



SUPERLAB PROJECT

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SUPERLAB / Project description

SuperLab anticipates the supermarkets of the future with a new shopping experience through personalization, ethics, sustainability and technology.

The supermarket of the future

After a three-year research and analysis, this project is presented to create a new way of buying. SuperLab puts forward a personalized purchasing process that brings a new experience to the user, with technology as the main tool. This is the foundation upon which the project has been structured, that advances future trends by uniting the concepts of the physical and on-line store. The proposed experience is interactive, exciting and easy.

Three conceptual axes

1. PERSONALIZED ATTENTION VS SELF-SERVICE

The first axis on which the project is structured is the personalized attention, versus the self-service offered in supermarkets. It is proposed to move from the current heterogeneous model, "the supermarket for all" to a totally personalized model that understands that "you are you". From the "you search and choose your products, you pick them up and transport them" to an alternative where specially trained people listen to you, understand how you are, know the food particularities, verify if you have any intolerance and check if you need support for the weekly menu preparation or elaboration of some recipes in particular.

2. TRANSVERSAL TECHNOLOGY

Based on this information and according to the client historical purchase data, this is where the use of technology enters transversally. Through a specially designed interface, you customize your access profile to any of your own devices or those that are available at the point of sale (omnichannel). To schedule the reception of periodic purchases, defining their deadlines and the possibilities for improvement, according to each case (new products, offers ...). It will also be used to manage the user's stock at home based on their consumption. SuperLab can know as well, when you will need a product and offer the possibility of incorporating it immediately into the shopping list. The user interaction will allow improving the usability of the different information and technological systems. Hence the concept of "lab".

3. ETHICAL PURCHASE

The third conceptual axis is to propose a supermarket where an ethical purchase can be made. This means that trends that will be common in the coming years will be anticipated. On the one hand, it will offer a commitment to the sustainability of food and, at the same time, savings in packaging. SuperLab will accumulate the minimum possible stock, because it will eliminate the large conventional shelves of exposure, fact that will avoid the waste of food. Furthermore, it wants to be sustainable in saving the boxes and bags of the products. In many cases, if they do not have to be displayed on the shelves, they will not need to be packaged as they have been up to now.

SuperLab will guarantee a biodynamic agriculture, which seeks the correct relationship between man and the earth, ensuring the health of the soil and plants, offering food that respects its natural life cycle, without using chemicals or natural resources unnecessarily.

Another important aspect will be the sustainability of the building, for which ecological materials have been foreseen that allow an easy recycling or reuse in subsequent reforms or evolutions of the model. The use of technical materials such as K-Life as well as other Porcelanosa Group products that comply with these sustainability requirements has also been taken into account (see attached information). Finally, all energies and supplies will be of ecological and renewable production.

A supermarket in four areas

SuperLab is divided into four zones, in a diaphanous space, which breaks the rigidity of the current supermarkets and creates organic spaces, with indirect light and cozy forms.

1. RECEPTION AND INFORMATION POINT

The user will find the reception and the information point when entering SuperLab. In that area, the client will identify himself in one of the interactive totems that will be installed. Therefore, the supermarket will know that he is inside and can provide all facilities to him. Afterwards, the customer will choose if he wants to be advised by an assistant or prefers to make the purchase on his own.

2. PERSONALIZED ATTENTION AREA

Along with the reception and the information point, four points of personalized attention have been arranged, where an advisor will help the user to make his purchase in a totally customized way; eating habits, dietary counseling and nutritional advice, preparation of weekly menus, shopping list, timing of deliveries, etc... In the same space there will be a rest area, with tables and sofas for online shopping, or with small tables for individual browsing. In addition to being able to make the purchase from here, this will also be the space where the user can wait for his order to take it away and where, if he wants, he can also meet other people. In this first area, there will be a training space for conferences, courses and workshops related to the world of food and other topics of interest. In the bar area, products purchased at the supermarket can be consumed.

3. EXPOSURE AREA FRESH / DRY PRODUCT + INTERACTIVE AREA

If the customer prefers to make the purchase in a physical way, he can access the product's exhibition area. Fruit and vegetables will have a special treatment, since part of the exposed product will have been grown in the garden or in the greenhouse, which can be seen from inside the supermarket through a glass. This factor will transmit a relationship of proximity and total transparency with the user. In other sections, such as meat and fish, the product will be presented in an attractive and different way to the current one, since the food will be cut and prepared to be cooked.

