

IRMA KØGE



AFTER ALMOST 50 YEARS IN THE CITY: MAKEOVER TO THE IRMA STORE

The Irma grocery store in Køge has been upgraded after the store in the summer of 2018 moved to a new and better location in the new train station area next to the shopping district 'Strædet'. In connection with the relaunch, the Irma store has been lifted to a brand new and urban concept, which also includes electronic shelf labels and more time for customers.

Since 1972, Irma has been located at Nørre Boulevard in Køge. The premises were eventually quite worn down and it was time for an upgrade. After almost 50 years in the city, the possibility of completely new premises arose in connection with the opening of the new shopping district 'Strædet'. The Irma store now offers a new urban concept with high-quality furnishings, more space for fruit and vegetables as well as meat and wine. In addition to this, the store has implemented electronic shelf labels that provide more time for customers.

- We have saved a lot of time after we have implemented the electronic shelf labels, especially on Thursdays, where we release the weekly offers. But that does not mean that we have reduced the number of staff members – we have just got more time for other tasks, explains Nicklas Enevoldsen, Store Manager at Irma Køge.

A WIN FOR BOTH STAFF AND CUSTOMERS

Nicklas Enevoldsen himself is from the local area and was also Store Manager at the former Irma store at Nørre Boulevard for 15 years. It is a noticeable change among the staff that the store has moved to a new and better location and at the same time has got a makeover, says Nicklas Enevoldsen.

- The staff appreciate the new and more modern surroundings. At the same time, they are happy that they no longer need to change paper labels every time a new price or product change comes in. Now, the shelves are automatically updated with the right information and this is of course also a benefit for the customers.

Irma is conducting a comprehensive modernization of the chain where 45 stores are being adjusted according to the 'The Urban

Irma 2018-2022' strategy in order to make the stores appear as a food house with an Irma supermarket inside. This means that "street-kitchens" / deli's will open instead of traditional butchery departments - with many more premade and high quality food solutions. There will be specialty departments for vegetarians and vegans and there will be far more items you cannot get elsewhere.



IRMA

Irma is Denmark's oldest grocery chain and the second oldest supermarket in Europe. The first Irma store saw the light of day in 1886 and ever since the beginning Irma has been responsible for food joy, quality and responsibility. Today, Irma has over 80 stores on Zealand.