

1

Shop Fitting/Store Design & Visual Merchandising

1.1

Store Design

- 1.1.1 Shop architecture and store design
- 1.1.2 Shop planning
- 1.1.3 Project management

1.2

Visual Merchandising

- 1.2.1 Mannequins/figures
- 1.2.2 Display heads and busts
- 1.2.3 Torsos
- 1.2.4 Body frames, hangers
- 1.2.5 Accessories for mannequins and figures
- 1.2.6 Decorating and visual merchandising services
- 1.2.7 Visual merchandising software

1.3

Shop Fitting

- 1.3.1 Seating
- 1.3.2 Merchandise presentation tables
- 1.3.3 Mirrors and mirror systems
- 1.3.4 Garment display racks, display stands
- 1.3.5 Fitting rooms
- 1.3.6 Sales containers
- 1.3.7 Sales counters
- 1.3.8 Showcases, display cases
- 1.3.9 Wall systems
- 1.3.10 Shelf systems
- 1.3.11 Heavy-duty shelving
- 1.3.12 Packaging equipment
- 1.3.13 Indoor playrooms
- 1.3.14 Free standing fixtures
- 1.3.15 Customer guidance Systems

1.4

Shopping trolleys and baskets

- 1.4.1 Shopping trolleys
- 1.4.2 Shopping baskets
- 1.4.3 Shopping trolley parking boxes
- 1.4.4 Cleaning of shopping trolleys
- 1.4.5 Castors and wheels for shopping trolleys
- 1.4.6 Shopping trolley conveyors
- 1.4.7 Accessories for shopping trolleys

2

Materials & Surfaces

2.1

Flooring

2.2

Floor-cleaning equipment

2.3

Surface materials

2.4

Wall coverings

2.5

Ceiling systems

2.6

Building materials

2.7

Armatures

2.8

Acoustic solutions

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

Rotisseries and grills

4.6

Dishwashers

4.7

Packaging machines

4.8

Coffee machines

4.9

Ice cream makers

4.10

Food service machines/slicing machines

4.11

Peeling- and cutting machines

4.12

Lettuce and vegetable washing machines

4.13

Juice extractor

4.14

Other

5

Refrigeration

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 Refrigeration control systems
- 5.1.3 Frozen food display cabinets, refrigeration systems, heat recovery systems
- 5.1.4 Refrigerated and deep-freeze storage
- 5.1.5 Cold rooms, deep-freeze rooms

- 5.1.6 Equipment for refrigerated and deep-freeze storage
- 5.1.7 Instore Farming

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 Danglers
 - 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
- 7.2** 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)
 - 7.5.1 Merchandise systems, ERP solutions
 - 7.5.2 Stock management software
 - 7.5.3 Merchandise planning, forecasting systems
 - 7.5.4 Space management software, category management
 - 7.5.5 Workflow management, document archiving
- 7.6** POS software
 - 7.6.1 Checkout software
 - 7.6.2 Self-checkout/self-scanning software
 - 7.6.3 POS communication software
 - 7.6.4 Software for mobile devices
- 7.7** POS hardware
 - 7.7.1 Checkout hardware
 - 7.7.2 Checkouts
 - 7.7.3 Self-checkout, self-scanning systems
 - 7.7.4 Cash management solutions
 - 7.7.5 Touchscreens

- 7.7.6 Cash drawers, checkout drawers
- 7.7.7 Keyboards
- 7.7.8 POS printers, coupon printers
- 7.7.9 Scanners
- 7.7.10 Reverse vending systems (returns)
- 7.7.11 Display and poster printing systems
- 7.7.12 Mobile data capture devices
- 7.7.13 Smartphones/tablets

7.8 Retail vending systems

7.9 Supply Chain Management

- 7.9.1 EDI solutions
- 7.9.2 Supplier management
- 7.9.3 Web-based supplier portals, extranet systems
- 7.9.4 E-procurement solutions
- 7.9.5 Fleet management
- 7.9.6 Terms and conditions management
- 7.9.7 Tracking & tracing
- 7.9.8 Warehouse management
- 7.9.9 Picking and packing systems

7.10 Fulfillment

- 7.10.1 Fulfillment
- 7.10.2 Logistics
- 7.10.3 CEP services
- 7.10.4 Shipment Service Providing
- 7.10.5 Packaging services
- 7.10.6 Shipping optimisation

7.11 Price labelling

- 7.11.1 Electronic shelf labels (ESL)
- 7.11.2 Labels and price tags
- 7.11.3 Label printers
- 7.11.4 Manual labelling systems
- 7.11.5 Price and labelling machines and systems

7.12 Communication technologies, networks

- 7.12.1 Store connectivity solutions
- 7.12.2 RFID solutions
- 7.12.3 Wireless solutions
- 7.12.4 Network management
- 7.12.5 IoT solutions

