



## CEFLA Shopfitting: Developing perfect retail design concepts with customers

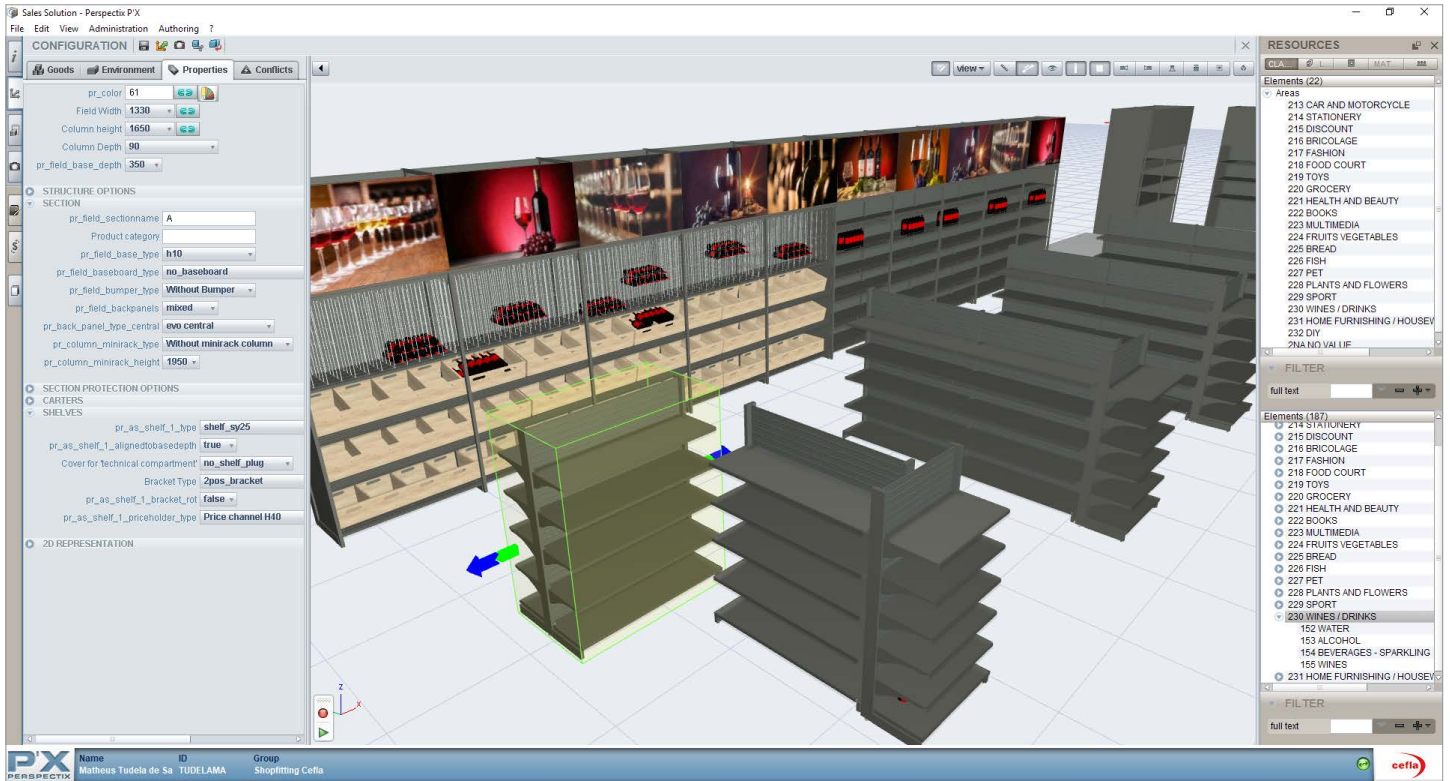
**Cefla Shopfitting, a division of Cefla s.c. based in Imola, is internationally growing as a leading partner for the retail design of trade chains and retailers in food and non-food sectors. The company develops complete display concepts together with the customers to meet their individual and local requirements. Rapid detailed 3D planning with the P'X Sales Solution speeds up the creation of plausible visualisations, calculations and offer documents at branches and agencies all over Europe.**

Founded in Imola in 1932, the technology group Cefla is active in various business areas at around 30 locations worldwide. The focus is on plant construction in industry, in construction and energy sectors, medical technology and surface coating. Other mainstays are LED technology and shop fittings including individual solutions for the retail trade.