Regarding the product, in this first phase of development, the minimum use of shelves will be sought. The focus will lie on a large touch screen, where the entire stock of the supermarket will be available. This saves space, since using a single wall of the establishment the customer can access a large number of products through the screen and select the ones he wants. Other screens will be used to announce offers and promotions. Despite this fact, SuperLab will have shelves with the exhibition of certain products such as the bio, ecological, proximity or gourmet ones. Small screens located on the shelves will give information about these other foods. In the exhibition space there will also be "kits", a selection of products prepared to cook a recipe with them. The quantities will be exact for one, two, three, four or more people and it will be ensured so that the proposed recipes are proper of a balanced and healthy diet.

4. LOGISTICS AREA

The last part corresponds to logistics. The user that has made a physical purchase, may leave the shopping cart on a conveyor belt and it will be prepared to take be taken away, or delivered to his home. In this new concept, the user is prevented from having to queue to pay and it is possible to eliminate this mechanical and unpleasant part of any current purchase in a supermarket. The same thing will happen when the customer buys online, either using the mobile phone app or through the screens located in the supermarket, you can pick it up there or ask to be delivered to the address or another location.

For all people and for each of them.

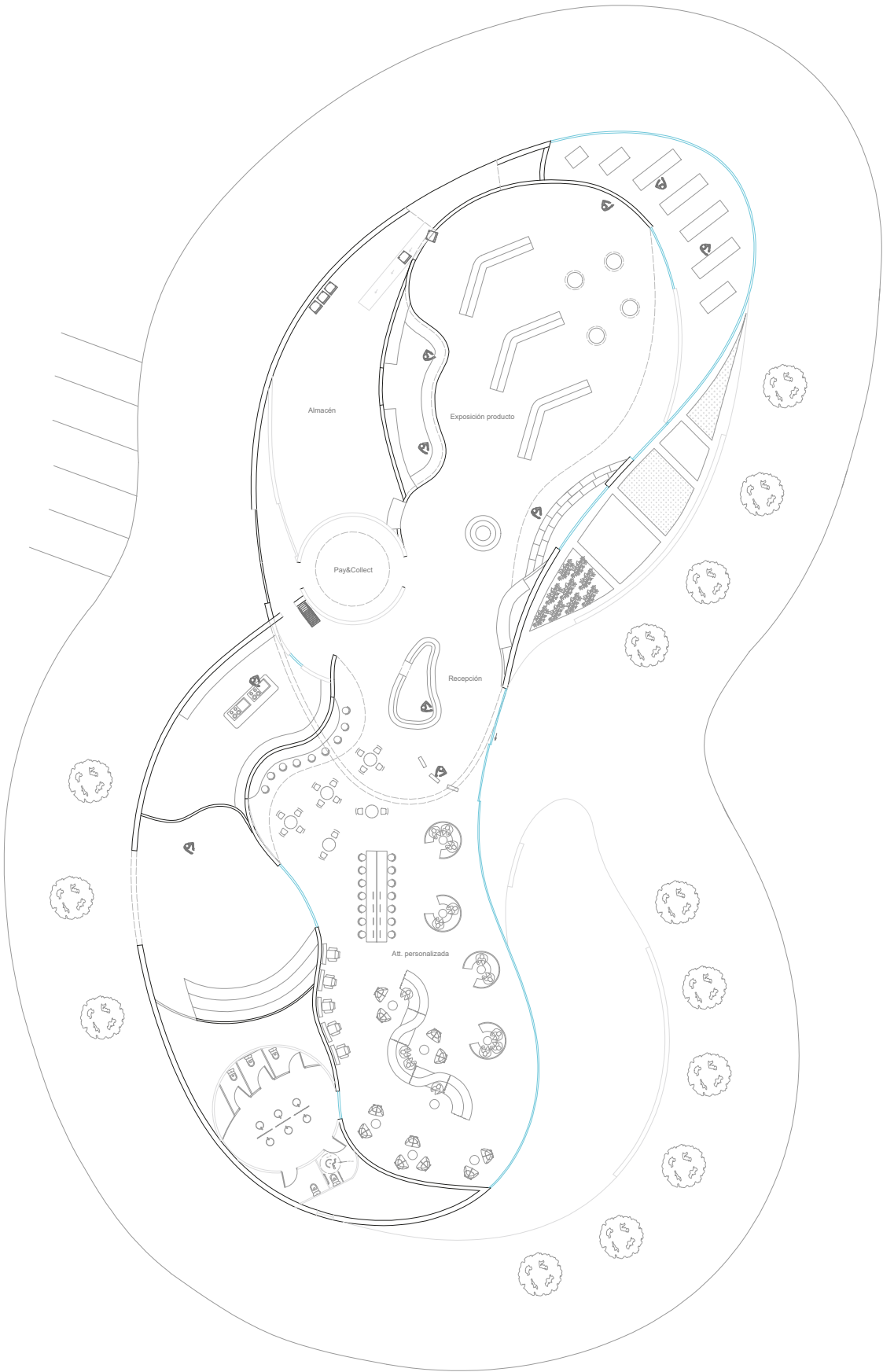
SuperLab addresses all audiences and a profile of restless consumer and nonconformist. An evolutionary consumer and that already incorporates technology in their day to day. Therefore, have it adopted also in his purchase at the supermarket, is an entirely natural step in this development. With this technology, it aims to make each user feel unique, fully adapting to his requirements.

