

# Schwitzke

## Press release

### **Biogena opens pop-up store in Frankfurt Schwitzke develops temporary retail concept for brand reorientation**

Düsseldorf / Frankfurt, 10<sup>th</sup> March 2016 – Biogena opened a pop-up store in Frankfurt's city center on Thursday. This marks the first time the Austrian manufacturer of micronutrient food supplements enters the German market. The Düsseldorf-based retail experts of Schwitzke were commissioned to create a concept for the pop-up store and to implement the refurbishment works.

Small, nice, and special – these attributes briefly describe the new temporary shop. Biogena is in the process of brand reorientation, and has now given the starting signal with an improvised and experience-oriented pop-up store with a sales area of approx. 40 square meters. Schwitzke created a concept with an 'event' feel, which presents Biogena's range of natural products while also emphasizing its company values regarding sustainability. Directly upon entering the shop, customers feel the shop's calm and atmospheric ambience. The few but effective elements accentuate the brand's closeness to nature, purity, and clarity: Shelves made of untreated raw wood, simple combed wall plaster, muted shades of gray, plain wooden stools and screed with transparent coating provide a look both futuristic and close to nature. Large-format, black-and-white landscape motifs on canvas serve as unpretentious eye-catchers in the store and contribute to the authentic and reduced ambience.

"Values like quality, authenticity and naturalness gain ever more importance for consumers. There is a new attitude to life characterized by one's own well-being, life quality, and distinct self-confidence. The Biogena pop-up store reacts to this shift in values with a subtle design language and takes up the Biogena brand's value orientation", explains Markus Schwitzke, managing partner of Schwitzke Graphics GmbH.

The pop-up will be replaced by a permanent Biogena store in June. Schwitzke continues to provide support for its client's further expansion with a new flagship store in Vienna.

#### **About Schwitzke Group:**

For over 25 years, the Düsseldorf-based retail specialists of Schwitzke have stood for successful brand and retail concepts and are among the biggest offices in Europe. With a total of 180 employees in the locations Düsseldorf, Berlin, Dubai, Krakow and Paris, the group of companies works for many renowned brands and retailers worldwide.

#### **About Biogena Group:**

Biogena Group deals with the topics of health, nutrition, and knowledge. The group's turnover in the business year 2014/2015 amounted to roughly EUR 21 million. The group is expanding strongly and currently employs approx. 250 staff in its locations in Salzburg, Vienna, Graz, Linz, Freilassing, and Natternbach. The company attaches great importance to sustainability and has received a number of awards for this, among them the Salzburg Business Award 2014 for Responsible Entrepreneurship. In 2015, the company was elected as one of Austria's best employers.

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