

Best Practices to Foster Innovation in Retail



Cámaras
Andalucía



**“The people who are crazy enough
to think they can change
the world are the ones who do.”**

Apple’s “Think Different” commercial, 1997

PREFACE

This work is a collection of best practices from REINPO RETAIL project partners. REINPO RETAIL is the name of a European project, co-financed by the European Regional Development Fund (ERDF) which aims to improve innovation policies in the retail sector.

The partners of the project come from Greece, Italy, Slovenia, France and Spain. Greek partners:

- ✓ *the Chamber of Commerce and Industry of Drama, and*
- ✓ *the Chamber of Commerce and Industry of Heracklion*

Italian partners:

- ✓ *Abruzzo Region,*
- ✓ *the Chamber of Commerce and Industry of Naples, and*
- ✓ *the International Uninettuno University, also from Naples.*

French partner:

- ✓ *Lyon Chamber of Commerce.*

Slovenian partner:

- ✓ *IPU University of Primorska.*

Spanish partners:

- ✓ *Castellón Chamber of Commerce, the leader of the project, and*
- ✓ *the Andalusia Council of Chambers of Commerce.*

The Andalusia Council of Chambers of commerce has been the partner in charge of collect, select, and compiles the best practices written by the partners.

Partners involved in this work package are:

- *Chamber of commerce and Industry of Lyon with experiences about new concepts in retail,*
- *Chamber of Commerce, Industry and Navigation of Castellon, with experiences about energy efficiency,*
- *Drama and Heraklion Chamber of Commerce Industry, with experiences in green commerce,*
- *Chamber of commerce and Industry of Naples, with good practices in restoration,*
- *Abruzzo Region,*
- *Andalusia Regional Council of Chambers of Commerce, with experiences in technologies of communication and information in the retail.*

The work consisted in to gathering the experiences of the participants that are illustrative on how businesses innovate and overcome new challenges, such technological adaptation and environmental care. Some of the participant experiences do not directly relate to retail business particularities but to complementary service activities, such as restaurants, consulting, etc.

This experiences compilation aims to inspire other firms in the pursuit of innovation and new challenges overcoming.

***Consejo Andaluz de Cámaras de Comercio, Industria y Navegación
Andalusia Regional Council of Chambers of Commerce***

CONTENTS

- > **CHRONOSTOCK:** *City centre pop-up stores.*
- > **"SECRETS D'APILCULTEUR":** *The delicatessen for honeys and other bee-derived products.*
- > **VIRTUALTWO:** *A realistic virtual shopping experience.*
- > **BERE CASILLAS:** *How to save the business!*
- > **L'ALBERGO DELLA REGINA ISABELLA:** *A hotel with a future not only a romantic past.*
- > **POGGIO DELLE BACCANTI:** *Where experience and tradition meet the modern technology.*
- > **SHED MARKS:** *Shopping in the mountains.*
- > **HERBOLARIO NAVARRO:** *Natural Trade.*
- > **WST:** *The choice of focusing on the territory.*
- > **CRAFT BREWERY LEARDI:** *Homemade Beer.*
- > **INVENTIVE ENERGY:** *Inventing Innovative Green Services.*
- > **VELUDA:** *The water we deserve.*



CHRONOSTOCK

City centre pop-up stores

A unique concept in France, inspired by the very popular private shopping clubs on the Internet, **Chronostock** is the 1st distribution brand to have opened a network of pop-up stores in unoccupied commercial premises in city centres or shopping centres with surface areas ranging from 40 - 300 sq.

Chronostock organises sales events for big brand products in pop-up stores for a maximum period of 1 – 6 months. The events, in which products are organized by category (small domestic electrical appliances, tableware, well-being, decoration, cookery books...) are scheduled to last a maximum of 1 – 6 months. As for the items offered, they are sold at prices 20 – 70% cheaper than those of traditional shops. Supplied by 200 brands, from which they buy unsold stock or products for which the packaging is going to be changed, **Chronostock** is not like a discount store. Each outlet is restocked once a week, which allows it to benefit from a large variety of products.

The customers – mainly rather affluent working women – who go into a local **Chronostock** store like to get good deals whilst shopping in an environment which is different from what you would expect in a store selling off stock. It's what makes the **Chronostock** concept popular, even trendy.

To complete its store offering, **Chronostock** is continuing its Internet development by offering Internet users online flash sales. Internet users now have the possibility of ordering on www.chronostock.fr 200 items by big brands available in limited quantities and sold at cut prices for one month.

In line with the development of technologies and the ways in which people use the Internet, the brand has launched its own Web TV, **Chronostock TV**, to communicate interactively with its customers.

A concept which is unique in France, **Chronostock** opens pop-up stores measuring 40 - 300 sq in unoccupied commercial premises in city centres.

They sell brand items at cut prices for a maximum duration of 1 – 6 months, with new stock supplied each week.

Chronostock, which is continuing its development on the Internet, is now offering Internet users online flash sales and has just launched its own Web TV so that it can communicate with its customers in a fun way.



City centre pop-up stores which offer Internet cut prices

Located in city centres or shopping centres, the premises in which **Chronostock** set themselves up are subject to a tenancy at will agreement. They are taken over on an “as is” basis, without anywork, fitting out or unnecessary extra costs. It takes 5 days for a team of 3 people to prepare the outlet and display the products on tables and pallets. In order to accentuate the temporary nature of the sales, the closing date is displayed prominently in the shop window as well as on the brand’s Internet site. When the brand has finished occupying the premises, the shop is emptied within 2 days; any remaining stock goes to supply the brand’s other pop-up stores.

The **Chronostock** concept meets three requirements: that of manufacturers and distributors by selling off their stock, that of commercial real estate professionals by occupying vacant premises and that of consumers by reinstating discount stores in city centres. The brand responds to 2 current trends which are very successful: the popularity of online private shopping clubs and consumers’ renewed interest in interiors and the world of cooking.

The effect of these new consumption patterns, reflected by the rise in power of e-commerce, is the hyper-responsiveness of consumers when they find a brand product at a reduced price.

Chronostock has chosen to organise its products around the world of cooking and household equipment rather than by brand. The brand obtains these goods from large manufacturers, wholesalers and distributors who want to sell off their unsold stock. The products sold benefit from the manufacturer’s warranty.

Communication about future openings of pop-up stores is very much centred on the www.chronostock.fr internet site and the site has become a permanent source of information regarding pop-up stores by reaching consumers who live in areas where there are no physical **Chronostock** shops. Internet users are informed of future openings via a newsletter. At the same time as opening 150 shops in 3 years, **Chronostock** has continued its development on the Internet by offering Internet users online flash sales. 200 big brand items available in limited quantities are sold at cut prices for one month.

In line with the development of technologies and the ways in which people use the Internet, the brand has just launched its own Web TV, an effective promotional tool for its Internet site and a source of information for consumers.

A permanent studio set up at the company’s premises in Décines employs a team of professionals: film editor, cameraman, presenter... This studio allows **Chronostock** to edit the programmes that will be broadcast by the channel.





The brand uses **Chronostock TV** to communicate in a fun and interactive way by broadcasting programmes concerning the daily lives of consumers and their interests (cooking, well-being, the home...).

Chronostock TV, which has a programme schedule, is presented by a professional from the world of television, David LANTIN. It broadcasts 1 monthly magazine show, 5 programmes and reports, has a new guest every month, holds a competition and even forecasts the weather for new shop openings!

