

# 3D CONCRETE PRINTING NEW PROSPECTS IN RETAIL ARCHITECTURES

 **betondruck**  
 SOLUTIONS



# 3D CONCRETE PRINTING CONQUERS SHOP DESIGN

Shops are increasingly affected by new aesthetics, using seemingly floating shelves and futuristically shaped midfloor units made of 3D concrete printing.

The Austrian enterprise **3D Betondruck Solutions** has been a pioneer in this innovative technology, which helps to realize unique ideas in shop design and architecture.

In addition to the visually impressive properties and impact of concrete, objects in combination with wood, glass or metal will convince by its perfect function.

**uniQum** have been a pioneer

in 3D concrete printing. Based on intense development efforts unique solutions for indoor and outdoor use, such as exclusively designed furniture can be realized.

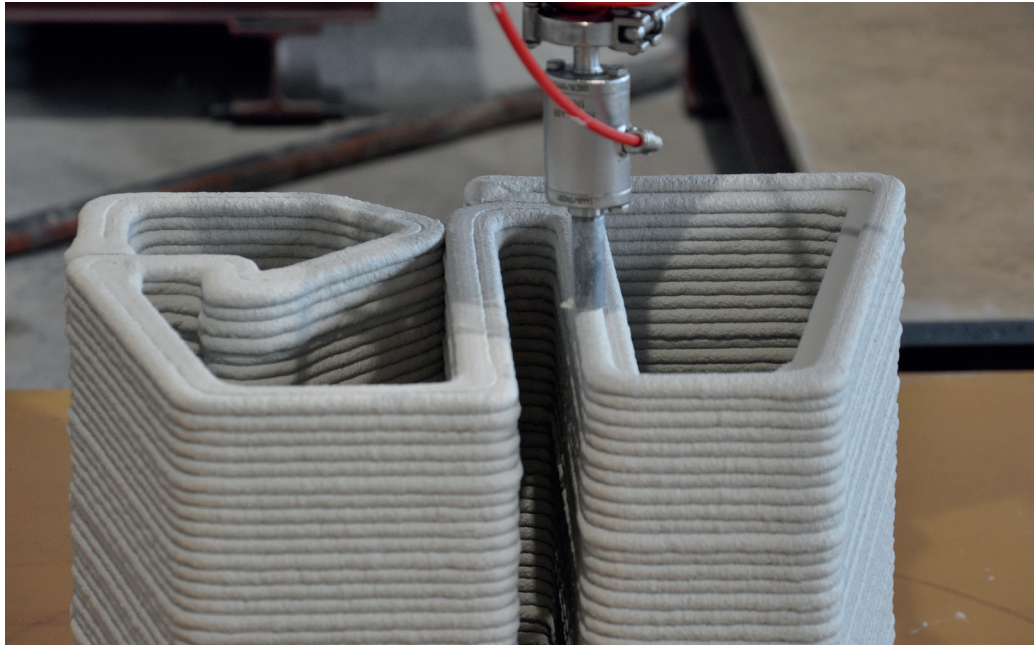
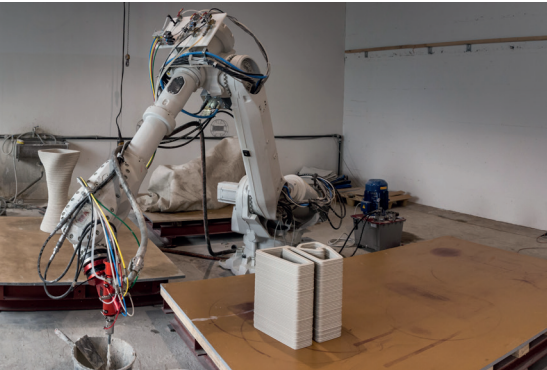
Active exchange of ideas has combined **uniQum's** know how with the experience of the consulting enterprise **retail branding** and the creativity of designer Stefan Umdasch.

