

## FUNtastic make over: FUN FACTORY excites its trade partners with a remodeling of shop-in-shop retail spaces

That glint in your eye only whilst Christmas shopping? According to the north German sex toy manufacturer, shopping is an experience at any time of year. That's why FUN FACTORY, in continuing its support of stationary retail stores, has begun a relaunch of its shop-in-shop concepts for its trading partners.

**Bremen, November 2016.** For 20 years, FUN FACTORY has continued to impress with innovative toys, made in Germany. Contributors to its success and the establishment of bestsellers such as PATCHY PAUL or MiSS Bi have been its long-standing partnerships with retail stores. That's why in fall FUN FACTORY, together with selected B2B partners, began an extensive modernization of its shop-in-shop retail spaces.

The company began with its brand outlets within the Novum chain. The FUN FACTORY team took a close look at 23 stores on a five-day tour to see how a better and more lucrative shopping experience could be created. To do this, FUN FACTORY developed individual plans for each store including e.g. new shelving systems, lighting concepts, fresh colors, sensual mood pictures, displays, banners and wall coverings, as well as upping the display toys and matching POS material. The aim was not to create a standardized look, but to create a well thought out display space that combines the FUN FACTORY style in harmony with the character and possibilities of each individual store.



Michael Schnelle, manager of the Novum Märkte GmbH confirms the effectiveness of this approach: "The remodeling has created a real WOW! effect in our customers. Products and offers are being noticed more. FUN FACTORY has taken the reins and implemented the project with a friendly and highly competent team."

*NOVUM in Bielefeld with a new FUN FACTORY shop-in-shop solution*

For Michael Schnelle, maintaining a dialogue is essential in daily business operations. FUN FACTORY sets the right example, and one that has already shown positive results in the business. That said, it's not only what's on the outside, but what's on the inside that counts too, as the saying goes. According to Michael Schnelle, the highlight of working with FUN FACTORY is the individual staff training to fit the remodeling of the shop-in-shop retail areas. And already it's evident - the training, complete with an exclusive incentive program in which the one team of the three stores with the highest growth in sales can win attractive prizes, is being well received by staff and manager alike.



FUN FACTORY's work doesn't just stop in Germany, as the exclusive "Harmony" shop on London's renowned Oxford Street shows. In this store, an impressive Christmas shop front, as well as shop-in-shop area was created. "Christmas time is incredibly popular and Oxford Street a much sought after spot for all brands. I was very keen on creating a window front together with FUN FACTORY. Their world of colors works very well decoratively and invites customers before

even entering the store to discover the entire range of products. And what should I say?! With this collaboration our pre-Christmas sales have increased fivefold," says Area Retail Manager Jamie O'Sullivan.

FUN FACTORY's shop-in-shop remodeling has impressed chain stores as well as individual retailers. "With this makeover, we really do attract more customers into our store. Even those who perhaps previously wouldn't have had the courage – the store now appears much brighter and more inviting. We're very happy with the new look," comments Oliver Harder, shop manager of "Jagdrevier" in Hamburg.





The entire FUN FACTORY team is passionately behind the makeovers. “We believe in retail stores! That’s why we are looking forward to fostering our business relationships further in 2017 and work together on exciting shopping experiences in POS!” affirms Head of Marketing and Sales Kai Grünenwald.

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*High-resolution images are available on request.*

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