



BIERBAUM-PROENEN **SHOP-IN-SHOP** SYSTEM

Project presentation
by PAP – THE BRAND



CLIENT

BIERBAUM-PROENEN GmbH & Co. KG

Facts and figures

Founders:

1788 founded in Cologne by Johann Baptist Bierbaum
1832 handed over to son-in-law Franz Arnold Proenen

Products:

Workwear and personal protective equipment for professional fields such as medicine, nursing, as well as gastronomy, crafts and industry.

Locations:

Headquarter: Cologne with 128 employees
Production: Mateur, Tunisia with 260 employees

Distribution:

According to a multi-channel strategy, distribution is carried out via retail partners, directly to textile service providers and in the company's own online shop.

Annual turnover:

52 million (2021)

Marketing Manager:

Carlos Sánchez

One of the first companies in the workwear industry to recognize the importance of sustainability, BP has been a member of the Fair Wear Foundation since 2010 and is committed to improving working conditions in the international garment industry.

Since 2016, the company has participated in the Fairtrade cotton program, and by 2030, 50 percent of its product range will be recyclable and all BP products will be carbon neutral. The BP brand stands by its promise of **“Best Quality”** and exceptional product experiences and challenges its customers to “Feel the difference” – and make a difference.

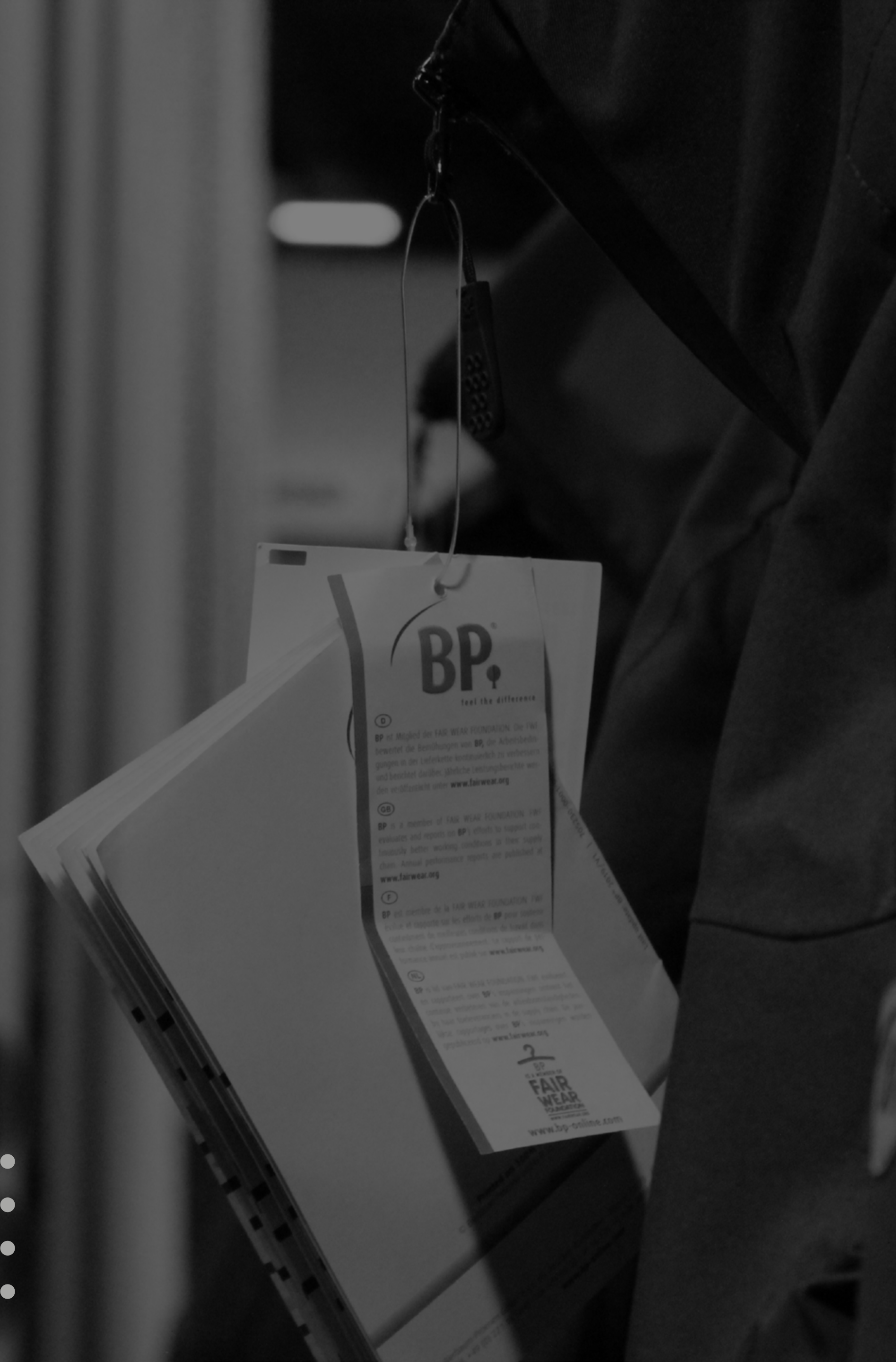


BRIEFING

To make a big change in its marketing strategy, the company needed to have their own shop-in-shop system.

To solve this, PAP worked on:

- Strategic improvement of B2C appearance
- Design, development and production of the SIS system
- Launching of the first test production in 2022
- Implementation of SIS system in approximately 200 stores in a period of 24 months

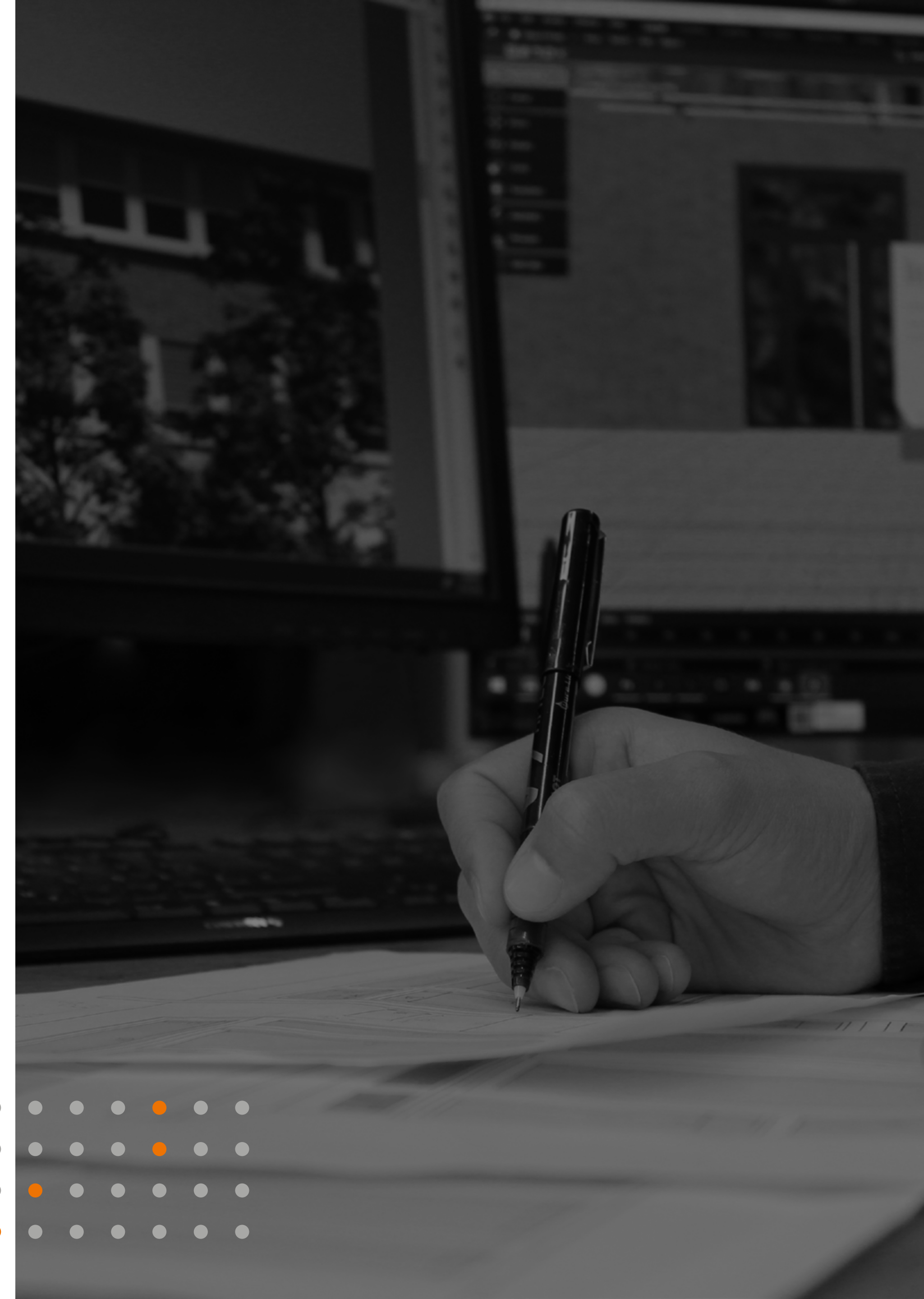
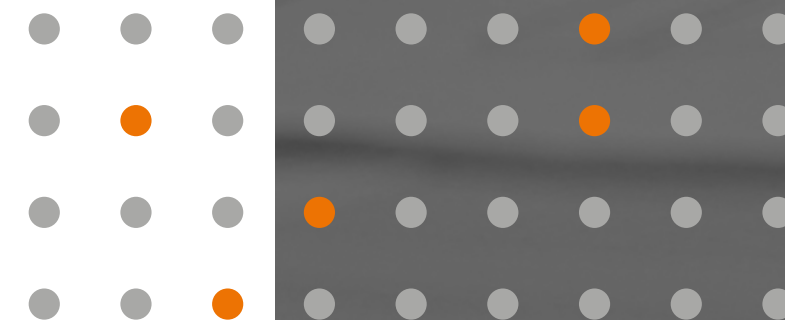


