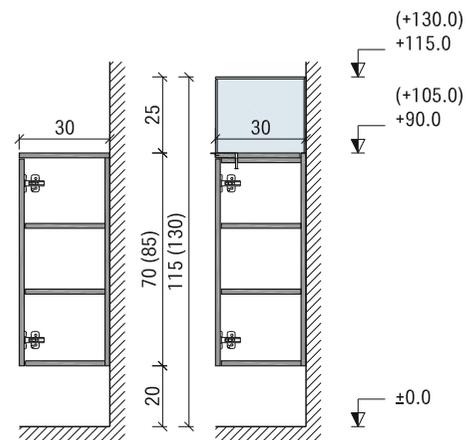
Top view - Storage without Display



With base, without display (standalone)

With base, with display (standalone)

With base, with display (combination, along wall)

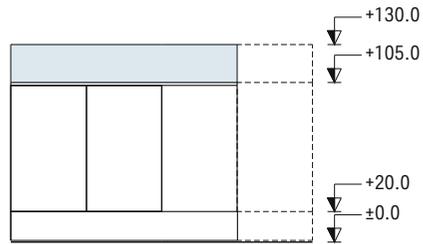


Without base, without display (wall-mounted)

Without base, with display (wall-mounted)

2.1.2.2 Interior

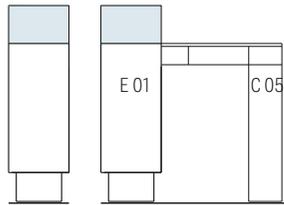
2.1.2.2.E Modules & Elements: Storage: E 01 Storage: Variations



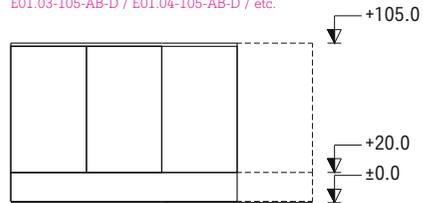
High (105 cm) - With Base - With display

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

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



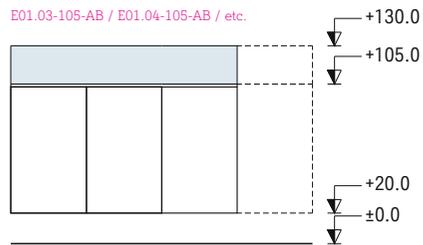
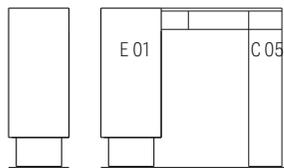
Combination with Consulting Table High



High (105 cm) - With Base

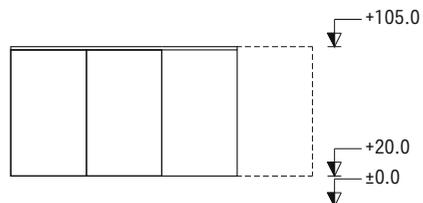
E01.03-105-SB / E01.04-105-SB / etc.

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



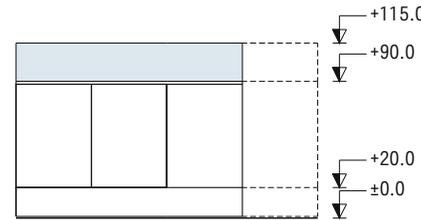
High (105 cm) - Without base (wall-mounted) - With display

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



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

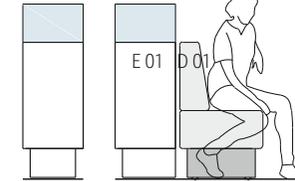
E01.03-105-NB / E01.04-105-NB / etc.



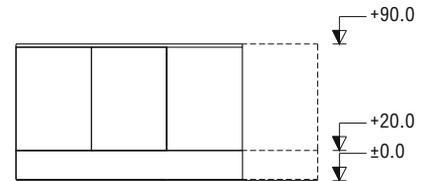
Low (90 cm) - With Base - With display

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

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



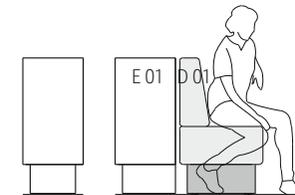
Combination with Consulting Sofa



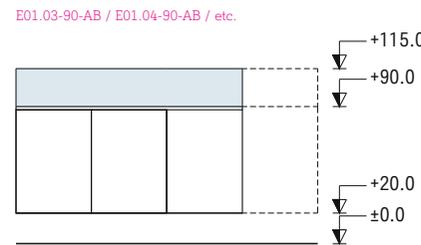
Low (90 cm) - With Base

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

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

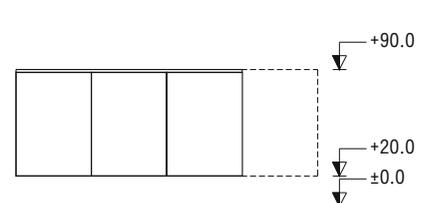


Base variation



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 (cm)
Base	-SB (symmetric base) -AS (asymmetric base) -NB (no base)
Display	-D (with display)
Exceptions	-I

Storage: Variations & Examples

1:50

2.1.2.2 Interior

2.1.2.2.2.E Modules & Elements: Storage: E 01 Storage: Variations



2.1.2.2 Interior

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

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

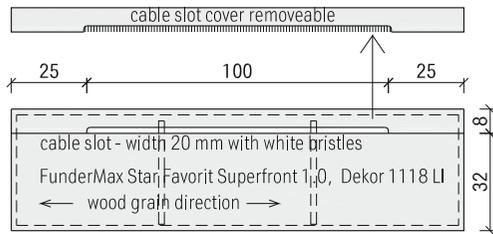
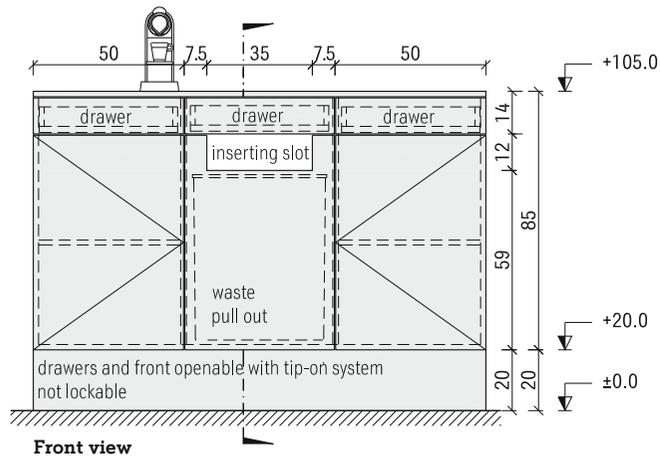
Combo: A 02 Home Wall
C 01 Waiting Table
C 02 Product Table
C 08 Wait&Consult
E 01 Storage

Zone: General Zone / Active Waiting
Consulting Zone
Home Zone

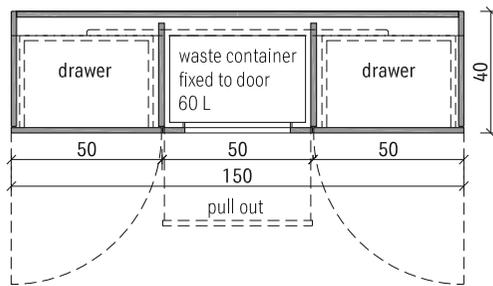
Location: ▪ Attached to column / wall
▪ Close to Waiting Area
(Waiting Table / Product Table /
A1 Table)
▪ Close to Consulting Zone
▪ Close to Home Wall

2.1.2.2 Interior

2.1.2.2.E Modules & Elements: Storage: E 02 Coffeebar High: Plans



Top view

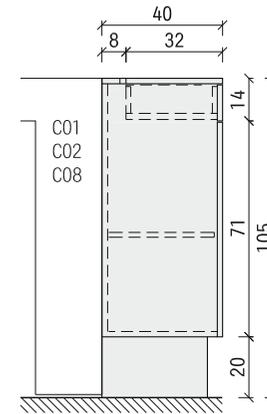


Top view - Open Tabletop

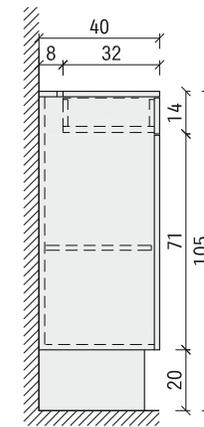
With base



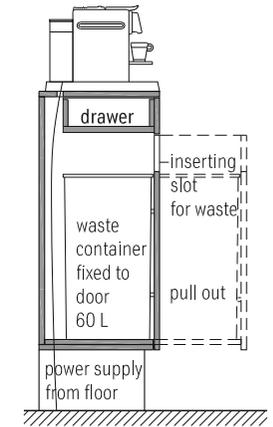
Side view (standalone)



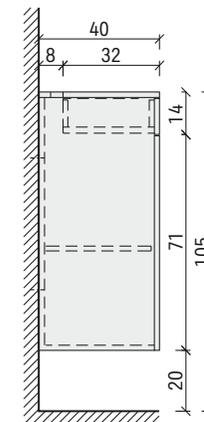
Side view (combination)



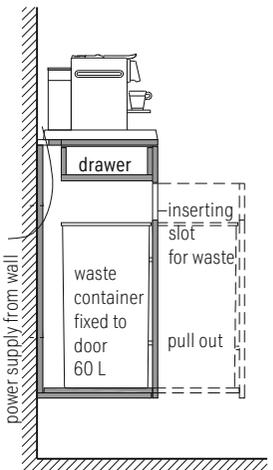
Side view (along wall)



Without base



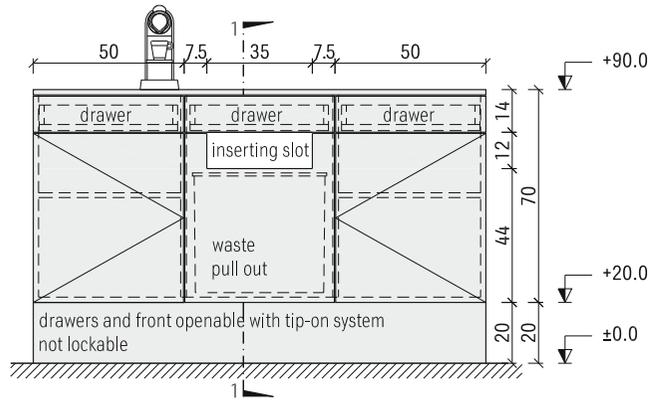
Side view (wall-mounted)



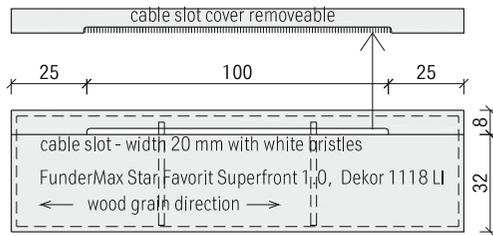
Section

2.1.2.2 Interior

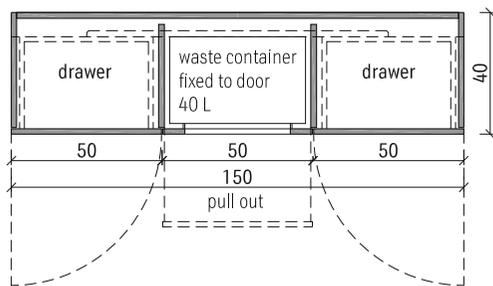
2.1.2.2.E Modules & Elements: Storage: E 02 Coffeebar Low: Plans



Front view



Top view

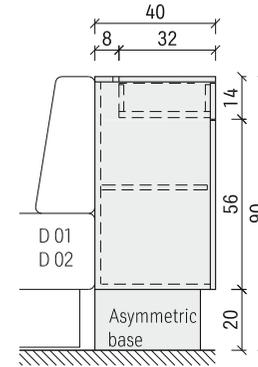


Top view - Open Tabletop

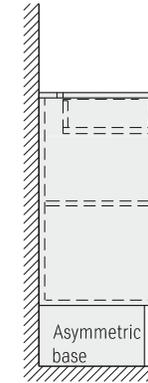
With base



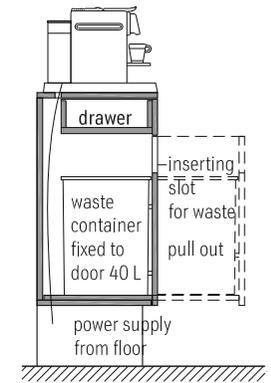
Side view (standalone)



Side view (combination)



Side view (along wall)

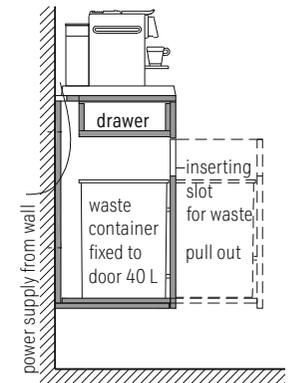


Section

Without base



Side view (wall-mounted)

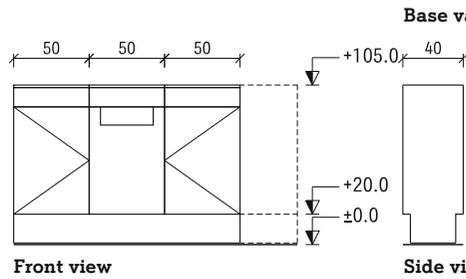


Section

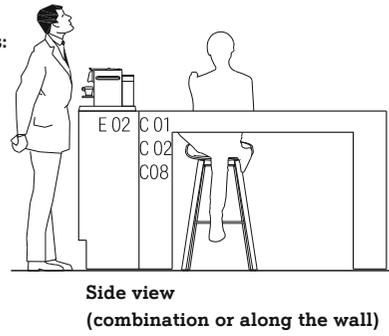
2.1.2.2 Interior

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

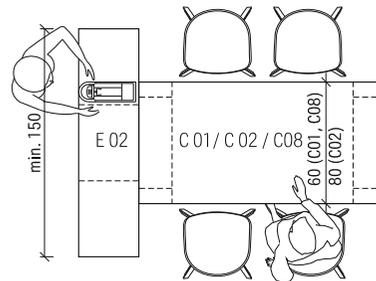
Coffee Bar High With Base



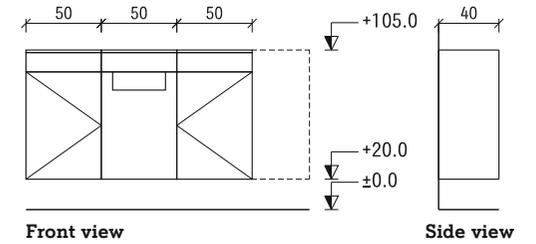
Base variations:



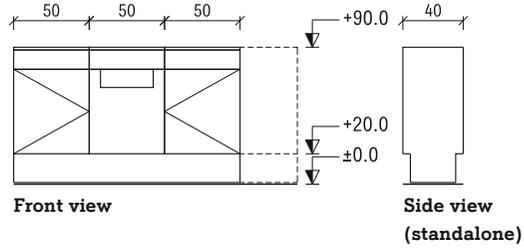
Top view



Coffee Bar High Without Base (wall-mounted)



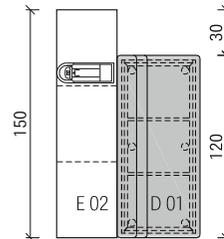
Coffee Bar Low With Base



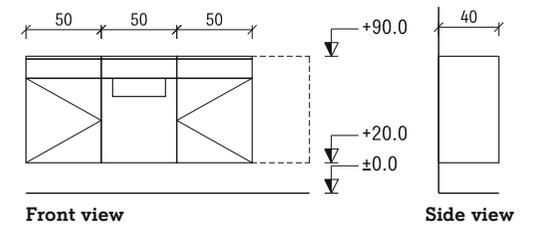
Base variations:



Top view



Coffee Bar Low Without Base (wall-mounted)



2.1.2.2 Interior

2.1.2.2.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

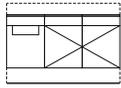


E02.02-105-AB-1 / E02.02-90-AB-1
E02.02-105-NB-1 / E02.02-90-NB-1

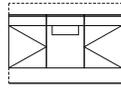


E02.02-105-AB-2 / E02.02-90-AB-2
E02.02-105-NB-2 / E02.02-90-NB-2

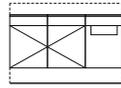
3 Modules
Width = 150 cm



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

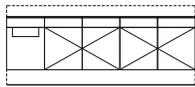


E02.03-105-SB-2 / E02.03-90-SB-2
E02.03-105-AB-2 / E02.03-90-AB-2
E02.03-105-NB-2 / E02.03-90-NB-2

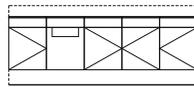


E02.03-105-SB-3 / E02.03-90-SB-3
E02.03-105-AB-3 / E02.03-90-AB-3
E02.03-105-NB-3 / E02.03-90-NB-3

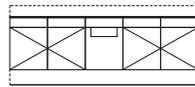
4 Modules
Width = 200 cm



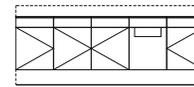
E02.05-105-SB-1 / E02.05-90-SB-1
E02.05-105-AB-1 / E02.05-90-AB-1
E02.05-105-NB-1 / E02.05-90-NB-1



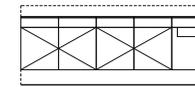
E02.05-105-SB-2 / E02.05-90-SB-2
E02.05-105-AB-2 / E02.05-90-AB-2
E02.05-105-NB-2 / E02.05-90-NB-2



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 (second module f.l.t.r.) -etc.
Exceptions	-!

Coffee Bar: Variations

1:100

2.1.2.2 Interior

2.1.2.2.E Modules & Elements: Storage: E 03 Guru Storage I

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: -

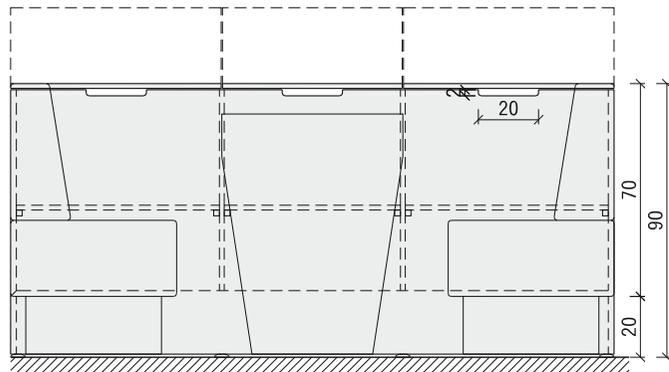
Combo: C06 Consulting Table Low
D 01 Consulting Sofa
D 02 Consulting Chair
F 31 Moodimage

Zone: General Zone
Consulting Zone

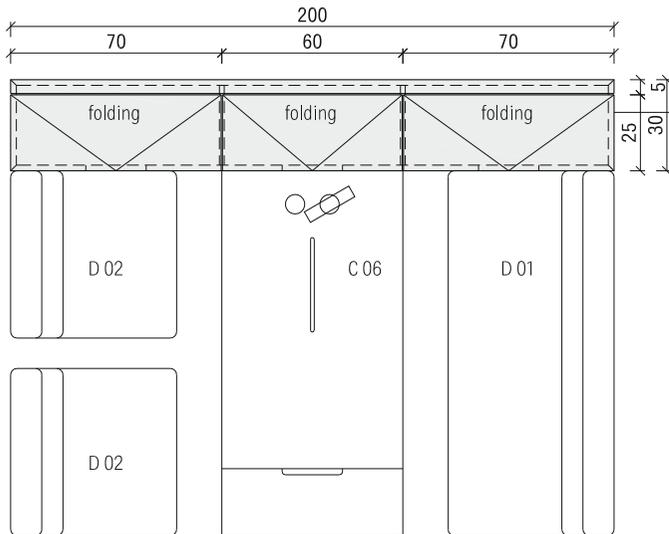
Location: Along the wall
▪ Behind Consulting Table+Sofa+Chairs
▪ Between wall + furniture
▪ Below moodimage

2.1.2.2 Interior

2.1.2.2.E Modules & Elements: Storage: E 03 Guru Storage I: Plans



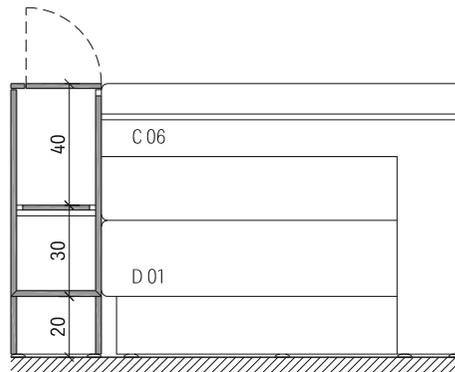
Front view



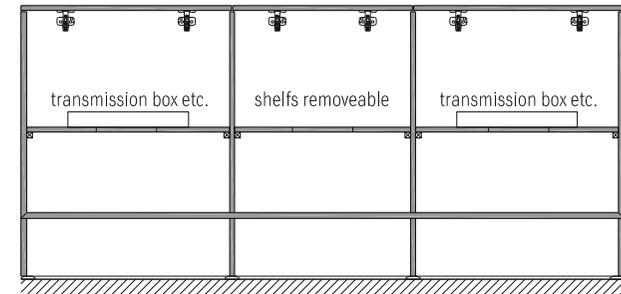
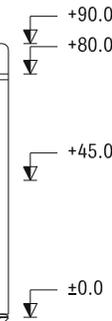
Top view (combination)



Horizontal section



Section 1



Section 2

E03.200

Legend E03

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

2.1.2.2 Interior

2.1.2.2.2.E Modules & Elements: Storage: E 04 Guru Storage II

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

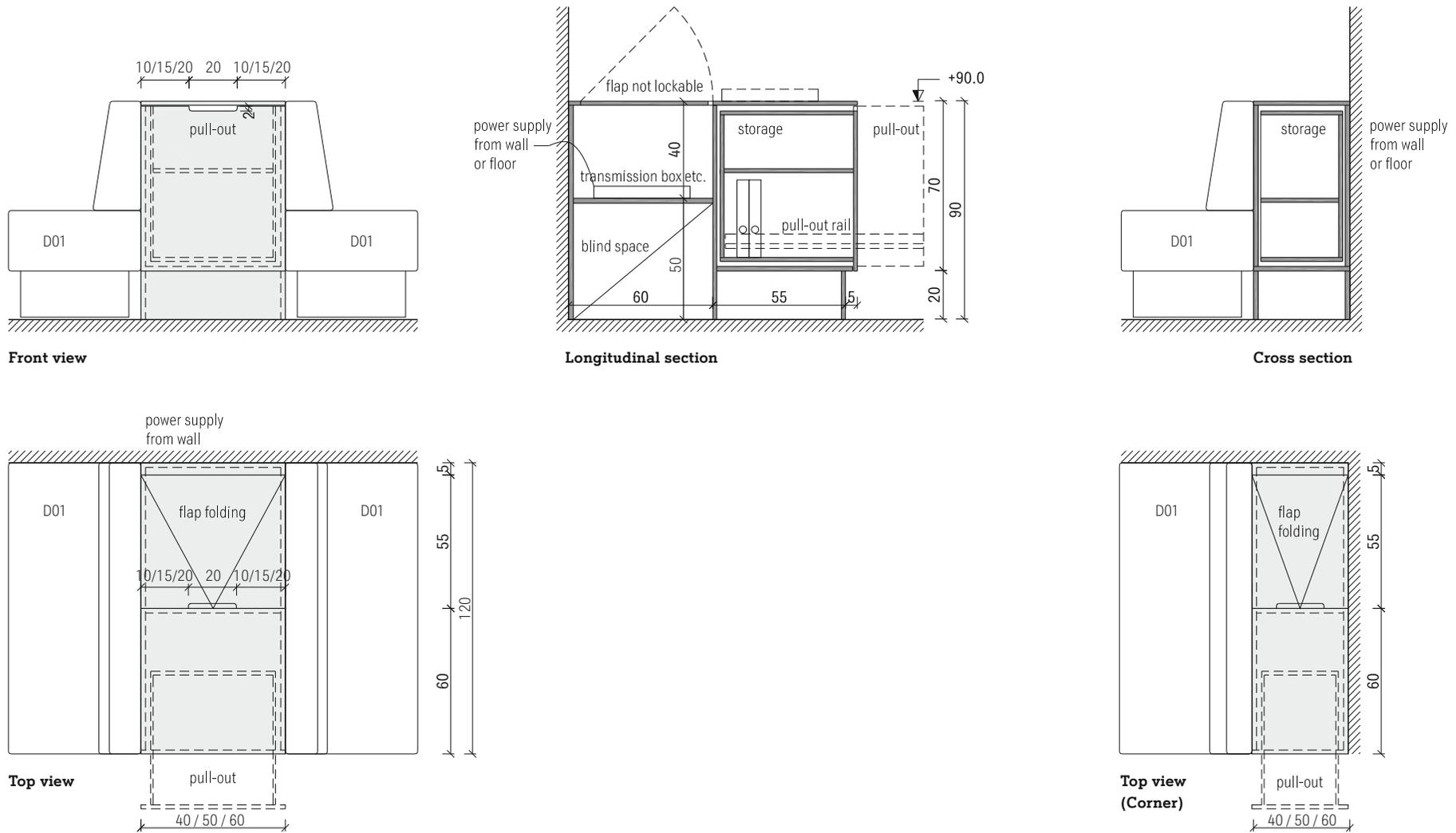
Combo: D 01 Consulting Sofa
D 02 Consulting Chair

Zone: General Zone
Consulting Zone

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

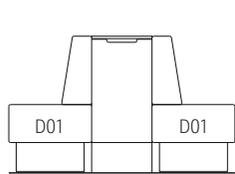
2.1.2.2 Interior

2.1.2.2.2.E Modules & Elements: Storage: E 04 Guru Storage II: Plans

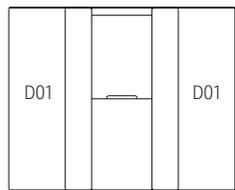
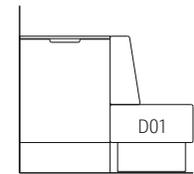
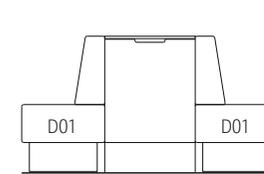
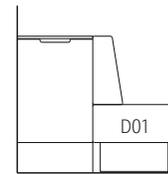
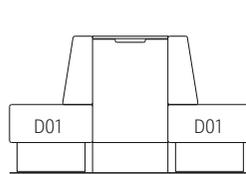
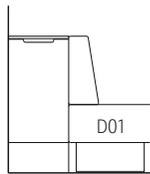


