



YOU  
SHOP WITH  
YOUR EARS

**KIND**  
■ bestsell  
Shop fittings

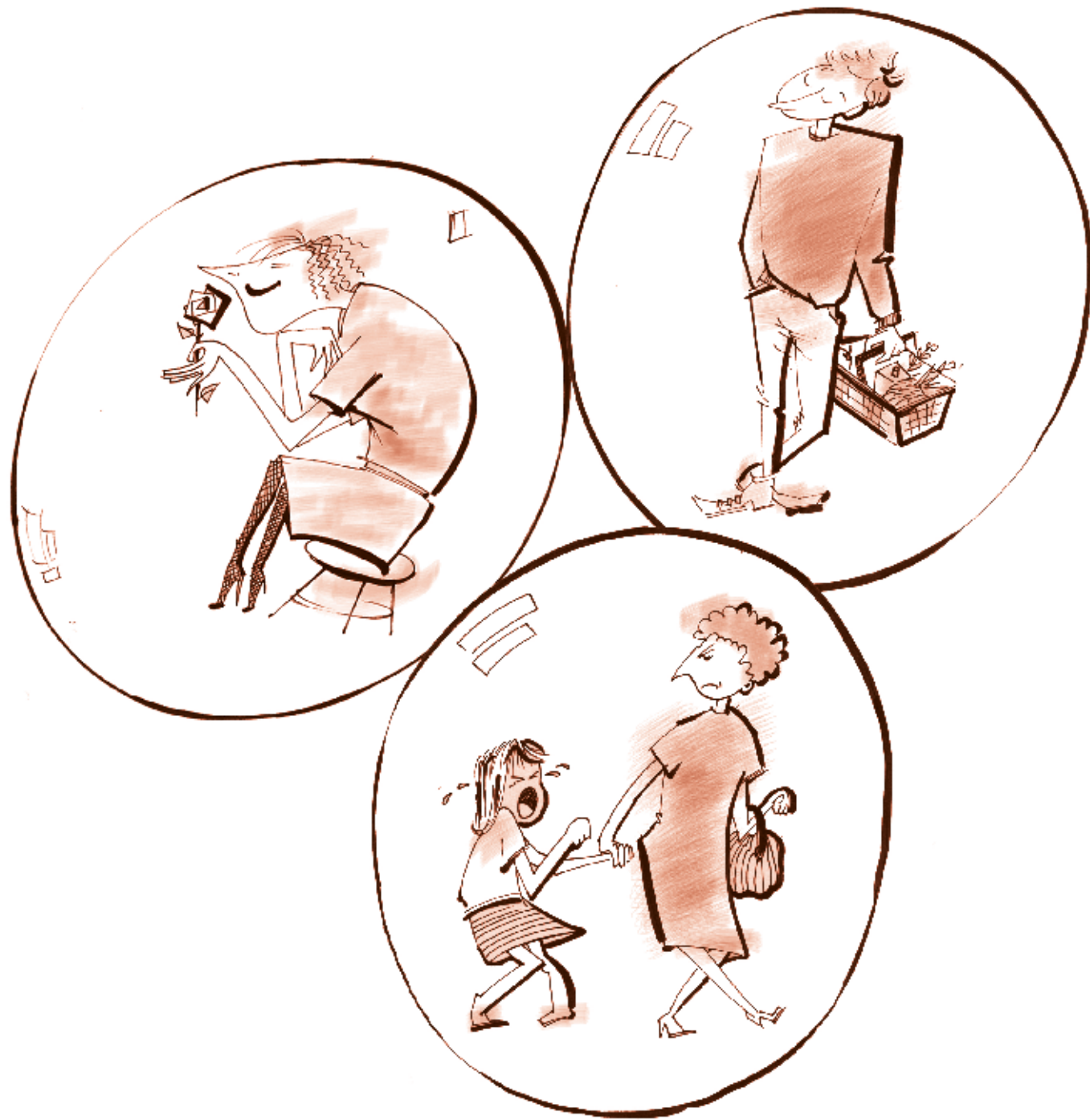


# WHAT DOES A PERFECT SHOPPING EXPERIENCE SOUND LIKE?

Increase turnover by taking acoustic perception into consideration // Easy-to-implement using your standard planning processes // Low investment costs // Revolutionary new system in shop design that is unique the world over // Amazing absorption capacity // Exerts strong influence on purchase decisions