In summary, the SuperLab project was born from detecting two realities: One is that going to the supermarket is not conceived as a pleasant activity, putting at the same time, in crisis, the dynamics of the purchase, as well as the different mechanical steps that are currently carried out during this process. SuperLab proposes a new model, in a new scenario. The other reality is that the sector needs to be updated in terms of the application of new technologies, to offer a satisfactory interactive shopping experience. The ultimate goal is to achieve a more intense bond with the user, creating a pleasant and personalized shopping experience, with an important ethical / ecological commitment and with all the technological innovations available, in a different and comfortable space.

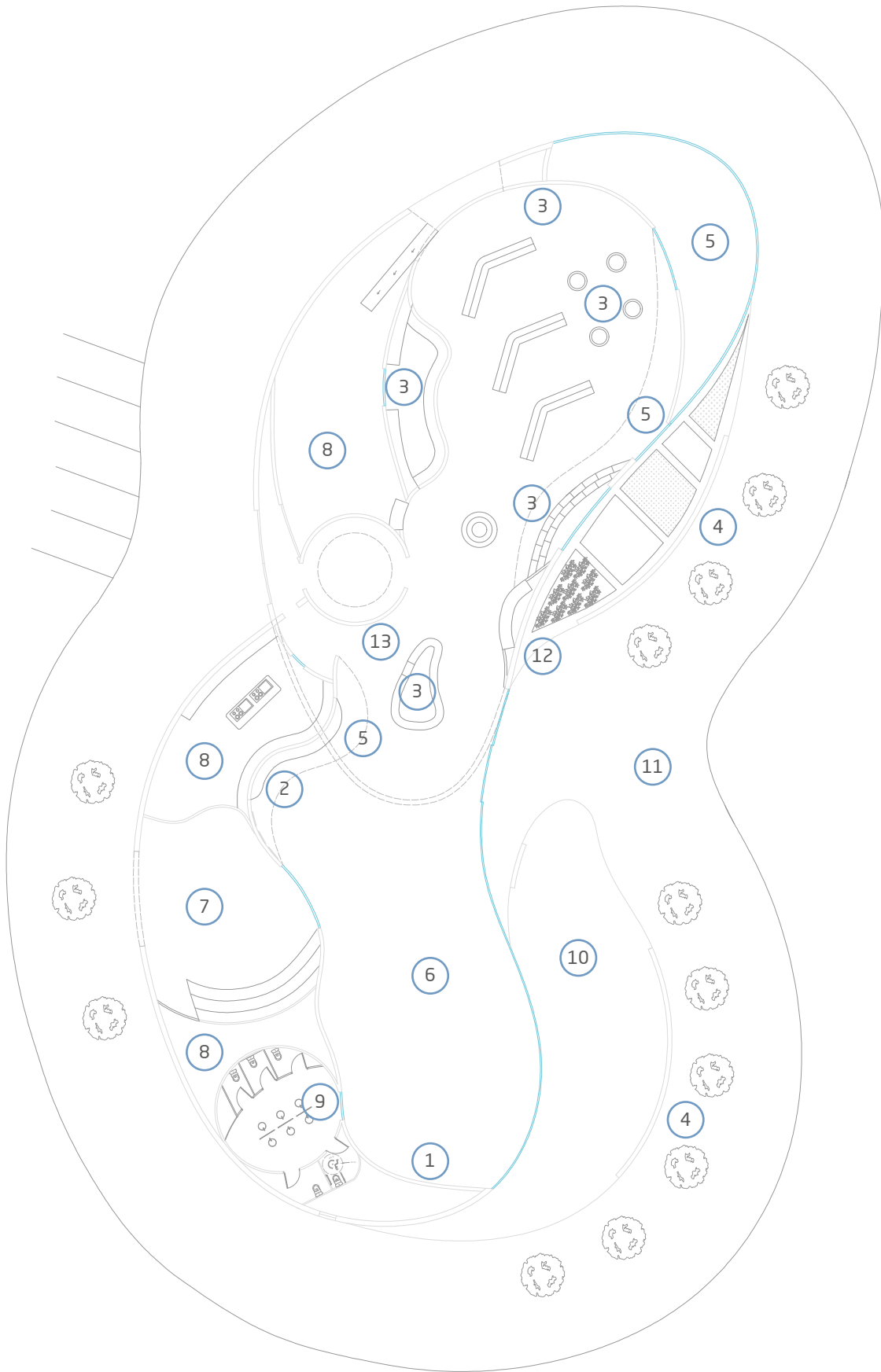




SUPERLAB / DRAWINGS



Project number 01	Project SuperLab www.evvoetail.com	Drawing SuperLab_Floorplan
		Scale 1/350@A4



Project number 02	Project SuperLab www.evvoretail.com	Drawing SuperLab_Materials
		Scale 1/350@A4

Flooring and coverings Porcelanosa Group

1 Porcelain stoneware

VENIS - Ice Minnesota Cream

Its manufacture imitates the development of an artisan, which means that all parts of wood knots can be accurately and accurately shaped. Porcelain stoneware.

Dimensions:
45x120 cm x 12 mm thickness

Stoneware integration in the wall and backlighting



2 Krion + texture

KRION

Warm material whose composition gives it exclusive properties: absence of pores, antibacterial, hardness, resistance, durability, ease of repair, recyclable.

In this case, a stamped texture is applied.



3 K-Life

K-LIFE

