

Press release

New Shopping Experience at Penny – Opening in Leverkusen

Düsseldorf / Leverkusen, 31st August – A new Penny store opens its doors in Leverkusen-Lützenkirchen on Monday. The discounter, which belongs to Rewe Group, is in the process of refurbishing all Penny branches in Germany according to a new shopfitting concept as part of its trading-up strategy. The Düsseldorf-based general contractor Schwitzke Project supported its client during the project in Leverkusen and implemented the refurbishment and fit-out works in the 700 square meter store within a construction period of four months.

The new Penny store features modern design, a clearly structured arrangement of goods as well as a revised range of products. The fruit and vegetable section is reminiscent of a market stall. Important product groups, like dairy products, bread and confectioneries, are placed in easily visible positions; furthermore, corresponding wall prints facilitate orientation in the store. Promotional offers entice customers at the shelves' head ends. The freezer area is located directly near the checkout points, so that temperature-sensitive goods are not without cooling for a needlessly long period.

Schwitzke Project managed and implemented the entirety of refurbishment and fit-out works, which involved an extensive number of trades, within the given budget and time schedule. They paid special attention to the specific shopfitting requirements of the food retail trade, such as the complex electrical and refrigeration installations. The precisely finished sales space and perfectly implemented technical installations provide a customer-friendly and modern shopping environment at the food discounter.

About Schwitzke Project:

Schwitzke Project is an internationally active general contractor specializing in project management and turnkey realization of retail stores. In Europe and beyond, numerous national and international brands rely on the Düsseldorf-based company. Schwitzke Project has many years' experience in shell construction, fit-out and finishing works, technical installations as well as furniture and fixtures. The international team is headed by two managing directors, Wolfgang Sigg and Karl-Heinz Schwoll. In the past business years, the company's average annual turnover was approx. € 40 million. Schwitzke Project currently has more than 80 employees in its offices in Düsseldorf and Berlin.

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