

1 Shopfittings, shop furnishings, store design & visual merchandising

1.1 Shop furnishings

- 1.1.1 Seating
- 1.1.2 Merchandise presentation tables
- 1.1.3 Mirrors and mirror systems
- 1.1.4 Garment display racks, display stands
- 1.1.5 Fitting rooms
- 1.1.6 Sales containers
- 1.1.7 Sales counters
- 1.1.8 Showcases, display cases
- 1.1.9 Wall systems
- 1.1.10 Shelf systems
- 1.1.11 Heavy-duty shelving
- 1.1.12 Packaging equipment
- 1.1.13 Indoor playrooms
- 1.1.14 Free standing fixtures

1.2 Shopfittings

- 1.2.1 Flooring
- 1.2.2 Floor-cleaning equipment
- 1.2.3 Surface materials
- 1.2.4 Wall coverings
- 1.2.5 Ceiling systems
- 1.2.6 Building materials
- 1.2.7 Armatures

1.3 Store design & visual merchandising

- 1.3.1 General planning and services
 - 1.3.1.1 Shop architecture and store design
 - 1.3.1.2 Shop planning
 - 1.3.1.3 Project management
 - 1.3.1.4 Decorating and visual merchandising services
- 1.3.2 Mannequins, dummies and accessories
 - 1.3.2.1 Mannequins / figures
 - 1.3.2.2 Display busts
 - 1.3.2.3 Display heads
 - 1.3.2.4 Torsos
- 1.3.3 Body frames, hangers

1.4 Shopping trolleys and baskets

- 1.4.1 Shopping trolleys
- 1.4.2 Shopping baskets
- 1.4.3 Shopping trolley parking boxes
- 1.4.4 Cleaning of shopping trolleys
- 1.4.5 Castors and wheels for shopping trolleys
- 1.4.6 Shopping trolley conveyors
- 1.4.7 Accessories for shopping trolleys

1.5 Customer guidance Systems

2 Lighting

2.1 Lights

- 2.1.1 Exterior lighting
- 2.1.2 Lights for accent lighting
- 2.1.3 Lights for general or ambient lighting
- 2.1.4 Façade lighting

2.2 Lamps

- 2.2.1 Operating equipment for lamps
- 2.2.2 Halogen lamps

- 2.2.3 High-pressure lamps
- 2.2.4 Fluorescent lamps
- 2.2.5 LED lamps

2.3 Lighting planning and lighting systems

2.4 Lighting control systems

3

Refrigeration systems

- 3.1 Refrigeration cabinets, deep-freeze units
 - 3.1.1 Refrigeration cabinets (shelves, island units, chests)
 - 3.1.2 Deep-freeze units cabinets (shelves, island units, chests)
 - 3.1.3 Ready-to-connect refrigeration units and deep-freeze units
 - 3.1.4 Refrigerated counters
 - 3.1.5 Accessories