This business unit, which has been technologically shaped to date, manufactures shelving systems, displays, cash desks and shopping trolleys, but also innovative components such as the Grow Unit: this self-sufficient cultivation system for micro vegetables with irrigation and lighting was developed with the know-how of Cefla in cooperation with university



*Interview with:*  
Matheus Tudela de Sá  
Cefla s.c.



research. This machine allows retailers to harvest fresh vegetables while demonstrating the freshness and quality of the products on offer.

### From manufacturer to retail partner

The competitive advantages of Cefla Shopfitting have long been in the high-quality production of a modular product range that can be easily packaged and assembled, at competitive prices and short delivery times. But about five years ago, the company successfully underwent a strategic transformation into a solution provider. The focus was on concepts for the complete equipment of retailers and chain stores. The products for this were available, but with what means should they be offered as a solution? Consulting capacities and software solutions for a 360-degree retail design that encompasses every aspect of the shopping experience were built up. Functionality, ergonomics and flexibility of the furnishing solutions are just as much a part of this as proximity marketing, visual merchandising and lighting concepts. The existing product range is regularly supplemented by customer-specific exhibition solutions. „We want to develop these concepts in close cooperation with our customers”, says Matheus Tudela de Sá, Operations Manager of Cefla Shopfitting. „This creates a sustainable and trusting business relations-

