

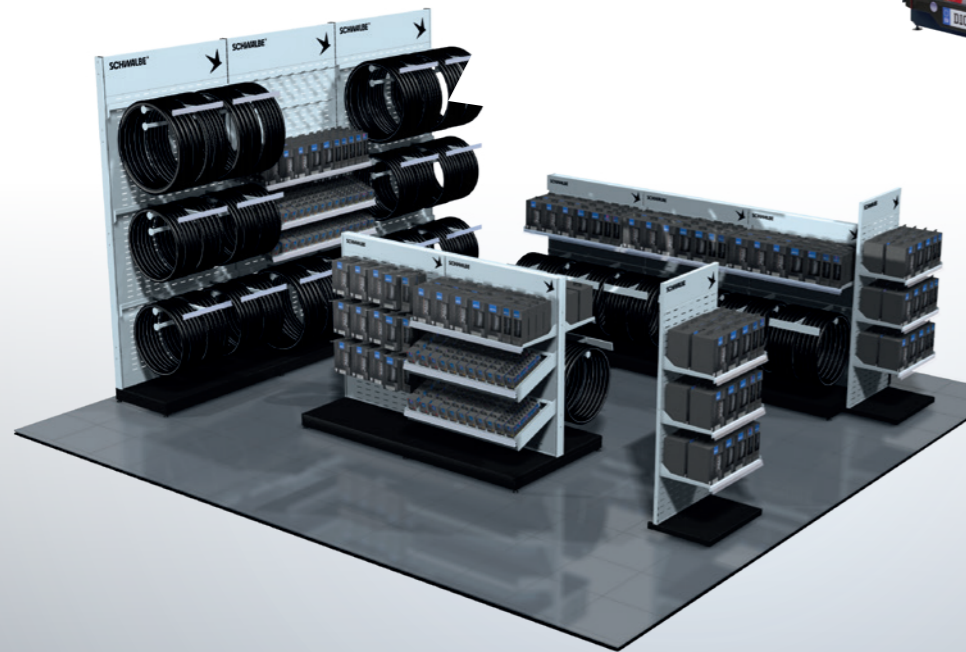
We showcase

**brands.**

Wherever brands are sold.

# Captivate in a targeted way. Sell more.

Whether brands make the difference is decided at the POS. Do they stand out? Do they impress? Can they sell more? It's all about awareness and the impact of brand presentation. At the same time, functionality and practical effectiveness are essential.



## Everything from a single source – added value for our customers

**The decor metall offering: from advice, through design, production, logistics and installation to the initial shelf stocking of customers' goods at the POS and guaranteed subsequent supply – all under one roof, 100% by decor metall.**

**For our customers this ensures reliability, flexibility, speed, easy handling and environmental awareness**

Our customers put their projects in the hands of trustworthy experts and receive cross-sectoral advice and efficient end-to-end solutions from a single source.

