

# Schäfer Airport Retail introduces two new Move stores



Offering great visibility, both Move stores are located at two of the top ten German airports, Stuttgart Airport and Nürnberg Airport, and feature electronic products from a wide range of brands

Schäfer Airport Retail has announced the opening of two new Move consumer electronics stores at two of the top ten German airports. A 70-square meter store has commenced trading in Terminal 3 of Stuttgart Airport and a 35-square meter outlet at Nürnberg opposite the main duty free store.

Both stores have great visibility with Stuttgart's T3 home to airlines including Lufthansa, Air France, SAS, British Airways, Aer Lingus and Air Baltic and the space at Nürnberg positioned for 100% of departing passengers to walk by.

In addition to its own range of electronic Move accessories, each store features electronics products from brands including JBL, Sony, Sennheiser, Ultimate Ears, Apple, Samsung, Pantone and Logitech.

Also featured at both outlets are travel bags from Wenger and Thule, cables and phone accessories from SBS and a full range of travel adaptors from Go. There is also space dedicated to Schäfer Airport Retail's newly-launched PPE brand, Interhealth.

The larger space at Stuttgart allows for a games zone and a gadgets zone, showcasing quality products from Playstation, ORB, Mobility on board, Lexon, Xtorm, Beurer, Necklacy, Fresh'n Rebel and Fun Factory.

Meanwhile, digital displays feature prominently in both new Move outlets, with the store back walls 1

featuring large screens – showing digital content managed centrally, creating theatre and atmosphere in-store – as part of a strategic agreement between Samsung and Schäfer Travel Retail.

Employees with great relevant product knowledge staff both stores, while additional product information can be taken from QR codes in-store that link to a product overview, ensuring that even the most difficult technical question can be answered.

“The Stuttgart store has a superb location for a consumer electronics store and its size has allowed for a full gaming zone including a Playstation demo zone. This will be particularly popular with GenZ travelers looking to pass twenty minutes before they hop on a flight. As with our store at Düsseldorf, we have built a brand zone for this Stuttgart location, which we will use for new product launches,” says John Woodhouse, Managing Partner, Schäfer Airport Retail.

Schäfer Airport Retail emphasised that all necessary measures are in place to make customers feel safe in-store in the Move outlets at both airports, with hand sanitizer stations available and cleaning carried out extensively throughout the day. Considering the future prospects of the new stores, Woodhouse is undeterred by the current state of play in the travel market in the face of COVID-19.

“Travel retail in Germany is tough at the moment, with traffic currently at less than 80% of last year’s levels, but we are approaching the market with a prudent, glass half-full attitude. Our store investments are for the future as the business will recover – we are certain people will eventually travel again in great numbers,” he adds.