

**HÄFELE**



# THINKING AHEAD. IN THE STORE.

Intelligent solutions. That inspire your customers.

# STYLISH AND SECURE.

## 360° COMPREHENSIVE STORE SOLUTIONS BY HÄFELE.

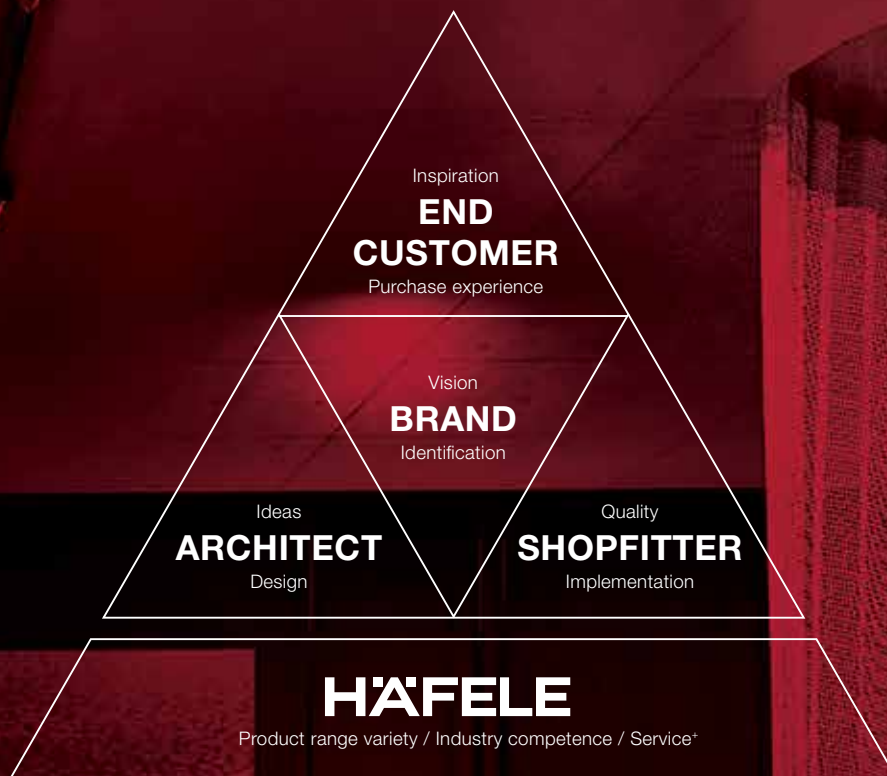
Häfele's globally present project specialists are solution-oriented partners for architects, shopfitters, and operators. From planning, tendering and implementation to operation, they assist you in all project phases. They fulfil the individual requirements of each project thanks to professional consultation and a comprehensive service offering such as lighting planning, locking map creation or tender texts.

### YOUR HÄFELE ADDED VALUE

- Broad product portfolio.
- Specialist expertise.
- Process support during all project phases.
- Logistics expertise.
- Implementation know-how.
- After sales service.







## CHALLENGES & SOLUTIONS

Atmosphere, orientation, organisation, functionality, networking and security are key aspects of store planning. With its 360° comprehensive store solutions, Häfele offers a large product range and manufacturer-independent consulting for the best solution in your retail project. For example, having a locking map created by Häfele makes it simple to use the system – even while meeting the most complex security and authorization requirements. And because of the digital start-up via smartphone we guarantee that everything will run smoothly – even if there are changes during operation. Plan and realise everything with Häfele as your partner – from access control systems, fittings, and lighting to accessories. With globally extraordinary logistics and regional contacts in the area.

# DISCOVER AND EXPERIENCE THE STORE.

Step inside our Black Forest Experience Flagship Store.

Häfele impresses its retail customers with comprehensive experience and a wide variety of products. Experience the impressive interaction of the Dialock electronic access control system and the Loox LED light product range, which are both skilfully combined with room lighting and acoustic solutions from Nimbus. Furniture handles, pull outs and construction fittings round off the store offer of the international hardware specialist from the Black Forest. Discover all the most relevant systems and products during a tour of the Black Forest Experience Store.

