

SAMSUNG

Climate Solutions

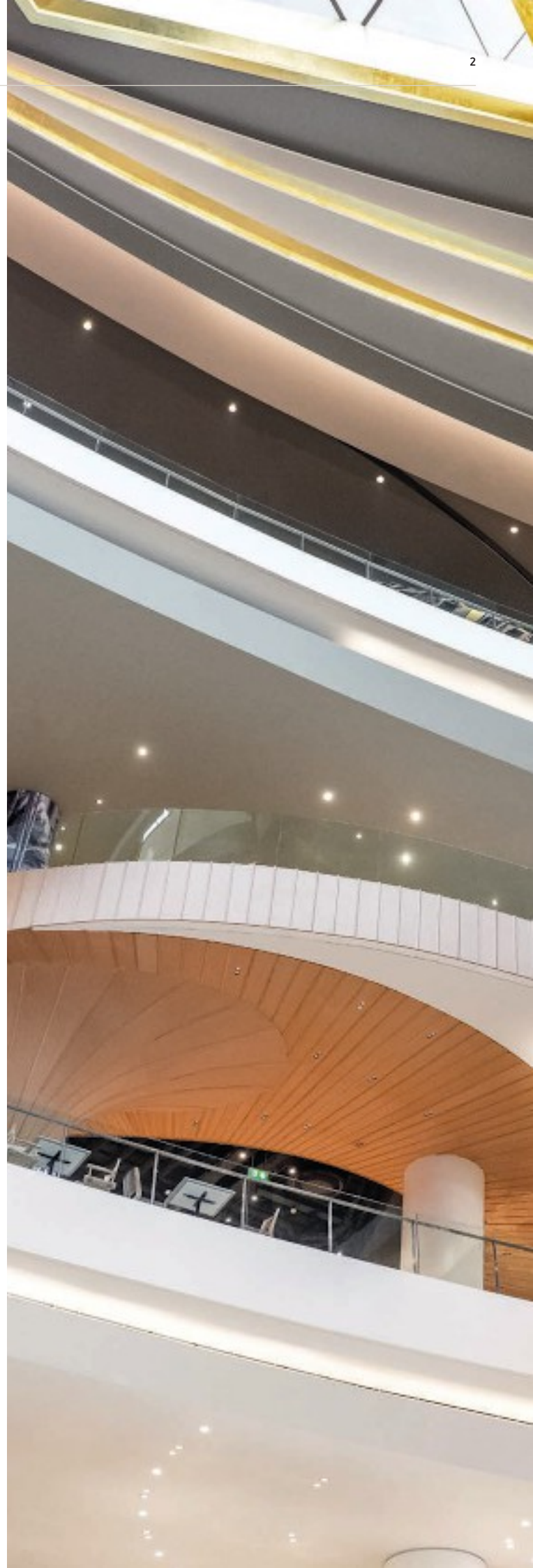
The Indoor Climate Solution of tomorrow for the Retail Sector

Using 360 Cassette to enhance in-store atmospherics and customer experience.

Redefine Tomorrow
Redefine Indoor Climate

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Abstract

Stiff competition in the retail sector is encouraging retailers to explore new ways to enhance in-store experience for customers by offering better store atmospherics, paying further focused attention to in-store related design and versatility needs. Research shows how consumers' buying behaviour can be influenced by their physiological responses to a store's ambiance. Retailers are thus on the lookout for products and fixtures that can add to the aesthetic appeal of stores and go a step beyond in making customers feel more comfortable while making purchasing decisions.

Samsung's innovative solution, in the form of the 360 Cassette, targets and answers the underplayed market need towards enhancing store atmospherics. It can fulfil retail business needs today by not only enhancing the in-store, personal, sensory experience of a customer but also providing the much needed and missing versatility that stores need. This whitepaper aims to highlight this need and explains how the Samsung 360 Cassette has been designed to cater to it – with a sophisticated aesthetic appeal, blending harmoniously into any type of interior design with its innovative design, while opening up numerous options for the retail sector with its versatility features and more.

About Us

Since introducing its first air conditioner in 1974, Samsung Electronics has been redefining indoor climate comfort for tomorrow's society. For every space where people create memorable experiences together, be it commercial spaces or residential homes. At Samsung, we go beyond convention, through a relentless focus on pushing the boundaries of technology, innovation and design.

Samsung Electronics entered the European market of commercial air conditioning in 2005. Due to rapid growth and in support of its long-term commitment to the European market, Samsung Electronics Air Conditioner Europe B.V. (SEACE) was opened in 2017 in Amsterdam, the Netherlands. This European headquarters aims to harmonise the activities across more than 30 European countries. SEACE offers ongoing technical training in climate and smart building solutions; after sales and technical support for its industry partners; backed by Samsung's quality reputation and leading-edge innovation, including digital connectivity solutions. SEACE thrives to fulfil the needs of its European markets including for both the commercial and residential market with innovation cooling, heating, domestic hot water and smart building solutions.



