

ECCO UNITY CONCEPT USERS MANUAL

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INTRODUCTION

The ECCO Unity concept will secure ECCO's future position as a cutting edge global shoe retailer. The primary purpose of the ECCO Unity Store is to function as a sales machine designed to attract a broad spectrum of visitors with quality and comfort in mind.

The store represents the ideal ECCO retail environment of today and the size, configuration, layout, category structure, seating and cash desk placement all contribute to creating a new and contemporary tone. All colours and materials represented in the concept have a purpose and are there to enhance and support both the collection and overall brand identity.

Other important inclusions relate to a common retail collection thinking as well as a retail communication platform that reflects product, seasonal and brand communication.

The commercial planning principles are also applied to create a visual structure that supports the consumer buying behaviour with a particular focus on highlighting specific products within the categories.





MANUAL PURPOSE

The purpose of this manual is to highlight the most important parts of the concept and thus give a proper and comprehensive overview of the Unity store.

The regional Retail Project Coordinators, Retail Operations Managers and Visual Merchandisers will find vital information about the concept, especially in terms of project management and what this entails from both an installation and store opening perspective.

External partners should be able to use the same information, and ensure a proper build-out from shell to ECCO store.

Since this concept is based on a dynamic and evolutionary process, modifications and developments are inevitable. Please ensure that this manual is kept up-to-date with the new or additional text, which will be provided by ECCO Global Retail when needed.

DEFINITION OF THE ECCO UNITY CONCEPT

STORE DEFINITION

The ECCO Unity Concept store is defined primarily as a sales machine store. Secondary to this, the concept is designed to attract a broad spectrum of visitors for whom quality and comfort is the key drivers of their shoe buying decisions.

STORE LOCATION AND DEMOGRAPHIC

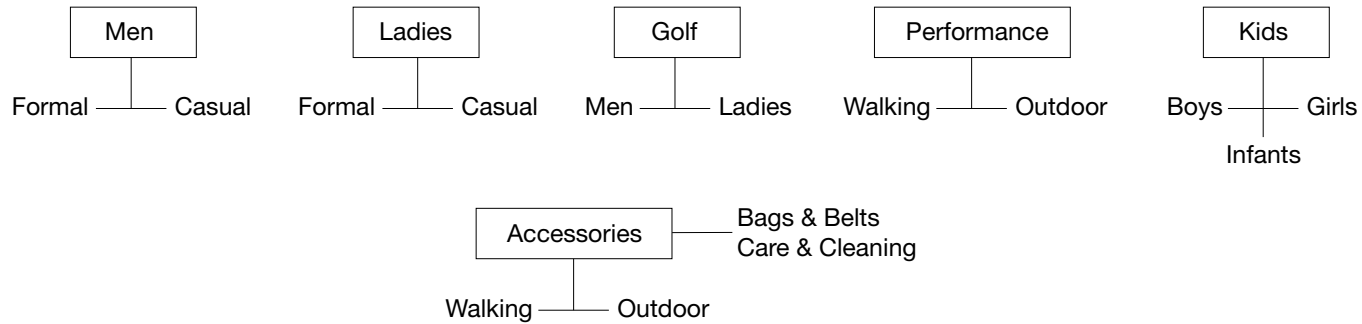
- High street and shopping mall
- Major cities
- High foot traffic area
- Middle to high income area
- Marketing and sales machine

STORE SIZE

The store size has been determined to be 75 m2 plus, unless otherwise approved by Global Retail.

STORE COLLECTION

The store is designed to merchandise up to 400 sku's, which are split into designated zones for: Men, Women, Performance, Golf and Kids.





STORE DESIGN

The design details and materials have been selected to enhance each and every individual zone according to the store collection and commercial plan. Careful consideration has been given to the following elements that defines and differentiates it from the primary competition, while staying true to Design, Form and Function.

- Flooring – High quality that is low maintenance (Wood, Ceramic & Carpet)
- Lighting – That encompasses general, directional and an ambient look that reflects the natural colors of the shoes
- Store entrance – That sets ECCO apart from the rest
- Cash desk – Considered to be the operational dashboard of the store
- Accessories – Presented as part of the core collection
- Colors and materials – That best showcase the product
- Visuals – That high-light, reflect and inform about the ECCO brand

STORE LAYOUT

The ambition of the layout is to create a store environment that is perceived both as inviting and exclusive. The layout reflects the use of quality materials and is an environment that is easy to navigate around in.

The flooring is selected with comfort and high quality in mind, and is intended to help guide consumers around the store.

The cash desk should be seen as the stores operational dashboard which handles all transactions and customer handling.

STORE MEDIA

The store media is set up to communicate things such as the current promotion as well as product information. Windows are designed to attract consumers into the store, and tables are there to showcase the offers, as per the levels of communication.

THE STORE MEDIA IS CHARACTERIZED BY THE FOLLOWING COMPONENTS

- Windows
- Feature table
- Category table
- Perimeter break
- Highlight point
- ECCO TV
- ECCO sound
- Activation zone

STORE STAFF

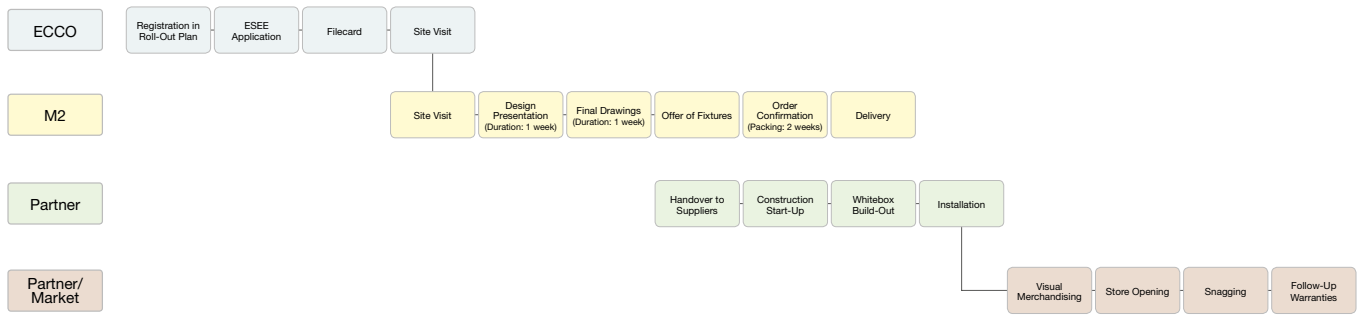
Store staff is considered to be knowledgeable service specialists, and can handle all customer inquiries that support operational excellence.