2.1.2.2 Interior

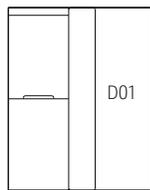
2.1.2.2.E Modules & Elements: Storage: E 04 Guru Storage II: Variations



Front views

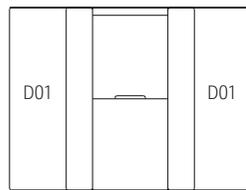


Top views



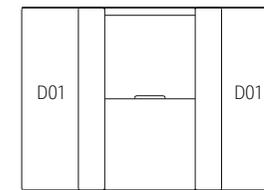
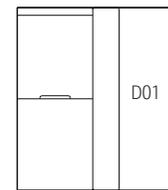
W 40 cm

E04.40-120



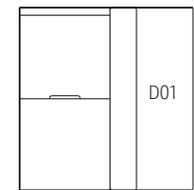
W 50 cm

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

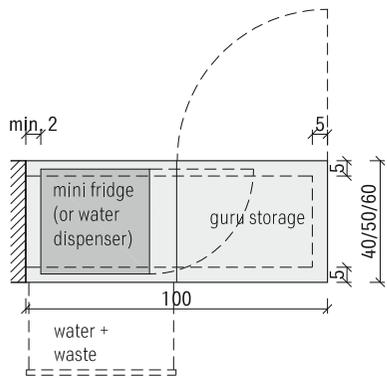
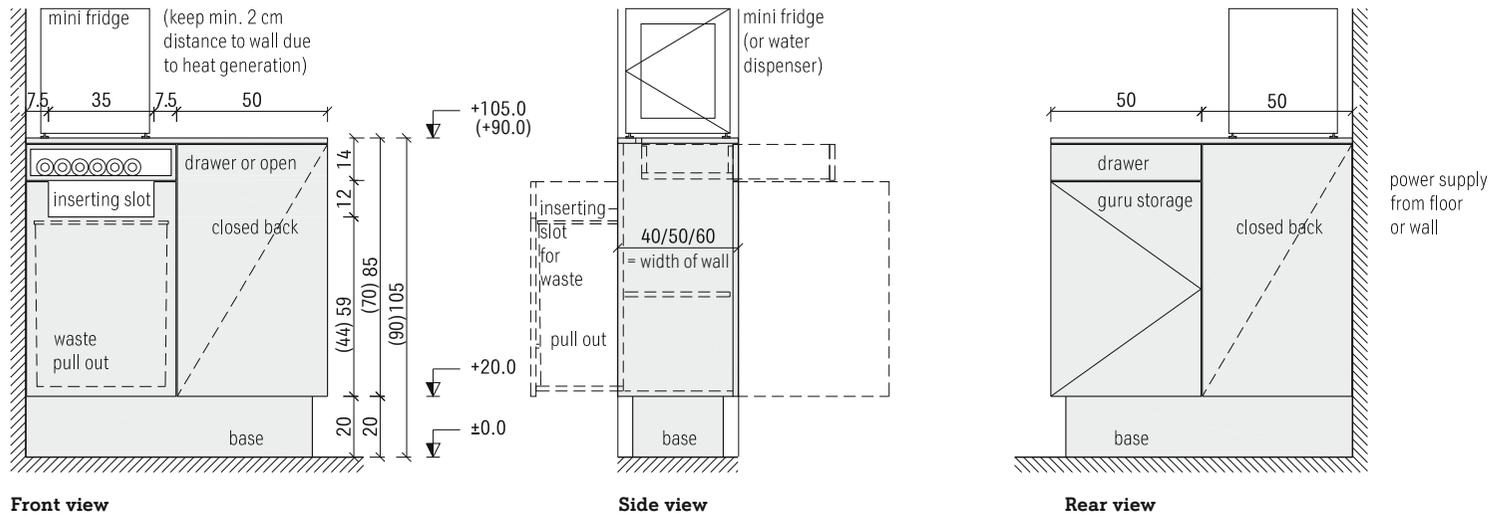
Combo: -

Zone: General Zone
Consulting Zone

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

2.1.2.2 Interior

2.1.2.2.E Modules & Elements: Storage: E 05 Drinks & Storage: Plans

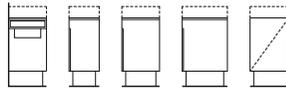


Top view

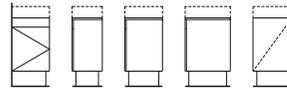
2.1.2.2 Interior

2.1.2.2.E Modules & Elements: Storage: E 05 Drinks & Storage: Plans

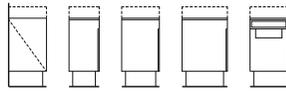
1 Module Width = 50 cm



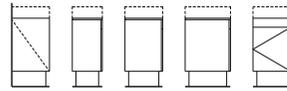
E05.01-105-40-LA E05.01-90-40-LA
E05.01-105-50-LA E05.01-90-50-LA
E05.01-105-60-LA E05.01-90-60-LA



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

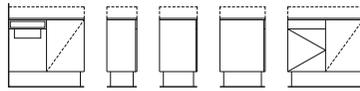


E05.01-105-40-RB E05.01-90-40-RB
E05.01-105-50-RB E05.01-90-50-RB
E05.01-105-60-RB E05.01-90-60-RB

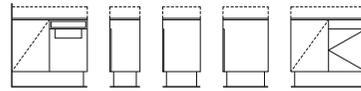
Legend E05

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	-!

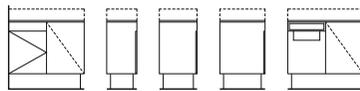
2 Modules Width = 100 cm



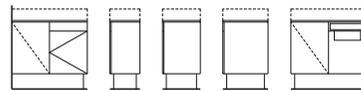
E05.02-105-40-L1 E05.02-90-40-L1
E05.02-105-50-L1 E05.02-90-50-L1
E05.02-105-60-L1 E05.02-90-60-L1



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

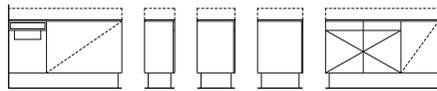


E05.02-105-40-R1 E05.02-90-40-R1
E05.02-105-50-R1 E05.02-90-50-R1
E05.02-105-60-R1 E05.02-90-60-R1

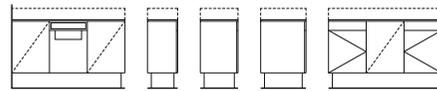


E05.02-105-40-R2 E05.02-90-40-R2
E05.02-105-50-R2 E05.02-90-50-R2
E05.02-105-60-R2 E05.02-90-60-R2

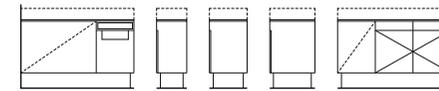
3 Modules Width = 150 cm



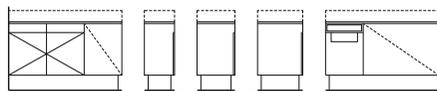
E05.03-105-40-L1 E05.03-90-40-L1
E05.03-105-50-L1 E05.03-90-50-L1
E05.03-105-60-L1 E05.03-90-60-L1



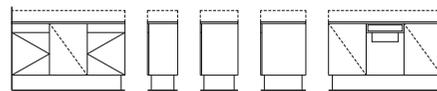
E05.03-105-40-L2 E05.03-90-40-L2
E05.03-105-50-L2 E05.03-90-50-L2
E05.03-105-60-L2 E05.03-90-60-L2



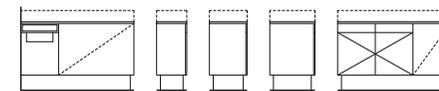
E05.03-105-40-L3 E05.03-90-40-L3
E05.03-105-50-L3 E05.03-90-50-L3
E05.03-105-60-L3 E05.03-90-60-L3



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



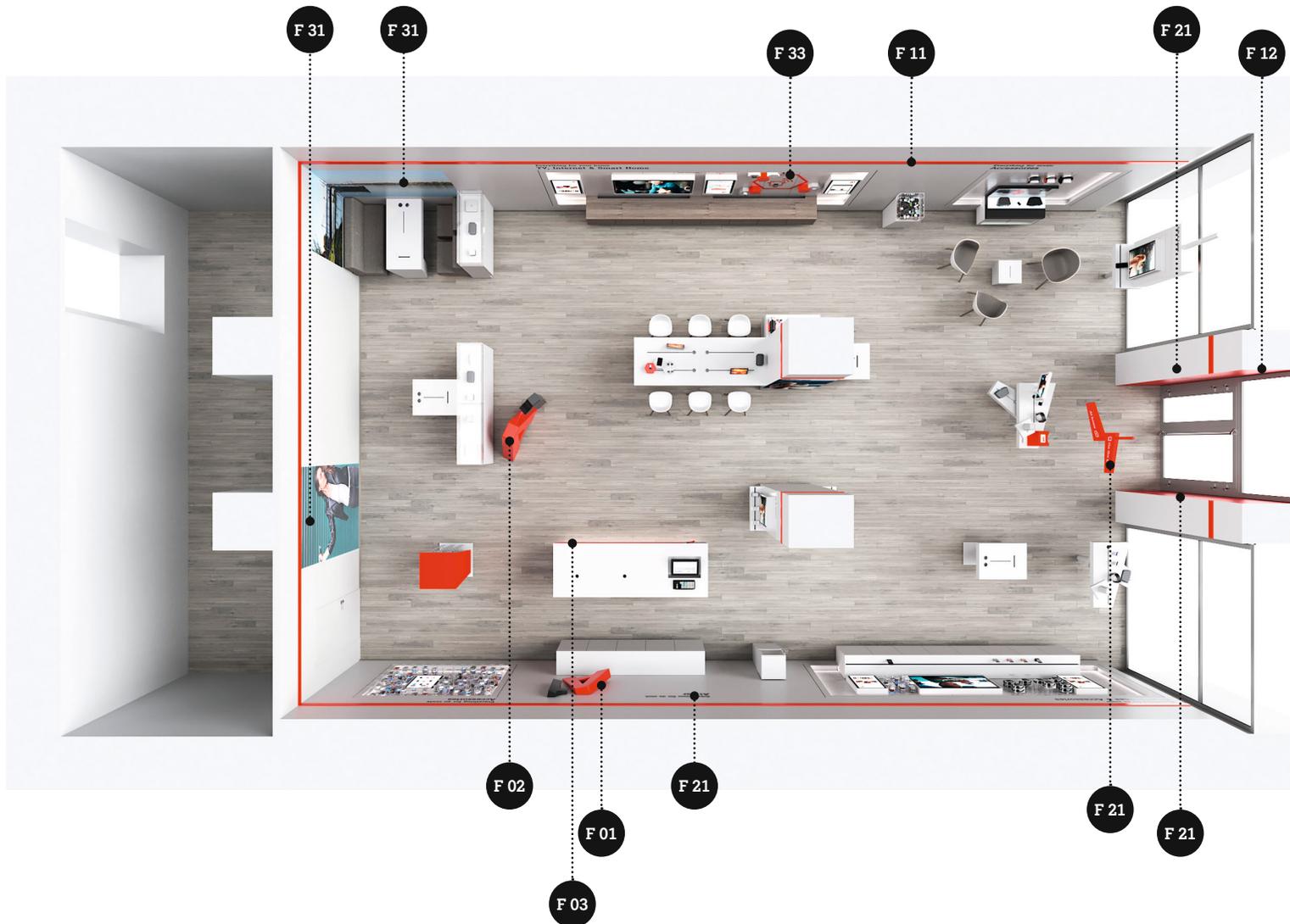
E05.03-105-40-R3 E05.03-90-40-R3
E05.03-105-50-R3 E05.03-90-50-R3
E05.03-105-60-R3 E05.03-90-60-R3

Drinks & Storage: Variations

1:100

2.1.2.2 Interior

2.1.2.2.F Modules & Elements: Branding



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

2.1.2.2 Interior

2.1.2.2.2.F Modules & Elements: Branding



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 04

F 05

F 13

2.1.2.2 Interior

2.1.2.2.2.F Modules & Elements: Branding: F 01 3D-Logo - Wall

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

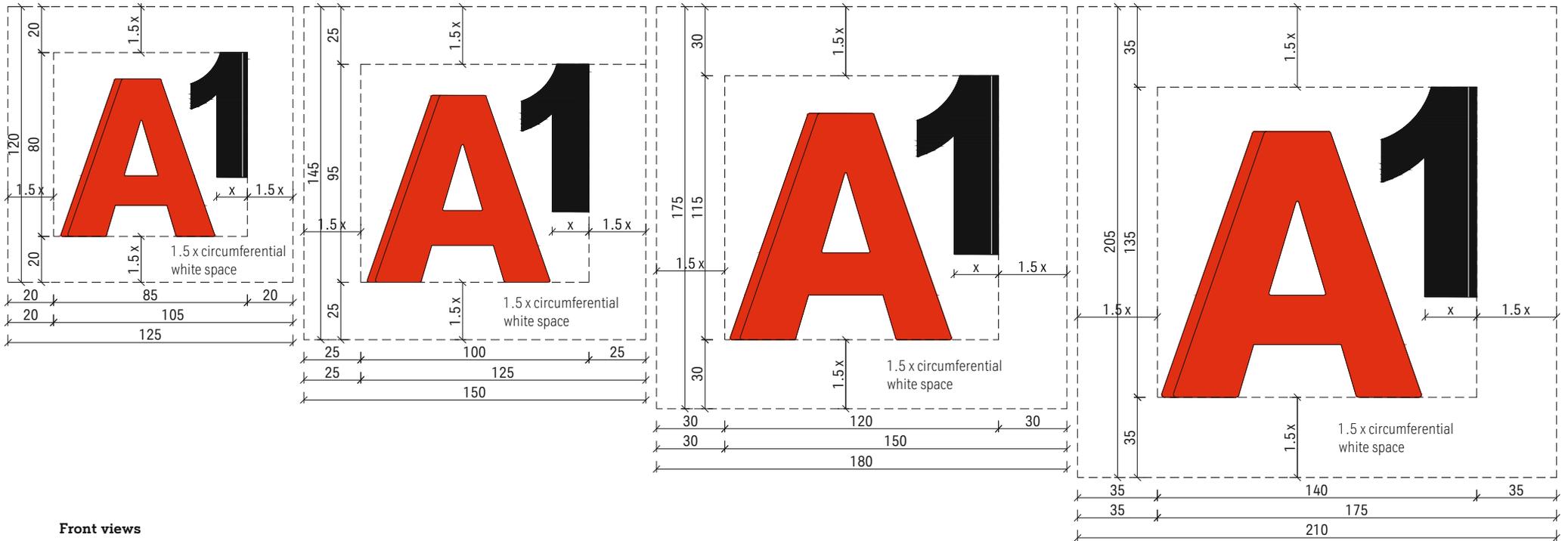
Combo: C 04 A1 Bar + E 01 Storage
F 11 Red Stripe

Zone: General Zone
Consulting Zone

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

2.1.2.2 Interior

2.1.2.2.2.F Modules & Elements: Branding: F 01 3D-Logo - Wall: Plans



Front views

X-Small

F01.XS

Small

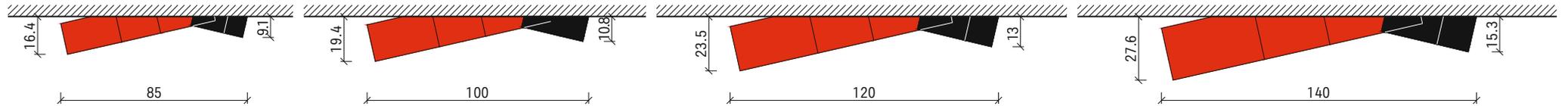
F01.S

Medium

F01.M

Large

F01.L



Top views

Legend F01

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

3D-Logo - Wall: Variations

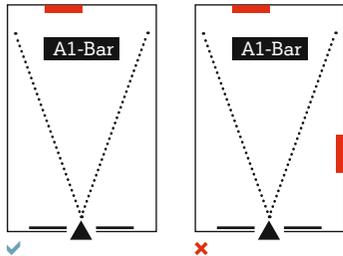
1:25

2.1.2.2 Interior

2.1.2.2.2.F Modules & Elements: Branding: F 01 3D-Logo – Wall: Location

A1 Bar

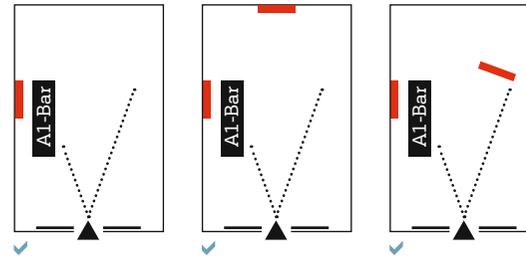
- opposite the entrance
- in the back of the shop.



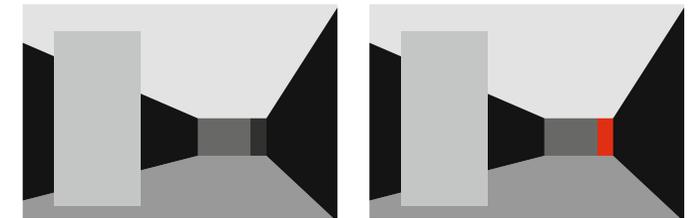
In general we use 1 wall-mounted 3D logo per shop.

A1 Bar

- left hand side of the entrance

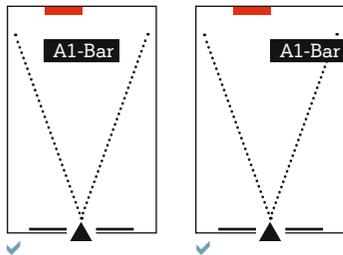


In this case it is also possible to use 2 Logos:
1 behind the A1 Bar + 1 at the rear wall / freestanding.

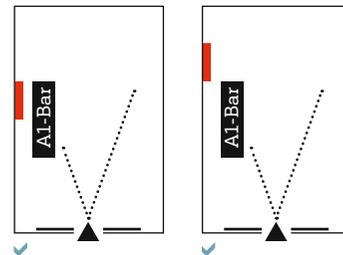


Without Pull-In Element

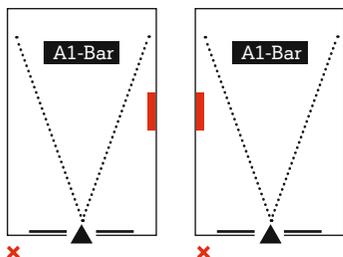
With Pull-In Element



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



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

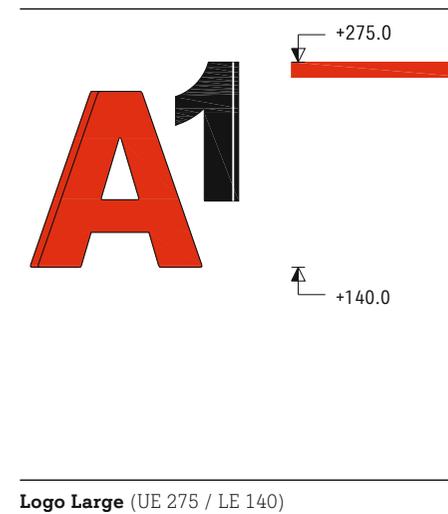
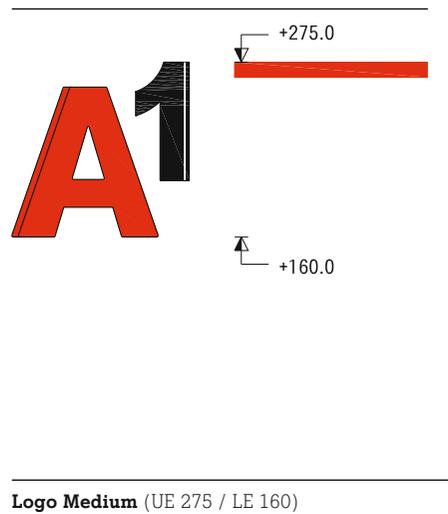
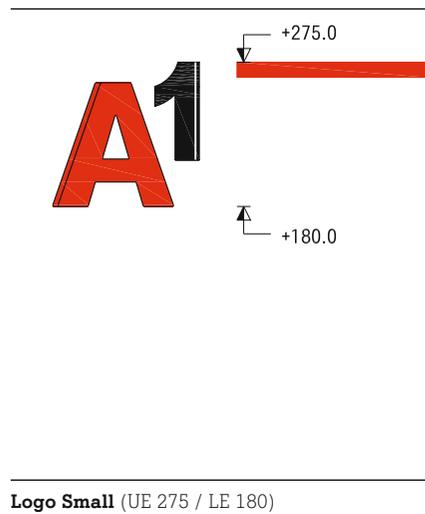
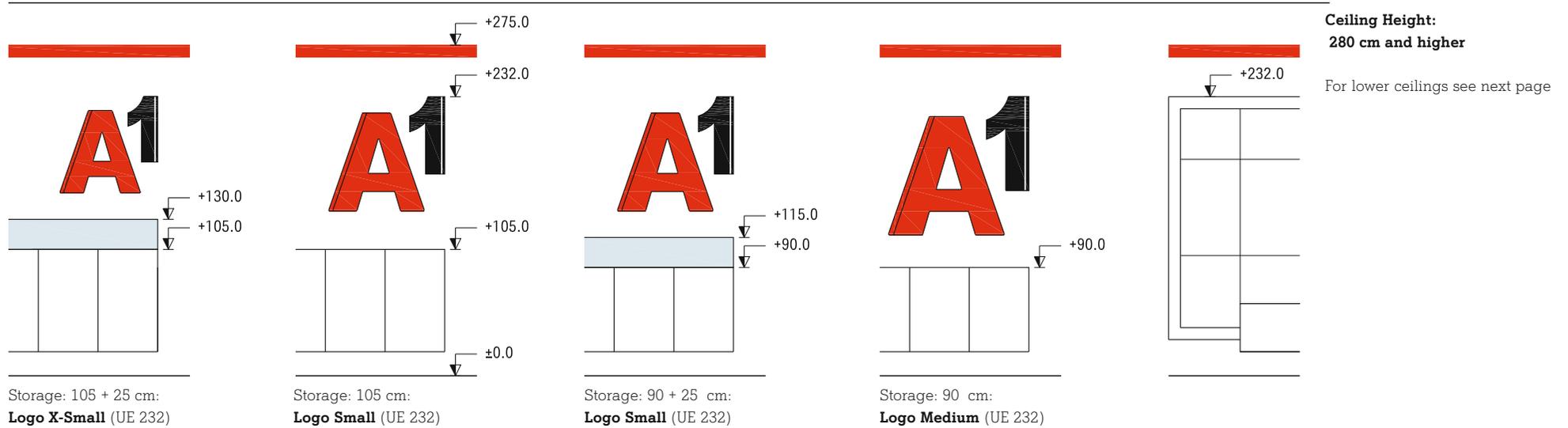


Depending on the specific situation:

- 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.

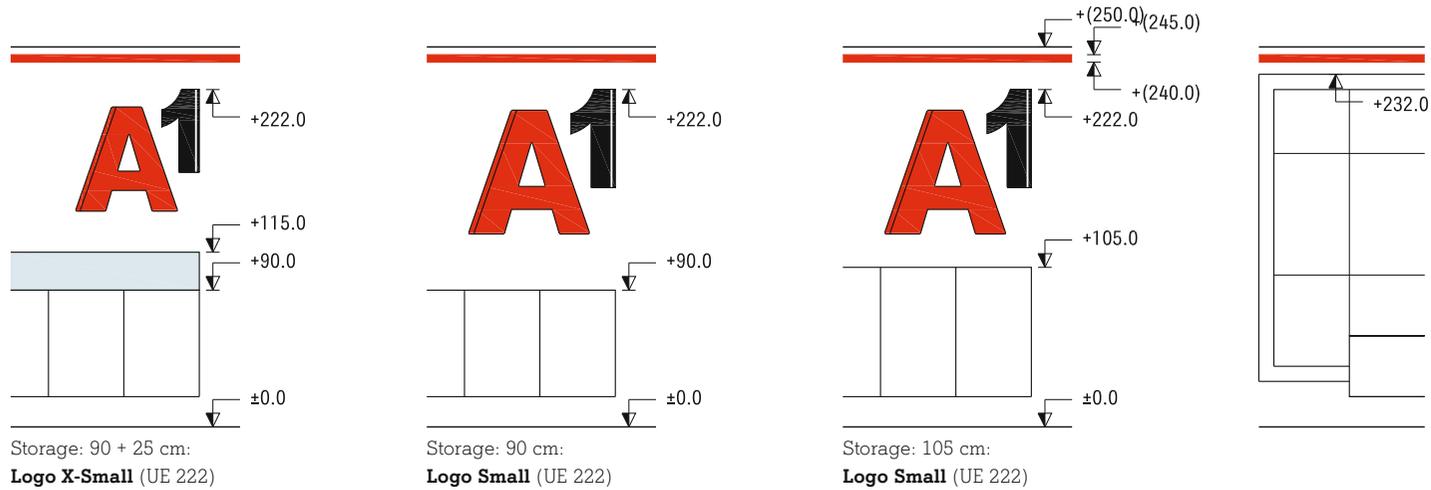
2.1.2.2 Interior

2.1.2.2.2.F Modules & Elements: Branding: F 01 3D-Logo - Wall: Ceiling Height \geq 280 cm



2.1.2.2 Interior

2.1.2.2.2.F Modules & Elements: Branding: F 01 3D-Logo – Wall: Ceiling Height < 280 cm



Ceiling Height:
Lower than 280 cm

For higher ceilings see previous page

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

2.1.2.2 Interior

2.1.2.2.2.F Modules & Elements: Branding: F 02 3D-Logo - Freestanding

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

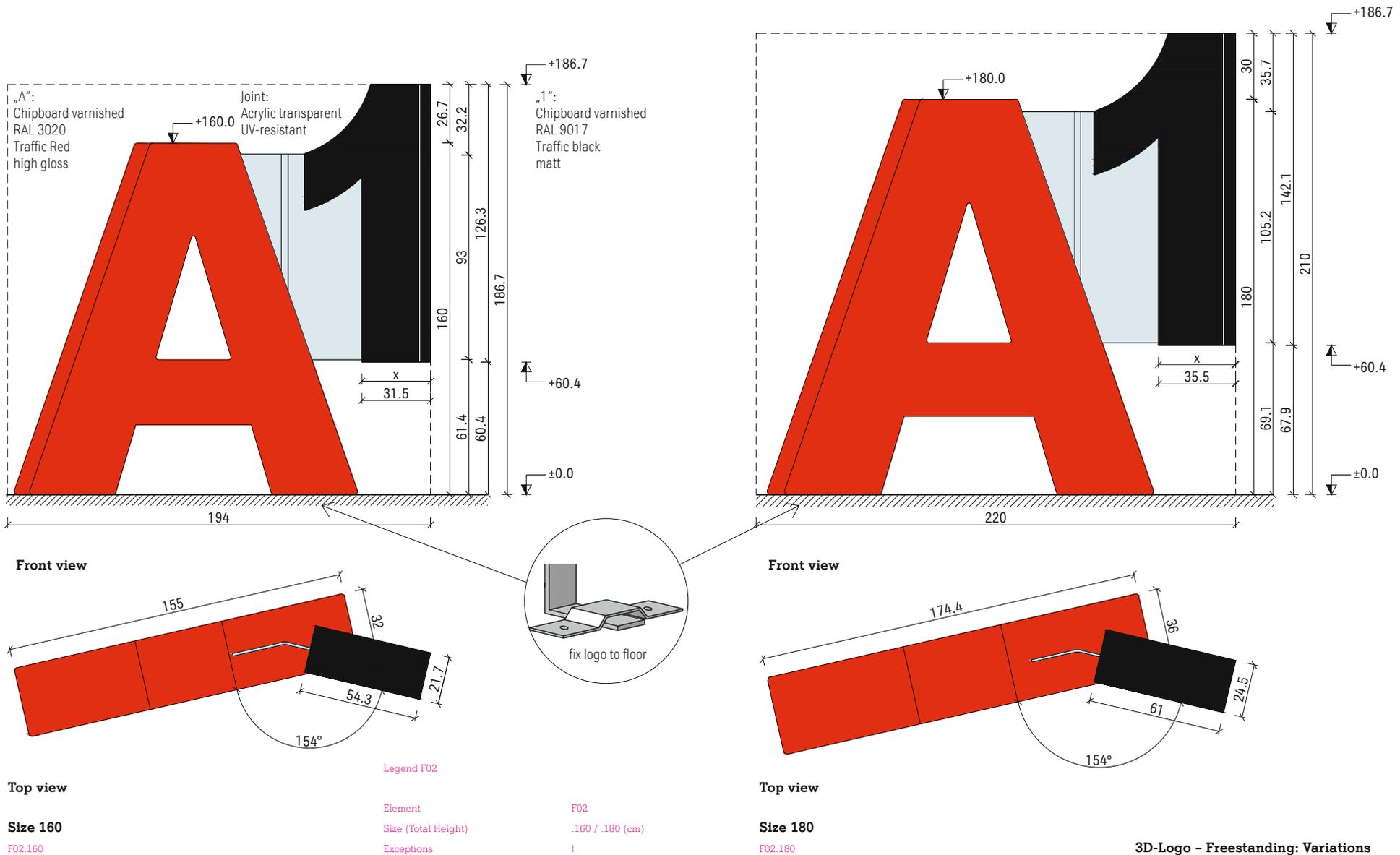
Combo: (C 05 Consulting Table High)

Zone: General Zone
Consulting Zone

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

2.1.2.2 Interior

2.1.2.2.2.F Modules & Elements: Branding: F 02 3D-Logo - Freestanding: Plans

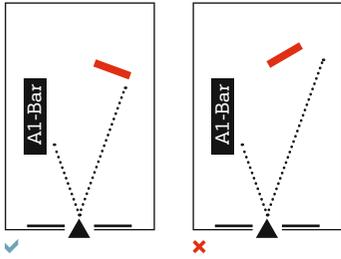


2.1.2.2 Interior

2.1.2.2.2.F Modules & Elements: Branding: F 02 3D-Logo – Freestanding: Location

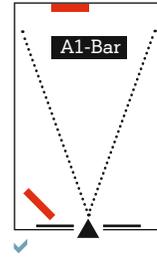
A1 Bar

- 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.