7.13 HR Management

- 7.13.1 Workforce management systems
- 7.13.2 Payroll accounting systems
- 7.13.3 Time-tracking systems
- 7.13.4 E-learning software

7.14 Weighing technology

- 7.14.1 Scales
- 7.14.2 Printing systems and accessories
- 7.14.3 Software for data provision
- 7.14.4 Integrated scale/checkout systems

7.15 Merchandise surveillance

- 7.15.1 Anti-theft displays and tags
- 7.15.2 Electronic article surveillance
- 7.15.3 Customer guidance systems
- 7.15.4 Security leash systems
- 7.15.5 Mechanical merchandise surveillance
- 7.15.6 Source tagging solutions

- 7.15.7 RFID merchandise surveillance solutions
- 7.15.8 Security tags

7.16

- Surveillance installations
- 7.16.1 Electronic shopping trolley management systems
- 7.16.2 Customer frequency measurement
- 7.16.3 Mirror surveillance
- 7.16.4 Video surveillance systems

7.17

- Access control
- 7.17.1 Electronic access control
- 7.17.2 Mechanical access control
- 7.17.3 Security systems for emergency exits/escape routes

7.18

- Cash management, storage and transport
- 7.18.1 Money counting systems
- 7.18.2 Coin and banknote counterfeit detectors
- 7.18.3 Cash management and transport services
- 7.18.4 Safes

7.19

Security services

7.20

- Services
- 7.20.1 Implementation of ERP systems
- 7.20.2 Implementation of POS solutions
- 7.20.3 Maintenance of central hardware
- 7.20.4 Maintenance of store/outlet systems, field service
- 7.20.5 Operation of ERP systems
- 7.20.6 Operation of POS systems
- 7.20.7 Cloud-based IT services
- 7.20.8 IT consulting
- 7.20.9 IT security
- 7.20.10 Other IT services

8

Expo & Event Marketing

8.1

- Exhibition stand construction/event construction
- 8.1.1 3-D CAD systems
- 8.1.2 Display manufacturers
- 8.1.3 Trade fair contractors
- 8.1.4 Installation companies
- 8.1.5 System manufacturers
- 8.1.6 Suppliers for exhibition stand construction
- 8.1.7 Decoration construction/stage construction
- 8.1.8 Marquees

8.2

- Communication design
- 8.2.1 Planning and design
- 8.2.2 Brand communication
- 8.2.3 Theme displays
- 8.2.4 Virtual design

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

- Digital solutions
- 8.4.1 Hybrid events
- 8.4.2 Virtual events
- 8.4.3 Digital conferences
- 8.4.4 Content programing

- 8.4.5 Software solutions
- 8.4.6 Hosting services
- 8.4.7 Hardware and infrastructure solutions
- 8.4.8 Digital signages

8.5 Event engineering

- 8.5.1 Imaging
- 8.5.2 Stage engineering
- 8.5.3 Lighting engineering
- 8.5.4 Media and AV engineering
- 8.5.5 Projection engineering
- 8.5.6 Special effects
- 8.5.7 Sound engineering
- 8.5.8 Production companies

8.6 Furnishing

- 8.6.1 Flowers and decoration
- 8.6.2 Flooring/cavity floors
- 8.6.3 Decoration construction
- 8.6.4 Double-storey systems
- 8.6.5 Graphics, signage, banners
- 8.6.6 Rented furniture/furnishings
- 8.6.7 Staircase systems
- 8.6.8 Fabrics, films, sails
- 8.6.9 Wall systems, ceiling systems

9

Energy management, building technology and environmental engineering

9.1 Energy management

- 9.1.1 Energy monitoring
- 9.1.2 Energy supply and services
 - 9.1.2.1 Photovoltaics – machinery and systems
 - 9.1.2.2 Geothermal – machinery and systems
 - 9.1.2.3 Load management and storage systems
 - 9.1.2.4 Energy contracting
 - 9.1.2.5 Other services
- 9.1.3 Electromobility
 - 9.1.3.1 Charging column
 - 9.1.3.2 Charging infrastructure
 - 9.1.3.3 Software for system operation
 - 9.1.3.4 Maintenance and service
 - 9.1.3.5 Billing systems

9.2 Building technology and environmental engineering

- 9.2.1 Heating, ventilation and air conditioning
- 9.2.2 Building automation and control systems
- 9.2.3 Air disinfection and air hygiene
- 9.2.4 Environmental Management
 - 9.2.4.1 Waste containers, containers for recycled raw materials
 - 9.2.4.2 Waste compactors and grind
- 9.2.5 Doors, door systems
- 9.2.6 Air curtain systems

10

General services

10.1

Market research companies

10.2

Trade associations, research institutes

10.3

Publishers, trade journals

10.4

Miscellaneous