



Official Provider of Formula 1®

schweitzer 

stichd

The aim of the partnership between **stichd**, a subsidiary of the PUMA Group, and Schweitzer was to design, develop and multiply new **trackside retail spaces**.

Within the framework of strict specifications, we developed and realised **structures that could be assembled and dismantled quickly and easily** and transported around the globe according to the Formula 1 schedule.

The choice of technology and materials was fundamental to a successful **multiplication process**. So was the introduction of a **new modular VM strategy** to improve the customer experience at each location. Appropriately developed **product stands** and **add-ons** emphasise the products, depending on the distribution strategy.

With our unique retail approach of **Design + Build and Multiplication**, we turn the customer's vision into reality.

CLIENT

stichd, PUMA Group

LOCATION

19 Racetracks worldwide

OPENING

2024

SALES AREA

Up to 43,060 ft² per Grand Prix

CATEGORY

Trackside Retail Space

SCOPE OF WORK

DESIGN + Multiplication

DESIGN MULTIPLICATION

Worldwide multiplication from single products to entire projects:
from design and initial sample production to final multiplication.
Customised supply chain and after-sales service.

1 contact



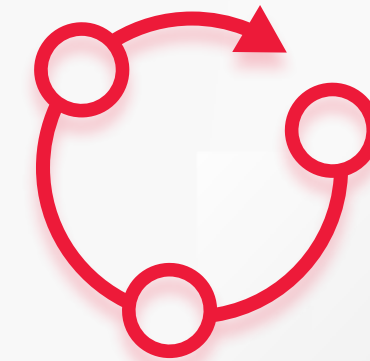
From the design to the
production of the
prototype to multiplication,
everything from a
single source