ADDITIONAL INFORMATION

You can find more information regarding store operation in the ECCO Toolbox or ask your local ECCO Retail Operations Manager.



FLOW CHART ECCO UNITY CONCEPT



FLOW DESCRIPTION

REGISTRATION OF THE ROLL-OUT PLAN (ROP)

The registration of all new projects (well ahead of time) is crucial for M2, since the information provided will be used to source fixtures and fittings, as well as, allocate project management manpower. For Global Retail, the information is needed to check the actual roll-out against the regional business plans. The R-RPC is responsible for updating the ROP.

ESEE APPLICATION

All projects, including refits of existing stores, have to undergo the ESEE (ECCO Store Establishment Evaluation) review. The ESEE process and supporting documents can be found on the I & O site (located on the ECCO Portal). All ESEEs must be sent to the ESEE inbox: esee.retail@ecco.com.

FILE CARD

The file card is the initiator of a new project at M2. The file card is uploaded directly on the Project Management Tool (PMT). Together with the file card all necessary and reliable information (e.g. drawings, fit-out guidelines and pictures) must be uploaded. After uploading, a notification will be sent go Global Retail for approval. The approval is granted if the ESEE application is approved. From this point, all vital information regarding the project is shared on the PMT, and for this reason, all data must be correct and reliable.

SITE VISIT

A site visit is an inspection of the site and its commercial possibilities, though it is not a full technical inspection. Participants in the site visit could be: the partner, the real estate owner, the landlord, the R-RPC/ROM, the M2 Project Manager, and representatives from Global Retail. During this visit, the following thing should be clarified: project management, time plan, layout (façade, sales area, and stock room), and local regulations relating to the build out and budget. The M2 Project Manager will document the findings on the PMT and Global Retail will pay the M2 Project Managers for this participation in the site visit.

DESIGN PRESENTATION

Based on the information sent along with the file card and the information at the site visit, a set of design presentation drawings are made. The design presentation drawings are uploaded on the PMT for Global Retail's approval and allow the RPC/ROM to present the intended look of the store to a Partner and to allow smaller adjustments in the layout. Another purpose could be to seek building permits for the store from the local authorities. The design presentation is either approved or rejected on the PMT. If rejected, explanations will be given from the R-RPC/ ROM to M2's Project manager.

FINAL DRAWINGS

Final drawings are the finished package of drawings containing explicit technical drawings. The final drawings package can be used to invite tenders for the work and to inform and instruct the different craftsmen in the build-out. To use on-site, the drawings must be issued in A3 format (scale 1:100).

OFFER FOR FIXTURES

When the final drawings are approved (electronically on the PMT) an offer for fittings and fixtures will follow accordingly. The offer can either be approved or rejected on the PMT. If rejected, a notification of what must change will be given to the M2 project manager.

ORDER FOR FIXTURES

When the offer is approved it will be converted into an order and published on the PMT for approval.

DELIVERY

Projects in Europe will be supplied with fixtures from Sweden. Asia and USA will be supplied by M2's warehouse in China. Fixture and fittings will, depending on market preferences, be shipped either DDU or Ex. Works. M2 will generally ship the fixture and fittings in two batches. The first batch will contain façade elements, flooring, and lights and the second batch will contain the remaining fixture and fittings. It is very important to have clear arrangements in place on where the two batches are delivered and how to bring the fixtures and fittings to the site. It is the responsibility of either the franchisee (partner stores) or the R-RPC (O/O stores) to arrange this.

CONSTRUCTIONS START-UP

Before the actual rebuild is initiated, all parties must know their tasks in details and to whom they are reporting to. The R-RPC is ECCO's project manager for build-outs and refits of own and operated (O/O) stores. The R-RPC should act as a project management consultant for any franchisee who needs help to manage and/ or coordinate the project. M2 can assist as project manager during all stages in the construction, white box build-out and fixture installation, and these costs will be billed by the hour.

WHITE BOX BUILD OUT

The white box must be built with superb craftsmanship and according to the specifications given in this manual.

INSTALLATION OF FIXTURES AND POS SYSTEM

Installation of fixtures must be done according to the technical drawings and with a high degree of detailed accuracy, since the end result will represent ECCO to our customers. Assembly instructions in hardcopy are included in all fixture shipments. The instructions can also be downloaded from the PMT.

VISUAL MERCHANDISING

Visual merchandising is done according to the VM Manual specified in the Tool Box.

STORE OPENING

Store openings are held according to the VM manual (in the Tool Box) and market preferences.

SNAGGING

Snagging is an examination of the white box and the installation of F/F to check if the materials and work delivered properly reflect ECCO's standards; it is however, not an examination of any covered or hidden substructures. The snagging is usually done two to three weeks after the store opening by participation of the partner, R-RPC/ ROM, M2 Project Manager and, if needed, a representative from Global Retail. All findings are noted in the snagging document and supported by photos. The document is uploaded on the PMT and findings are given a time slot to either repair or to replace. Global Retail pays M2's participation in the snagging.

FOLLOW UP

The R-RPC is responsible to follow up on all findings from the snagging.



COMMERCIAL PLANNING

Commercial Planning is a term commonly used for commercializing a product or a sales environment.

The success of a new product depends not only on the idea behind the product, but also on the marketing of the new product before, during, and after the product launch.

