

BAUHAUS

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BAUHAUS[®]

As of: March 2017



**The specialist for
workshop, home
and garden**

The history of **BAUHAUS** as a pioneer began over 50 years ago.

And has long been one of success!



More than 50 years ago, if you were shopping for tools, building materials, paint etc., you had to trail from one shop to the next to find what you needed. As the DIY trend began to take off, **BAUHAUS** was one of the first companies to launch this idea in Germany.

The concept: **BAUHAUS** marketed itself as the specialist for the workshop, home and garden, offering a complete

range of products under a single roof where, for the first time, customers were invited to serve themselves. Right from the word go, **BAUHAUS** has offered a wide selection of the highest quality products together with expert advice, customer-oriented service and fair prices. This concept proved to be a hit with customers from the off. We have long been one of the leading companies in Europe. In many countries across Europe, DIY enthu-

siasts keep coming back to our specialist centres. After all, they know that we are committed to offering an enjoyable shopping experience as well as first-class advice and support.

An innovative idea goes from strength to strength.

The innovation behind our business idea has always been in the way we merge different specialist shops. Since 1960, our customers have been able to find the high-quality products they need at a single site – both quickly and conveniently. The first **BAUHAUS** in Mannheim comprised many specialist shops, as it does today, over an area of 250 m².

After a few years of fine-tuning, it was clear that this idea had potential. In 1965, a further specialist centre was opened in Heidelberg – this time spread over an area of 2,500 m². For the first time, the range also included a large selection of tiles, carpeting and lamps. Products which still remain extremely popular today.



Our range

Tools, machinery and accessories Cordless drills, saws, high-pressure cleaners, tools, machinery etc. We offer the right high-quality professional tools for making the job at hand easier.

Electrical installation Switches, sockets, cables etc. Customers are offered a complete range to cover their electrical installation needs. Our trained staff are happy to provide advice on safety issues.

Lamps and light fittings Outdoor lights, living room lights, recessed lights and designer lines – you will be sure to find just what you are looking for.

Bathrooms Baths, showers, toilets. It goes without saying that we not only offer a large selection of bathroom products but also expert advice on installation.

Paints and varnishes Brushes, rollers, sheeting, sandpaper, paint-mixing centre. We have everything you need for a fresh coat of paint!

Tiles Wall and floor tiles, window sills, granite and marble and the necessary accessories. We've got it covered.

Construction elements Awnings, windows, doors, stairs, gates and handrails together with no end of practical tips from the professionals.

Hardware Door mountings, fastenings, shelves and ladders, screws, nuts, pins, chains, cables. We stock everything in all standard and non-standard sizes and versions.

Wood Worktops, parquet and laminate flooring, panels as well as framing and construction timber. We have a great selection of all of these made from this natural raw material.

Building materials Construction chemicals, roofing felt, insulation materials, glass blocks, expanding foam – everything you need for the building site.

Atmosphere Carpets, art prints, picture frames and many more decorative ideas to turn your house into a home.

Wallpaper and curtains A wide range of wallpaper, ceiling panels and curtains together with curtain accessories, roller blinds and Venetian blinds – creating a fresh new interior design couldn't be easier.

Stadtgarten Garden Centre Indoor and outdoor plants, decorative fountains, terracotta features, house plants, planters, lawnmowers, hedge clippers, garden tools and accessories as well as a tree nursery. Everything for a well-tended and blooming garden or balcony.

NAUTIC Watersports accessories, paints and repair kits, deck fixtures and screws, on-board electronics, anchors and mooring lines, just what you need to look after your boat, engine, drive technology and safety equipment and much more besides.

Assembly service – the perfect service for our product range Would you like to have laminate put down, redesign your kitchen or install new bathroom furniture? Our assembly service would be happy to handle installation and fitting for you!

An impressive 15 specialist shops with 160,000 high-quality products

The interior design of our sites is as unique as our concept itself. We set great store by a bright and inviting atmosphere. Thanks to the clear structure, customers soon get their bearings in our specialist centres. A plan of the layout at the entrance tells customers where the specialist shop they need is. The well-arranged presentation of the goods means they quickly find what they are looking for. We offer numerous product

alternatives in virtually all goods groups: In addition to brand products from leading manufacturers, we also stock quality brands which are only available from **BAUHAUS** as well as products from regional suppliers. With this comprehensive range of products and large assortment, we are able to satisfy virtually all requirements; from individual screws through to equipment for professionals.



Find exactly what you're looking for from our diverse assortment

We are particularly proud of our extensive range of products. Yet **BAUHAUS** has not lost sight of the company's essence: The specialist centres only stock items from the workshop, home and garden sectors. Today, we can boast an assortment of more than 160,000 high-quality products in 15 specialist shops.

