



## PRESS RELEASE

### **Vizona creates a brand experience for employees Vizona designs a customer centre for employees at Daimler in Sindelfingen**

In Sindelfingen, Daimler AG's largest location, a customer centre for employees designed by Vizona is set to open. There, staff can have their vehicles configured to suit their individual needs and take receipt of the altered vehicles upon completion.

The customer centre is subdivided into various areas, which were designed with regard to the intensive brand experience seen by visitors. The quality interior translates Daimler's brand values into a sophisticated design concept. The materials used for furniture and shopfitting elements provide the customers with a feeling of modern luxury and invite visitors to explore and enjoy the scenery.

At the heart of the customer centre, the "Stage" draws particular attention: this is where the highlight vehicle is presented. The floor is a stone carpet made to imitate asphalt and the black glass walls with screens in the background can be altered to create impressive visuals, as required.

At the "Hospitality" counter, the customers and their wellbeing are at the forefront. Here, they can enjoy a nice coffee, exchange ideas, and learn useful information at the top-quality high table, which has two integrated touch-screen displays. Vizona participated in the development of the elaborately manufactured, quality sofa. On the wall, the impressive Daimler star catches the eye.

The 20 conference rooms offer a private space for employees and customers to discuss their options and sign the purchase contracts at dynamically cut tables with carefully produced rounding made from HPL. The large black media walls can be used to visualise the design options in these rooms, too.

For this project, Vizona was able to draw from its comprehensive expertise in the premium segment. In addition to project management and concept consulting, Vizona has also taken over such services as prototyping, production, and delivery and installation of the elements.

### **Object data**

Client:	Daimler
Project:	Customer centre for employees in Sindelfingen
Opening:	August 2018
Shopfitter:	Vizona, Weil am Rhein
Architect:	Graft Berlin
Photographer:	Bettina Matthiessen (Germany), © Vizona

### **About Vizona**

Vizona's strength derives from a combination of market know-how, technical expertise and international presence: Vizona implements store concepts for retailers and brands across the globe. The company's focused project teams work closely with customers and architects. Vizona's competitive edge is heightened by the use of in-house manufacturing facilities and an efficient network of supply chain partners. Product quality and safety, and a passion for detail are core corporate values.