How would you like to enhance your sales figures in an elegant, perceptual and also highly innovative way? What's even better: This can be achieved by means of easy-to-realize shop fitting measures that will revolutionize and optimize your customers' shopping experience. It's up to you to create an experience that will not only influence a customer's disposition to make a purchase but will also motivate follow-up visits to your shop. And how does this work? Via the auditory canal – by targeting acoustic perception! Up until now, it was

a complex undertaking to create store-based acoustic islands aimed at addressing customers on the deeply emotional sense of hearing level. We have paved the way for a new era in this field: KIND exclusively offers absolutely unique sound absorbers with a wide range of applications. Not only does the KIND System absorb sound with amazing effectiveness; it simultaneously opens up new, and thus far unimagined, applications and combination possibilities. The KIND System allows you to shape your customer's purchase decision moment in a completely relaxed way – without any distracting acoustic influences! And what's more: It lets you create audible moments of enjoyment and brand worlds – or it lets you simply produce an undisturbed atmosphere for providing advice to a shopper. In short: You can use silence and sounds to enhance your customers' shopping enjoyment!



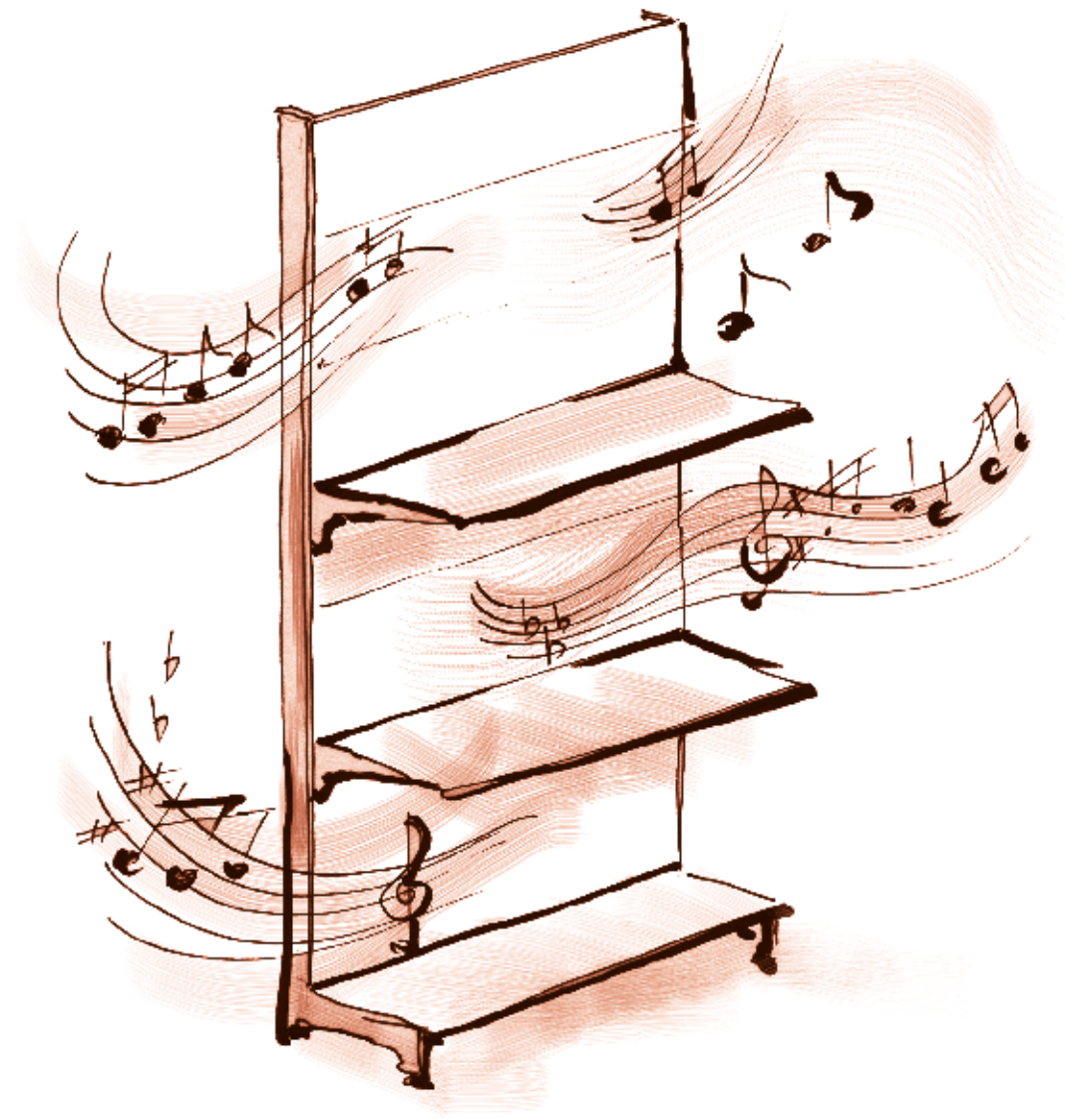
# CREATING AN ACOUSTIC FEEL-GOOD ATMOSPHERE

