

## Case study

### **Storck Bicycle: Success on Two Wheels in the New Flagship Store**

Taunusstein/Idstein, February 2010. Expotechnik Group carried out an innovative project for the internationally operating bicycle manufacturer Storck Bicycle: For the new Storck flagship store in Idstein in the Taunus, Expotechnik Group has developed a room concept on two floors.

Storck can tell a success story beyond compare. In 1996, only one year after the company was founded, the Dutch sportsman Bart Brentjens sat on a Storck bike in Atlanta, USA, when he won the first Olympic gold medal in mountain biking that has ever been awarded. In 2007 and 2010, Storck was also able to set records: the company received an award from Europe's largest racing bike magazine, TOUR, for the best and lightest frame and fork set, the "Fascenario 0.7". The bicycle manufacturer also received other renowned awards such as the "iF product design award" or the "Eurobike Design Award". Storck has become a synonym for innovative bikes with world-class carbon frames.

When it comes to quality and design, Storck sets standards in the construction of bicycle frames and components all over the world. This is achieved thanks to engineers and creative minds that constantly further develop proven technologies. The innovation-driven company always uses state-of-the-art materials and manufacturing technologies. The timeless design of the models appeals to both young and old bikers. To date the bicycle manufacturer holds 40 national and international patents. These successes explain why Storck has been the global leader of its industry for more than ten years now. In 2008, thirteen years after the company was founded, it was about time for Markus Storck to present the business with a completely new flagship store.

#### **Task and objective**

With the new flagship store, Storck wants to open up to its customer and all cycling enthusiasts. The core competence in the field of bicycle construction and development is to be demonstrated in a professional way. Together with the high standards in design and functionality, the presentation emphasizes the bicycle's superior quality and stages it as a brand experience.

For idea, development and execution of this project, Expotechnik had been commissioned to develop a room concept on two floors for the new shop in Idstein.

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### Execution

The rooms of the new flagship store smoothly merge into one another. There is no spatial separation. Instead, the individual areas are organized by way of graphic structures. The walls are coated with white high-gloss laminates. Contrasting dark wood tones and bright, smooth surfaces give the whole shop an exclusive character. In the entire store, the high and large windows are particularly striking as they flood all areas with light.

When entering the store on the first floor, cycling enthusiasts are welcomed in the entrance area by a Storck staff member at the inviting info counter with its simple yet classy design. From there visitors can get an overview of the entire shop and the individual products. In addition, there is a lounge area with modern communication tables. The individual customer advisory service has a relaxing effect here



The bicycle discovery tour continues in a generously and extensively designed area, the showroom. Visitors can view the latest racing bike models here including the latest Storck product, the "Aero 2" road bike. It has been awarded the "iF product design award 2010" for the best product design. A special highlight are the white bike display units that line up straight along the entire store window area on the first floor. The individually designed bicycles are mounted at eye level. At every display unit, the customer is provided with detailed information on material, uses and technical features of each Storck model. Individual full-area lighting makes every product an eye-catcher. In addition, individual frames are installed in floor-to-ceiling display cases – with this system, the bicycle frames seem to hover in the air. This presentation technique has been developed by Expotechnik in cooperation with and specifically for Storck. An ample nearby exhibition space offers room for all the other models, from road bikes to mountain bikes and trekking bikes, all the way to electric bikes.

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On the entire second floor, the new store offers space for a wide range of bike wear. In generously designed changing rooms, customers can try on Storck team clothing, high-quality Gore cycling clothes as well as helmets, shoes and socks.



### Result

Expotechnik has carried out an important project for Storck. "After running the shop for only about eight months, it already constitutes a milestone in our company history. The core values of our Storck brand are conveyed in an ideal way here. Our products are also presented in the best way possible," says Markus Storck. On a total of 700 square meters of exhibition and sales area, Expotechnik once again has demonstrated its core competencies. From idea to development and all the way to execution, everything for this project was provided from a single source. The tight schedule was a challenge: From groundbreaking to moving in, the new flagship store in Idstein was built in the record time of only four months. In the glass building, bike models will be developed, assembled, and become visible and palpable to the

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customer. Research and development as well as comprehensive customer advisory service are presented here together harmoniously in a consistent brand world.

### **About EXPOTECHNIK Group**

Expotechnik Group is a leading international service provider for three-dimensional brand presentation. Headquarters of the company is the Expotechnik Heinz H. Soschinski GmbH in Taunusstein near Frankfurt am Main founded in 1968. Expotechnik Group is represented around the globe and disposes of eight independent subsidiaries in the business regions EMEA, The Americas and Asia Pacific. Expotechnik Group designs and realizes projects all over the world with individual architectural and communication concepts that make brand worlds an experience. Main activity field of the Expotechnik Group are "Exhibitions", "Events" and "Environments" – national and international trade shows and events as well as brand and experimental environments for lounges & showrooms, exhibition spaces or office rooms. Every year, the company carries out 1,500 projects worldwide with scalable sizes of between 12 and 12,000 square meters – altogether 150,000 square meters per year. Expotechnik Group's recyclable modular elements ensure a particularly sustainable presentation form. The whole value-added chain is covered by a comprehensive offer – from concept to design, project management, production, add-on services (event, graphics, media, catering), to transport, logistics and installation management. Expotechnik's customers include international concerns such as Siemens, BMW, Lufthansa and Deutsche Telekom as well as leading medium-sized enterprises such as SEW-EURODRIVE, Phoenix Contact, Krones and Phonak. Alexander D. Soschinski and Patrick O. Soschinski jointly manage Expotechnik Group as Managing Partners.

For further information, visit [www.expotechnik.com](http://www.expotechnik.com).

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