Keywords

Aesthetic,
Air Purification,
Ambiance,
Atmosphere,
Circular Airflow,
Climate Solutions,
Coanda Effect,
Design,
Digitalisation,
Disruption,
e-commerce,

Energy Efficiency,
In-Store Experience,
Indoor Air Quality,
Innovation,
Intertek Certification,
Retail,
Samsung 360 Cassette,
Store Atmospherics,
Sustainability,
Versatility.

Disruption in the Retail Sector

In the age of digitalisation and online transactions, some might fear that the time of the retail store is over. However, brick and mortar accounted for nearly 90 percent of all retail sales in the third quarter of 2019, according to the US Census Bureau (U.S. Department of Commerce, 2020).¹ Statistics show that in 2019, digital natives turned to physical store pilots, and traditional retailers rolled out digitally powered physical stores (Deloitte, 2020).² In this era of digital disruption, retail is in the midst of a disruption like no other, and every retailer must consider ways to redefine their strategy and operating model to get ahead of the curve (McKinsey & Company, 2019).³

Forrester Research estimates that by 2022, e-commerce will account for 17 percent of total retail sales, while an additional 41 percent will be digitally influenced offline sales (Forrester, 2017).⁴ Retailers need a start-over mentality to determine how they will evolve throughout the entire brand experience (Lutz, 2018).⁵

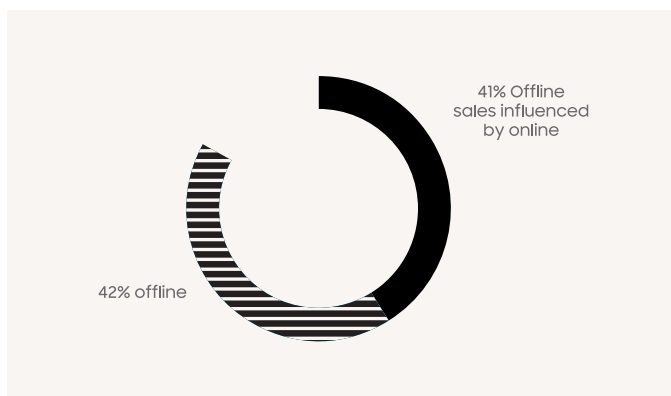
Ongoing research shows that physical stores boost online purchases, and it is estimated that in-store sales will still make up 75 to 85 percent of retail sales by 2025. However, the physical store today has undeniably

Research shows that physical stores boost online purchases and in-store sales will make up 75 to 85 percent of retail sales by 2025.⁶

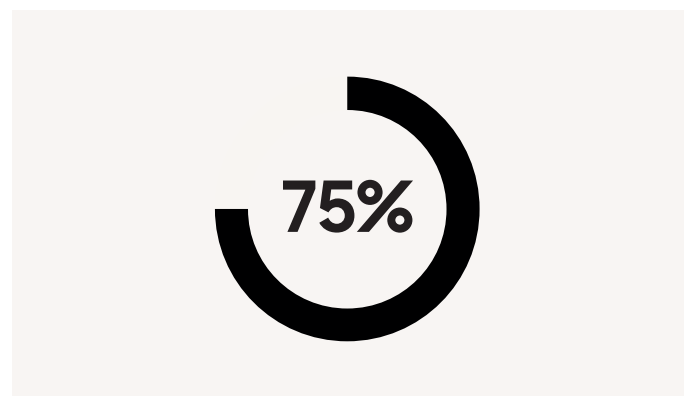
evolved beyond being a place to buy products. A store now plays several possible roles, including serving as an experiential showroom for products (McKinsey & Company, 2018).⁶

A common mantra cited in the circles is, "Retail is detail". Customers want the best of both worlds. They want the advantages that online shopping offers, in the form of broad selection, rich product information, customer reviews and tips, alongside the unparalleled experience of shopping in-store, with the advantages of personal service, the ability to touch and see products before buying (Rigby, 2011).⁷ Innovations are thus needed to bring the perks of both the experiences together and generate profitable growth.

Retail Sale Projections



Total estimated sales 2020



Total estimated offline sales by 2025

¹ Source: U.S. Department of Commerce, 2020. Quarterly Retail E-Commerce Sales 3rd Quarter 2020. Washington: U.S. Department of Commerce.

² Source: Deloitte, 2020. 2020 retail industry outlook, Convenience as a promise. Deloitte.

³ Source: McKinsey & Company, 2019. Perspectives on retail and consumer goods. p.7.

⁴ Source: Forrester, 2017. Forrester Data: Digital influenced retail sales forecast. Forrester Research. Forrester.

⁵ Source: Lutz, R., 2018. 3 ways to keep the personal touch in brick-and-mortar retail. [Blog] Commentary, Available at: <<https://www.retailcustomerexperience.com/blogs/3-ways-to-keep-the-personal-touch-in-brick-and-mortar-retail/>> [Accessed 3 February 2021].