COMMERCIAL PLANNING IS DONE IN THREE LAYERS

- **Store zoning** is a categorization of what the store should carry and where it should be presented to the customer.
- **Fixture & customer service** naturally comes after the zoning layer and uses conceptual fixtures to navigate the customer around the store and presents highlights from the different categories.
- **Store media** is the positioning of the store media. In the Unity Concept the first screen is always built into the cash back wall and depending on the size of the store, additional screens can be added. The light concept, with general, ambient and direct lighting adds the final touch to the layout.

WHAT DEFINES THE COMMERCIAL PLANNING?

The store is divided into Ladies and Men's: with Ladies on the right and Men's on the left. Some countries (mostly former British colonies) may differ from these standards.

THE STORE HAS THREE MAIN ZONES

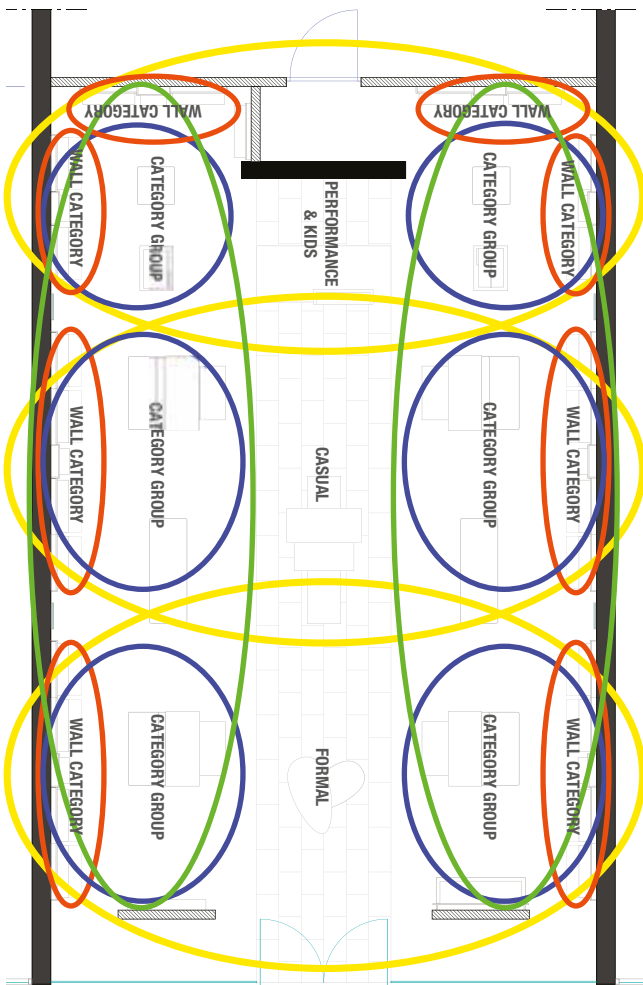
- The Formal zone
- The Casual zone
- The Performance (and/ or Kids zone)

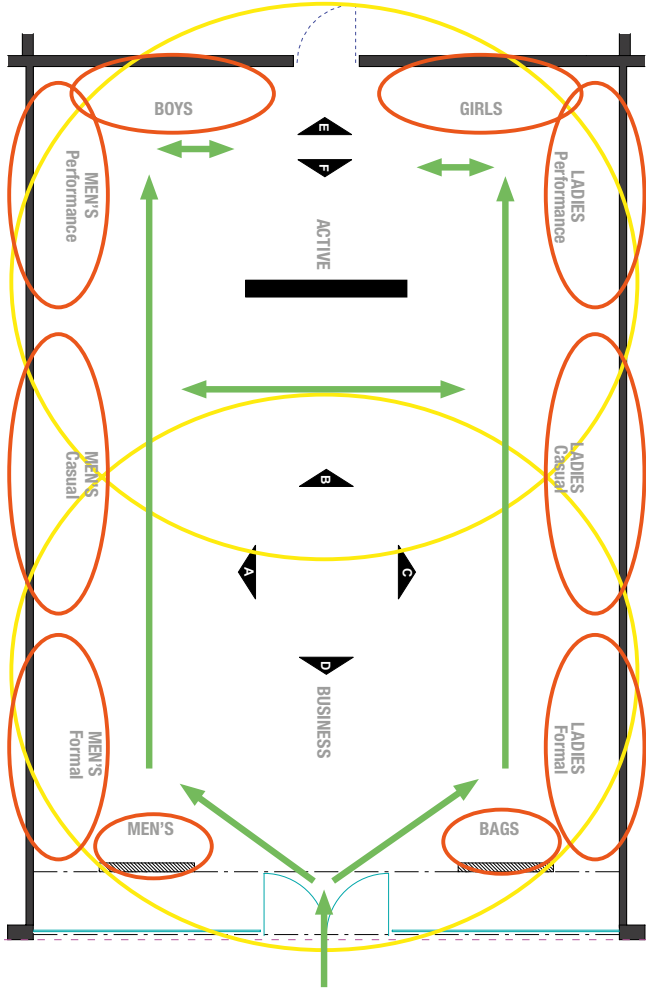
The Formal and Casual zones should always be represented and the Performance (and/ or Kids zone) can be integrated in the Casual zone.

EACH ZONE HAS A CATEGORY GROUP WHICH INCLUDES

- Wall panels with a highlight point.
- Category combo tables
- A Free standing unit (the Free standing unit comes in different versions and can have additional placing depending of store layout and capacity).

The wall panels in a specific category are divided by a perimeter break. The perimeter break divides a category into sub-categories (Modern/ trend and Classic/ Basic).





STORE ZONING

LAYER 1

The success of a new product depends not only on the idea behind the product, but also on the marketing of the new product before, during, and after the product launch.

The store zoning is used to determine how visitors meet the collection in the ECCO store.