The „Building elements“ and „Building materials“ centres are a paradise for builders, craftsmen and tradesmen alike. In the „Hardware“ centre, there are over 10,000 products to choose from – ranging from dowels and screws to sections and metal shelving systems and complete scaffolding. From simple batteries through to distribution boxes, the „Electrical“ and „Electrical installation“ centres offer the customer everything he needs to complete his project. The „Paint, wallpaper and gallery“ centre has a whole host of products aimed at enhancing your four walls.

The specialist „Wood“ and „Lighting“ sectors impress with their huge assortments which leave no wishes unfulfilled. „Parquet, laminate, panel“ and „Tiles“ present the very latest trends and, using lots of samples, simulate the look created by the flooring. The „Carpets and interior decoration“ centre also includes a large number of samples. In the „Bathroom“ and „Plumbing/Installations“ sectors, the emphasis is on the bathroom and kitchen. The Stadtgarten Garden Centre has an extensive assortment of plants and accessories and in the „Tools/machinery“ centre you will find everything the heart desires from demolition hammers to pliers.

The innovative sales concepts from **BAUHAUS** are geared to the customers' particular needs. These concepts include the DRIVE-IN ARENA, the BÄDERWELT bathroom experience with its complete bathroom service, NAUTIC and the Stadtgarten Garden Centre.



The BÄDERWELT bathroom experience offers customers all the products they need for a new bathroom as well as complete installation from a single source – a unique service. All contact with the customer is handled by the trade coordinator who is there for the customer from the initial measurements to the final acceptance.

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Gardeners and balcony-owners are sure to find what they are looking for in the Stadtgarten Garden Centre. It boasts an impressive 15,000 high-quality products. In addition to plants, it also has an extensive assortment of equipment, accessories and garden building materials of **BAUHAUS** high quality.

The principle behind the DRIVE-IN ARENA is as innovative as it is simple: The customer can drive his vehicle to the shelving area and load up the material required there. Using mobile technology, the goods are recorded using a scanner at the check-out and thus do not have to be unloaded and loaded up again.

You can copy the idea, but not the success of **BAUHAUS**.

BAUHAUS has developed a philosophy over the years which is lived and breathed in all working areas and hierarchical levels. Ensuring economic efficiency, providing comprehensive customer service and developing customer loyalty are as much

a part of this corporate philosophy as the open dialogue maintained with employees. Every employee essentially upholds the **BAUHAUS** philosophy and further develops our product range and services.



BAUHAUS means

- Strong customer orientation
- Expert customer advice
- Service in all areas
- Retail experience for customers
- Complete product range
- A high level of quality
- Optimal value for money
- First-class sites
- Qualified employees
- Sense of responsibility
- Streamlined management



Simple
MACHINE rental!



There is a lot of talk about sustainability – at **BAUHAUS** is on sale.

Operating in a sustainable manner is one of the top priorities at **BAUHAUS**. Even early on, the company committed itself to actively developing, shaping and living this complex issue with its many and varied facets.

Sustainability at **BAUHAUS** is based on four pillars: The products, the environment, the employees and social responsibility. In these areas at **BAUHAUS**, a culture of sustainability is present which will ensure the economic success and the innovative strength of the company and which, at the same time, takes account of our duty to serve the general good and our environment. For the sake of ourselves and Mother Nature ...

Sustainability means taking an open-minded approach. One of the biggest challenges we face is to find new sustainable products and to create a space for these in **BAUHAUS** specialist centres so as to give our customers an ever-larger selection

of environmentally-friendly and energy-efficient alternative products. Together with our suppliers, we check the social and environmental conditions under which these products are manufactured.

Sustainability also means putting one's own house in order. A green roof, LED advertising systems, daylight zones, district heating. Indeed, in Heidelberg, **BAUHAUS** has set a whole new standard in terms of energy efficiency with its next-generation specialist centre spread over 22,000 m² – it is the first passive house of this size in Germany.

For us, acting sustainably means continuously improving our quality-oriented, personnel and social efforts. Or, put it like this: We try to be a bit better every single day.

These signets indicate the sustainable products in our specialist centres:



Acting sustainably means building a future!



BAUHAUS



... Close to nature



Our product range is quite simple:

A product is only included in our range once it has passed our internal quality checks. If a product of the required quality is not available in a particular product group, we will arrange for it to be produced to meet our standards. The result is numerous high-quality brands which are exclusively available from **BAUHAUS**. In addition to quality, the price must also be right. Because we buy in bulk, we can push down

the price of the individual products – we then pass on these savings to our customers. To ensure that our range is always up-to-date, we foster international business contacts and procure our products from all around the world. Many of our quality products, however, are sourced from the neighbouring region. On the one hand, this strengthens the local economy and, on the other, environmen-



tally harmful long-distance transportation can be avoided. The purchasers attend all the international trade fairs and, as such, are up to speed on the latest promising innovations. This is something which our customers also benefit from, as trade fair innovations are often firstly available at **BAUHAUS**.



