

CREATING THE ULTIMATE SHOPPING EXPERIENCE, CLOSE TO YOU

During EuroShop visitors will be able to view the whole of ITABs products and solutions portfolio in one stand. We had a chance to sit down with Ulf Rostedt, CEO at ITAB Group, and talk about EuroShop 2017.

What will be the news from ITAB at EuroShop 2017?

- During EuroShop we will be able to view a number of new inspiring shop concepts and solutions, says Ulf Rostedt.

-We will demonstrate the first self-checkout range for the fashion industry. This is something we have never seen before, enabling fashion retailers to offer their customer a convenient and fast self-checkout experience.

ITAB continue to develop its vision about the store focused on service and experience. The EasyFlow system for automatic checkout we now take in to the aisles of the store and launching the new AirFlow system based on MatchX technology from Easy-Flow. AirFlow will automatically register article transactions as you pick it from the shelf.

- We call it Pick&Go, the concept works similar to AmazonGo. As a concept demonstration, it is the next strategic step in our development to transform the checkout process in stores. I am convinced that this will become one of EuroShop's major attractions!

- In lighting we will showcase new linear lighting solutions and intelligent lighting systems.

ITAB will also show the latest developments in digital solutions where we connect the consumer with the brick and mortar store making sure to have one seamless and integrated customer experience at the store level.

You say, "Creating the ultimate shopping experience, close to you!" What do you mean by that?

- For us it is essential to listen to the customer, think like the consumer, and act in the local market, close to the customer. We also want customers to understand the benefits of our solutions across our entire product portfolio, together with the logistical advantages of our global presence.

Continued on page 4.



Ulf Rostedt, CEO at ITAB, are looking forward to EuroShop where ITAB will show some of their products and solutions for the future.



Hans Petter Lund, Design Manager at ITAB and creator of the ITAB stand at EuroShop 2017.

THE ITAB STAND

We also met Hans Petter Lund, Design Manager at ITAB and creator of the ITAB stand. Read about how he describes his vision for the ITAB stand.

The stand has been branded "ITAB Group", as it will showcase the strength and range of solutions across all areas of the store. There will be sections for fashion, food, checkout arena including self-checkouts, pharmacy, lighting and an innovative "future shop", situated in an inviting and engaging environment.

A food court is located in the middle of the ground floor, which will serve healthy and organically produced food and beverages, to give a suitably contemporary approach.

- We want our visitors to feel as if

they've just walked into an exciting retail space, explains Hans Petter.

- We want them to experience marvel, socialize and have a really good time when looking at our products and witnessing our instore solutions.

The lounge area on the second floor will serve delicious food and drinks, and there will also be comfortable seating and areas to converse and socialize, as well as entertainment.

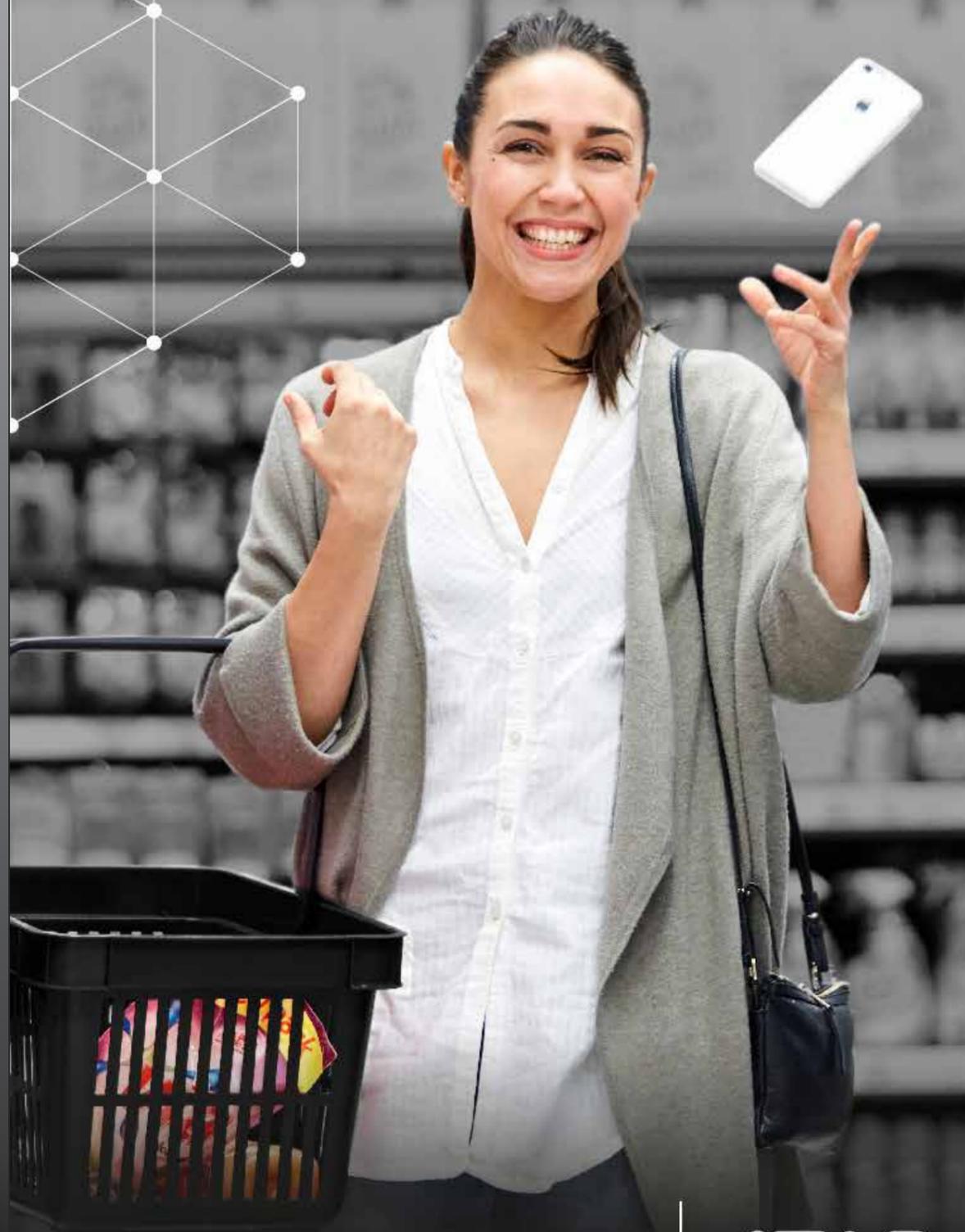
Our focus on sustainable solutions made us choose core material as wood, with a floor colour graduating from black to light grey to accompany the natural feel of the walls.