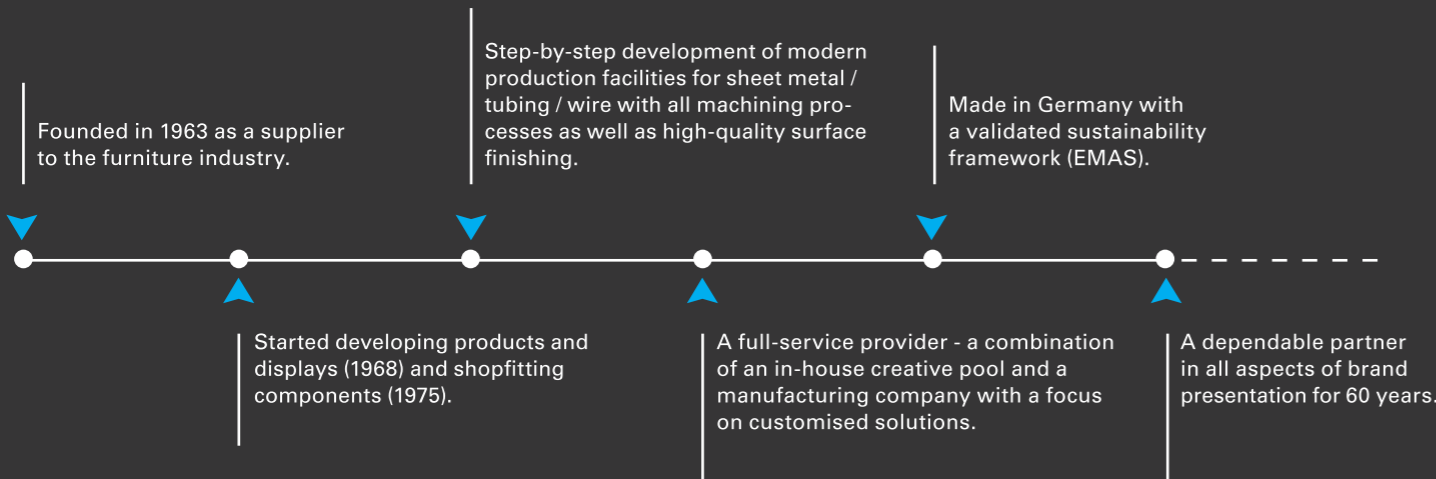
Climate-conscious without unnecessary transport within the supply chain. Always focussing on the best quality. Continuously forward-thinking since 1963.

**A „complete solution“ by decor metall means an all-inclusive service.**

Because we also take care of the shelf supply with customers' goods, if required. And customers can also – upon request – store their POS solutions in our warehouse and call-off quantities – and we organize the individual packing and dispatch to the POS.

Only products that deeply impress everyone - our customers, our customers' customers and our employees - leave our plant in Bad Salzufflen.

## decor metall – our company history:



decor metall customers in many industries benefit from the fact that we ...



reliable

inventive

**Know what's possible.**

**Produce solutions that impress.**

If you want to create something impressive, you have to know what is feasible. Customers are not helped if we try to make the impossible possible. Customers are helped when we consistently perfect the tried and tested within the bounds of the possible. And when we customise new products and do what we do best, day after day - reliably provide practical solutions.

**solution-oriented**

**practice-oriented**



# Innovation based on experience.

# A wealth of detailed knowledge that makes an impact.

We know our clients' industries and convert this knowledge into something impressive:



Living



Fashion



Body & Healthcare



Mobility



DIY



Media



Convenience



Outdoor & Leisure

We produce solutions that impress - our showroom:

## Our service:

We present our customers' brands in the most effective way. Because whether a brand sells or gathers dust is decided at the shelf. Only inspiring product presentation leads to impulse purchases and lasting enthusiasm. Whether you are a brand company or a retailer, we develop individual presentation ideas and POS solutions that impress.

- Sales displays - the soloists at the POS
- Shelf integration - standing out from the crowd
- Shop-in-shop - for the perfect brand presentation
- Brand stores - selling more with the right image
- Shopfitting - worlds of experience that seduce customers to linger

## Our expertise:

Trained specialists and state-of-the-art machines guarantee dependability, speed and absolute flexibility. Thanks to in-house development, planning and manufacturing, our customers have access to the whole value chain.

- Advice
- Manufacture
- Combination and system integration
- Project Management
- Logistics / warehouse service with call-off option, individual packing and dispatch
- Installation
- Initial shelf stocking with customers' goods
- Repair service

## Our network:

We believe in cross-industry cooperation. Because only through creative and inspiring communication with like-minded people are we able to identify and shape the trends of tomorrow. Inspiration that we use to create innovative solutions for our customers.



Touch, try, compare - discover with all your senses. At our in-house exhibition in Bad Salzufflen, we present a vivid and detailed cross-section of our POS solutions over an area of 1,500 sqm.



You can also experience our work virtually. Allow yourself to be impressed.

# The interplay of creativity & technology.

How we turn ideas into reality:

## 3 | Prototyping & Sample Making



If the customer likes what they see in the visualisation, we build a prototype and fill it with merchandise. This way we can ensure that the creative design and the technology are in perfect harmony.