Implementation



Guarantee of
on-time technical
implementation
within budget

Process



Process flow and
supply chain

Realization

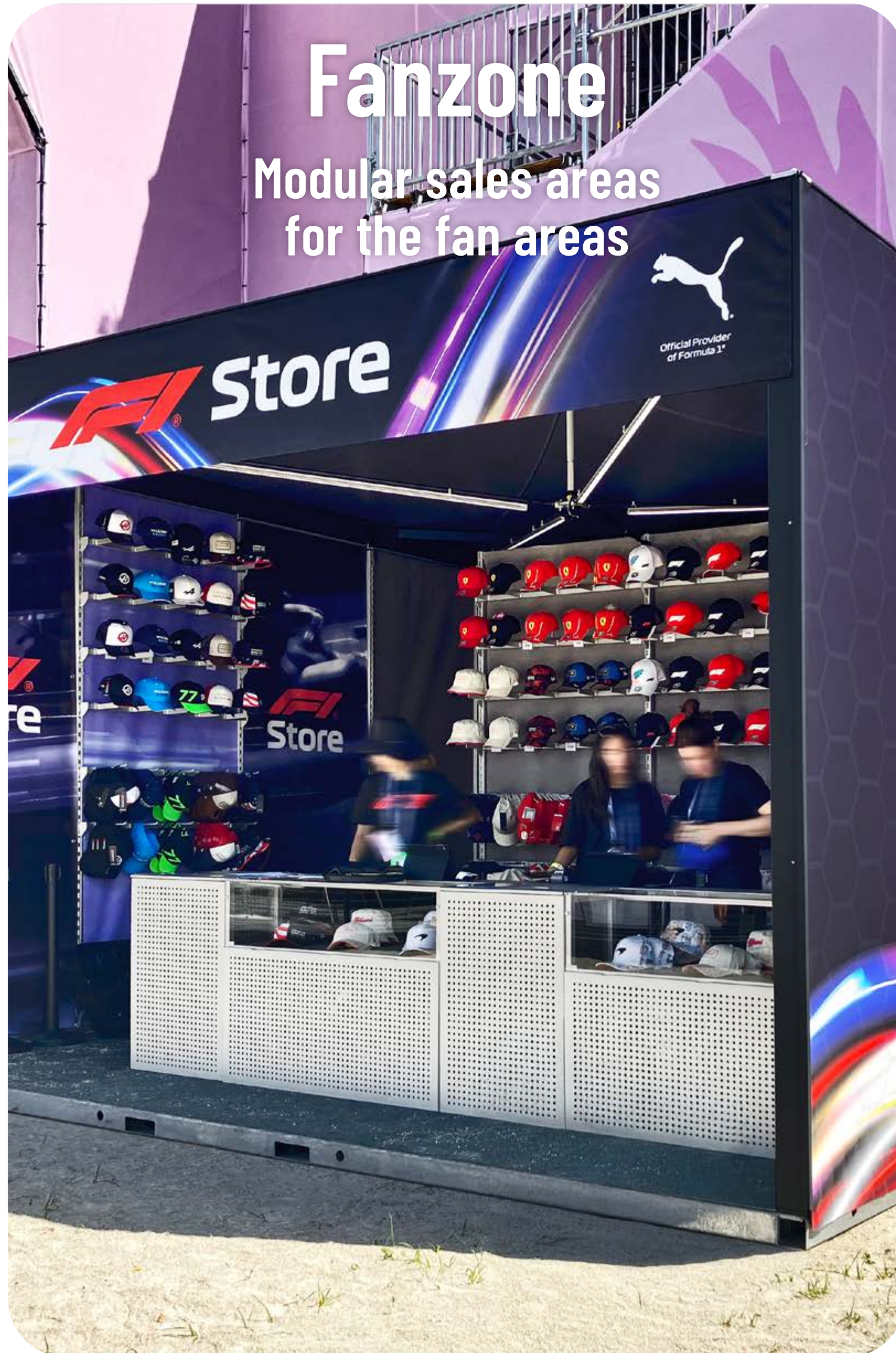


Flexibility + speed
in the realization

Trackside Retail Spaces

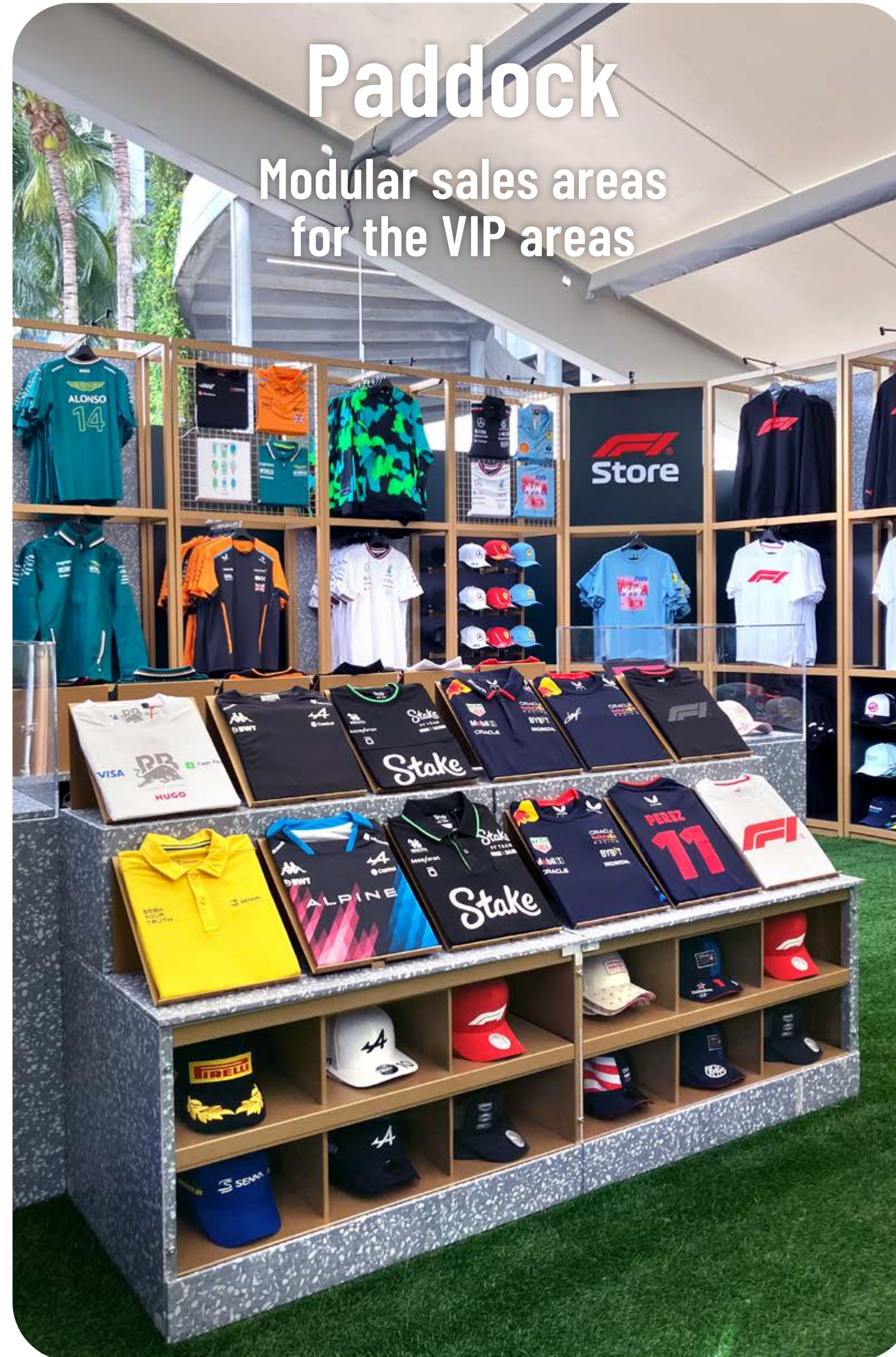
Fanzone

Modular sales areas
for the fan areas



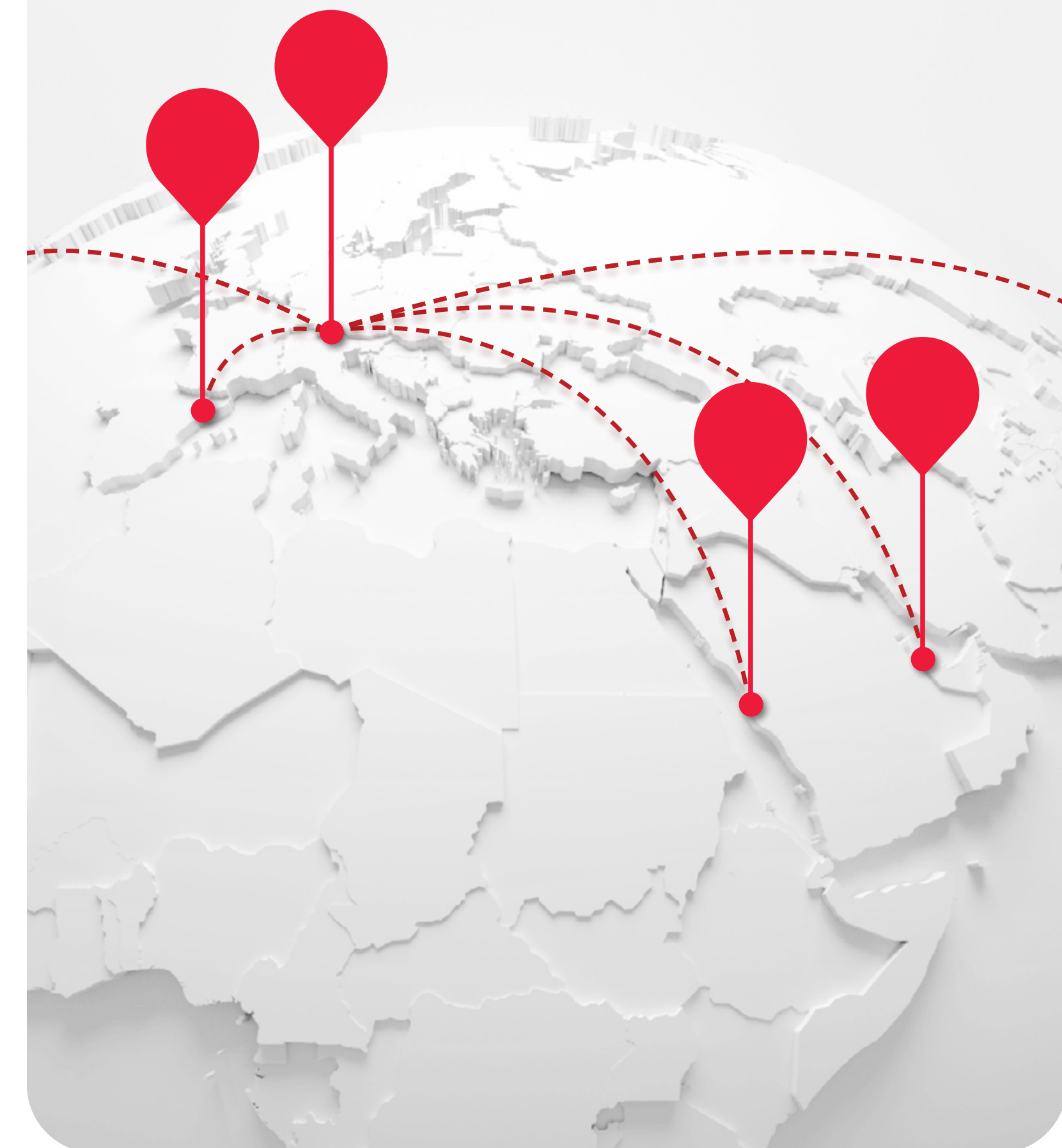
Paddock

Modular sales areas