## HIGHLIGHT WALL AND SPECIAL PLATFORMS

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- > Loox and Nimbus light and acoustics solutions.
- > Shelving and bar railing systems.
- > Dialock battery-operated lock.
- > Handle product range.
- > Construction fittings.

## SHOP WINDOW AND ENTRANCE

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- > Loox and Nimbus lighting solutions.
- > Dialock access control.
- > Mechanical locking systems.
- > Fittings all to do with doors.
- > Slido sliding solutions.
- > Slido Wall mobile partition wall system.

## DISPLAY CABINET

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- > Loox lighting solutions.
- > Dialock electronic access control system.
- > Mechanical locking systems.
- > Handles.
- > Construction fittings.
- > Pull outs.
- > Mobile furniture foot for mobile display cabinets.
- > Shelves and shelf supports.

## LOUNGE AND CONSULTATION

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- > Loox and Nimbus light and acoustics solutions.
- > Table bases.
- > Shelves and shelf systems.
- > Pull outs.
- > Construction fittings.

## CHECKOUT

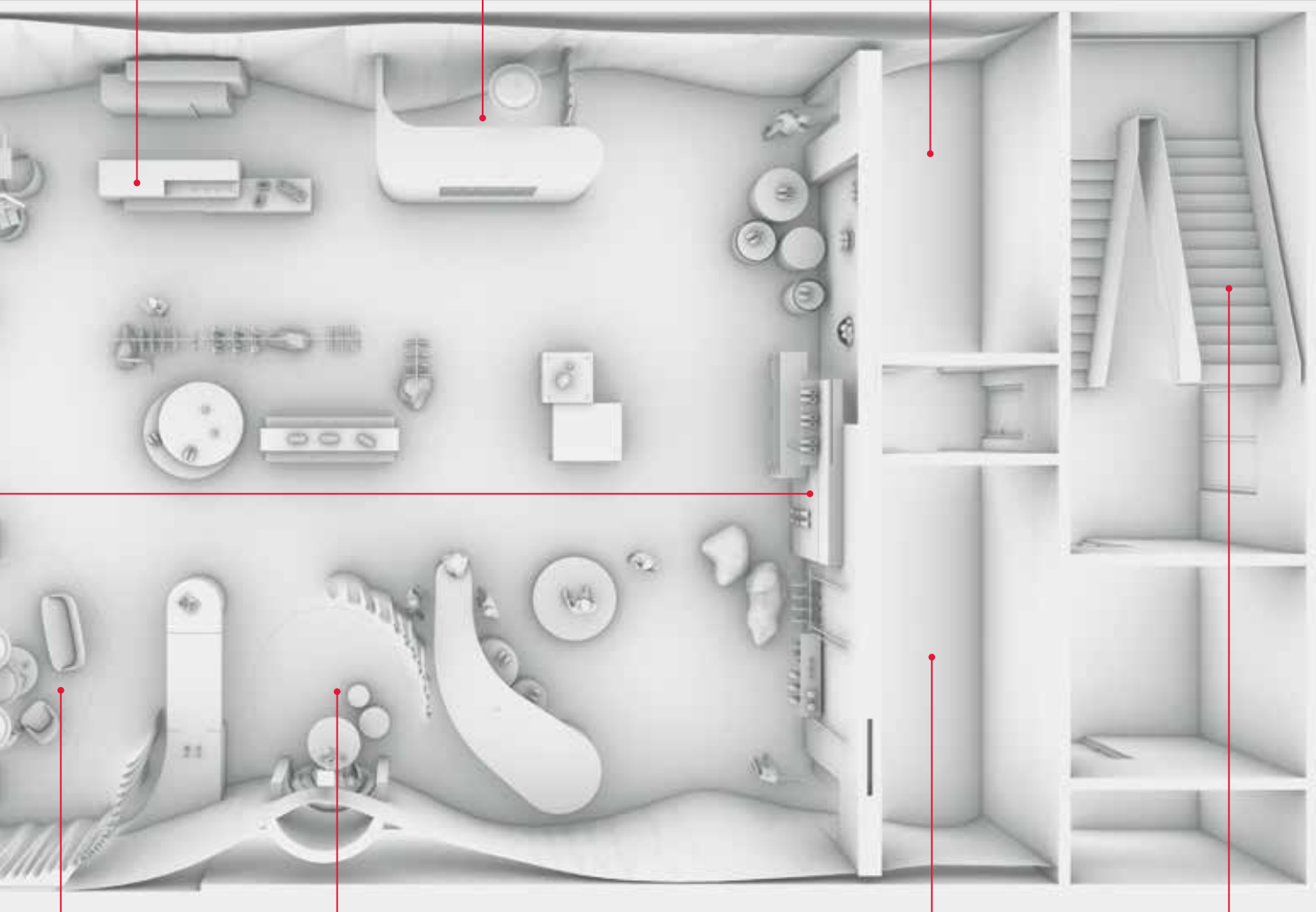
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- > Loox and Nimbus lighting solutions.
- > Dialock mechanical and electronic access control systems.
- > Handles and pull outs.
- > Access door fittings and sliding door fittings.
- > Pass-through for anti-theft device.
- > Wardrobe rails and coat hangers.
- > Hooks.
- > Construction fittings.

