



RETTERSPITZ GMBH & CO. KG, MANUFACTURER OF NATURAL REMEDIES AND MEDICAL PRODUCTS

Proven products with a modern brand design

RETTERSPITZ OPENS FLAGSHIP STORE

Nuremberg, October 2021 – For the first time in its 120-year history, *Retterspitz* – one of Germany’s oldest pharmacy brands – has opened its own store. Here, visitors can experience the company philosophy in an environment that combines modernity and history, framed by fascinating design details and genuine regionality.

Since 1961, *Retterspitz* has been based in Behringersdorf, just outside Nuremberg. This is where the products are carefully designed on the basis of controlled and certified standards for medicinal products and cosmetics and manufactured with passion and craftsmanship. From remedies to cosmetics to home fragrances, the product range encompasses healing, caring and wellbeing. The Nuremberg flagship store enables customers to see, experience and get to know *Retterspitz*’s entire product range close up.

“Our aim is to get closer to our customers, to create a space where we can interact and provide personal advice,” explains Markus Valet, Managing Director and co-owner of *Retterspitz*. “This way we gain more insight into the needs and desires of our customers and a better feel for our current and future products.”

Moreover, the concept of “neighbourhood” has once again taken on a more important role today as a counterpoint to globalisation. “It’s about being neighbourly, about acting sincerely and about personal contact,” says Florian Valet, who is also Managing Director and co-owner of *Retterspitz*: “Our brand is real, authentic and in a positive sense down-to-earth.”

INTERIOR DESIGN AS A SYNTHESIS OF HISTORY AND MODERNITY

Interior designer Katja Reiter has already completed much-noticed projects in Nuremberg. Here, her latest task was to create a place that makes visitors feel like they are stepping into a separate world in the middle of the city. She used Jura marble from Eichstätt, a stone known for its characteristic abundance of fossils such as ammonites. “We purchased around 12 tonnes of this stone,” explains Katja Reiter, “and with the help of a stonemason we used it to create a tiered presentation wall featuring a water cascade.”

Water also features in the large central block of the flagship store – a basin has been carved into a block of Jura marble, where, after testing shower gels and creams, customers can wash their hands under a faucet that extends down from the ceiling and while also functioning as a light.



The terraced wall and marble basin are also part of the comprehensive lighting concept, which adapts to changes in daylight and comprises a range of different downlights and LED installations. The interior design concept is rounded off by plants that grow straight out of the floor, terrazzo flooring made using polished pebbles from the Danube and a historic-looking pharmacy room constructed from refined wood.

“When creating these lovingly crafted masterpieces, it was important to us that they have a timeless character and look as if they could date from a past century,” explains Katja Reiter. At the same time, the marriage of the traditional and the modern is visualised metaphorically within the store again and again: a screen in the subtly lit medicine cupboard displays a video clip that familiarises customers with the correct way to apply a wrap “*Retterspitz Wickel*”. And at night passers-by will soon be able to look through the window and discover someone exciting in the store.

SIGNATURE CLOTHING AND A UNIQUE SOUND

The project was supported by strategists from Nuremberg-based agency FYFF to ensure that the impression given by the first *Retterspitz* flagship store goes hand in hand with the philosophy and design of the *Retterspitz* brand.

An important part of the concept and its materiality is sustainability. All catalogues, information leaflets, cards and bags are therefore made using the same paper, which comes from the Bio Cycle range made by Büttenpapierfabrik Gmund and comprises up to 50 % recycled pulp with an optimised life-cycle assessment. Alongside the think tank made up of the company owners and interior designer, FYFF Art & Creative Director Andreas Amtmann and his agency refined the concept and took care of external partners. “The regional focus of the company meant that we did not call in international specialists – instead, we once again placed our trust in the expertise of regional partners.

For example, Nuremberg-based designer and fabric artist André Martino Schreiber designed signature clothing for employees working in the *Retterspitz* store using waste material from workmen’s overalls. And Franconian DJ and producer Flo Seyberth was engaged to make a special music compilation for the *Retterspitz* flagship store



ABOUT RETTERSPLITZ GMBH & CO. KG

Retterspitz GmbH & Co. KG is a family company that produces and sells natural remedies, medical products, personal care products and medical skincare products for the body and face. All products are marketed under the name *Retterspitz* and divided into the categories “remedies”, “wraps”, “care”, “medical cosmetics”, “wellbeing” and “fragrances”. *Retterspitz*, one of the oldest pharmacy brands in Germany, has developed from traditional household remedies to reliable contemporary remedies for everyday life – all combining traditional healing with the latest scientific research. The effectiveness and tolerability of natural ingredients and tried-and-tested additives is always the number one priority. The company is headquartered in Behringersdorf, near Nuremberg. *Retterspitz GmbH & Co. KG* is a family business now run by the fourth generation: Markus Valet, Head of Administration, and Florian Valet, Head of Development. Today, more than 70 people – including regular freelancers – work for the company. Sound values are at the core of what they do and say both internally and externally. “Cult status is achieved through passion,” say both owners, very much in the spirit of the much-quoted phrase: “Tradition means preserving the embers, not the ashes.”

Further and more detailed information can be found www.retterspitz.de

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