IT COMPRISES THE FOLLOWING POINTS

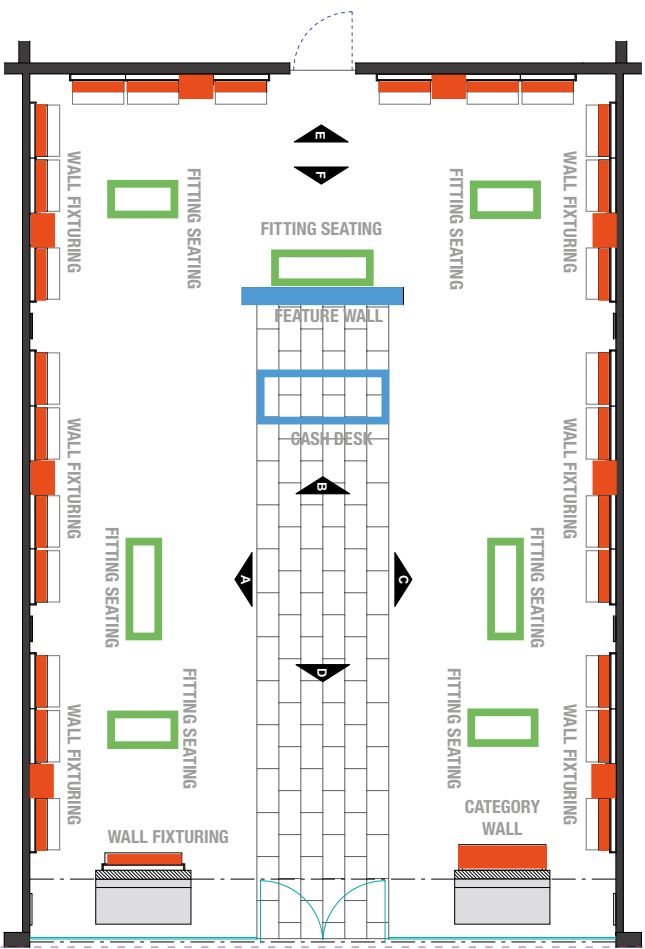
- How the visitor flows through the store
- How the visitor meets the range
- Product areas grouped and connected by function
- A consistent and conceptual outlook
- Prerequisites for a rough racking layout
- Rough estimation of space requirements per product area

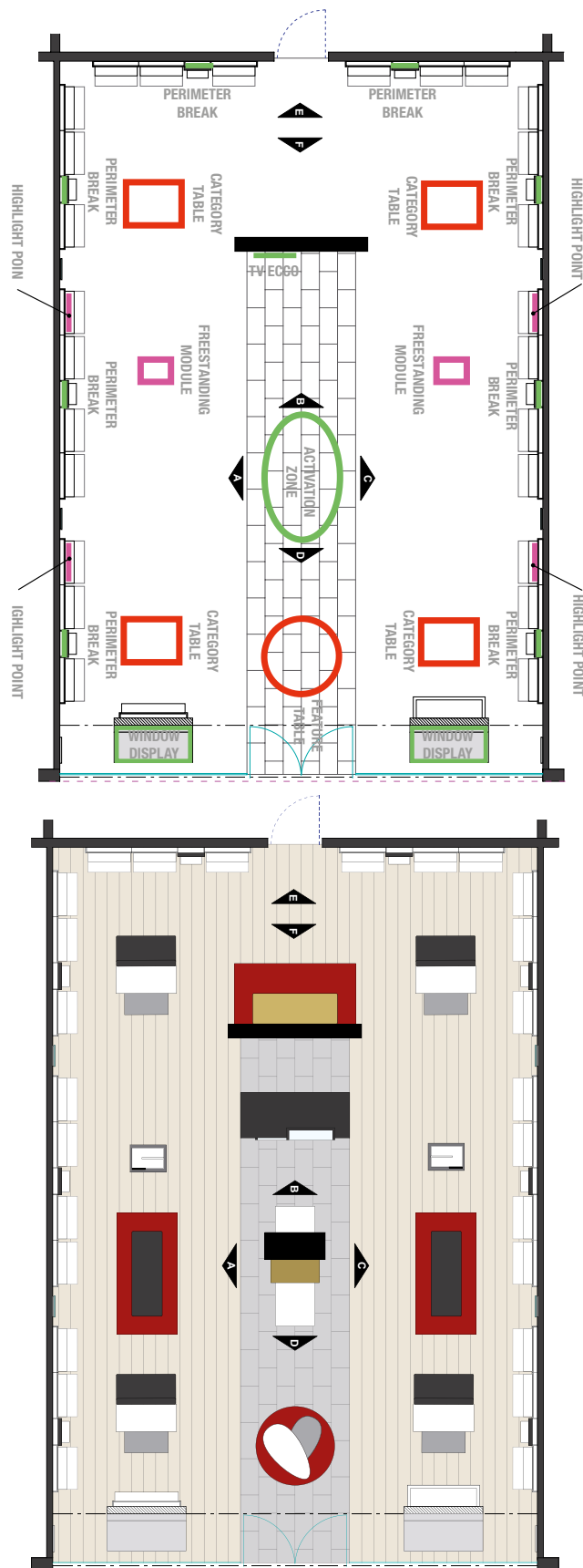
FIXTURE & CUSTOMER SERVICE

LAYER 2

Merchandising the collection continues with the store layout which consists of two key areas:

- Fixture layout
- Fixture & Customer Service





STORE MEDIA

THE THIRD AND FINAL LAYER

Merchandising the collection continues with the store layout which consists of three key areas:

- Store media (See page 7)
- Feature displays, window displays and highlight points
- Lighting. The in-store light must be installed according to M2's technical drawings and the installation must be controlled and adjusted according to specifications from On the Spot.

FINAL LAYOUT

In other words, the final layout is basically determined by the commercial planning process.

DEMOLITION

- Demolition should be done in accordance with the working foundation in the technical drawings.
- Local waste handling regulations must be observed.
- The contractor must take all necessary measures to protect the building against collapse, crash or insufficient stability etc. and must ensure that all demolition is carried out with care.
- The contractor bears full responsibility for all inconveniences, damages or accidents which may occur as a consequence of negligence.

