

Flexible product display: Store design at Koch Schuhe

How QuickMOVE helps to optimize the display of storefronts and sales areas

Challenges and initial situation

Koch Shoes faced us with the task of making products and new items visible throughout the store - from the front shop windows to the rear display area.

At the same time, individual rail solutions with a specified number of bends and special bends had to be integrated into the store architecture. The aim was to find a set up that could be adapted precisely to the spatial conditions and would function reliably.

The Solution

QuickMOVE enabled the loading concept to be implemented precisely. The system accurately reproduces curves and special curves and integrates seamlessly into the desired goods flow. A significant advantage for use in the salesroom: QuickMOVE runs particularly smoothly and quietly, so that attention remains on the products, not the technology.



Image: Vertical layout connecting different floors in the store.

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QuickMOVE enabled products to be presented flexibly throughout the entire sales area. The store concept was given a clear structure and showcased new products in a targeted manner.

The system also opens up further possibilities: Even the movement of goods to the checkout could be staged and used as part of the shopping experience - for example, to make logistics visible and underline the innovative store concept.

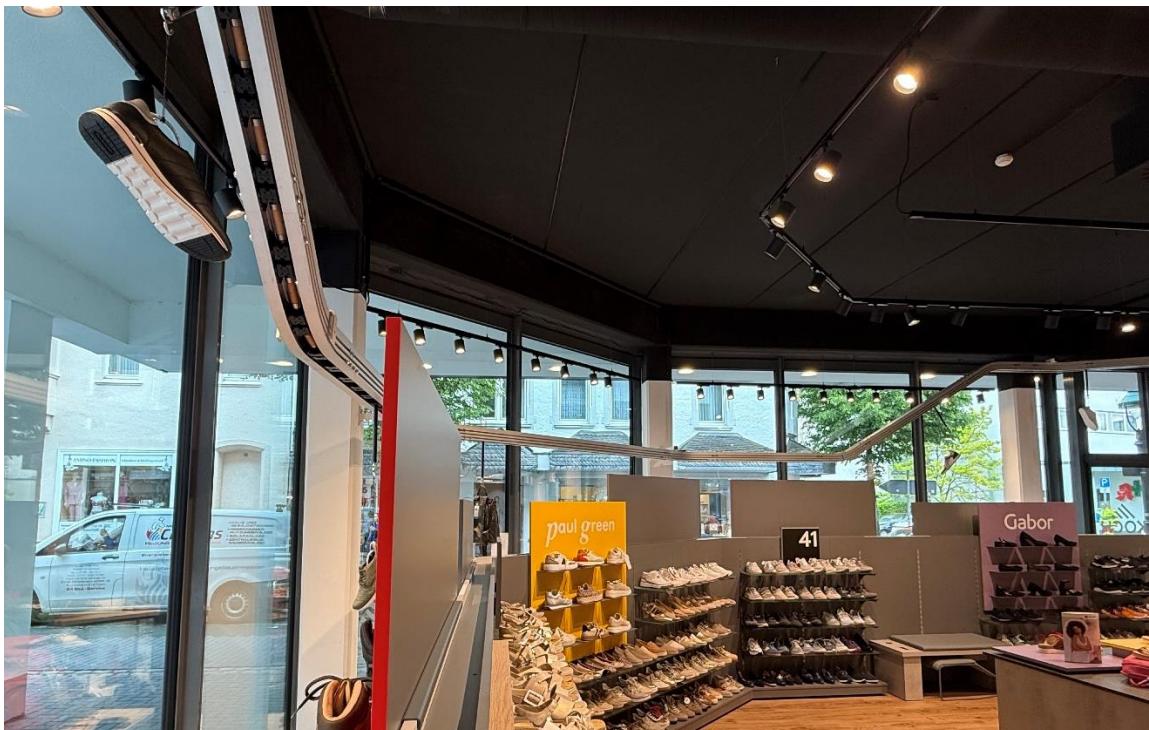


Image: Presentation of shoe models on the QuickMOVE track in the salesroom.

Contact

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