Factsheet

Company History

Visplay's origins date back to 1937, when the Swiss company Graeter & Cie. was founded, specializing in display items. What began as a small workshop has evolved over nearly nine decades into a key provider of modular systems for retail and spatial design. Through continuous product innovation, Visplay has set benchmarks in the design of commercial interiors.

Our Products

Visplay's systems seamlessly integrate into a wide range of industries and space concepts thanks to their flexibility. The product portfolio includes modular shelving systems, wall systems, ceiling systems, mid-floor solutions, and mobile modules. In addition, Visplay offers solutions for office environments to support efficient and inspiring workspaces

Our Clients

Visplay serves a diverse and global client base, including leading retailers and well-known brands. Its tailored solutions are found in industries such as fashion, automotive, sports and leisure, healthcare, and more. Working closely with architects and shopfitters, Visplay develops bespoke concepts that reinforce brand identity.

Headquarters and Management

The company is headquartered on the Vitra Campus in Weil am Rhein. Christian Vetterer, Pietro Barteselli and Denise Cimolai are the Managing Directors.

visplay