

CustomerKoppermann
Job/Job-Nr.Press Release Cooperation Umdasch
Date 18.11.2004

Headline: Store-Design And Store Fixtures From One Source. Umdasch Shop-Concept and Koppermann Computer Systems Announce A Cooperative Venture.

Intro: Umdasch Shop-Concept, the European specialist in retail store design and display fixtures, and Koppermann, the leader in software development for the apparel industry, have announced a cooperative agreement linking their two software solutions, "3Dshop4youCE" and TEX-STORE™, to improve shop-design, retail management and visual merchandising.

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Copy: Umdasch Shop-Concept and Koppermann Computer Systems have teamed together in order to provide their customers with the seamless integration of their two industry-leading software programs.

All aspects of the planning and organization required in the opening of a new retail apparel shop will be combined. Shop design, virtual store layout, and fixture placement, as well as the development of sales concepts and the introduction of virtual garments into the shop, will now be at the fingertips of their customers.

On the Umdasch Shop-Concept side, customers will receive consulting, planning and innovative shop concepts. With its vast experience in the areas of retail management and visual merchandising, Koppermann will provide the merchandise planning and visual merchandising phases.

The process will be completed by the ability of Koppermann TEX-STORE™ software to integrate all architectural data of "3Dshop4youCE", allowing customers to further develop the shop concept by including their actual products and marketing materials. TEX-STORE™ can then detail the economy of space utilization, as well as provide comprehensive merchandising evaluations and analysis, offering their common customers an integrated and customized solution from the first fixture to a successful merchandising plan.

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Sub Line: Two Entrepreneurial Success Stories

Umdasch Shop-Concept and Koppermann Computer Systems draw on their vast market experience and technological know-how to service the retail specialty market.

With an annual turnover acceding 600 Million Euro (2004), Umdasch Shop-Concept ranks among the leading European retail shop designers and fixture providers. For 50 years Umdasch has furnished more than 50.000 shops in over 50 countries. At present, the annual capacity adds up to approximately 300.000 qm furnished selling floors. The key areas have been in the retail non-food sectors from warehousing to specialty shops.

Koppermann Computer System is one of the leading developers of software for the apparel industry. Since spinning off from the Textile enterprise G. Koppermann & Co. GmbH, which was founded in 1919, it has established a market penetration of 66% of the top 15 in German apparel industry and over 3000 systems around the world. With its headquarters in Germany the company operates subsidiaries in the USA and Great Britain with numerous distributors worldwide.

For further information log on to the Internet:
www.umdach-shop-concept.com and www.koppermann.com.

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Released for publication.

Further information and pictures can be required with
Mrs/Mr. contact person, address, phone number, e-mail