

FUTURE ACCOUNTABILITY QUALITY VISION  
**INNOVATION** DESIGN COMPETENCE  
SERVICE PARTNERSHIP SECURITY  
PRODUCTS WORLDWIDE\_ **MADE BY WANZL**





**Quality is never an accident; it is always the result of high intention, sincere effort, intelligent direction and skilful execution.**

William A. Foster, American scientist and writer



**An enthusiast always stands on top of the world,** wrote the German poet Joseph von Eichendorff. You can feel the **enthusiasm** at each of Wanzl's plants. This is because many employees feel personally connected with the Wanzl family, some of them already in the third generation. Wanzl's "homely" working environment encourages the individual to work faster and to assume a greater **sense of responsibility**. Every product with the Wanzl name promises exceptional **quality** that exceeds all specifications, boasts very safe and reliable operation, and is extremely durable under heavy strain.

Wanzl products also guarantee a high **security** of investment: Once developed and manufactured, they **last a long time**. Several of Wanzl's products entered the market over 50 years ago and, due to their success, remain virtually unchanged to this day – for example, the shopping trolley. This signifies a secure purchase decision and long-term provision of spare parts. In addition, over the years Wanzl has created a vast **product range** which has become the backbone of trading in sales and also in logistics processes in many other industries.

The company's **roots** date back to 1920. Following the war and displacement, 1947 was the start a new era for the 3-man company. Today, Wanzl employs more than **3,300 people** around the world. At four plants in Germany, one in France, one in the Czech Republic and one in China, a high degree of **automatic line operation** and innovative **process technologies** ensure the first-class workmanship of all products – for a long **useful life** and high **economic value**. And a unique flexibility makes the most unusual of customer requests feasible.

Wanzl's **ingenuity** is also apparent in the shopping trolley: No other company in the world has manufactured as many, or had such a strong influence on the technical evolution and design of this global bestseller. Even with such an everyday object as the shopping trolley, Wanzl has accommodated the trend for **individuality**. Unrivalled variety of models, countless specific industry solutions and limitless scope for design. Aspects that sum up this company's successful quality products. Unmistakably \_\_ **MADE BY WANZL.**

# 1

## Why do people transport goods?

To understand the reasons for certain human behaviour, it's essential to discover the deeper causes. Why?





## Because man has a genetic imprinting as a (bargain) hunter-gatherer ...

... could be one explanation. Or maybe it's because, due to an evolutionary engraved pattern of behaviour, we want more than what we actually need and can carry with two hands?

The fact is, an inherent hunting instinct tells us that we need to cover, and bring home, the daily requirement. It's also a fact that, in the last 50 years, the transport of purchases has been much easier than ever before in the history of humanity.

And Wanzl, with its multitude of developments in the area of shopping trolleys, has played a part in this.





## A decades-old idea achieves global success

During the 1950s, Rudolf Wanzl imported the idea of a chair on wheels with a basket from the U.S. and gave it a timeless shape in the form of a mobile frame with a fixed wire basket. The shopping trolley has been around for over 50 years now and today it still retains its classic, logically designed shape.

### From the first to the biggest

Throughout the years, this sound commodity for everyday use has been constantly re-engineered to meet increasing customer requirements and to suit different ranges of goods. By now, there are countless models in circulation – whether in a high-end city centre department store or in a discount supermarket on the outskirts. This practical object is exceptionally good at making life a little easier and more pleasant. With its top-quality, design-oriented and future-proof products, Wanzl has become the world's largest and most important manufacturer.



## Epitome of investment protection

As a first impression and a constant companion in the market, the shopping trolley is a showpiece and therefore an important image factor. Nonetheless, it doesn't get all the attention it deserves. People really only notice it if it's not working properly. Inconspicuousness as a quality feature – this applies to numerous Wanzl products. Capable of withstanding extreme loads, they demonstrate their usefulness day in, day out.

