EuroShop 2026: Exhibitor Testimonials

EuroShop
THE WORLD'S NO.1 RETAIL TRADE FAIR 22 – 26 FEB 2026
DÜSSELDORF, GERMANY
www.euroshop.de

Tiziana Raiteri, Marketing and Communication Director at Arneg Group

"EuroShop 2026 has once again confirmed its role as a truly global meeting point for the retail industry. We welcomed visitors from all over the world, reflecting the strong international appeal of our solutions. In particular, our latest service-driven proposals designed to improve operational efficiency of stores attracted significant attention, highlighting the market's growing demand for integrated and forward-looking retail concepts. The adoption of natural refrigerants is now a consolidated reality, requiring not only advanced technological solutions but also the ability to clearly communicate value, expertise, and vision."

Ante Todoric, Managing Director Retail, Bizerba

"The feedback from visitors was consistently very positive. Sunday and Thursday in particular were perceived as especially pleasant due to the somewhat calmer atmosphere, while Tuesday impressed with an overwhelming number of visitors."

Divine Bonami, Marketing Manager, Mannequins BONAMI

"For us, sustainability remains a key issue as there are still many misconceptions about materials and their actual sustainability. In an industry where greenwashing is unfortunately widespread, we see it as our responsibility to provide our (future) customers with transparent and well-founded information. We were particularly pleased with the large number of visitors from South America who took a strong interest in our shatterproof, ultra-lightweight and 100 per cent recyclable material."

Nino Hörttrich, Head of Global Marketing Retail at Diebold Nixdorf

"EuroShop 2026 was a great success for Diebold Nixdorf with more visitors coming to the stand than ever, visitors who were especially interested in our extended AI platform solutions for loss prevention and reduced check-out process delays as well as in the testimonials and data from our numerous practical projects. In technology terms, there is a clear trend towards Intelligent Stores that anticipate rather than react. But what remains decisive for retailers is

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that the technology is always understood as an integral part of a total concept for rising to their challenges in a holistic way."

Ron Haans, CEO, First Impression

"At EuroShop this year, we saw a clear shift in both audience and ambition. Alongside strong attendance from Western Europe, there was a notable rise in visitors from South America. On the show floor and in conversations, one theme stood out: retail is getting smaller in square meters, but bigger in experience. Retailers are actively reducing footprint while demanding more from every single meter. Our most popular attraction on our booth was the Rolex display. The interactivity and high quality (transparent) LED displays in combination with the magical content made lots of visitors take out their phone to take pictures and make a video."

Dr. René Schiller, Global Head of Marketing & Communications (SVP), GK Software SE

"As in previous years, EuroShop 2026 impressively confirmed why it remains the leading trade fair for the international retail industry: a place that brings together the most important players and provides space for inspiring discussions in a dynamic, future-oriented environment. For us at GK, it was a great pleasure to share our enthusiasm for new ideas and innovative solutions, such as GK Vision, with our customers and visitors. Particularly noteworthy was the significant increase in the number of guests from Scandinavia, Spain, Portugal and Italy – a strong signal of EuroShop's appeal within Europe."

Robyn D'Alessandro, PR & Communications Manager, IFES

"The IFES Global Village at EuroShop is always one of the highlights of in our Association calendar. Bringing 30 IFES members together in a shared space is a powerful way to demonstrate what global collaboration really looks like in practice. It allows our members to present their individual capabilities, while also showing the collective strength of the IFES network. This year, the geographical representation of our IFES Village participants truly reflected the international nature of our industry and engaged visitors from all over the world. We continue to see that nothing replaces face-to-face connection in our sector – the conversations, partnerships and ideas that start here simply cannot be replicated through any other marketing channel."

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Simon Shankster, Vice President Group Commercial Development, ITAB Group

“The ITAB Group welcomed visitors from 111 nations to its exhibition stand – a clear indication that our passion for retail is received well by retailers all over the world. EuroShop impressively underscores the shift from the current market situation to a very targeted willingness to invest. It is a deliberate re-start: retailers invest where a direct added value is created for their specific segment and measurable results can be attained. In food retail the urge to automate and increase efficiency continues unabated so as to buffer rising costs and staff bottlenecks. By contrast, the fashion segment banks more on emotional brand experiences and sustainable store concepts. With home improvement providers, in turn, process optimisation for staff and loss prevention are at the centre of the strategy.”