- The stand is designed to give a clean and clear background which places the focus on the solutions, experience and people of ITAB.

“ It will soon be time for EuroShop 2017 and it will be a fantastic experience. We will have the opportunity to show our whole offer in the same place. Don't miss the opportunity to visit us in Hall 13 /A15 and see our innovative new products and solutions!
Ulf Rostedt, CEO ITAB

Pick & GO with AirFlow

Future mobile self check out is in the air....



COME VISIT US AT HALL 13/A15

ITAB
GROUP

Continues from page 1.

Consumer behavior and ways of shopping have changed dramatically, and will continue to change; as a result, there are now many more demands on the store today in terms of shopping missions and omni-channel service options.

-We want retailers to know that ITAB, with the help of our broad solutions and competence, can help to create more effective store solutions where consumer experience is at the centre.

Why should the customer choose ITAB as a partner?

- We are now a global player with local presence, currently operating in 30 countries, with production in 20 of these. We are close not only to our customers but also to their local markets. Due to having our own production facilities, we can assure our customers of production efficiency, product quality and delivery reliability, all provided with a focus on cost-efficiency and sustainability.

- Furthermore, we constantly endeavor to create solutions, which anticipate upcoming market trends and consumer behavior, as the ideas on our stand at EuroShop will show. As I see it, we have a unique offer!

How has the ITAB Group developed since last EuroShop?

- Over the past three years we have enhanced our offer, developing new and innovative products and solutions. In addition, we have made several acquisitions and strengthened our market position.

ITAB is represented with sales offices in 30 countries and has 20 production facilities around the world.

In 2016, you acquired La Fortezza Group. What is the major benefits for ITAB, La Fortezza and your customers?

- Our latest acquisition is La Fortezza Group, which you can visit in Hall 14/C36. The acquisition gives ITAB a broader and stronger market position in Europe, with a local presence in southern Europe, Russia and South America.

- Through the acquisition, La Fortezza can offer ITAB's product and solutions portfolio within the checkout arena and professional lighting areas.

- We have also gained access to La Fortezza's strong position within the FMCG and DIY sectors, and can offer a broader concept range for the specialist retail trade in southern Europe. The ITAB Group has also expanded its global presence, which is becoming more and more important for our larger customers.

About ITAB

ITAB Group creates, develops, manufactures and installs complete shop fitting concepts and solutions for retail chain stores.

The all-inclusive offer includes custom-made fitting concepts, innovative solutions for the checkout arena, and professional lighting systems. ITAB have extensive experience of working as the principle contractor in charge of fitting out new, or refurbishing existing, shops and entire chains of stores.

Through organic growth and strategic business acquisitions, ITAB is today one of Europe's leading players. The market position stems from a broad geographic spread with own efficient production facilities, a working model that focuses on 'cradle-to-cradle' project management, as well as a unique portfolio of display, service and lighting solutions and products.

During EuroShop 2017 you may follow ITAB at Instagram: [itab_group_euroshop2017](#) [#itabateuroshop](#)