⁶ Source: McKinsey & Company, 2018. Who's shopping where? The power of geospatial analytics in omnichannel retail. p.2.

⁷ Source: Rigby, Darrell K., 2011. The Future of Shopping, Available at: <https://hbr.org/2011/12/the-future-of-shopping> [Accessed 3 February 2021].

Introduction to European Retail Action Plan (ERAP)

In terms of socio-economic importance, the retail and wholesale sectors have an essential role to play in stimulating growth and job creation under the Europe 2020 strategy: they are among the key sectors that can drive the transition to both a more sustainable economy and consumption patterns. Efficiency in this sector has implications for competition, innovation, price trends and competitiveness.

European retail services present a diverse and complex picture. As there is no “one size fits all” solution or approach to the challenges they face, there is growing need for more innovative solutions to choose from. The diversity of the retail sector includes differences in terms of the type of providers (SMEs or larger companies), organisation outlet sizes, formats, product lines, supply chains involved, locations, business models, levels of vertical integration, ownership structures and size of operations. The challenges in the retail sector may be different for various types of retailers and may differ across Member States due to differences in national markets (European Commission, 2013).⁸

To address these challenges, the European Commission has identified the following five key priorities⁸:



Consumer empowerment



More innovative solutions



Better working environment



Sustainable and competitive retail services.



Sustainable trading relationships along the retail supply chain.

These priorities need to be addressed in light of the existing and evolving trends within the retail sector. The next sections will make way for a deeper dive into some such observations.

⁸ Source: European Commission, 2013. Communication from the Commission to the European Parliament, The Council, The European Economic and Social Committee and the Committee of the Regions: Setting up a European Retail Action Plan. [online] Available at: <<https://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=COM:2013:0036:FIN:EN:PDF>> [Accessed 18 February 2021].

The Omnichannel Strategy

Despite expert's predictions that online shops would make physical ones redundant, the truth is that they coexist and have transformed the way customers shop nowadays (Gallino and Moreno, 2014).⁹ This has been popularised by the omnichannel strategy.

Omnichannel retailing refers to the use of various sales channels (physical brick-and-mortar and digital storefronts) to create a unified, seamless brand experience for consumers on any platform, at any time. When done effectively, users should be able to move freely from one channel to the next, building a relationship that improves the overall buying experience and encourages brand loyalty. Companies set an omnichannel strategy so as to blur the borders among the different channels and offer the customer a seamless experience (Heitz-Spahn, 2013).¹⁰ In this context, "Brick and click" refers to the fact that retailers have presence in both online and offline environments. The seamless experience offered by brands across different shopping channels is key because a connected shopper spends 30 % more than an unconnected shopper (PSFK, 2015).¹¹

For a market which is focusing increasingly on consumer needs and the overall customer experience, boundaries between retail segments are being blurred to provide greater comfort in retail. Within the traditional retail industry, the focus will turn to creating the right atmosphere. By increasing customers' comfort levels, time spent in the store can be extended (Nell, 2013).¹² Every 1 % increase in time spent in a store, results in 1.3 % extra spending (McAdams, 2008).¹³ Therefore, in the next section we will concentrate on why store atmospherics plays an important role in the brick-and-mortar store.

Omnichannel retailing refers to using a multi-channel approach to create a unified, seamless brand experience for consumers on any platform, at any time.¹⁰

⁹ Source: Gallino, S. and Moreno, A., 2014. Integration of Online and Offline Channels in Retail: The Impact of Sharing Reliable Inventory Availability Information. *Management Science*, 60(6).

¹⁰ Source: Heitz-Spahn, S. (2013). Cross-channel free-riding consumer behavior in a multichannel environment: An investigation of shopping motives, sociodemographics and product categories. *Journal of Retailing and Consumer Services*, 20(6), 570–578. <https://doi.org/10.1016/j.jretconser.2013.07.006>.

¹¹ Source: PSFK, 2015. *The Future of Retail*. New York.

¹² Source: Nell, C., 2013. Exploring the influence of store atmospherics on consumers' buying behaviour in apparel retail stores: An exploratory study in Tshwane. Undergraduate. University of South Africa.