## A benchmark in the market – Wanzl quality

Shopping trolleys are in constant use on every continent and in adverse weather conditions. During its lifetime, a trolley will often cover a distance equal to that from the Earth to the moon – a total of around 365,000 kilometres. Wanzl achieves the workmanship and quality required for this by following the DIN EN ISO 2000-2004 quality standards, by using the most up-to-date technology at its production facilities, by ensuring that only top quality materials are used and by carrying out extreme endurance tests at its in-house laboratories. Other products need to be measured against the excellent results of this reliable, controlled production process. Be it in Germany, China, the Czech Republic or elsewhere – all our production plants work to the same principles and procedures – quality \_\_ MADE BY WANZL.





# 2

## How do you attract customers?

Before you can sell goods, you must make contact with people who will buy them. What's the best way to do this?





### A smile is the first step ...

... because "he who cannot smile should not open a shop", according to a Chinese proverb. Two important factors influence sales: Sales skills, which need to be learnt, and competent staff. Where neither exists, "silent sellers" must undertake the task of having an appealing affect. Because shoppers make purchase decisions in a matter of seconds directly at the point of sale.





## Goods presentation as an attraction

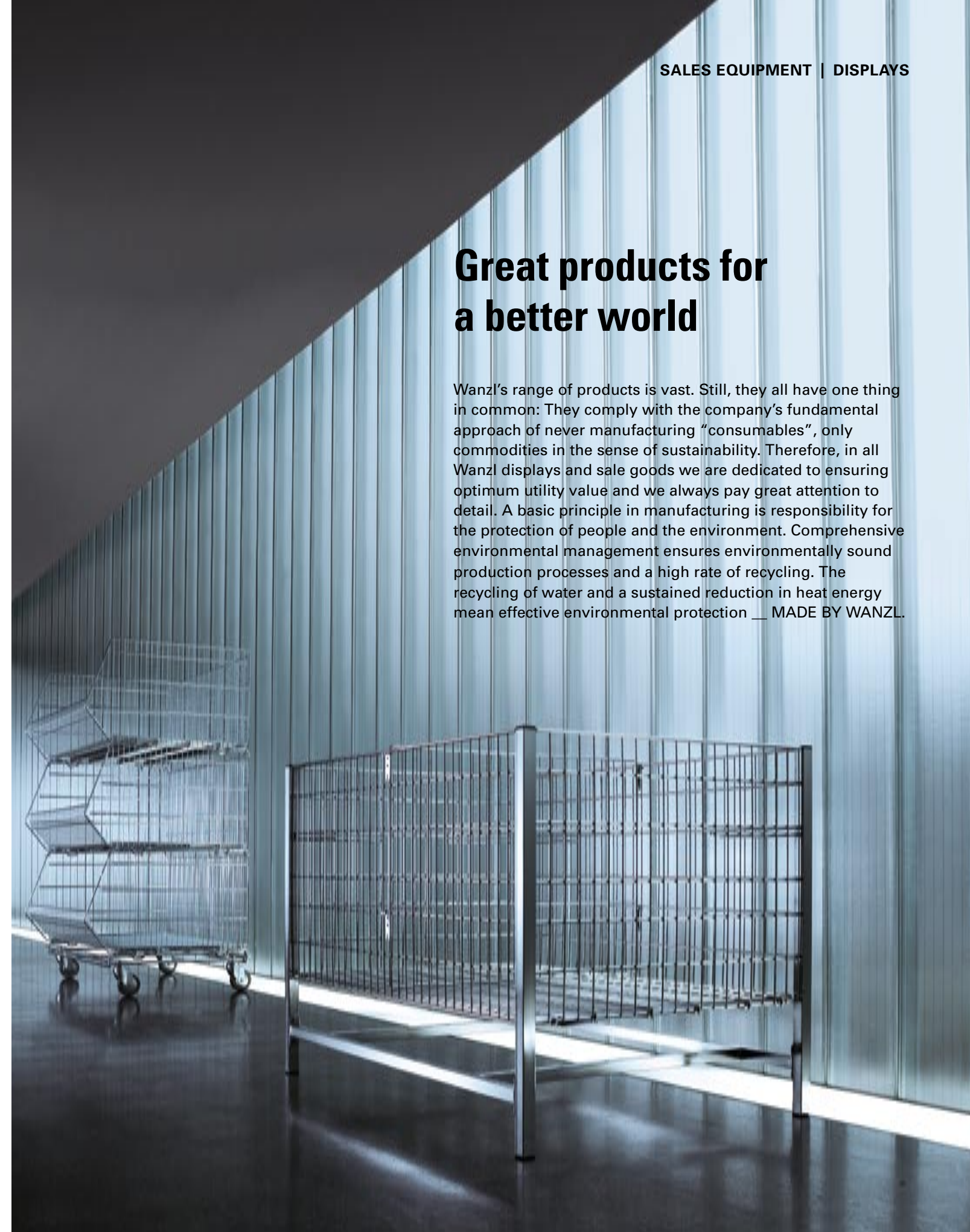
Goods need to be marketed using promotional displays with stimulating design and appeal. Wanzl has developed sales media that are suitable for various areas of application and every kind of product range – from single objects to complete shop fittings. These highly effective sales displays are designed to attract attention to the products they carry. In doing so, Wanzl's solutions allow businesses to show goods of all sorts in an attractive manner and sell them successfully.