2.1.2.2 Interior

2.1.2.2.2.F Modules & Elements: Branding: F 03 3D-Logo - Furniture

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

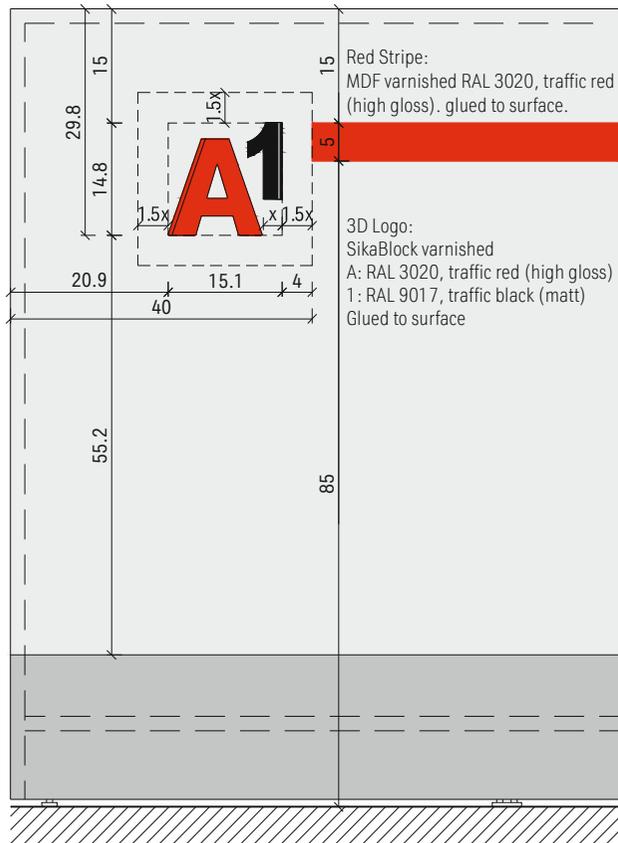
Location: ▪ Front of A1 Bar (furniture-mounted)
▪ On the same side as wall-mounted Logo

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

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

2.1.2.2 Interior

2.1.2.2.2.F Modules & Elements: Branding: F 03 3D-Logo – Furniture: Plans

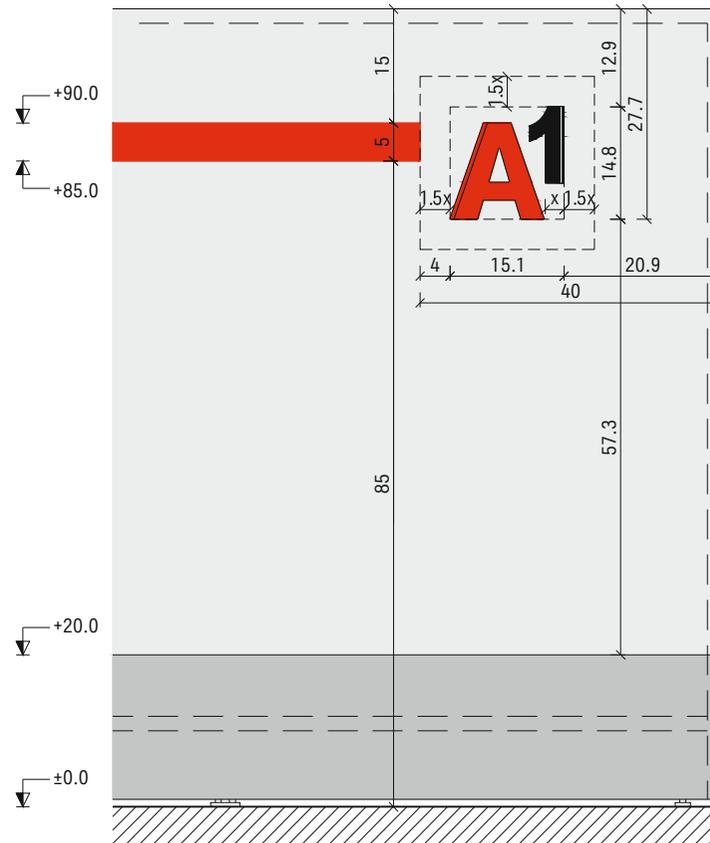


Front view

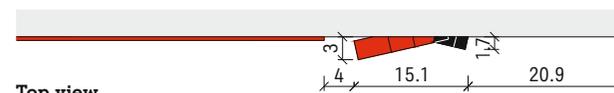


Top view

Left version



Front view



Top view

Right version

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

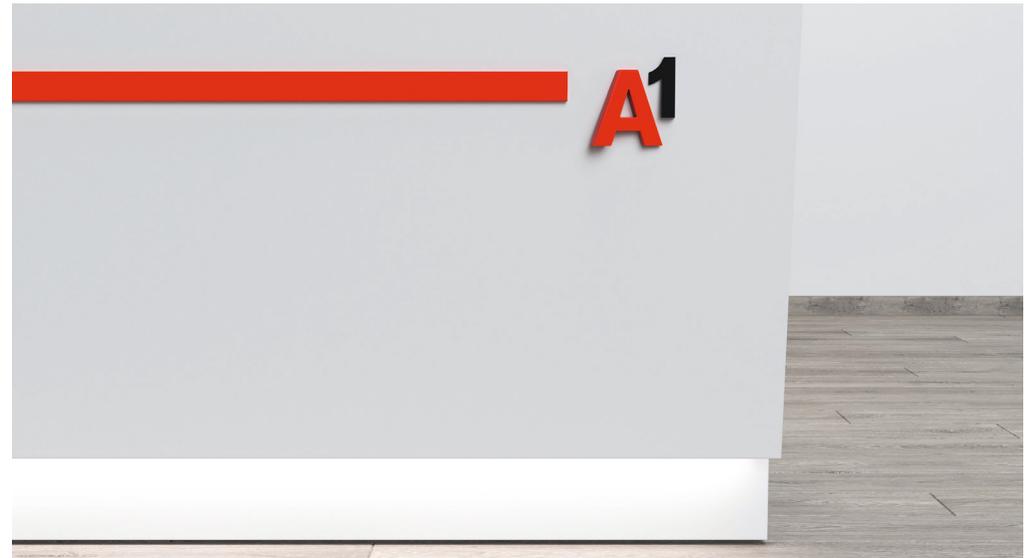
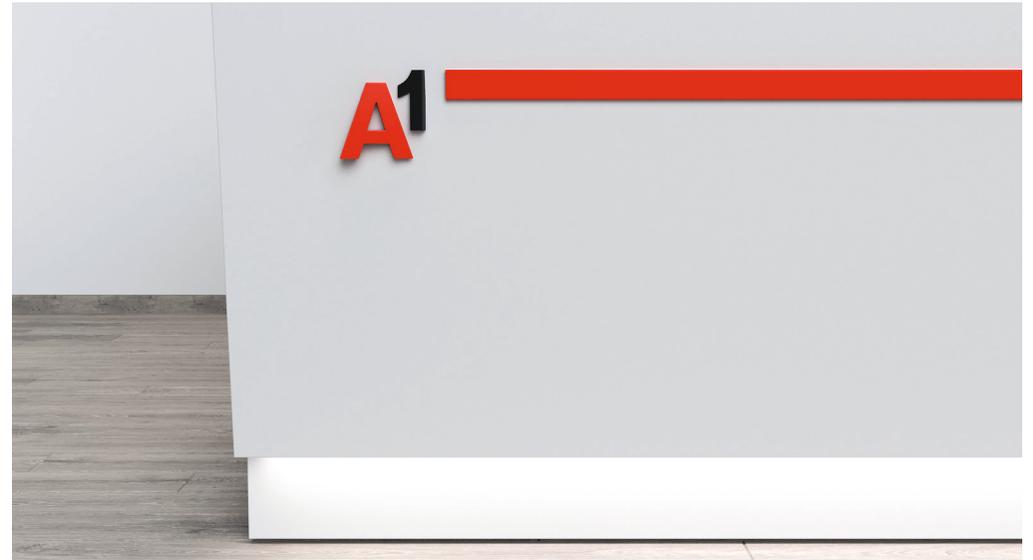
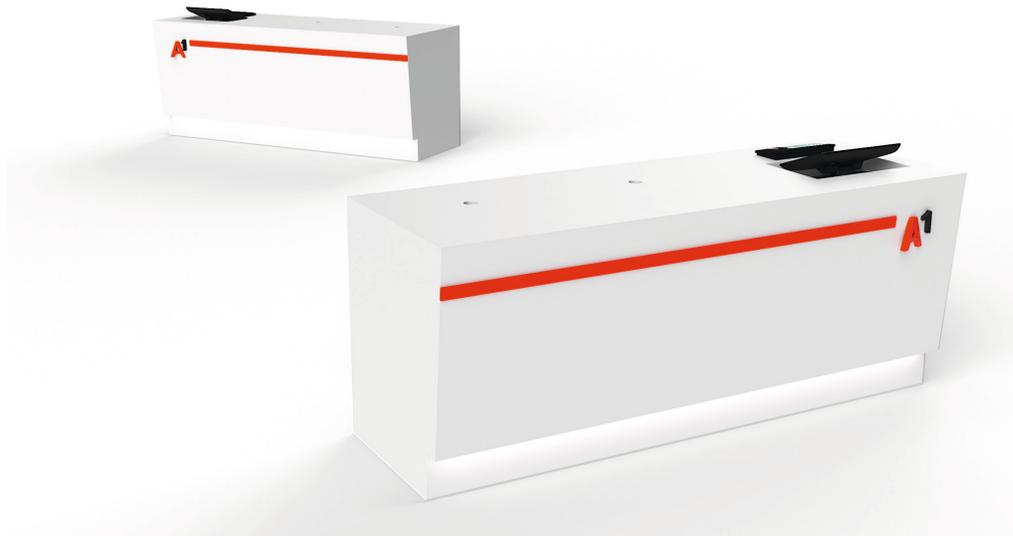
Left version: 1
Right version: A

3D-Logo – Freestanding: Variations

1:10

2.1.2.2 Interior

2.1.2.2.2.F Modules & Elements: Branding: F 03 3D-Logo - Furniture: Variations



2.1.2.2 Interior

2.1.2.2.2.F Modules & Elements: Branding: F 04 Blade Sign

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)

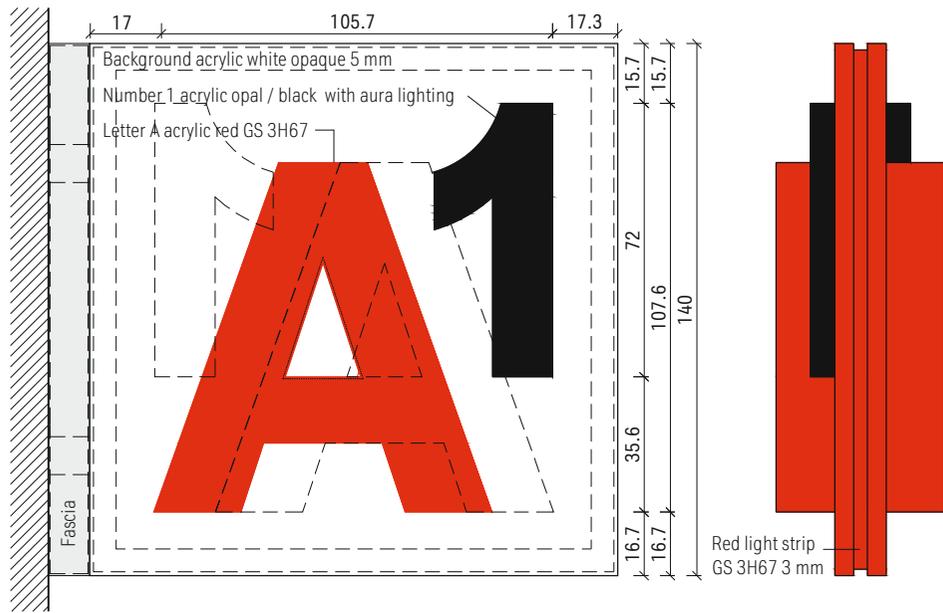
Combo: F 05 Fascia
F 13 Light Strip Red

Zone: Outside

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

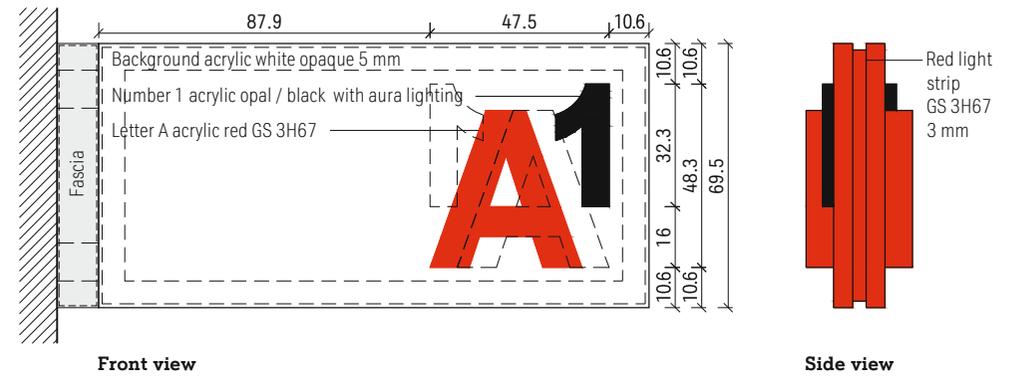
2.1.2.2 Interior

2.1.2.2.2.F Modules & Elements: Branding: F 04 Blade Sign: Plans



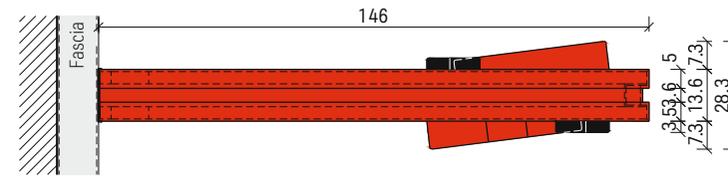
Front view

Side view



Front view

Side view

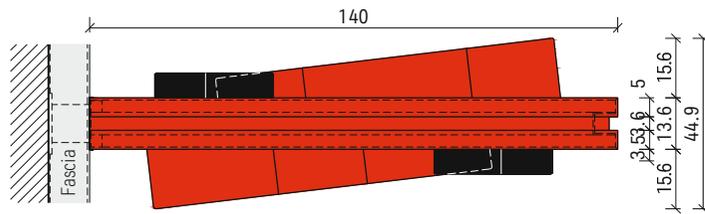


Top view

Rectangular version

F04.S-146

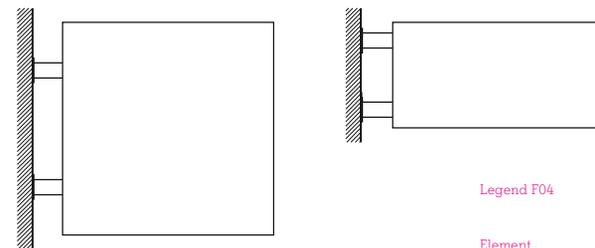
LED backlight
 (Light strength according to official requirements)
 Channels A and 1 individually switchable



Top view

Square version

F04.S-140



Mounting without fascia

Legend F04

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

2.1.2.2 Interior

2.1.2.2.2.F Modules & Elements: Branding: F 05 Fascia

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

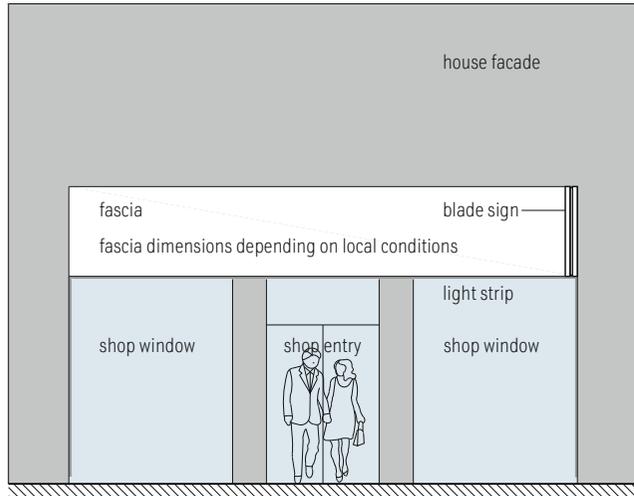
Zone: Outside

Location:

- Entire width above entrance
- Above Light Strip

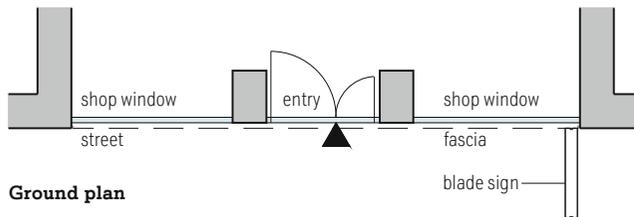
2.1.2.2 Interior

2.1.2.2.F Modules & Elements: Branding: F 05 Fascia: Location



Shop facade

for further information about the fascia
see A1 Brand Marketing Guidelines



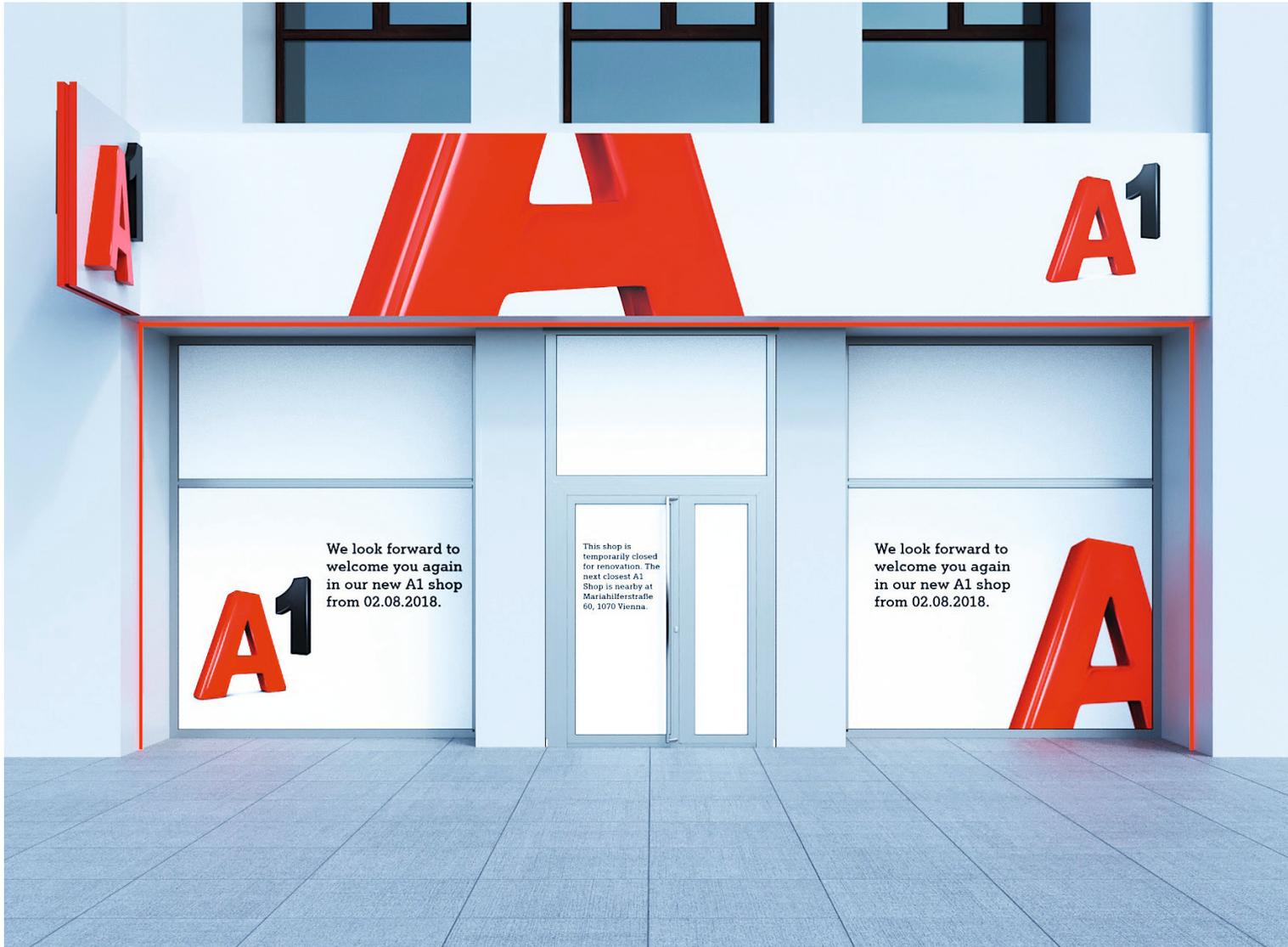
Ground plan

Not to scale

2.1.2.2 Interior

2.1.2.2.2.F Modules & Elements: Branding: F 06 Foliation Construction Site

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

2.1.2.2 Interior

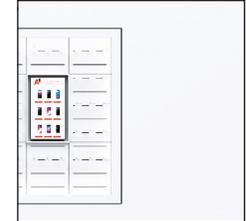
2.1.2.2.2.F Modules & Elements: Branding: F 1 Colours

White

Primary Colour, Background

- Walls
- Ceiling
- Furniture (General Elements, Mobile Zone)
- Metal structures
- Lettering (Red Walls)
- Basic Lighting
- Blade Sign Background

RAL 9003
RAL 9003
Coated surfaces RAL 9003
Highly stressed surfaces: FunderMax Star Favorit Superfront 1.0, Decor 1118 LI
Varnish RAL 9003
Acrylic White, opaque
RAL 9016 Traffic White (Zumtobel Tecton White)
Acrylic White, opaque



Greyish Brown

Secondary Colour, „homely“

- Floor
- Furniture (Home Zone)
- Furniture (HAY Chairlegs)
- Upholstery

Tiles: Nova Bell Oak Timber,
Tile grout: Sopro sand grey 18
Kronodesign K079 PW Grey Clubhouse Oak
Oak varnished NCS 5005-Y20R
Kvadrat Molly 2 160



A1 Hot Red

Accent Colour, Brand Communication

- Red Stripe (Walls, A1 Bar)
- Logo A
- Entrance (Walls)
- Signposts
- Ticket Machine
- Honeycombs
- Blade Sign „A“

RAL 3020 high gloss
RAL 3020 high gloss
NCS S1580-Y80R
RAL 3020 high gloss
RAL 3020 high gloss
RAL 3020 high gloss
Acrylic Red GS 3H67



2.1.2.2 Interior

2.1.2.2.2.F Modules & Elements: Branding: F 1 Colours

A1 Black

Invisibility, Contrast

- Plinth (Upholstery, Furniture)
- Inside of Screen Housings
- Accent Lights
- Lettering (Walls)
- Logo „1“ (3D-Logo Wall + Freestanding)
- Blade Sign „1“

RAL 9017 matt
RAL 9017 matt
RAL 9005 Jet Black (Zumtobel Panos Black)
Acrylic Black, opaque
RAL 9017 matt
Acrylic Black, opaque



A1 Cool Blue

Balance Color

Only:

- Undertone of Mood Images

Mind:

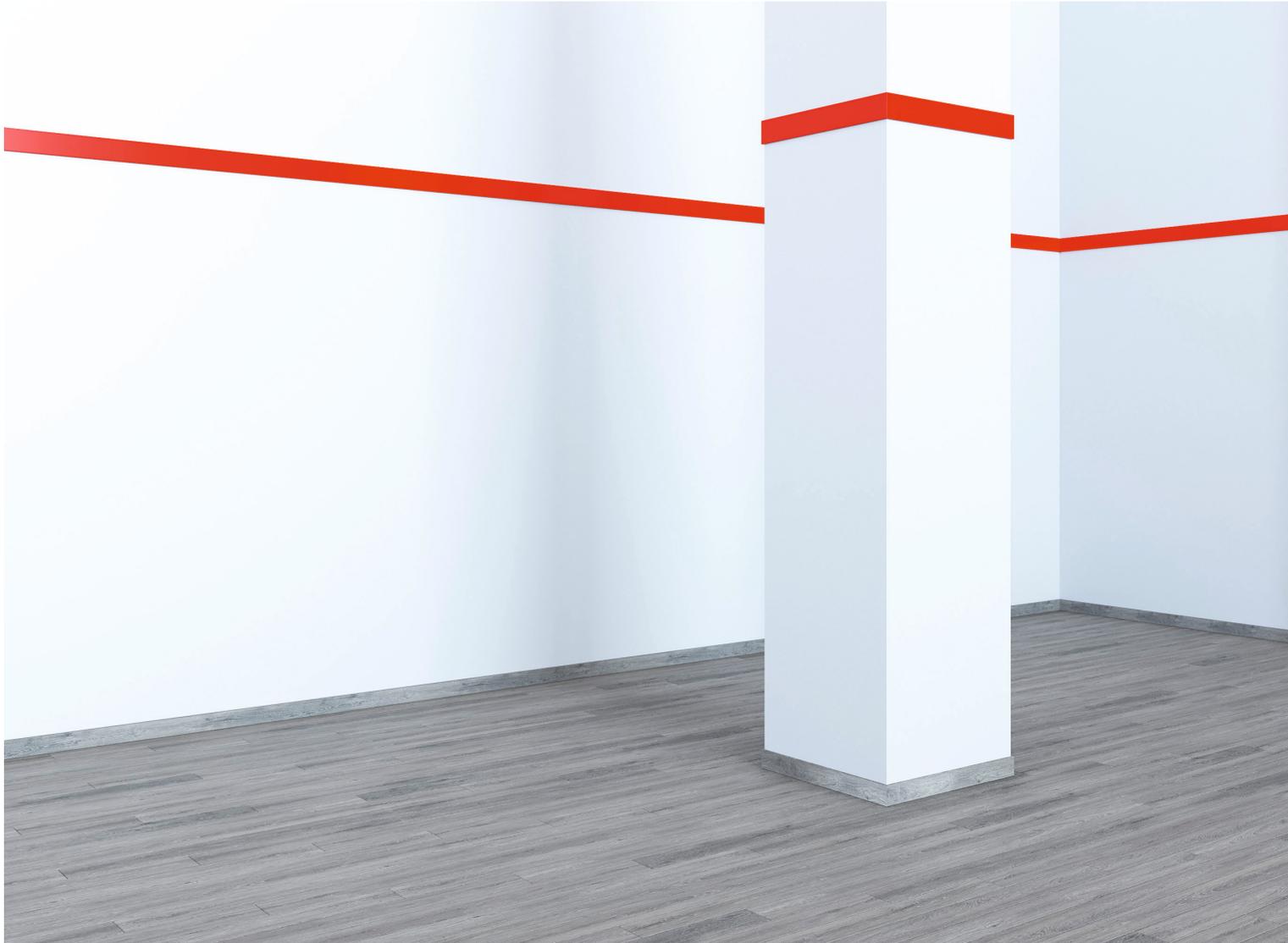
- Screens & Displays emit a big part of blue light and thus seem bluish.