PAP INTRO

At PAP we develop solutions for products and marketing campaigns for more than 20 years.

Our principle is to support the client during the whole project development: we start from scratch and bring ideas to life.

The development of the shop-in-shop system for the brand Bierbaum-Proenen has been an exceptional challenge for the PAP team. This project proved to be one of the highlights of the past year.



THE PAP METHODOLOGY

Over the years we've developed our own framework, a set of methods that help us carry out our projects.

Applying this methodology to the BP SIS project helped us cover all aspects of a complex procedure and reach high quality results.

RESEARCH

- Market analysis
- Field studies
- On-site work

INVENT

- Strategic solution
- Design solution
- Technical solution

PERFORM

- Production
- Product launch
- Brand environment

RESEARCH

Whether it is a poster or a point of sales system – we start the project with proper research.

We analyze and study both real and virtual worlds to build a strong base for the project. We work as well on site, not being afraid to get our hands dirty.

As we proceed in designing the SIS system, we dedicated a meaningful time at the stores testing multiple displays, their functionality, aesthetic and ergonomic features. Simultaneously we considered all the spaces of BP first tests, to offer a strong and consistent solution.



INVENT

The concepts we create are based on 3 main interrelated components:

- **Strategic solution** – the core idea that ensures the best performance on the market
- **Design solution** – the functional appearance of the product
- **Technical solution** – the exact plan for production and implementation

Working with BP, we used special tools such as gamified co-designing and high-fidelity prototyping to provide the result that fits the brand's individual requirements.



