

1

Shop Fitting & Store Design

1.1

Shop Fitting & Store Design

- 1.1.1 Shop architecture and store design
- 1.1.2 Shop planning
- 1.1.3 Project management
- 1.1.4 Seating
- 1.1.5 Merchandise presentation tables
- 1.1.6 Mirrors and mirror systems
- 1.1.7 Garment display racks, display stands
- 1.1.8 Fitting rooms
- 1.1.9 Sales containers
- 1.1.10 Sales counters
- 1.1.11 Showcases, display cases
- 1.1.12 Wall systems
- 1.1.13 Shelf systems
- 1.1.14 Heavy-duty shelving
- 1.1.15 Packaging equipment
- 1.1.16 Indoor playrooms
- 1.1.17 Free standing fixtures
- 1.1.18 Customer guidance Systems

1.2

Materials & Surfaces

- 1.2.1 Flooring
- 1.2.2 Floor-cleaning equipment
- 1.2.3 Surface materials
- 1.2.4 Wall coverings
- 1.2.5 Ceiling systems
- 1.2.6 Building materials
- 1.2.7 Armatures
- 1.2.8 Acoustic solutions

1.3

Shopping trolleys and baskets

- 1.3.1 Shopping trolleys
- 1.3.2 Shopping baskets
- 1.3.3 Shopping trolley parking boxes
- 1.3.4 Cleaning of shopping trolleys
- 1.3.5 Castors and wheels for shopping trolleys
- 1.3.6 Shopping trolley conveyors
- 1.3.7 Accessories for shopping trolleys

2

Visual Merchandising

2.1

Mannequins/figures

2.2

Display heads and busts

2.3

Torsos

2.4

Body frames, hangers

2.5

Accessories for mannequins and figures

2.6

Decorating and visual merchandising services

2.7

Visual merchandising software

3

Lighting

3.1

Lights

- 3.1.1 Exterior lighting
- 3.1.2 Lights for accent lighting

3.1.3

Lights for general or ambient lighting

3.1.4

Façade lighting

3.2

Lamps

3.2.1

Operating equipment for lamps

3.2.2

LED Lamps

3.3

Lighting planning and lighting systems

3.4

Lighting control systems

4

Food Service Equipment

4.1

In-store bakery points

4.2

Baking and pizza ovens

4.3

Deep fat fryers

4.4

Combination steam cookers

4.5

Microwave ovens

4.6

Rotisseries and grills

4.7

Stoves

4.8

Dishwashers

4.9

Packaging machines

4.10

Coffee machines

4.11

Ice cream makers

4.12

Food service machines/slicing machines

4.13

Kneading machines

4.14

Peeling- and cutting machines

4.15

Lettuce and vegetable washing machines

4.16

Juice extractor

4.17

Kitchen appliances

4.18

Cutlery/dishes/glasses

4.19

Extraction units

4.20

Airhygiene

4.21

Other

5

Refrigeration & Energy Management

5.1

Refrigeration systems/Refrigeration cabinets

5.1.1

Refrigeration cabinets, deep-freeze units

5.1.1.1

Refrigeration cabinets (shelves, island units, chests)

5.1.1.2

Deep-freeze units cabinets (shelves, island units, chests)

- 5.1.1.3 Ready-to-connect refrigeration units and deep-freeze units
- 5.1.1.4 Refrigerated counters
- 5.1.1.5 Accessories
- 5.1.2 Frozen food display cabinets, refrigeration systems, heat recovery systems
- 5.1.3 Refrigerated and deep-freeze storage
- 5.1.4 Cold rooms, deep-freeze rooms
- 5.1.5 Equipment for refrigerated and deep-freeze storage

5.2 Building service engineering and energy management

- 5.2.1 Heating, ventilation and air conditioning
- 5.2.2 Doors, door systems
- 5.2.3 Air curtain systems
- 5.2.4 Building automation and control systems
- 5.2.5 Renewable energies (systems and equipment)
- 5.2.6 Waste disposal, recycling, cleaning
- 5.2.6.1 Waste containers, containers for recycled raw materials
- 5.2.6.2 Waste compactors and grind
- 5.2.7 Energy management/Energy monitoring

