



Nothing but the best

Edeka supermarkets run by the Zurheide family have raised the bars for retailers in Germany. The new Düsseldorf store offers only the best: a top notch assortment of merchandise, an optics shop, premium service and an overall enticing shopping experience. Wincor Nixdorf supplied the underlying IT infrastructure.

The cheese room, with its traditional English design, offers a choice of more than 400 products. In the patisserie, a Sicilian specialist prepares sweet delicatessens on a large table directly in front of customers. In the coffee roasting section, Besir Yildirim, who was honored with the “German Roaster Master 2009” prize, offers 40 different types of coffee from 30 countries, including rarities from places such as the Galapagos Islands. A smokehouse with an old chimney is located near the fish counter. The

shelves are full of elderberry jam and many others.

Pleasure not pressure

Now for a contrast: The 7,000-square-meter store, launched in March 2009 under the name “Zurheide – Feine Kost” (Zurheide Delicatessen), also offers all the standard products as well as discounts, such as a six-pack of mineral water for one euro or a bottle of wine for two. “We offer a wide assortment of specialties but we aren’t some high-nose specialty store but

a full-range retailer who serves customers with smaller budgets,” says Rüdiger Zurheide, son of the company founder and responsible for the Düsseldorf store.

The ambiance created in the Düsseldorf store raises the bar for German supermarkets. A clever lighting concept plays with light and shadows, putting products in the limelight. The rear walls, painted in decent colors, exude warmth and comfort. Wide aisles and low shelving allow shoppers to move freely and find products easily. Not sales pressure but shopping pleasure is clearly the priority – no large posters, aggressive displays or sales pitches over store speakers and no shelves full of candy at checkout points, with kids bugging their mothers for treats.

Fully integrated IT solution

In today’s Internet age, retailers must deal more directly with the wishes and complaints of their customers online. And the new Zurheide specialty store has done just that, winning both praise and some criticism from its blogging clientele. One formerly uninspired but now excited male shopper married to a regular customer spoke for many in a blog: “Honey, stay a home, I’ll do the shopping in the future!”





cept banknotes and put them into the iCash 10. Change is given automatically. The cash cassettes are transported to the back-office after store-opening hours. The recycling function ensures minimal handling of cash in the POS network.

A key benefit of cash recycling technology is security – for customers and cashiers alike. Another benefit is the elimination of differences in registered sales. On average, differences in other Zurheide supermarkets are about €10 per day and per POS, caused unintentionally by inattentive cashiers. At the Düsseldorf store, by comparison, they are zero. This is one of the reasons why managing director Rüdiger Zurheide is totally convinced the solution makes great economic sense. “Our customers became quickly familiar with the new cash handling and accepted it right away,” he says.

Technology also plays a big role in the shopping experience, and the Düsseldorf store is no exception. It is equipped with electronic price labels on the shelves and coin recyclers that allow shoppers to unload a handful of change at checkout.

Wincor Nixdorf has bundled a range of systems into an extensive solution, which integrates all POS functions to avoid compatibility and interface issues, system failures and repair costs. At the heart of the Zurheide supermarket solution is the branch software TP.net, a unified Microsoft-based program for store administration. It is connected to Edeka’s central merchandise management system. TP.net controls all stationary and mobile POS terminals. The back-office functionality of TP.net software is installed on a high-performance Primergy server. Beetle /MII plus POS systems, equipped with Intel dual core processors, deliver the system platform for multifunctional point-of-service solutions.

No sales differences

All 12 POS lanes in the Zurheide supermarket are equipped with stationary scanners, touchdisplays and other peripherals such as card readers and customer displays. Also installed are iCash 10 terminals for banknotes and iCash 15e machines for coins. Zurheide is one of the first retailers in Germany to have implemented a closed cash cycle solution within its POS network.

Customers pour uncounted coins into the iCash 15e device, and POS cashiers ac-

Edeka Zurheide

Company: The family-run Edeka Zurheide group employs 400 people in seven German stores in Bottrop, Essen, Gladbeck, Oberhausen and Düsseldorf.

Düsseldorf store: The fresh produce store, which opened in March 2009, has around 6,000 square meters of sales space and offers more than 50,000 articles.



Rüdiger Zurheide: “Customers became quickly familiar with our new cash handling solution and accepted it right away.”



Functioning perfectly

TP.net controls the checkout lanes and the four designated express lanes, which can be immediately activated in the Düsseldorf store at peak shopping times. The same applies to the electronic price signs on shelves. “The some 20,000 electronic price signs ensure correct prices across the process chain, from the shelf to the POS terminal and finally to the merchandise management system,” Zurheide says. The three gastronomy areas, the bistro, café and grill, are equipped with Beetle /iPOS terminals customized for use in the gastronomy sector and loaded with specialized software developed by Wincor Nixdorf’s partner TCPOS.

Finally, TP.net also controls the technology installed in the adjoining TOP beverage store, with over 1,000 square meters of sales space. The store’s IT infrastructure includes two POS systems and two Reven-do 8000 reverse vending machines.

As in many retail companies, IT in the Zurheide store has grown in line with its many new tasks over the years and has had to deal with numerous problems along the way, such as the integration of new programs and integration of different hardware systems. “We had to pay plenty for adjustments and maintenance,” Rüdiger Zurheide says, but points to the many good experiences he has had with the integrated solution in his Düsseldorf store. “The systems are running perfectly.” ■