¹³ McAdams, D. (2008). *Time is Money: Shoppers buy more when they stay longer*. Portsmouth: Path Intelligence



Importance of Store Atmospherics

Store atmospherics and its influence on consumers' buying behaviour has received very little attention in literature to date. Store atmosphere is the stimulus that causes behavioural responses in customers, which in turn has a direct influence on the amount of time they spend in-store, ultimately influencing their buying decisions (Turley and Milliman, 2000).¹⁴

Elements of Store Atmospherics



The term “atmospherics” is used by retailers to describe elements that appeal to the five human senses and add to the overall environment of a retail store (Bell and Ternus, 2006).¹⁵ In the context of retail stores, “atmospherics” refers to the aesthetics and ambiance of the store. Atmospheric cues such as colour, music, lighting, smell, crowding, window display and storefront reflect the store atmosphere and play an important role in shoppers' perception and evaluation of the store at large (UKEssays, 2018).¹⁶ Simply put, in-store atmosphere includes not only the physical characteristics of a retail store or space used to create an image to attract customers, but also targets and engages additional human senses such as sound and smell. Atmosphere is thus a direct contributor to the customer experience, which is one of the most important elements of business today (Why In-Store Atmosphere Matters for Your Customers?, 2018).¹⁷

¹⁴ Source: Turley, L. and Milliman, R., 2000. Atmospheric Effects on Shopping Behavior. *Journal of Business Research*, 49(2), 193–211.

¹⁵ Source: Bell, J. A., & Ternus, K. (2006). *Silent selling: best practices and effective strategies in visual merchandising*. 3rd ed. New York : London: Fairchild.

¹⁶ Source: UKEssays. (November 2018). *The Concept Of Atmosphere In Retail Store Marketing Essay*. [online] Available at: <<https://www.ukessays.com/essays/marketing/the-concept-of-atmosphere-in-retail-store-marketing-essay.php?vref=1>> [Accessed 4 February 2021].

¹⁷ Source: Original On Hold. 2018. *Why In-Store Atmosphere Matters for Your Customers?*. [online] Available at: <<https://www.onholdinc.com/mohblog/why-in-store-atmosphere-matters-for-your-customers/>> [Accessed 4 February 2021].

Research shows that retail stores that make improvements to their in-store environment create an effective consuming condition that might stimulate and satisfy the consumers' immediate purchasing behaviour (Liaw, 2007).¹⁸ Subtle factors experienced through the senses, namely sight, sound, touch, scent and taste, either individually or together, can affect a consumer's emotion in relation to a degree of stimulation and relaxation (Barclay and Ogden-Barnes, 2012).¹⁹ For example, different light and temperature combinations can influence consumer perceptions of the retail offer – with soft or warm light tones and cool or warm temperature variables, all creating different perceptions in dissimilar product sectors.

Philip Kotler (1973-1974)²⁰ was the first to use and define the term “atmospherics” as “the conscious designing of space to create certain effects in buyers. Kotler understands the atmosphere as “the air surrounding a sphere” and dissects the perception of atmospheres into the main sensory channels: sight, sound, scent, and touch. A number of scholars have addressed the issue of store atmospherics since then. However, the core essence of store atmospherics hasn't changed.

Given the importance of in-store atmospherics, especially with the rise of online retailing, it may be good to consider why the use of in-store atmospheric elements is important. Some of the reasons outlined by Kotler are as follows: (Kotler, 1973-1974)²⁰:

- Firstly, retailers can use atmospherics as a marketing tool where products are bought and where they have the ability to make use of design options.
- Secondly, atmospherics becomes essential to retailers the moment more competitors enter the market.
- Thirdly, in retail industries where product and price similarities occur, the use of atmospheric elements is becoming a more attractive strategy to differentiate from competitor offerings.
- Finally, the use of atmospheric elements is important to differentiate between different lifestyle buyer groups.

It is also important to acknowledge that there is a difference between “desired atmosphere” and “perceived environment” (Kotler, 1973-1974)²⁰. The first refers to the set of sensory qualities designed for the artificial environment in order to establish a specific “ambiance”. The perceived atmosphere, on the other hand, can vary from one individual to another, based on one's reaction to colours, sounds, noise and temperature, and cannot be fully controlled by organisations (Zomerdijs and Voss, 2010).²¹ Retailers looking to leverage store atmospherics, in order to enhance the customer experience, must therefore focus on finessing the “desired atmosphere” which, to a certain extent, is more within their control.

All of these observations serve to highlight why it is important for brick-and-mortar retailers to focus on store atmospherics through creating the optimal in-store experience for shoppers, justifying why more retailers are choosing to focus on these factors with each passing day. In the next section, we shall see how Samsung's offerings can help retailers improve their store atmospherics.

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¹⁸ Source: Liaw, G., 2007. The Influence of Multiple Store Environment Cues on Shopping Mood and Patronage Satisfaction.

¹⁹ Source: Barclay, D. and Ogden-Barnes, S., 2012. Store sense: Reclaiming the four walls with sensory engagement. The Retail Acumen Series,.

²⁰ Source: Kotler, P. (1973-1974). Atmospherics as a marketing tool. Journal of Retailing, 49(4), 48–64.

²¹ Source: Zomerdijs, L. and Voss, C., 2010. Service Design for Experience-Centric Services. Journal of Service Research, 13(1), 67–82.