## On-the-spot selling

From the original prototype on a 1:1 scale to the series-production model, the development departments at Wanzl design and manufacture their solutions in close collaboration with the customer. This allows us to create sales equipment and displays that are perfectly tuned to individual requirements, specific products and uses, and which verifiably stimulate customers to make impulse purchases. These sales successes have led us to develop several shopfitting systems.

## Great products for a better world

Wanzl's range of products is vast. Still, they all have one thing in common: They comply with the company's fundamental approach of never manufacturing "consumables", only commodities in the sense of sustainability. Therefore, in all Wanzl displays and sale goods we are dedicated to ensuring optimum utility value and we always pay great attention to detail. A basic principle in manufacturing is responsibility for the protection of people and the environment. Comprehensive environmental management ensures environmentally sound production processes and a high rate of recycling. The recycling of water and a sustained reduction in heat energy mean effective environmental protection \_\_ MADE BY WANZL.





# 3 How do people find their way around?

A labyrinth is an unmanageable system with intricate paths: It's easy to find your way in, but difficult to find your way back out. Locating the exit is a special task that requires much decision-making. How do retail outlets and public buildings show us the way to go?

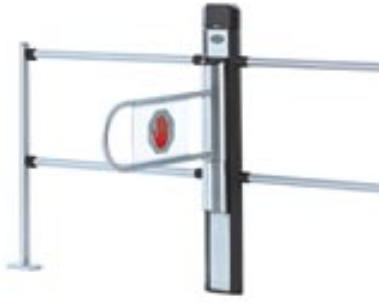




## With visually and functionally clear orientation guides

The rapid pace of changes occurring in the last 50 years and the complexity of the world we live in today are also reflected in the development of the corner shop down the road from the big supermarket. The unfathomable variety of products on offer, not to mention the countless different brands, allows customers to tap the market and its offerings with ease.

Thanks to Wanzl's route-planning activities, customers don't need to rely on their own sense of orientation.





## From the simple mechanical solution ...

To ensure that everyone can easily find their way from the entrance to the checkout, systems for guiding the customer flow were introduced. Today, you could hardly imagine a supermarket without these. It began with the simple turnstile, a further milestone in the history of self-service at Wanzl. Today, the customer flow is managed using complex multifunctional customer entry systems and guidance systems. These divide and arrange spaces, block off and open up passageways, and, above all, reduce stock loss.

### ... to the complex electronic system

Electronic entry and exit systems constitute a demanding technical and creative challenge. Adequate representation and assured long-term usage demand a very high quality of workmanship, excellent ease of use and power components such as an exit alarm, light barriers, sensor modules for measuring customer frequency, and additional computer-controlled functions as required.

Drawing on its expertise in complex entry systems, Wanzl has designed and implemented modern systems for access control in areas where security is paramount. These systems, present in banks, airports and other public buildings, guarantee freedom of movement for those who are authorised and closed doors for those who are not.



## New ways to overcome barriers

Time is subject to change, and progress defines the pace. Not to keep the pace but to be the force driving this change, to sway things but not to be swayed itself – this is the guideline shaping thought and action at Wanzl. But where does this family company get the energy to keep changing? From prompt efficient decisions, well-regulated structures and a clear objective. Wanzl's mission: To meet the market requirements of the future and to play an effective part in "gently improving the world".

