

## P R E S S - I N F O R M A T I O N

Foundation of *3D Betondruck Solutions*

### New perspectives in retail architecture

**In time for EuroShop 2020, *retail branding* CEO Arndt Traindl, together with Martin Staudinger and Stefan Umdasch, founded *3D Betondruck Solutions GmbH* based in Oberwang (Upper Austria). The company is an absolute pioneer in 3D concrete printing for the retail architecture. With this innovative technology, unique design ideas can be realized in architecture and shopfitting, which is why Traindl also expects synergies with retail branding GmbH.**

3D printing is a revolutionary additive manufacturing process that is rapidly gaining acceptance in various economic sectors, right down to space travel or medical technology. With the use of special concrete, the technology has now reached a dimension that makes it especially interesting for designers, architects and builders. Inside and outside, it offers creative scope for exceptional ergonomic and aesthetic solutions. This gives the continuing "concrete trend" in architecture another attractive facet. A specially developed CAD software, special 3D printer and the original 3D concrete are the essential ingredients. The high printing speed enables the precise production of a wide variety of concrete objects in a short time. Clear advantages over conventional concrete technology are the free design language and the significantly lower weight of the created objects thanks to intelligent 3D design.

### The protagonists: Martin Staudinger, Stefan Umdasch, Arndt Traindl

The Upper Austrian company uniQum, itself rooted in construction, is a pioneer in the field of 3D concrete printing. On the basis of intensive development work, various solutions for interior and exterior areas, such as exclusive designer furniture, are realized today. A lively exchange of ideas has brought uniQum's know-how together with that of the consulting company *retail branding* and the creativity of designer Stefan Umdasch. This resulted an *3D-Betondruck Solutions*. BSc Martin Staudinger, Mag. Stefan Umdasch and Mag. Arndt Traindl as managing directors are the shareholders of the young company. In addition to innovative 3D concrete printing, a traditional concrete casting plant is also available at the Oberwang location.

At the EuroShop, the world's leading shopfitting trade show, from 16 to 20 February 2020, *3D Betondruck Solutions* is showing two worth seeing solutions in the form of a welcome desk and a futuristic bar at the umdasch The Store Makers stand at the global shopfitting trade fair. In addition to the visually impressive appearance in the material combination with wood, glass and metal, the objects also impress with their perfect function. The variety of possibilities is almost limitless and reaches from "floating" shelves, honeycomb solutions for walls and interiors to striking sales tables and pedestals - each in a form-defining design language.

3D concrete printing offers ideal conditions for the creation of exclusive scenery and sales furniture of stores and shops, not least for brands. In addition to retailers and brands, the architects and designers working for them should also feel addressed. You will be offered a full service from consulting, planning assistance, engineering to printing and delivery.



With 3D concrete printing technology, a space-defining, organic design language can be realized in shop design.



The partners of 3D Betondruck Solutions: Martin Staudinger, Arndt Traindl, Stefan Umdasch.



3D concrete printing offers ideal possibilities for the realization of extraordinary, sales tables, welcome desks, cash register systems and lounge furniture.



**3D-BETONDRUCK**  
**NEUE PERSPEKTIVEN IN DER**  
**RETAIL-ARCHITEKTUR**

**3D** betondruck  
SOLUTIONS

3D Betondruck Solutions has published a small brochure entitled "New Perspectives in Retail Architecture", which can be requested free on [office@3dbetondrucksolutions.at](mailto:office@3dbetondrucksolutions.at) or [office@retailbranding.at](mailto:office@retailbranding.at).

Amstetten, 22. January 2020

retail branding GmbH, 3300 Amstetten, Preinsbacher Straße 5,

office@retailbranding.at, www.retailbranding.at, + 43 7472 23377-0

Responsible for the content: Reinhard Peneder, +43 7472 1821060, peneder.rac@aon.at.