Introducing the Samsung 360 Cassette

Given the growing competition the retail sector faces, it is natural for retailers to focus on the elimination of costs in investments and operations. In the quest for lowering energy bills, eliminating down time and service costs of installations, and creating a standard, flexible and safe-to-use system, the need for new innovative (climate) solutions becomes important. Retailers want climate friendly, safe-to-use and affordable climate systems.

Opportunities emerge from the change in needs of the evolving retail sector. As discussed in the previous section, retailers are on the lookout for ways to enhance their in-store experience by offering better store atmospherics, paying further focused attention to in-store related design and versatility needs through products and fixtures that add to their aesthetic appeal. Samsung's 360 Cassette can fulfil retail businesses' need today, not only by enhancing the in-store personal

sensory experience of a customer but also by providing the much required and missing versatility that stores need. Samsung's 360 Cassette adds to customer experience as it targets and answers the underplayed market need towards enhancing store atmospherics.

Experience

The challenge for today's retailers is to build store atmospherics that is coherent with their store design. A climate solution unit that can cater to the much-required market need, therefore, should not be overlooked. As seen in the earlier sections of this paper, there is a cause-and-effect relationship that aids a rise in footfall and sales turnover and is, therefore, being looked at by retailers with more interest. This immediate positive sensory experience may translate to greater footfall and sales for the retailer's business. We are now going to discuss in detail the 'Experience' features offered by the Samsung 360 Cassette.

Circular Airflow

The Circular Airflow feature of the 360 Cassette ensures that air reaches every corner of a room evenly. Its circular outlet blows cool air in every direction, unlike a conventional 4-Way Cassette air conditioner. The bladeless design keeps the interiors comfortably cool without creating a cold draft²² and, without blades blocking the airflow, it sends 25 % more air even further.²³ The Air Diffusion Performance Index (ADPI) is an index used to evaluate the performance of an air distribution system within a room/zone. It is derived from the air velocity and the effective draft temperature of the sampling points within the space being evaluated. Based on the testing conducted by Intertek, the ADPI of the Samsung 360 Cassette is 95 %, which is 11 % higher than a conventional 4-Way Cassette air conditioners. Hence the Samsung 360 Cassette is proven to cool more comfortably (Figure 1).

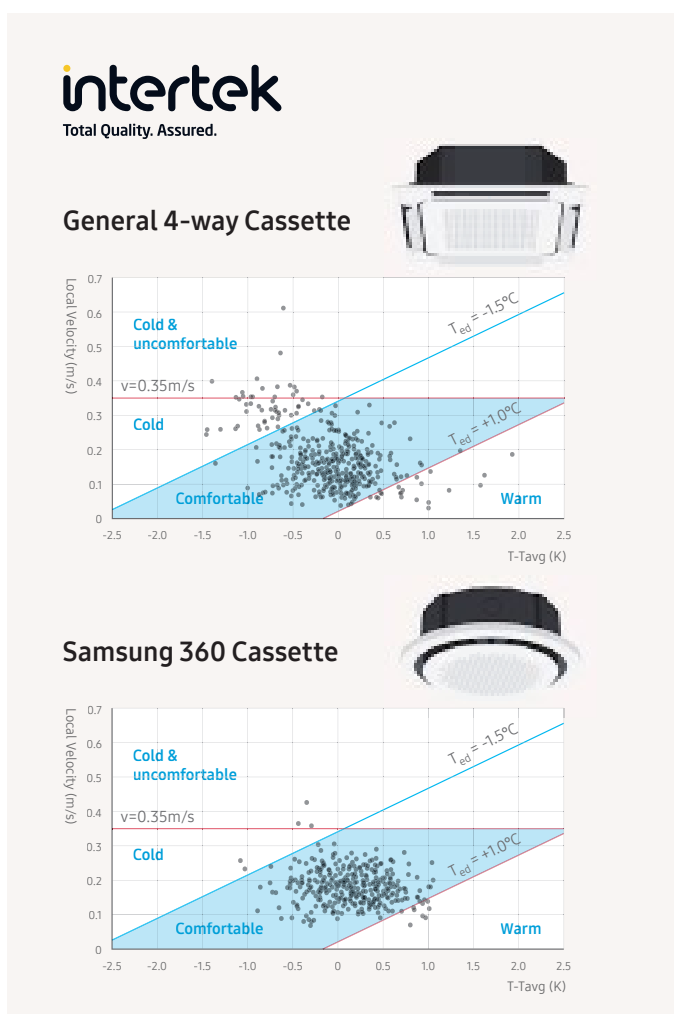


Figure 1 – Comparison of ADPI between 4-Way Cassette and Samsung 360 Cassette

Airflow Control

The Samsung 360 Cassette has a unique bladeless design featuring Booster Fan technology, patented in 13 countries globally.²⁴ Its three Booster Fans create a low-pressure area around the circular outlet by sucking in the surrounding air thus creating perfect air distribution with the tendency that the conditioned air will stay attached to the ceiling (known as the 'Coanda' effect) until it reaches every corner of the room (Figure 2). This innovative method of air flow control enables cool air to be expelled at much lower angles, so it spreads farther along the ceiling and then drops down gently due to the effects of gravity like a natural breeze. Heat transfer through natural convection from this layer minimizes air speed, freeing users from typical cold-draft problems. As a result, it has a similar effect as Samsung's WindFree™ technology, which keeps one comfortably cool without the feeling of direct cold wind.²⁵



Figure 2 – The 'Coanda' effect

²² The temperature difference is less than 0.6 °C within a 9.3 m radius.

