**PRESS** INFORMATION

FEBRUARY 2020

**Upgrade your customer’s shopping experience**

**Wieland Electric transforms stationary retail: digital, flexible and future-proof**

**Everyone is talking about the change in stationary trade: it should be individual, flexible and digital. The focus is on experience, atmosphere and a varied store design. Customers should be attracted to the store and their length of stay there should be increased. One thing is clear: it doesn't work without a fresh breeze. Wieland Electric brings it into the shops with time-saving, pluggable electrical and data connections - ideal for the flexibility requirements in shops and stores. Following the EuroShop in Düsseldorf, the company is now presenting products and solutions that help retailers to become more digital and flexible in a compressed form at the Light + Building in Frankfurt.**

**Power and data - always where they are needed**

Where regular product ranges are still being shown today, the large action area is to be set up tomorrow. No problem if the infrastructure for electricity and data can be quickly and easily converted. If shelves, cash registers, lighting and even the freezers can be repositioned without any problems and are ready for use again in the shortest possible time. With the universal plug-in system from Wieland Electric, electrical and data connections can be adapted to changed conditions easily, quickly, safely and very flexibly, without any effort or specialist personnel. An additional plus: The gesis installation connector system is approved according to DIN EN 61535 and thus corresponds to permanent installation according to VDE 0100. This extends the test periods for installation from 6 to 24 months to 4 years.

**For intelligent shelves and flexible lighting in retail**

Tailor-made plug & play solutions are available from Wieland Electric for secure infrastructure cabling and cash register supply in retail, for the new smart shelves and media tables as well as for the important subject of lighting.

**Wieland at Light + Building**

Wieland Electric will be presenting an overview of the various and diverse fields of application at the Light + Building trade fair from 27 September to 02 October in Frankfurt (Hall 12, Booth B60, Hall 8, Booth C50). Visitors will experience first-hand how an intelligent electrical and data supply system has to be designed in order to promote flexibility and digitalisation in shops and markets.

**MORE INFO AND PICTURES**

You can find further information and pictures of the mentioned applications here:

* [Infrastructure cabling](https://www.wieland-electric.com/en/public-relations/euroshop-2020-infrastructure-cabling/)
* [Cash](https://www.wieland-electric.com/en/public-relations/euroshop-2020-cash-register-desk-supply/) register desk supply
* [Shelf](https://www.wieland-electric.com/en/public-relations/euroshop-2020-shelf-supply/) supply
* [Media](wieland-electric.com/en/public-relations/euroshop-2020-mediashelf-mediatable/) Shelf/ Media Table
* [Lighting](https://www.wieland-electric.com/en/public-relations/euroshop-2020-lighting/)

**ABOUT WIELAND ELECTRIC**

Wieland Electric, founded in Bamberg in 1910, is the inventor of safe electrical connection technology. Today, the family-owned company is one of the leading suppliers of safety and automation technology and has been the world market leader in the field of pluggable electrical installation for building services engineering for over 30 years.

Wieland Electric is a competent service partner and solution provider for customers worldwide. This is possible with approximately 1,600 employees and subsidiaries as well as sales organizations in more than 70 countries. In addition to Wieland Electric GmbH, since 1998 STOCKO Contact GmbH & Co. KG has been part of the Wieland holding company.

The company's core industries include mechanical engineering, wind power as well as building and lighting technology. The broad portfolio includes components, products and solutions for electrical installation, connection technology, power distribution, safety engineering and the control cabinet. In addition, Wieland Electric offers a comprehensive service and training programme. With cross-industry experience, a wide range of products and numerous service offerings, the company has consistently developed from a component supplier to a solution provider in recent years.

**PRESS CONTACT**

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