FACADE AND FACADE DOOR

- A full glazed store façade with a centered door and a window on each side is preferred.
- The type of glass and other façade requirements must follow local regulations.
- The façade and/ or door can be fitted with a roller shutter. If a roller shutter is used, it must be as hidden as possible.

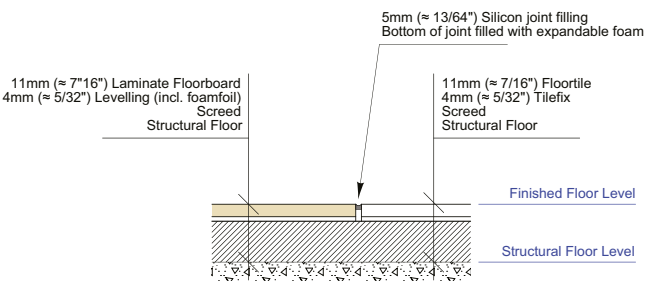
ENTRANCE

- The tile floor that covers the mid section of the store floor should cover the entrance area.
- An entrance mat (without logo) can be used.
- In parts of the world where snow can be expected, it is a good idea to have heating in the sub floor in the entrance area. The heating will then dry out wet areas.



FLOOR

- A concrete sub floor must be: level, dry, clean, and firm before the upper floor is laid out. The accuracy must be within +/- 3 mm per 2 meters.
- Sub floors must be solid and robust made to ensure stability to both tiles and laminate.
- As a rule of thumb, a concrete sub floor has to dry at least 60 days before installing a wooden or laminate floor on top, but for safety purposes, always check the manufacturer's instructions.
- A 0.2 mm diffusion foil with adequate overlay and an underlay of foam must be laid out between the subfloor and laminate floor.
- Laminate floors must be mounted floating and must be stored on site at least for 24 hours before the installation.
- Ceramic tiles must be fixed to the concrete floor by using a well known adhesive. Tiles from several packages must be used at the same time in order to create diversity in the tile colour.
- The grout between the tiles must be durable in a medium gray color and have a fine to medium gradient.
- Joints between tiles and laminate floor must be maximum 5 mm and filled with silicon filler in a colour that matches the tiles/ grout.
- The bottom of the joint should have an expandable foam strip before the silicon filling.
- Finished floor level to be equal (i.e. flush) for tiles and laminate flooring.



FLOOR JOINTS

Note:
Finished Floor Level to be
same for Hardwood and Tiles

WALLS IN THE SALES AREA

- Walls in the store area must be built according to construction drawings with recommended types of plaster walls.
- Supporting rails are mounted to floor and walls.
- Steel laths are mounted to support rails with a distance of 400 mm c/c.
- Wooden laths are mounted to support rails with a distance of 600 mm c/c.
- Plasterboards must have edges for filling.
- Screw holes must be flush with the surface of the plasterboard to allow filling.
- White acrylic joint filler must be used against all adjoining building parts.
- Stopping rails must be mounted on all outgoing corners. Existing walls must also be equipped with a corner iron and have filler.
- Necessary cutting should be done for pipes and canals.
- Door openings should have supporting laths.
- All plaster walls must be built to the height of the suspended ceiling.

WALL TYPES

- 1/70 = 13 mm plasterboard + metallic/ wooden beam 70 mm.
- 1/ 70/1 = 13 mm plasterboard + metallic/ wooden beam 70 mm + 13 mm plasterboard
- 1# /70 = 13 mm plasterboard + 12 mm plywood + metallic/ wooden beam 70 mm
- 1#/70/1 = 13 mm plasterboard + 12 mm plywood/ wooden beam 70 mm + 13 mm plasterboard
- 1#/70/#1 = 13 mm plasterboard + 12 mm plywood + metallic/ wooden beam 70 mm + 12 mm plywood + 13 mm plasterboard.
- The specific wall types will appear on the technical drawing.

CEILINGS

- Suspended ceilings in the sales area should be done without visible joints.
- The ceiling should be constructed with one layer of plaster in fastening iron placed with a distance of 450 mm c/c. When using 1200 mm boards, the distance is reduced to 400 mm c/c.
- Supporting iron must be mounted with a distance of 1200 mm c/c. Supporting iron must be suspended in hangers placed with an interval of 1200 mm and should be flush lengthways with the fastening iron.
- Plasterboards (900/ 1200 mm) should be whole boards with edges ready for filling, sanding and painting.
- Cutting can be made for both existing and new ventilation and piping.
- All installation and cabling has to be hidden above the ceiling. All access has to be done in the way that does not disturb the general impression of a flush, white ceiling.
- If a location has a special existing ceiling and the developer wants to keep it after the re-build, an approval has to be granted from Global Retail.

COLUMNS

In locations where columns are present in the sales area these should be treated as architectural features and/or commercial utilities rather than leave them untreated as structural necessities. Size and location within the store space should determine the application of choice.

EXAMPLES OF SUCH SITE SPECIFIC DESIGN COULD BE

1. The choice of cladding material and/or color to emphasize brand recognition and/or architectural presence in order to make it stand out from or interact with given site specific characteristics.
2. Utilization for product presentation or customer service, e.g. to let the column house wall sections, special feature displays, effect lighting, mirrors, graphic media, TV-screen etc.

Any chosen configuration should be approved by Ecco Global Retail and presented in drawings from M2.





STOCK ROOMS

- Stock rooms should be made according to local preferences but should be big enough to stock the actual seasonal shoes as well as a part of the coming season's merchandise.
- The access to the stock room should preferably be behind the cash back wall.
- Racking systems should be able to carry the merchandise in an efficient way enabling the store staff a fast overview and easy access to the merchandise.
- Rolling racks can be used.
- Enough space should be allocated to receive and keep POS materials and window decoration on stock.

