



SuperLab: The supermarket of the future

What is SuperLab?

Created by EVVO RETAIL, a point of sale innovation company which specializes in supermarkets, it gathers the new trends of what will be the supermarket of the future. Thus, SuperLab is the result of a three-year analysis of the crisis of the purchase system itself. It proposes a personalized purchasing process that brings a new experience to the user based on technology. In this way, the project advances future trends by uniting the concepts of the physical and online store and proposes an interactive, exciting and easy experience.

SuperLab project was born from detecting two realities:

- Going to the supermarket is not a pleasant activity. Currently, there is a crisis in the dynamics of the purchase, as well as in the different steps that are carried out during this process.
- The sector needs to be updated by applying new technologies to offer a satisfactory interactive shopping experience.

In this sense, SuperLab proposes a new model, in a new scenario. Its final objective is to achieve a more intense bond with the user, creating a pleasant and personalized shopping experience, with an important ethical /ecological commitment with all the technological innovations at its reach.

Questioning the current model

After three years of research and analysis, this project proposes a new way of buying. The project started in 2015 taking into account the crisis of the shopping system itself. From the question: Why do we buy in supermarkets the way we do? Some others emerged, such as:

- Why do we take a shopping cart and drag it through corridors full of products?
- Why do we put those products in the shopping cart, transport them through the store to arrive at the checkout counter, where a cashier validates and place them on the other side where we put them back in the cart or in bags to take them away?
- Why do I find products I will never buy in "my" supermarket?

The answers to these and other questions lead us to propose solutions that make the two purchasing systems compatible: the physical space and the virtual purchase:

- The evolution of the current model of self-service towards an assisted sales one.
- Add the human factor to the technology increase.
- Help the users to define their profiles as as unique people and determine their needs, providing solutions that make their daily shopping more fun.
- The incorporation of ethical values that propose radical points of view concerning the sustainable production of food and the preservation of the environment.
- The transformation of the presence of different products at the point of sale taking into account the generation of solid waste and its subsequent recycling.
- The construction of the sales space with ecological, recyclable and reusable materials, and the use of sustainable energies, as well as other technical materials that facilitate a healthier purchase, as proposed by Porcelanosa Group, collaborator in this section of the project.

Three concepts for a new model

1. PERSONALIZED ATTENTION VS SELF-SERVICE

Given the self-service that is currently offered in supermarkets, SuperLab raises personalized attention through technology, so that the user is identified and the purchase is facilitated and anticipated. Thus, after several orders, SuperLab will help each user to choose the usual products of the purchase, its periodicity and the necessary amount. In this way, the information system can suggest what, how and when the order is activated.

Likewise, in order to carry out a more agile and comfortable purchase, the user will not see a virtual store with all the stock of the supermarket, but in the first place will appear those usual products in his order.

2. TRANSVERSAL TECHNOLOGY

The personalized attention is based on the use of technology in a cross-cutting way, also being used to manage the user's stock in his house through the purchase history. SuperLab can know when you will need a product and offer the possibility to incorporate it to the shopping list, immediately, through a specially designed mobile application.

3. ETHICAL PURCHASE

SuperLab anticipates the trends that will be common in the coming years, including proposing a supermarket where an ethical purchase can be carried out. On the one hand, it will offer a commitment to the sustainability of food and, at the same time, savings in packaging (savings of boxes and bags of products). SuperLab will accumulate the minimum stock possible because it will eliminate the large conventional shelves of exposure, a fact that will avoid the waste of food.

SuperLab will support foods that respect their natural life cycle, without using chemical substances or natural resources unnecessarily.

Sustainability will also be present in the building, for which ecological materials have been foreseen that allow an easy recycling in later model reforms. In this regard, the use of technical materials, such as K-Life as well as other Porcelanosa Group products that meet these sustainability requirements, has been taken into account.

Likewise, all energies and supplies will be of ecological and renewable production.

