

Gebr. Heinemann wins tender at Düsseldorf Airport



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[Gebr. Heinemann](#) will run the duty free & travel retail shops at Düsseldorf Airport from January 10, 2023. The licence is for four shops across all three terminals: A, B and C, with a total of around 4,000-sqm of shopping area. The product range will include liquor, tobacco, confectionery, perfume and cosmetics, fashion, accessories, watches and jewellery.

“We are delighted at the successful outcome of the tender, and we are looking forward to renewing our partnership with Düsseldorf Airport and resuming retail operations there. I am certain that this partnership will be very successful in terms of unique, future-oriented shopping concepts. It is our common goal to meet all the needs of passengers in relation to Duty Free and Travel Retail services at this important airport,” says Raoul Spanger, Chief Operating Officer at Gebr. Heinemann.

“Yet another reason to take off in Düsseldorf! With Gebr. Heinemann, we are getting a partner that is as professional as it is likeable, with a fantastic concept. Together with a high level of service familiar to Heinemann customers, it will provide a special visitor experience for our passengers. We are looking forward to a constructive and cooperative partnership,” adds Anja Dauser, Head of Commercial at Flughafen Düsseldorf GmbH.

The collaboration between Gebr. Heinemann and Düsseldorf Airport began in 1992, when the airport first introduced its retail concept. The two companies together laid the foundation for a mutually profitable business. Until almost ten years ago, Gebr. Heinemann last operated the duty free concession in Düsseldorf.

The shop design and sustainability concept, combined with the travel retailer’s willingness to invest, 1

were decisive factors in winning the tender. The company's ability to attract passengers with the right mix of local and global products, digital innovations and excellent service was also a strong factor in its favor.

The design reflects the three cornerstones: a local approach, sustainability and flexibility. The shops combine a strong local spirit with easy orientation. Each shop offers a wide range of local products and has an individual focus that represents Düsseldorf. In this way, every shop creates its own individual and distinctly local experience, making each visit special. "Selfie points" based on local landmarks also ensure that travelers feel the "local sense" of the city.

The furnishing scheme allows plenty of scope for flexibility when it comes to potential changes in all categories. As a result, frequently changing brand promotions and seasonal campaigns can be highlighted - with minimal waste and without the need for complicated modifications.

"As an airport with excellent connections and close to the city, we have a very special relationship with our region and with Düsseldorf. We are particularly pleased that Gebr. Heinemann has picked up on this concept in its product range and shop design. In this way, the passenger can fill up on the vital atmosphere of the state capital of North Rhine- Westphalia on the last few metres to the plane and carry it into the world. This is how the llocal connects with the global," concludes Pia Klauck, Head of Commercial Operations at Flughafen Düsseldorf GmbH.