This new technology of Krion® Eco-Active Solid Technology® is based on providing the material with multiple new properties (air purification, anti-bacteria, elimination of chemical products and easy cleaning), based on the natural phenomenon of photocatalysis. Giving rise to an innovative and exclusive product worldwide.



4 Krion + low relief

KRION

Warm material whose composition gives it exclusive properties: absence of pores, antibacterial, hardness, resistance, durability, ease of repair, recyclable.

In this case, a stamped low relief is applied.



5 Porcelain wood

Porcelanosa - Forest Natural

Porcelain tile capable of resisting the wear and tear that continuous use can produce by fusing the warm and distinctive aspect of natural wood. 95% recycled material, emitting 40% less CO2 in its production.

Dimensions:
22x90 cm x 10.8 mm thickness



6 Pavement

STON-KER - Bottega

Pavement of rectified porcelain stoneware. Known as ceramic stone. It is a very resistant material, able to remain unalterable on its surface, even in extreme conditions.

Finish: Steel S-R.

Dimensions:
80x80 cm



Flooring and coverings Porcelanosa Group

7 Pavement

STON-KER - Bottega

Pavement of rectified porcelain stoneware. Known as ceramic stone. It is a very resistant material, able to remain unalterable on its surface, even in extreme conditions.

Finish: Grafito S-R.

Dimensions:
80x80 cm



8 Technical pavement

BUTECH - Urbatek/Ston-ker

It has a wide variety of materials and construction systems that meet the needs of users, placers, contractors and architects.

Ceramic plate from the Ston-ker or Urbatek collections on a high-strength core.



