

WOOD SELLS BEST

UNIQUE REAL WOOD SURFACES
ADD VALUE TO YOUR RETAIL
ENVIRONMENT, BRAND & PRODUCT



Hardwood Excellence.



“DANZER HAS BUILT A REPUTATION AS A COMPANY THAT IS WILLING TO REALIZE ANYTHING IN WOOD THAT DESIGNERS AND THEIR CLIENTS CAN DREAM UP. WE STRIVE TO PROVIDE THE BEST QUALITY AND SERVICE WHILE MAINTAINING A KEEN FOCUS ON INNOVATION AND SUSTAINABILITY. WE DELIVER *HARDWOOD EXCELLENCE* WITH A GLOBAL REACH.”



www.danzer-retail-solutions.com

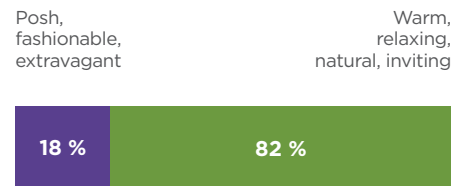
WOOD – THE MOST SOUGHT AFTER MATERIAL FOR RETAIL ENVIRONMENTS

How do people perceive materials and surfaces in their surroundings?
Does wood matter in this context?
This is what we wanted to find out when we started our market research project.
The results show, that materiality matters and that wood is a first choice material.

DANZER'S MARKET RESEARCH FOR RETAIL

- **People prefer wood in stores:** wood creates a warm and relaxing environment. Research shows that customers spend more time in retail environments they like.
- **People distinguish real wood from fake:** real wooden surfaces are the main ingredient for an appealing and authentic retail environment. They inspire trust and convey high quality.
- **Wood boosts sales and profit:** authentic wood elevates the shopping experience and perceived product value. Successful companies already apply these learnings.

Customers want Retail Store Interiors to be ...
% of respondents who prefer ...



Original Question: Which of the following attributes must the interior design of a retail store have?

Desirability of materials for Retail Stores
% of North American participants who find ...



Original Question: How desirable do you find which material for the interior design of a mid-range retail store?

WOOD CONVEYS WARMTH, COMFORT & AUTHENTICITY



Year of study: 2018
Study sponsor: Danzer
Objective: Understand consumers attitude towards different materials including wood
Regions covered: North America and Europe
In-depth questions: 33
Respondents (sample size): 1,050 in the U.S. (Additionally 3 focus groups in New York, Chicago and Philadelphia)

THE BRAINS BEHIND WOOD

Danzer stands for Hardwood Excellence.
We offer you a big variety of certified high quality wood surfaces on a global scale that fit any retailer's brand and budget – for a memorable customer experience and added value to your retail environment, brand and product.

YOUR QUALITY HARDWOOD PARTNER FOR AUTHENTIC & INNOVATIVE SURFACES

- Largest selection of natural veneers directly from the source
- True species engineered veneers
- Custom solutions for individual designs in wood across surfaces
- High quality product and global service for your peace of mind
- Responsible, sustainable and authentic Hardwood



SERVING THE RETAIL VALUE CHAIN



We interact with every player in a retail project - from early design concept through prototyping and development stages to the delivery of a consistent quality product. We are happy to discuss your project in detail!

CONTACT INFORMATION

In case of product / project related questions or sample needs, our sales team is happy to provide further details.



North America:
Phil Tomasello
 Director Specification Sales
 T: + 1 724 987 2991
 phil.tomasello@danzer.com



Europe:
Gertraud Storz
 Director Specification Sales
 T: + 43 664 8415 243
 gertraud.storz@danzer.com