Wanzl's aim: To employ a market-oriented, multi-disciplinary focus to develop a large variety of products and to permanently offer first-rate solutions – quintessentially \_\_ MADE BY WANZL.



# 4 Where is the point of sale ?

Will the allure of a vibrant market soon be a thing of the past? Will all trading take place from people's living rooms in the foreseeable future? That's hard to believe. Because people want to be among others and have tangible experiences. And where does this happen?





## In markets that inspire

... Wanzl has set standards with many developments and will also play a part in the future of sales and purchasing. The milestones in the success story include all sorts of sales equipment. This product range gave rise to systems for complete shopfitting.





## Shopfitting from design to installation ...

We design and implement customised solution proposals for the food and non-food sector using custom-made installation systems that are counted among the best in this product type and among the most attractive shopfitting solutions on the market. Shopfitting profits from the expertise of the entire company. Customers involved in all sorts of trades assign the full shopfitting process to the Wanzl experts in shop interiors – from the initial design through planning to implementation and final assembly.

### ... for the unrivalled staging of goods

From the first project drafts using 3D CAD drawings and out-line plans to models or prototypes, the experienced planning team at Wanzl develops and implements authentic, individual and cost-effective shopfitting concepts in wood, glass, plastic, aluminium or wire. For a staging of goods that activates the senses and sales-boosting emotions, to breathe life into a trade partner's corporate design, company philosophy and communication objectives and to give their business a significant and sophisticated profile in the market.

### Wanzl Shopfitting:

Customized service, from concept & design using drawings and 3D CAD planning, to project implementation



## Passion and enthusiasm for problem solving

With a passion for technical excellence and an enthusiasm for trend-setting innovation, Wanzl has fuelled a virtually bottomless pit of ideas within the company over the decades. Highly qualified development engineers and market experts keep seeing things differently, exploring new grounds and stretching limits, often being the first to tackle issues, and setting trends with innovative products. Constant innovation was and still is the backbone of development at Wanzl, and the company's key to success. We therefore place much emphasis on the training and further training of our employees, so that they can go from knowing how to do something to actually being able to do it and are free to develop their inventive talents. For innovation \_\_ MADE BY WANZL.





# 5

## What affects the markets ?

Wanzl is constantly searching for new areas of business with a future. Industrial logistics is one of the newest fields of activity with major future prospects. What is the significance of Wanzl's success on unknown territory?



## Forever boldly exploring new grounds

The global markets have had the following effect: Competition has become more intense, change has become more aggressive, customer requirements have become more individual and product life cycles have become shorter. In these times of intense competitive and cost pressure it is vital to realise the hidden potential in company processes. With a host of new devices, Wanzl has proven itself to be a leader in the area of logistics.





## Inspiration for new developments

When, back in 1948, the German company NCR (based in Augsburg) was looking for a manufacturer of small wire shopping baskets for their new checkouts in the first self-service shops, they found their answer in just one company: Wanzl. The three-man workshop filled the small order exactly in line with the customer's requirements, ultimately opening the door to a new world whose vast growth also allowed Wanzl to grow big – Self-service. This first "logistics product" gave rise to numerous industry solutions that would ensure seamless processes for transporting, order picking, turning over and storage.

## Special solutions for special tasks

When dealing with complex logistics processes, success essentially depends – as it did back when that first order was placed by NCR – on how the customer's specific requirements and individual requests are identified and met. Wanzl draws on sound technical knowledge to offer both well-established standard products and custom-made items. They are accurately modified to suit the job they are intended for in the material flow between warehousing and dispatch, and they help to improve added value in the material flow chain. Deadline constraints at the time of distribution require apparatuses that boast easy handling and high reliability, so that goods can be transported properly and with due care. Wanzl supplies apparatuses for every application.

## Safety plus through services

The safety aspect is a significant reason for manufacturers to produce quality goods only and not accept compromise on any account. When it comes to operational reliability, Wanzl products are unbeatable. But even the very best in quality doesn't come without maintenance and servicing.

Users in trade and industry rely on the qualified technical consulting provided by experienced support staff at Wanzl. This allows them to reliably eliminate potential problems before they can occur.

