

ECO LINE  
PRIMA KLIMA  
TRENDS SCOUTING  
MISSION RENEWAL  
TRANSPARENCY  
INNOVATION CSR  
DESIGN VISION  
P.O.S. FAIR TRADE  
SUSTAINABILITY  
**TRENDBOOK**  
GREEN POWER  
FUTURE CHANGE  
CERTIFICATES  
**TRENDS**  
TIME

# CHANGE IN RETAIL & VISUAL MERCHANDISING



**A ROLLING STONE GATHERS NO MOSS** – just an old proverb, or the recipe for success in today's fast-moving business world? Our many years of experience in the industry prove that retail thrives on innovation and reinvention. Change drives the ongoing acquisition of new customers whilst also managing to surprise the established clientele, time and again. It is frequently consumer-inspired. The various **CUSTOMER SEGMENTS ALTER** and develop new needs.

**BEST AGERS** and **DIGITAL NATIVES** must be addressed differently. **LOHAS** seek values and sustainability, others flock to the shops whenever there is a sale on. The **LUXURY SEGMENT** appeals to affluent and sophisticated customers from an ever-increasing range of different cultural backgrounds, and is a perfect example for medium- and long-term changes already in full swing.

Visual merchandising has to respond immediately. New collections are becoming more frequent and need to be presented accordingly. Campaigns, annual festivals, the seasons and, above all, customer attention span dictate the pace. Unfailing and regularly changing shop windows and interior displays guarantee constant interest and **HIGH FREQUENCY**.

*Change is a driver*

**EVERYTHING ALWAYS STAYS DIFFERENT. ESPECIALLY IN RETAIL.**

# TRENDSOUTING & TRENDBOOKS



# TREND SCOUTING & TRENDBOOKS

Visual merchandising cycles are already short, and they are becoming even shorter. The seasons, special themes and sales promotions determine shop window and shop display. Quick changes are planned well in advance. The sector needs to know **WHAT THE TRENDS WILL BE IN ONE OR TWO YEARS' TIME.**

This is why the Barthelmess trendscouts travel to the far corners of the world to track down coming trends the moment they emerge. Design, fashion, architecture, art and events, and the numerous different scenes and sub-cultures are the essential **SOURCES OF INSPIRATION** for our **TRENDSOUTS.** They gather impressions and boil these down to the essentials to be able to predict where retail presentation will be heading over the coming 12 to 24 months.

The result of this work is the **BARTHELMESS TREND-BOOK**, which Barthelmess publishes **EXCLUSIVELY FOR THEIR CUSTOMERS** every six months. The Trendbook serves to pass on the collected impressions and predictions to customers to provide inspirations and ideas.

*The sector needs to know what the trend will be in one or two years' time*

We also consider long-term changes in the retail trade. In cooperation with students from the *Swiss Centre d'enseignement professionnel de Vevey CEPV*, we regularly develop **FUTURE VISIONS FOR TOMORROW'S RETAIL TRADE.**

What began with a small group of environmentally-conscious consumers and companies has now turned into something of a social and commercial megatrend. **SUSTAINABILITY** is making headway in all areas of life, affecting politics, corporate management, and individual purchasing patterns.

'Climate neutral' shops and shopping centres, Fair Trade certification for products –LOHAS are an important consumer group, an expression of the demand for sustainable and responsible behaviour in business. The retail trade is gradually responding to this global phenomenon, fully aware that, first and foremost, sustainability requires long-term visions, plans, investments and campaigns that are **WELL THOUGHT THROUGH** in terms of their complexity and impact whilst consuming as few resources as possible.

The focus is not on the immediate result, but on **LONG-TERM SUCCESS**, preferably achieved in an environmentally-friendly and socially acceptable way.

**VISUAL MERCHANDISING, THE MOST SHORT-TERM ASPECT OF STORE DESIGN, ALSO OFFERS NUMEROUS OPTIONS FOR ACTING MORE SUSTAINABILITY-CONSCIOUS.**



## SUSTAINABILITY IN RETAIL & VISUAL MERCHANDISING

Many companies are increasingly opting for responsible resource handling, not least specifically building their image around this aspect. These retailers also take care not to leave the 'green track' when it comes to visual merchandising. Many different factors determine how environmentally-friendly a particular visual merchandising project really is. This urgently needs a truly comprehensive perspective.