3.2 Frozen food display cabinets, refrigeration systems, heat recovery systems

3.3 Refrigerated and deep-freeze storage

3.4 Cold rooms, deep-freeze rooms

3.5 Equipment for refrigerated and deep-freeze storage

4

Catering and hospitality equipment

4.1 In-store bakery points

4.2 Ovens

4.3 Deep fat fryers

4.4 Combination steam cookers

4.5 Microwave ovens

4.6 Coffee machines

4.7 Rotisseries

4.8 Ice makers

4.9 Food service machines

4.10 Packaging machines

4.11 Dishwashers

4.12 Other

5

Building service engineering and energy management

5.1 Lifts

5.2 Escalators, moving walkways

5.3 Heating, ventilation and air conditioning

5.4 Cleanroom technology

5.5 Doors, door systems

5.6 Air curtain systems

5.7 Building automation and control systems

5.8 Parking solutions

5.9 Photovoltaic systems

5.10 Renewable energies (systems and equipment)

5.11 Waste disposal, recycling, cleaning

5.11.1 Waste containers, containers for recycled raw materials

5.11.2 Waste compactors and grinders

5.12 Energy Management/Energy Monitoring

6 POP Marketing

6.1 POS/POP displays

6.1.1 Acrylic and plastic

6.1.2 Cardboard

6.1.3 Paperboard, corrugated paperboard

6.1.4 Permanent displays

6.1.5 Temporary displays

6.1.6 Thematic displays

6.2 Decorative shop furnishings

6.2.1 Animation, revolving stages

6.2.2 Danglers

6.2.3 Plastic films, adhesive lettering

6.2.4 Graphic decoration elements

6.2.5 Light boxes

6.2.6 Neon signs

6.2.7 Illuminated signs

6.2.8 Illuminated decorations and accessories

6.2.9 Poster printing, large-format printing

6.2.10 Seasonal decorations, decorations for special trades and themes

6.2.11 Price signs

6.2.12 Textile decorations

6.2.13 Product, price and size labels

6.2.14 Special figures

6.2.15 Fabric figures

6.3 Outdoor advertising

6.3.1 Inflatable advertising media

6.3.2 Digital advertising systems

6.3.3 Large banners, façade coverings

6.3.4 Poster advertising

6.3.5 Promotional vehicles

6.3.6 Transport media

6.3.7 Services

6.4 POS marketing services

6.4.1 Merchandising companies

6.4.2 HR promotion agencies

6.4.3 POS marketing agencies

6.4.4 POS market research

6.5 Mobile outlets

6.5.1 Sales vehicles

6.5.2 Sales pavilions, stands

6.5.3 Marquees

6.6 Advertising materials

6.6.1 Banners

6.6.2 Shopping bags

6.6.3 Promotional merchandise

6.7 Fragrance marketing

7 Retail technology

7.1 E-commerce solutions

7.1.1 Online shop systems/platforms

7.1.2 Online marketing solutions

7.1.3 Web analytics, web controlling

7.1.4 Email marketing solutions

7.1.5 Social media scanning

7.1.6 Search engine optimisation

7.1.7 Trust marks for online shops

7.1.8 Click & collect solutions

7.1.9 Omnichannel integration

7.1.10 Fulfilment

7.2 Business analytics

7.2.1 Analysis tools for customer data, CRM software

7.2.2 Data warehousing

7.2.3 Big data management

7.2.4 Customer frequency analysis

7.2.5 Management information systems

7.2.6 Price optimisation software

7.2.7 Auditing / financial controlling, theft management

7.2.8 Loss Prevention Software

7.3 Payment systems

7.3.1 Card terminals, EFT terminals

7.3.2 Background operation, network operation, processing

7.3.3 Contactless payment systems, NFC solutions

7.3.4 Mobile payment solutions

7.3.5 Online payment solutions

7.3.6 Chip cards, chip & pin systems

7.3.7 Biometric payment systems

7.3.8 SEPA solutions

7.4 ERP, merchandise management

7.4.1 Merchandise systems, ERP solutions

7.4.2 Stock management software

7.4.3 Merchandise planning, forecasting

7.4.4 Visual merchandising software

7.4.5 Space management software, category management

7.4.6 Workflow management solutions

7.5 POS software

7.5.1 EPOS software

7.5.2 Self checkout/ self-scanning software

7.5.3 Software for POS communication

7.6 Mobile solutions

7.6.1 Hand-held devices, mobile computers

7.6.2 Tablet PCs

7.6.3 Software for mobile devices



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- 7.6.4 Mobile couponing
- 7.6.5 Mobile marketing solutions
- 7.6.6 Smartphone apps
- 7.6.7 Location-based services
- 7.6.8 Beacon technology solutions
- 7.7** POS hardware
 - 7.7.1 EPOS hardware
 - 7.7.2 Checkouts
 - 7.7.3 Self checkout, self-scanning systems
 - 7.7.4 Cash management solutions
 - 7.7.5 Thin client solutions
 - 7.7.6 POS screens, touchscreens
 - 7.7.7 Back office PCs and servers
 - 7.7.8 Cash drawers
 - 7.7.9 Keyboards
 - 7.7.10 POS printers, coupon printers
 - 7.7.11 Scanning solutions
 - 7.7.12 Reverse vending systems (returns)
 - 7.7.13 Retail vending systems
 - 7.7.14 Display printing systems
- 7.8** Digital marketing solutions
 - 7.8.1 Integrated digital signage solutions
 - 7.8.2 Content management for digital POS media
 - 7.8.3 LCD/LED/plasma systems
 - 7.8.4 Digital POS displays
 - 7.8.5 Interactive display solutions
 - 7.8.6 Virtual shelves
 - 7.8.7 Customer screens for checkouts/scales
 - 7.8.8 Instore radio
 - 7.8.9 Instore TV
 - 7.8.10 POS kiosk systems
 - 7.8.11 Loyalty card solutions
 - 7.8.12 Gift card solutions
- 7.9** Supply chain management
 - 7.9.1 EDI solutions
 - 7.9.2 Supplier management
 - 7.9.3 Web-based portals, extranet systems
 - 7.9.4 E-procurement solutions
 - 7.9.5 Fleet management
 - 7.9.6 Terms and conditions management
 - 7.9.7 Tracking & tracing
 - 7.9.8 Warehouse management
 - 7.9.9 Picking and packing systems
- 7.10** Price labelling
 - 7.10.1 Electronic shelf labels
 - 7.10.2 Labels and price tags
 - 7.10.3 Label printers
 - 7.10.4 Manual labelling systems
 - 7.10.5 Price and labelling machines and systems
- 7.11** Store communication, networks
 - 7.11.1 Store connectivity solutions
 - 7.11.2 RFID solutions
 - 7.11.3 Wireless store solutions
 - 7.11.4 Network management
- 7.12** HR management
 - 7.12.1 Payroll accounting systems
 - 7.12.2 Time-tracking systems