BACK ROOMS

- The furnishing and arrangements of back rooms should be done according to local preferences and (mall-) regulations.
- ECCO has no specific rules regarding back rooms and offices, though sufficient work space should be available for both handling shipments and office space.

HEATERS AND RADIATORS

- A heating curtain at the store entrance is preferred due to the possibility to open the entrance doors to customers.
- If the location needs radiators or heaters, they have to be built into the walls in a way that allows heat radiation and maintenance.
- Existing, uncovered radiators have to be clad with a radiator cover in 16 mm painted MDF with horizontal 10 mm ventilation holes.

WARNING SIGNS ETC

- Fire warning and escape signs must be well protected during the build out.
- After finishing the build out they have to be tested, found working and most often also inspected by local authorities.

ELECTRICAL CABINETS

- If the cabinet is placed in the store, the cabinet must have a lock securing that unauthorized openings are prevented. Local rules must at any given time be followed.

STAIRCASES

- Staircases must be installed or renovated according to separate drawings. Local fire regulations and prevention must be followed.

HAND RAILS

- If hand rails needs to be installed or changed in the store area, it will be specified on the drawings.
- Staircases and handrails in backrooms (not covered by the drawings) can be made according to local rules.

PIPING

- All work related to piping (water, heating, air condition) has to be done by a licensed professional.
- Existing pipes installed in the interval of 160 mm to 3300 mm from the floor and upwards in the sales area needs to be removed, hidden behind a new wall, above the ceiling or below the floor.

SUB-FLOOR CABLING

- All cables from the cash desk or any other fixture on the sales floor, has to be drawn in P20 cable tubes below the floor.

INTERNET

- An internet cabling plan is included in the drawings.
- Internet access and cables should be in place to support the cash register, the traffic counter, ECCO Sound and ECCO TV.
- Internet connction is mandatory in ECCO Unity stores.

ENVIRONMENT

As a global company, ECCO recognizes its responsibility to take part in protecting the environment and lowering its carbon footprint. In order to achieve this ambition, we have listed the following recommendations for our stores:

- Lower temperature and light level at night time.
- Switch off lights where possible.
- Use eco-labeled IT equipment.
- Find ways to recycle paper, cardboard and plastic.
- Find and use entrepreneurs and suppliers who have an eco-label or have a proven environment friendly approach.
- Switch off computer screens and music at night time.
- Reduce items on standby.
- Buy "green energy" (from solar energy, wind mills, etc.) when possible.
- Be mindful of how long entrance doors are fully opened.



FACADE INCLUDING WINDOWS

Full height glazing without framing, i.e. with glass panes recessed in channels in floor and ceiling (bulkhead), where possible.

In locations where window framing is required the frame should be industrially painted dark grey (NCS S 7500-N, RAL 7043, PMS Cool Grey 11C).

The entire length of the shop front bulkhead or area above windows should be covered by either a Facade Header from black sheet metal or a white Rib Curtain facade, depending on context. The ECCO logo should be placed centrally above the entrance either integrated in the facade header or as a loose letter LED-sign.

Flag Signs, Banners etc are available according to the ECCO Outdoor Signage Manual and can be installed where it meets location criteria and/or the given City Building Code.

Facades with special criteria (i.e. historical heritage buildings, landlord requirements, extraordinary site configurations etc) should be given special attention and might have to be executed as unique solutions outside the generic conceptual design guidelines.

Any conceptual deviations due to this must be discussed with ECCO Global Retail.

WINDOW FIXTURES

The ECCO Unity window system is created to enhance the overall brand identity and merchandising of the Unity store windows. It will lift the products to eye level and make use of new decoration materials in various shapes, colours and materials. The elements are made of brushed steel; have light build into the main upright element (version A1 and A2) which can be dimmed and spotlights in the top part.

The campaigns are changed every month but with a planned re-use of decoration materials.

The ECCO Unity stores will have the A1 version as the first choice. If there isn't a ceiling or the ceiling is fragile the A2 version will be used.

The B version will cover stores which have windows outside the normal shape in terms of size, height, configuration etc.

The elements will be included in the fixture shipments from M2.



ECCO Unity Window Element A1



ECCO Unity Window Element A2



ECCO Unity Window Element B



IN-STORE WINDOW ZONE

Current window display concept consists of a back-lit wall element, a floor element and a ceiling element (from which product displays is suspended) placed with its back against a window return wall on both sides of entrance. Required electrical wiring to window display elements according to electricity drawing from M2.

Return walls should be 1300mm wide and span from floor to ceiling when ceiling height is approximately 3000mm or less. For location with higher ceilings in the window zone the height of the return wall should be set at 2500mm and have beams at both ends connecting to the ceiling.

The return walls should be placed at a minimum distance of 800mm from inside of the window to allow sufficient space for installation of the window display elements.

FLOOR

Two major kinds of floor surfacing are being used within the Unity concept: Oak Laminate and Granite Ceramic Tiles.

The tiles are laid to shape an aisle in the width wise center of the store space connecting the entrance to the cash back wall. Width of the aisle is set to 1800mm and laid out centrally from the entrance and continuing perpendicular from the entrance/store front ending at the cash back wall. Special attention needs to be paid for locations with an off-center entrance where the aisle can connect to the entrance via a neutral tiled area in the entrance zone (the whole width of the window zone can for instance be tiled to act as a buffer between the off-center entrance and the centered aisle). The position and direction of the tiled surfaces is according to flooring drawing.

The laminate flooring is installed on both sides of center aisle, from inside of window glazing to store back wall. Direction of laminate floor boards should follow the length wise direction of the store, i.e. in a store that where the depth exceeds the width the floor boards will be parallel to the center aisle and in a store where the width exceeds the depth floor boards will be perpendicular to the center aisle. Direction of floor boards according to flooring drawing.

Finished floor level to be equal (i.e. flush) for tiles and laminate flooring.

Skirting, 12 x 35mm, with surface equal to laminate flooring or white painted should be installed throughout the store environment.