9 Flooring + coverings

VENIS - Mini Diamond White

Coating with texture. Decorative material for both bathrooms and bedrooms, brings luminosity in space.

URBATEK - Stuc White Texture

Porcelain stoneware flooring with a uniform tone that adapts to all types of spaces that require strength and quality.



10 Exterior pavement

URBATEK - West Coal i West Grey

Porcelain stoneware flooring resistant and uniform in color. Suitable for interiors and exteriors.

Finish: Dark gray / light gray

Dimensions:
60.5x60.5 cm x 20 mm



12 Exterior covering

URBATEK - XLight Moon White

Large piece resistant and uniform in color. Suitable for interiors and exteriors.

Dimensions:
120x120 cm x 6 mm



13 Interior covering

L'ANTIC COLONIAL - Faces H4 White

It is a collection based on a set of planes that interact with each other creating different orientations. It is a collection in which the edges and vertices are the real protagonists.

Dimensions:
12.9x14.9x0.8-2.4 cm





SUPERLAB / 3D RENDERING



























SUPERLAB / EVVO RETAIL

Why did we launch the SuperLab project in Evvo?

For more than 20 years we have been developing projects in the food distribution sector with a special focus on research and projection into the future. During this time we have learned to know and love the exciting world of supermarkets, in which we have specialized. We have also understood that, with our work, we can improve the lives of people through daily shopping and we have incorporated this concept as the basis of our company.

We constantly research all the information related to this sector, whether in design and technological innovation or in the user's behavior and purchasing habits, as well as the current trends and their projection. We analyze the information and extract synthesis conclusions that allow us to define future hypotheses, which we validate and confirm over time.

When did SuperLab start?

In 2015, we began an active research project that started by putting the purchase system in the stores in crisis, based on the question: *Why do we buy in supermarkets the way we do? And from this, many others ... Why when we get to the "super" we take a cart (or basket) and drag it through the corridors full of products? Why do we put them in the cart and transport them through the store? Why then we deposit them at the supermarket checkout, on a conveyor to be carried 50 centimeters in order to be validated by a person and afterwards deposit them on the other side, where we put them back in the cart or in bags to take them away? Why are supermarkets like warehouses full of products with people? Why in "my" supermarket do I find products that I will never buy? ...* And we started to find the answers proposed by SuperLab.

The sector is currently circling in a roundabout, where you have to choose between two paths that lead to different scenarios of the future: the purchase in a physical space and virtual purchase. On the one hand, logistics platforms are pushing so that purchases are made through online stores. On the other, the brands that want the clients shopping in physical spaces, must offer users new shopping experiences which justifies their visit to stores. The result of our study leads us to think that we must propose solutions that can make both purchase systems compatible.

Although perhaps the best answers have been found in the conceptual approaches that result in disruptive foundations:

The evolution of the current model of self-service towards a model focused on assisted sales. Add the human factor to the increase of technology as users and its necessary integration and adaptation to the point of sale. Help the user, now heterogeneous for the store, to define his profile as a unique person and from that point, determine his needs and uniqueness, providing solutions that facilitate and make more interesting and playful his daily purchase.

The importance of ethical values that propose radical points of view in relation to the sustainable production of food and the preservation of the environment. The accumulation of food at the point of sale, against the unequal distribution of goods in a global world and finally, the concern towards the generation of solid waste and its subsequent recycling, which we understand will transform the presence of different products at the point of sale.

Furthermore in the aspects that refer to the construction of the sales space itself. The use of ecological, recyclable and reusable materials, and the use of sustainable energies, as well as other technical materials which facilitate a healthier purchase, as the ones proposed by the Porcelanosa Group, company that has helped us enormously in this section.

We are aware that the result proposed by SuperLab is not a universal answer, as a unique and definitive solution. It is rather an approach that opens new questions and new alternatives that should be able to be adapted to different brands, according to their positioning and their own personality and above all, to the personality of their users.

In Evvo we just want to answer questions that give us the results to create new competitive commercial formats, based on humanistic components which place people and the improvement of their quality of life, as the center of the investigations.

If a better world is possible through our work, Evvo will definitely get involved.