 **Exklusiv im BAUHAUS**



mixomat

PALAZZO



LOGOCLIC

SOLID ELEMENTS



portaform



REGALUX

bl:design



STABILIT



swingcolor

Piardino



KÄLTE STOPP



PROBAU



A company is only ever as good as its employees. So it's hardly surprising that **BAUHAUS** is ahead of the game.

Companies who want to grow and enjoy success in the long term, need to be focused on motivated and dedicated employees. In the retail sector in particular, personnel development is central to a successful business policy. After all, our employees are the best possible representatives for the **BAUHAUS** concept. They show the customers what we understand by service.

Optimal service and satisfied customers are inconceivable without internal communication. Flat hierarchies facilitate the implementation of new ideas. This also enables **BAUHAUS** to react flexibly to trends and changes. Dedication and initiative are a matter of course for all our staff. One example of this is our internal suggestion scheme, which is a constant source of new ideas.

For those who want to climb the profes-

sional ladder and face new challenges, **BAUHAUS** is the perfect employer. In the form of intensive seminars, we offer employees a complete training programme. Among other things, the courses concentrate on product knowledge, adapting advice to current market needs as well as safety and environmental issues.

Each year, a large number of trainees start their working lives in our specialist centres. They receive in-depth specialist training and are optimally prepared for the demands of the job. We additionally provide further training for managerial staff and specific training programmes, thus preparing for future responsibilities in the specialist centres. All in all, we offer the best conditions for dedicated staff who want to play an important part in the success of **BAUHAUS**.



BAUHAUS
When it really matters.

Your future begins here!

Training and careers at **BAUHAUS**

- Salesperson
- Management assistant in retail business
- Management assistant in office communication
- Retail trade assistant
- Integrated business administration – commerce degree
- Warehouse specialist
- Specialist in warehouse logistics

For more information go to www.bauhaus.info

Trainee **Kathrin Klein**
Face of Trade 2011

Whether in the Service Centre or our specialist shops, every single **BAUHAUS** employee contributes to the success of the company.

You can build on success; that's why we keep on growing.

BAUHAUS plans the development of new specialist centres as well as the expansion and re-development of existing centres wherever expert reports and analyses recommend this. The employees in our Expansion Department are always on the look out for new sites throughout the whole of Germany and Europe. As the specialist for the workshop, home and garden, we are interested in plots, commercial properties and acquisitions (e.g. of timber and building material operations, building yards, warehouses and factories, large nurseries). The ongoing employment of staff and acquisition of the existing stock is also a possibility here. The prerequisite to this end is that the properties are located in the catchment area of larger towns and have good transport connections. In addition, the plot must be at least 40,000 m² in size.

BAUHAUS buys and builds itself, nevertheless long-term leases and rental agreements are also possible. Companies which are not planning to sell until a few years' time, are also welcome to get into contact with us now. All enquiries will be dealt with confidentially. Naturally, as the site owner, we adapt the properties to the surrounding construction style and landscape.

However, **BAUHAUS** always creates value for the region in question. In addition to all those who can look forward to a great shopping experience, job seekers, tradesmen as well as small businesses also benefit from our presence – and, last but not least, we are a reliable source of tax revenue.



Have you got any questions?
We would be happy to help.

BAUHAUS

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Top athletes are driven by the desire to be the best. The same goes for **BAUHAUS**

For many decades, **BAUHAUS** has been actively involved in sport sponsorship. Motivation, dynamism and endurance are core sporting values and are also demanded of us on a day-to-day basis. We want to be better than the competition, but not at all costs. In other words, we put fairness first.

Football, handball and winter sports: Our brand is visible almost everywhere, it is always in the picture and in the very front row – not just for the publicity but because we are committed to what we do! As a sponsor, **BAUHAUS** not only supports elite sports but also clubs and associations which promote mass sport.

The company also flies its flag outside of the sporting arena with a variety of marketing campaigns. Electronic media including video presentations are in use in the specialist centres in order to provide customers with clear and practical information.



Good ideas will always succeed. And know no bounds.

Europe is in motion, Europe is growing together. In line with this development, **BAUHAUS** is focused on targeted expansion in further European countries. Today, the company has more than 270 specialist centres throughout Europe: in Austria, Bulgaria, Croatia, Czech Republic,

Denmark, Estonia, Finland, Hungary, Iceland, Luxembourg, Netherlands, Norway, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland, Turkey and, of course, Germany. Further countries are set to follow. In the growing markets of Eastern Europe, **BAUHAUS** is already active.

Here, country-specific regulations are respected just as much as local traditions and we are thus able to dovetail into the existing economic structure. What is clear is that a great idea will prove popular everywhere – in this case, the great idea behind the success of **BAUHAUS**.