As dictated by evolution, your customers' willingness to buy is boosted by the level of calm and relaxation experienced // The human brain continually assesses ambient noise // Acoustic components by KIND serve to calm the environment // Distractions and stress are reduced // An innovation that pays off

Relaxed individuals are better able to concentrate on their shopping and are more susceptible to impulse buying. A calm and harmonious atmosphere thus plays a major role in business success. This is owing to the fact that we, as human beings, are able to focus our view and block out what is uninteresting. Our hearing faculties, however, are unable to do this. Owing to our evo-

lutionary history, ignoring acoustic signals is impossible. Our brains are continually pinpointing and analyzing acoustic impressions in order to discern – at an early stage – whether there might be a saber-toothed tiger lurking nearby. This human condition, which reacts with stress to noisy environments, interferes with purchase decisions. A calm environment that has been “cleansed” of disturbing noises, on the other hand, entices customers to shop. Integrating acoustics within store fittings thus can quickly pay off. And now – for the first time – this is easy to do! With relatively simple measures, namely the innovative acoustic components by KIND, you can create the acoustic feel-good spheres that your customers need.





# SETTING THE STAGE FOR A NEW SOUND HAS NEVER BEEN SO EASY

Dual-function absorber components that will also serve as speakers in days to come // Music, sounds and jingles can take their effect in a becalmed atmosphere // Ideal conditions for sound presentation // Discrete background music, sophisticated inspiration

The new acoustic system by KIND not only enables you to integrate the tranquility needed for relaxed shopping at your premises but also makes much better use of the inspiring effect of music and sounds. It can help you to engender a shopping experience that is incomparably more pleasant to your customers' ears. In the future, KIND products will not just absorb noise but will

also serve as loudspeakers. Imagine a system that will bring about the silence necessary to make music really enjoyable. Your audio logo, soundtracks and commercial or campaign jingles can now be beautifully incorporated into brands and campaigns. It is no longer necessary to loudly trounce over background noise to be heard. Instead, much more subtle – even sublime – sound exposure is now realizable. Even the crunching sound of a potato chip can be discreetly integrated in a shopping experience as an appetizing background sound or attention getter. Shopping acoustics by KIND will offer a whole new level of sophistication in audio design!