With the ECO LINE, established in 2009, Barthelmess has accommodated retailers searching for sustainable solutions. Within the Project.Line segment, Barthelmess project-focused range, the ECO LINE works as a **'GREEN GUIDE' TO VISUAL MERCHANDISING PROJECTS.**

As a one-stop solutions provider, Barthelmess is fully aware of the numerous factors influencing the degree of environmental friendliness of a particular project, placing their expertise in this area **AT THE DISPOSAL OF THEIR CUSTOMERS** during project conception and development.

All Basic.Line products in the Barthelmess product range are subject to a strict assessment procedure to highlight and evaluate their many different environment-impacting factors, such as material, transport, recyclability etc. Products which have successfully passed all tests are then marked with the ECO LINE label in the Barthelmess *decorado* catalogues to provide customers specifically looking for sustainable products with **QUICK AND RELIABLE GUIDANCE.**



## ECO LINE

*We must take a  
more comprehensive  
perspective*

## Initiative and expertise

Barthelmess already seized the initiative some years ago with ECO LINE, specifically developing their sustainability and ecological expertise further, and developing a comprehensive visual merchandising project monitoring system. Step-by-step, Barthelmess is consistently pursuing this approach.

Barthelmess has been *Forest Stewardship Council*® (FSC–Co23130) certified since 2008. Responding to customer demand, Project.Line from Barthelmess takes **FSC**® guidelines into account. In 2009, Barthelmess also started to supply Fair Trade certified cotton on request. As of August 2011, the Barthelmess Basic.Line **decorado** catalogues will be printed exclusively on **PEFC** certified paper. Basic.Line also offers the option of choosing the **GOGREEN** service for carbon-neutral parcel delivery.



# CERTIFICATES

## CERTIFICATES

Since July 2011, the Barthelmess premises in Fürth use only 'TÜV EE mit Siegel' electricity, i.e. **100% RENEWABLE ENERGY**, to consciously avoid using nuclear and fossil fuel generated power. All machinery, equipment and communications systems at Barthelmess have been driven by hydro, wind and solar generated Green Power since mid-2011.

## *Green Power at Barthelmess*

Barthelmess has therefore taken a crucial step towards sustainability – a Barthelmess Group **KEY CORPORATE VALUE**.

Moreover, in cooperation with **PRIMA KLIMA**, Barthelmess has started an initiative to neutralise its CO<sub>2</sub> emissions at the German premises in the 2011/12 business year. We will continue to pursue this initiative in future. To neutralise Barthelmess' calculated carbon emissions, Prima Klima will plant enough trees on our behalf to turn these annually emitted quantities of CO<sub>2</sub> **BACK INTO OXYGEN**.



GREEN POWER  
& CO<sub>2</sub> NEUTRALISATION

**GREEN POWER &  
CO<sub>2</sub> NEUTRALISATION**

**SUSTAINABILITY AND CHANGE – SUSTANGE** unites two concepts that, at first glance, appear contradictory in terms of visual merchandising and retail in general. Retail and in particular visual merchandising in retail have inherently always been subject to a demand for continuous change, their **FUTURE SUCCESS WILL CONTINUE TO DEPEND ON** this process of change. Over the past few years, visual merchandising, shopfitting, and product range cycles and collections have become even shorter.

At the same time, the sustainability issue is steadily gaining in significance. Consumers increasingly place the retailers of their choice under obligation. Organic products, Fair Trade, Carbon Footprint, LOHAS, CSR are the order of the day. **VISIONS, STRATEGIES AND CAMPAIGNS** are deemed **SUSTAINABLE** only if they take a long-term perspective with regard to their implications, and are therefore considered in their full complexity. Their realisation must also save as many resources as possible.



So we were faced with the question of whether these two major trends in visual merchandising and retail in general contradict each other, or whether this process of constant change – be it every four to six weeks in the shop window or every three to five years in the general retail environment – can go hand in hand with a sustainable management culture, assuming the appropriate **INTELLIGENT SOLUTIONS** can be found.

We believe that the changed awareness level and the retail sector's efforts towards more sustainability are proof of its amazing ability to **RESPOND QUICKLY TO CHANGE**. For us, Sustange is an inspiring, motivating new term. Together with you, we intend to develop viable ideas for the future as well as specific **SOLUTIONS FOR THE RETAIL ENVIRONMENT OF TODAY AND TOMORROW**.

*Viable  
ideas for  
the future*

SUSTANGE