As a result of its success in France, **Chronostock** has just started to expand abroad (in Belgium, where 42 shops have been opened to date). The development of new master franchises, notably in Spain and Italy should follow in 2013.

Further information

<http://www.Chronostock.fr/Accueil/>

<http://www.facebook.com/pages/Chronostock-Magasins-Eph%C3%A9m%C3%A8res/171189247151>

<http://twitter.com/#!/Chronostock>

<http://www.Chronostock.fr/Webtv/>



TRADE NAME

Chronostock

ACTIVITY

Pop-up stores

DATE CREATED

2008

NUMBER OF OUTLETS

34 on 14/02/12

ADDRESS

Parc de la Grive
16 rue de Lombardie
69150 DECINES

MAIN INNOVATION

1st company to set
up pop-up stores in
France

MAIN PRODUCT

Equipment
for the home



secrets
d'apiculteur



SECRETS D'APICULTEUR

The delicatessen for honeys and other bee-derived products

Secrets d'Apiculteur[®], a delicatessen dedicated to bee-derived products, came about as a result of a professional change of direction by Patrick CLARMONT.

After spending a year visiting French beekeepers, the company's founder noticed that the honey sector was disorganised, with most beekeepers selling their products at markets or in small shops and the larger producers selling via supermarkets. Based on this observation, Patrick CLARMONT decided to deal more particularly with small beekeepers, who possess and uphold expertise.

This is how **Secrets d'Apiculteur**[®] came into being, a store concept positioned in the upmarket honey segment.

Secrets d'Apiculteur[®] offers over thirty monofloral honeys with strong personalities (nectars), which come from France and Europe. Some of the honey has Appellation d'Origine Contrôlée (registered designation of origin) and Appellation d'Origine Protégée (protected designation of origin) or Label Rouge (French quality label). Strict selection of the best beekeepers, whose hives are located far from any pollution resulting from pesticide use, guarantees a high quality product for the consumer.

Secrets d'Apiculteur[®] offers around a hundred honey-based delicatessen products as well as cosmetics derived from bees (royal jelly, propolis...).

Secrets d'Apiculteur[®]

is a concept store dedicated to bee-derived products, which is positioned in the upmarket honey segment.

Secrets d'apiculteur[®]

offers, in a store with a minimalist design, around thirty honeys from the most emblematic regions of France and Europe, the textures and colours of which are cleverly highlighted in jars similar to those used for marketing cosmetics.





Since it was created, **Secrets d'Apiculteur**[®] has been filed with the European Parliament. Contracts were signed in 2011 with the Williams Sonoma chain, which has 264 delicatessens in the USA and Canada as well as with Péclard luxury teasops in Zurich (Switzerland).

For 2012, **Secrets d'Apiculteur**[®] is considering areas for development: the creation of a 2nd shop, the development of its concept as a franchise and online sales. In the longer term, the objective is to create concessions in the department stores of European capitals.

The delicatessen for honeys and other bee-derived products

A completely innovative concept in the beekeeping sector, **Secrets d'Apiculteur**[®] is a brand based on honey-derived products, with a strong visual identity.

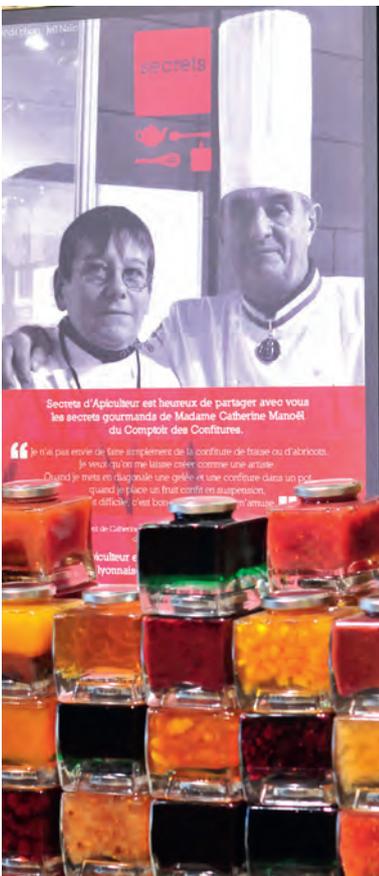
To showcase the products and ensure a pleasant shopping experience for customers, the shop, with a minimalist design, was created using high quality materials: stone, wood, glass and iron.

In order to highlight the textures and colours of honey, **Secrets d'Apiculteur**[®] has also paid special attention to the packaging of the honey jars, which has more in common with the world of marketing cosmetics than the traditional rules of the profession. The packaging, which enhances the product by promoting a strong image of honey (name of the beekeeper, origin, properties of the product), is an effective sales tool and creates added value.

Just like wine, honey is a complex product which must be selected according to use. **Secrets d'Apiculteur**[®] has therefore set itself the mission of helping its customers to become real "connoisseurs". To achieve this aim, explanatory sheets containing information about each honey are made available to customers who are increasingly interested in authentic, local products.

At the tasting area, consumers are taught about aromas and flavours, sensory information, and given simple advice on how to use the product.

The strength of the **Secrets d'Apiculteur**[®] concept lies in the consistency between all the brand's different elements - from the product to the very personalized service, the design and architecture of the shop, the choice of materials and the website.





Further information

www.secretsdapiculteur.fr



TRADE NAME
Secrets d'Apiculteur

ACTIVITY
Delicatessen for bee-derived products

DATE CREATED
2010

NUMBER OF OUTLETS
1

ADDRESS
54 rue Saint Jean
69005 LYON

MAIN INNOVATION
Concept store around honey

MAIN PRODUCT
Upmarket honey and honey-based products (confectionary, condiments, cosmetics, apitherapy...)

Hombre

Mujer

Catálogo

CATEGORÍAS

- Todo
- Parkas 13
- Zapatos 54
- Camisas 31
- Pantalones 58
- Americana 12
- Chaqueta 25
- Camisetas y polos 65
- Faldas 43
- Shorts 8
- Brisas 48
- Accesorios 27
- Jerseys 29
- Cazadoras 17
- Bobos 61
- Vestidos 122**

MARCAS

- Amibe
- Antea
- Denim & Supply
- Desigual
- Easy Wear
- Elogy



Vestido manga corta
Marca
0,00 €



Vestido con cinturón
Marca
0,00 €



Vestido flores
Marca
0,00 €



Vestido
Marca
0,00 €



Vestido
Marca
49,90 €



Vestido
Marca
59,90 €



VIRTUAL TWO

A realistic virtual shopping experience

VirtualTwo is a technology service company offering a platform that permits customers to try clothes and apparel when shopping online. It consists of a proprietary technology that creates a virtual fitting room: after having introduced a series of personal characteristics (picture, size, weight, etc.) customers can see how some clothes would look like on them. The platform takes into simulates how the fabric unfolds on the body, thereby enabling customers to identify with the product. The virtual fitting room is adapted to each customer's body's measurements and is loaded with a precise and accurate data about the collection that is offered.

With its user-friendly interface, high quality pictures and detailed design VirtualTwo's technology allows for an optimal visualization. It is the only technology available today that is amenable to any type of online shopping. Contrary to alternative technology, VirtualTwo differs in that it can render realistic images. VirtualTwo has developed a unique technology that allows for highly realistic pictures.