# AN INNOVATION THAT PERMITS BUSINESS AS USUAL

No alterations of in-store architecture necessary // Can easily be assimilated into shelving systems on hand // Increased shopping frequency owing to enhanced attractiveness of your store // Offers a whole new range of possibilities for designing sales areas // Customers and staff can come to rest // Reduced sick rate

You will be delighted to hear that the innovative acoustic solutions by KIND can be integrated into in-store architecture and fitting systems. A significant improvement of the shopping experience can be achieved by means of acoustically separate shopping zones – and these are possible without major alterations or restructuring

efforts! Not only will your customers benefit – and react by buying more and visiting your shop more frequently – your staff, too, will benefit from these advances. After all, your employees are the ones who are most exposed to background noises and consequently also stand to benefit most from acoustical improvements. When the acoustic stress level is reduced, their work performance improves. These positive effects can extend all the way to fewer absences due to sickness and better employee morale. Installing the new KIND products allows a whole new approach to zone acoustics in your sales spaces. We would be pleased to advise you on how best to take advantage of these new possibilities. It's easier than you might think!



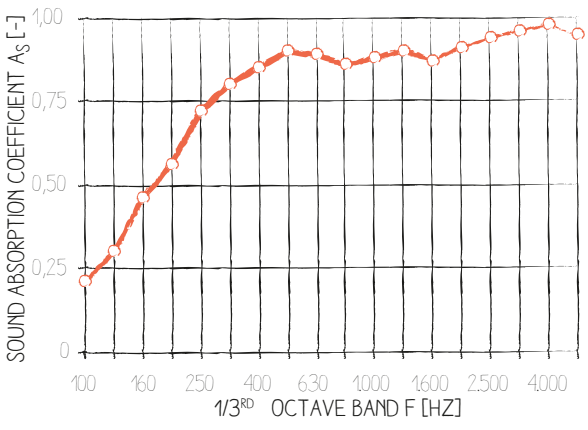
# THE QUIET REVOLUTION IN AND AROUND YOUR SELVES

Technology with unmatched efficacy for the acoustic environment // Amazingly high performance despite minimum material thickness // Installation by replacing shelf back panels // Three product innovations for the shop fitting realm that are revolutionary and exclusive on a global scale.

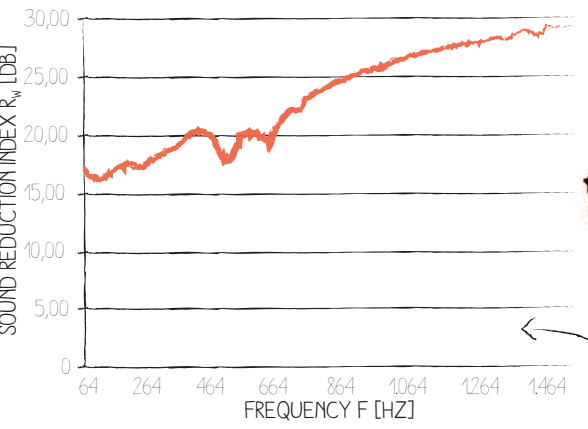
pense with any additional acoustic shielding measures. The insulation is achieved by means of three revolutionary wax GmbH product innovations that are customizable to any shelf back panel measurements. They are offered for shop fitting purposes exclusively by KIND.

- a) **waxShapes:** 8 mm thick, microcapillary fiber foam with a soft-touch, elegant surface
- b) **steel sheets with foamed slits,** easy to clean yet highly effective acoustically
- c) **Punched steel** in combination with wax-Lucents (white, 1 mm thick and semi-permeable absorber material that is also x-ray capable)

What makes this technology so astounding is its efficacy: The slight material thickness in relation to its outstanding capacity to absorb sound. Never before has it been possible to absorb not only high and mid – but also low – frequencies with such slender materials. Simply replacing the shelf back panels with suitable variations of the KIND System will suffice to reduce the noise level of your sales area in a targeted way. KIND System's absorption capacity reduces reverberation noise by controlling reflected sound (acoustic insulation). You can dis-