## CHANGING ROOM AND STORAGE

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- > Loox and Nimbus lighting solutions.
- > Rossoacoustic curtain.
- > Cloakroom solutions.
- > Ready-made mirrors.
- > Fastening systems.
- > Dialock access control.
- > Storage room solutions and shelf systems.



## BACK OFFICE AND STAIRWELL

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- > Dialock access control (with lift control).
- > Fittings all to do with doors.
- > Loox and Nimbus lighting solutions.
- > Handrail systems.
- > Storage space solutions.
- > Officys table bases incl. accessories.
- > Rossoacoustic acoustic elements.

# SHOP WINDOW AND ENTRANCE.

Set the scene perfectly – whether outdoors or indoors.

The first impression counts. Capture glances in store windows and entryways with attractive lighting solutions that show your product in the right light and illuminate its accents. Or rest assured with a convenient and secure electronic access solution to protect your attractive product range.

## CHALLENGES AND SOLUTIONS

- > Entryways must meet certain security requirements, provide protection against vandalism and be adapted to the specific store requirements (shopping mall, pedestrian area, ...).
- > They must be fully accessible and have clear movement routes, created in the Customer Journey.
- > Quick door operation, including during evacuation or power failure.
- > Well-secured presentation of products in shop window with inconspicuous fitting solutions.
- > Advantageous and flexible frontal illumination of products, without shadows.
- > Rapid and secure access for window design and redecorating, whether morning and evening (jewellers), seasonally or when collections change.



Then once the store closes, the scene switches to night mode. By placing discrete lighting accents, the staging accentuates the depth of the window space – while conserving energy at the same time.

## PRODUCTS

- > Dialock access control and mechanical locking systems.
- > Fittings all to do with doors.
- > Slido sliding solutions.
- > Loox and Nimbus lighting solutions.
- > Slido Wall mobile partition wall system e.g. in shopping malls.





## MORE SECURITY WITH HÄFELE.

Mechanical and electronic locking and access control systems can be optimally supplemented to meet customer requirements and can be easily integrated into the elegant, mobile Slido Wall partition wall systems.



## PLANNING SUPPORT RIGHT FROM THE START.

Having a Dialock locking map created by an experienced Häfele employee makes the display cabinets secure and easy to operate right from the start. If it's necessary to make a change, this can be configured easily at any time during operation using the Häfele My Dialock Manager app.



# DISPLAY CABINET.

Light, security and function in the smallest of spaces.

Product presentation as an experience. Perfectly arranged and illuminated products are fascinating and spark the viewer's interest in looking more closely and purchasing them. Display cabinets with the electronic Dialock access control system offer quick and easy unlocking and removal of the desired product. In addition, Dialock can activate different light staging to bring the product into better focus. Opening solutions include both handle-free operation as well as attractive handles and interactive haptics.

## CHALLENGES AND SOLUTIONS

- > Proper illumination, flexibly adaptable to the showcase items.
- > Products must be protected continuously against unauthorised access.
- > Rapid removal for presentation is provided as needed via sliding doors, hinged doors or drawers – but only with proper authorization.
- > Fittings consistent with the store concept, built-in invisibly, electronic or mechanical, for glass, wood and other materials designed for long-term, continuous use.

