

RETAIL



create  
space

increase  
profits

# RETAIL STORAGE



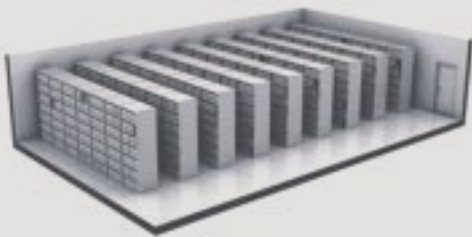
THE WORLD OF RETAIL IS IN THE MIDST OF A TRANSFORMATION. THE LINES BETWEEN ONLINE AND PHYSICAL STORES ARE BLURRING, AND CONSUMER DEMANDS ARE EVOLVING RAPIDLY.

To thrive in this dynamic environment, efficient and adaptable storage solutions are essential. Our retail storage solutions optimize space, maximize your capacity, reduce costs, and enhance your store's aesthetics. Our mobile solutions not only streamline operations and reduce costs but also play a vital role in reducing the environmental footprint.

# SPACE SAVING CONCEPT

Maximize your storage space with the help of mobile storage systems. These systems offer many advantages over static shelving. Such as increasing your storage capacity by utilizing a single aisle. By optimizing space with mobile shelving, you can save on energy bills, reduce your carbon footprint, and achieve sustainability goals. Our Compactus® mobile systems are the top choice for single aisle options.

## TRADITIONAL VS MOBILE SHELVING



### TRADITIONAL STORAGE

>50% of space not used for storage



### OPTIMIZE / MINIMIZE SPACE

Save 50% m2 space or increase inventory capacity with 100%



### OPTIMIZE / MAXIMIZE CAPACITY

Save 75% m2 space or Increase inventory capacity with up to 300%



# SMART STORAGE UNLOCKS FINANCIAL BENEFITS

**When it comes to retail, the bottom line is critical, and efficient storage solutions can significantly impact your financial success and improve business operations.**

- ✓ **Less Rent** By reducing your square meter requirements, you'll not only save on rent but also optimize your retail space.
- ✓ **Reduce lost Sales due to Out-of-Stock** Increasing inventory capacity in existing spaces reduces #No sales due to out-of-stock situations.
- ✓ **Lower Logistical Costs** Increased inventory capacity means fewer transports and reduced logistical expenses.
- ✓ **More Shop Floor Space** With an efficient storage system, you can open up more shop floor space, enhancing customer engagement and boosting turnover.
- ✓ **Improve Customer Experience** Avoid losing contact with the customer and having all the available stock easily accessible.
- ✓ **Decreased Risk of Theft** Improved security and accessibility minimize theft risks, safeguarding your inventory and profits.
- ✓ **Reduced Overhead Costs** Streamlined storage and organization lead to lower overhead expenses, creating a more cost-effective operation.
- ✓ **Sustainability and Longevity** Our solutions prioritize durability and environmental responsibility. Built to last with eco-friendly materials, our storage systems offer lasting value while reducing environmental impact.

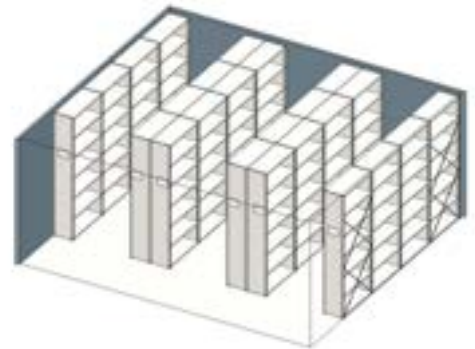
*Our retail shelving solutions are designed to maximize your financial benefits and optimize every aspect of your retail operation. Discover how efficiency translates into profitability with our storage solutions.*

# SMART STORAGE

Can you relate to the daily struggles of businesses, such as losing sales due to insufficient stock, navigating logistical nightmares due to small inventory, and the challenge of handling seasonal stock fluctuations? Our mobile storage solutions are tailored to address one or more of these challenges directly.

