

New in the tri-country region:

Flösch Müllheim being transformed into Saturn

- Store to remain open during conversion from mid-March and reopen in April
- Previous high standards of advice and service to be retained and enhanced by broader product range
- Transition from the long-standing Flösch to the new Saturn store successfully agreed

Ingolstadt, 28.02.2018: The expert Flösch consumer electronics outlet in Müllheim near Freiburg will reopen on 26 April as a Saturn store – and preparations are already in full swing. Even so, there’s a sense of continuity in the air, for customers in the region south of Freiburg can expect the same high standards of service and advice they’re used to from expert Flösch. Additionally, however, they’ll have access to a much larger range of products from the entire consumer electronics sector. Moreover, the store will remain open during conversion and all the staff will be transferred to Saturn. By rebranding the store, Saturn intends to strengthen its position in the tri-country region of Germany, France and Switzerland and expand its offering for its clientele. Customers already benefit from Saturn’s attractive offers featured in its TV and print advertising and can try out the latest products in the new store.

In line with Saturn’s brand promise “Live and experience technology”, in addition to the best of Flösch, from 26 April the burghers of Müllheim can look forward to seeing Saturn’s larger, extensive range in the remodelled store on 1,400 square metres of retail space. Mind you, Saturn’s multichannel offering is already available to them in its entirety, for customers can choose products from the over 300,000 items in Saturn’s webshop and have the option of picking up orders free of charge in the store in Müllheim. What’s more, they already profit from the wide range of services offered by Saturn and its low prices.

Conversion starts in mid-March

Renovation will begin on 19 March, the store remaining open throughout. The most important aspect is the rearrangement of the sales area to accommodate the larger product range. Although the store will continue to display a wide assortment of white goods, TV sets and accessories, customers will also discover a broad selection of products from the worlds of consumer electronics, new media, telecoms, computers, cameras and video cameras in the new Saturn store.

In organizational terms, the store in Müllheim will be run as a branch of the Saturn market in Freiburg and closely collaborate with it logistically. Henner Wieschmann, the managing partner of Saturn Electro Handels GmbH Freiburg, had this to say: “We’re very working hard to adapt the Müllheim store to the Saturn brand. It’s very important to us to combine the strengths of the former Flösch store with those of Saturn. The result will be an attractive store with an improved, broader offering for the whole region. We’ll still be there for our customers throughout the switchover. The official reopening is scheduled for 26 April. And in future, we look forward to serving our customers from the region and the neighbouring countries of France and Switzerland not only in our central location in Freiburg, but in Müllheim, too.”

About Saturn

Saturn turns technology into an experience for its customers and shows them how modern tech can enhance their lives. Founded in 1961, Saturn is now an independent sales brand under the auspices of the MediaMarktSaturn Retail Group, Europe’s number one consumer electronics retailer. In Germany, Saturn has 158 stores and employs around 9,000 people. Altogether, there are about 200 Saturn stores in four European countries. Saturn’s spacious stores are known for their attractive locations, their wide range of brand-name products sold at value-for-money prices, and excellent service and advice. Saturn’s brick-and-mortar business in Germany is closely integrated with its online shop www.saturn.de as well as mobile, app-based shopping. Under this multi-channel strategy, Saturn customers benefit from both the advantages of online shopping and the personal advice and services offered by local stores.