The development and implementation of this technology has overcome certain barriers to purchase over the Internet, encouraging upwelling and cross-selling: the same user can choose different products and see how they match, or obtain some suggestions (shirt tucked in, out, buttoned, unbuttoned, etc.). With this technology, buying clothes on the internet becomes as easy and entertaining as a real shopping experience!

Being able to share the different models via social networks also revolutionizes the way people buy clothes and accessories via the Internet: the objective when buying online is no longer "I like" but rather "It fits me well, I look good." Renderings can even be shared on social networks!

This technology becomes a powerful tool to increase the rate of visitors that end up buying online, thereby making VirtualTwo the right investment for developing online shopping sites.

VirtualTwo is a team of young, enthusiastic and nonconformist entrepreneurs in the fashion industry.

They offer a new experience on the clothes and accessories online shopping.

VirtualTwo is technologically revolutionizing the concept of e-commerce, offering solutions to the deficiencies the sales on the Internet represent.

A complete service

VirtualTwo has currently five employees: two software engineers, one designer, one manager and one sales representative. VirtualTwo not only proposes to design and implement new websites but also is the only company proposing the implementation of a virtual fitting room (the cost of which is around 15.000€). This cost takes into account the design and the integration of the clients' data about the clothes to be offered. The virtual fitting room is designed based on a first briefing, in order to create the different categories of clothes and link them to high quality picture of each cloth (there is virtually no limit to the number of items that can be included). VirtualTwo can also, on request, make photographs in digital format. The tester's license is € 1,500 per month, which includes human testers, server hosting and management, and counseling and training service so that the client can start managing the virtual fitting room himself.

VirtualTwo also develops its services on other platforms such as smartphones and tablets. VirtualTwo focus is on mediam and large companies, and is currently developing a new platform more adapted to small companies, where all products will be gathered in a unique catalogue.

Other information

- > <http://blog.virtualtwo.com/>
- > <http://www.virtualtwo.com/>

BUSINESS NAME

VirtualTwo

ACTIVITY

Technological services
via Internet

OPENING DATE

2008



NUMBER OF PHYSICAL OUTLETS

0

MAIN FOCUS INNOVATION:

On line service for
clothes fitting room

MAIN PRODUCT:

Virtual fitting room
service



BERE CASILLAS

How to save the business

Bere Casillas, located on the Río Genil de Ogijares Street, in Granada, is a company dedicated to men's tailoring. She has two or three people in the shop and two or three in the stores, they are responsible to attend customers and manage the orders they receive through Internet. Since they implemented the new business strategy, based on ICT, they have incorporated a community manager, to enhance and promote the online store (www.hombresdemoda.com).

Thanks to the success of the on line strategy, who gain notoriety for the company, they are currently considering opening corners in shopping centers and others retailers are interested in selling products from Bere Casillas.

This strategy not only consolidates the mission and the vision of the company but also is a indirect advertising tool that favors the notoriety of the Bere Casillas products.

This experience is a good practice reference in the use of the technology as an instrument of business improvement. A broad number of programs and interviews where Bere Casillas was invited show this.



© Pablo Trenor

The activity of the company is completely dedicated to man elegant dress.

He has been able to complement the physical business with the creation of three websites and social networking profiles (Facebook, Twitter, Flickr and Youtube).

This strategy enabled the continuity of the firm and positioned Bere Casillas as a leader in 2 . 0 retail.

From a traditional to a 2.0 store



Bere Casillas is a tailor and a dress designer specialized in elegant costumes. He started as an assistant in the family shop tailoring for other firms, but due to the textile industry relocation he had to reorient the business and start marketing its own brand: Bere Casillas.

He succeeded but in 2008 the sales declined almost 50%. The crisis force him to seek new business opportunities and starts and advertising the campaign because he is located in a small town of 13.000 inhabitants, limiting the business scope of the demand of Ogíjares market.

It was in November 2008, via Twitter, when he began his adventure with the new technologies. Despite the reluctance of their environment to bet on the positioning the company in social networks, Bere Casillas began to take on line courses that allowed him to apply marketing techniques and gain notoriety in the net.

After Twitter they followed Facebook, LinkedIn and at the end Youtube, where in march 2009 he hung his first video tutorial showing how to perform tie a tie (this video has been reproduced almost 2,5million times).With this landmark, Bere Casillas consolidate his strategy on indirect advertising for his business through Internet. His marketing strategy does not explicitly aims at selling but to positioning the brand as a model on quality standards, as well as, on elegance, refinement and proximity. The feedback he obtains through Internet keep him updated on the needs and concerns of his customers and followers.

The goal of providing quality content to internet users following Bere Casillas came from www.berecasillas.com, websites that offers information about his business, www.eleganciadospuncocero.com, where one can find information on protocols, trends, and menswear, and www.hombresdemoda.com, an online store that sells men's accessories through a payment gateway. Payments are made through the PayPal platform, although there is an ongoing negotiation with La Caixa to add a virtual POS that permits to keep customers' data confidential. Shippings are made by SEUR, a courier company.

It is important to stress out that online Business opens new opportunities for business development, such as the new line of business that is currently being studied. This latter is inspired by advices already offered Bere Casillas through his website and a free weekly newsletter. Apps for smartphones and tablet computers are also under development, which would eventually allow to formulate queries on fashion or elegance. Such opportunities would not exist without the Bere Casillas' fame, who at the age 47 has positioned himself as a serious contender to the big international menswear brands.



A strong policy to develop presence on the internet boosted company's worldwide business. On Facebook, Bere Casillas' public profile is reaching 5,000 friends, with more than more than 1,240 followers, and there are even some groups on Bere Casillas. This presence online led to receive orders from anywhere in the world, especially in Spain, the rest of Europe and Latin America, a market where the opening of retail stores is under preparation. According Bere Casillas, an invitation to Andreu Buenafuente's famous TV show signalled the definitive consolidation of the business model. Since the business went online global sales have increased by 38.75%.

The experience of online business has been truly positive endeavor, although Bere Casillas' passion for his work has played a key role to ensure that a presence on the internet be profitable.

Also, this experience is perfectly transferable, allowing businesses to advertise at very low costs, and get feedback from followers. Creating and maintaining a successful website requires a sustained financial effort, so absent a clear idea of the added value about what such a strategy is going to bring to one's business, it is preferable to first explore the potential of social networks



More information

- > <http://www.berecasillas.com/>
- > <http://www.hombresdemoda.com/>
- > <http://www.eleganciadospuncocero.com/>
- > <http://twitter.com/berecasillas>

BUSINNES NAME

BERE CASILLAS

ACTIVITY

Sales of clothing and accessories for men

OPENING DATE

2005

NÚMERO DE PUNTOS DE VENTA (FÍSICOS)

1

ADDRESS

Calle Río Genil, 2
Ogíjares
(Granada)



MAIN FOCUS OF INNOVATION:

Websites and social media positioning

MAIN PRODUCT:

Men's Suits

L'ALBERGO DELLA REGINA ISABELLA

*A hotel with a future, not only a
romantic past*

“L’Albergo della Regina Isabella” is located directly on the seashore, in the midst of a peaceful bay surrounded by rocky shores and luscious Mediterranean vegetation. The hotel is located in the town of Lacco Ameno in Ischia, the largest Neapolitan island in the Gulf of Naples.