2.1.2.2 Interior

2.1.2.2.2.F Modules & Elements: Branding: F 11 Red Stripe

F 11 Red Stripe



Functions: Branding

Dimensions: Ceiling Height \geq 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)

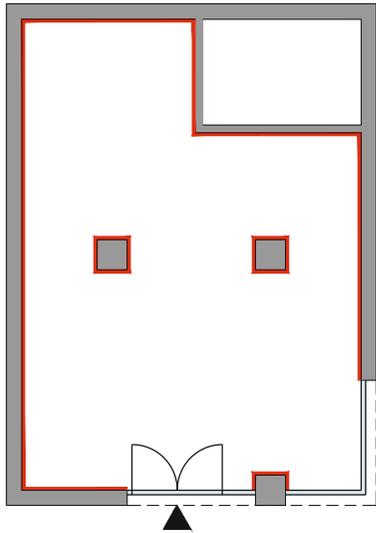
Versions: Regular / Slim

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

2.1.2.2 Interior

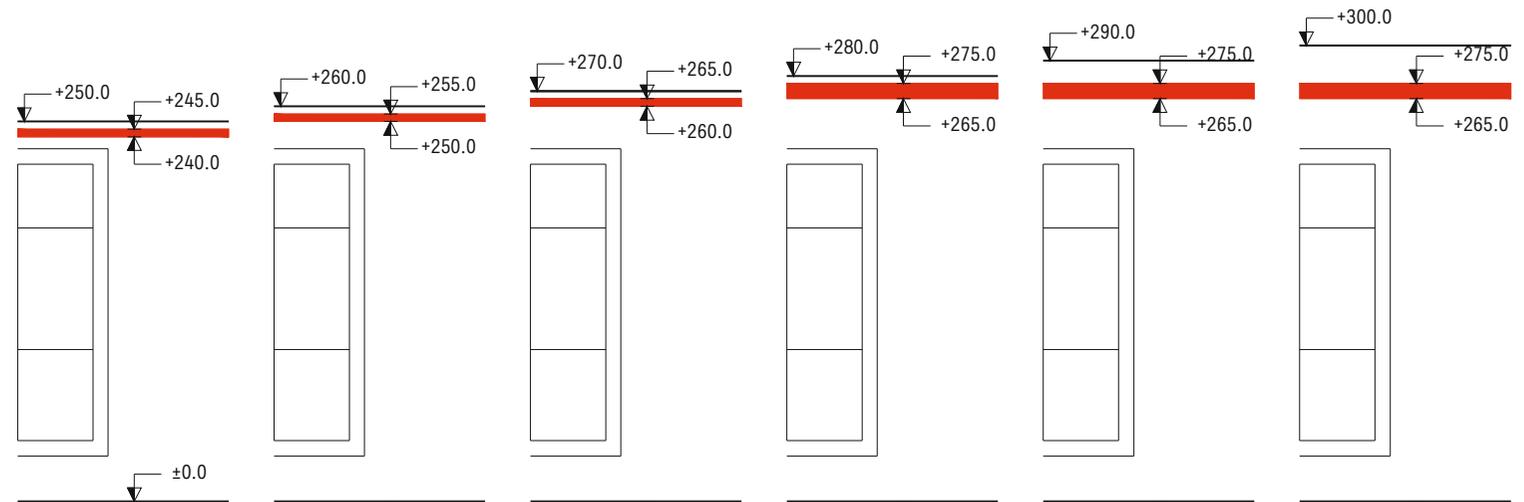
2.1.2.2.2.F Modules & Elements: Branding: F 11 Red Stripe: Location



Red Stripe: Circumferential

Exceptions:

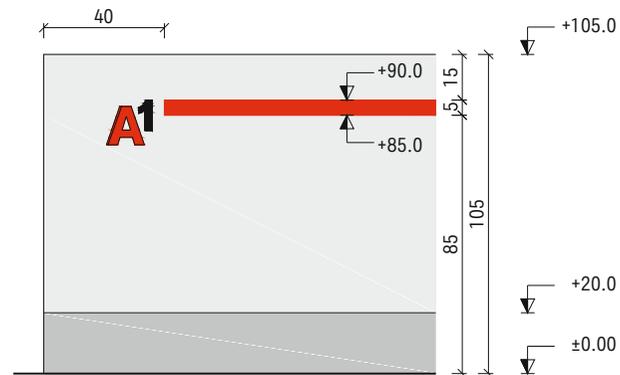
- Entrance Walls
- Shop Windows
- 3D-Logo - Wall



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

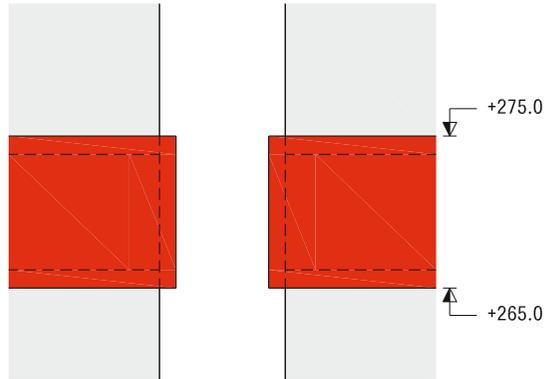


Red Stripe - A1 Bar: H 5 cm (UE 90 / LE 85 cm)

1:25

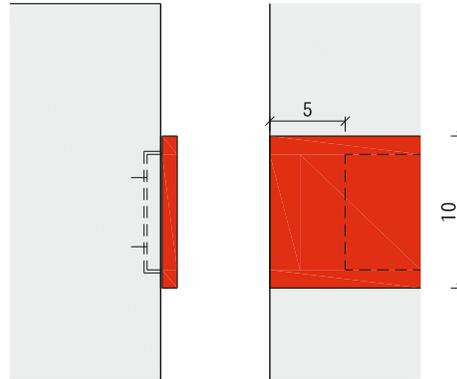
2.1.2.2 Interior

2.1.2.2.2.F Modules & Elements: Branding: F 11 Red Stripe: Details



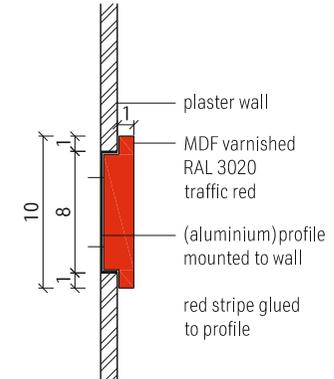
Left view

Right view

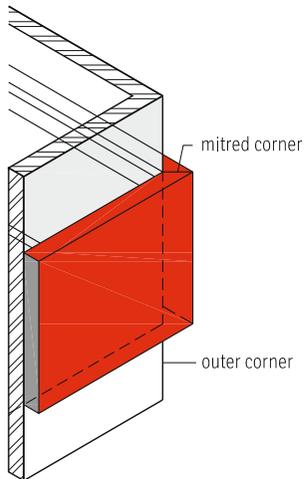


Left view

Right view

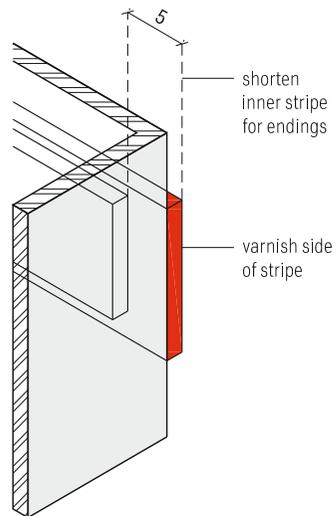


Section



Axonometry

Corner Detail 1

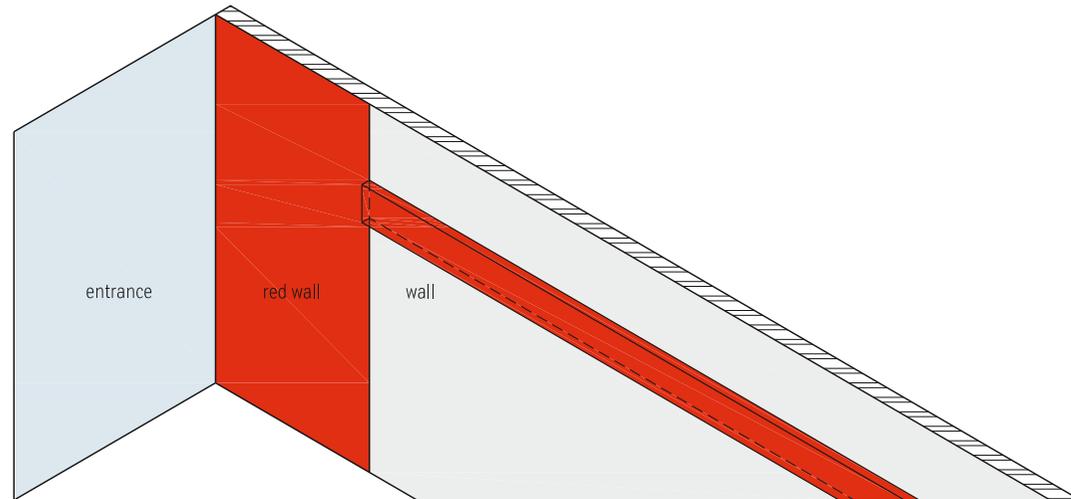
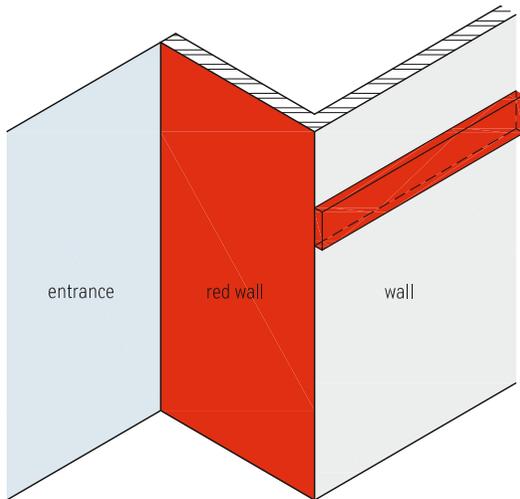
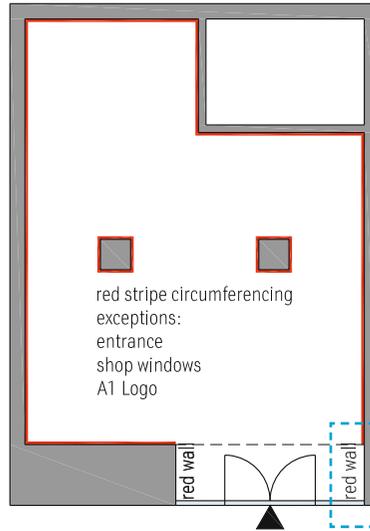
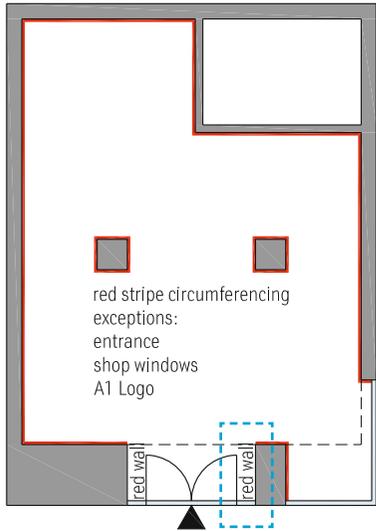


Axonometry

Corner Detail 2

2.1.2.2 Interior

2.1.2.2.2.F Modules & Elements: Branding: F 11 Red Stripe: Details



Detail A

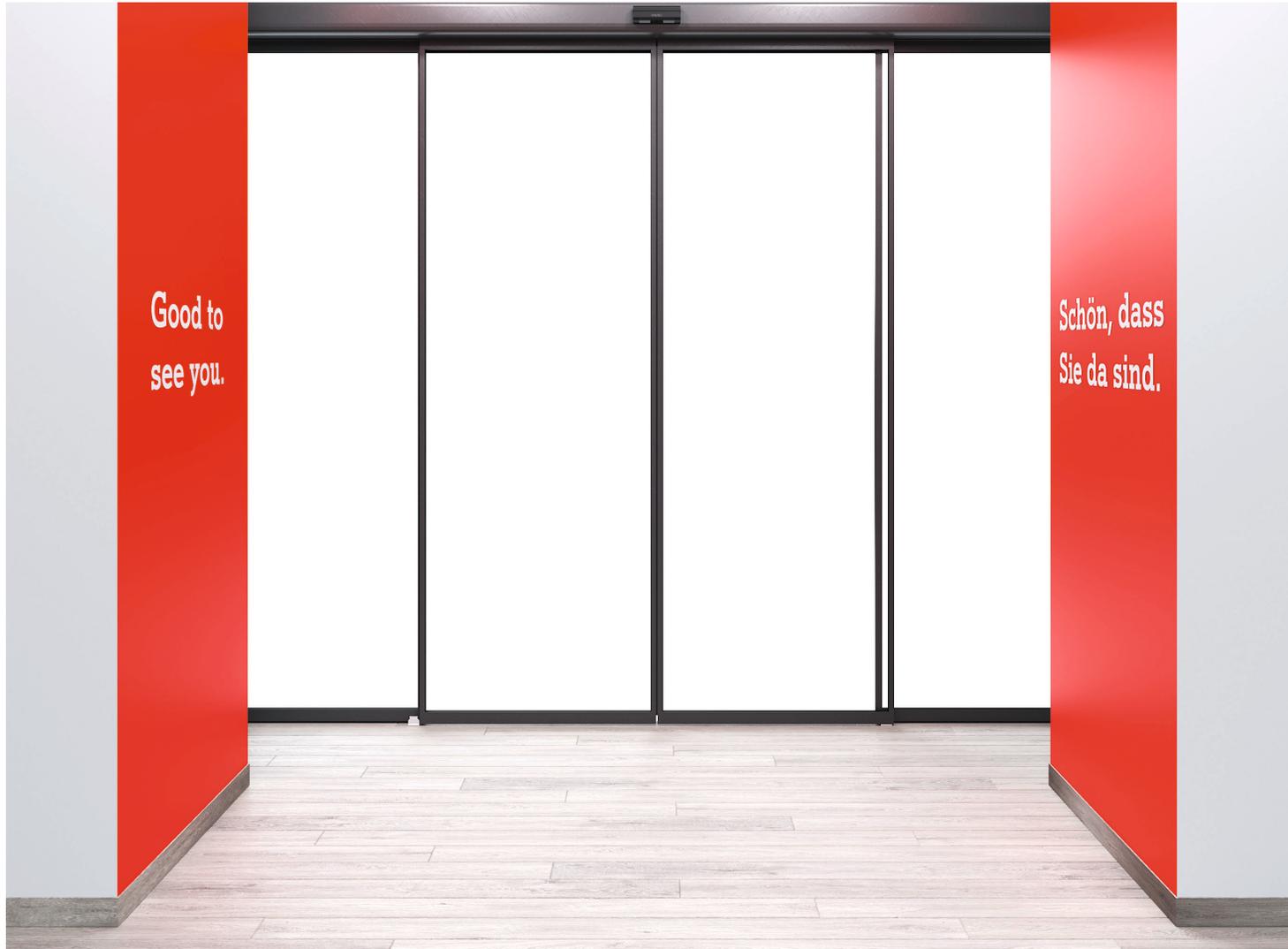
Detail B

Not to scale

2.1.2.2 Interior

2.1.2.2.2.F Modules & Elements: Branding: F 12 Red Walls

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)

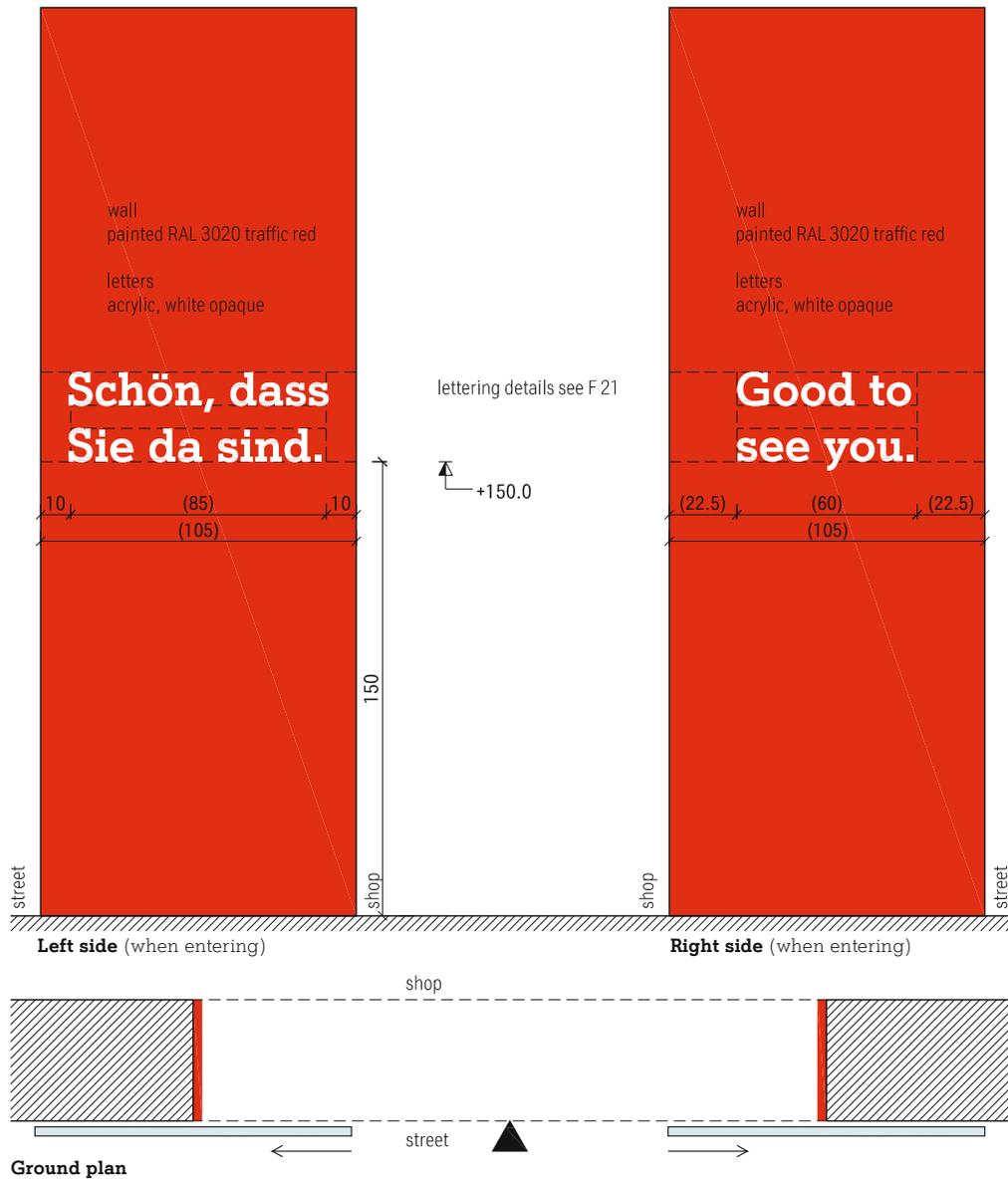
Combo: F 31 Lettering

Zone: Entrance

Location: ▪ Entrance walls

2.1.2.2 Interior

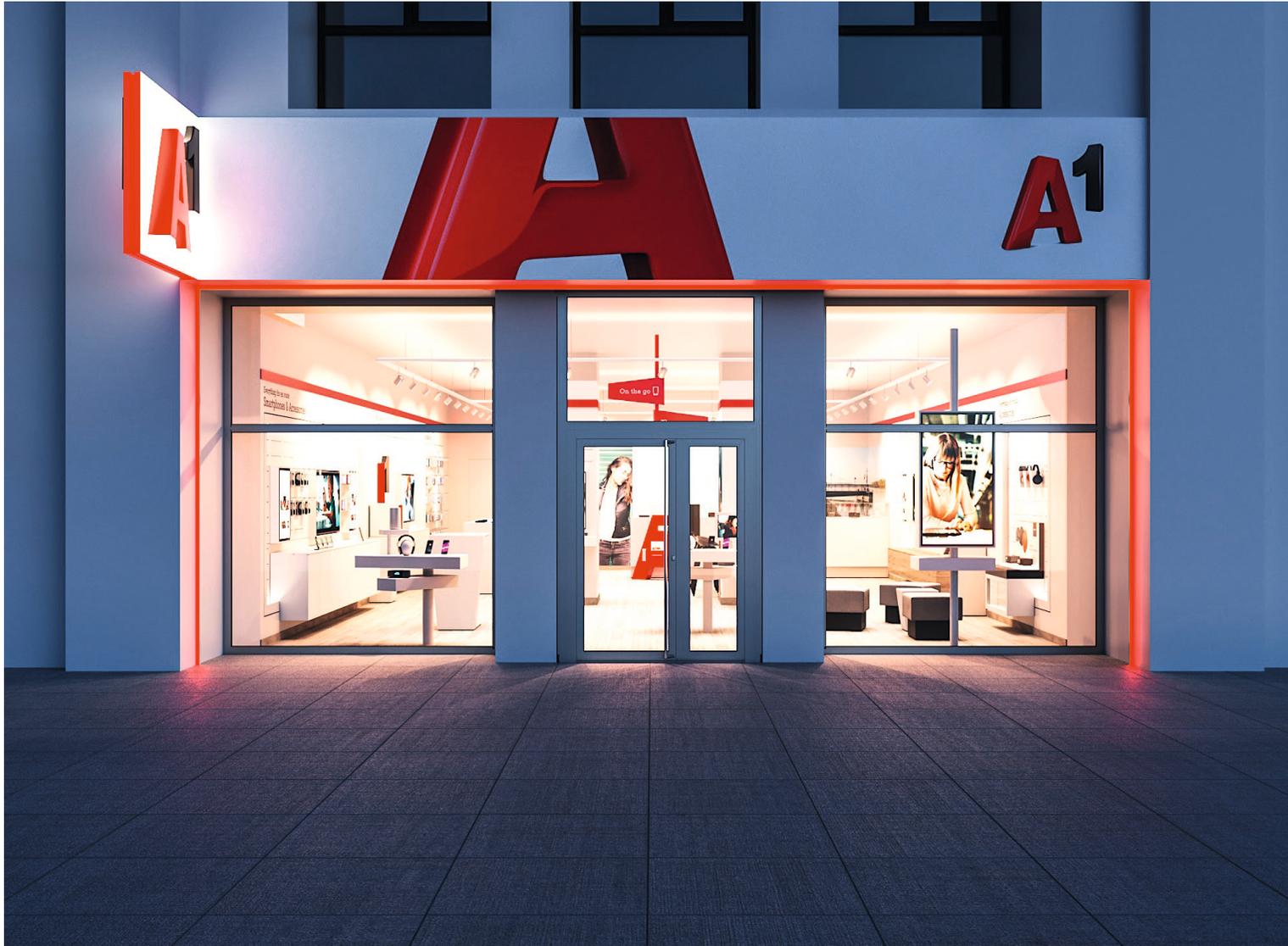
2.1.2.2.F Modules & Elements: Branding: F 12 Red Walls: Location



