



LET 'S DOIT
shops | Seite 41 | 15. Januar 2020
Auflage: 30.000 | Reichweite: 87.000
3e AG

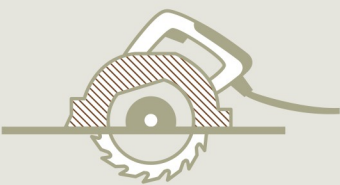
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LET'S DOIT

FIND OUT, TRY OUT

Having a go, trying things out and getting information – that's what it's all about at Austria's most forward-thinking specialist tool supplier. The Store Makers at umdasch created a LET'S DOIT store covering floor space of 530 square meters with the focus firmly on customers and advice. The "clear text zone" is the starting point of the customer journey and provides visitors with an overview: In the "have-a-go zone" customers can try out tools and building materials, while in the "comparison zone" they can get on-screen information thanks to RFID chips in the products. The sales counters have been expanded into virtual shelves and enhance the range, while digital signage screens assist staff as they advise customers.

Natascha Werkl, designer at umdasch, explains: "We wanted to generate emotion and to inspire customers with a dramatic design. To this end, the opportunity to try things out was crucial." Hence, impact wrenches can be trialed on wheel rims, and cordless drills, saws and grinders can be put to the test on wood and steel panels. Where wood is chopped, splinters must fall – and that's something to celebrate at LET'S DOIT in Wels.



FACTS

LOCATION: Wels, Austria
SALES AREA: 530 m²
OPENING: 03/2019
SERVICE: Concept, Design, Planning, Value Engineering, Manufacture, Installation, Shop Equipment, Digital Signage, Interactive Applications, Rollout, Maintenance & Support
SECTOR: DIY
CONTACT: www.lets-doit.at



Image Source: umdasch