

Dreams come true

Through its Nordic by Nature stand, Expedit has created a unique shared universe across national borders that blends its corporate identity and expertise with the distinct characteristics of the Nordic Region.

Nordic design exudes quality craftsmanship underpinned by a strong concept – just like our Nordic by Nature stand. In an attempt to demonstrate how we can realise and complete clients' wishes from idea to fully-installed shop solution, Nordic by Nature has – of course – been conceptualised, produced and installed by ourselves. The display is both functional and aesthetically pleasing, and reflects how we have thought about every little detail.

Perhaps you are familiar with JYSK, Bolia.com, Royal Copenhagen, Dansk Supermarked, Coop, Lindex, Skoringen, Jem Fix, Gina Tricot or Subaru in one way or another? If you are nodding in agreement, you have definitely also come across us. These leading international companies represent a small proportion of our many big clients. They clearly signify a diverse customer portfolio with differing requirements. Nevertheless, Expedit is able to develop each concept to meet the exacting requirements of each client, since our customers' key competencies span both Food, Fashion & Lifestyle and Specialist Trade. Expedit's creative solutions and tailor-made concept development evolve from our interest in and knowledge of the latest trends; many years of experience; and insight into customer behaviour and the store of the future. By being involved in the entire process from beginning to end, we can conceptualise, produce and install ready-made shop solutions designed to increase customer traffic and create a common thread to the client's brand identity.

Our close relationship with our customers and the needs of their end users are of paramount importance to us. Our primary objective in the Food segment is to combine function with aesthetics in order to guide the customer through the store in line with the intended flow. We design creative and innovative elements that make shoppers stop by making the shopping situation an experience that engenders a certain feeling in the customer. We consider it important to understand the dilemma facing each of our clients and to challenge their conventional thinking through insight into current trends, the store of the future and customer behaviour. All insight is applied strategically, which is why the shop fittings help generate additional sales.

For our Fashion & Lifestyle segment the visionary is key. We have our finger on the pulse when it comes to the latest trends and technological capabilities, which is why we perform preliminary work at home and abroad. In order to differentiate our clients from their competitors, we seek inspiration from various sources further afield. We provide expertise to a wide range of customers, whose products and requirements differ. We dare to get involved and take the lead in order to give our clients the elements required to stand out from the crowd and survive in a tough sector.

Functionality is paramount in our Specialist Trade segment. Our design and construction teams therefore collaborate closely from the outset, so that we can make the most of every square metre. The solution should be sharp and functionally tailored to the employees' work practices. Our 65-plus years of experience enable us to identify potential obstacles to completing a given task. Thorough discussions with our client about limits and systems create space for us to use our technical skills to produce effective functional solutions.

For more information please contact:

Anne Østrup Hansen, International Marketing Manager, tel: +45 87 612 233; e-mail:
Anne.Hansen@expedit.dk

Christina Legaard Dreyer, International Communications Coordinator, tel: +45 87 612 227; e-mail:
Christina.LegaardDreyer@expedit.dk

Photo – Mad Cooperativet, Copenhagen