The main entrance of the hotel faces the picturesque square of Santa Restituta, known for the church bearing the same name. It is located near the Archaeological Museum and characteristic antique shops and boutiques.

“L’Albergo della Regina Isabella” was built in the 1950s by Angelo Rizzoli.

The island’s beauty and thermal baths captivated the illustrious publisher and film director. In 1956 he decided to enlarge the historic Regina Isabella’s thermal baths and build a resort over the ancient Greek - Roman ruins.

After just a few years later, Ischia and “L’Albergo della Regina Isabella” became the centre of attraction for cosmopolitan elegance.

Celebrities such as Richard Burton, Liz Taylor, Maria Callas, Alberto Sordi and William Holden enlivened those popular years making it one of the most exclusive and glamorous destinations.

In more recent years, representatives of the entertainment and business industry, as well as politicians and intellectuals gravitate around the hotel attracted by the prestigious cultural events that are organized in Ischia.

“L’Albergo della Regina Isabella” rewards its guests with enchanting moments in a strikingly rich architectural setting.

The island’s history which dates back over 2.700 years, its mild climate, the naturalistic environment and Lacco Ameno's hospitality are all reasons to spend some time here in any season of the year.

Regina Insabella on the seashore in Ischia rewards its guests with enchanting moments in a strikingly rich architectural setting, an epitome of elegance warmed by Neapolitan vitality and a highly personalised service and attention for detail.

Mediterranean savoir vivre devoted to elegance and beauty characterizes the atmosphere which reigns in every lounge and terrace of L'Albergo della Regina Isabella. Guests of the hotel experience typical Neapolitan culture with its colours, warmth and vitality through personalized service and special care for detail.

1950s style furnishings combined with paintings by contemporary artists and elements of design are seen throughout the hotel.

The hotel's architecture and interior decorating clearly shows evidence of a culture founded on appreciation of beauty and good taste. The bright and lofty Mediterranean style interiors are decorated with original Capodimonte ceramics, hand painted tiles, antique pieces in the typical style of Patrician Neapolitan villas decorated with Murano chandeliers, paintings and tapestries of the finest craftsmanship.

Mediterranean savoir vivre, warmth and elegance in a unique atmosphere evoking a world of cosmopolitan glamour

The website is a useful tool for providing customers with information about the hotel and the island of Ischia. There are several sections on the site, ranging from the description and history of the hotel to a presentation and guide to Ischia with events, visitor routes and activities to enjoy on the island. The list of spa and wellness treatments offered by the hotel are available on the site, as are the hotel restaurant menus as well as all the details and information necessary to organise trips and transfers.

Rooms can be booked through the hotel website and several search engines: booking, venere, expedia, etc. A community manager is used to manage the offers present on the search engines and ensure uniformity of prices and tariffs. It is present on Facebook and twitter as well as reviewed on Tripadvisor.

TripAdvisor.com is a travel website that assists customers in gathering travel information, posting reviews and opinions of travel-related content and engaging in interactive travel forums. TripAdvisor was an early adopter of user-generated content. The website services are free to users, who provide most of the content, and the website is supported by an advertising business model.





BUSINESS NAME

L'Albergo della
Regina Isabella

ACTIVITY

Hotel

OPENING DATE

1950

NUMBER OF PHYSICAL OUTLETS

1

ADDRESS

Piazza Santa Restituta, 1
Lacco Ameno
Ischia (Naples)
Italy

MAIN FOCUS OF INNOVATION:

On line booking

MAIN PRODUCT:

Hotel

More information

www.reginaisabella.it

<http://www.facebook.com/pages/LAlbergo-della-Regina-Isabella/185332851505719>



POGGIO DELLE BACCANTI

*Where experience and tradition
meet the modern technology*

Where ancient echoes run after one another and find harmony again, thanks to eighty years of experience and intense wines.

When tradition meets the enthusiasm of the new generations, can't we lose ourselves in the synergies of senses? The palates will discover atavic tastes and they will feel the universal strength of the magma that boils underground. Maybe because it belongs to our origins, we love to imagine that the wine flows trembling in the roots of the grapevine before it was born.

Poggio Delle Baccanti proposes intense and unique wines, produced with the help of modern technologies respecting the territory and tradition.

"The Ground gives good fruits, but only thanks to the human experience does it give the best products".

Poggio Delle
Baccanti – the
harmony of
experience and
tradition meet the
enthusiasm of new
generations, where
modern
technology
respects both the
territory and the
tradition.

Tradition and enthusiasm meet in a synergy of the senses

POGGIO DELLE BACCANTI have a website with e-commerce, and use facebook and twitter to inform their clients of news and promotions. They also inform about new products.

It has a SMS system for smartphones using Whatsapp Messenger for news and promotions. The Whatsapp Messenger is a cross-platform mobile messaging app for iPhone, BlackBerry, Android, Windows Phone and Nokia. In addition to text messaging, users can send each other images, video and audio media messages.

The company website has a full catalogue with an e-commerce section where a selection of four types of wines produced can be purchased. There is also a dedicated area for distributors who can order on line.





More information

www.poggiodellebaccanti.it



BUSINESS NAME

Poggio delle Baccanti
Az. Agricola
La Mura s.a.s.