DIGITAL  
INNOVATION  
Häfele My Dialock  
Manager App.



## PRODUCTS

- > Loox lighting solutions.
- > Dialock electronic access control system.
- > Mechanical locking systems.
- > Handles.
- > Construction fittings.
- > Pull outs.
- > Mobile furniture foot for mobile display cabinets.
- > Shelves and shelf supports.

The purchase experience is significantly enriched when products are showcased with effective staging, industry-leading security and attractive illumination.

# HIGHLIGHT WALL AND SPECIAL PLATFORMS.

Customer experiences – agile and always newly fascinating.

Attractively designed and perfectly illuminated product and presentation islands invite customers to examine the object of their desire. Enthralling visualizations followed by flexible and changing staging, along with generously-sized storage areas, lead customers deep into the store. Mobile furniture makes it possible to change the design of the store's central zone, such as by transforming it into a catwalk or dancefloor for events.

## CHALLENGES AND SOLUTIONS

- > Variable staging and customer experiences.
- > Staging light, adaptable to different elements arranged on pedestals, shelves or horizontal presentation areas.
- > Modular furniture without cables that can be easily rearranged to meet changing requirements.
- > Compact fittings consistent with the brand's corporate design, e.g. harmonised colours and surfaces for handles and shelves.

### CUSTOMISED SOLUTIONS.

Products that can be tailored to your requirements.



Specialised and flexible illumination supports the staging of product highlights intended for special promotion.

## PRODUCTS

- > Loox and Nimbus light and acoustics solutions.
- > Shelving and bar railing systems.
- > Dialock EFL 30 battery-operated lock.
- > Mobile furniture foot for mobile furniture and modules.
- > Handle product range.
- > Construction fittings.



## MORE BRAND WITH HÄFELE.

We draw on our deep understanding of the sector to support and enhance your brand presence with tailored solutions – entirely according to your needs.





## MORE AMBIENCE WITH HÄFELE.

Light and acoustics perfectly combined in one product. With its glare-free light and warm wood as well as soundproofed fleece surfaces, the Lighting Pad Lounge supports a relaxed atmosphere in new store concepts.

# LOUNGE AND CONSULTATION.

Private atmosphere and personalised service.

We respect your privacy and want to inspire your creativity. That's why we offer an aesthetically-pleasing lounge and consulting stations that are as attractive as they are functional to accommodate special requests, discrete conversations or short breaks. Enjoy dialogue with your personal sales consultant, converse over refreshments or consult the media wall and our reading section for inspiration.

## CHALLENGES AND SOLUTIONS

- > The lounge simultaneously integrates and separates to create a comfortable atmosphere and increase customer loyalty.
- > Tablets and screens are provided for an enhanced customer experience, with personalised interfaces for variants and alternatives, image and fashion videos.
- > Personalised consultation in a private atmosphere with acoustic damping and optical privacy screening.
- > Accentuated illumination for examining products; the light staging changes from mood to spotlight at the press of a button.
- > Fittings and accessories that subtly provide functionality in the background.
- > Visually attractive table bases.
- > Documents securely locked away, yet rapidly accessible.



## PRODUCTS

- > Loox and Nimbus light and acoustics solutions.
- > Height adjustable table bases.
- > Shelves and shelf systems.
- > Pull outs.
- > Construction fittings.

Consulting station design is changing: the trend is now toward standing interactions, set in the comfort of a living environment.

# CHANGING ROOM AND STORAGE.

My personal microcosm – whether princess-themed or black tie.

Is the clothing item the right size? How's the fit – how do I look in it? Generously-sized changing rooms with excellent lighting and proper privacy safeguards are indispensable for an undisturbed fitting experience. This is where the decision is made. Moreover, a multi-functional storage space in the storage area is crucial for quick and reliable access to the product the customer wants.

## CHALLENGES AND SOLUTIONS

- > Protected from view, easy locking.
- > Staff provide convenient assistance by fetching alternatives from the close-by storage area.
- > Display surfaces and hanging display options: not too much, not too little.
- > True-to-life lighting scenarios, from daylight to candlelight dinner.
- > Invisible doors to the storage area, accessible only with authorisation.
- > Close to sales area, compact, easy to view and functionally organised.
- > Automatic doors are used to the greatest extent possible, to keep hands free for products.