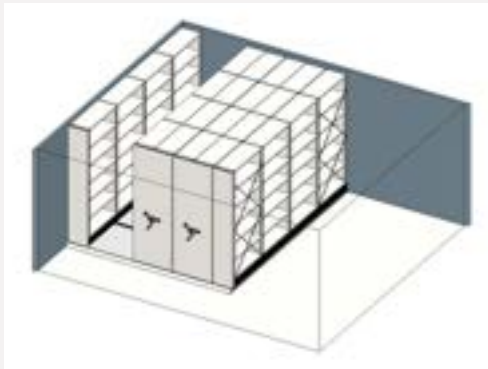
## TRADITIONAL STORAGE

In the below stated example we transform a traditional storage setup to a smart mobile storage solution. We've used a 30 M2 static storage space with 24 sections, 6 shelves (combined 144 shelf meters) as a starting point.



## IMPACT SWITCHING TO MOBILE STORAGE

### MINIMIZE STORAGE SPACE OR MAXIMIZE SALES FLOOR



18 M2

#### MOBILE SHELVING

24 sections x 6 shelves = 144 shelf meters



Save rental costs



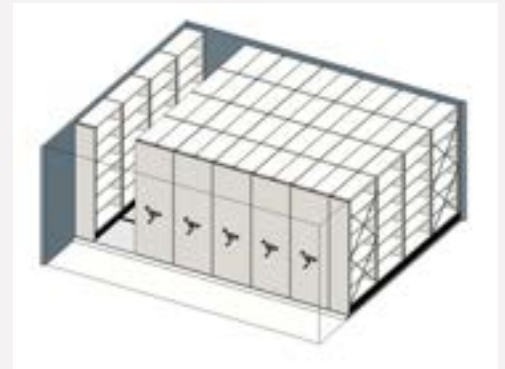
Maximize space for retail sales



Payback time <2 years\*

*\*This is an indication. The payback time depends on various factors.*

### MAXIMIZE STORAGE SPACE



30 M2

#### MOBILE SHELVING

48 sections x 6 shelves = 288 shelf meters



Maximize storage space



Minimize out of stock



Lower restocking logistics costs



Increase revenues due to reduced number of no sales



Payback time <1 year\*



## BUSINESS CASE

### Project Background

**Challenge:** Schuurman Schoenen (shoe retailer) in Groningen (The Netherlands) discovered that revenue was under pressure due to insufficient inventory capacity, especially in periods of seasonal collection changes.

**Solution:** Bruynzeel designed a customized mobile solution to optimize space utilization to maximize storage capacity.

**Result:** Capacity increased from 3 500 to 7 000 pairs of shoes, while the storage space was better organised.

**Outcome:** Because of the success of this project, Bruynzeel was invited to design another larger back of house solution in Enschede for 25,000 pairs of shoes on only 150m<sup>2</sup>



A solution with a large impact after 6 months

- **Revenue increased with 10%**
- **Lost sales due to Out-of Stock decreased with 50%**
- Conversion significantly higher
- Employees are happier
- Customers better served