2.1.2.2 Interior

2.1.2.2.2.F Modules & Elements: Branding: F 13 Light Strip Red

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

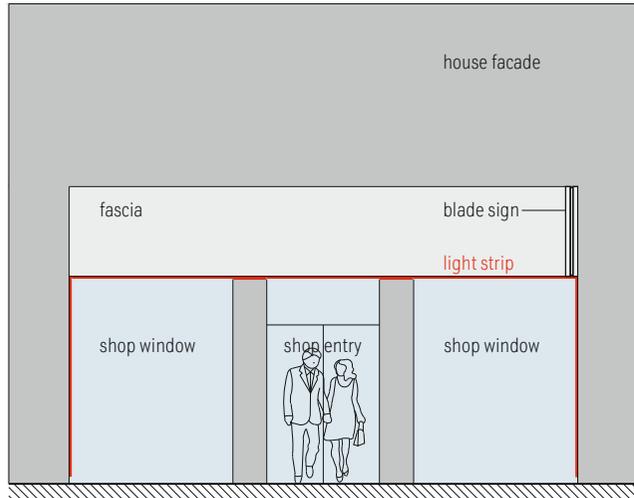
Combo: F 04 Blade Sign
F 05 Fascia

Zone: Facade

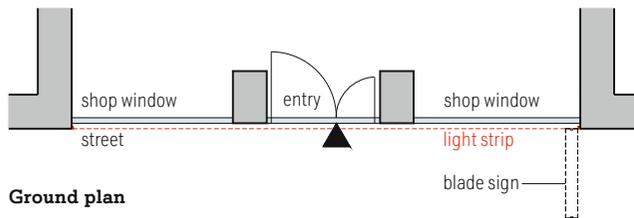
Location: ▪ Left + Top (below fascia) + Right

2.1.2.2 Interior

2.1.2.2.2.F Modules & Elements: Branding: F 13 Light Strip Red: Location



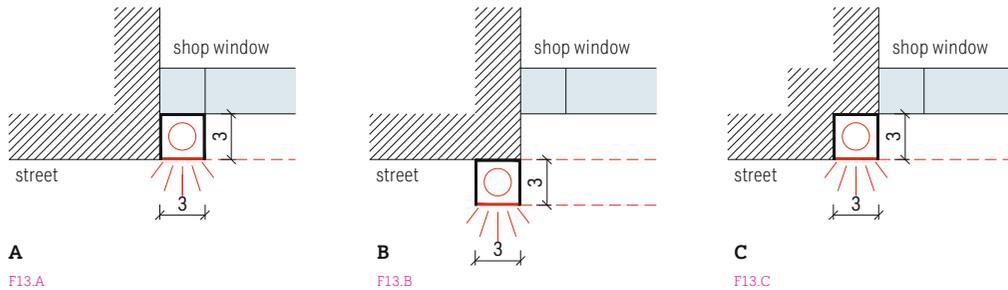
Shop facade



Ground plan

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

Not to scale



Installation details

1:5

2.1.2.2 Interior

2.1.2.2.2.F Modules & Elements: Branding: F 2 Typography

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

abcdefghijklmnopqrstuvwxy
 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 Смартфони и аксесуары	Всичко за мобилните технологии Смартфони и аксесоари	Wording missing Smartphones & Dodatna oprema	Се за по пат Паметни телефони и Догамоци
Everything for en route Accessories	Alles für Unterwegs Zubehör	Мобильные устройства аксесуары	Всичко за мобилните технологии Аксесоари	Wording missing Dodanta oprema	Се за по пат Догамоци
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 аксесуары	Всичко за музиката Аксесоари	Wording missing Dodanta oprema	Се за Музика (уживај во узуката) Догамоци

2.1.2.2 Interior

2.1.2.2.2.F Modules & Elements: Branding: F 21 Lettering

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 / Dodite 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	-

2.1.2.2 Interior

2.1.2.2.2.F Modules & Elements: Branding: F 21 Lettering: Walls

F 21 Lettering: Walls

Everything for en route Accessories



Functions: Orientation

Dimensions: Ceiling height \geq 280 cm
First Line: 240 pt
Second Line: 360 pt

Ceiling height 260–279 cm
Only Second Line: 360 pt

Ceiling height 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

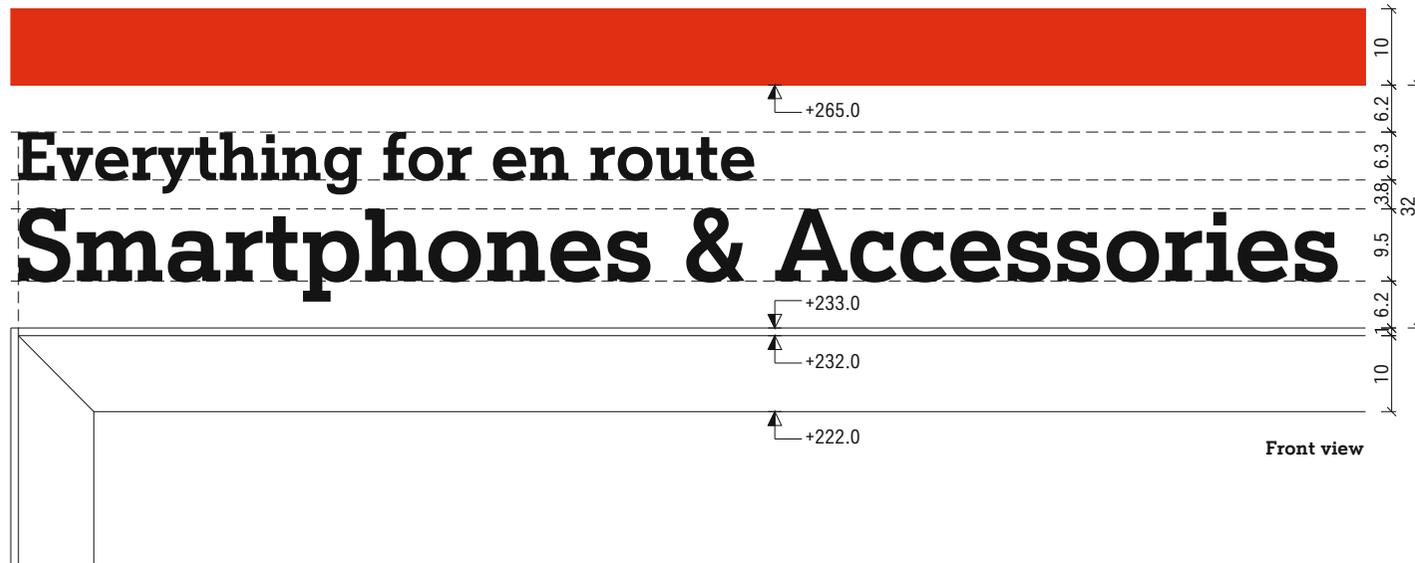
Combo: A 01 Smartphone Wall
A 02 Home Wall
A 03 Accessories Wall
A 04 Music Wall
A 05 Bar Wall

Location:

- Between Walls and Red Stripe

2.1.2.2 Interior

2.1.2.2.2.F Modules & Elements: Branding: F 21 Lettering: Walls

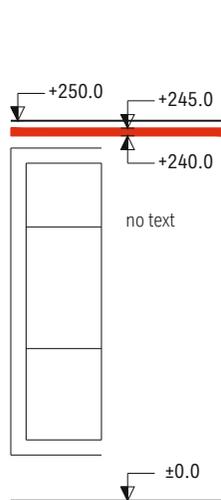


Front view

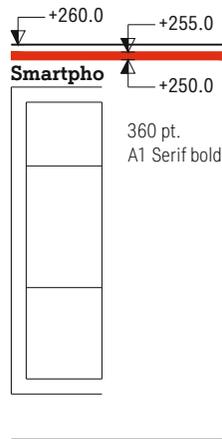
240 pt. A1 Serif bold

360 pt. A1 Serif bold

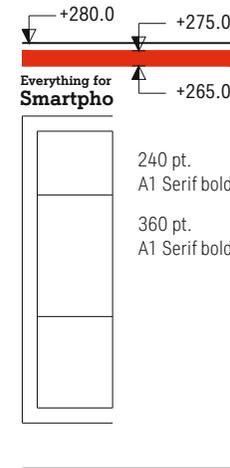
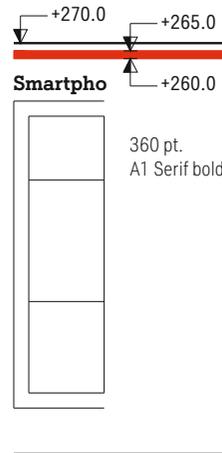
1:10



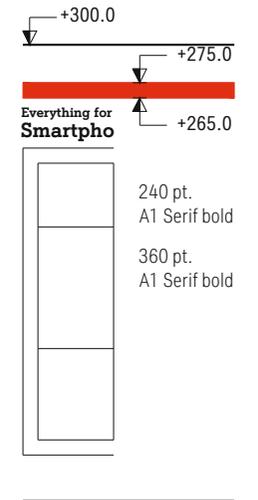
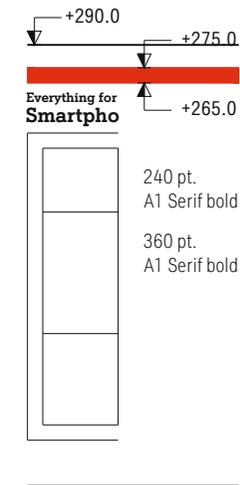
CH < 260: No Lettering



CH 260-279: Only second line (360 pt)



CH ≥ 280: Two lines (240 pt / 360 pt)

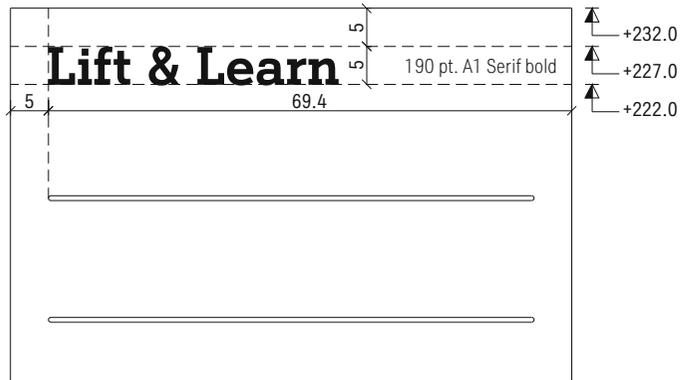


1:50

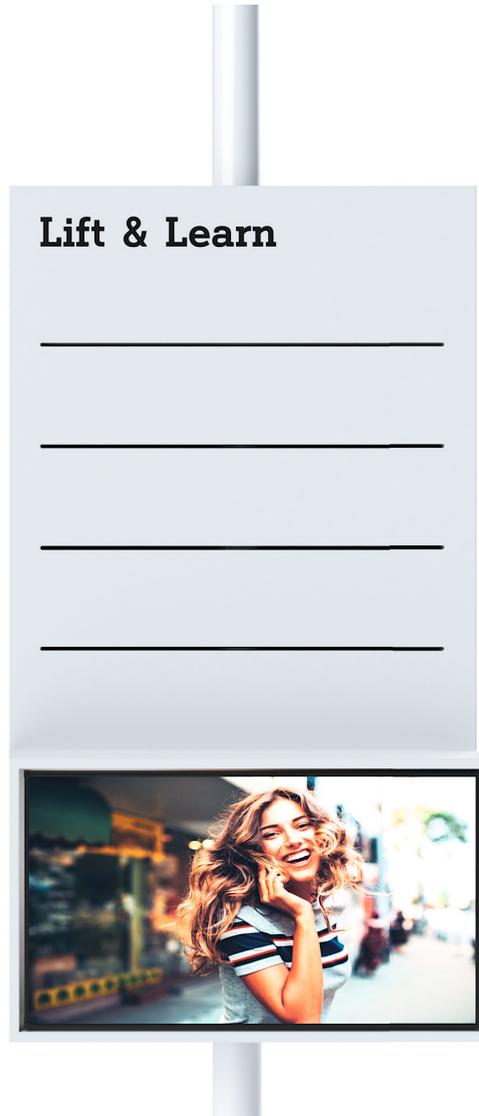
2.1.2.2 Interior

2.1.2.2.2.F Modules & Elements: Branding: F 21 Lettering: Lift & Learn

F 21 Lettering: Lift & Learn



Front view



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)

1:25

2.1.2.2 Interior

2.1.2.2.2.F Modules & Elements: Branding: F 21 Lettering: A1 Bar + Storage

F 21 Lettering: A1 Bar + Storage



Functions: Welcome
Orientation

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

Ceiling height \geq 280 cm
UE = 232 cm (Aligned with UE Walls)

Ceiling height $<$ 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

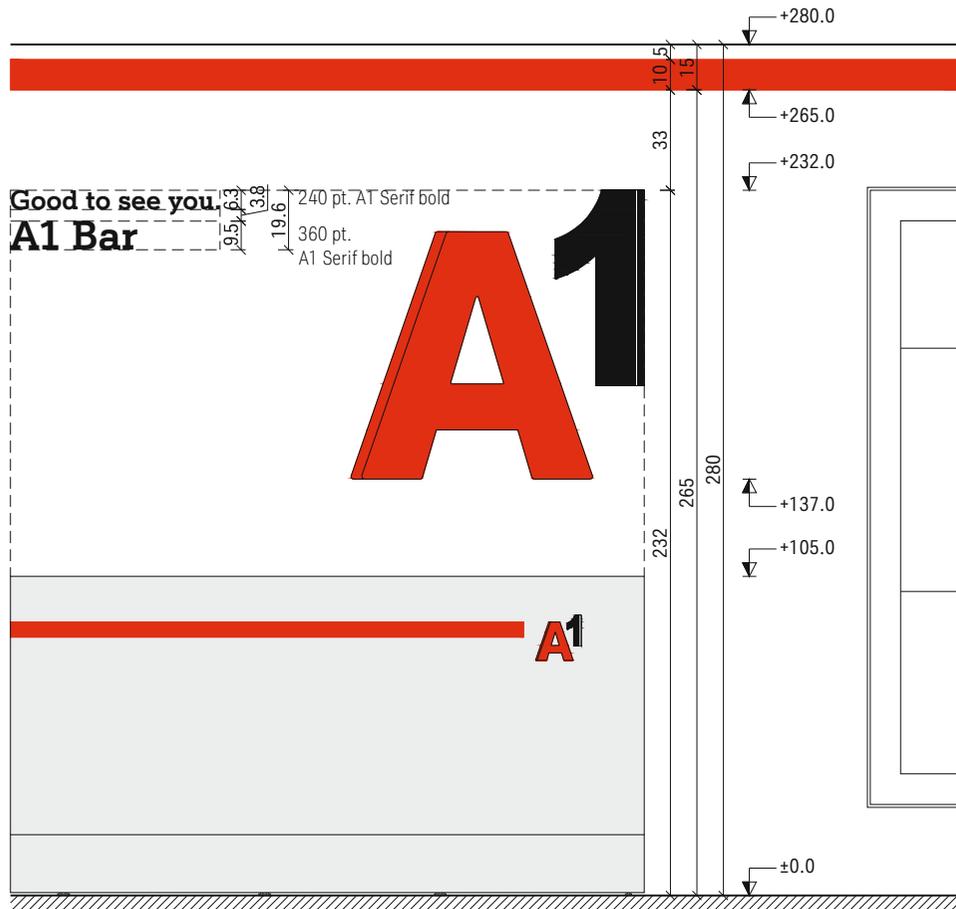
Zone: General Zone

Location:

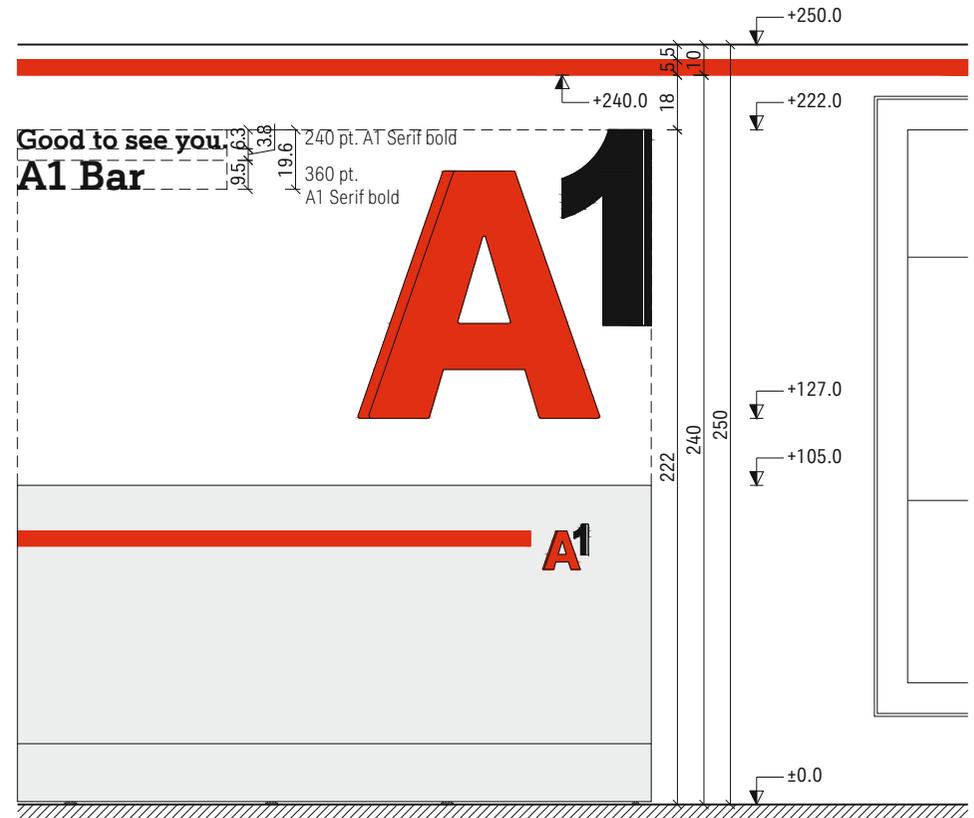
- Behind A1 Bar
- On the wall
- Above Storage

2.1.2.2 Interior

2.1.2.2.2.F Modules & Elements: Branding: F 21 Lettering: A1 Bar + Storage



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

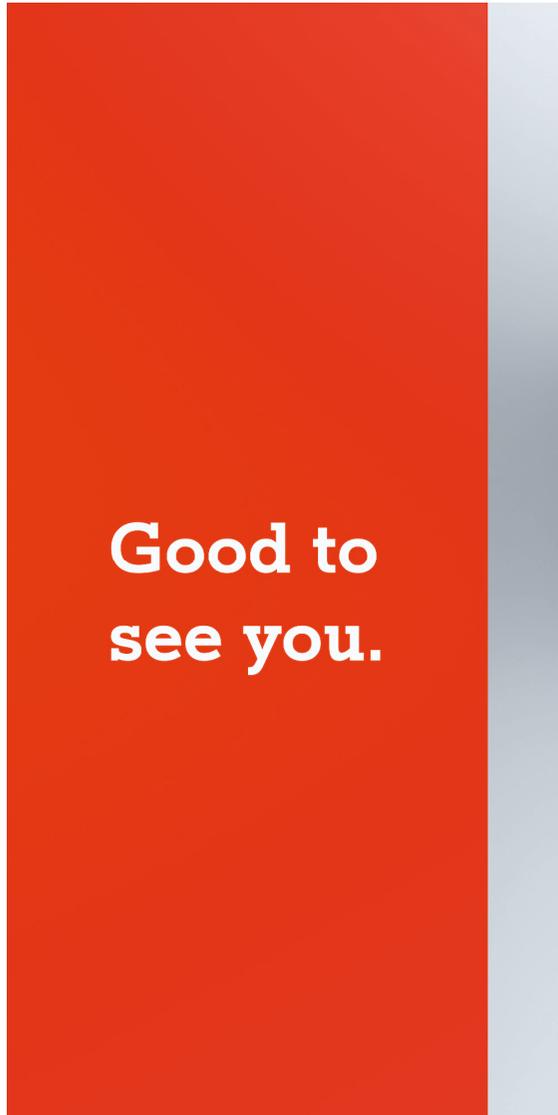


Ceiling height < 280 cm: UE = 222 cm (= LE of wall frames)

2.1.2.2 Interior

2.1.2.2.2.F Modules & Elements: Branding: F 21 Lettering: Red Walls

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

2.1.2.2 Interior

2.1.2.2.2.F Modules & Elements: Branding: F 21 Lettering: Red Walls



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.

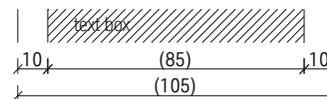
Font Style: A1 Serif bold
 Lower Edge (LE): 150 cm
 Alignment: Text box: centred to wall
 Text itself: left-aligned.

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.

2.1.2.2 Interior

2.1.2.2.2.F Modules & Elements: Branding: F 21 Lettering: Signpost



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

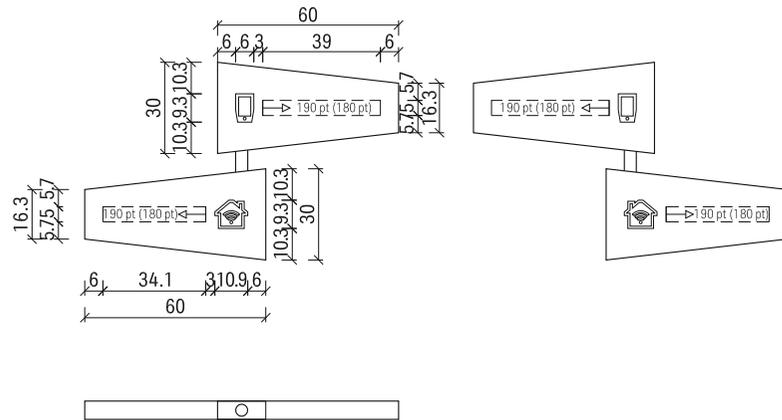
Zone: Entrance

Location:

- Between Entrance and A1 Bar
- Between the 2 product zones („On the go“/„At Home“)
- Above Ticket printer

2.1.2.2 Interior

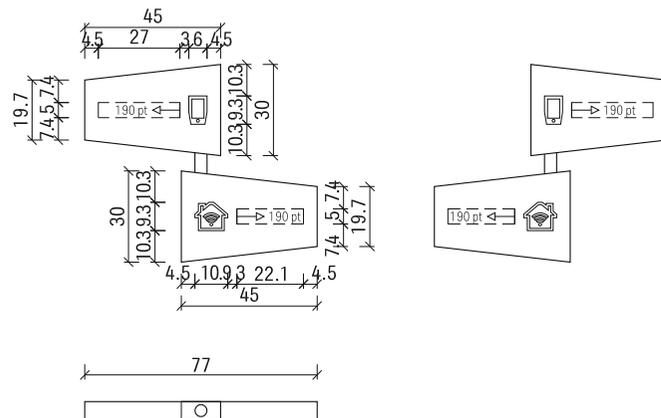
2.1.2.2.2.F Modules & Elements: Branding: F 21 Lettering: Signpost



AUSTRIA, BULGARIA, CROATIA, MACEDONIA, SERBIA:

60 x 30 cm - Single-Line

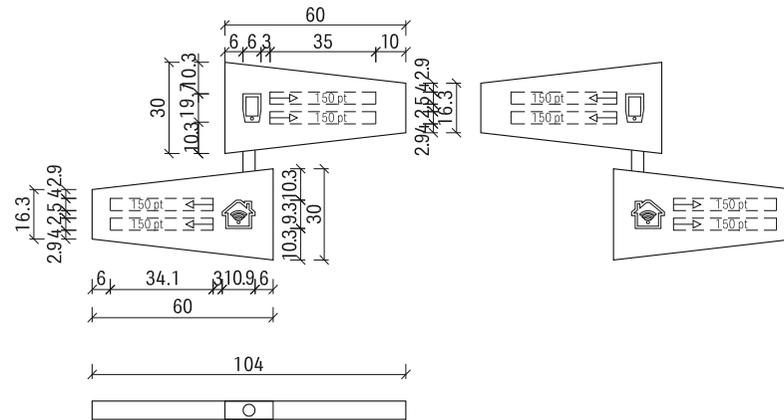
fontsize: 180 pt (MKD), 190 pt (AUT, BG, HR, SRB)



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

2.1.2.2 Interior

2.1.2.2.2.F Modules & Elements: Branding: F 21 Lettering: Signpost

English: 190 pt

 On the go

 At Home

Austria: 190 pt

 Unterwegs

 Zuhause

Belarus: 150 pt

 Мобильные
устройства

 решения
для дома

Bulgaria: 190 pt

 В движение

 У дома

Croatia 190 pt

 U pokretu

 Kod kuće

Macedonia: 180 pt

 Во движение

 По Дома

Serbia: 190 pt

 U pokretu

 Kod kuće

Slovenia: 190 pt

 Na poti

 Doma

2.1.2.2 Interior

2.1.2.2.2.F Modules & Elements: Branding: F 31 Moodimage

F 31 Moodimage



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)