## 1 | Customer consultation & Analysis



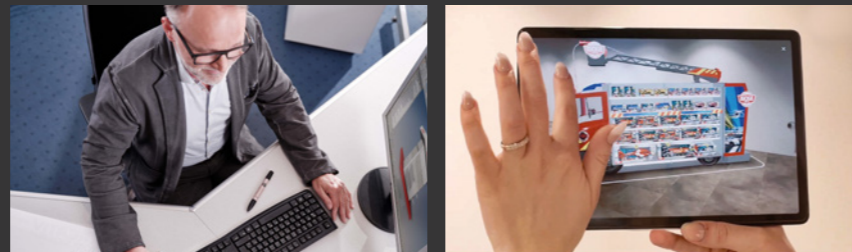
Our industry experts enter into discussion with our customers to analyse their ideas and requirements. This enables us to develop the best possible solution for every challenge.

## 4 | Stress testing



The sample is only ready for series production when the prototype has withstood rigorous testing and we have ensured that every detail has been taken into account and perfected.

## 2 | Design & Visualisation



Designers, interior architects and construction engineers work across departments at decor metall. This enables them not only to develop great concepts, but also to present 3D visualisations at an early stage that simulate the relationship between mechanical moving parts and withstand virtual load tests. In addition you can test your future project at the POS before a prototype is built.

## 5 | Manufacture



Thanks to highly flexible manufacturing processes, we are able to make individual customised products in series production. Whether sheet metal, tube, wire or surface finishing - decor metall stands for consistent sustainable production 'Made in Germany'.

## 6 | Combination and system integration



Solutions are more than just the sum of their parts. For us they involve the harmonious interplay of the most diverse materials, as well as the use of graphic elements and systems that make all the difference.

## 7 | Warehouse & Logistics



Our customers benefit from on-time delivery and guaranteed subsequent supply. Available at any time, including in large quantities.

## 8 | Installation & Service



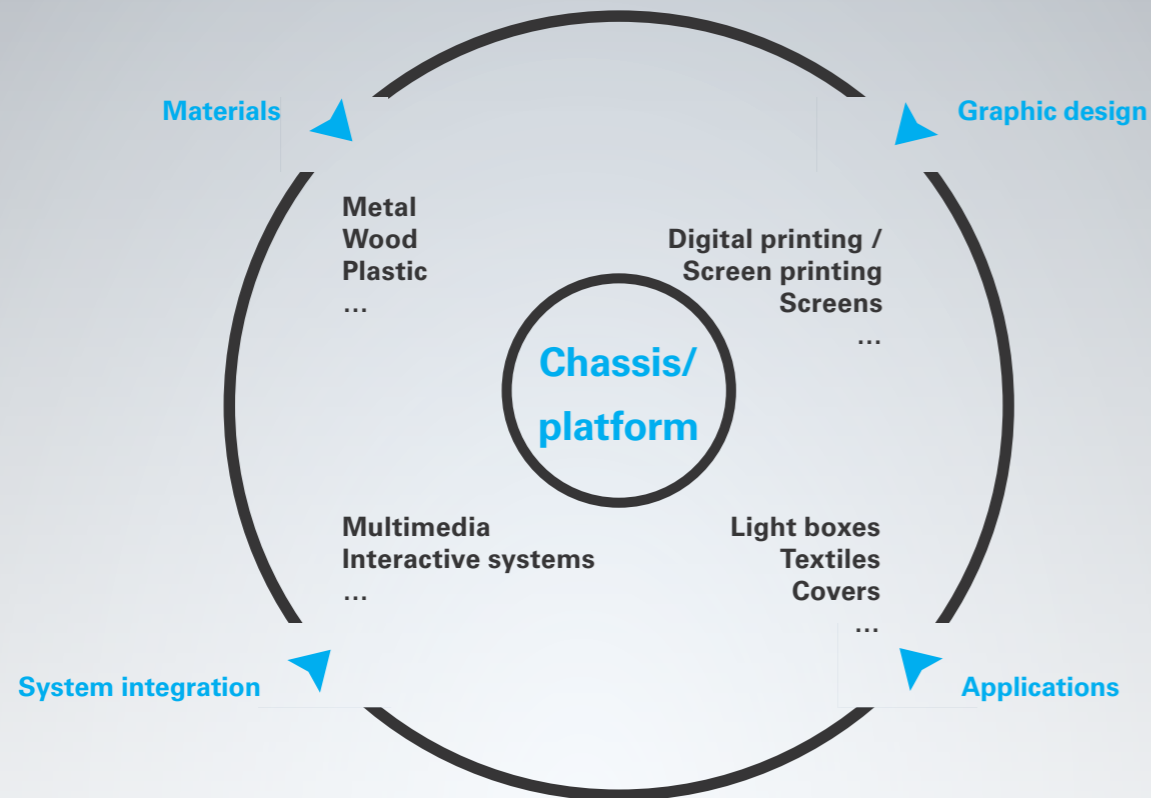
Decor metall service guarantees worldwide installation and additional long-term support from personal advisors and service teams on request.