## CALCULATE YOUR SAVINGS

Contact one of our retail storage experts for assistance





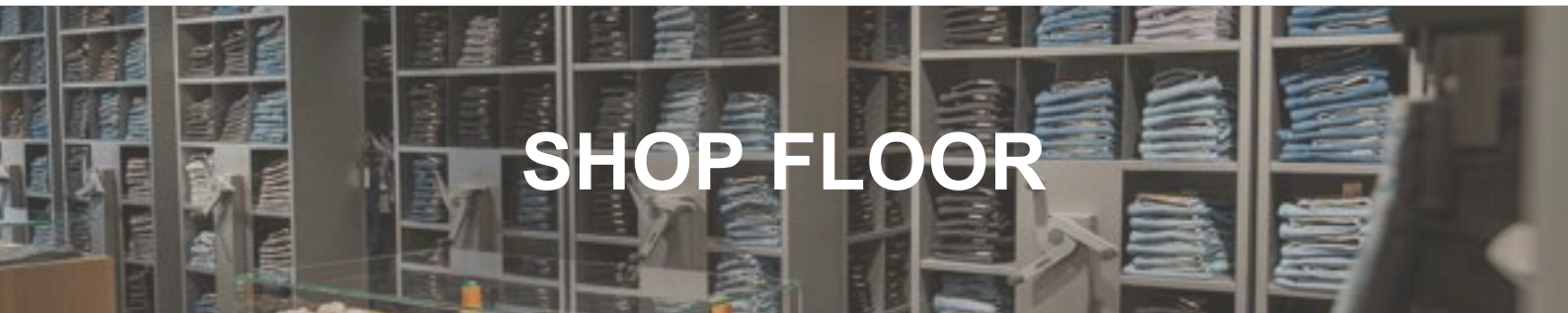


# POWER OF CUSTOMIZATION

We understand that one size does not fit all, and that's why we tailor every storage solution to meet our customers' unique needs. From dividers and hangers to color schemes and dimensions, our commitment to customization is unwavering. This ensures that your storage system is a perfect fit for your specific requirements, allowing you to maximize efficiency, organization, and functionality. Our goal is to deliver a solution that works seamlessly for you. With customization as our cornerstone, we guarantee a storage solution that's uniquely yours.