More information: evvoretail.com

Evvo Retail Team



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Conceptualization / Coordination



Ester Riba
Coordination of spaces



Anna Costa
Graphic Design



Enric Badia
Technological Development



Carlos Mascó
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Joan Torrents
Logistic coordination

Other project collaborators:

- | | |
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SUPERLAB / PORCELANOSA GRUPO

PORCELANOSA Grupo is today a reference company in the national and international market, based on values such as innovation and quality but, above all, based on the trust placed in its extensive human team, made up of almost 5,000 people, and in the attention in its social environment.

With more than forty-five years of experience, it is present in nearly 150 countries around the world. The diversification in production has been a fundamental pillar in the growth of a business group that started exclusively with the manufacture of tiles. At present, the eight companies of the Group offer a wide range of products that include everything from kitchen or bathroom equipment to technological materials and advanced construction solutions for contemporary architecture.

PORCELANOSA Grupo has experienced steady growth in its turnover thanks to its correct economic and financial administration. This fact has allowed the company to remain today as one of the strongest companies in the market both nationally and internationally.

Companies belonging to the group

Porcelanosa, 1973. It is the leading company in the sector of ceramic floor and wall tiles. It specializes in the production of these materials in monoporosa, stoneware and porcelain stoneware, in a wide variety of formats and multiple finishes. High technology, innovative design and unbeatable quality define their products.

Venis, 1986. Since its inception it has been a company characterized by its technological innovation and by being leader in the launch of new products. A pioneer in the international ceramic sector, they highlight the versatility of their designs and its advanced technology for the manufacture of porcelain tiles and stoneware.

Gamadecor, 1987. It was created with the aim of offering high quality products, technology and advanced design in the manufacture of kitchen and bathroom furniture. Its facilities are equipped with the latest technological advances, resulting in the production of high quality furniture and advanced design.

Systempool, 1993. It was born as a result of the market's growing interest in the water culture as a complement to health and well-being. Comprehensive projects are developed for the bathroom, both private and professional projects. Its expansive vocation and its technological development have led the company to focus on three main areas: KRION®, the Solid Surface of PORCELANOSA Grupo, a versatile mineral compound with advanced applications in interior design and architecture, SP BATH and KRION® BATH, with countertops, sinks, bathtubs and bathroom accessories.

L'Antic Colonial, 1999. Since its creation, it has sought to satisfy the demand for high quality natural products. The stones and marbles in aged finishes, satin and polished, traditional ceramics, mosaics vitreous, wood, washbasins, countertops and mosaics complete the range of one of the most avant-garde companies in the sector.

Butech, 2001. Founded for the development of quality materials for the installation of ceramic floor and wall tiles by PORCELANOSA Grupo, it has evolved in the last years towards a consulting company in Architecture, specializing in facades. Currently, it offers from a wide range of constructive solutions, such as adhesives, materials for joints, profiles, shower trays or waterproofing systems, to technical floors and façade systems.

Noken, 2001. It was introduced to the market with its innovative designs in bathroom equipment, always focusing on the care of every detail. It aims at design, commitment to quality and excellent service.

Urbatek, 2004. Offers solutions for projects with greater technical demands through its all-mass technical porcelain, whose characteristics guarantee an excellent performance in the most adverse conditions. Likewise, the company has specialized in the production of large-format ceramic sheets (up to 100 x 300 cm) and minimum thickness with the development of the XLIGHT coatings collection.

Ecological commitment

The concern for the care and the preservation of the environment has been a constant priority for the PORCELANOSA Group since its foundation. Anticipating this new dynamic, it has been improving its production system for more than 45 years, in order to minimize its impact on the environment.

However, PORCELANOSA Grupo actions in the field of the environment go beyond the optimization of production systems, its effort is also focused on the design of products that contribute to reducing the consumption of water and energy in homes, such as taps with limiters of flow or constructive systems that allow the reduction of the energetic consumption in the heating of the buildings.

Among its most innovative products include K-Life technological surfaces, which provides an antibacterial piece, resistant to stains and that actively improves air quality. Starting from the compact Krypton® Solid Surface mineral, K-Life is a technological leap that allows both the elements of the projects, the finishes or everyday utensils actively contribute to cleanliness and environmental quality improving the lives of its users.

SuperLab

by Evvo

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