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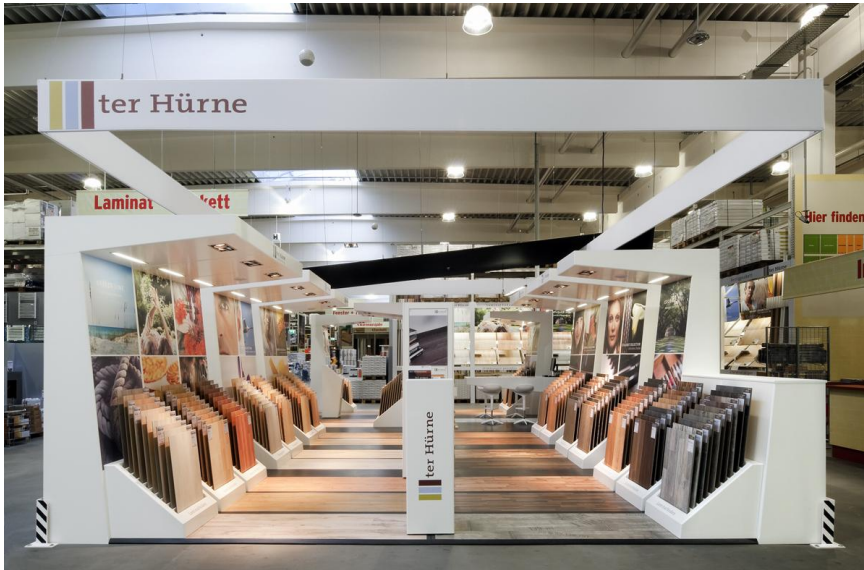
## **"Live a unique life!" The shop-in-shop concept for Max Bahr in Regensburg**

On 19 November 2009, Max Bahr in Regensburg opened an exclusive home improvement store for trade and public. The newly developed "shop-in-shop" concept for floor, wall and ceiling coverings from ter Hürne is one of the highlights offered by the 10,000 m<sup>2</sup> large premium DIY store. This showroom demonstrates the clear positioning of the newly created "ter Hürne" brand in a quality-driven and service-oriented market segment. Taking this step will further extend the reach of the sales organisation among its discerning target group. The corporate philosophies of the two long-established companies have many values and objectives in common.

### **Emotional exhibition**

The spacious, trend-setting presentation showcase covers an area of more than 100 m<sup>2</sup> and focuses entirely on personal individuality. The modern, modular architecture was designed by Franz Jonas GmbH & Co. KG, a company based in Oberhausen that enjoys a reputation as a specialist for trade fair and exhibition design. The products are cleverly spotlighted by the very latest in lighting technology, which is also used to add highlights in the fashion industry, for example. The presentation is supported by unusually powerful image worlds. Visitors can use the furnishings in their home to emphasise their own personalities, which elevates the exhibition to an emotional experience for the senses.

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Open, severely simple, state of the art: the modular shop-in-shop concept

### **Intuitive orientation**

Recent findings in the fields of brain research and neuromarketing formed the basis for the underlying idea of "colour before format". The orientation of the presentation is simple and intuitive, in spite of the wide range of diverse products. The unique colour concept for laminate floors, engineered parquet flooring, solid wood planks and panels achieves this with the use of expressive motifs and large-scale product samples. All of the product ranges are sorted by the moods exuded by the colours and reflect very specific human natures and the associated furnishing styles. Everyone will find a mood here that appeals to them emotionally. Quality and innovation are, however, by no means less important for ter Hürne, a company that is family owned and run. Special developments that enhance the comfort of living with real wood or decor floors or panels are showcased attractively and explained in detail. Ultimately, top quality selling can only function as a symbiosis of presentation and

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innovation - a model that has proven its worth for ter Hürne's classical showroom elements as well.



Strong image worlds provide an appealing frame for the presentation of the product range

### **Competent advice and comprehensive service**

In addition to the inspiring product worlds, discerning customers can also look forward to receiving competent and practically-oriented advice in the ter Hürne showroom. For example, they can learn which type of floor best suits which requirements, what an individually planned room looks like in 3-D perspective, or how a project is managed from start to finish. The measuring and installation service is, of course, also available to all customers. At the beginning of 2009, its strict philosophy of "everything from a single source" made Max Bahr the first DIY store to receive certification for its service quality from TÜV Süd.

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### **ter Hürne – a brand you would expect to find only in specialist markets**

The values of the ter Hürne brand are reflected by the high standards of competence, innovation and design that the company sets itself. The analysis of target groups, which is performed for the company by GfK (consumer goods research company), shows that only some of the target group is reached through the well-established structure of specialist retailers. Ensuring widespread availability for the relevant groups of potential buyers is, however, essential to establish the overall brand. Nationwide brand communication raises the number of potential customers, which benefits all of the sales channels. After all, only a very small subset of customers who buy from DIY and specialist stores has been identified. This ensures the important prerequisites for a successful brand policy that will create clear preferences and tangible added value.



The space and aids needed to provide comprehensive advice

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