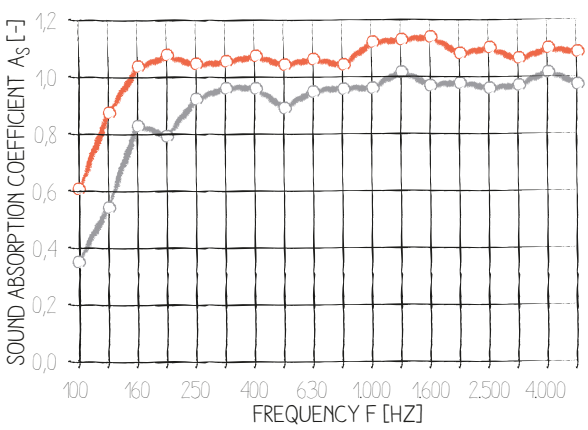


**SOUND ABSORPTION COEFFICIENT ACCORDING TO DIN EN ISO 354**  
**DESCRIPTION:**  
 3 ELEMENTS STANDING ON FLOOR, WITH RIGID ALUMINIUM FRAME, UNIFORMLY DISTRIBUTED  
**SIZE OF EACH ELEMENT:**  
 2.000 MM X 1.000 MM X 80 MM  
**CONSTRUCTION:**  
 ALUMINIUM FRAME WITH 8 MM WAXSHAPES, 60 MM MINERAL FIBER, 4 MM AIRGAP, 8 MM WAXSHAPES  
**SOUND ABSORPTION CLASS: A**  
 RATED ACCORDING TO DIN EN ISO 11654  
**MEASUREMENT FACILITY:**  
 REVERBERATION ROOM OF THE FRAUNHOFER INSTITUTE OF BUILDING PHYSICS, STUTTGART



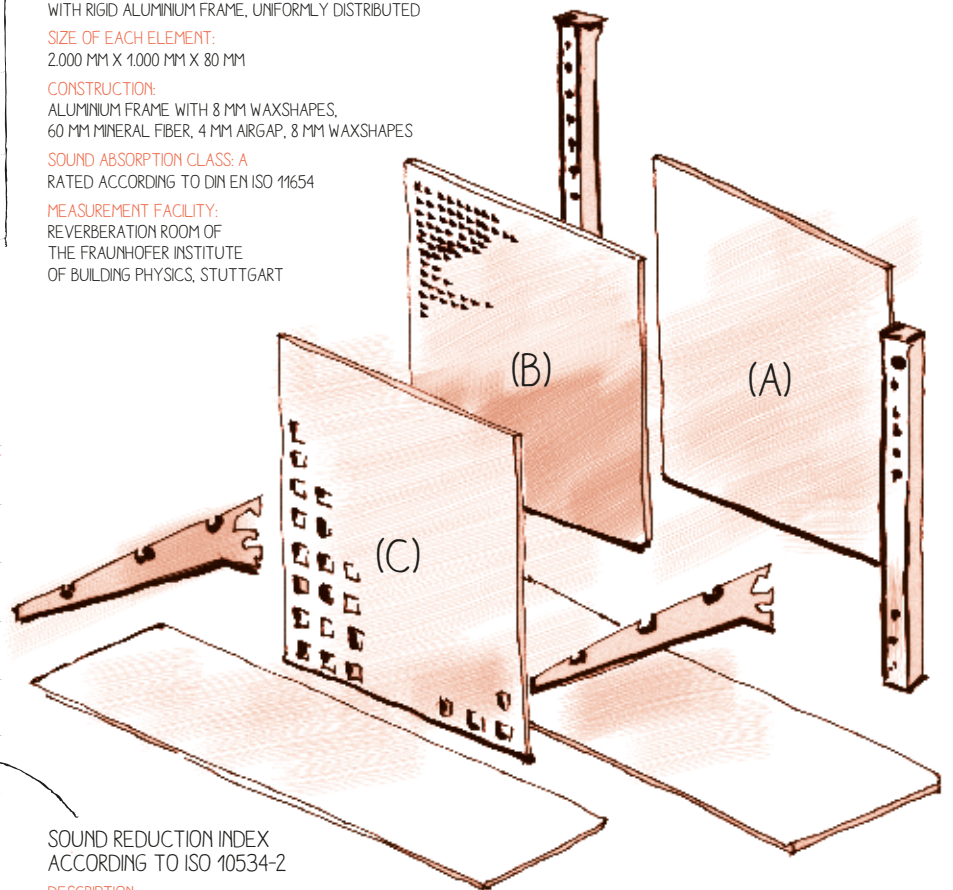
**SOUND REDUCTION INDEX ACCORDING TO ISO 10534-2**

