

DLV, the German Shopfitting Association
Economic reviews of the Shopfitting Industry per 3rd. quarter 2011.
ISO Congress 2012, 16th March, Gulf of Finland.

Under the headline "Reluctant Optimism" the DLV report the development of the business situation 2006-2011 approximately as follows:

2006-2008: 60% average GOOD; 30% average OK; 5% average POOR.

2009-first half of 2010: 18% average GOOD; 50% average OK; 27% average POOR.

Second half 2010-2011: 50% average GOOD; 40% average OK; 5% average POOR.

The positive expectations of the previous quarter are fulfilled: Also in the third quarter of 2011 consider the German shopfitters and their suppliers the business situation as GOOD or at least OK! The orders are increasing in most cases, or at the least keeping pace. Another positive sign is the number of employees who are increasing according to answers from about half of the companies.

However a certain, probably healthy, reluctant optimism is showing in the expectations of the next two quarters. Most companies are looking forward to an unchanged situation.

The business and incoming order situation reflect a rather relaxed situation in German shopfitting. 49% of the answers say business is GOOD, 56% have increasing orders, 61% believe it will continue the next ½ year! Altogether both the small and the big companies in DLV expect a steady business situation. Another positive sign is that 46% expect increasing employment, and 54% even believe in further growth during 2012.

Report of the wood- and plastic-manufacturing Industry.

The price level of the suppliers materials is still slightly decreasing, if from a high level. Cut wood panels however increased in August 2011 by 4,9% year-on-year, proper woodworks are still up about 11,4%. Fittings however are unchanged (maybe 1%?).

Plastics (and composites) *turnover* went up the last ½ year by 12-13%.

So the good news to the ISO General assembly, March 2012 are:

All is well in the German Shopfitting Industry.

Translated from Stores+Shops, issue 01 2012, DLV report pg.87 by

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