

Factsheet

Company History

The origins of Visplay date back to 1937. In that year, the Swiss company Graeter & Cie. was founded, specializing in shop window display items. What began as a small manufactory developed over nearly nine decades into a leading provider of modular systems for retail and spatial design. Today, Visplay is part of the **L&S Group** and continues to advance modern spatial concepts through continuous product innovation.

Our Products

Visplay develops modular systems for flexible spatial concepts. The solutions are used in retail as well as in offices, hospitality environments, showrooms and other commercial spaces. The product portfolio includes modular shelving, wall and ceiling systems, mid-floor systems as well as mobile solutions.

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 and Pietro Barteselli are the Managing Directors.