ACTIVITY

Wine producer

OPENING DATE

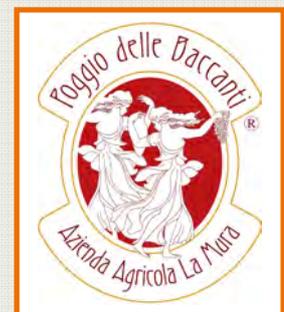
1950

NUMBER OF PHYSICAL OUTLETS

1

ADDRESS

Via Stabia, 733
Sant'Antonio Abate
(Naples)
Italy

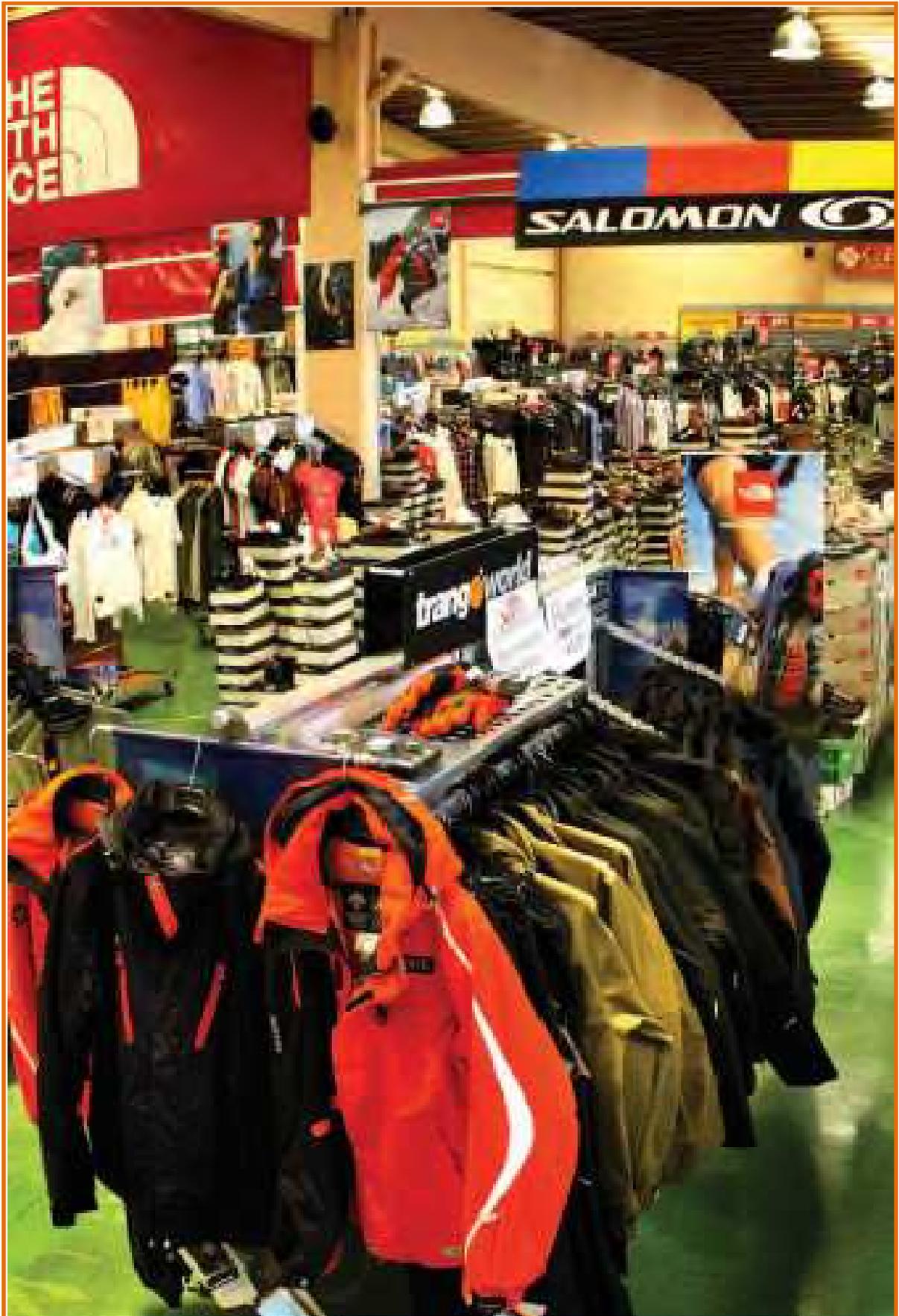


MAIN FOCUS OF INNOVATION:

E-commerce

MAIN PRODUCT:

Wine



SHED MARKS

Shopping in the mountains

José Luis Altabás was born in Cantavieja in the Maestrazgo Aragonés, but has lived in Villafranca del Cid for many years, where he has spent 22 years managing the commissary of Marie-Claire, settled in the village and which supplied commodities to 900 employees of the firm. When a big grocery chain store arrived in the city, they realized that they could not compete and set up in 2002 an outlet whose business mix was 50% Marie-Claire products and 50% sports equipment. This second section was linked to the growing practice of tourism and was completed with mountain and ski apparel and equipment.

Shopping as a complement for tourism

"This area is a great tourist attraction, explains Altabás, due to the combination of tourist resources in the region of Els Ports (Castellon) and the Maestrazgo (Teruel). People come from Els Ports to visit Morella, Ares del Maestre or Benasal Spa. In the same way, people come from the Maestrazgo for trout fishing in Villarluengo, to do the Tronchón gastronomic route, or to visit the "Órganos de Montoro" rock formations or the crystal caves of Molinos. We are also 45 minutes away from the ski slopes of Javalambre and Valdelinares. Among the fans of ski and the mountains, the word has spread and many people stop by Shed Marks before or after their trips to buy some clothes".

The higher sale periods are the months of winter, coinciding with the ski season and the period where people go on excursions looking for mushrooms or enjoy the mountains. "Many groups of friends meet here and then continue the tour" says Jose Luis. "The truth is that the store is easy to identify and has a good number of parking spaces making it an ideal spot as a meeting place. We have become an entertainment place", adds Altabás. In line with their commercial concept Marks Shed opens on Sunday morning but instead closes very early in the afternoon.

Shed Marks is an outlet located in Villafranca del Cid (Castellón) dedicated to clothing and footwear mainly for tourists.

The key to their success is being located in a crossroad. The stopping place for many people of the interior regions of Castellón and Teruel and tourists who live in Barcelona or are in the coast.

"Our goal is to provide complements for the leisure trips to the mountains of the fans of domestic tourism" explains José Luís Altabás.



Price as a hook

"We are located in an area away from the big cities, says Jose Luis, and some brands let us offer good prices so that we have an offer that hardly anyone in the Valencia Community has". José Luis refers to a wide range of technical products from leading brands, such as breadth, that can only be found in a department store but Shed Marks offers them at more affordable prices. They also buy samples of the following season and sell it with a relevant discount. Furthermore, they apply a three percent discount when paid in cash and equip groups that organize expeditions and have agreements with sports organizations.

Motto: THE MOUNTAIN AS STRENGTH



Its strength is the world "mountain", an area that has a lot of tech. "Customers are well informed and they know the products they are looking for and are very demanding," explains Altabás. "Today we find Spanish brands such as Trango who are applying technologies researched by NASA in t-shirts, as the silver particles that eliminate bacteria".



The key to this business is to have the big brands that set the trend in technical equipment, such as Columbia, The North Face, Trango, "They are brands that offer very high quality. "We just have to sell the first pair of Trango trousers and then the client will not change of brand ever", says Jose Luis. "Many of the suppliers that we have are not in any other outlet store in the province of Castellón" explains Altabás. Trying to delve into that line that combine sports and leisure shopping Altabás' team is working on the implementation of other projects, "because the key is to continue growing with innovative proposals", says Jose Luis.

This year they have introduced online sales.





COMERCIAL NAME

SHED MARKS

ACTIVITY

MOUNTAIN
SPORTS CLOTHES
AND EQUIPMENT

CREATION DATE

2002

NUMBER OF OUTLETS (PHYSICAL)

1

ADDRESS

Castellón Road, s/n
12150 Villafranca,
Castellón



MAIN FOCUS OF INNOVATION:

Point of sale.
Main innovative
actions:
Specialization, pricing
policy, wide range of
collections.

MAIN PRODUCT:

MOUNTAIN
SPORTS
CLOTHING

More information

www.shedmarks.es



HERBOLARIO NAVARRO

Natural Trade

Herbolario Navarro started its activity in the sector of the Phytotherapy and natural products in 1771, and has evolved over the years to become very well known by all the citizens of the Valencian Community and all over Spain. The concept has a clear family vocation; since its establishment to nowadays, the activity has been passed down from parents to sons, consolidating the firm and, at the same time, achieving the recognition of their brand-name abroad.

Currently, Navarro has a facility in Valencia of more than 1,500 m², where it sells all kinds of products of organic food, herbal medicine, dietetics and natural products with success. Due to the success of their business model, Navarro has opened new stores in other locations both in the Valencian Community and Spain. Today it has five stores in Valencia, Palma de Mallorca and Castellon.

The wide range of ecological offer of their stores is a distinguishing aspect that has turned Herbolario Navarro into a benchmark for all consumers who are looking for a wide variety of products for a healthy life, especially organic food. In addition, it is also a point of reference for all those people with certain health problems that need to be careful with their nutritional needs.

