



PRESS RELEASE

Vizona: Engineering and implementing retail concepts

Vizona symbolises project expertise in the field of shop fitting and has been designing the interiors of showrooms, service and consulting areas in the most varied sectors for many years. We are a project management and service company dealing with all phases of a project. Our offer ranges from advice on concept design and development of customised product systems right through to the implementation of entire concepts in new or modified buildings including craftsmanship such as floor laying, ceiling construction and installation of lighting. These concepts are designed together with freelance architects. Thanks to our international supply network we are able to offer a fast, economic and reliable implementation of high quality projects.

Our professional performance in logistics and the implementation of projects makes Vizona a reliable partner. Famous retail and service companies look to Vizona for their interiors. The versatility of Vizona solutions is proven daily in megastores, fashion boutiques, label stores, in department stores, showrooms and banks; and contributes to their economic success.

Vizona operates as a decentrally organised company with legally independent entities in Switzerland, Germany, France, Great Britain and the Netherlands. Moreover, Vizona works with partner organisations in various other countries.

Vizona is a Vittrashop Group company. The Vittrashop Group companies of Visplay (modular furnishing systems), Ansorg (lighting solutions) and Vizona are leading in the planning and realisation of sales rooms and lighting. If necessary, Vizona can combine the know-how of its sister companies in a comprehensive solution.

Founded as early as 1934, the company is able to build on its long-standing experience: It has been setting the standards in design and technology for decades. Quality plays an important part in the work we carry out for our customers. Thus, the processes both within the company and in cooperation with customers have been adapted to internationally accepted standards. In 1997, Vizona was the first company in the field of shop fitting to be certified according to DIN ISO 9001

Environmental protection is an important aspect for us, as well – the production processes are certified according to the DIN ISO 14001 environmental certificate.

Vizona Ltd.

Unit 2 Thame 40 Industrial Park

Jane Morbey Road

Thame

GB- Oxon OX9 3RR

T +44 (0)1844 268 468

F +44 (0)1844 268 469

www.vizona.com

E-Mail:info-gb@vizona.com



Vizona's core competencies

1. Engineering and implementing retail concepts

Vizona is able to implement any interior design idea. This makes Vizona a strategically important partner for retail companies and service providers. This partnership proves to be particularly successful in the realisation of multiplying international retail concepts. The interior design ideas and visions of retail architects and customers are the point of departure for the realisation of room design and the presentation of goods. This aspect expresses the core of Vizona and clearly shows that Vizona's USP is not bound to a certain product or material but that, in the last analysis, any interior design idea can be implemented by Vizona.

2. International presence and experience

This item takes Vizona out of the large number of store builders working locally, and makes Vizona particularly interesting to internationally operating retailers. Vizona operates as a service provider in all phases of project business. Vizona focuses on the development of custom-made product systems, final planning, the supply of interior design concepts and assembly, including the services of a general contractor.

3. Retail business competence

Our international presence ensures proximity to customers. The professionalism and speed of our service is complemented by excellent product quality and tested product safety. Vizona staff members have a pronounced retail business competence. Comprehensive international activities, a decades-long company history as well as substantial experience in different non-food retail concepts (textile, beauty, telecommunication, automotive, sports etc.) make Vizona completely familiar with the requirements of global retail business, and thus a valuable interlocutor for our customers in the mutual exchange of views.

4. Time and project management

Our staff have decades of experience, providing Vizona with comprehensive know-how in relation to time and content in the implementation of interior design projects. This competence means, particularly for internationally operating as well as large customers, reliable resources in the implementation of their own expansion goals. In this way, Vizona becomes an important factor in the achievement of the goals of our customers.



5. Full-service option

Vizona's competence is not limited to store construction. Vizona is able to provide general contractor services for customers. The fact that we have the best and most comprehensive system product in Visplay and excellent lighting engineering in Ansorg within our own Group provides our customers and us with the possibility of tailoring the services to the respective requirements.

6. Productive capacity for multiplying and large-area retail concepts

We have noticed a uniform tendency towards concentration in the respective markets of almost all countries. In traditional forms of distribution, the acquisition of and merger with competitors is perceived as a strategic company goal and leads to larger and larger enterprise units. In vertical retail concepts, speed, expansion and swift growth are the basis for the successful implementation of company business models. Both groups have, which is only logical, the need for a respectively large store construction partner who can also handle large volumes of the respective interior design requirements.

7. Global Sourcing und our own manufacturing facilities

Our customers do not only require us to cope with large volumes in different markets as described above but demand a competitive price level, too. The introduction of Vittrashop Logistik provided Vizona with a professional supply chain management and an efficient purchasing organization which – supplemented by the strategic procurement management – has access to procurement markets worldwide. Having transferred the main production to Hungary, Vizona is in a position of supporting its customers as a competitive interior design partner in a convincing manner.



Vizona tradeshow stand

The trade show architecture of Vizona is inspired by the principle of stacking and layering. Current examples of such principles are the Museum of Contemporary Art in New York of the Japanese architects of Sanaa, and the VitraHaus of Herzog and deMeuron at the company headquarters in Weil am Rhein. For a tradeshow stand, this “stacking and layering” composition principle is rather unique and memorably inventive.

The 20x19 metre stand square is shaped by monumental coloured beams stacked to a height of 6 metres. From the outside, the coloured beams symbolise the European branch offices and locations of Vizona, thus underscoring Vizona’s international focus.

Recessed corners grant an insight into the internal world of Vizona as you recognise the delicate predominantly white interior. You enter the interior of the trade show stand through the open corners. Here the structure and layers become more fragmented forming a bright sequence of lounges and showrooms. It is the series of abstract rooms of 6 metres in height where Vizona presents its competence: The assumption of the entire organisation and realisation of shop structures on an international level. The tradeshow stand creates an impressive aura of associations without resorting to banal reproductions of concrete shop situations. Unobtrusively integrated visuals in the interior point out the seven core competencies of Vizona.

With this architecturally and artistically sophisticated tradeshow stand, Vizona refers to the origin and comprehensive project competence of the company. Vizona uses this language derived from art and architecture to emphasize its unique position and to be deeply anchored in the memories of visitors.

Please let us have a specimen copy. Thank you.

For further information and pictures, please contact: Vizona Ltd., Unit 2 Thame 40 Industrial Park, Jane Morbey Road, Thame, GB-Oxon OX9 3RR, T +44 (0)1844 268 468, F +44 (0)1844 268 469, E-Mail:info-gb@vizona.com, www.vizona.com