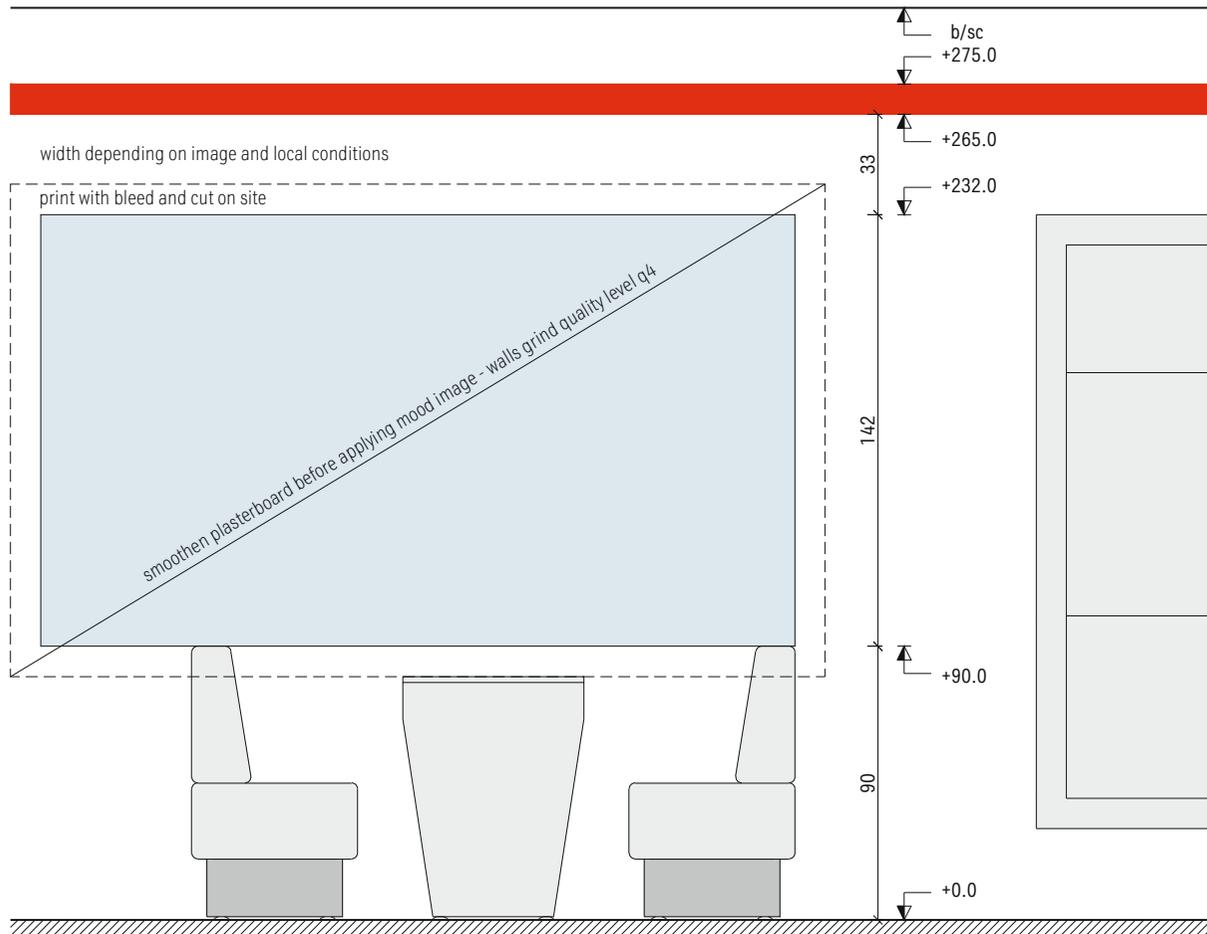
Combo: F 01 Red Stripe
C 06 Consulting Table Low +
D 01 + D02 Consulting Sofa + Chair
E 01 Storage

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

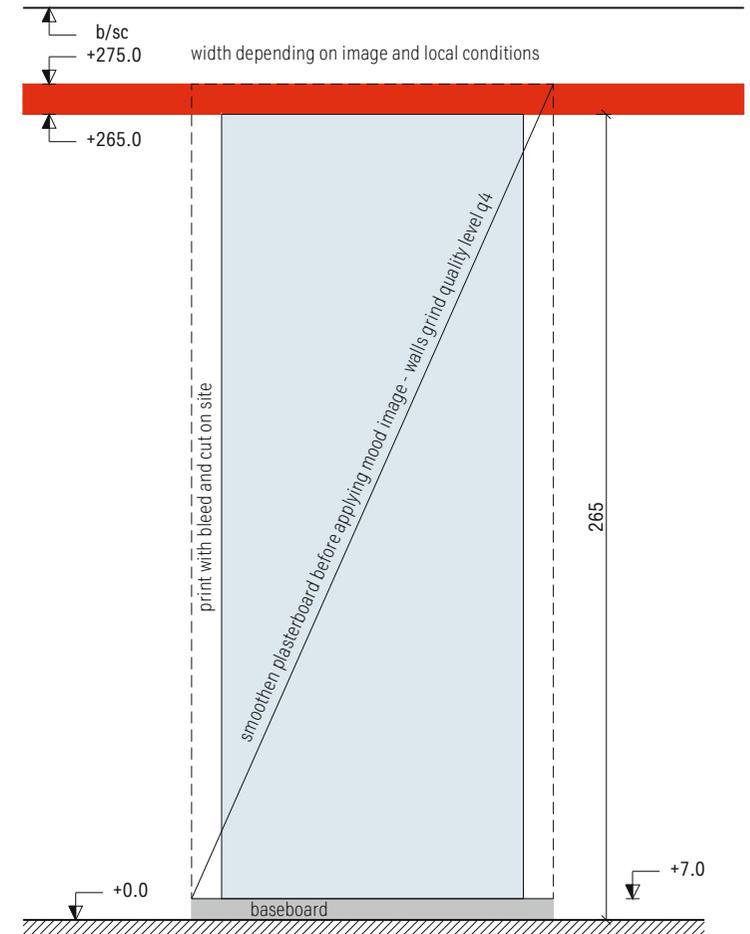
Location: Horizontal:
▪ Create areas (e.g. around corner)
Vertical:
▪ e.g. Columns

2.1.2.2 Interior

2.1.2.2.2.F Modules & Elements: Branding: F 31 Moodimage: Plans



Moodimage horizontal: cityscape or landscape

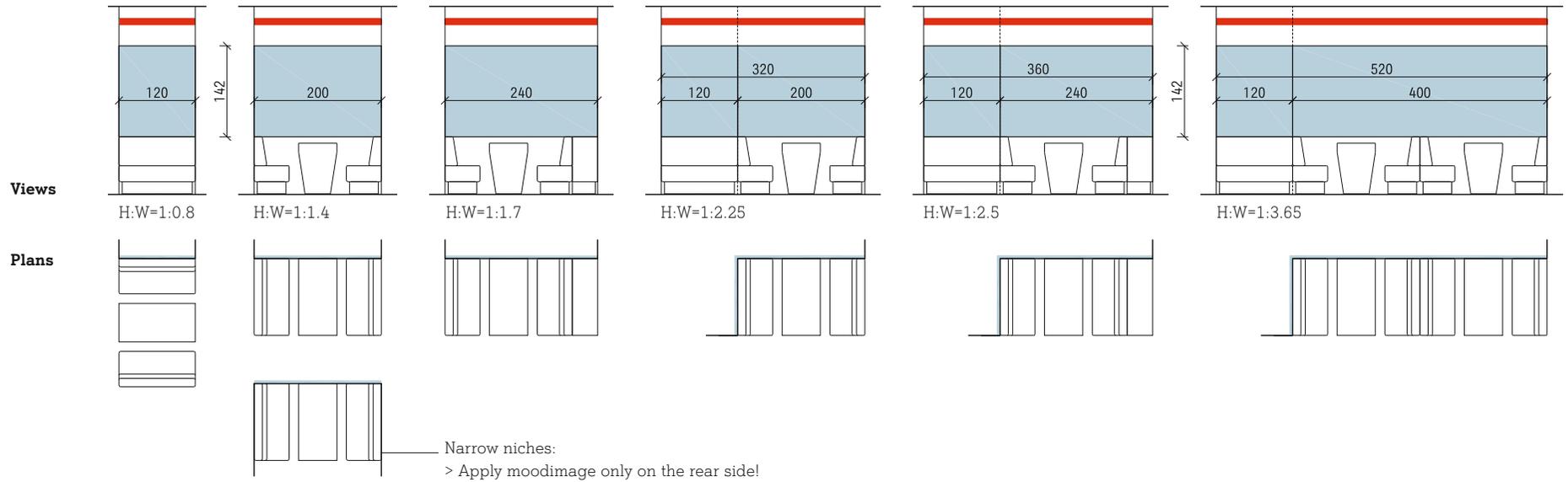


Moodimage vertical: product-related

2.1.2.2 Interior

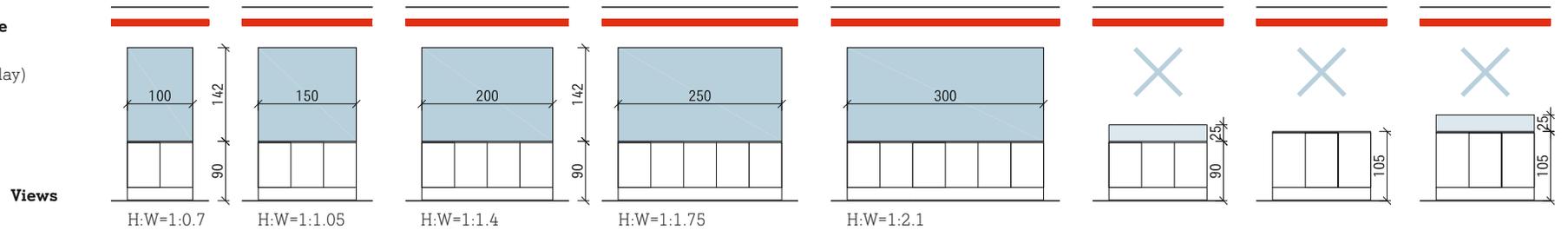
2.1.2.2.2.F Modules & Elements: Branding: F 31 Moodimage: Variations

Moodimage & Consulting Area



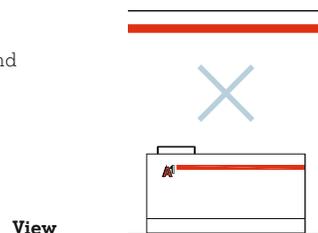
Moodimage & Storage

(Only in combination with H90 without display)



Moodimage & A1 Bar

No moodimages behind the A1 Bar!



2.1.2.2 Interior

2.1.2.2.2.F Modules & Elements: Branding: F 32 Digital Signage



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)

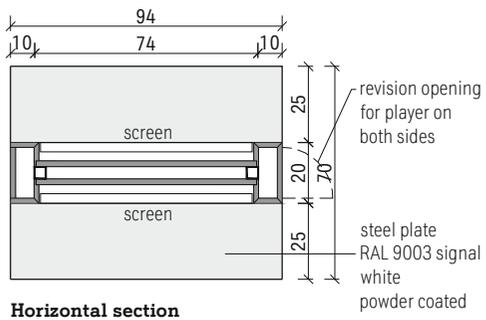
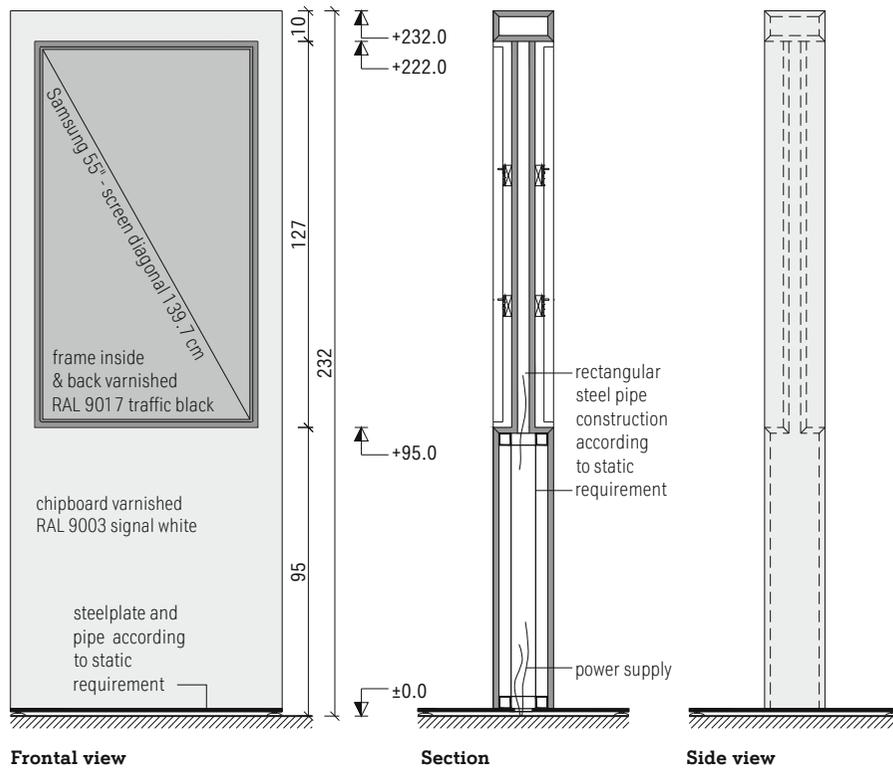
Zone: General Zone / Active Waiting
Entrance

Location: Entrance

2.1.2.2 Interior

2.1.2.2.2.F Modules & Elements: Branding: F 32 Digital Signage: Plans

work in progress
WIP



2.1.2.2 Interior

2.1.2.2.2.F Modules & Elements: Branding: F 33 Icons Home Wall

F 33 Icons



Functions: Branding
Orientation
Information

Dimensions: See plans

Content: Icons in hexagonal shaped backgrounds
(According to Branding Guidelines)

Colour: A1 Red

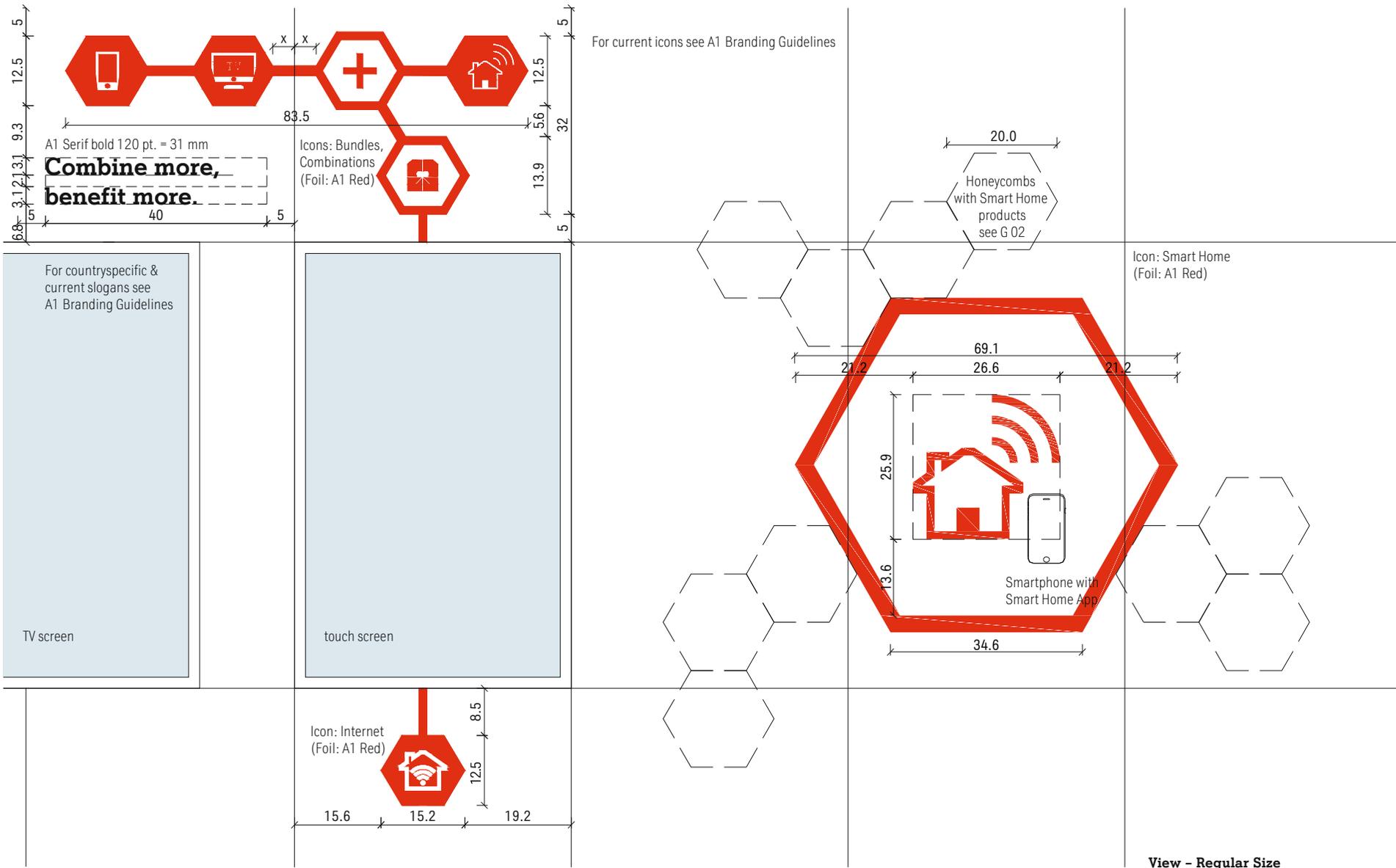
Material: Foil (A1 Red)

Zone: At Home

Location: Home Wall (Internet, Smart Home)

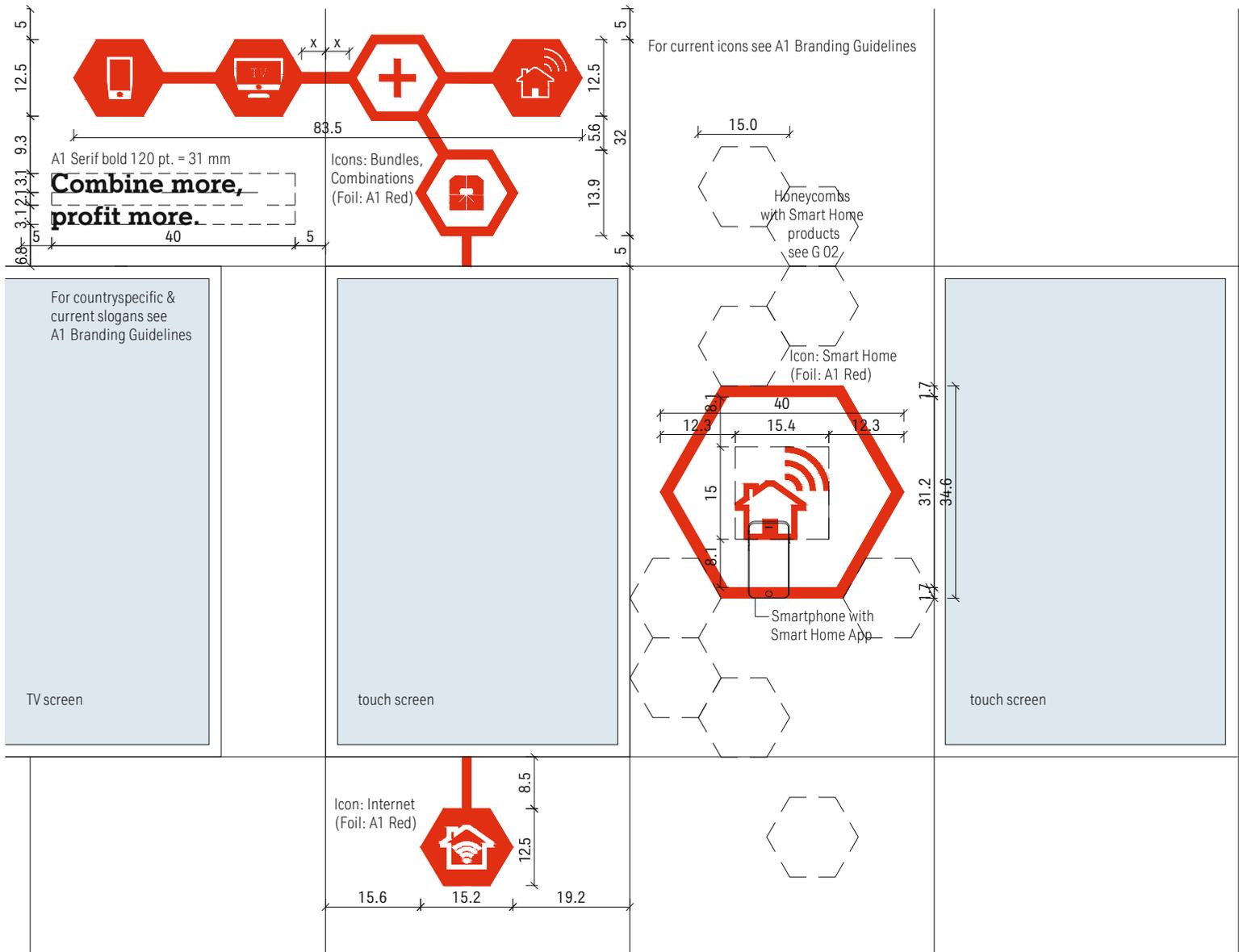
2.1.2.2 Interior

2.1.2.2.2.F Modules & Elements: Branding: F 33 Icons Home Wall – Regular: Plans



2.1.2.2 Interior

2.1.2.2.2.F Modules & Elements: Branding: F 33 Icons Home Wall – Small: Plans



View - Small Version

1:10

2.1.2.2 Interior

2.1.2.2.2.G Modules & Elements: Others



2.1.2.2 Interior

2.1.2.2.2.G Modules & Elements: Others: G 01 Signpost

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)

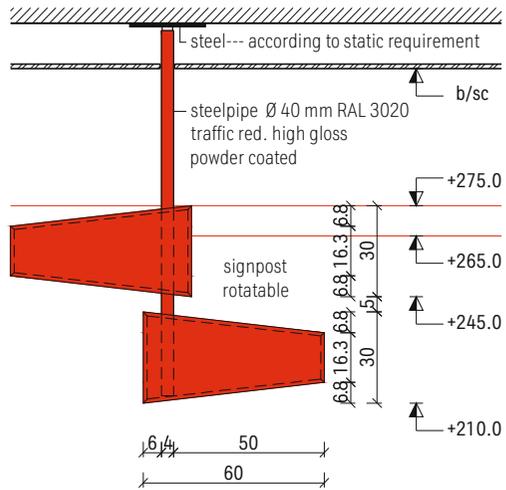
Combo: F 21 Lettering
B 01 Highlight Table with Ticketprinter

Zone: Entrance

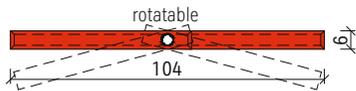
Location: ▪ Between entrance and A1 Bar
▪ Between the 2 product zones
(„On the go“/„At Home“)
▪ Above Ticket printer

2.1.2.2 Interior

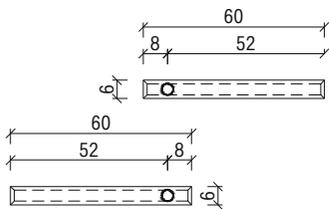
2.1.2.2.2.G Modules & Elements: Others: G 01 Signpost: Plans



Front view



Top view

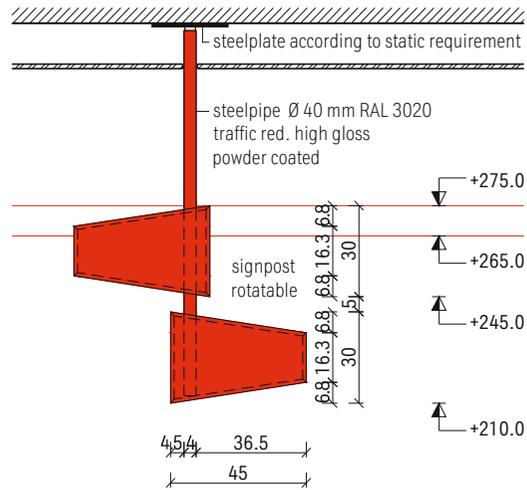


Top view - Single parts

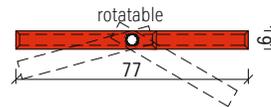
60 x 30 cm:

Austria, Belarus, Bulgaria, Croatia, Macedonia, Serbia

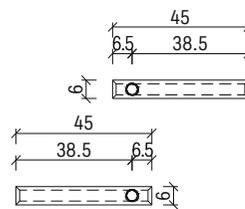
G01.60



Front view



Top view



Top view - Single parts

45 x 30 cm:

Slovenia

G01.45

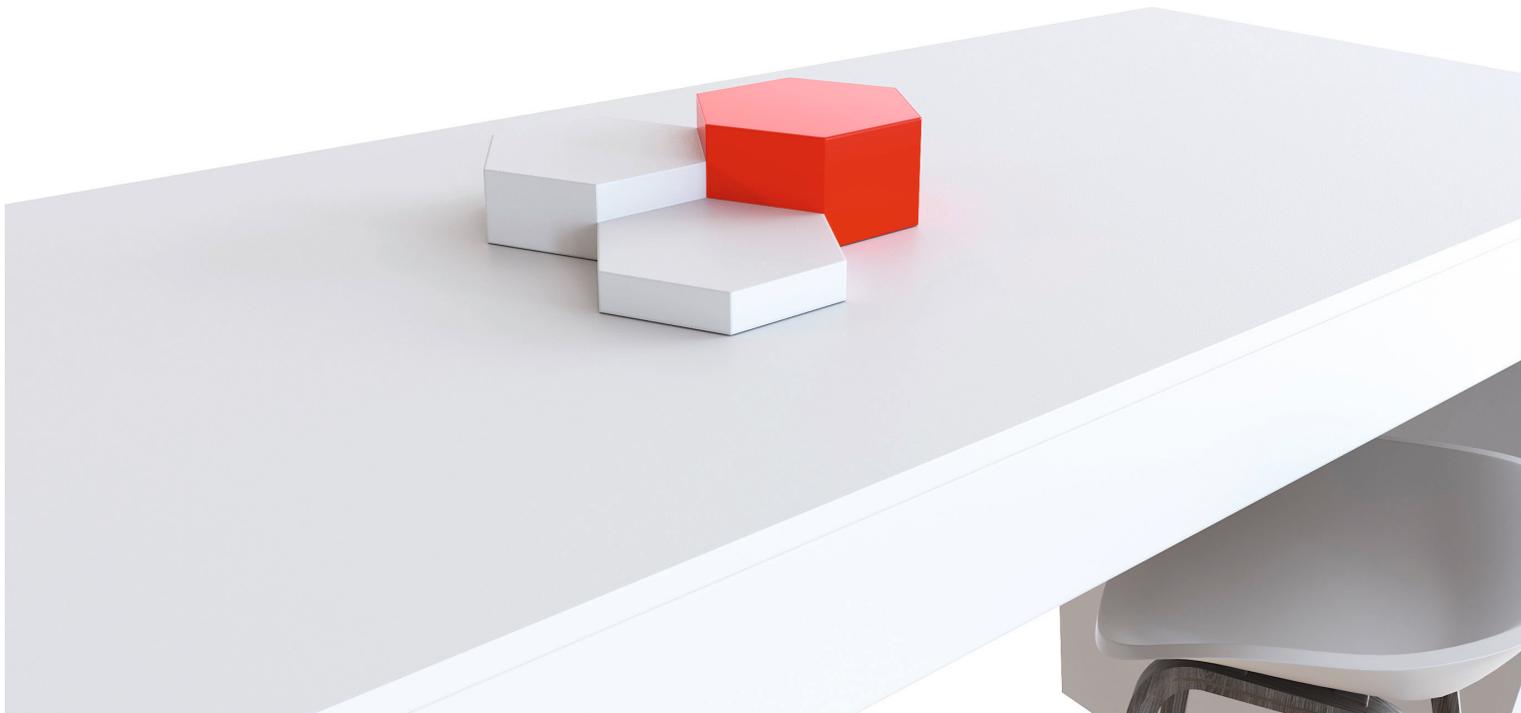
For Icons and Lettering see F21.