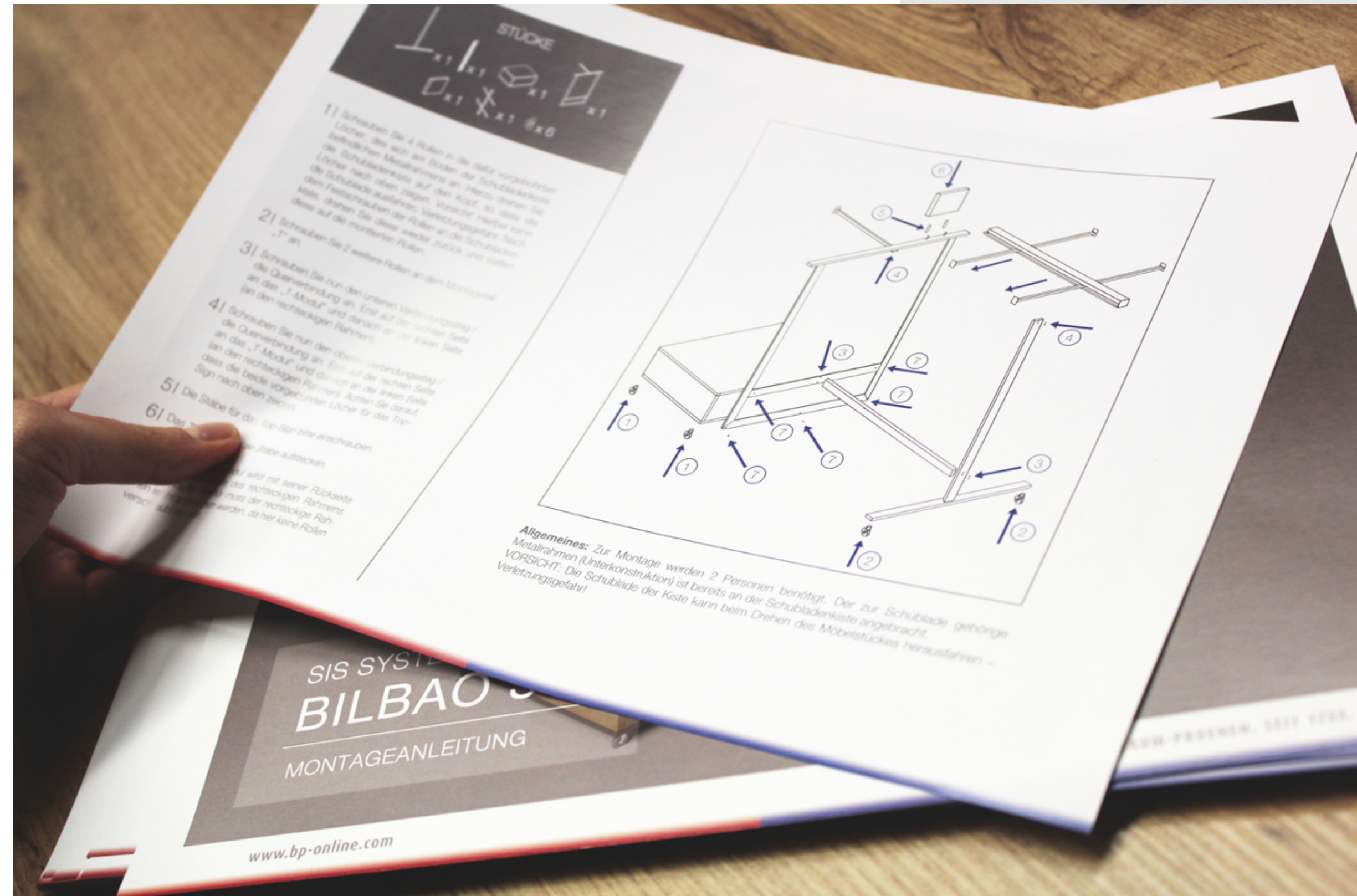
PERFORM

Our job does not end once we have done the designs. For the product, it's only the beginning.

We take care of the product's whole production, quality control, and delivery process before its performance and final results.

We integrate the new products to their existing brand environment, as well as build new environments to launch the products.

The outcome of our work with BP was a complete experience from A to Z, from the first brief to the last screw.

