



## **| AN OASIS OF FRESHNESS**

Revitalising fruit and vegetable presentation

# | STIMULATE THE SENSES...

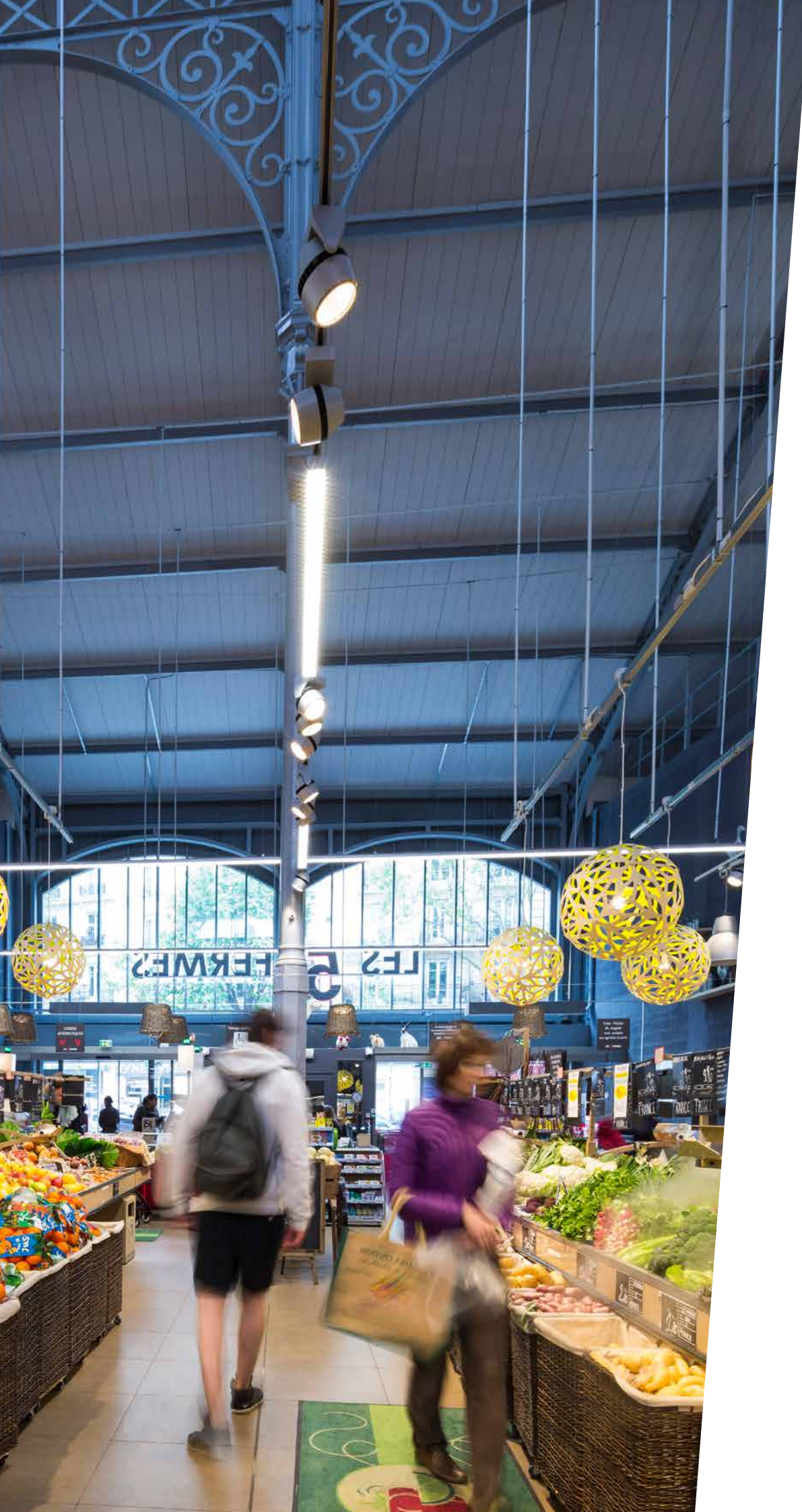
... and unleash the impact of your space!

■ **The fruit and vegetable section** is the natural centre of any food market. Symphonies of colours and shapes, aromas, haptic impressions and flavours: No other place at the POS has the same appeal to your customers. These factors are intensified because we all know the vital effect different fruit and vegetables have on health. Whether it's for valuable vitamins, fibre or minerals, fruit and vegetables play a huge part in healthy, balanced nutrition.

Take advantage of our expertise! At Wanzl, we understand how to present your fruit and vegetable stands as an oasis of freshness, sensual enjoyment and healthy living. With decades of experience in the food sector, the intuition and creativity of our architects and the technical know-how of our shopfitters, we make your grocery store a special experience for your customers!









