



**SELGROS**  
**BRAUNSCHWEIG, GERMANY**

schweitzer 



# Facts & Figures

CLIENT

**Selgros Germany**

SHOP NAME

**Selgros,  
Braunschweig**

LOCATION

**Braunschweig,  
Germany**

SALES AREA

**6000 m<sup>2</sup>**

OPENING

**24th November 2022**



## The challenge

Cash & Carry giant Selgros has set a new retail benchmark with this newly designed concept in Braunschweig. Through our long-standing relationship, Selgros Germany entrusted us again, to develop the latest version of their standard format. In appearance, the marketplace character has been retained, including a new modern graphic language to mark out the diverse categories and guide the customer through the entire store. Many existing elements have been further refined, while several department standardisations have been improved and evolved.



## Highlights

- An upgraded graphic communication concept with a **fresh and modern design**. Structured patterns in metal, brick and wood optics make the different product worlds clearly recognisable in the marketplace.
- **An optimised store layout** in response to the growing demand for delivery relating to the core Cash & Carry business. The beverage market was integrated into the area.







## Highlights

- Wine and spirits includes a tasting area and is defined by the massive wooden tables and an industrially inspired ambience. The meat department stands out with an **intense colour contrast** of red walls and dark metal elements.
- Striking character in the **fresh departments** due to the integration of **graphic and decorative focal points**. The fruit and vegetable cold storage concept has been replaced by an eye-catching wooden furniture display.
- The cheese and fish departments are placed in characterful house structures to **attract customer attention**, with decorative elements such as giant cheese wheels and targeted LED lighting.



# Look & Feel







Design





**Build**



FRÜHSTÜCK

HAUSHALT

Wischmaschinen  
Wischblätter

Tischdecken  
Geschirrtücher

KARLOWSKY®

Berufsbekleidung

Frottierwaren

Tischset

BIRNE AUBERGINE  
KARTOFFEL  
TRAUBE KAROTTE

DIREKT  
VOM LAND

MOVIE

BRUNNEN





MELONE  
ORANGE  
APFEL

PILZ  
KÜRBIS  
PFLAUME

# Obst & Gemüse

BIRNE AUBERGINE  
KARTOFFEL OLIVE  
TRAUBE KAROTTE











TIEFKÜHLKOST

EISKALT  
GEFROREN

FLEISCH

18  
GRAD  
FELGUS

TIEFKÜHLKOST

EIS  
KALT

Obst &  
Gemüse



# FLEISCH

G &  
FRISCHE  
QUALITÄT



Kartoffel

Kartoffel



GRILL  
FEST

FLEISCH-  
KOMPETENZ

FRISCHE  
QUALITÄT

Dry Aged Beef

FLEISCHER-  
KOMPETENZ

FRISCHE  
QUALITÄT

FLEISCHER-  
KOMPETENZ









02B



Kerzen  
Einweggeschirr



02B

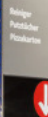
3A



Profireiniger  
Geschirreiniger  
Transportverpackung



03B



03B



04B



05B



06B









# **we think retail.**

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