for the VIP areas



Worldwide application

Our service portfolio



Hard Rock
STADIUM

F1 store

Official Provider
of Formula 1®

FANZONE

retail

Store

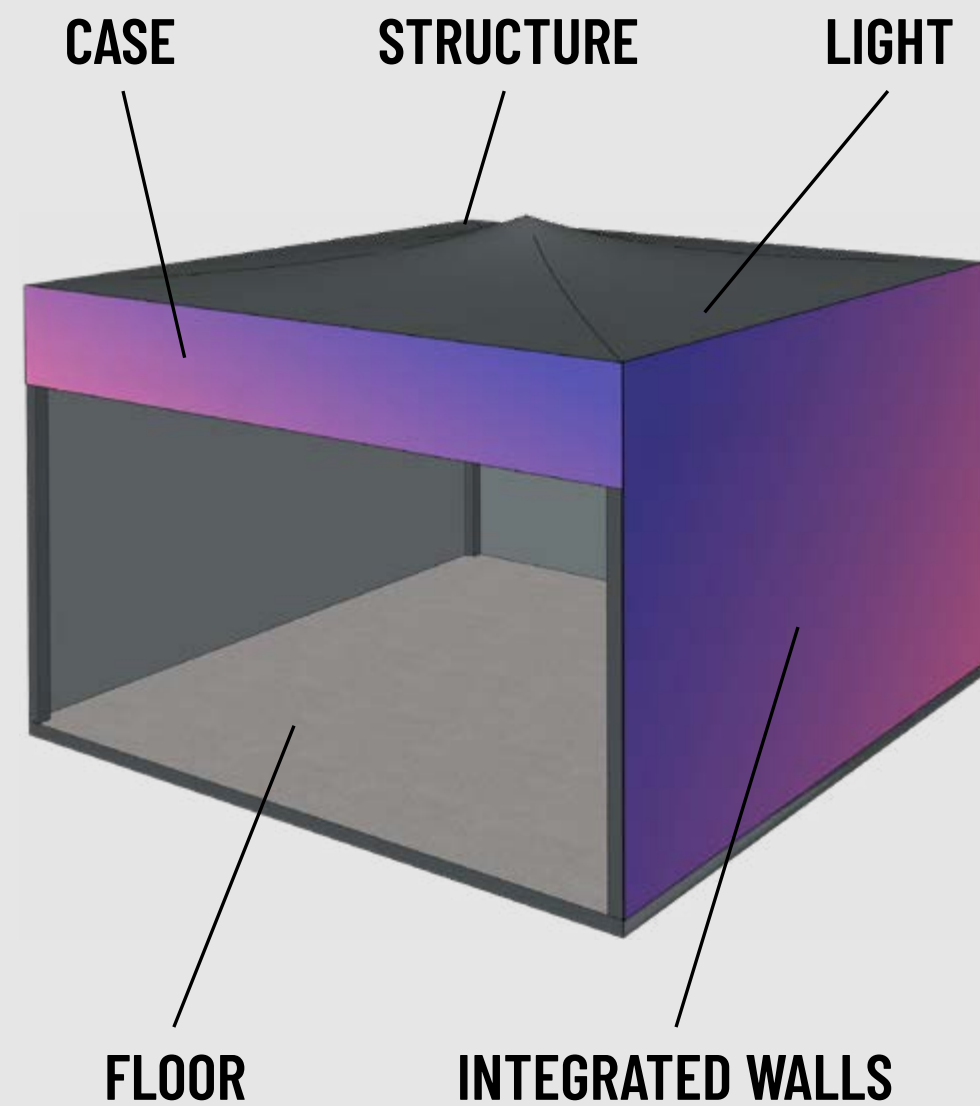
DS

KIDS

Fanzone - 1 base - 10,000 variations

Base 1x

16.4 x 16.4 ft module



Brands

DUALBRAND



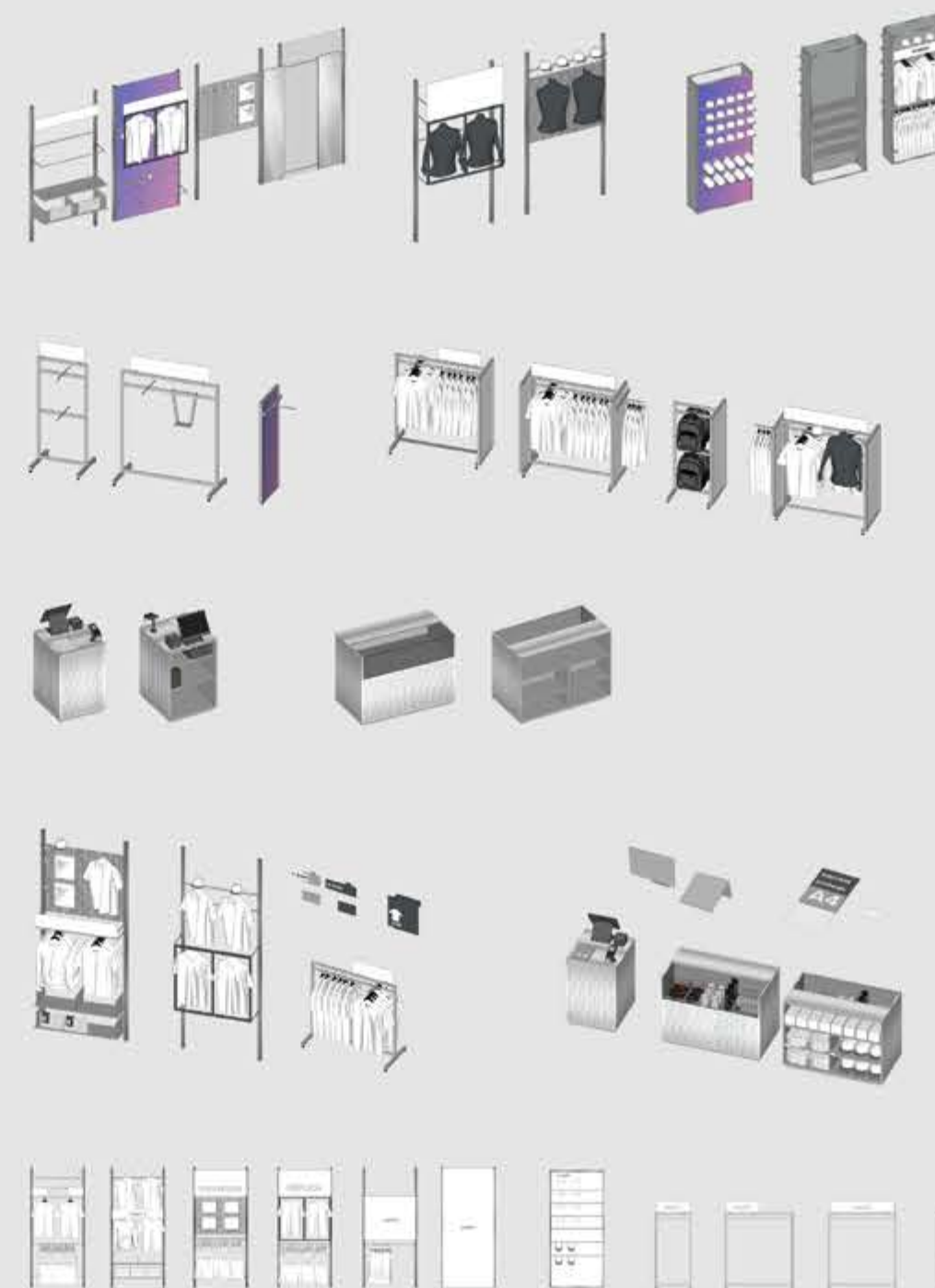
MONOBRAND



Toolkit

45x

For presentation + sale