This resulted in **3D Betondruck Solutions**. BSc Martin Staudinger, Mag. Stefan Umdasch and Mag. Arndt Traindl as Managing Director are the shareholders of this young enterprise. In addition to in-

novative 3D concrete printing technology a traditional concrete casting production is available.

3D concrete printing offers the best conditions for creating the exclusive setting and display units for stores and shops and importantly for brands. Their possibilities particularly address retailers and brands, such as architects and designers assisting them. **3D Betondruck Solutions** offers full service and expertise in (store) planning, engineering, supply and delivery.





# ” pioneers in 3D concrete printing



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# AN INNOVATIVE TECHNOLOGY

The 3D concrete printing technology offers a new standard in turning innovative designs into reality. 3D concrete provides creative opportunities for architects and planning agencies and their clients aiming to achieve ergonomically and aesthetically unique design solutions for indoor and outdoor use. Yet another appealing facet of the continuing trend towards concrete. Essential ingredients are an especially developed CAD software, special 3D printers and original 3D concrete. High printing speed allows for precise production of a wide variety of concrete objects within a short


period of time. Significant advantages compared to conventional concrete technology are free and open design language and considerably lower weight of the objects. Possible re-use as recycled granulate guarantees sustainability.

Different surfaces and colouring of the concrete set individual accents. Supplemented by a series of materials such as wood, metal or glass a whole range of design-led display units can be developed without losing functional requirements of an attractive presentation of products.

## RANGE OF SERVICES OF 3D BETONDRUCK SOLUTIONS

- Shop Design Solutions in 3D concrete printing
- Consulting, design and planning
- Support in creation and design
- Complete engineering
- Concrete printing with especially engineered 3D printers
- Delivery and installation
- Support in solutions using combined materials



A group of people are gathered in a workshop, looking at a 3D concrete printing machine. The machine is a large, white, robotic arm mounted on a wooden table. It is printing a white, vase-like object. The workshop is filled with various materials and equipment, including a blue water cooler, a white container, and a red and white checkered floor. A man in a blue shirt is standing in the background, and another man in a brown suit is in the foreground, looking at the machine. The scene is brightly lit, and the overall atmosphere is one of a modern, industrial setting.

These 3D concrete printing solutions are particularly interesting for additional retail sectors, especially for brands (brand architecture), brand lands, shopping centers, restaurants and hotel business, event locations, lounges, foyers, museums and exhibition areas, industry and all architects, designers and planning agencies assisting these clients.

DESIGN-STUDY  
**HONEY**

Honeycomb structure  
as an eye-catcher  
and highly functional  
display unit.



DESIGN-STUDY  
**ORGANIC**

Unlimited possibilities  
and freedom in Shop  
Design.

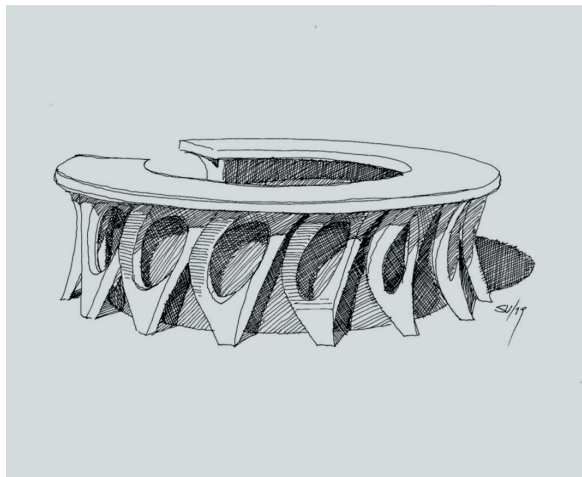






### DESIGN-STUDY RIVER

Elegant concrete grid structure in combination with wood and glass.



### DESIGN-STUDY BAR

Unique bar- and lounge furniture for EuroShop 2020.



by uniQum

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