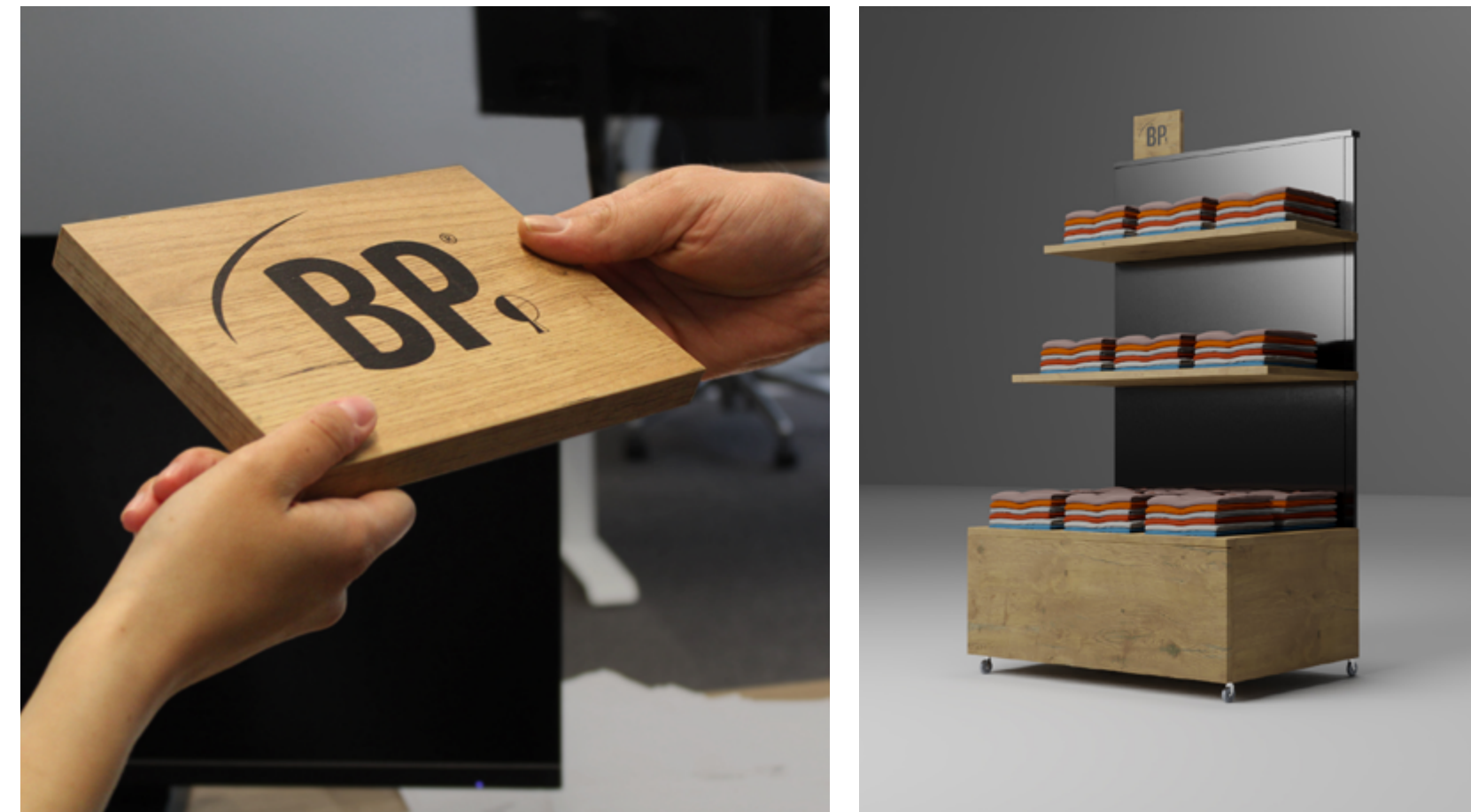


GOAL

The specific goal of the project was the creation of a display system that can be adaptable and fit different spatial requirements, as well as present different kinds of goods.

To solve this, we came up with a modular system, that consists of the basic elements. Together they can be mixed to create more complex items for every specific case.

As a result, we developed a **product matrix** for BP and their partners, that can be used to choose different items and combinations.



PRODUCT MATRIX

SIS Item Options



SIS Basic Elements



BP WORLD

As we designed the elements of the SIS system, we were not building the stores, but building the worlds; where every detail had to fit and work.

In this complex project we designed the experiences to fit all sites and cases. We thought of the customers interacting with every single hanger, and the staff building the pieces according to the instruction kits we prepared.