2.1.2.2 Interior

2.1.2.2.2.G Modules & Elements: Others: G 02 Honeycombs



G 02 Honeycombs



Functions: Display of products
Presenting highlights

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

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

Colour: White
▪ RAL 9003 Signal White
Red
▪ RAL 3020 Traffic Red (high gloss)

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

Versions: ▪ 3 Heights
▪ Horizontal / Vertical

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

Location: ▪ Standing on Tables
▪ Mounted to Home Wall

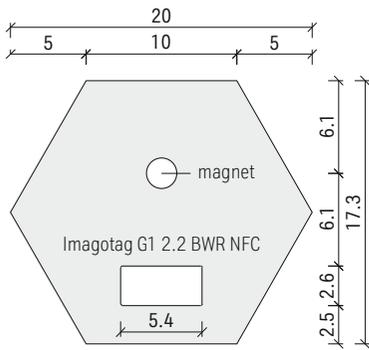
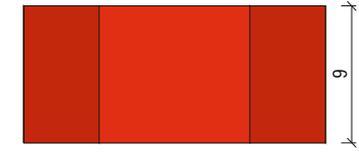
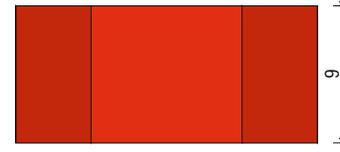
2.1.2.2 Interior

2.1.2.2.2.G Modules & Elements: Others: G 02 Honeycombs: Plans

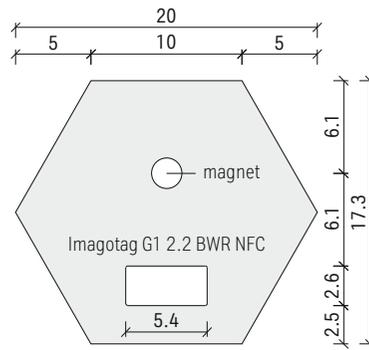
work in progress
WIP



Side view

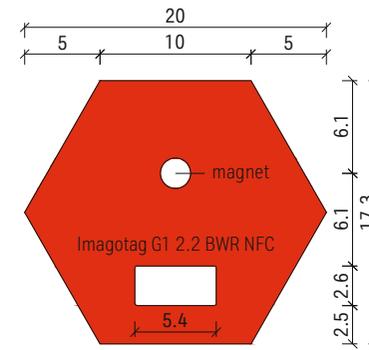


Top view



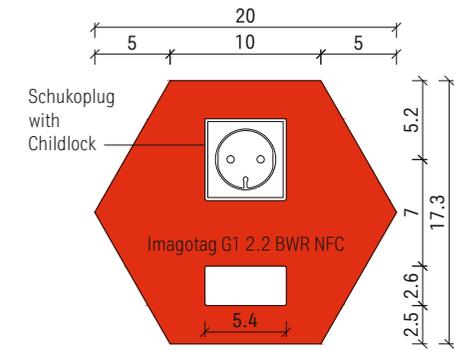
Medium

G02.M



High

G02.H-1



High

G02.H-2

Legend F04

Element	G02
Size (Height)	.L (low) / .M (medium) / .H (high)
Variant	-1 / -2 / ...
Exceptions	!

2.1.2.2 Interior

2.1.2.2.2.G Modules & Elements: Others: G 02 Honeycombs: Images



For applications see also A02 and F33.

2.1.2.2 Interior

2.1.2.2.2.G Modules & Elements: Others: G 03 Headphone Holder

G 03 Headphone Holder



Functions: Display of Headphones

Dimensions: W 12 cm
D 13 cm
H 20 cm

Colour: White
▪ RAL 9003 Signal White

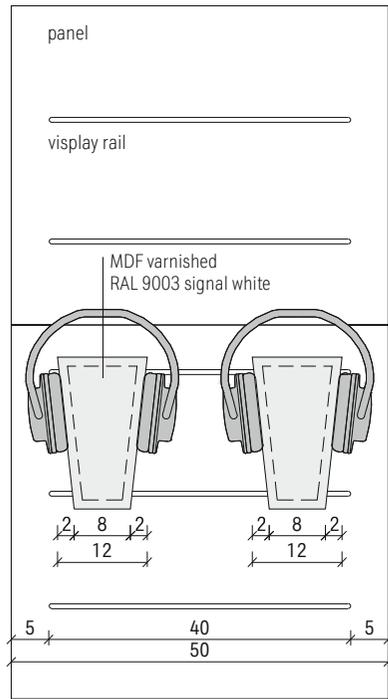
Material: Body: MDF varnished (RAL 9003)

Combo: A 01 Smartphone Wall
A 04 Music Wall

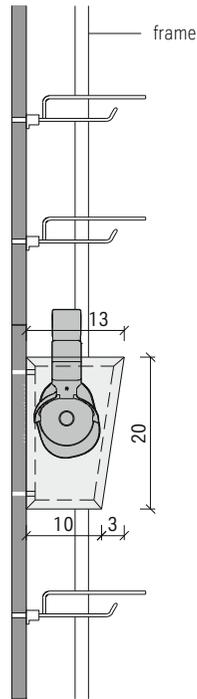
Location: Mounted to Walls

2.1.2.2 Interior

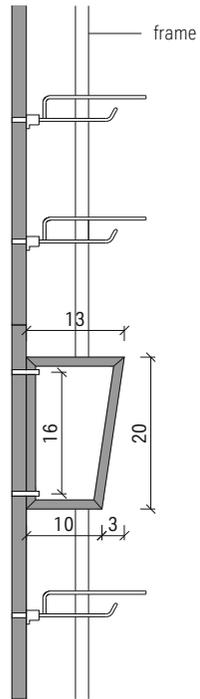
2.1.2.2.2.G Modules & Elements: Others: G 03 Headphone Holder: Plans



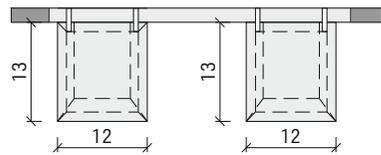
Front view



Side view



Section



Top view

G03

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

2.1.2.3 Technical Equipment & Infrastructure

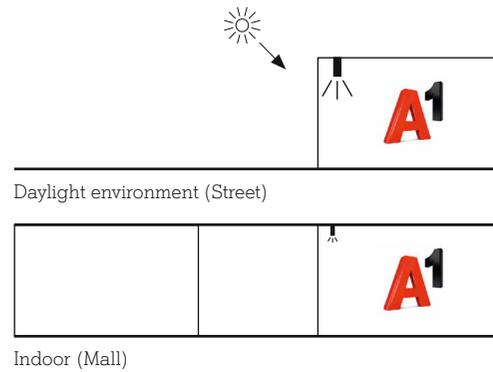
2.1.2.3.b Lighting: Natural Light

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 foliage)

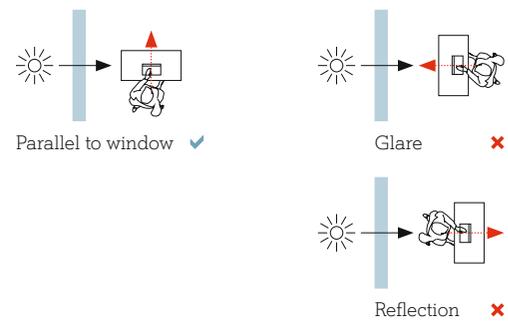
Luminance intensity

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.



Viewing direction

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



2.1.2.3 Technical Equipment & Infrastructure

2.1.2.3.b Lighting: Basic Shop Lighting + Shop Window Lighting

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.

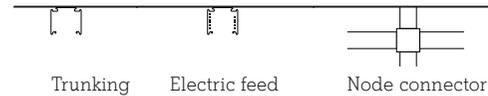
By allowing integration of spotlights, lighting requirements for shops and retail spaces – ranging from uniform illumination to impressive lighting effects using high-precision reflectors – can be mastered with high efficiency.

Light planning

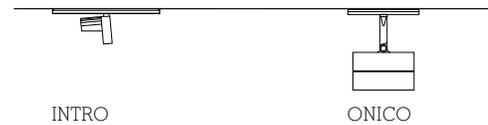
For light planning for a specific site consult a professional light planner.

Elements

Trunking



Spotlights

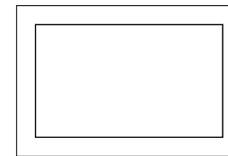


Emergency lighting

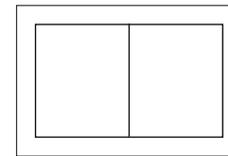


Layout of light rails

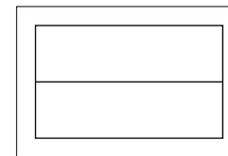
Straight layout of light rails



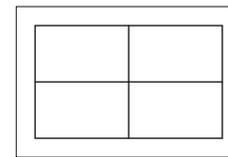
✓ Rectangular



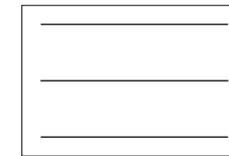
✓ Rectangular + Line



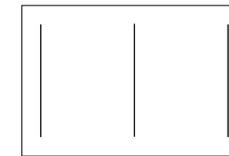
✓ Rectangular + Line



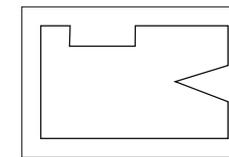
✗ Raster
No X-Connectors!



✓ Parallel lines



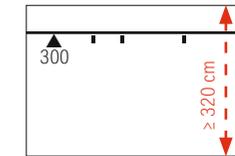
✓ Parallel lines



✗ Irregular

Basic Shop Lighting

Ceiling Height \geq 320 cm:



Suspended trunk (LE 300 cm)

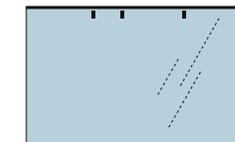
Ceiling Height $<$ 320 cm:



Ceiling mounted trunk

Shop Window Lighting

Ceiling mounted trunk

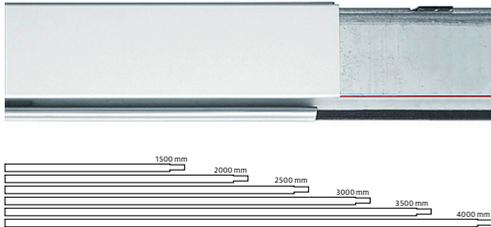


2.1.2.3 Technical Equipment & Infrastructure

2.1.2.3.b Lighting: Basic Shop Lighting + Shop Window Lighting

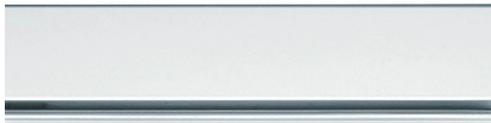
Trunking rails and components

Trunking, white



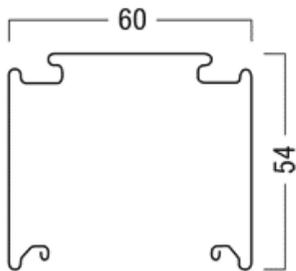
Length from 1.5 to 4 m in 0.5 m increments.

Single mounting rail, white



Length: 1.0, 1.5, 2.0 m

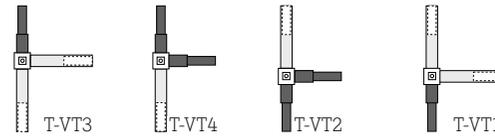
Cross section



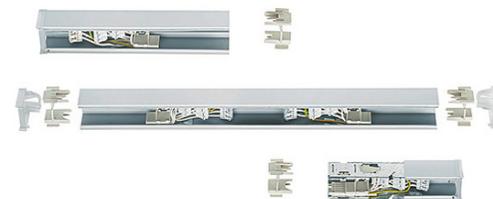
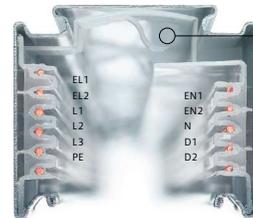
Material: Roll-formed sheet steel

Colour: White polyester lacquer finish.

Node connectors, white



Electric feed



Cover strip for mounting rail white



Material: Plastic polypropylene

Colour: White

Ceiling fixing element



End cap, white



Cord suspension



2.1.2.3 Technical Equipment & Infrastructure

2.1.2.3.b Lighting: Basic Shop Lighting + Shop Window Lighting

TECTON spotlight

INTRO liteCarve® TEC GP LED

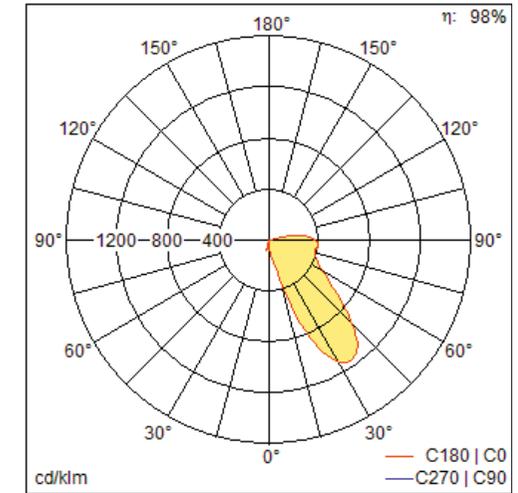
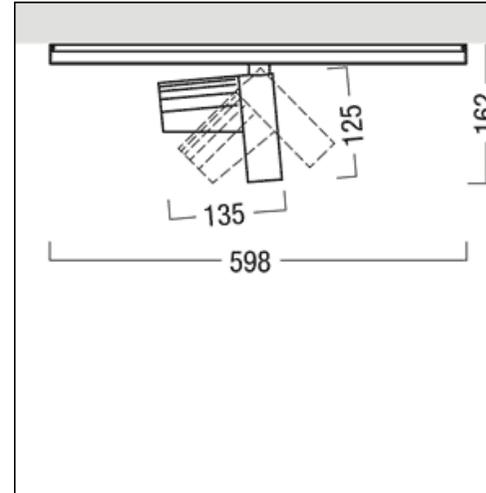
Basic lighting

> 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:

Reflector:

Colour:

Dimensions:

Weight:

Light Source:

Luminaire luminous flux:

Luminaire efficacy:

Colour Rendering Index min.:

Ballast:

Correlated colour temperature:

Chromaticity tolerance (initial MacAdam):

Rated median useful life:

Luminaire input power:

Maintenance category:

Die-cast aluminium and polycarbonate

Polycarbonate, aluminium-sputtered

White

598x125x162 mm

2,30 kg

LED

3332 lm

77 lm/W

80

1 x 06825961 DRV OS OT FI 40W 1.05A 42V F #1A0 CS

4000 Kelvin

3

50000h L70 at 25°C

43 W Lambda = 0.97

C - Closed Top Reflector

2.1.2.3 Technical Equipment & Infrastructure

2.1.2.3.b Lighting: Basic Shop Lighting + Shop Window Lighting

TECTON spotlight

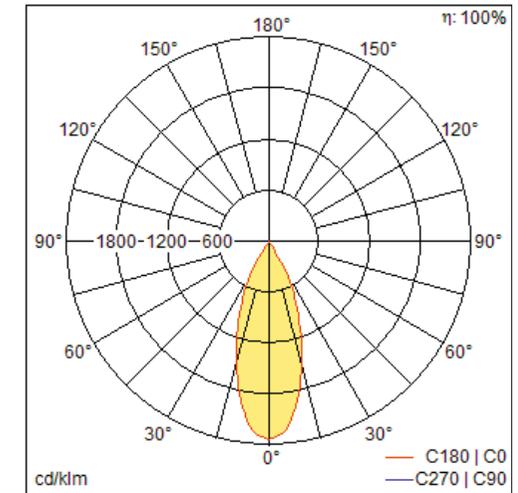
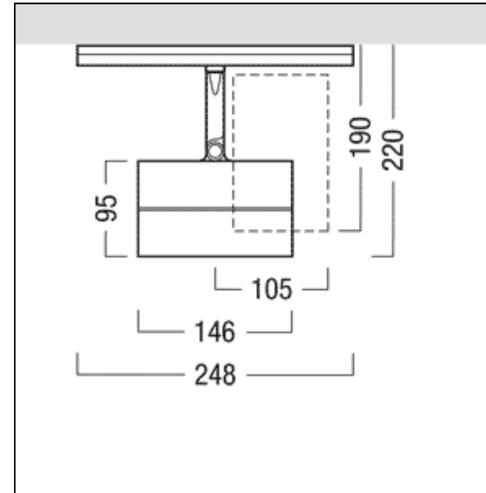
ONICO M TEC-GP LED (Essential stableWhite)

Basic lighting

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

Planning

> Exact number and location according to light planner



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

LED spotlight

Spotlight housing:

Surface finish:

Colour:

Dimensions:

Weight:

Light Source:

Luminaire luminous flux:

Luminaire efficacy:

Colour Rendering Index min.:

Ballast:

Correlated colour temperature:

Chromaticity tolerance (initial MacAdam):

Rated median useful life:

Luminaire input power:

Maintenance category:

Die-cast aluminium

Microtextured paint in white

White

248x95x190 mm

1.2 kg

LED

2400 lm

120 lm/W

80

1 x 00154029 DRV TC DC 20W 500mA 40V F #TZ CSL

4000 Kelvin

3

50000h L80 at 25°C

20 W

C - Closed Top Reflector

2.1.2.3 Technical Equipment & Infrastructure

2.1.2.3.b Lighting: Basic Shop Lighting + Shop Window Lighting

TECTON ONLITE

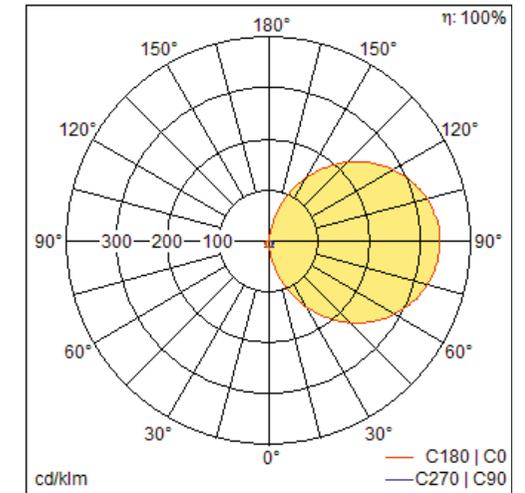
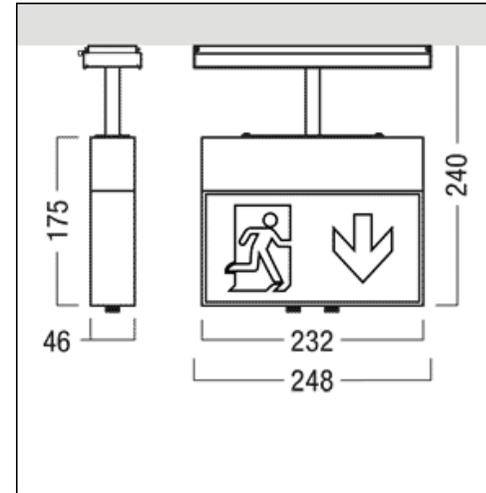
TECTON with ONLITE CROSSIGN

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 SWZUM

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

2.1.2.3 Technical Equipment & Infrastructure

2.1.2.3.b Lighting: Basic Shop Lighting + Shop Window Lighting

TECTON ONLITE

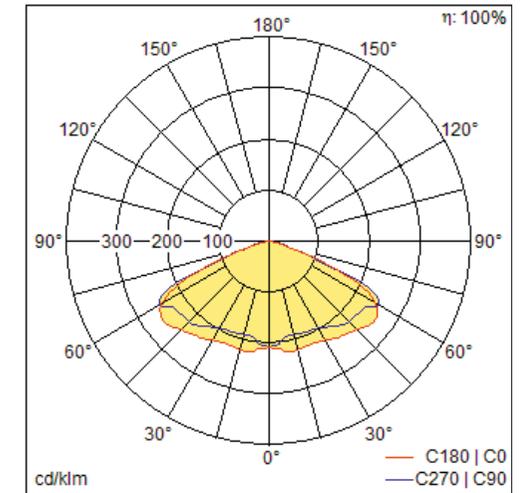
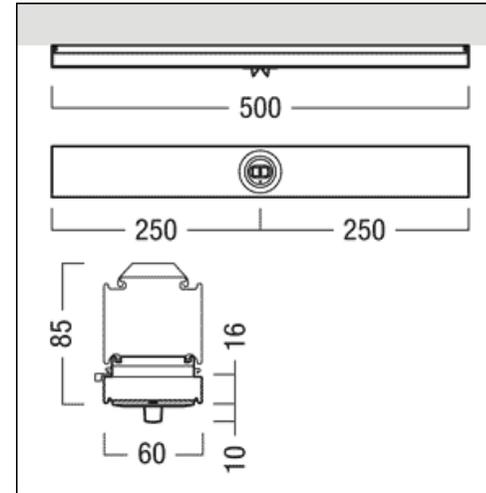
TECTON with ONLITE RESCLITE PRO antipanic

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 $\Lambda_{\text{bda}} = 0.7$

Standby Power:

1.2 W

Charging power:

1.25 W

Service life rating:

3 h

2.1.2.3 Technical Equipment & Infrastructure

2.1.2.3.b Lighting: Indirect Lighting

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

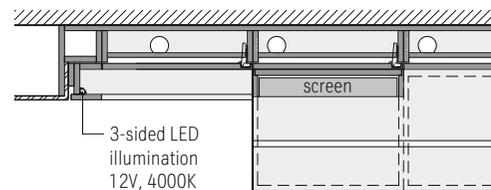
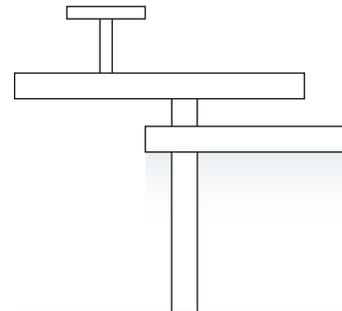
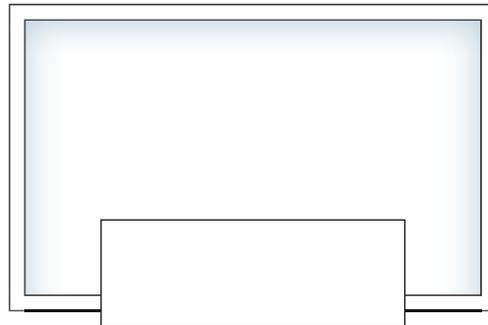
A 04 Music Wall

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!

2.1.2.3 Technical Equipment & Infrastructure

2.1.2.3.b Lighting: Accent Lighting

ZUMTOBEL PANOS infinity R100 P

LED pendant luminaire

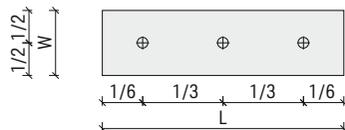
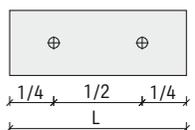
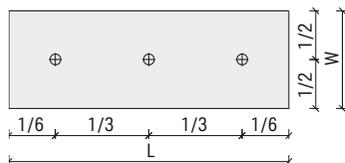
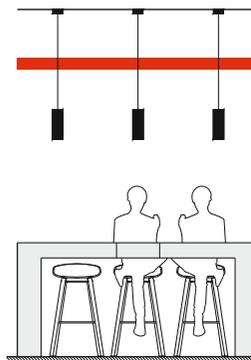
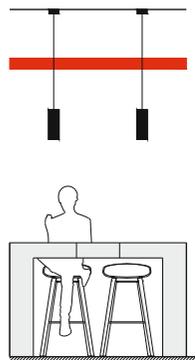
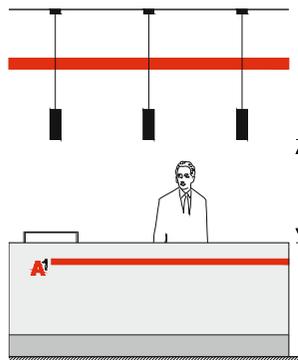
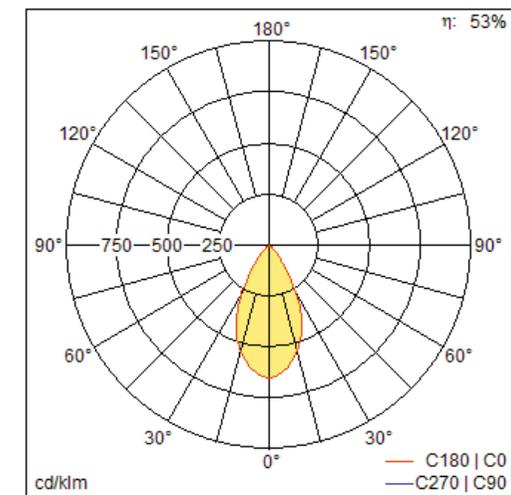
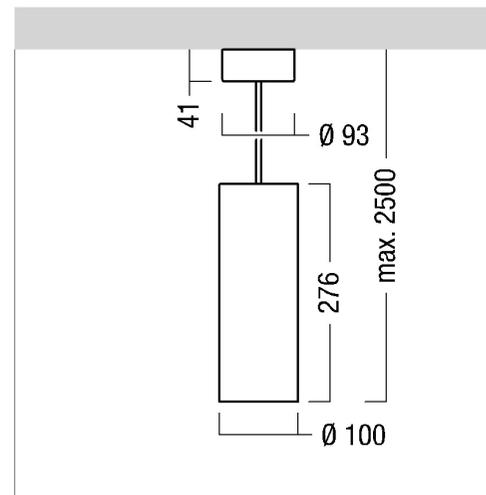
Accent lighting

- > 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):

Colour:

Dimensions:

Weight:

Light Source:

Luminaire luminous flux:

Luminaire efficacy:

Colour Rendering Index min.:

Ballast:

Correlated colour temperature:

Chromaticity tolerance (initial MacAdam):

Rated median useful life:

Luminaire input power:

Standby Power:

Dimming:

Maintenance category:

Die-cast aluminium

Black

Ø100 x 276 mm

2,72 kg

LED

1994 lm

91 lm/W

90

1 x 28000665 DRV TR LCA 25W 1.05A 50V D #O4A C PRE

4000 Kelvin (neutral white)

3

50000h L85 at 25°C

22 W Lambda = 0.98

0.15 W

LDO dimmable to 1% over DALI

C - Closed Top Reflector

2.1.2.3 Technical Equipment & Infrastructure

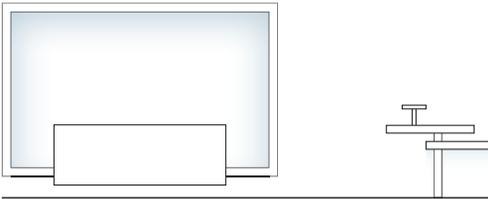
2.1.2.3.b Lighting: Night Illumination

Night Illumination

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

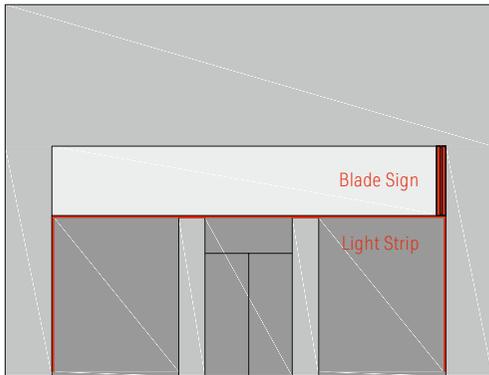
Inside:

- LED Walls
- LED Highlight Table(s)



Outside:

- Blade Sign
- Light Strip Red



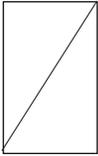
2.1.2.3 Technical Equipment & Infrastructure

2.1.2.3.c Screens: Interactive Screens & Displays

Screens

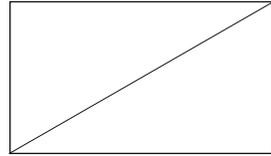
There are 2 clearly defined screen types:

Interactive Touchscreens: Portrait Format



e.g. ELO 3202L 32"

Screens/Displays: Landscape Format



e.g. Samsung PMH 55"

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

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

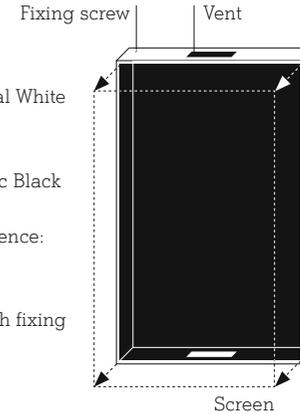
Frame

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



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.

