

# TEX-STORE™

***koppermann***®  
A Passion for Innovation

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# TEX-STORE™

A New Dimension in Store Merchandising



Benetton, Flagship New York, photographed by Peter Mauss



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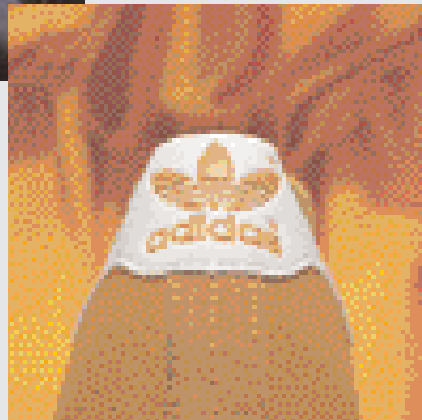
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Hilfiger



Adidas

## You Will Not Believe Your Eyes ...

TEX-STORE™ is a completely integrated planning and communication solution for the visual presentation and merchandising of apparel and store fixtures. TEX-STORE™ allows the Merchandising, Planning and Visual departments to work together to easily develop their seasonal plans and, even more importantly, communicate those plans to the stores inexpensively and in a timely manner.

The expense of sending the constantly traveling Visual Merchandisers throughout the stores or the creation of mock-up stores with hard to obtain advanced seasonal samples can all but be eliminated. TEX-STORE™ gives your store planners more time to develop and evaluate the best way to present the merchandise on the selling floor which, can result in higher sales and greater profit margins.

TEX-STORE™ supports the efforts of product managers, store planners, merchandisers and store analysts. With its virtual presentation and analytical abilities the resulting shop plans help you to achieve increased sales, improved inventory management and faster inventory turnover.

## Communicating the Concept to the Store

TEX-STORE™ affords the ability to plan and communicate the shop floor set, including fixtures, directly to the store eliminating the possibility of confusion in interpretation at the store level. By eliminating the complicated manually prepared documents and providing clear and easy to read 3-D pictures and Plan-o-Grams, your stores will be able to more accurately execute the store floor set plans. Additionally, a comparison of the proposed Floor Set against proposed inventory plans can highlight problem areas before the merchandise

has been delivered to the store. This results in a more efficient planning process and ensures that appropriate lifestyle concepts are communicated at the point of sale, which can help to ensure your stores make the expected visual and sales impact.



Benetton

## The 3-Dimensional Advantage

By generating a perfectly planned 3-dimensional floor set combining your fixtures and your garments, you can visualize its effectiveness before the actual execution, eliminating trial and error and ensuring the maximization the visual impact of your brands on the selling floor.

## Success Instead of Stress

Imagine seeing the effects of your sales figures within your virtual store – and immediately recognizing not only where items have sold well and where they have not, but also the markdowns and the resultant margins associated with the style’s sales. With this data you can now improve the floor set – and turn styles that had caused you stress into real success.



