

KÄRCHER HOMEBASE SHOP IN SHOP

KÄRCHER

makes a difference

A display to effectively 'showcase' the Kärcher brand and world leading products. The project helped to establish the Kärcher brand as a 'household name' through a dominant in-store presence. 20 Shop-In-Shop installations nationwide. Features a demo area for window vacs to demonstrate the products versatile cleaning abilities on multiple surfaces. A unique digital information portal incorporated through an interactive touch screen.



EASY TO NAVIGATE
**TOUCH
SCREEN
TECHNOLOGY**

EDUCATIONAL
INFORMATION AND
ENCOURAGE
TRADE UP



SUCCESSFULLY
CREATED DOMINANT
**IN-STORE
PRESENCE**