EVERYTHING  
FROM ONE  
SOURCE.



## PRODUCTS

- > Rossoacoustic curtain.
- > Loox and Nimbus lighting solutions.
- > Cloakroom solutions.
- > Ready-made mirrors.
- > Fastening systems.
- > Concealed door with Dialock access control.
- > Storage room solutions and shelf systems.

Aside from curtains on rails, there are many other door and fittings solutions available for safeguarding privacy in the changing room. Inside the room, the optimal interior design includes garment hooks, mirrors, lighting and much more.





## MORE INVISIBILITY WITH HÄFELE.

Sufficient and functional storage space, both inside and outside the sales area, should be planned right from the start. And when the concealed door closes, hiding the storage area access nearly completely, the design concept can be extended without interruption.



## MORE SELECTION WITH HÄFELE.

A broad product range with a comprehensive selection of fittings, lighting solutions and accessories provides more than enough design freedom to create individually-tailored accents.

# CHECKOUT.

A win-win situation – now it's mine.

The checkout is where the product changes hands. The last impression remains with the customer, so exercising the proper care and service-oriented conduct is crucial for customer loyalty. Moreover, in-store activities can be expanded by integrating online offers: research online in-store before purchase, order online or offline – pick up in-store with cashless payment at checkout. The right solution for every type of customer.

## CHALLENGES AND SOLUTIONS

- > Attractive design is a key aspect of overall staging.
- > Proper illumination on both sides of the counter.
- > Money, valuables and important documents must be stored securely, on the one hand, yet rapidly accessible by authorised staff, on the other hand.
- > Adequate working area for theft prevention and unlocking in the counter area. This should be kept as free as possible.
- > Click & Meet | Click & Collect: Digitalisation continues to progress, enabling physical stores to provide customers with even more personalised service. This requires the appropriate hardware and software, as well as pick-up station, tote bags, tablets, apps, ...

### DIGITAL INNOVATION.

Order online – pick up in-store with mobile payment.



Attractive design and organisation of the checkout area as an unimposing yet central point of contact.

## PRODUCTS

- > Mechanical locking and electronic access control systems.
- > Loox and Nimbus lighting solutions.
- > Handles and pull outs.
- > Access door fittings and sliding door fittings for the storage space.
- > Pass-through for anti-theft device.
- > Wardrobe rails and coat hangers as well as hooks.
- > Construction fittings.



# BACK OFFICE AND STAIRWELL.

## Essential logistics.

Whether customers, employees, or suppliers. Sliding door fittings solutions harmonised with the store's visual design are perfect for providing access to administrative functions in the back office. With individual security, access control systems and light and acoustics solutions. Access and supply areas are essential to conveniently and reliably access sales areas – or quickly arrive at products and ensure smooth delivery of new goods. Access systems with lift control, fittings, illumination and multi-functional storage areas are the focus here.

## CHALLENGES AND SOLUTIONS

- > Documents securely locked away, yet rapidly accessible.
- > Doors to the storage and back office that are as invisible as possible (concealed door).
- > Meets all security requirements.
- > Shelf systems and storage are compact and can be rapidly reconfigured.
- > Office equipment, such as height adjustable table bases, locking filing cabinets, office lighting.
- > All organisational and system information is centralised (alarm system, key management, employee meetings and assignment planning, product ordering and inventory management, cleaning, coffee breaks).

### CONFIGURATION & MANAGEMENT.

Made easy  
with Dialock.



Benefit from committed employees by providing attractive and functional workspace design – including a back-of-house social area.

## PRODUCTS

- > Dialock access control (with lift control).
- > Fittings all to do with doors.
- > Loox and Nimbus lighting solutions.
- > Handrail systems.
- > Storage space solutions.
- > Officys table bases incl. accessories.
- > Rossoacoustic acoustic elements.



## MORE ORGANISATION BEHIND THE SCENES.

The entire back office – from office workstations to shelves, and staff kitchen, employee changing room and vanity – can be equipped with a broad range of Häfele products. The height adjustable JobTisch even promotes employee health.

# ALL TO DO WITH DOORS.

Mastering visual, functional and technical challenges.