Adidas, Flagship Moscow

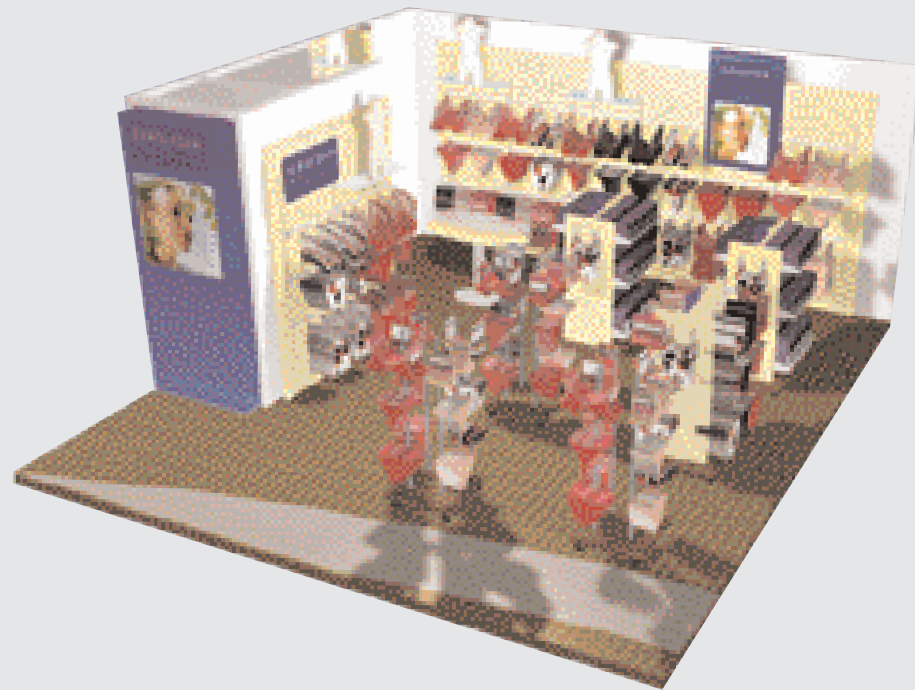
## Create to Your Floor Set Plan

TEX-STORE™ can present the actual floor set at the point of sale enabling designers to acquaint themselves with the store environment during the design process. Seeing the line or collection through the customer’s eyes reduces the costs of development and sampling while ensuring that the line/collection is appropriate for the floor plan and makes the required visual impact on the selling floor. The final results can mean higher sales and higher margins.



## Get to Know Your Shop Before it Opens

With TEX-STORE™ you can simulate your entire shop prior to its execution enabling you to determine the shop's visual impact as it relates to the inventory plan and react accordingly. The results include more efficient planning, quicker shop prototyping and a reduction in architectural costs while still being able to remain within the confines of your inventory plan.



Schiesser AG, Radolfzell

Item	Color	Price	Subcategory
Item 1	Blue	10.00	Category A
Item 2	Green	15.00	Category B
Item 3	Red	20.00	Category C
Item 4	Yellow	12.00	Category A
Item 5	Purple	18.00	Category B
Item 6	Orange	14.00	Category C
Item 7	White	11.00	Category A
Item 8	Black	16.00	Category B
Item 9	Grey	13.00	Category C
Item 10	Light Blue	17.00	Category A



## Compare Your Order to the Floor Set

TEX-STORE™ allows you to immediately see and compare outstanding merchandising orders to the created store floor set assuring the correct quantities of merchandise have been ordered to meet the requirements or that the floor set is using all the ordered merchandise. In the past this important process was impossible to generate without going through a slow and manual checklist procedure. With TEX-STORE™ this process can now be automated and integrated saving tremendous amounts of time and effort while ensuring that there were no gaps in either the floor set or the Merchandise Purchase Orders.



## Welcome to the Interactive Online-Shop

With TEX-STORE™ you can create virtual store environments and place them on the Internet where your stores can see the floor set or you can create an E-Store where virtual shopping is fun and your customer's orders automatically being generated for your shipping department. E-Store users can walk through the virtual store and see each item of merchandise along with the related data by selecting them with a mouse. Instead of complicated lists of products your store or customer is presented with a shopping environment they are already accustomed to. Product details are displayed on an interactive basis.

## Revolutionary Technology

TEX-STORE™ impresses not only through its well-developed functions and its user friendliness, but also because of its innovative technology:

- The ability to place virtual merchandise onto virtual fixtures is extremely easy due to already defined containers – this means that the merchandise “knows” where and how it is to be automatically presented either hanging or folded. Both forms of presentation are available to the same virtual image.
- Using its open database connections TEX-STORE™ can import all product data from any other database and link them to existing images. Should you not have a database, the program offers a number of wizards, which import product data eliminating the need for time consuming data input.
- TEX-STORE™ can also import virtual merchandise fixtures and furniture directly from the most commonly used architectural CAD systems.

- Extrusion algorithms support the creation of 3D-objects such as garments. These algorithms automatically calculate 3D-representations from 2D-objects. Additionally, TEX-STORE™ permits you use 3D-scanners to work with display mannequins, bags or shoes.
- Communication and presentation documents of your virtual store can be produced in photographic quality in no time thanks to the TEX-STORE™ high quality rendering system. These renderings can include pictures of your shop, Plan-o-Grams or videos, all of which display shadows; transparency and reflections, making them appear "real".
- TEX-STORE™'s VRLM technology allows you to create the 3D E-Shops for interactive representation on the Internet or an Intranet. Display fixtures, furniture and garments can be selected with the mouse to display detailed merchandise and fixture information. This is an ideal method for the creation of online shops that can generate online orders, present single garments or a complete outfit to any one with an Internet connection and a browser.