# APPLICATIONS



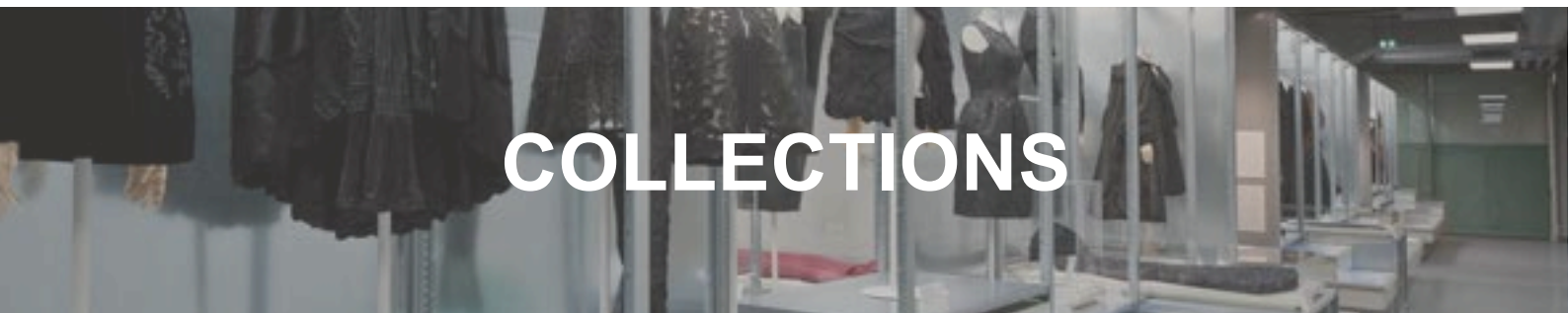
**SHOP FLOOR**



**STOCK ROOM**



**WAREHOUSE**



**COLLECTIONS**



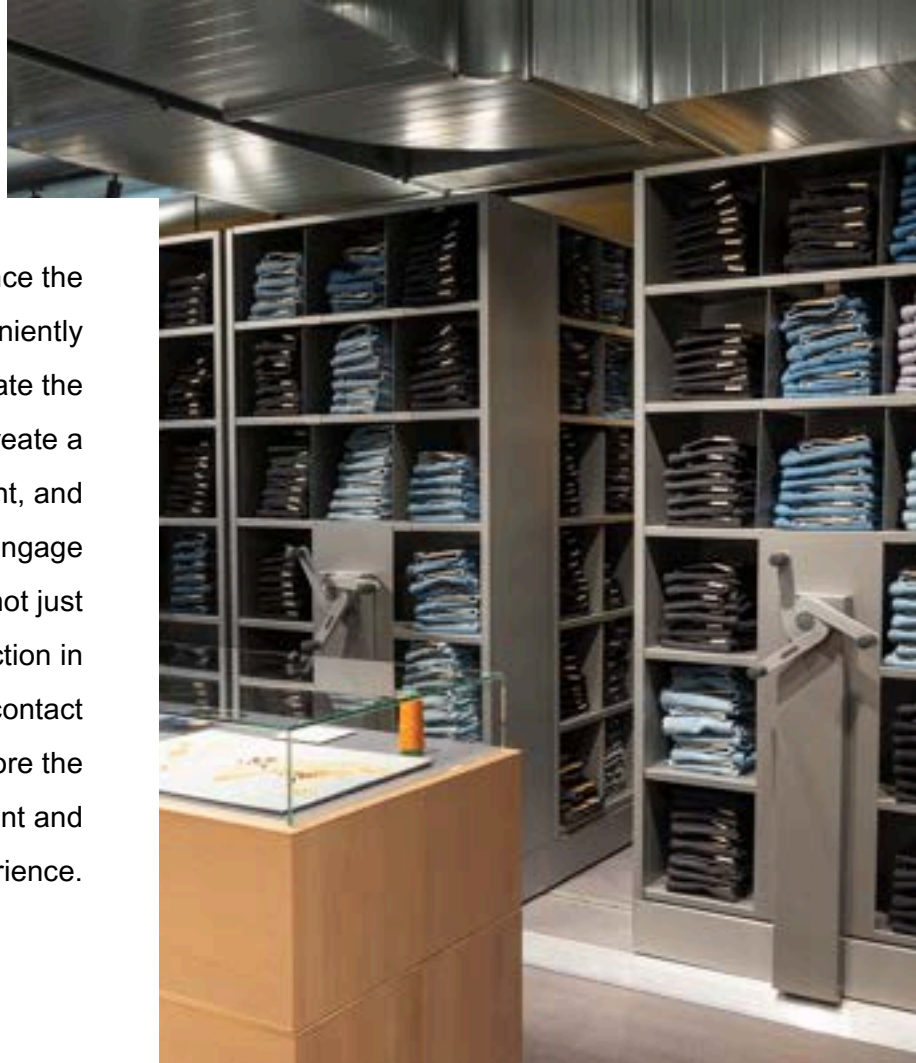
**DESIGN DEPARTMENT**



# OPTIMIZING RETAIL SHOP FLOOR

**Ensure seamless customer interaction and keep all stock accessible**

Optimize valuable space and enhance the customer experience by conveniently displaying your entire stock. Eliminate the need for off-site storage, create a streamlined shopping environment, and empower your employees to fully engage with customers. The result is not just increased efficiency but also a reduction