Doors are complex systems that must meet various needs. Solid wood, light-weight honeycomb materials, laminates or glass. Hinged door or sliding door. Room crossovers or furniture doors. Regardless of the challenges that arise in your store, Häfele offers a suitable selection of fittings for all variants. Right from the start, care should be taken to ensure that the elements go well together in the design. It's the only way to ensure maximum planning and cost certainty. Moreover, doors should be modular in design to allow for versatile design options.

## DOORS AND THEIR REQUIREMENTS

- > Entryway, changing room, storage, back office, social and sanitary rooms, escape route, display cabinets, storage space, checkout.
- > Standard hinged doors, flush doors, double action doors, pivot doors, all-glass doors and sliding doors, incl. wall pocket solutions.
- > Protection against smoke, noise, fire and burglary.
- > Security and convenience.
- > Continuous operation, standards and certificates.
- > Installation and service solutions.



Display cabinet door.



All-glass door, mirrored.



Sliding door incl. wall pocket solution.





Concealed door, closed.



# DIALOCK – SIMPLY EASY. FUTURE PROOF.

The electronic access control system for the store.  
A smart system.

The requirements expected of electronic access control systems are rising: Secure and intelligent solutions for every requirement and project scale are in demand. The latest Bluetooth® Low Energy technology makes the electronic access control system from Häfele both future-proof and flexible. Configuration is made simple and can be done on a smartphone or other mobile device, or using the Dialock software for more complex projects. Uniform transponder technologies across the entire Dialock modular system also enable individual combination and central operation of door and furniture locks, with no need to switch systems.



[www.haefele.de/dialock](http://www.haefele.de/dialock)

## CONFIGURATION AND MANAGEMENT

Simple locking map creation, commissioning and management of access controls, either via programming and clearing key card, using the Häfele My Dialock Manager app or the Dialock Software.



## TRANSPONDER

Various key cards and key tags available; can be custom printed, if desired. Available technologies: Tag-it™ ISO, Mifare Classic EV1, Mifare DESFire EV1, Mifare DESFire EV2.





## CABLED FURNITURE LOCKING SYSTEM

The mains-powered electromotive access control system is composed of these main components: **the furniture lock, antenna** and **furniture terminal**. It distinguishes itself by a flat design for integrated installation. The antenna is used as a reader unit for the transponder and can be installed in a concealed manner behind panels. The intelligent furniture terminal controls up to four furniture locks as standard. It can be expanded to a maximum of 128 locks. Macro programs are optionally available to implement customer-specific settings and additional functions.



## EFL 30 FURNITURE TERMINAL BATTERY-OPERATED

Compact, pre-equipped with lock and antenna, ideal for individual locking points and mobile furniture indoors.



## DOOR AND WALL TERMINALS

Battery-operated **door terminals (DT)** are used for straightforward opening and closing of interior doors. With mechanical emergency opening. In DIN and ANSI standard. Materials: Stainless steel satin and polished, brass polished, black matt. Rose/escutcheon and long backplate.

**Wall terminals (WT)** with mains power supply are used for heavily frequented doors (interior and exterior), turnstiles, lifts, etc. Online validation function and integration into third-party switching systems (e.g. Gira or Siedle) is possible.





THINKING AHEAD. IN THE STORE. / LIGHT IN THE FURNITURE AND IN THE ROOM



# LIGHT ACCENTS.

Atmosphere and functionality with a Wow-factor.

The Häfele lighting system is characterised by a holistic approach based on complementary lighting solutions with Loox furniture lighting and Nimbus room lighting. In Häfele you additionally have an expert partner throughout the entire course of the project, from planning support with lighting suggestions and comprehensive lighting planning, through to implementation on-site. Daylight and artificial light equally must be taken into account in developing the lighting concept. The entire space has to appear uniform, from the mixed light in the shop window to the dark areas toward the back of the store.

Selecting the light colour based on the objects and surfaces to be illuminated, whether light or dark, matt or shiny, plays a key role in the final effect within the sales area. Colourful surfaces, special elements, textures or even decorative items can be enhanced with precision-aimed accent lighting. Spot illumination of a display cabinet or niche accentuates the products while an LED strip light in the offset ceiling creates an artificial horizon. This simulates incident daylight and gives rise to a pleasant and natural atmosphere. Light staging that's this complex requires simple control of the individual lights, such as pre-programmed lighting scenarios designed differently for daytime use while the store is open and during the evening after close.



