

Dynamic Retail Spaces: Visplay's Mobile Merchandising Solution

Weil am Rhein, October 17, 2023 – As a leading developer of modular interior and spatial systems, Visplay proudly introduces its latest innovation: the mobile retail system "Qubo M." This cutting-edge solution is designed to revolutionize the brick-and-mortar fashion industry, addressing its evolving demands and offering maximum flexibility.

The fashion retail industry faces significant challenges, particularly due to the intense competition from e-commerce. To thrive in this dynamic environment, retailers need concepts that are not only flexible but also cost-efficient.

A New Era in Store Design

Fashion retail is characterized by rapid changes and trends, which can quickly outpace rigid store designs. With the new Qubo M, Visplay has developed a solution tailored to the needs of a constantly evolving industry. "Qubo M stands out for its mobility on wheels and easy adaptability thanks to pre-configured modules," explains Benedikt Kaiser, Team Leader in Marketing at Visplay. The mobile mid floor system includes essential modules for optimal store design, such as display tables, garment racks, and even a fitting room.

Drawing on its extensive experience in the retail sector, Visplay has focused on creating flexible and modular systems that can seamlessly adjust to shifting requirements. "Qubo M allows for quick and easy assembly, which can be handled by visual merchandising staff," emphasizes Markus Prange, Head of Sales at Visplay. This enables retailers to implement new store layouts with minimal effort and without the need for specialized tools.

Versatility Through Hybrid Modules

The Qubo M system's modules offer hybrid functionality, allowing for a wide range of applications. For instance, a garment rack can be quickly converted into a gondola with shelves for accessories. Another standout feature of the Visplay system is the optional electrification. Integrated LED lighting within the shelf frames enhances product presentation, ensuring that even items on lower levels of the gondolas attract attention.

Enhanced Brand Presentation

Qubo M empowers brands to make a strong visual impact. The system's illuminated graphic frames enable flexible and effective placement of campaigns in central store areas. Each module can be tailored to align with the brand identity and color scheme of the store. With various wood finishes available, Qubo M seamlessly integrates into different store concepts, contributing to a cohesive overall aesthetic.

Future-Proof and Cost-Effective

Visplay's Qubo M offers an exceptional balance of quality and cost-efficiency. In an era where store fixtures represent a significant investment, Visplay provides a impressive value proposition. The modular system meets the high demands of the fashion industry while standing out for its durability. Even as stores undergo future redesigns, the system remains intact and can be used for many years.

Visplay once again demonstrates its commitment to addressing the needs of modern retail while maintaining a forward-looking perspective.

About Visplay

Visplay is a global developer and manufacturer of interior and spatial systems, headquartered in Weil am Rhein, Germany. For over 85 years, the company has set standards in design, functionality, and quality. Initially rooted in shopfitting systems, Visplay now offers a broad portfolio of solutions that extend far beyond the retail sector. Visplay's products are known for their flexibility and adaptability, finding applications across various industries. They enable a multitude of design possibilities that meet the diverse demands of modern commercial spaces.

For more information on the Qubo M system and other Visplay solutions, please visit www.visplay.com or contact us directly at info@visplay.com.

Please send us a copy of the publication. Thank you!
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