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**“You don’t  
solve problems  
by putting them  
on ice.”**

**- Winston Churchill**



### 01 Editorial

We live in a high-tech world that demands an increasing level of know-how and flexibility from us. Wariness is counterproductive if you want to keep your finger on the pulse of the times.

For this reason, an optimally functioning and well-thought-out digital infrastructure is becoming increasingly important for the retail sector so as to connect the online and offline worlds. Always remember that people, with their needs and desires, are at the heart of all digitalisation efforts. This may make things somewhat easier.

Best wishes,  
Monique Fischer

### 02 Blog: Retail and IT must enter into a close relationship in future

Digital in-store experiences, individualisation and omni-channel integration are topics that can only be realised using technical methods to a large extent. Efficient and uniform IT systems are required for their implementation in the retail sector. Successful digitalisation calls for expertise and extensive investments. Yet these two basic prerequisites are not available in many cases. Nevertheless, in my new blog post, I would like to demonstrate how important it is to be aware of the impact of a well-functioning and well-thought-out digital infrastructure in order to remain competitive in the future.

### 03 Part 7: The future of brick-and-mortar retail – branding

The core of every brand remains its identity and its values. However, whereas services, products, prices and offers previously took centre-stage, in future there will be a greater focus on creating meaning, integrity and responsibility.

Active exploration of current societal issues and a keen sense for interpersonal resonance are becoming ever more important. Customer needs have changed. They no longer want to buy just a product or service. The transformation of brick-and-mortar retail into a place for experiences represents a crucial development. Retailers that manage to establish themselves as locations where people spend their leisure time can sustainably increase sales and raise their brand value. I spoke to André Mäder, CEO of the KaDeWe Group, about this exciting topic in Berlin: [Click here to watch](#)

### 04 What's your attitude to plastic bags?

While supermarkets have been prohibited from offering plastic bags in Germany since the beginning of the year and single-use plastic items have been banned throughout the EU, Switzerland is treading a different path. It is focussing on improving recycling and on the individual responsibility of citizens and commercial enterprises. Numerous retailers are voluntarily no longer handing out free plastic bags at checkouts both in the food and non-food sector.

## Sales News World!

### **Pantone colour of the year: Veri Peri**

The new colour “offers all the characteristics of blue tones as well as a red-violet nuance and provides us with a vivid, cheerful view of the world and a dynamic presence that provides inspiration for bold creativity and imaginative expression,” says Leatrice Eiseman, Managing Director of the Pantone Color Institute. It’s wonderful the power that colours possess!

### **Longer shopping thanks to e-charging stations**

Almost half of all electric car drivers consider whether charging points are available when choosing a shopping centre. 59 per cent stated that they would even “probably remain on-site slightly longer”. This was the result of a joint study by EHI and UScale.

The latest surveys of companies carried out by the Swiss Retail Federation and the IG Detailhandel Schweiz retail association demonstrate impressively that consumers are increasingly using reusable bags and containers to transport their purchases. As a result, the number of plastic bags in circulation has been reduced by just over 20 million since 2019. What has been your experience in your shop? Do you offer plastic bags or have you found good alternatives? I look forward to hearing from you.

### **05 Mindstep Academy – training for sales staff and managers**

Are you wondering why managers and sales staff should dance the tango and how tango dynamics lead to success? In a world in which the focus is on digitalisation, personal contact and communication expertise are all the more important. Likewise, the establishment of reliable relationships is an essential requirement for sales success in trade and successful management in companies. Using the example of the dynamics involved in the Argentine tango, I will illustrate the importance of mindfulness, attention, empathy, respect and the capacity for dialogue and how goals can be achieved jointly, with passion and to the benefit of your business. Look forward to extraordinary success concepts that manage the transition from theory to practice.