in theft risks, ensuring you never lose contact with your valued customers. Explore the possibilities of a more efficient and customer-centric retail experience.



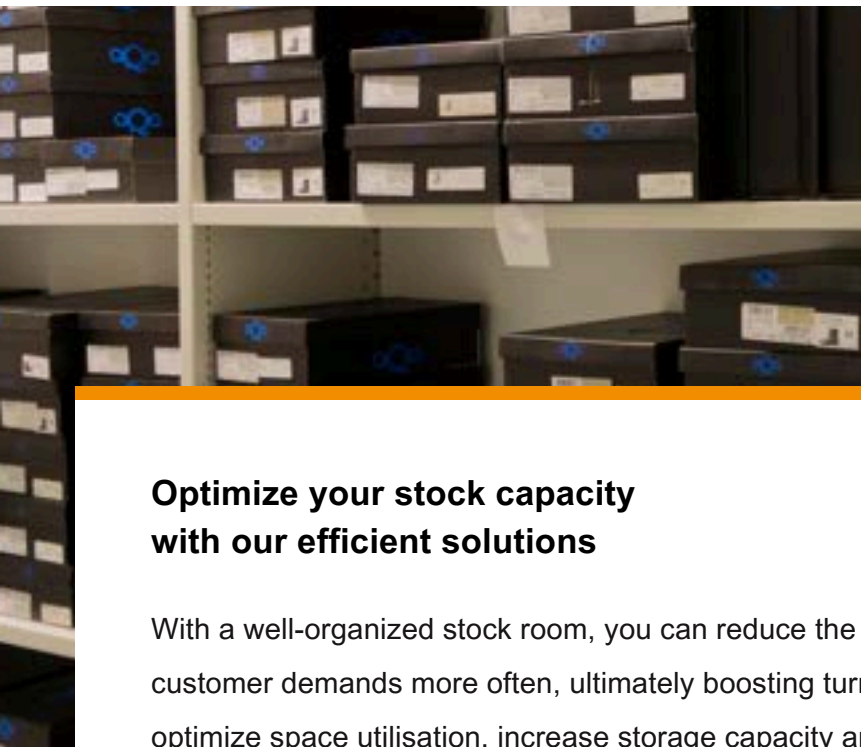
*The benefit of having a mobile storage is of course the easy access and keeping the jeans in the mobile storage instead of static shelves. It makes it easier for us, not having to run down to the basement, and losing contact with the customer up here. The risk of thefts is also minimized as you have everything behind the cashier where we have full control over it. It also saves a lot of space!"*