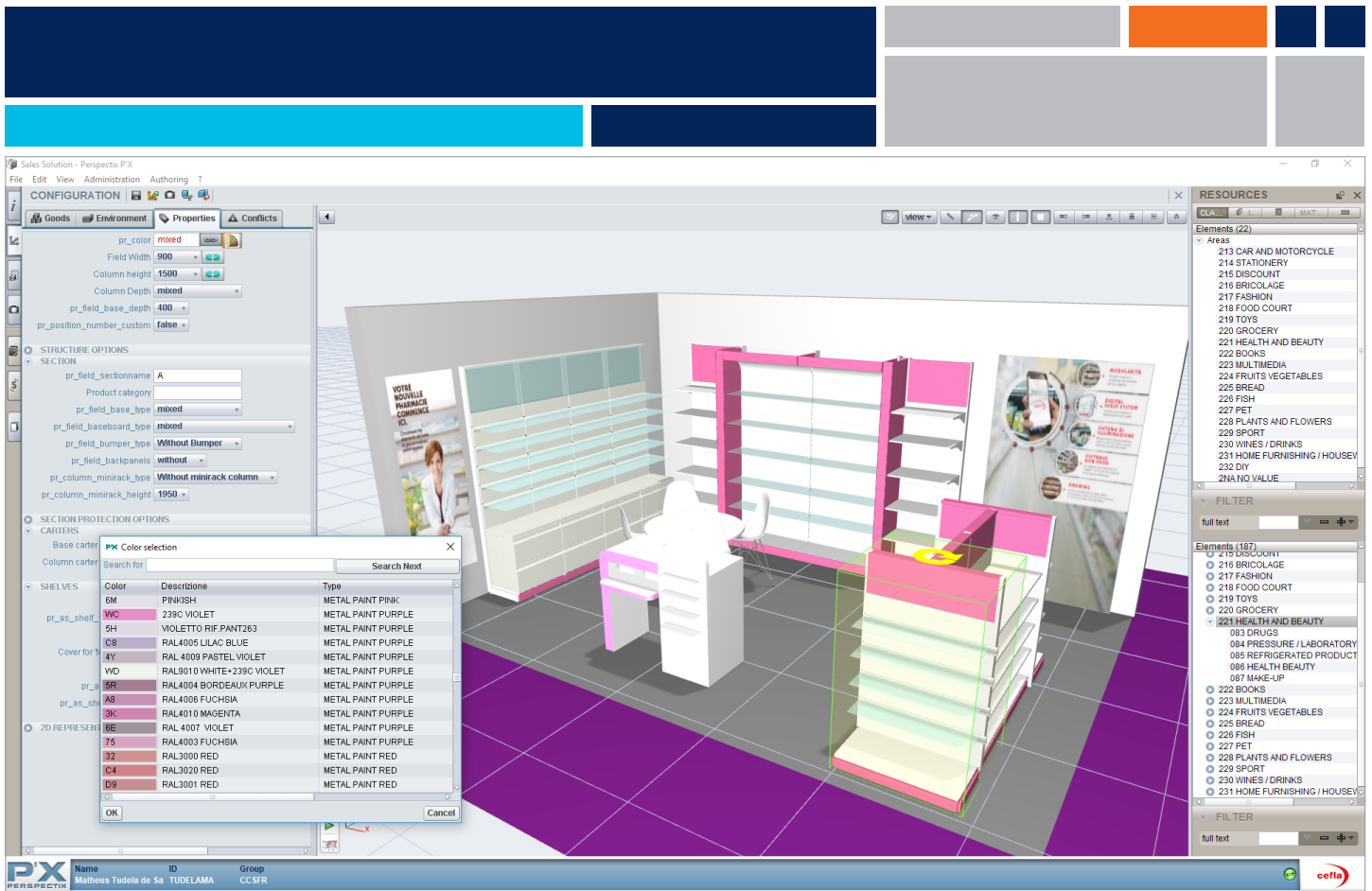
### About Cefla

Cefla is a multi-business Italian group, founded in 1932 in Imola (Bologna) where it has its head offices and several manufacturing facilities. The Group does business all over the world and has some thirty facilities (of which about half engage in manufacturing) in numerous countries. Cefla operates in specific business areas as: Cefla Plant Solutions (plant engineering in the civil, industrial and energy sectors); Cefla Shopfitting (shop equipment and personalised solutions for retail outlets); Cefla Finishing (machines and complete plants for coating and finishing); Cefla Medical Equipment (for the dental and medical sectors); C-LED (company specialising in the development of LED technology). Cefla's strength stems from its founding principles: strategic vision, long-term planning, investment in technology and innovation, equity-related and financial solidity. Corporate website: [cefla.com](http://cefla.com)



Matheus Tudela de Sá  
Operations Manager





hip. On the other hand, we can ensure that the overall solution does not exceed the cost limits." The first phase involves working with design concepts perfectly in line with the new look and feel of the retail space. Advertising messages and atmosphere play a role here, as does the placement of product groups, displays and campaign areas, refrigerated counters and cash desks in a way that makes sense from a sales psychology point of view.

### 3D product configurator with layout planning wanted

One and a half years ago, Cefla was looking for a new solution in order to make the second phase, from design to a complete offer ready for order, as efficient as possible. The product configurator used until then could no longer meet the increased requirements in terms of creativity and user-friendliness. The French subsidiary indicated the P'X Sales Solution from Perspectix, which supports flexible configuration and design planning of complex technical product systems. Extensive catalogues with 3D models and complex rules and regulations ensure the rapid generation of technically feasible and commercially sensible variants - completely in accordance with end customer requirements. In addition to users in industry, the supplier had references in shopfitting, electri-

cal appliances and furnishing systems. A group-wide evaluation began, involving sales engineers as well as IT, controlling, order processing, commercial and general management.

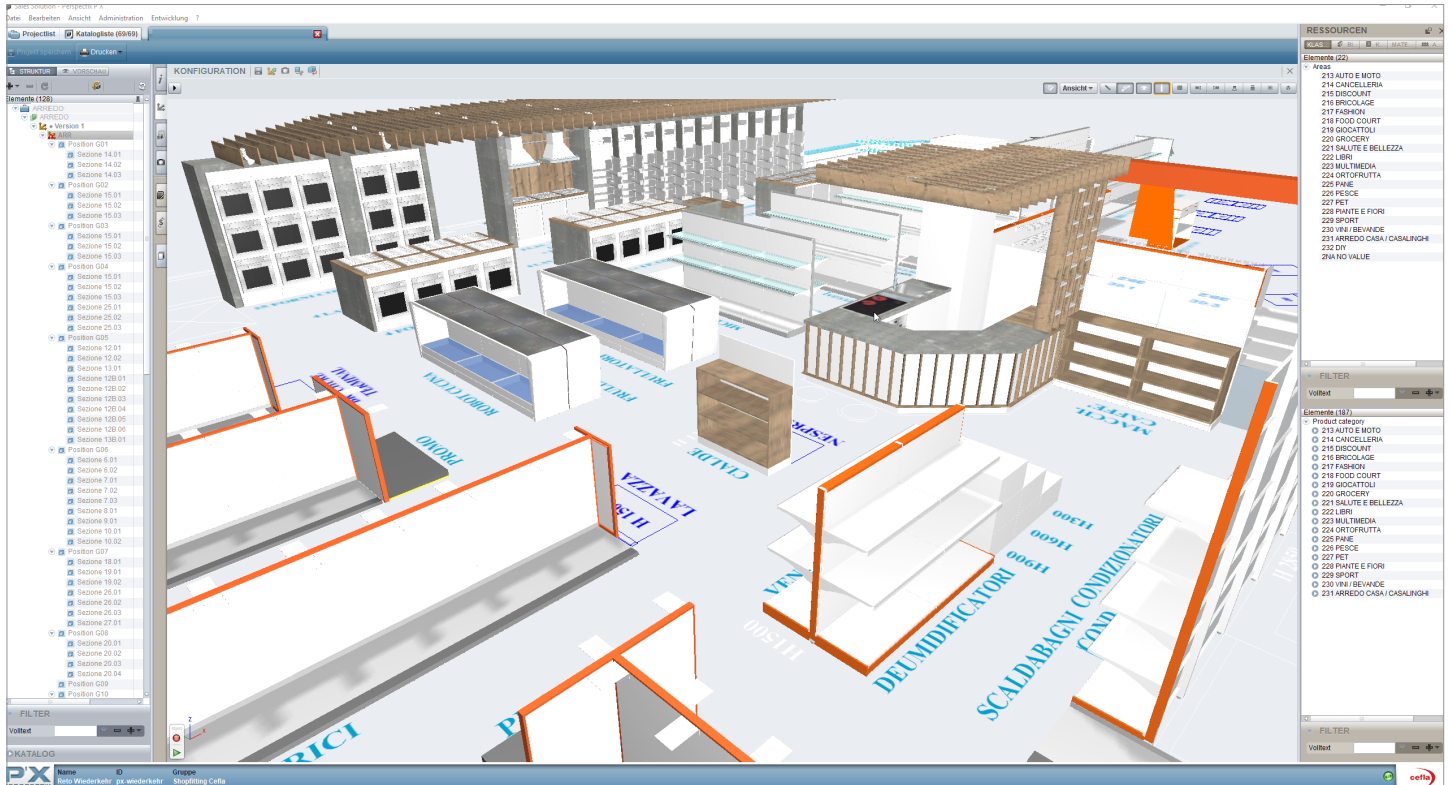
In July 2017, after a focus meeting at Euroshop, Perspectix won the contract to implement the P'X Sales Solution at Cefla Shopfitting against several international competitors: „The software best met our requirements in terms of flexibility, 3D technology and interfaces with our existing PDM and ERP software," comments Matheus Tudela de Sá.

