



TREKPLEISTER



SVT BRANDING
DESIGN GROUP



TREKPLEISTER

The average age of the population is getting older. The expectation is that by 2050, 50% of the Dutch population will belong to the baby boomer generation. A trend which has also persuaded Trekpleister to head in a new direction with its shop concept. Besides that, the retailer felt the need to distinguish itself from its competitors. At the instruction of Trekpleister, SVT Branding & Design Group has designed a new shop concept aimed at these baby boomers.

The keywords for the new concept are; health, solutions & comfort, prevention, information, neighbourhood functioning, service and knowledge. The shop has become very well-organized by, for instance, the lowering of the gondolas, the clearer indicating of the departments on the coving and the product group indicated on the gondolas. The choices available have been more defined and are aimed at the ageing consumer.

Besides this, the shops now have a more feminine look by the use of the colour lavender and the oval shapes which return in the graphics and the overall look. This oval shape is a visual translation of its logo.

For the new concept, SVT also developed a new logo for Trekpleister to convey that it now has a new look. This message comes across with the new slogan "Energy for life". In June 2007 the first three pilot branches of Trekpleister were opened in Hilversum, Den Haag and Sneek.



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