Herbolario Navarro distinguishes as well by the awards it has received over the course of its history. For example, in 2007 it received the Excellent Trade Certification, awarded by the Valencian Foundation for Quality and Trade Award, awarded by the Chamber of Commerce, Industry and Navigation of Valencia; in 2008, Navarro received the award for best eco-friendly store from the Biodiversity Foundation and the Innovative Business Award, awarded by the City Council of Valencia; and in 2010 it was recognized for its environmental awareness by the magazine Tendencias.

Herbalist Navarro is also the first Valencian retailer to receive the National Award for Small Businesses 2010. The Ministry of Industry, Tourism and Trade has recognized the continuous work of Navarro Herbalist on innovation, the network of specialized stores

Herbalists may have disappeared but for families such as the Navarros, who have evolved to maintain the principles of a thousand-year-old wisdom. Caring the health care with natural products has been the core of their business along the centuries.

The quality of their products and their knowledge in the management of the company has led Herbolario Navarro to become the largest and most recognized herbalist in Valencia. At present, the store has many sections, but the company has gone further by creating their own products and opening franchise stores.



in natural health, and also the reasons why this bicentennial company has won the award, as the maintenance of a Mediterranean and familiar model of business, but in constant improvement and evolution process.

MOTTO: HEALTH CARE



Moreover, in an effort to offer their customers the best service, the company has created its own line of products, marketed through 7 brands, allowing customers to find high quality products tailored to their needs and offering the security of a firm with more than 200 years of experience. The human team of Herbalist Navarro is the biggest investment, the core of the business. Employees and partners understand that the business concept is a philosophy of life based on the search for Natural Health. Therefore, employees and partners are selected for their professionalism and empathy; they are in nature affable and smiling. The stores follow a clear traditional concept, where the human contact with clients prevails over merchandising and personal relationships over marketing.



In the last years, Herbalist Navarro has introduced many technological innovations, always with the aim of improving the service for its customers. These improvements include the incorporation of new management software and the creation of a Virtual Store, www.herbolariomartina.com, to facilitate the purchase to anyone who wants to stay healthy naturally. The incorporation of the company on social networks is another important step undertaken by the largest retailer of Natural Health in Spain.

Moreover, this family business makes a continuous improvement of their brand image, as well as the employee training, the internal communication and the marketing processes. External communication is also evolving in this organization with its own media such as their magazine, a TV show and a blog, all aimed at enhancing the quality of the service provided to citizens.



Herbolario Navarro has also become a trade association member of various associations such as the Business Association Historical Center of Valencia, the Young Entrepreneurs Association of Valencia, etc., aimed at working on projects jointly and at sharing common interests with other members.

Herbolario Navarro, example of energy saving

Navarro is working to offer more and more people all the necessary products to enjoy natural health. The last step in the growth policy of this 200-year-family business was the opening of a new store in Angel Guimerà Street 33 in Valencia. This store stands out for saving 1.4 tons of CO₂ per year, due their ecological characteristics.

The Herbolario Navarro new store is not a usual space; it is a unique example of energy saving in Valencia. Its 200 square meters are illuminated by LEDs, which, bearing no mercury in its composition, hardly produce ultraviolet and infrared radiation and represent 90% of energy saving compared to incandescent lamps. This, together with the ecological paint used on the walls, and the policies for the selection and recycling of waste, make this establishment a real green store.

The firm has also participated in the pilot actions of the European LIFE+ project Green Commerce, led by the Ministry of Economy, Industry and Trade through the Directorate General for Trade and Consumer Affairs. In this project, cofinanced by the European Commission through the LIFE+ program, are also involved the Municipality of Torrevieja, the Technological Institute of Packaging, Transport and Logistics (ITENE), the European network of cities and regions for recycling and sustainable management resources (ACR +), and the Local Development Society of San Sebastian.



More information

- > <http://www.herbolarionavarro.es>
- > <http://blog.herbolarionavarro.es/>
- > <http://www.facebook.com/herbolarionavarro>

COMERCIAL NAME

HERBOLARIO
NAVARRO

ACTIVITY

BIOLOGICAL
PRODUCTS

CREATION DATE

1771

NUMBER OF OUTLETS (PHYSICAL)

17

ADDRESS

C/ Arzobispo
Mayoral, 20
46002 Valencia



MAIN FOCUS OF INNOVATION:

ENERGY
EFFICIENCY

MAIN PRODUCT:

ORGANIC FOOD
PRODUCTS



WST

The choice of focusing on the territory

WST Web Solution Technology is a dynamic young company based in Nereto, Abruzzo Region, on the north border of the Marche Region. Specialized in the creation of websites, portals and content management with dynamic CMS-based, SEO activities, web marketing, advertising and communications, hosting services, professional certified mail and e-mail. WSR has decided to focus on strong local marketing of Val Vibrata in favour of the overall development of local businesses and, specifically, to promote its image.

While the growth of a company depends largely on the context in which it is located, then it is for this reason that the WST invested in Vibrata online: a website with the ambition to create a virtual system of cooperation / interaction between local public and private enterprises that has as main objectives:

- encourage the development of local enterprises
- create a variety of experiences, both addressed to both tourism and purchase;
- create events and initiatives of particular relevance;
- use the communication as informational support in the territory and outside it.

WST created
VIBRATA
ONLINE with the
purpose to enhance
the attractiveness of
the area in terms of
environmental
resources, historic
and cultural
tourism,
manufacturing and
commercial
enterprises



WEB Marketing



Vibrata Online is a portal on the Adriatic Coast, and more specifically, the area of Val Vibrata and Surroundings called www.vibrataonline.com.

It is a domain indexed on the major search web engines and is in constant evolution. On 30th June 2012 were reached the 47.231 visits since July 2009. There are 1399 active users, 554 contents created, 460.702 views content, Traffik 3.340.569 Alexa Rank, Google Page Rank 2.

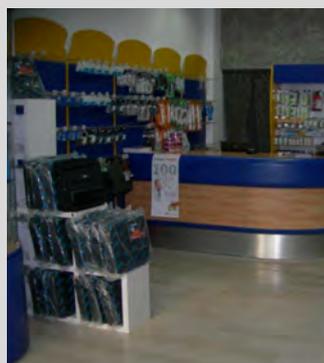
Vibrataonline is a point of reference for economic development and tourism in the area, a business incubator and / or online shopping mall, a social network that reaches to cover a large piece of the Abruzzo Region and expands towards the Marche Region and in particular to the territory of Ascoli Piceno Province.