Configurations

25x

Various applications

WALK-UP

16.4 x 16.4 ft



32.8 x 16.4 ft



49.2 x 16.4 ft



65.6 x 16.4 ft



8.2 x 4.9 ft



WALK-IN

32.8 x 16.4 ft



49.2 x 16.4 ft



32.8 x 32.8 ft



49.2 x 32.8 ft



49.2 x 49.2 ft



65.6 x 32.8 ft



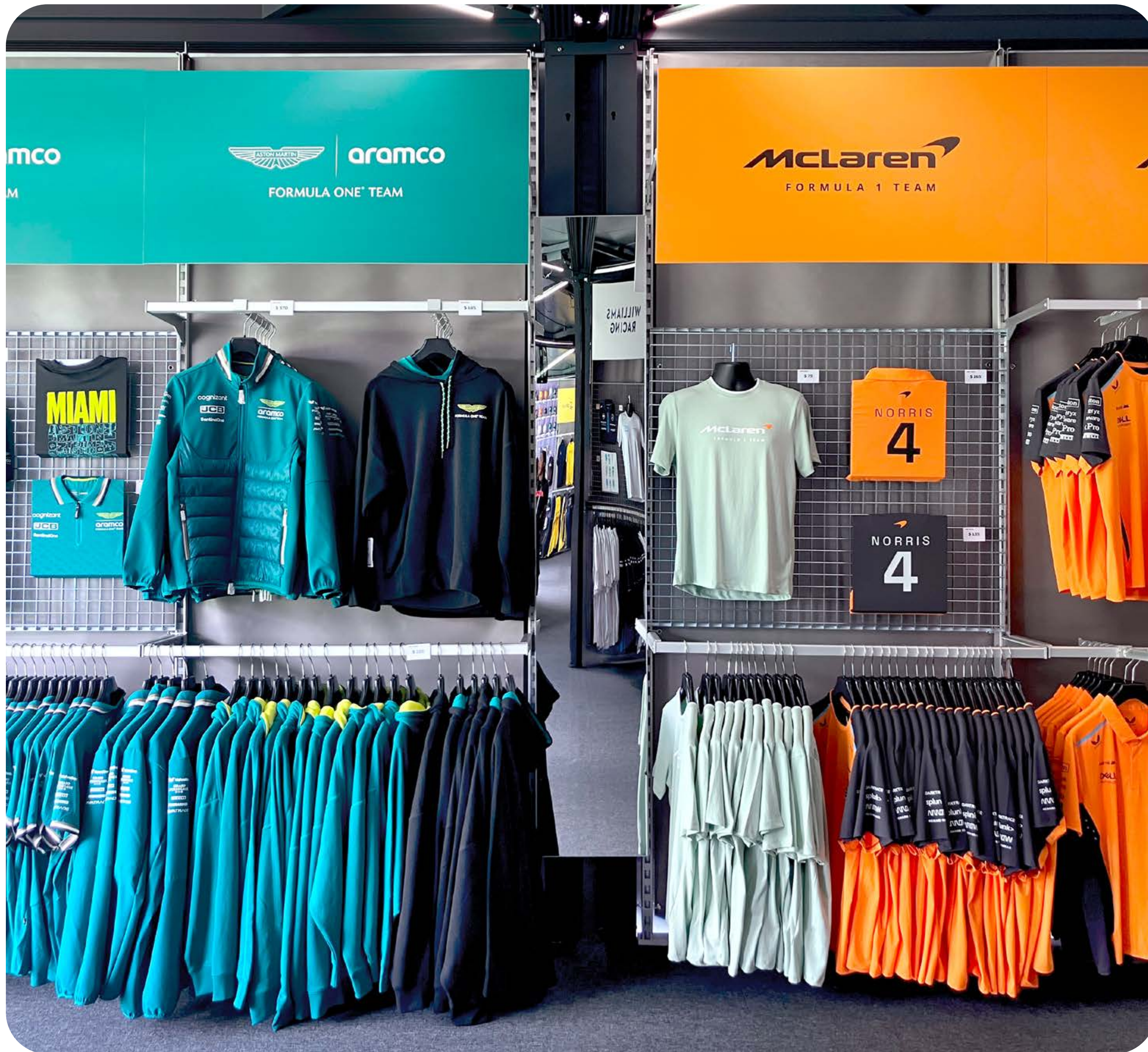
82 x 32.8 ft



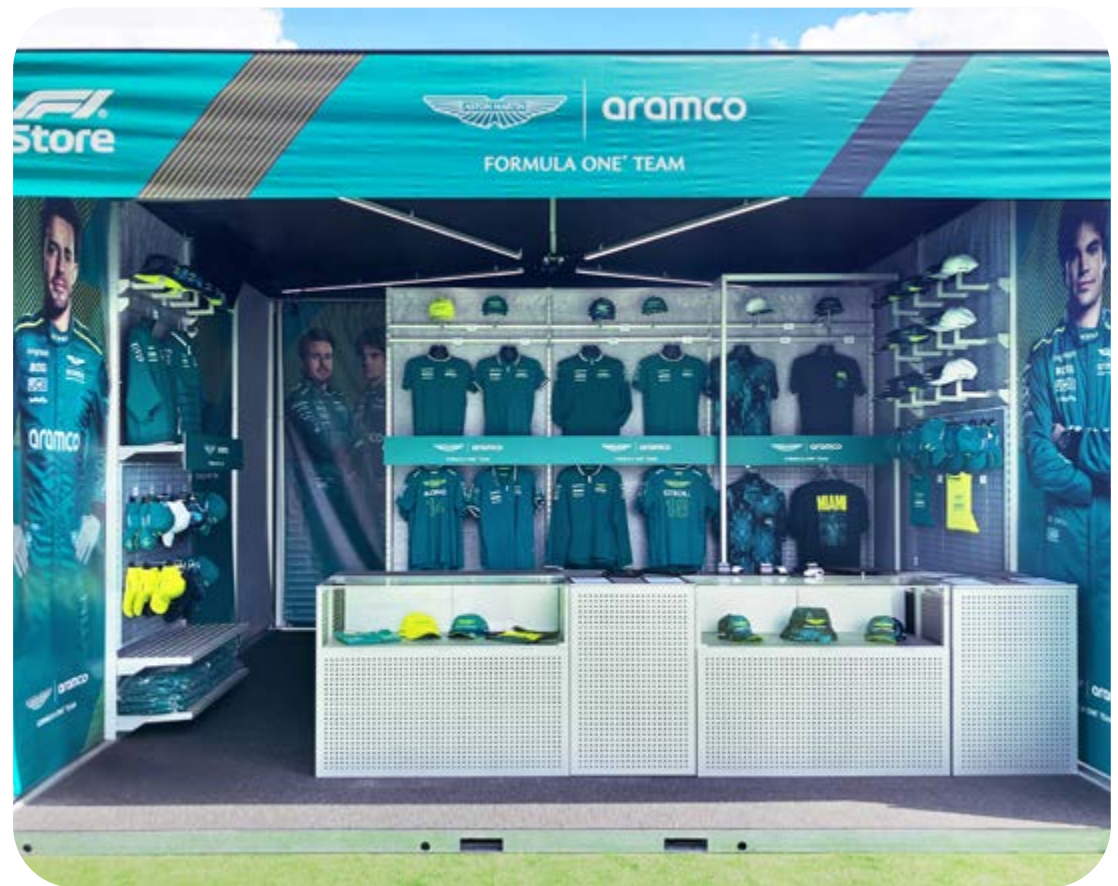
98.4 x 32.8 ft