Entrance mat should be considered for stores with direct outdoor/street access.

The entrance mat should be placed in direct connection to entrance, countersunk into the tile aisle by leaving an un-tiled area of 1500x2000mm (W x L). Un-tiled area needs to be treated with waterproof sealing. Width of mat is set at 1500mm leaving one half-tile (cut to width 150mm) on either side. Length is set at 2000mm. Color of mat dark grey.





FLOOR FIXTURES

The Feature Tables consists of a set of two elliptical tables (one lower/smaller and one higher/larger) with the purpose to attract the consumer by displaying feature products at the very beginning of the store. The table set is placed on a circular red carpet on the center aisle in close proximity to the entrance (however not too close to the entrance doors as not to appear as an obstacle). To further add focus to the Feature Tables a light pendant is suspended at 1600mm above finished floor (bottom of pendant).

The Category Tables consists of a set of two rectangular tables (lower/smaller and higher/larger) with the purpose to support each wall category. The table set is placed on the laminate floor in close proximity to the center of each wall category. The set is completed with an additional category seating bench placed with its back against the higher/larger table. The set should be positioned with the lower/smaller table facing the store front or the center aisle, depending on store width.

The Activation Zone consists of a set of two tables (lower/smaller and higher/larger) and a podium, with the purpose to highlight the overall collection or ongoing campaigns. The set is placed on the middle of the center aisle, between the Feature Tables and the Cash Desk if space allows (in smaller store the unit can be excluded). The set is arranged with the tables placed over the podium, lower/smaller table facing the store entrance. To further add focus to the unit a set of three light pendants are suspended at 1600mm above finished floor (bottom of pendants).

The Seating Bench is placed on a rectangular carpet on the laminate floor in between the sets of Category Table, to accommodate sufficient seating capacity.

An additional Seating Pouf can be placed where extra seating capacity is needed, especially useful in smaller stores not allowing space enough for the larger Seating Bench.

The Free-Standing Unit (FSU) comes in three configurations: Accessories, Shoes and Combo (accessories + shoes). The FSU's can be placed quite spontaneously in any "dead spots" in the store environment – e.g. A/A configuration close to the cash desk, Shoe and Combo configurations to accompany a category group.

WALL FIXTURES

Wall Sections come in two widths, 750mm and 1100mm. Both have the height of 2057mm. The wider is intended to use on the store side of window return walls and/or as feature wall for bags (in which case every second groove is equipped with a deep shelf). Wall Sections are hung on a profile fixed to the wall, top of wall section set at 2257mm above finished floor level leaving a 200mm gap between bottom of wall section and floor.

Wall Sections are grouped together on either side of a Perimeter Break, 450 x 2057mm (W x H), forming a Wall Category. The Perimeter Break helps to divide each category in sub segments Trend/Modern and Classic/Basic. In smaller stores however, the Perimeter Break can be used to mark the split between Formal and Casual while keeping the wall category zoning together.

Wall Mirrors, 350x2057mm (W x H) are primarily placed in between Wall Categories, at the same height above finished floor as the surrounding Wall sections with a distance on both sides of 150mm to adjoining Wall Sections.

A Graphic Header is crowning each Category Wall, placed 100mm above the Wall Section top and spanning the whole width of the Category Wall. Each category has its own specific motif. The Graphic Frames comes in various lengths to fit different Category Wall configurations, the height is 543mm – when installed the top will be set at 2900mm above finished floor level.

In locations with ceiling heights below 3000mm a solid Black Header with ECCO logo can be used instead of the Graphic Header. Header sections with logos come in left and right variants – the logo should always be placed at the end closest to the store entrance.

Each Category Wall can be equipped with one or more Highlight Points (depending on store size) to enhance the focus on specific products (e.g. bags and belts) and/or support campaigns.

The Small Leather Goods Display (with or without acrylic cover) can be hung on the Wall Sections in stores with large wall space capacity.





CASH DESK AREA

The Cash Desk Area consists of a Cash Desk and a Cash Back Wall and is placed at the back of the store. The Cash Desk Area works as the operational dashboard of the store and houses all equipment needed for efficient customer service. It is also the visual anchor for the store environment as a whole and therefore contains the necessary features to communicate the brand of ECCO: Brand statement, back-lit logo, TV ECCO as well as a selection of products on display.

The Cash Desk is placed on the center aisle at a distance of 900mm from the Cash Back Wall. It contains a cabinet in the front for small leather goods display. All required wiring (electricity, computer, telephone, sound etc) to be installed concealed below floor surface. Feeding point specified on electricity drawing from M2.

The Cash Back Wall contains two back-lit cabinets for housing and display of additional products, integrated LCD-screen for TV ECCO and a back-lit recessed ECCO logo. All access to the Cash Back Wall is through hatches on the rear side, which means special attention needs to be paid to the placing of the unit. In smaller to medium sized stores the unit can be positioned direct against the back wall (towards the stock room) or at a short distance from the back wall (approximately 1000 – 1200mm) allowing the stock room door to be placed behind the Cash Back Wall. In larger stores the unit can be placed free-standing creating a subdivision of the store environment behind the Cash Back Wall. In the later case all wiring needs to be installed concealed below the floor surface. In all other cases the wiring can be installed in/through the adjoining walls.