**CLARA TÖRNMARCK**

STORE MANAGER  
NUDIE JEANS, SWEDEN

# MAXIMIZING CAPACITY STOCK ROOMS



## Optimize your stock capacity with our efficient solutions

With a well-organized stock room, you can reduce the number of 'no' sales by meeting customer demands more often, ultimately boosting turnover. Mobile storage solutions optimize space utilisation, increase storage capacity and reduces the need for extensive aisles in the stock room. This streamlined approach not only enhances sales but also allows for flexible and efficient organisation. In combination with smart inventory management systems, retailers can ensure customer requests are fulfilled promptly, improving customer satisfaction and streamlining operations.

*We can store 7 000 pairs of shoes in our renovated warehouse and 3 500 pairs in our old shelving units. As a result, the number of “no” sales has fallen by half. It does not only save a lot of time, so we can help our customers quicker and better, but it is also physically less intensive for our colleagues.”*



**MARK ENGELKENS**

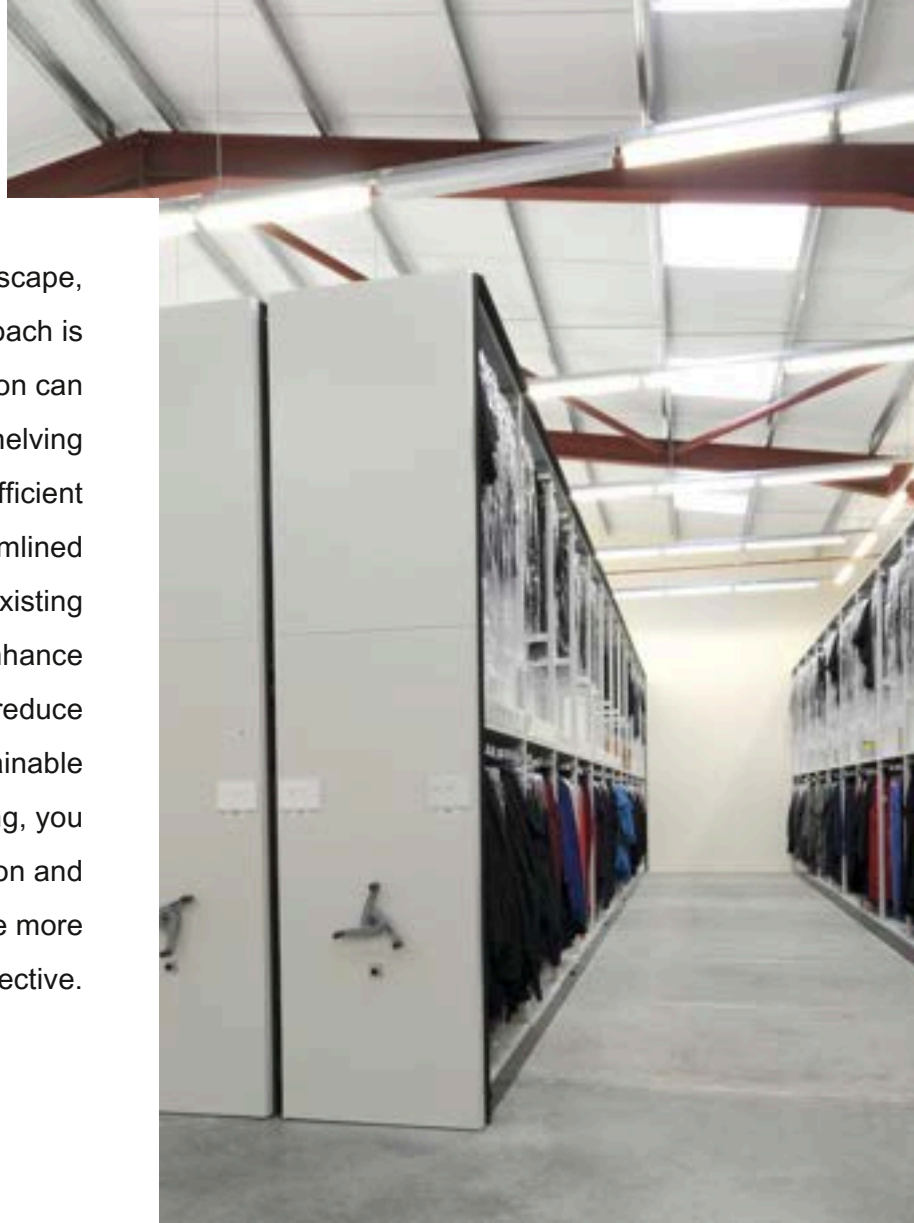
BRANCH MANAGER  
SCHUURMAN SHOESTORE, THE NETHERLANDS



# MAXIMIZING EFFICIENCY WAREHOUSE

**Maximize capacity and efficiency by utilizing all the available space**

In today's ever-evolving retail landscape, adopting a multichannel approach is essential, and the right storage solution can make all the difference. Our mobile shelving systems stand at the forefront of efficient inventory storage and streamlined operations. By maximizing your existing space while minimizing costs, we enhance inventory management and reduce turnaround times, all within an sustainable framework. With our mobile shelving, you can seamlessly bridge innovation and sustainability, making your warehouse more efficient and cost-effective.



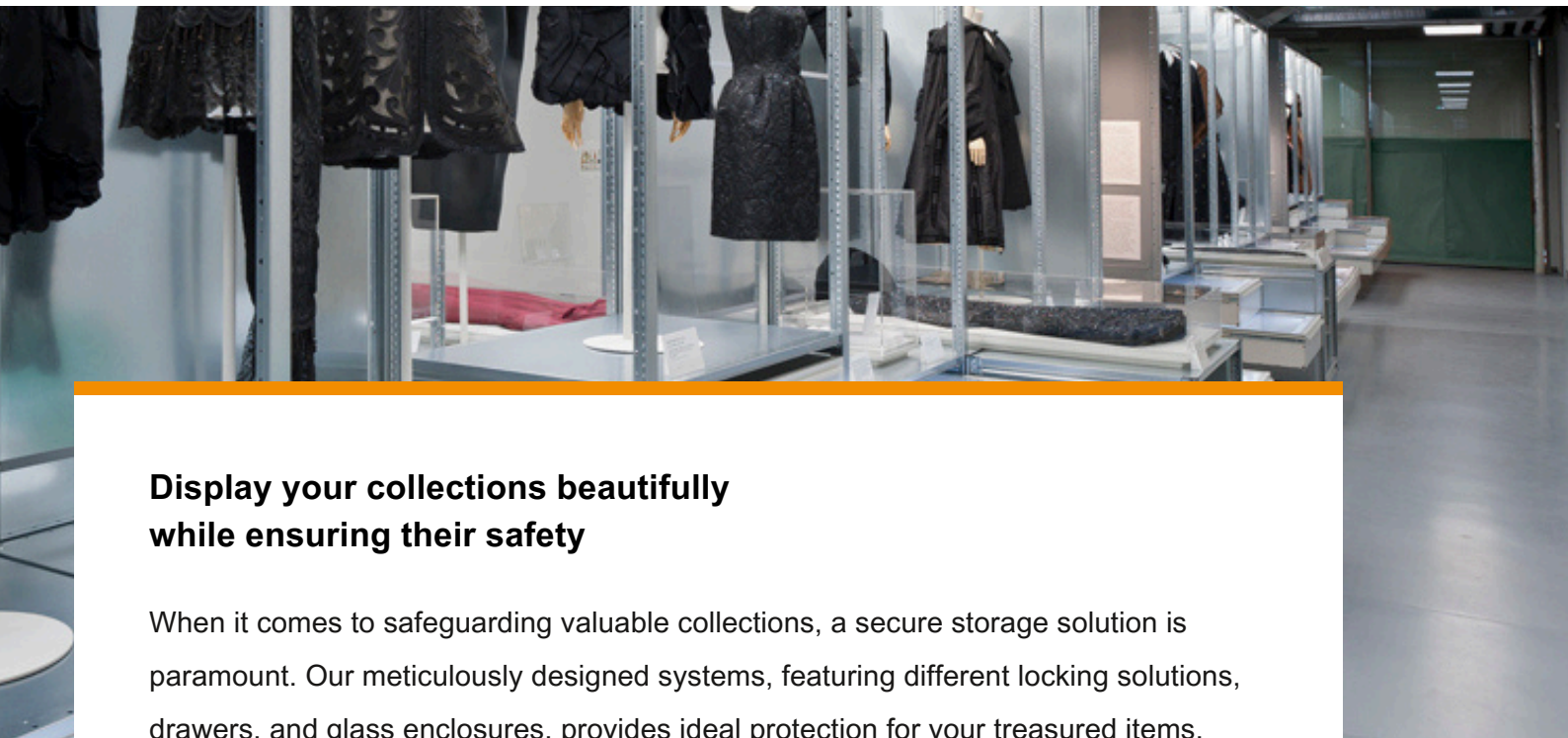
*The interchangeable design is light and easy to operate, while being robust enough for our entire stock. The storage system can accommodate a huge number of outfits, making the system very cost effective."*