Wanzl provides custom maintenance contracts for regular inspections and maintenance. In these contracts, all services are tailored exactly to suit the customer's requirements. Seamless operating procedures cannot be guaranteed more cost-effectively than with the support packages \_\_ MADE BY WANZL.





# 6

## How do you become Number One ?

Everyone knows who was the first to cross the Atlantic and who was the first man on the moon. But who was the second? Nobody asks about him; he's forgotten. This fact alone fuels the ambition to have the leading edge. But how do you do that?





## With a feel for customer requirements and unique products

Anyone not content with coming in second faces an enormous challenge. Wanzl's aim was always to be the market leader. However, the main focus was and is on the customer's requirements and the best products on the market to meet the customer's needs. By following this recognised market and customer orientation, Wanzl has grown big, remained healthy and explored new areas of application.





## Convenience at the airport

Wanzl is the leading company for passenger handling services. This is because more and more airport operators around the world bank on Wanzl's dependability, precision, safety and trustworthiness.

In international aviation, our convenient luggage trolleys with collection/return guide rails can be found on every continent, and we offer a global service package for trolley management. In addition, we supply airports with entrances, exits and barriers for efficiently controlling passenger flows.

## Efficiency for hotels and clinics

Wanzl first "invented" the shopping trolley more than 50 years ago and has since reinvented it many times. Wanzl's unrivalled expertise in everything that rolls and transports goods is also appreciated in hotels and clinics.

The development departments are constantly working to meet the demands of clinics and the international hotel industry, and also to spot problems and solve them efficiently. The functional, economical and user-friendly products manufactured by Wanzl reduce personnel costs while inconspicuously and efficiently meeting the high requirements and expectations of patients and guests.

## Expansion for customer proximity on a global scale

Globalisation at Wanzl didn't just begin in the last few years. It actually started between 1970 and 1985, during the initial start-up phase for international branches in Austria, Switzerland, England, France, Belgium and the Netherlands. Since then, Wanzl has been highly committed to always being near its customers. Through a subsequent programme of expansion, the company entered the international markets bit by bit. With branch offices in all the world's most important countries, today Wanzl is in a position to accompany the globally operating trade partners everywhere they go, offering them a large product range directly on location. For customer proximity — MADE BY WANZL.





# 7

## How do you accomplish the future ?

"As time moves on relentlessly, the present becomes history," commented the German poet Wilhelm Busch. Wanzl has perfected the past, is conquering the present, and will confront the future. But on what basis?





## As a family company with mind and heart

Company objectives and strategies on glossy paper are worth nothing if the desire for success isn't present in the minds and hearts of all those involved. It's great to be able to say: We have a global team that places a high value on teamwork. The German dramatist Friedrich Schiller wrote in his play William Tell: There's a lot we can achieve if we stick together.

Wanzl wants to expand further to seize its market opportunities. However, it's not simply enough to state our desire, we must also work hard on making it a reality. Wanzl has the expertise necessary for this. And we can rely on our solid base of first-rate employees, who assume responsibility, who appreciate the importance of self-criticism and self-awareness, who are geared towards fulfilling their tasks, and who, despite complete freedom to be individual, use their abilities for the good of their team.

**The basic view shared by everyone at Wanzl is that we gain from the future.**

(Front right, L-R)  
Managing partner Gottfried Wanzl,  
chairman of the supervisory board Rudolf Wanzl,  
Ms Gabriele Wanzl,  
engineering director Dr Hans-Jürgen Sattler  
and financial director Frank Derks  
in a circle with employees of plant IV in Leipheim



## Internationality – Quality – Capacity

Wanzl employs numerous production processes to manufacture over 100,000 first-rate products from plastic and metal. Fundamental constants include: An uncompromising quality policy, the most up-to-date technology at production facilities, and seamless production processes.