²³ No cold draft between 0–1.5 m in height (with a 14.0 kW indoor unit) within a 5 m radius.

²⁴ Registered in Korea, USA, EU, Australia, Japan and other countries.

²⁵ Within a 5m radius, no cold draft between 0–1.5m in height (with 14.0 kW).

Circular LED Display

The Samsung 360 Cassette features a stylish panel and an intuitive Circular LED Display that not only allows users to choose or adjust direction of the airflow (vertically and horizontally) but also monitors and provides essential operating information that can be checked at a glance such as filter, air flow direction, filter status and error monitoring (Figure 3).



Figure 3 – Samsung 360 Cassette Circular LED Display





Air Purification panels

It is not only important to ensure that the air within retail stores is cool for customers but also clean. The recent introduction of the concept of Air Purification Panels, which contain a series of pleated air filters including a PM1.0 Filter, creates a solution to filter harmful Particulate Matter (PM) particles from the airstream. Most air filters that are mounted in air conditioning systems for commercial applications such as office buildings are not designed for filtering particles up to PM₁ (Figure 4). The Samsung 360 Cassette offers a purifying panel that keeps the indoor air fresh and clean:

- It is made of a two-filter purification system the Pre-filter and the PM1.0 Filter and has a superior filter mesh with 0.5 mm holes, which is 20 % denser than a vinyl chloride type filter.
- The Pre-Filter captures larger dust particles, stopping them from entering the air conditioning unit.
- The PM1.0 Filter not only effectively captures ultrafine dust up to 0.3 µm but also inactivates certain types of bacteria that are captured, using an electrostatic precipitator.²⁶
- An added advantage is that this filter is also semi-washable, thus saving the purchase and maintenance cost of replacing the filter.



Figure 4 - Samsung 360 Cassette Air Purification Panels

²⁶ Verified by Intertek, Report Number RT20E-S0010-R, Issue Date: 17 April 2020. The K-element (Electrostatic Precipitator) of Samsung Electronics can sterilize certain types of bacteria that collected on the filter (Escherichia coli: above 99 %, Staphylococcus aureus: above 99 %).

Versatility

The Samsung 360 Cassette has been designed to be intuitive and enabled to deliver optimal functionality and indoor comfort. The product itself is sleek, modern and eye catching, adding immediately to the visual and aesthetic appeal. Retailers also have the option of choosing between black and white colour for the panels and these can be installed in ceilings and facades in two different ways. Besides its innovative design, the Samsung 360 Cassette comes equipped with a variety of features that aid easy maintenance to retail stores and business owners as well as service engineers. The unique combination of its visually stunning yet extremely practical design led to the Samsung 360 Cassette winning the prestigious iF Awards (International Forum Design Award).²⁷

Stylish Design

The stylish circular design of the Samsung 360 Cassette can match a variety of interior designs. Its slim, circular panel provides enhanced flexibility to retail business store owners as it can fit a variety of ceiling spaces ranging from just 225 mm (with a circular panel) and 255 mm (with a square panel), providing greater flexibility as it can be installed in a wide choice of locations²⁸ (Figure 5).

Auto Elevation Panel

In order to maintain good Indoor Air Quality, the filters must be cleaned regularly, and elevation panels can



Figure 6 - Samsung 360 Cassette Auto Elevation Panel

make this process easier. An Auto Elevation Panel is a panel that provides quick and comfortable access to dust filters for cleaning, facilitating extra convenience with the 4.5 metre elevation advantage with a single remote click. Thus, a ladder is no longer required when cleaning panels. This makes it easier and safer for end users or service engineers to access filters for cleaning (Figure 6).