**DESCRIPTION:**  
 80 MM SANDWICH CONSTRUCTION  
**LAYER COMPOSITION:**  
 8 MM WAXSHAPES, 60 MM MINERAL FIBER, 4 MM AIRGAP, 8 MM WAXSHAPES  
**SAMPLE SIZE:**  
 Ø=100 MM AND Ø=30 MM



**SOUND ABSORPTION COEFFICIENT ACCORDING TO DIN EN ISO 354**  
**DESCRIPTION:**  
 6 ELEMENTS LYING ON FLOOR, WITH RIGID ALUMINIUM FRAME  
**SIZE OF EACH ELEMENT:**  
 2.000 MM X 1.000 MM X 80 MM  
**CONSTRUCTION:**  
 ALUMINIUM FRAME WITH 8 MM WAXSHAPES, 60 MM MINERAL FIBER, 4 MM AIRGAP, 8 MM WAXSHAPES

○ UNIFORMLY DISTRIBUTED, WITH 1M DISTANCE  
 SOUND ABSORPTION CLASS: A RATED ACCORDING TO DIN EN ISO 11654  
 ○ AS ONE CONNECTED SURFACE  
 SOUND ABSORPTION CLASS: A RATED ACCORDING TO DIN EN ISO 11654  
**MEASUREMENT FACILITY:**  
 REVERBERATION ROOM OF THE FRAUNHOFER INSTITUTE OF BUILDING PHYSICS, STUTTGART