[www.haefele.de/loox-5](http://www.haefele.de/loox-5)

## LIGHT IN THE SALES AREA.

### Creating an atmosphere

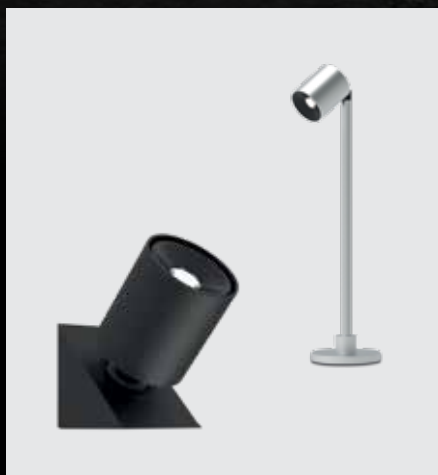
- > Guides subjective experiencing and generates positive emotions.
- > Has a stimulating or relaxing effect based on the light colour and brightness.
- > Sparks curiosity and extends the in-store stay.
- > Stimulates consumption behaviour and leads to sales.
- > Increases employee performance and satisfaction.

### In-store orientation – for customers and staff

- > Entices customers to enter a store.
- > Leads attention toward the back of the store.
- > Controls directional movements.
- > Emphasises route guidance.
- > Zones the shop design.
- > Accentuates the products.

### Consultation and sale as a customer experience

- > Supports product presentation.
- > Facilitates rapid perception.
- > True-to-life representation of colours and surfaces.
- > Emphasises the quality of products.
- > Promotes successful sales.



Display cabinet light



Linear light, aimed



Lighting Pad Lounge

# WHY HÄFELE?

An overview of the Häfele added value.

LIGHT IN FURNITURE



360° COMPREHENSIVE  
STORE SOLUTIONS

SERVICES



## OUR CORE COMPETENCIES

- > **A variety of products.** Door, furniture and light.  
Broad and deep product range. Everything from one source.
- > **Consulting expertise.** What is used where, and in what form, as an optimal solution?
- > **Planning support.** DIALOCK LOCKING MAP CREATION.  
Product selection and specification, system-encompassing solutions, incl. light coupling.  
LIGHTING PLANNING Room lighting and furniture lighting seen as a whole: Nimbus x Loox. DOOR PLANNING incl. door lists and tender.
- > **Logistics.** Global availability, delivery capability, assembly, order picking.
- > **Implementation know-how.** Harmonisation as well as quality and functional validation in the workshop and at the building site, configuration of the master key system.
- > **After sales service.** Spare parts delivery, maintenance packages, damage analysis, remote maintenance, on-site work.

MOBILE PARTITION  
WALL SYSTEM



ROOM LIGHT

DOOR SOLUTIONS

LOGISTICS

CONSTRUCTION  
FURNITURE FITTINGS

TABLE BASES

SHELF SYSTEMS

ELECTRONIC ACCESS  
CONTROL SYSTEM

BLACK FOREST EXPERIENCE FLAGSHIP STORE

developed with

**blocher partners**  
the connecting — architects



**HÄFELE**

**Häfele Australia Pty. Ltd.** | 8 Monterey Road | Dandenong | Victoria 3175  
**Phone:** 1300 659 728 | **Fax:** (03) 9212 2001 | **Email:** [info@hafele.com.au](mailto:info@hafele.com.au) | [www.hafele.com.au](http://www.hafele.com.au)

**Häfele New Zealand Ltd.** | 16 Accent Drive | East Tamaki | Auckland 2013  
**Phone:** 0800 442 335 | **Email:** [info@hafele.co.nz](mailto:info@hafele.co.nz) | [www.hafele.co.nz](http://www.hafele.co.nz)

**HÄFELE LOCATIONS:**

**Australia** | MELBOURNE | SYDNEY | NEWCASTLE | BRISBANE | ADELAIDE | LAUNCESTON | HOBART | PERTH  
**New Zealand** | AUCKLAND | WELLINGTON | CHRISTCHURCH