### Did you know?

Metal can be almost completely recycled. And for anything that is left over, we find other uses.

## Creating a harmonious whole - Combination and system integration.



- 1 Backlit boxes and lighting
- 2 Back panels made of metal, wood etc.
- 3 Textile coverings, back panels with foil or direct printing, etc.
- 4 Support rails with hooks and special goods holders
- 5 Metal or wooden frames with effect lighting if required
- 6 A wide variety of plinths in a range of materials
- 7 Screen with multimedia, interactive content, ...
- 8 Shelves made of metal or wood, with special dividers, shelf lighting etc. if required
- 9 Glass shelves, with shelf lighting if required
- 10 Cover panels made of metal, wood, etc., with customised graphics if required
- 11 Showcases, with or without (remote) unlocking (as theft protection)
- 12 Digital price labeling



# The decor metall 3-pillar principle.

Sustainability at decor metall is based on three pillars: economy, ecology and social issues.



The aim is to harmonise all three aspects perfectly with each other. We developed the decor metall sustainability concept and had it validated to guarantee that this aim is achieved:

### ► Economy:

We want to grow with our customers and partners. But only as long as this is commercially viable and sustainable. Only if all parties benefit. And above all, only as long as we, as a reliable partner, can manufacture products of the highest quality. Our company is of course certified in accordance with DIN EN ISO 9001.

### ► Ecology:

From procurement to the finished product, we follow stringent rules of conduct. Only when we comply with environmental protection guidelines and act in accordance with our integrated management system (DIN EN ISO 14001 / EMAS) do we begin to produce sustainably. We take our responsibilities seriously and with conviction. To the environment. To our customers. To our employees - both today and on into the future

### ► Social issues:

Our region and its people are the basis of our company's success. We intend to remain committed to them in the future. We therefore fulfil our social responsibilities towards our employees. Because without our employees, our success would be inconceivable.



Sustainability: certified/validated according to



Find more information at [www.decor-metall.com](http://www.decor-metall.com)

- **Reliability through practical technical expertise.**
- **Solutions that provide individual added value.**
- **A wealth of ideas to drive innovation forward.**
- **'Made in Germany' since 1963.**

## Reliable

Our products deliver what we promise. Because day after day we continuously perfect what we do best: Finding practical solutions that take our customers forward. German reliability since 1963.

## Inventive

Our product presentations are designed so that every detail fulfils a purpose. At decor metall, working innovatively does not mean constantly inventing something new. It means perfecting what is already there and developing ingenious solutions for individual challenges.

## Solution oriented

Our goal is to find solutions that work. Good ideas only reach perfection when design and functionality are in perfect harmony.

## Practice oriented

We develop inspiring product presentations because we know in detail the limits of the possible. We don't come up with pipe dreams. We guarantee tried and tested, top quality solutions.

decor metall GmbH  
Benzstraße 1-5 • D-32108 Bad Salzufflen • Germany  
+49 5222 286-0 • [info@decor-metall.de](mailto:info@decor-metall.de)  
[www.decor-metall.de](http://www.decor-metall.de)

Take a look at our social media channels

