

Press Release

For immediate release

Impressive Shop Presentations for Intersport

Intersport optimizes its visual merchandising using Koppermann's Software Tex-Store

Schäftlarn/Munich, 7. September 2009 – Intersport, one of the largest groups in the specialized area of European sporting goods and apparel, opted for Koppermann's Software Tex-Store to optimise its Visual Merchandising.

The Intersport Group, headquartered in Heilbronn, has experienced rapid growth as evidenced by its consistently expanding number of shops. In the fall of 2008, the Store Construction/Visual Merchandising department of Intersport's Member Support division opened 20 new member shops totalling over 20,000 sqm of selling space. Intersport supports both its new and existing shops/members with comprehensive service to create a compatible shop environment and maximize the end customer's shopping experience. Intersport accomplishes its services utilizing Koppermann's 3D Visual Merchandising software application, Tex-Store.

As Intersport's Head of Store Construction/Merchandising, Volker Behrendt's future goal is to enable his associates to use Tex-Store to create store layouts and merchandise presentations focused on the product as well as the product presentation. Until now his team did not have the ability to visualize their ideas on the merchandised selling floor.

"With Koppermann's Tex-Store we can now finally focus upon the merchandise, which represents more than 60% of our brand-image. Our members increasingly realize the significance good merchandising has on the success of their business. Therefore we are pleased to be able to offer a progressive and future-oriented service in this field." - V. Behrendt

It is also necessary for Mr. Behrendt's team to provide their members with details such as to calculate the sales floor plan's productivity by merchandise group or according to the merchandise placement in the shop.

"Koppermann's Tex-Store software allows us to simultaneously include both the managerial and visual requirements of Intersport and helps the regional managers and merchandisers to maximize the utilization of their sales floors." - Volker Behrendt.

About INTERSPORT

INTERSPORT Deutschland eG, Germany, with its more than 1,400 stores and a turnover of more than 2.4 billion Euros*, is one of the largest groups in the specialized area of European sporting goods and apparel. It is a founding member of the IIC INTERSPORT International Corp. located in Bern, Switzerland, with over 5,000 shops in more than 30 countries with a total turnover of 8.9 billion Euros in 2008. IIC INTERSPORT is the largest worldwide group in the retail arena of specialized sports.

About Koppermann

Koppermann is one of the worldwide leading software developers for the textile and apparel industries. With 20 years of continuous software development Koppermann provides their customers with the ability to develop their products from the first sketched idea to the presentation of that product in the shop environment. More than 1000 customers worldwide rely on Koppermann's software solutions. Koppermann's market penetration in Germany, accounts for of 2/3 of the top 15 of the German apparel industry.

Koppermann is headquartered in Munich, Germany with subsidiaries in the USA and England and numerous distributors worldwide. Read more at www.koppermann.com

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