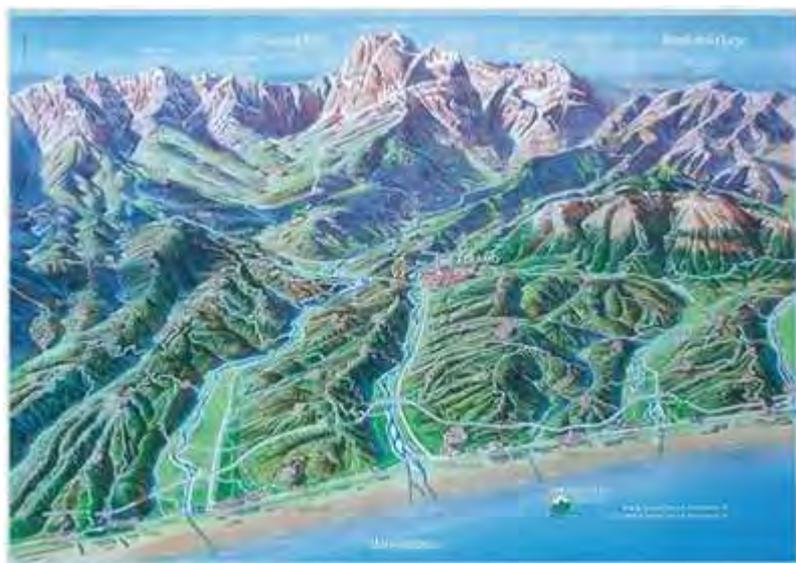
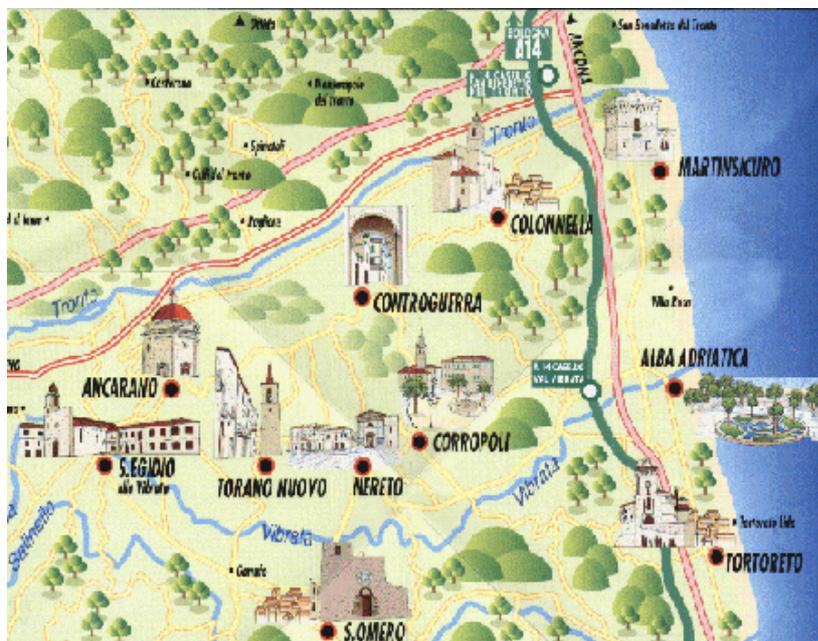
The site aims to be a powerful marketing tool that enables companies to be known in a professional manner with personalized communications strategies that aim to define all the companies in the right market segment, taking into account all aspects related to technical and image online marketing and corporate identity.

The portal is divided into different sections:

- Home;
- Coast;
- Territory;
- Enterprise;
- Announcements;
- Utility;
- Shopping.

In the shopping part, in particular, you can go directly to a real mall online where you can buy products going from clothing to various computers, electronics, music, gastronomy, health products beauty and sports and fitness.





More information

<http://www.valvibrataonline.com>

<http://www.facebook.com/pages/Vibrataonline/126756990703475>

BUSINESS NAME

WST Web Solution Technology

ACTIVITY

Realization of web sites – purchase and informatics installation

OPENING DATE

2009

NUMBER OF PHYSICAL OUTLETS

I

ADDRESS

Via Marco Iachini – 64015 Nereto



MAIN FOCUS OF INNOVATION

Web Marketing

MAIN PRODUCT:

Web Marketing



© silvia mazzotta ph

CRAFT BREWERY LEARDI

HOMEMADE BEER

The production of beer in Italy is a business which in recent years is becoming increasingly important and able to offer new job opportunities. At the same time, however, produce craft beer in Italy is still a risk and the investments required are big and generate significant financial costs. The main problem is that small-scale of a quality product always cost much more than big scale. This is because a small amount of production requests high fixed costs in terms of production, labour and amortization, financial costs and a large part of overall costs. The treatment for the product is also very expensive and requires considerable commitment of time and energy.

The key figure is the brewer, which is formed on the experience learned in other breweries, practiced in small domestic systems and studied in some schools, specifically at Cerb of Perugia. Strengthened by this experience, this is the most important figure, in the case of Leardi Craft Brewery, supported by expertise in administrative matters, tax, accounting and business and the skills learned during "Project microbrewery business" organized by Unionbirrai in Bologna and in that of "beer tasting" beers in Rome organized by the tasters. The Craft Brewery Leardi, with a homemaker experience of home brewing and focuses in "doing something right" and especially "something you love" started its activity producing through third parties with the aim to study the market in which position and starting to prepare beer at breweries with recipes and labels of neighbouring properties. At present moment the brewery produces four types of Leardi Craft beer that are sold in a store located in the centre of Pescara.

Beer made in
Abruzzo.
In the land of
wine and the oil
born Leardi
craft brewery, a
retail store
located in the
center of Pescara
where there are
regional food
and wine
products and
local handicrafts.

Beer and territory

A fast growing market, a huge potential of the intervention, the possibility of exploiting the water resource from the local mountain increase in value the finished product, strong motivation and passion are the strong elements of the project.

The innovation of the project is also in wanting to combine the production and sale of beer with the promotion of heritage and local traditional food and wine of Abruzzo. The Craft Brewery Leardi uses carefully selected ingredients to produce beer with no preserving agents that are not filtered or pasteurized. The store in Pescara is characterized by the presence of two walls covered with pictures of friends and other testimonials of the cultural world of Pescara.

Another distinguishing feature is the e-commerce, because the web is definitely the best tool to overcome the problem of availability of craft products, considered one of the main obstacles to the purchase. The Craft Brewery Leardi also looks to the future with short-term investments that will lead to the creation of a owned brewery. The owner's intention is to build a plant located in the hills about 30 km from Pescara in San Valentino, the country where he has a small cottage.

The will, in the immediate future, is to promote local products and to fight against depopulation of small towns with an initiative that could help develop and expand at the same time the bearer of cultural and gastronomic tourism resources and more employment.





More information

- > <http://www.birrificioleardi.it/>
- > <http://it-it.facebook.com/marco.leardi>

BUSINESS NAME

Craft Brewery Leardi

ACTIVITY

Beer production

OPENING DATE

2011

NUMBER OF PHYSICAL OUTLETS

1

ADDRESS

Via Cesare Battisti, 139
65121 Pescara (PE)



MAIN FOCUS OF INNOVATION

Production of beer and territorial
promotion

MAIN PRODUCT:

Beer production and creation of a
personalized brand

Inventive Energy

Inventing Innovative Green Services

Inventive Energy (Construction - Commercial - Consultants Inc.), was founded in Crete and is composed by engineers with a solid experience in manufacturing, designing and implementing electrical installations, with special expertise in refrigeration, air conditioning and thermal applications.

The objective of the company is the application of innovative products/systems are energy efficient, following several years of experiments and applications in real facilities that have now been standardized, as well as developing new ones.

The company is structure in several departments: production, a research & development, application design and marketing.

Services

- Design, conception and installation of specific products for hotels, business offices and homes.
- Improvement of current systems (heat, cooling and air conditioning).
- Design, conception and installation of heat recovery systems from existing refrigeration and air conditioning equipment.
- Design, conception and installation of inverter in coolers and pumps / water pumps.