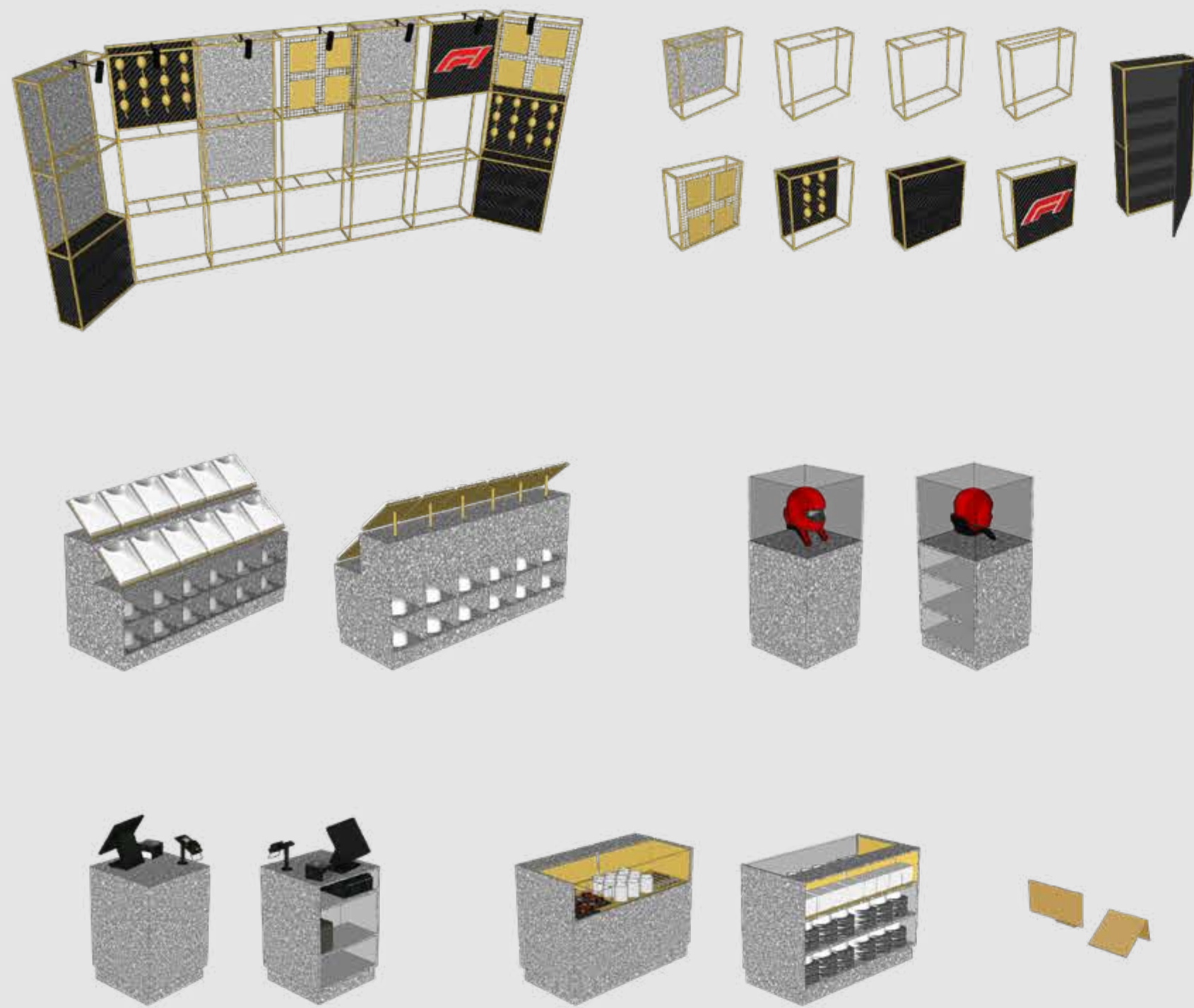


Paddock – 1 base – 10.000 variations

Toolkit

15x

For presentation
+ sale



Brands

DUALBRAND



MONOBRAND



Configurations

5x

Various
applications

WALK-UP

6.6x6.6 ft



13.1x6.6 ft



19.7x6.6 ft



26.2x6.6 ft

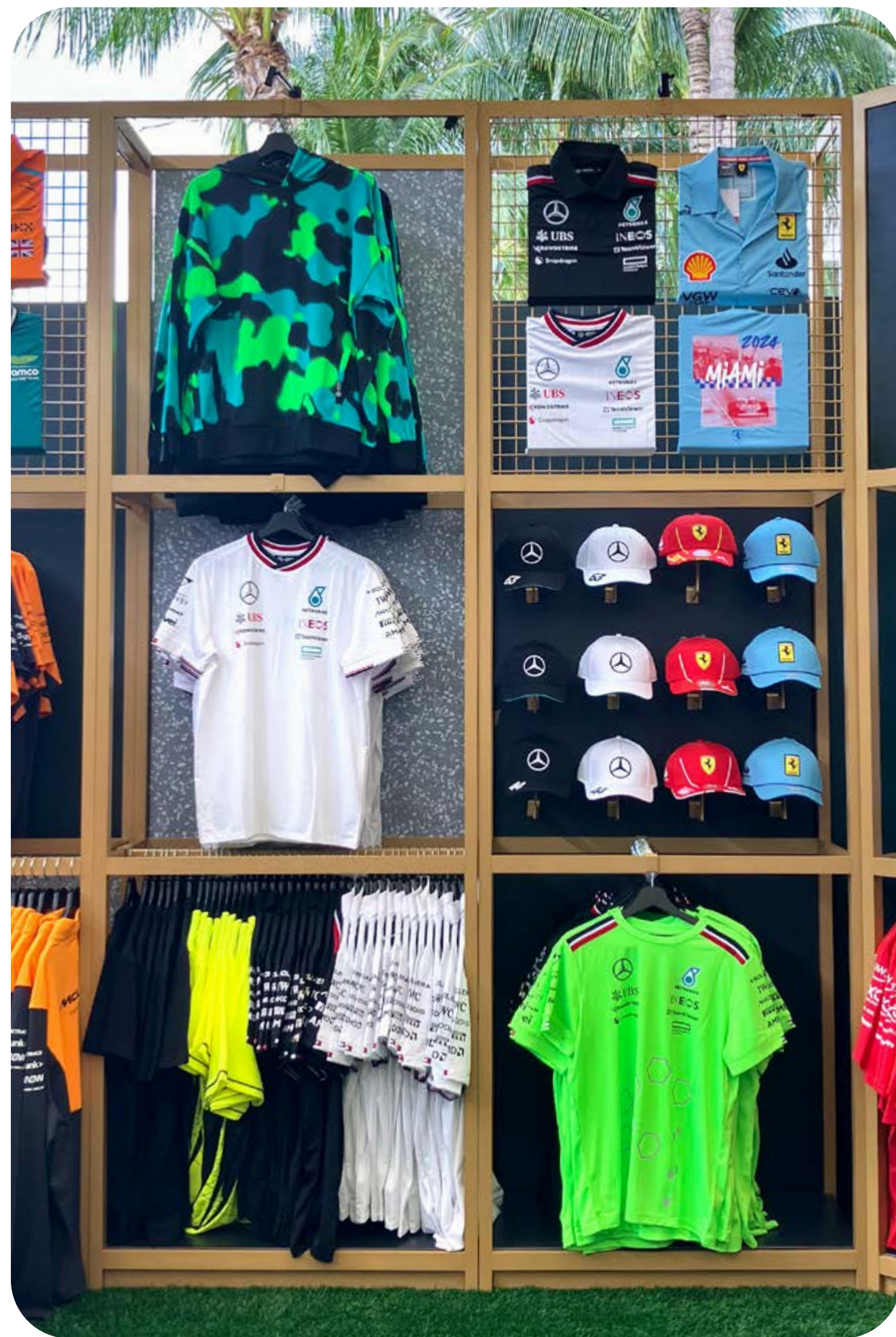


WALK-IN

32.8x32.8 ft









WORLDWIDE APPLICATION

19

Formula 1 races

AMERICA

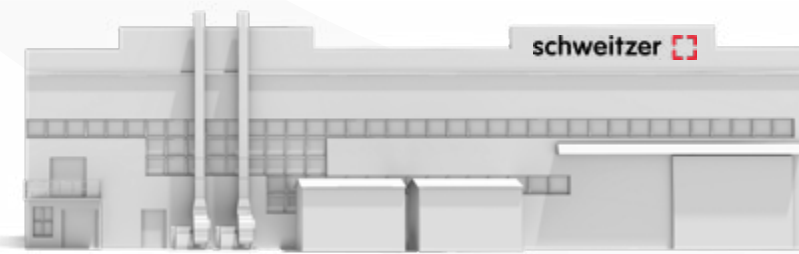
Miami, Montreal, Austin

EUROPE

Imola, Monaco, Barcelona, Spielberg, Silverstone, Budapest, Spa-Francorchamps, Zandervoort, Monza

ASIA

Sakhir, Jeddah, Shanghai, Baku, Singapore, Lusail, Yas Marina



3 Months
production period



70 Articulated
lorry



25 Low loader

400 2,475

Fanzone
areas

Square feet
Paddock area

Tool-free design

Design, engineering, production of a modular event system for tool-free assembly



Research & Development

Technical developments for multiple assembly and disassembly (up to 25 times per season), developed for harsh weather conditions around the globe

Quality

Quality management according to ISO 9001



Design

Architectural design, functional and aesthetic

Our service portfolio

Durable materials

Research and implementation of durable, tested and robust materials



Certifications

Global certifications for health and safety requirements, for materials and architecture

Fast assembly


Systematic levelling for a fast set-up time on different terrains (asphalt, grass, hills, ...)



Technical solutions

Technical solutions for wind resistance, water management and heat

we think retail.

DESIGN  MULTIPLICATION

schweitzer 