### European implementation in less than a year

In the preparation phase now beginning, a team of experts from Cefla Shopfitting's IT, calculation and product marketing, together with Perspectix project staff, had to lay the foundations for the application. The software libraries were filled with images, lightweight 3D models and product knowledge and an extensive technical and commercial set of rules were programmed. The roll-out then began in France, Italy and Spain. Meanwhile offers are already being created there with the new software - the response from employees and customers has been consistently positive. „Our employees are driving the project forward with great commitment and within the planned timeframe and budget," says Matheus Tudela de Sá.

### About Perspectix

Perspectix AG in Zurich realizes sophisticated software solutions for technical sales and store planning. Since its foundation in 1996, the company has continuously developed into a technological leading solution provider for sales and project planning of a wide range of products. Users of the P'X Sales Solution benefit from experience from complementary user industries: Mechanical engineering, plant construction, electrical engineering, furnishing, shopfitting, storage and logistics systems. The P'X Store Solution provides users with a tailor-made solution for shop planning, assortment design and store evaluation. Due to the combination of sales optimization, graphic project planning and product lifecycle management in a forward-looking technology, Perspectix is today a strategic supplier of renowned manufacturers and retail chains.



„In doing so, Perspectix has fulfilled all our requirements in the best possible way.”

All European subsidiaries and agencies will have the new software available in the first quarter of 2019. In the meantime, trainers are already being educated for future user training courses. The roll-out in Russia will then be pushed ahead.

### First experiences

The successfully coordinated presentation concepts are worked out in detail efficiently and without errors in the P'X Sales Solution. „During implementation, we benefit from a strong, direct link to the design phase,” says Matheus Tudela de Sá. „We use about 80 percent of existing data and only need to add a few new components.” All objects are configured from libraries with 3D files and images and placed on original floor plans. Individual furnishings are also inserted so that the customer can view and check the complete 3D scenario including merchandising and the capacity in shelf meters. Non-configurable components, such as the mentioned «Grow Unit», are

represented by photorealistically mapped placeholders. If the result meets the requirements, comprehensive offers with 2D/3D layouts, product data sheets and parts lists of the entire project are output at the push of a button. „With Perspectix software, we can more accurately meet our customers’ needs while keeping an eye on the technical specifications and budget,” concludes Matheus Tudela de Sá. „Our customers receive quick-acting offers for joint projects, which can later be flexibly adapted to new circumstances and transferred to other branches with little effort.”

### About Cefla Shopfitting

Cefla Shopfitting is a leading manufacturer of shelving, checkouts, and shopping trolleys and provider of display unit design and proximity marketing solutions. It’s an ideal partner for interpreting and anticipating market trends in the small and large-scale retail trade thanks to continuous research and a combination of innovation, the highest quality, ergonomics, practicality and technology.