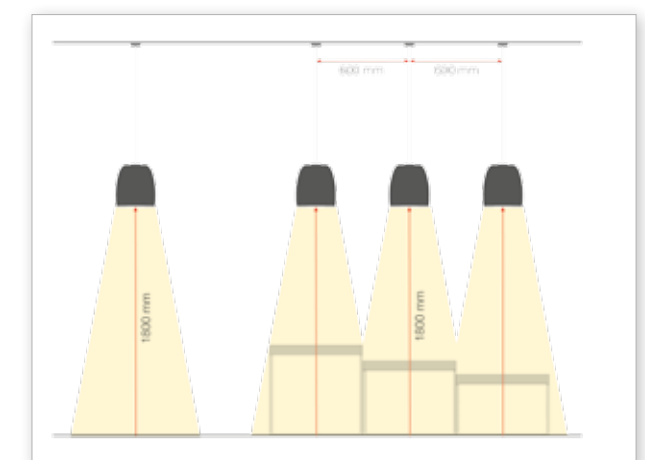
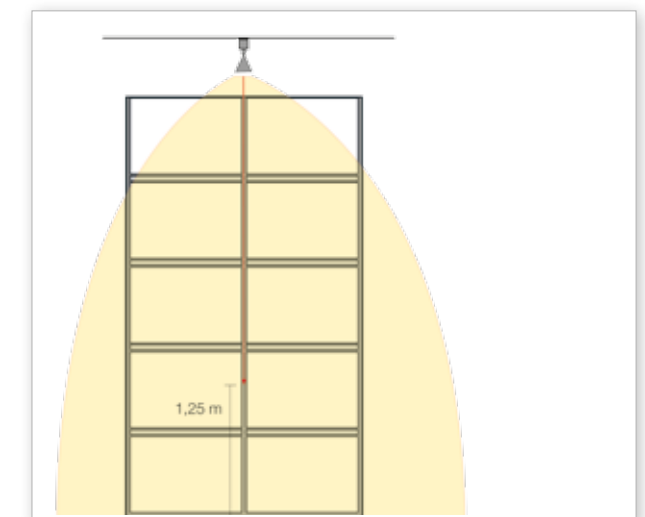
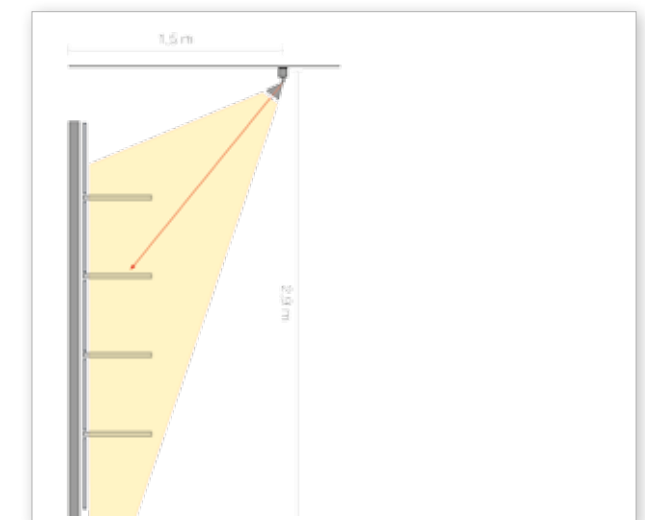
LIGHTING

Two lighting strategies are used within the concept: track lighting and recessed in false ceiling (built-in).

Track lighting, being the primary lighting application, should be used for ceiling heights 3100mm or higher. In the ceiling height interval 3100-3300mm the tracks should be mounted directly to the ceiling. For ceiling heights above 3300mm the tracks should be suspended at 3100mm above finished floor level.

Recessed lighting, being the alternative lighting application, should be used in locations with limited ceiling heights (3000mm or less) or where landlord requirements demand so.

Positioning of tracks and light fixtures, the choice of light-source, effect, reflector spreading angle etc as well as direction of spotlights is according to directions from ECCO Global Retail and lighting plan from M2.





ECCO SOUND & TV

TV ECCO showing on LCD-screen integrated in Cash Back Wall. The wiring is according to electricity drawing from M2.

ECCO Sound Loudspeakers recessed in false ceiling at positions according to ceiling plan from M2. The wiring is according to specifications from supplier.

Ordering of ECCO sound and ECCO TV is done through ECCO Global Retail.

PAINTING & COLORS

GENERAL WALL COLOR

Light warm grey NCS S 1502-Y, RAL 9002, PMS Warm Grey 2C, gloss 7.

BACK WALL COLOR

Deep red NCS S 2570-Y90R, RAL 3001, PMS 187C, gloss 7.

CEILING COLOR

Crisp white NCS S 0500-N, RAL 9016, PMS Process White, gloss 2.

COLUMN COLOR (WHERE PRESENT)

NCS S 3500-N, RAL 7004, PMS 422C, gloss 7.

Range of painting, color codes, preparatory work, coating work etc according to painting drawing from M2.

ELEMENT HIGHLIGHTS

- Floor
- Floor Fixtures
- Wall Fixtures
- Cash Desk Area
- Light
- ECCO Sound & TV



Free standing units



Wall Panels



Highlight points



Floor Fixtures
Activation Zone



Floor Fixtures
Feature Tables



Floor Fixtures
Category Tables



ECCO Sound & TV

Cash Desk Area



SUPPORTING DOCUMENTS

- ESEE Concept Application can be found at the I & O page on the ECCO portal
- File Card, can be found on the PMT.
- Snagging Document, can be found on the PMT
- Project Management Checklist, will be published later at the I & O page on the ECCO portal.
- Assembly instructions can be found on the PMT/downloads
- Complete and up to date price lists can be found on the PMT/ Downloads

LIST OF WORDS

ECCO Unity is ECCO's new (per August 2010) standard store fixture concept.

ESEE is a document needed to evaluate every new store opening and refit. ESEE stands for ECCO Store Establishment Evaluation.

F/F means fixtures and fittings. Generally all in-store materials are delivered by M2.

M2 is the abbreviation of M2retailsolutions AB and based in Sweden. M2 is a supplier of project-management and store inventory.

O/O means own and operated.

Partner is an individual who has signed a franchise contract with ECCO Sko.

PM means Project Manager

PMT, Project Management Tool, is a database with all information relating to specific projects. M2 Retail solutions are hosting the PMT.

R-RPC is the Regional Retail Project Coordinator, ECCO's build-out specialist.

ROM is the Retail Operations Manager, who manages all business and operation related issues.

RVM is the Regional Visual Merchandiser

VM is the Visual Merchandiser