6 Retail Marketing

6.1 Digital marketing solutions

- 6.1.1 Loyalty management solutions
- 6.1.2 Mobile marketing solutions
- 6.1.3 Mobile couponing
- 6.1.4 In-store navigation
- 6.1.5 Location based services
- 6.1.6 Smartphone apps
- 6.1.7 Smart fitting rooms
- 6.1.8 Digital signage solutions
- 6.1.9 Screens and LED walls
- 6.1.10 Customer screens for checkouts and scales
- 6.1.11 POS kiosk systems
- 6.1.12 Customer feedback terminals
- 6.1.13 Content management for digital POS media
- 6.1.14 In-store audio solutions

6.2 Fragrance marketing

- 6.3 POS/POP displays
- 6.3.1 Acrylic and plastic
- 6.3.2 Cardboard
- 6.3.3 Paperboard, corrugated paperboard
- 6.3.4 Permanent displays
- 6.3.5 Temporary displays
- 6.3.6 Thematic displays

6.4 Printing/signage/decoration

- 6.4.1 Animation, revolving stages
- 6.4.2 Dangers
- 6.4.3 Plastic films, adhesive lettering
- 6.4.4 Graphic decoration elements
- 6.4.5 Light boxes
- 6.4.6 Neon signs
- 6.4.7 Illuminated signs
- 6.4.8 Illuminated decorations and accessories
- 6.4.9 Poster printing, large-format printing
- 6.4.10 Seasonal decorations, decorations for special industries and themes
- 6.4.11 Price signs
- 6.4.12 Textile decorations
- 6.4.13 Product, price and size labels

- 6.4.14 Special figures
- 6.4.15 Fabric figures

6.5 Outdoor advertising

- 6.5.1 Inflatable advertising media
- 6.5.2 Digital advertising systems
- 6.5.3 Large banners, façade coverings
- 6.5.4 Poster advertising
- 6.5.5 Promotional vehicles
- 6.5.6 Transport media
- 6.5.7 Services

6.6 POS marketing services

- 6.6.1 Merchandising companies
- 6.6.2 HR promotion agencies
- 6.6.3 POS marketing agencies
- 6.6.4 POS market research

6.7 Mobile outlets

- 6.7.1 Sales vehicles
- 6.7.2 Sales pavilions, stands
- 6.7.3 Marquees

6.8 Advertising materials

- 6.8.1 Banners
- 6.8.2 Shopping bags
- 6.8.3 Promotional merchandise

7 Retail Technology

7.1 Omnichannel/E-Commerce solutions

- 7.1.1 Omnichannel integration
- 7.1.2 Click & collect solutions
- 7.1.3 Online shop systems/platforms
- 7.1.4 Online marketing solutions
- 7.1.5 Social media scanning
- 7.1.6 Trustmarks for online shops
- 7.1.7 Fulfilment

7.2 Analytics

- 7.2.1 Analysis tools for customer data, CRM software
- 7.2.2 Data warehousing
- 7.2.3 Big data management
- 7.2.4 Customer tracking
- 7.2.5 Price management
- 7.2.6 Auditing/financial controlling
- 7.2.7 Loss prevention
- 7.2.8 Predictive analytics

7.3 Payment systems

- 7.3.1 Card terminals, EFT terminals
- 7.3.2 Background operation, network operation, processing
- 7.3.3 Contactless payment systems, NFC solutions
- 7.3.4 Mobile payment solutions
- 7.3.5 Online payment solutions
- 7.3.6 Chip cards, chip & pin solutions
- 7.3.7 Biometric payment systems

7.4 Robotics

- 7.4.1 Service robots
- 7.4.2 Robots for stock-taking and stock management
- 7.4.3 Robots warehousing and order picking