Services:

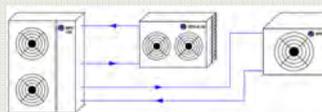
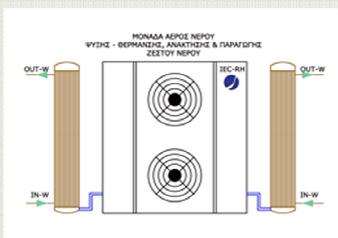
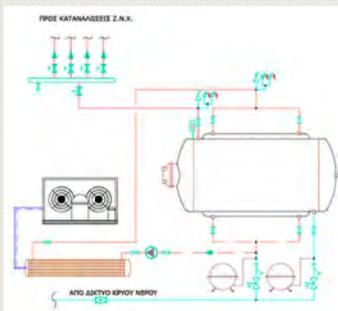
Study and application of our products to hotels, business premises and homes.

Study on modification of existing systems (heat, cooling and air conditioning) for improving energy efficiency.

Study and application of heat recovery from existing refrigeration and air conditioning equipment.

Design and implementation of inverter in coolers and pumps / water pumps.

Products



BUSINESS NAME

Inventive Energy

ACTIVITY

Innovative Green application systems

NUMBER OF PHYSICAL OUTLETS

1

ADDRESS

Patriarhoy Meletioy Metaxaki
20

MAIN FOCUS OF INNOVATION:

Green application Systems

MAIN PRODUCT:

Heat Recovery Systems

Innovative Products

Heat pumps (air - water) Cooling - Heating, recovery and hot water, high efficiency.

Heat pumps (air - water) cooling - heating, high efficiency.

Heat pumps (air - water) hot water to 68 °C, high efficiency .

Heat recovery systems for existing or new refrigeration units - air conditioning (refrigerators, air conditioners, water chillers, VRV).

Geothermal heat pumps are mixed, high efficiency.

Semi central air conditioning units, high efficiency.

Alternative refrigerant gas - Water (one or multiple circuits)

Heat Water - Water

Heat cu / cu shell-tube

The heat refrigerant - water is pipe-type shell (shell-tube) copper / copper, with testing and resistance 65bar maximum pressure 45bar, in contrast to the stainless plate heat exchangers, which have been tested and resistance 50bar operating pressure at 45bar.

The comparative advantages over the plate heat exchangers are:

- Increased Storage Capacity refrigerant by 80%
- Greater resistance to water hammer
- Much greater resistance to low temperatures during the thaw.

Sophisticated Automation

Inverter systems for refrigeration / heating (tables for inverter motors (water pumps, pumps, fans, compressors, etc.) to analogue 0-10V thermostats or pressure switches analog 4-20mA).

Room temperature control systems (electronic temperature control for setting the lower and upper limit temperature for energy saving in hotel rooms and business premises.

Heat Recovery Systems

Recovery heat production of dhw from existing refrigeration and air conditioners. Each air conditioner refrigerant and eliminate environmental amounts of heat equal to the sum of the cooling load of the device and the mechanical load of the compressor. With heat recovery through heat Inventive Energy, this amount of heat is transferred to the hot water at no cost to temperatures up to 75 ° C. At the same time resulting in a reduction of energy consumption and wear on refrigeration and air conditioners. The percentage reduction in electricity consumption amounts to 30-65%. The percentage reduction in energy consumption for hot water comes up to 100%.

More information

> <http://www.ienergy.gr/>

> info@ienergy.gr

VELUDA

The water we deserve

Having unquestionable experience in water purification, we now know, thanks to private and public chemical analysis that in Greece the water we drink differs from one region to the other. As time passes and even the water quality deteriorates more and more.

That water that is available in the market is good. But the processes of our systems are the best! Our goal was and still is to pour clean water in our glasses, the water we deserve!



For this reason we worked together and eventually got, the Exclusive Representation and Distribution throughout Greece of US based FILMTEC CORPORATION MINNEAPOLIS, the world's largest plant. Our systems uses the original membrane reverse-osmosis.

Our colleagues and all of our staff are available able to solve any query you may have. The planet Earth is constantly polluted, to those who wonder what about drinking water, we have the solution!

The planet Earth is constantly polluted.

To those who wonder, what about drinking water, we have the solution!

Our goal was, and still is to pour clean water in the glasses of all families!

Fits easily in all taps



Our system occupies very little space and can be installed either on the right or the left of the sink. It contains multiple filters that consist of Polypropylene 1 micron and pharmaceutical active carbon. It removes dirt, sediment, rust, rocks and any other such particles in the water and also removes chemicals like chlorine or pesticides. We recommend to change the filter every 6 months.

DIMENSIONS: Width: 13,5 cm; Depth: 15,5 cm; Height: 32cm

The filter is placed beneath the bench and connects very easily to the cold water supply. It occupies minimal space. Over the sink comes a very elegant independent fountain, where from there we get clean water. It can connect to third battery benefits (cold-hot-filtered) for those who do not want extra hole in the sink. A UV Lamp for microbiological support can be added. Associated with cooler below: VI 520, CW 528, VI 500, WP 2201, VI 4000, VI 2200, VI 8000. It has 2 cartridges, a 1-micron polypropylene filter and a solid pharmaceutical active carbon. It removes dirt, sediment, rust, rocks and any other such particles in the water and also removes chemicals like chlorine or pesticides. We recommend to change the filter every 6 months.

DIMENSIONS: Width: 26cm - Depth: 16,5 cm - Height: 32cm

Reverse osmosis

Characteristics of R / O:

1st Step: 5-micron Polypropylene prefilter: Used to hold the soil, sediment, rust, rocks and other particles found in drinking water.

2nd Step: 10-micron Active Pharmaceutical kokoeidi form of carbon:

Used to absorb the chemicals from drinking water, ex chlorine.

3rd Step: 1-micron Polypropylene prefilter: Used to hold even the smallest solid particles from the water such as asbestos. Reverse Osmosis (R/O) Membrane 0,0001 micron: the American FILMTEC membranes used by Veluda is able to remove from the water hundreds of harmful substances, pollutants, salts, or microbes. The filter rate reaches 99.9%. The company has Veluda R/O FILMS which can make desalt by 10% to 99.9%, so that the water contains in each case the percentage of beneficial minerals that our bodies need. Our company is moving in line with EU standards (ISO 9001-HACCP).

4th Step: Active Pharmaceutical kokoeidi form of carbon 10 micron: Used to improve flavor. VI 420. Complementary hot and cold water.

Features: 1) Sealed construction, which prevents dust or mikroentoma to penetrate inside. 2) Silent motor cooling water. 3) Independent switch off the hot water. 4) Ensure the protection and Connects to all models that placed under the counter S/C or R/O. Automatic shut-off hot container in case there is no water in it. 5) Antivaktiridiako material that does not alter quality of water coming out the Veluda filters. 6) Integrated Service, with the guarantee by Veluda. 7)

More information

- > info@veluda.gr
- > <http://www.veluda.gr/company/index.php>

BUSINESS NAME

VELUDA

ACTIVITY

Cleaning water systems

OPENING DATE

1999

NUMBER OF PHYSICAL OUTLETS

1

ADDRESS

Minwos & Tirteou 29

MAIN FOCUS OF INNOVATION:

Purified Water

MAIN PRODUCT:

Water Cleaning Systems

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Promote



Reinpo Retail partners



Co-financing

MED Programme
European Regional Development Fund (ERDF)



Programme Cofinanced
by the European Regional
Development Fund