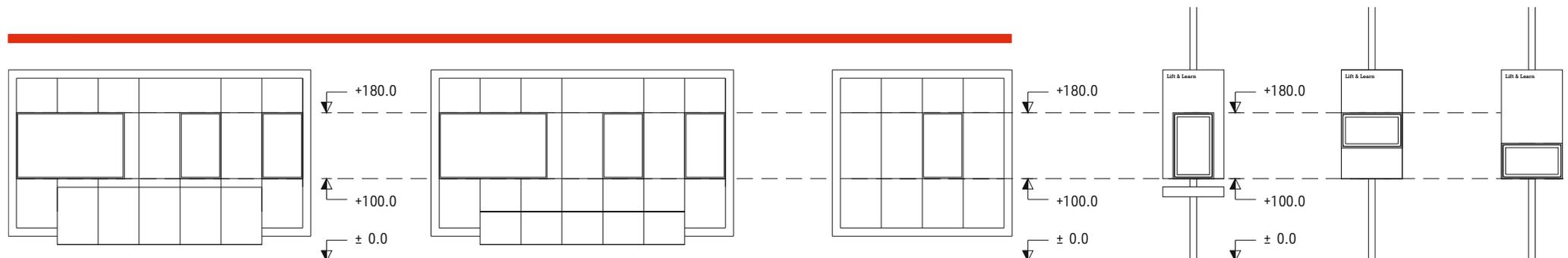
Exceptions:

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



2.1.2.3 Technical Equipment & Infrastructure

2.1.2.3.d HVAC – Heating, Ventilation and Air Conditioning

HVAC – Heating, Ventilation and Air Conditioning

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

2.1 Stationary Shops

2.1.3 A1 Brand Store hosting another brand



Will be completed in the next updates

A1 Brand Store hosting another brand

Characteristics

Short description

- Features
- Further features

2.1.3.1 Other brands using A1 Furniture

In this case see chapter 2.1.2 A1 Brand Store

2.1.3.2 Other brands bringing in their own furniture

Not part of this Manual.

- **Permanent**

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

- **Temporary**

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

2.1 Stationary Shops

2.1.4 Shop-in-Shop



Will be completed in
the next updates

Shop-in-Shop

Characteristics

Short description.

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

2.1.4.1 A1 Furniture

In this case see chapter 2.1.2 A1 Brand Store

2.1.4.2 Furniture of Host (e.g. Media Markt in Austria)

Not part of this Manual.

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

2.2 Non-Stationary & Temporary Shops



Will be completed in
the next updates

2.1.1 Indoor

2.1.1.1 Kiosks

Short description.

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

2.1.1.2 Pop-Up-Stores

Short description.

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

2.1.2 Outdoor

2.1.2.1 Containers

Short description.

- Features
- Further features

3. Examples

3.1 Stationary Shops

3.1.1 Brand Shops Prototypical Shops

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

3.1.2 Shop-In-Shop

3.2 Non-Stationary & Temporary Shops

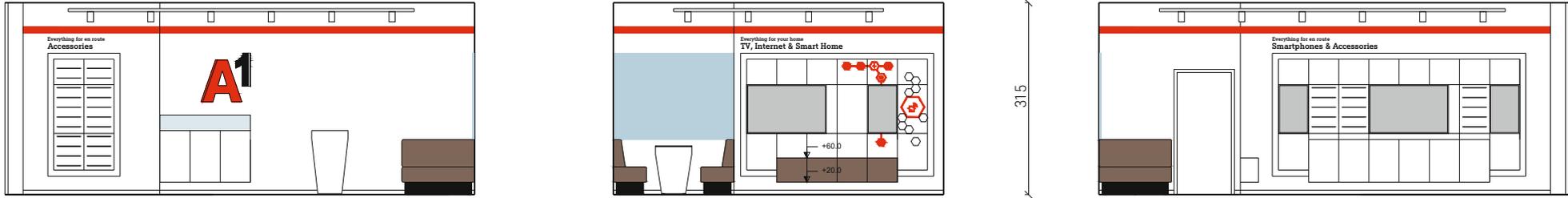
- 3.2.1 Kiosks
- 3.2.2 Pop-Up-Stores
- 3.2.3 Containers

3 Examples

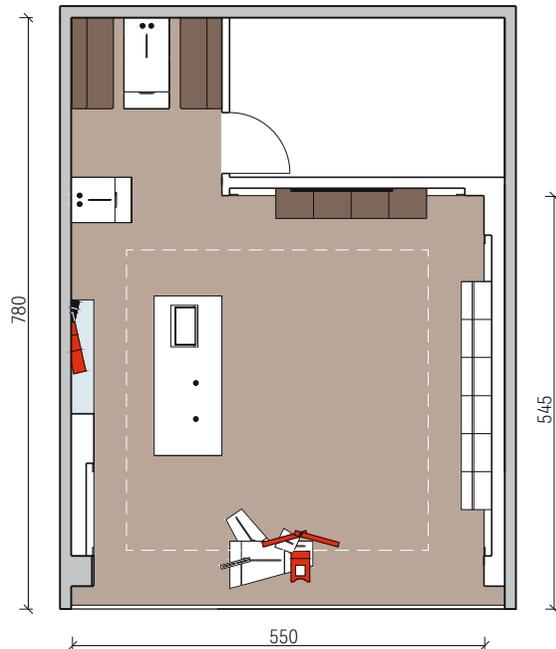
3.1.1.2 Stationary Shops: A1 Brand Shops: Small



Elevations 1:100



Floor Plan 1:100



Typ:	A1-Brand Shop
	Fixed Shop
Situation:	Mall
Size:	S (33 m ²)
Height:	315 cm
Shape:	Square
Workstations:	5

3 Examples

3.1.1.2 Stationary Shops: A1 Brand Shops: Small



A1 Brand Shop. Top view



3 Examples

3.1.1.2 Stationary Shops: A1 Brand Shops: Small



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

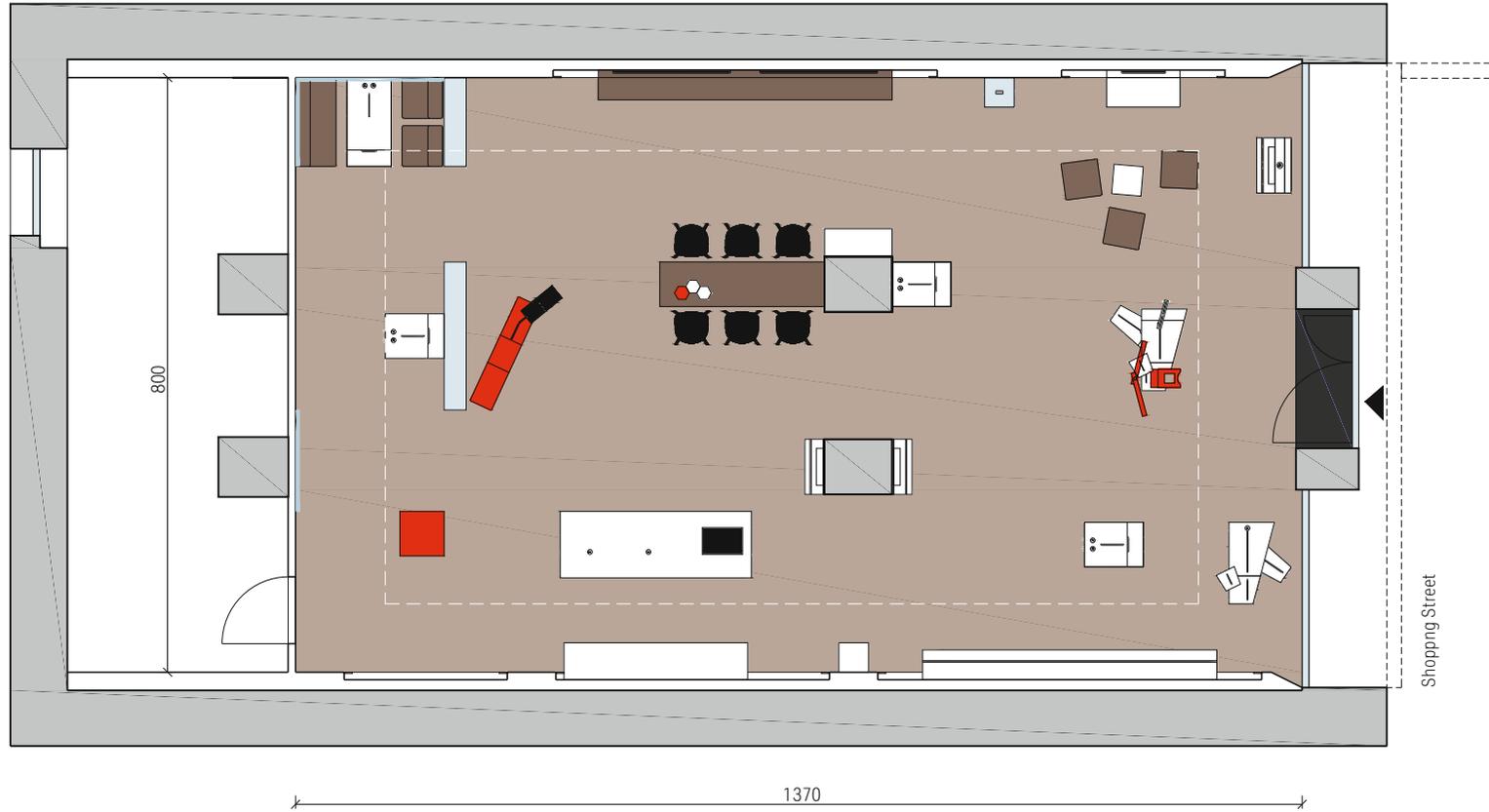


3 Examples

3.1.1.4 Stationary Shops: A1 Brand Shops: Large



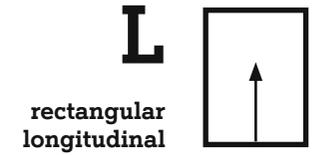
Floor Plan 1:100



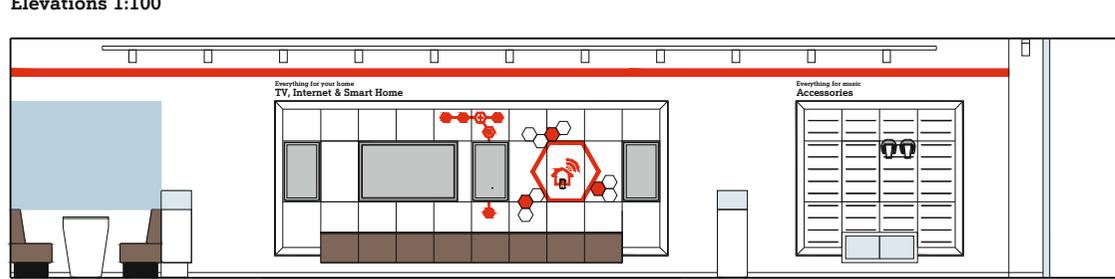
Type:	A1 Brand Shop Fixed Shop
Situation:	Urban Street
Size:	L (112 m ²)
Height:	315 cm
Shape:	Rectangular
Workstations:	7 (+1)

3 Examples

3.1.1.4 Stationary Shops: A1 Brand Shops: Large

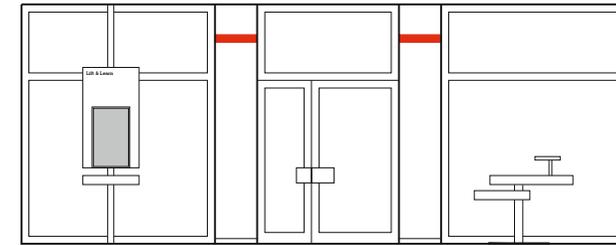


Elevations 1:100

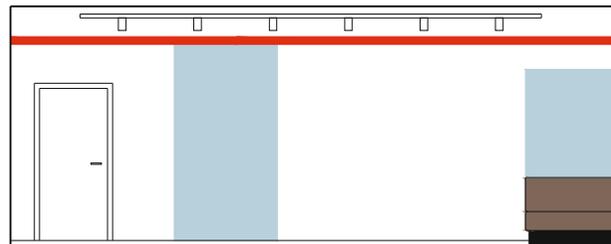


Consulting Area, Home Wall & Music Wall

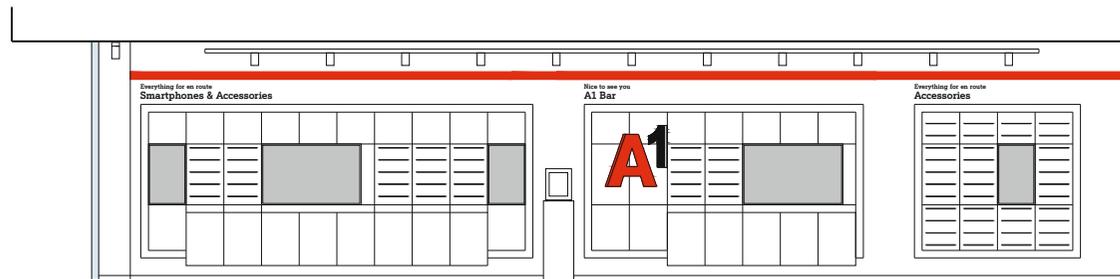
315



Lift & Learn, Entrance & Highlight Table



Moodimage & Consulting Area



Smartphone Wall, Bar Wall & Accessories Wall

3 Examples

3.1.1.4 Stationary Shops: A1 Brand Shops: Large

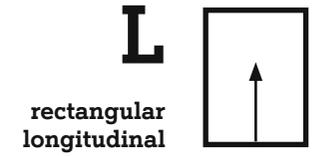


A1 Brand Shop. Top view



3 Examples

3.1.1.4 Stationary Shops: A1 Brand Shops: Large



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

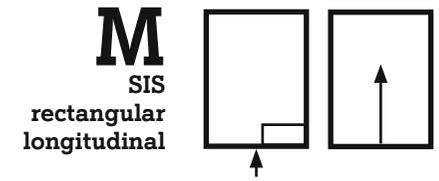


A1 Brand Shop. View to Shop Window

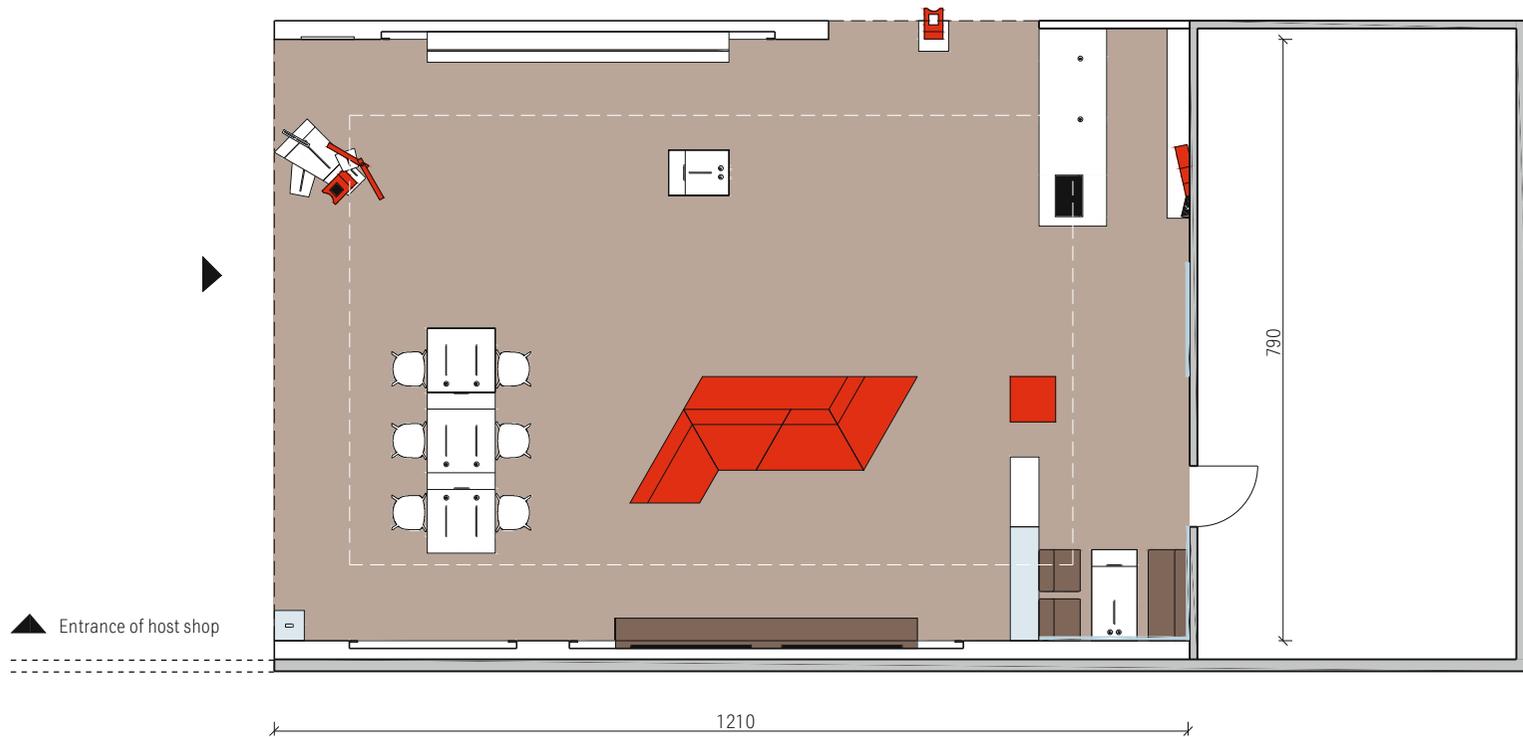


3 Examples

3.1.2 Stationary Shops: Shop-In-Shop



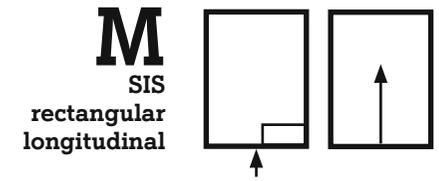
Floor Plan 1:100



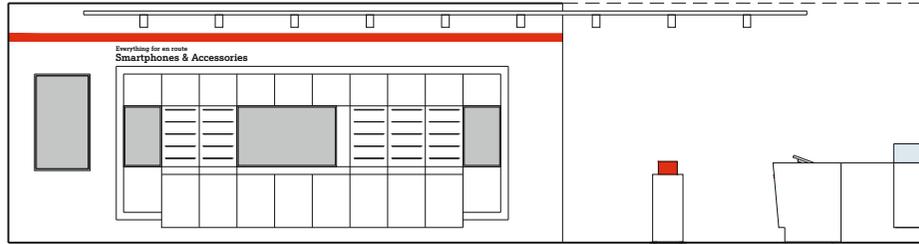
Type:	Shop-In-Shop Fixed Shop
Situation:	Urban Mall Right hand side of the entrance to the host shop
Size:	M (97 m ²)
Height:	315 cm
Shape:	Rectangular
Workstations:	5 (+2)

3 Examples

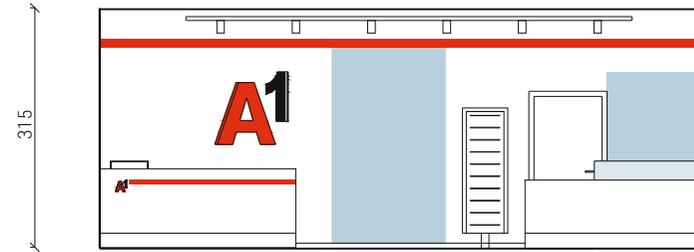
3.1.2 Stationary Shops: Shop-In-Shop



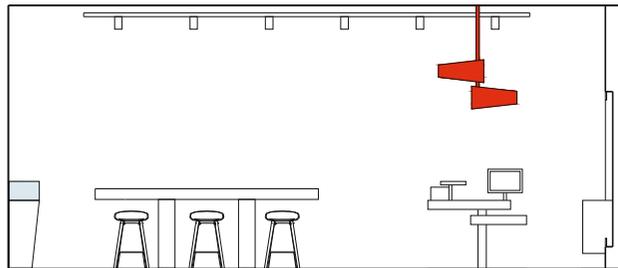
Elevations 1:100



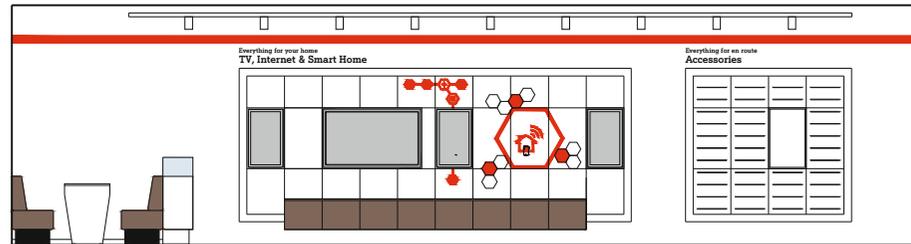
Digital Signage, Smartphone Wall & A1 Bar



A1 Bar & Consulting Area



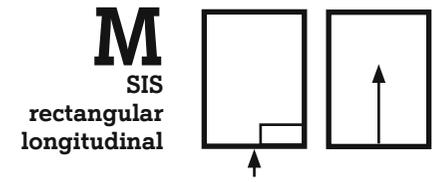
A1 Table & Highlight Table



Consulting Area, Homewall & Accessories Wall

3 Examples

3.1.2 Stationary Shops: Shop-In-Shop

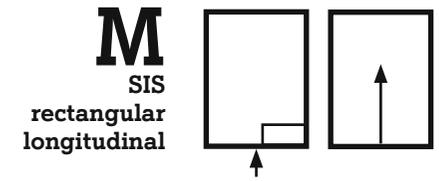


Shop-In-Shop. Top view



3 Examples

3.1.2 Stationary Shops: Shop-In-Shop



Shop-In-Shop. Top view



Shop-In-Shop. View from the entrance



Shop-In-Shop. Front view



Shop-In-Shop. View back from the aisle



Shop-In-Shop. View from the second entrance



4. Planning & Building Process

-
- 4.1 Change Management
 - 4.2 Timeline
 - 4.3 Checklist

4 Planning & Building Process

4.1 Change Management

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



4 Planning & Building Process

4.2 Timeline

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

4 Planning & Building Process

4.2 Timeline

Building Process

Day 1



Foliation of Shop Windows

Day 2-3



Demolition (floor tiles)

Day 4



Basic installations

Day 5-6



Substructure furniture

Day 7-8



Plaster walls

Day 9



Light rail assembly



Dust Protection.



Demolition (plaster walls)



Chiseling out of cable ducts



Electrical installations



Smoothing & Painting



Light rail assembly



Disconnection of cables.



Light rail assembly



Dismantling Work

4 Planning & Building Process

4.2 Timeline

Building Process

Day 10-11



Floor filling

Day 12-13



Laying tiles

Day 14-15



Furniture panels

Day 16-17



Fixing freestanding furniture

Day 18-19



Furniture completion

Day 20



Opening



Drying time



Laying tiles



Mounting of furniture panels



Fixing freestanding furniture



Technical installations



Opening



Fixing Red Stripe



Mounting of furniture panels



Furniture Completion



Screens, products, price tags



Mounting of furniture panels



Shop foliage

4 Planning & Building Process

4.3 Checklist

Legal Basis

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

Planning & Building Process

- Existing building 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

5 Appendix

5.1 Shop List / AUSTRIA

Small Shops (<50 m²)

Sales Area [m ²]	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 [m ²]	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, <i>Millenium City</i>
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

5 Appendix
5.1 Shop List / AUSTRIA

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, Gunsikirchener Str. 7/101
79,64	2,70	Street	5		1120 Wien, Meidlinger Hauptstraße 30

5 Appendix

5.1 Shop List / AUSTRIA

Medium Shops (50–100 m²)

Sales Area [m ²]	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 [m ²]	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

5 Appendix
5.1 Shop List / AUSTRIA

Large Shops (100–150 m²)

Sales Area [m ²]	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, Almteiweg 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 [m ²]	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

5. Appendix

5.2 Imprint

Imprint

Responsible for the content:

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

Concept. Graphic Design. Renderings.

SPACEPLUS architects
www.spaceplus.at

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

Vienna, July 2019