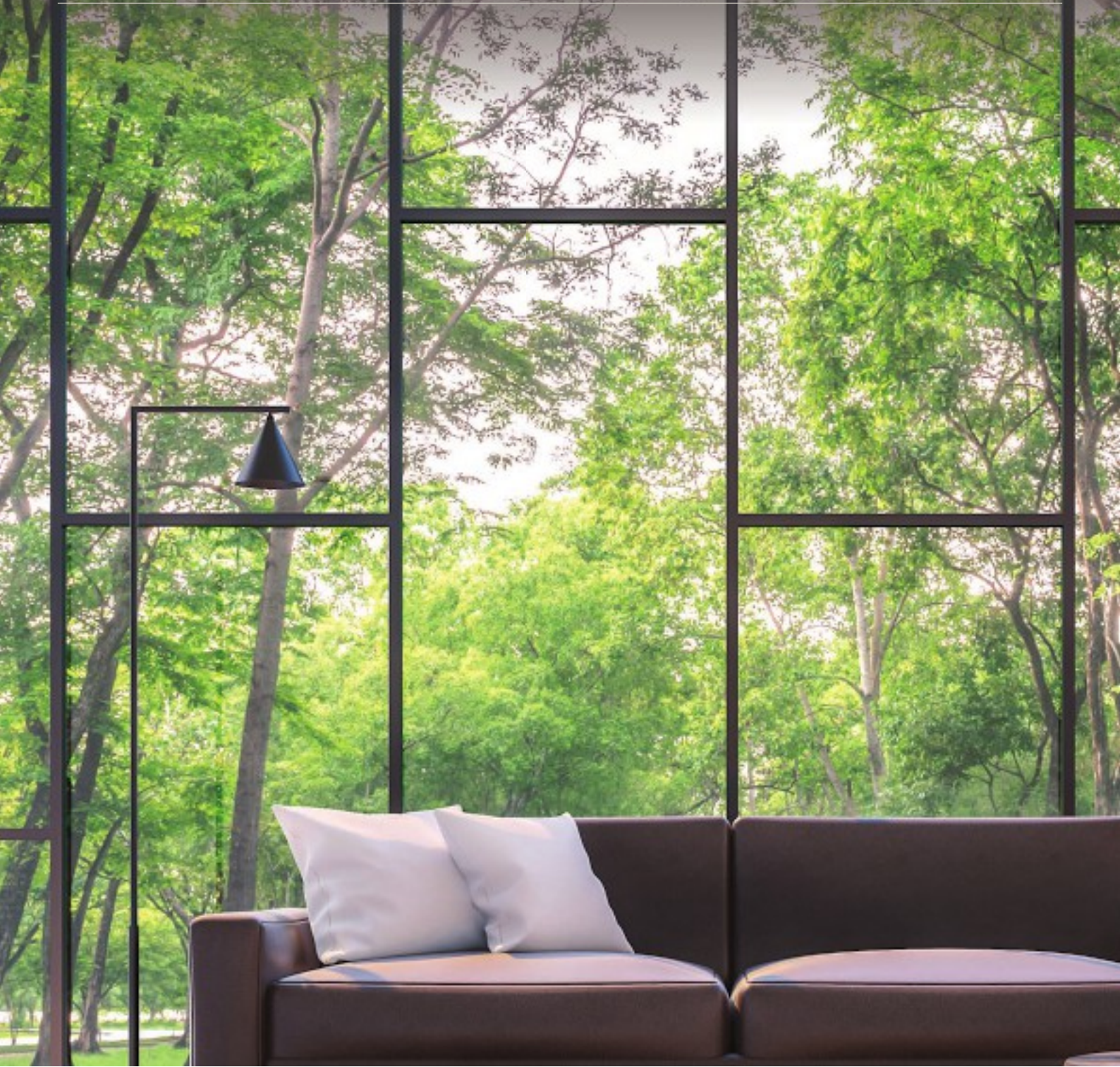
2-way Installation

With the Samsung 360 Cassette, retailers have a choice when installing the unit to match their store design or space better: it can be installed away from the ceiling (like general air conditioners) or fitted within the ceiling, providing a more discrete and sophisticated look.



Figure 5 - Samsung 360 Cassette Design

²⁷Source: World Design Guide, 2016. Available at: <[https://ifworlddesignguide.com/search?q=AC9000K%2B\(360CST\)&search=AC9000K%20\(360CST\)#/page/entry/176368-ac9000k-360cst](https://ifworlddesignguide.com/search?q=AC9000K%2B(360CST)&search=AC9000K%20(360CST)#/page/entry/176368-ac9000k-360cst)>. [Accessed 3 February 2021]
²⁸The minimum installation height of ceiling space may vary depending on the panel design - circular or square type. Square type panels require 30 mm more height in a ceiling space than circular type panel.



Certification

The Samsung 360 Cassette is certified by Intertek, a leading Total Quality Assurance provider to industries worldwide verifying air quality. To deliver credibility, Intertek maintains extensive global accreditations and recognitions for testing and certification services. Working with Intertek helps showcase and maintain products' safety and performance attributes. Its expertise in regulatory standards and certifications makes sure one stays ahead of changes and challenges. Besides the Samsung 360 Cassette, Samsung's Tri-Care

Filter, Air Purification Panels for WindFree™ Pure 1.0, WindFree™ 1-Way Cassette, and WindFree™ 4-Way Cassette have been certified by Intertek.

intertek
Total Quality. Assured.