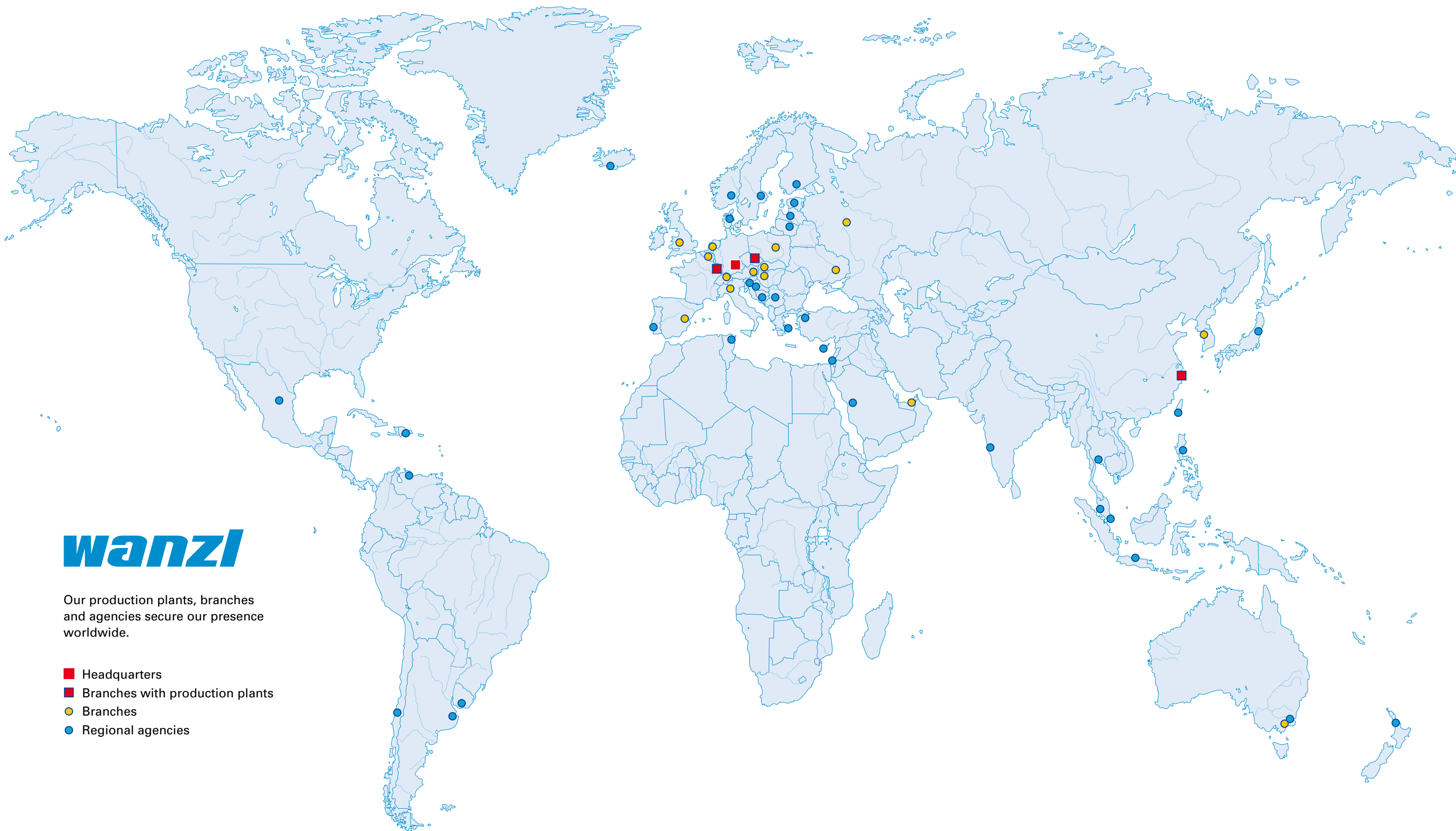
Seven production locations across Europe and Asia follow the same international quality standards, DIN EN ISO 9001-2000. The starting point is materials of the highest quality. Numerous testing stations are required, to include material, surface coating and dimensional checks in the laboratory, as well as extreme endurance testing.

A high repeat accuracy from the automated processes guarantees first-class workmanship and well-finished surfaces. In addition, quickly convertible robots and machines allow us to respond to every new market situation and to meet customer requirements using a flexible and “just in time” approach.

On this basis, and with a global network of production locations, branches and agencies, we can provide all our goods and services at close proximity to our customers everywhere.







# wanzl

Our production plants, branches and agencies secure our presence worldwide.

- Headquarters
- Branches with production plants
- Branches
- Regional agencies



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