- 7.12.3 Workforce management systems
- 7.12.4 E-learning software
- 7.13** Weighing equipment and food services
 - 7.13.1 Scales
 - 7.13.2 Printing systems and accessories
 - 7.13.3 Software for provision / removal of data from scales and printing systems
 - 7.13.4 Integrated scale/checkout systems
- 7.14** Security equipment
 - 7.14.1 Merchandise surveillance
 - 7.14.1.1 Fraud prevention displays
 - 7.14.1.2 Electronic merchandise surveillance
 - 7.14.1.3 Customer guidance systems
 - 7.14.1.4 Security leash systems
 - 7.14.1.5 Mechanical merchandise surveillance
 - 7.14.1.6 Source tagging solutions
 - 7.14.1.7 RFID merchandise surveillance solutions
 - 7.14.1.8 Security tags
 - 7.14.2 Surveillance installations
 - 7.14.2.1 Electronic shopping trolley management systems
 - 7.14.2.2 Customer frequency measurement
 - 7.14.2.3 Mirror surveillance
 - 7.14.2.4 Video surveillance systems
 - 7.14.3 Access control
 - 7.14.3.1 Electronic access control
 - 7.14.3.2 Mechanical access control
 - 7.14.3.3 Security systems for emergency exits
 - 7.14.4 Cash management, storage and transport
 - 7.14.4.1 Money counting systems
 - 7.14.4.2 Counterfeit detectors
 - 7.14.4.3 Cash management and transport services
 - 7.14.4.4 Pneumatic tube systems
 - 7.14.4.5 Safes
 - 7.14.5 Security services
 - 7.14.5.1 Security guards
 - 7.14.5.2 Detectives
 - 7.14.5.3 Mystery shopping
- 7.15** IT services
 - 7.15.1 Implementation of ERP systems
 - 7.15.2 Implementation of POS solutions
 - 7.15.3 Maintenance of central hardware
 - 7.15.4 Maintenance of POS systems
 - 7.15.5 Operation of central systems/ERP
 - 7.15.6 Operation of POS systems
 - 7.15.7 Cloud-based IT services
 - 7.15.8 IT consulting
 - 7.15.9 IT security
 - 7.15.10 Other IT services
- 8** Stand construction & live marketing
 - 8.1** Exhibition stand construction / event construction
 - 8.1.1 3-D CAD systems
 - 8.1.2 Display manufacturers
 - 8.1.3 Trade fair contractors
 - 8.1.4 Installation companies
 - 8.1.5 System manufacturers
 - 8.1.6 Suppliers for exhibition stand construction
 - 8.1.7 Decoration construction / stage construction

8.2	Communication design
8.2.1	Planning and design
8.2.2	Brand communication
8.2.3	Theme displays
8.3	Brand communication and live communication
8.3.1	Communications agencies
8.3.2	Marketing event agencies
8.3.3	Promotion/sales agencies
8.4	Event engineering
8.4.1	Imaging
8.4.2	Stage engineering
8.4.3	Lighting engineering
8.4.4	Media and AV engineering
8.4.5	Projection engineering
8.4.6	Special effects
8.4.7	Sound engineering
8.4.8	Production companies
8.5	Furnishings
8.5.1	Flowers and decoration
8.5.2	Flooring / cavity floors
8.5.3	Decoration construction
8.5.4	Double-storey systems
8.5.5	Graphics, signage, banners
8.5.6	Rented furniture / furnishings
8.5.7	Staircase systems
8.5.8	Fabrics, films, sails
8.5.9	Wall systems, ceiling systems
9	General services
9.1	Market research companies
9.2	Trade associations, research institutes
9.3	Publishers, trade journals
9.4	Miscellaneous