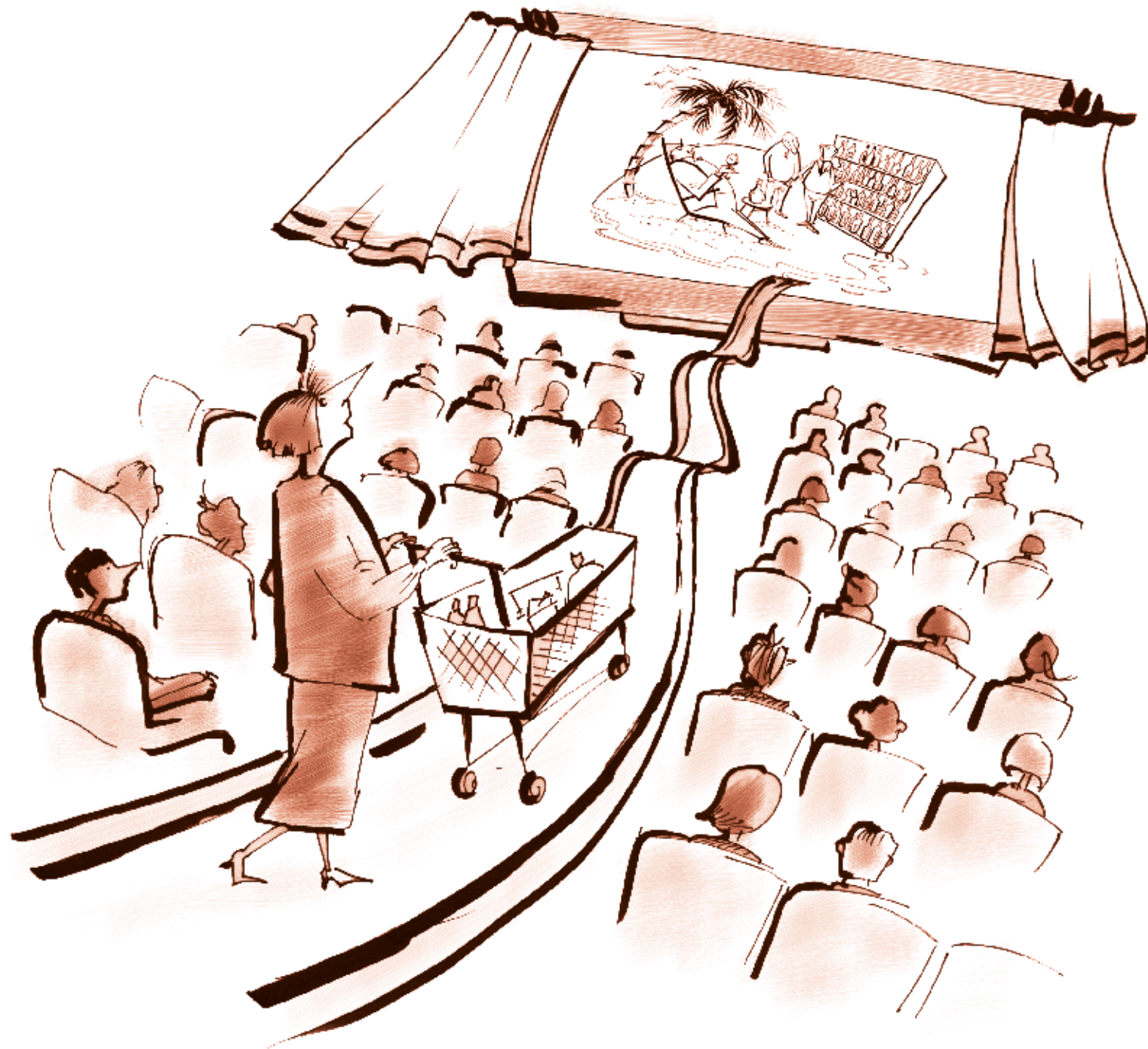
# THE NEW PERFECTION OF THE QUIET ZONE

Proper arrangement heightens the effect  
// Optimal when combined with acoustical suspended ceiling panels ("sails")  
// Creation of an acoustic room within a room // Perfect auditory impression through synergetic interaction // Ideal for promotion or presentation purposes

Acoustics is always a 3-dimensional phenomenon. For this reason, it is wise to consider our tips on installing this system in your sales space. This will allow you to cre-

ate independent acoustic and quiet zones. To optimize auditory impressions, KIND exclusively offers ceiling panels ("sails") made using the wax GmbH-developed material for retail. The combination of KIND shelf back panels with a ceiling sail increases the insulating effect exponentially because sound reflection is optimally absorbed. By setting up the absorber surfaces facing one another you can create an acoustic room within a room that is ideally suited for various presentation and promotion purposes!





# SETTING OUT FOR THE FUTURE WORLD OF EXPERIENCE

Exhibiting high experiential value is a competitive factor whose importance is growing // Selling scenarios are increasingly turning into multi-media and multi-sensory events // Recreating a cinema-like sound quality // New impulses via innovative acoustic developments by KIND

Even more so in the future than now, experiential value and the quality of experiences will gain decisive competitive significance in retail scenarios. Multi-media sales environments and theme parks that stimulate all the sensory channels will become factors

that are capable of positioning, strengthening and advancing stationary businesses. The state-of-the-art in sound found in modern cinemas is something that can soon be recreated in commercial sales settings and provide fantastic impulses. In its quest to catch up with this vision, KIND advances its products on a continual basis. We conduct research into the possibility of meaningfully and effectively incorporating acoustic innovations into space concepts. Look forward to the “zukunftsmusik” or “dreams of the future” that we have in store for you!





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