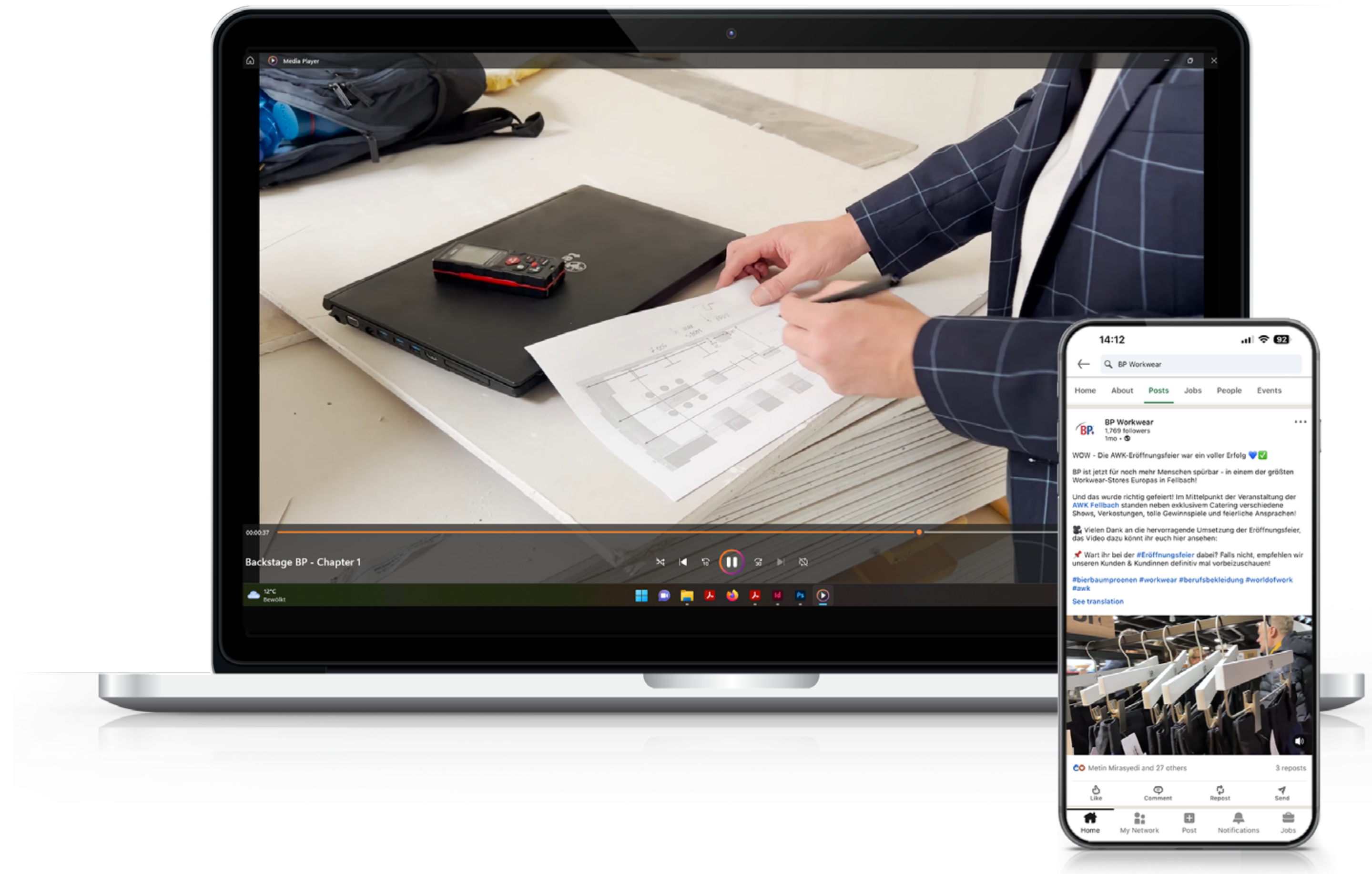


SM ACTIVATION

PAP carried out a series of photoshoots, as well as filmed and produced a three-chapter brand video showing the milestones of the project development.

Considering the importance of the brand's storytelling, we documented our work from the measurements of the stores, delivery and build-up to the big opening ceremony.

The films and photographs became a part of BP's social media campaign. They allowed the audience to stay engaged as they followed different steps of the project and watch it coming to life.



RESULT

Each piece of the SIS system was individually designed and went from the very first sketches to production, and finally to find its place at one of the BP points of sale.

The new strong look brought the brand to a new level of communication and performance on the market.





COLLECTION





STORE DESIGN



BP.

BP.





BP.





BP.

BP.



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