

# HOBBII ODENSE



## HOBBII CONTINUES THE GROWTH ADVENTURE WITH NEW STORES AND SEVERAL DIGITAL INITIATIVES

*The online store Hobbii.dk continues the opening of physical stores with the launch the third store in Tarup shopping center in Odense, Denmark. The close collaboration with Delfi Technologies, which is based on several digital initiatives, will help strengthen the Hobbii business towards further growth plans.*

The internet-based knitting and crochet shop, Hobbii.dk, continues the expansion in the physical channels. Shop no. 3 has opened, and further store openings are planned - both in Denmark and in Germany. One of the biggest challenges online is the fact that many customers want to see or feel the yarn in real life. According to Retail Manager at Hobbii, Joachim Hansen, the physical stores are an obvious addition to the web shop.

- Our physical stores are meant as a supplement to our online web shop where we can meet the customers who enjoy browsing the local yarn shop, where they go to see, feel, and smell the yarn.

## SYNERGY BETWEEN ONLINE AND OFFLINE

Just as with online, the idea of the physical stores is that the shopping experience must be inviting and inspiring. At the same time, customers must be able to find exactly what they are looking for with the same simplicity as an online shopping experience. Therefore, Hobbii has invested in various digital touch points to create synergy between online and offline.

- Our customers are present both online and offline. That is why it is important to help customers by using different digital initiatives that help create an interaction between the two worlds, says Joachim Hansen.

For Hobbii, customers must have the same good experience across channels. Therefore, electronic shelf labels ensure that prices are the same whether you buy online or in one of the stores.

One of the challenges in the physical stores is the accessories on the walls. With more than 2,500 different products on a limited wall space, it can be difficult to find exactly the price you are looking for. That is why Hobbii has placed price scanners in strategic locations around the stores.

## IMPROVED CHECK-OUT EXPERIENCE

Many customers shop online because they know what they need. At the same time, it is both easy and quick to make purchases and complete payment. Hobbii want to give the customers the same agile experience in the physical stores by improving the experi-



ence at the checkout. Hobbii has therefore invested in a new generation of POS (Point of Sale) system - an all-in-one POS solution for the check out and a digital sales tool that enables customer service and speeds up the customer handling.

- For us, it is a necessity with a presence in physical stores. Therefore, it is important to have a simple and elegant POS solution that ensures good service and contributes to customer satisfaction, says Joachim Hansen.

The POS solution consists of the HP Engage All-in-One POS system with a barcode scanner and integrated receipt printer. Delfi Technologies has also provided cash drawers and receipt rolls to the stores.

With Delfi Technologies as a partner, Hobbii is also planning further digital initiatives to connect physical stores even more closely with the online world. All the solutions in the stores run online - both electronic price tags, self-service screens (price scanners), and the POS system.

## NEW LARGE DISTRIBUTION CENTER IN GREVE

Hobbii is currently also working on the establishment of a new large warehouse and distribution center in Greve. For this project, Delfi Technologies also assists with an integrated warehouse solution for picking of goods and efficient package handling via workstations in the warehouse. This project includes touch screens, barcode scanners, label printers, etc.

## ABOUT HOBBI

Hobbii is a one-stop-shop for all yarn lovers in Denmark. The head office is located in Rødovre and the range covers everything you need for your next knitting or crochet project. The adventure started online but has moved on to the physical channels with plans to open 60 stores within three years. Today, Hobbii employs 170 dedicated people who do everything they can to become the Danes' favorite yarn shop.