**JAMES MIDDLETON**

DIRECTOR  
EDE & RAVENSCROFT, UK



# SAFE & SECURE COLLECTIONS



## Display your collections beautifully while ensuring their safety

When it comes to safeguarding valuable collections, a secure storage solution is paramount. Our meticulously designed systems, featuring different locking solutions, drawers, and glass enclosures, provides ideal protection for your treasured items. The electronic mobile shelving solution comes with more advanced safety features as break in protection, access control and much more. Whether it's old collections or other prized possessions, our secure storage solutions provide peace of mind and a seamless way to cherish and protect your collections.

*It is important to know where we are coming from in our continued path forward. It is a very good solution we have received, both functionally and representatively. We have really managed to optimize the spaces we have had access to. From having worked in outdated systems, we now have the best conditions.”*



**RAPHAEL GÉRARD**

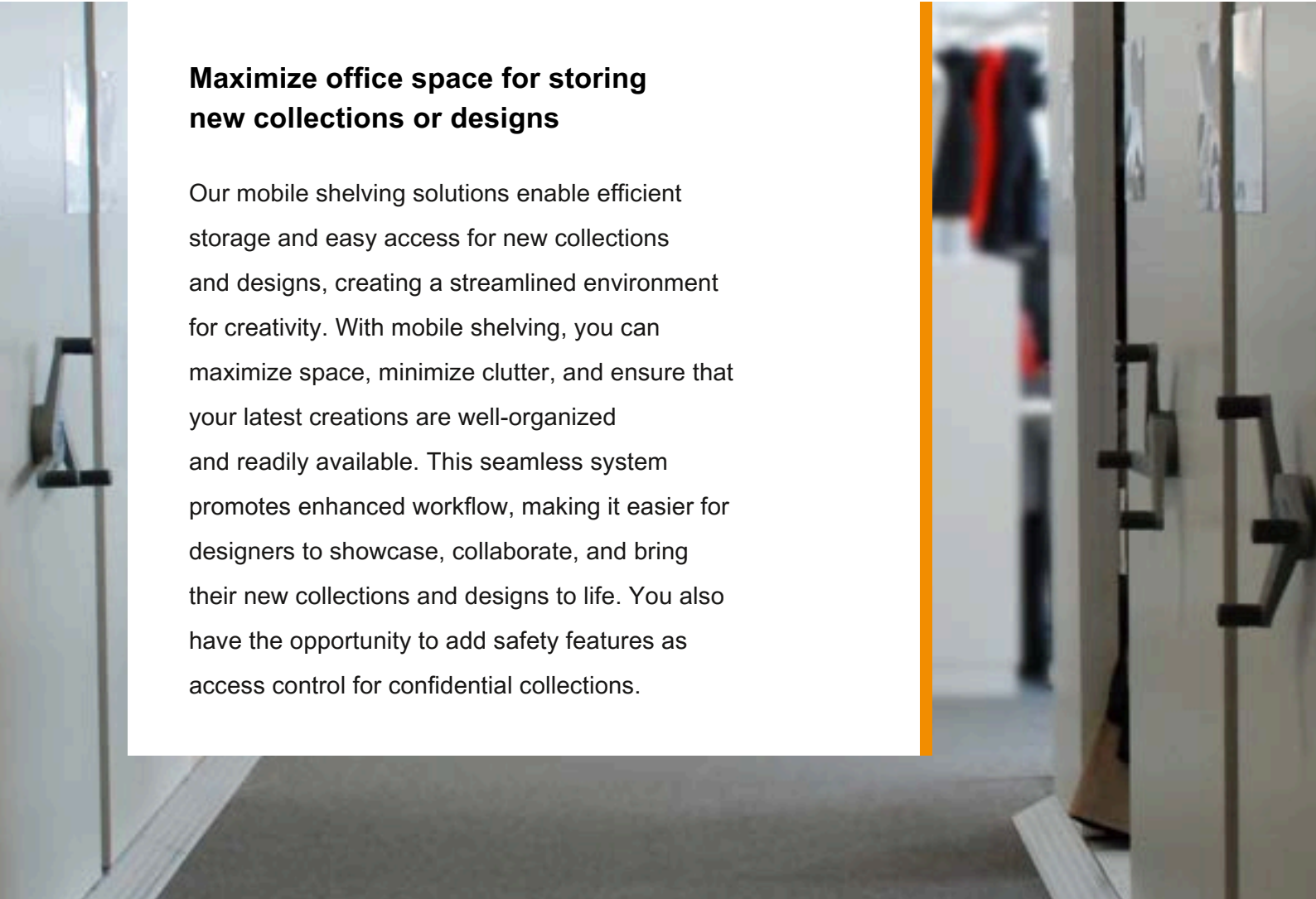
HERITAGE AND CULTURAL ACTION MANAGER  
JAS HENNESSY & CO, FRANCE



# COLLECTIONS AT THE DESIGN DEPARTMENT

## **Maximize office space for storing new collections or designs**

Our mobile shelving solutions enable efficient storage and easy access for new collections and designs, creating a streamlined environment for creativity. With mobile shelving, you can maximize space, minimize clutter, and ensure that your latest creations are well-organized and readily available. This seamless system promotes enhanced workflow, making it easier for designers to showcase, collaborate, and bring their new collections and designs to life. You also have the opportunity to add safety features as access control for confidential collections.



# PRODUCTS

Explore our diverse range of products, where tailored solutions are our speciality. With an extensive selection of accessories and customized items, we make sure the design meets your unique requirements

A photograph showing rows of mobile shelving units filled with various styles of shoes, demonstrating the product's use in retail.

## COMPACTUS® MOBILE SHELVING

A photograph of a white double-decker shelving system with multiple levels, used for organizing and displaying numerous small, dark-colored boxes.

## COMPACTUS® DOUBLE DECKER

A photograph of a modern white cabinet with glass doors, displaying various small decorative objects and framed pictures on its shelves.

## CABINET

A photograph of a static shelving unit with glass doors, displaying a variety of items including a large black patterned bag, a circular object, and other decorative pieces.

## SYSCO® STATIC SHELVING



Discover our diversity  
of products



# ACHIEVE YOUR SUSTAINABILITY GOALS

## Did you know?

According to the UN nearly 40% of annual CO<sub>2</sub> emissions come from building construction and its operations.

# 40%

## Maximize Space and Minimize Carbon Footprint

Did you know that by optimizing existing floorspace with our mobile solutions, you can reduce your CO<sub>2</sub> impact by up to 80%?



# 80%

## Material choice matters!

By also applying the most sustainable material in the industry, Bruynzeel GreenSteel®, this impact can further increase to a remarkable 98% reduction in CO<sub>2</sub> emissions.

# 98%

## Leading Partner in Sustainability

As the most sustainable producer in the industry, we're climate neutral in our own operations for scope 1 and 2, independently audited by Deloitte. Partner with us to reach your net-zero goals and pioneer a better future.



Assured by:  
**Deloitte**  
2021 & 2022



SCIENCE  
BASED  
TARGETS

DRIVING AMBITIOUS CORPORATE CLIMATE ACTION



## MAKE A SUSTAINABLE CHOICE!

Read more about facts and figures on how we can help you reach your sustainability goals