# / PURE ENJOYMENT OF NATURE

Benefit from our experience for  
your POS!

■ **Would you like to design your fruit and vegetable section to feel so natural,** that your customers think they're in the great outdoors? – Then present your fresh produce in a way that makes your customers feel as if you're in the middle of nature!

↓ **NATURE AS A ROLE MODEL:** the design of Wanzl's fruit and vegetable department in the Despar store in Mals (South Tyrol).







↳ **CREATE SPACE FOR YOUR CUSTOMERS:**  
with YourTable components and shelving systems from Wanzl, you can make the most of your space

↳ **AN INVITATION TO SHOP:** front and entrance area with a "natural" design and display window function

Draw on our in-depth expertise to present your product range. We support you through every phase of your new concept – from planning and implementation to the opening of your newly designed POS. To do so, we take note of your special requests, link them to the specifics of the premises on site and the design and technical knowledge that we have accumulated in our decades of work in shopfitting. Whether decor, furnishings or posters, positioning, labelling of goods or use of light, we leave nothing to chance. Thanks to the wide range of possible uses of our presentation systems, we can also guarantee you the most cost-effective new constructions or conversions of your sales areas.



*// Whether it's decor, furnishings or posters, positioning, labelling of the goods or use of light, we leave nothing to chance. //*













↑ FRUIT AND VEGETABLE STAND IN DADA, BIOCOOP PARIS: an abundance of fruit



*// We design your product range so that it fully meets your requirements and the wishes of your customers at the POS. //*



# AN INVITATION TO SHOP

Lavishly lay out your fresh produce!

■ **Would you like to highlight certain special features** of your fruit and vegetable range or make their (organic) quality and freshness as prominent as possible in the centre of your range? Count on us! We design your product range so that it fully meets your requirements and the wishes of your customers at the POS. As seen here at Biocoop Paris's Dada store, we naturally incorporate the space available in your retail area into our design, making it easy for your customers to feel at home.



↑ **COLOUR PLANNING PAR EXCELLENCE:** white as the dominant colour brings the natural hues to the forefront.



↑ **A SHORT DETOUR TO THE BAKED GOODS ZONE:** white also works exceptionally here!

← **GET A QUICK OVERVIEW** thanks to optimum structuring of the product range



# | IMPRESS WITH FRESHNESS

Corporate design or island effect: the choice is yours!

■ **The comprehensive selection of standard systems** combined with the design power, industry expertise and experience of our architects and shopfitters is unique to Wanzl's shop solutions. On this basis, we work closely with our customers to find solutions for special requirements and challenges, that bring their ideas to life, right down to the last detail.

If desired, we can adapt the selection of colours or surfaces entirely to the corporate design of the market operator. Or we can stage your specifications in individual colours, shapes and material designs and thus focus on the special "island effect" of your fruit and vegetable section in the market.





→ **THE WOODEN WALL AS A BACKDROP:** natural materials enhance the freshness of your fruit and vegetable products.



↓ **GREEN TONES AND WOOD** characterise the design of the fruit and vegetable stands at Stadler + Honner in Munich.



↑ **IN THE HERB GARDEN:** let your greenery greet customers!

← **OFFER THE EARTH'S BEST:** dazzle customers with the range of products on show!

↓ **UNMATCHED CUSTOMER IMPACT:** classic market presentation.





# wanzl

VISIT US AT  
[www.wanzl.com](http://www.wanzl.com)



**GERMANY**  
**Wanzl GmbH & Co. KGaA**  
Rudolf-Wanzl-Straße 4  
89340 Leipheim

Phone +49(0)8221/729-0  
Fax +49(0)8221/729-1000

[info@wanzl.com](mailto:info@wanzl.com)  
[www.wanzl.com](http://www.wanzl.com)

**GREAT BRITAIN**  
**Wanzl Ltd.**  
Europa House  
Heathcote Lane  
Warwick CV34 6SP

Phone +44(0)1926/451951  
Fax +44(0)1926/451952

[enquiries@wanzl.co.uk](mailto:enquiries@wanzl.co.uk)  
[www.wanzl.com](http://www.wanzl.com)

**AUSTRALIA**  
**Wanzl Australia Pty. Ltd.**  
97 Highbury Road  
BURWOOD VIC 3125

Phone +61(0)3/98082299  
Fax +61(0)3/98082266

[info.au@wanzl.com](mailto:info.au@wanzl.com)  
[www.wanzl.com](http://www.wanzl.com)



Dimensions in mm, specifications approximate, colours similar to RAL, design subject to changes.  
Illustrations may show optional equipment. © Wanzl GmbH & Co. KGaA 2021