7.5	Merchandise management (ERP)	7.12.3	Software for data provision
7.5.1	Merchandise systems, ERP solutions	7.12.4	Integrated scale/checkout systems
7.5.2	Stock management software	7.13	Merchandise surveillance
7.5.3	Merchandise planning, forecasting systems	7.13.1	Anti-theft displays and tags
7.5.4	Space management software, category management	7.13.2	Electronic article surveillance
7.5.5	Workflow management, document archiving	7.13.3	Customer guidance systems
7.6	POS software	7.13.4	Security leash systems
7.6.1	Checkout software	7.13.5	Mechanical merchandise surveillance
7.6.2	Self-checkout/self-scanning software	7.13.6	Source tagging solutions
7.6.3	POS communication software	7.13.7	RFID merchandise surveillance solutions
7.6.4	Software for mobile devices	7.13.8	Security tags
7.7	POS hardware	7.14	Surveillance installations
7.7.1	Checkout hardware	7.14.1	Electronic shopping trolley management systems
7.7.2	Checkouts	7.14.2	Customer frequency measurement
7.7.3	Self-checkout, self-scanning systems	7.14.3	Mirror surveillance
7.7.4	Cash management solutions	7.14.4	Video surveillance systems
7.7.5	Touchscreens	7.15	Access control
7.7.6	Cash drawers, checkout drawers	7.15.1	Electronic access control
7.7.7	Keyboards	7.15.2	Mechanical access control
7.7.8	POS printers, coupon printers	7.15.3	Security systems for emergency exits/escape routes
7.7.9	Scanners	7.16	Cash management, storage and transport
7.7.10	Reverse vending systems (returns)	7.16.1	Money counting systems
7.7.11	Retail vending systems	7.16.2	Coin and banknote counterfeit detectors
7.7.12	Display and poster printing systems	7.16.3	Cash management and transport services
7.7.13	Mobile data capture devices	7.16.4	Safes
7.7.14	Smartphones/tablets	7.17	Security services
7.8	Supply Chain Management	7.18	Services
7.8.1	EDI solutions	7.18.1	Implementation of ERP systems
7.8.2	Supplier management	7.18.2	Implementation of POS solutions
7.8.3	Web-based supplier portals, extranet systems	7.18.3	Maintenance of central hardware
7.8.4	E-procurement solutions	7.18.4	Maintenance of store/outlet systems, field service
7.8.5	Fleet management	7.18.5	Operation of ERP systems
7.8.6	Terms and conditions management	7.18.6	Operation of POS systems
7.8.7	Tracking & tracing	7.18.7	Cloud-based IT services
7.8.8	Warehouse management	7.18.8	IT consulting
7.8.9	Picking and packing systems	7.18.9	IT security
7.9	Price labelling	7.18.10	Other IT services
7.9.1	Electronic shelf labels (ESL)	8	Expo & Event Marketing
7.9.2	Labels and price tags	8.1	Exhibition stand construction/event construction
7.9.3	Label printers	8.1.1	3-D CAD systems
7.9.4	Manual labelling systems	8.1.2	Display manufacturers
7.9.5	Price and labelling machines and systems	8.1.3	Trade fair contractors
7.10	Communication technologies, networks	8.1.4	Installation companies
7.10.1	Store connectivity solutions	8.1.5	System manufacturers
7.10.2	RFID solutions	8.1.6	Suppliers for exhibition stand construction
7.10.3	Wireless solutions	8.1.7	Decoration construction/stage construction
7.10.4	Network management	8.1.8	Marquees
7.10.5	IoT solutions	8.2	Communication design
7.11	HR Management	8.2.1	Planning and design
7.11.1	Workforce management systems	8.2.2	Brand communication
7.11.2	Payroll accounting systems	8.2.3	Theme displays
7.11.3	Time-tracking systems		
7.11.4	E-learning software		
7.12	Weighing technology		
7.12.1	Scales		
7.12.2	Printing systems and accessories		



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8.3 Brand communication and live communication

- 8.3.1 Communications agencies
- 8.3.2 Marketing event agencies
- 8.3.3 Promotion/sales agencies

8.4 Event engineering

- 8.4.1 Imaging
- 8.4.2 Stage engineering
- 8.4.3 Lighting engineering
- 8.4.4 Media and AV engineering
- 8.4.5 Projection engineering
- 8.4.6 Special effects
- 8.4.7 Sound engineering
- 8.4.8 Production companies

8.5 Furnishing

- 8.5.1 Flowers and decoration
- 8.5.2 Flooring/cavity floors
- 8.5.3 Decoration construction
- 8.5.4 Double-storey systems
- 8.5.5 Graphics, signage, banners
- 8.5.6 Rented furniture/furnishings
- 8.5.7 Staircase systems
- 8.5.8 Fabrics, films, sails
- 8.5.9 Wall systems, ceiling systems

9 General services

9.1 Market research companies

9.2 Trade associations, research institutes

9.3 Publishers, trade journals

9.4 Miscellaneous