Ilse Protsman, Marketing Communications Manager Retail, Nedap

“At EuroShop Nedap presented the Inventory Engine – a solution that provides transparency and enables fashion dealers to boost sales, minimise inventory losses and to really put Unified Commerce into practice in Fashion Retail. Retail moves in real time – shoppers, stocks and expectations never stand still. Modern fashion retail therefore only works with real-time inventory data that you can rely on. And yet many retailers are still struggling to achieve this transparency.”

Benjamin Bruder, CEO, Octanorm

“EuroShop again proved an excellent platform for showcasing our innovations in the retail & exhibition segments. With our lighting profile octalux we have shown how to catch visitors’ eyes and implement this in a modular system very easily. We were also positively impressed with the international share of attendance.”

Michael Hoffmann, Senior Vice President Sales DACH, RELEX Solutions

“EuroShop 2026 proved very successful for us because it showed that retail is progressing in the use of Artificial Intelligence, from trialling individual applications to scaling. Both talks at the stand and lectures highlighted the potential of AI, AI agents as well as data-driven decision-making and automation. Many retailers here clearly focus on the consistent integration of intelligent systems into their planning and management processes. For RELEX, EuroShop

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once again confirmed its position as the central international platform for discussing in detail the next level of retail evolution."

Marius Fraurud, EVP and Head of TOMRA Collection, TOMRA

"TOMRA has had yet another great EuroShop event! TOMRA is showcasing the latest generation of reverse vending machines (RVMs) with multiple new reverse vending products and concepts, and talking about the real, measurable impact of reverse vending. Particularly popular at our stand have been our newly launched TOMRA T100 single-feed RVM, TOMRA S2 Rugged Plus outdoor solution, TOMRA R2 multi-feed RVM, RollPac vertical storage cabinet, and our latest digital solutions. At this EuroShop, we see developments such as growing enthusiasm from stores for seamless digital experiences for their customers, a real drive among retailers to meet their targets for CO_2 reduction, and a true understanding of the vital role retailers play in recycling and making deposit return schemes a success."

Meike Marquardt, Head of Marketing Europe, Toshiba Global Commerce Solutions

"At our booth, there was particularly strong interest in solutions that directly address current challenges in retail — especially secure self-checkout concepts and AI-powered technologies that make in-store processes more transparent and efficient. Many discussions focused on how security and customer experience can be better aligned. Looking ahead, we see a clear trend toward flexible, modular IT solutions in the future development of retail. Microservices-based architectures enable retailers to implement innovations more quickly and cost-effectively by continuing to leverage existing systems – a decisive competitive advantage for retailers across a wide range of sectors."

Thomas Korflür, Manager Sales, TRILUX Retail GmbH

"EuroShop 2026 showed that anyone wanting to be successful in brick-and-mortar retail must transform stores into emotional worlds of experience. Light plays a central role in this. Flexible, high-quality retail lighting solutions for perfect product and brand presentation, such as those enabled by our Lenty spotlight with new lens technology, were particularly in demand at our stand."

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Dr. Petra Böttinger-Barth, Director Central Services Human Resources & Marketing, umdasch The Store Makers

“EuroShop again proved a special highlight for umdasch The Store Makers, not least due to receiving the EXHIBITOR Magazine’s EuroShop Award. We had exciting and inspiring conversations with many thousands of visitors at our stand. Under the motto “Colours of Retail – Where Experience meets Efficiency”, we presented the versatility of Store Makers. In doing so we demonstrated how emotional brand worlds and hands-on product solutions as well as competent and reliable service at the Point of Sale are dovetailed, creating clear added value for both retailers and consumers alike. We view the presented holistic approach seamlessly combining digital and analogue solutions from the initial idea to the finished implementation and beyond to be a very important development for the future of retail.”

Bernd Renzhofer, CSO, Wanzl

“This year, we particularly focused on our innovative solutions for retail logistics and topics such as the smartification of physical retail, which enables more efficient processes. We welcomed partners and customers from all over the world to our stand for high-quality discussions. EuroShop confirmed that we are on the right track with our claim to create new “shopportunities” as a holistic solutions provider.”

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