Case Study – Circle K

Circle K is one of the largest gas station chains in Lithuania offering premium products and service. It is owned by the Canadian company Alimentation Couche-Tard Inc., which own 16,000 gas stations and retail stores in Europe and North America. In total, there are 88 gas stations: 77 of which are full service and include a retail store.

In 2016, the first gas station “Greitkelis II” was renovated with the Samsung 360 Cassette. It was a testing site, where Samsung and Circle K representatives evaluated the Samsung 360 Cassette product, which created the optimum microclimate. Between 2016 and 2017, the Samsung 360 Cassette was thoroughly tested. It was important to check its convenience, smooth working, serviceability and effect on the microclimate inside the stores. Currently, there are eighty, 360 Cassettes installed in the Circle K gas stations stores around Lithuania.

Mr Zigmundas Kepalas, Manager Real Estate Development Circle K, states “Circle K is one of the largest gas station chains in Lithuania which offers premium products and excellent service. In 2016, we developed a new retail store concept featuring a black ceiling. To complement the redesign of the stores, we looked for air conditioners that would fit seamlessly with our upgraded design. The Samsung 360 Cassette proved to be the best solution for us. The 360 Cassette distributes air evenly inside the stores to create the perfect microclimate for customers and operators and the round design and black-coloured panels perfectly fit the interior. The unit is also easier to maintain compared to other air conditioners, and blade dust is eliminated due to its bladeless design.”

Some of the key factors that helped Circle K make this choice were: price-quality ratio, reliability of the product, excellent service provided by the installers, quick and convenient delivery of spare parts in case of failure, and good quality while installing and maintaining Samsung 360 Cassettes.

The product features of the Samsung 360 Cassette also provided Circle K with an enhanced in-store experience. The stylish circular design was unique and contributed to the design aesthetics of the store. Along with the panels being available in black or white, it fit perfectly with the interior. The product features like circular airflow allows for cool air to be distributed evenly inside the store. This feature helped effectively create the perfect microclimate for the customers and operators working inside.

To complement the redesign of the stores, Circle K looked for air conditioners that would fit seamlessly with their upgraded design. The Samsung 360 Cassette proved to be the best solution for Circle K.





Conclusion

Retail today has joined the league of industrial sectors facing major disruption. The rise of e-commerce, online sales, changing buying and consumption practices and other additional factors are influencing the retail channel. The basis of retail competition is shifting from price and product superiority to customer experience, say researchers. Under the Europe 2020 strategy as well, the retail and wholesale sectors have an essential role to play in stimulating growth and job creation and are among the key sectors that can drive the transition to both a more sustainable economy and consumption patterns. Traditional as well as new retailers must therefore find ways to rethink their strategy and operating model to retain their competitive edge in this changing scenario.

An enhanced in-store customer experience is fast becoming the new and much sought-after paradigm in the retail sector that should not be neglected. Research points to both direct and indirect correlations between in-store atmospherics and buying decisions of customers. Factors such as aesthetic appeal, along with subtle sensory stimuli to the five main human senses, have a role to play that is being increasingly taken into account. It has been found that atmospheric elements have a direct influence on the amount of time that consumers spend in-store and ultimately influences their buying decisions and behaviour either positively or negatively.

As discussed in this whitepaper, retailers are thus looking at ways to enhance their customers' in-store experience by offering better store atmospherics, paying more attention to in-store related design and versatility needs. At the same time, they also want to eliminate operational costs and opt for climate friendly, safe to use and affordable climate systems. This is where Samsung has stepped in to meet the market demand with an innovative product design that not only enhances in-store experience but is also versatile enough to suit the retailers' needs with its product offering.

Samsung is constantly innovating, educating, and supporting its partners to help meet new market needs while also improving indoor climate comfort and well-being. With its vision for seamless and intelligent solutions at the core, Samsung's innovations in the field of climate solutions and integrated systems are designed to be future-proof. Samsung's 360 Cassette offers the answer to those looking for a sophisticated and versatile solution to optimise in-store atmospheric elements, adding a touch of elegance to their stores, thus keeping retailers at the top of their game when it comes to attracting customers to their traditional brick-and-mortar stores.



More information

If you are interested in receiving more information, please contact your Samsung representative. To learn more about Samsung Climate Solutions, please visit: samsung.com/climate

The primary purpose of this whitepaper is to provide current and potential clients with pertinent information regarding relevant indoor climate topics, Samsung's vision and, to a lesser extent, product offering, in order for them to be able to make a thoroughly informed decision. The present whitepaper is drawn up by way of informational purposes only and does not constitute a binding offer of contract upon Samsung. Samsung has drafted this whitepaper to the best of its knowledge but does not make or give any claim or warranty for the accuracy, completeness, reliability or fitness for particular purpose of its content and the products, features and services described. Samsung expressly rejects any liability, whether express or implied, arising from, or connected to, the information presented in this whitepaper. Any specifications in this whitepaper are subject to change without prior notice.

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Learn more about Samsung Climate Solutions at:
www.samsung.com/climate

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