A walk through the supermarket of the future

SuperLab is divided into four zones, in a diaphanous space breaking the rigidity of today's supermarkets and creating organic spaces, with indirect light and welcoming forms.

1. When the user enters SuperLab, he will find the reception and the information point. Here you will identify yourself in one of the interactive totems that will be installed. In this way, the supermarket will know that you are in the physical store and can provide all the facilities. At that time, you will choose if you want to be advised by an assistant or if you prefer to make the purchase on your own.

Along with the reception and the information point, 4 points of personalized attention have been provided where an advisor will help the user to make a personalized purchase: food habits, dietary and nutritional advice, preparation of weekly menus, list of the purchase, deliveries ... In this space there will be a rest area to make the purchase online and wait for your order to take it. In this area there will also be a training space for conferences, courses and workshops related to the world of food and other topics of interest. In the bar area you can consume products purchased at the supermarket.

2. If the customer prefers to make the purchase in a physical way, they can access the product's exhibition area. The 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.

3. The minimum use of shelves for dry products will be sought. On a large touch screen you can see all the stock of the supermarket. The customer will be able to access a large number of products through the screen and select the ones they want. Other screens will announce offers and promotions. In spite of this fact, SuperLab will have shelves with the exhibition of certain products such as bio, ecological, proximity or gourmet. Small screens located on the shelves will give information about these other foods. In the exhibition space there will also be the "kits", a selection of products prepared to be able to cook recipes for a balanced and healthy diet.

4. Once the user has made a physical purchase, you can leave the cart on a conveyor belt and it will be prepared so that it can be taken away or delivered to your home. With this new concept, the user is prevented from queuing to pay for the product by eliminating this mechanical part of any purchase. Also, when the customer has made the purchase online, with the application for mobile phones or through the screens located in the supermarket, you can either pick it up or ask for it to be delivered to your address or another place of your convenience.

A supermarket for all ages

SuperLab is not a universal answer, nor a unique and definitive solution. It is a proposal that puts new alternatives forward which should be adapted to different brands, according to their positioning and their own personality and, above all, the personality of their users.

In this sense, SuperLab addresses all audiences and a restless consumer who is evolutionary and who already incorporates technology in their daily lives. With this technology it is intended that each user feels unique, fully adapting to their needs. In this way, 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 at your disposal in a comfortable space.

Leading companies in innovation

EVVO RETAIL, is an innovation company in retail specialized in the world of supermarkets. It has a research laboratory for the exploration of new commercial formats in the future, as a service to its customers. Based in Igualada, Barcelona, it has its origins at the beginning of the 90s and it is from the year 2000 that it begins its specialization in the retail world. EVVO operates at national and international level, in places like Portugal and the United Arab Emirates and has worked for companies such as Plusfresc, Spar, E. Leclerc, LULU Hypermarkets, Valentine or Petrocat. Our work methodology is based on the constant investigation of all information related to the food distribution sector, whether in the areas of design and technological innovation, in the user's behavior and purchasing habits, as well as current trends and their projection. We analyze this information and extract synthesis conclusions that allow us to define future hypotheses, which are validated and confirmed over time.

We understand that, with our work, we can improve the lives of people through daily shopping and we have incorporated this concept as the main basis of our company.

Evvo Retail team



Pep Valls
Conceptualization / coordination



Ester Riba
Coordination of spaces



Anna Costa
Graphic development



Enric Badia
Technological development



Carlos Mascó
Management coordination



Joan Torrents
Logistic coordination

Other collaborators of the project:

Daniel López	Roser Bagó
Maria Armengol	Mireia Sala
Ramon Enrich	Nil Castellort
Isma Miñano	Albert Mateu

PORCELANOSA Group is today a reference company in the national and international market, based on values such as innovation, quality and trust placed in its human team, made up of almost 5,000 people, in addition to the attention to their social environment. With more than forty-five years of experience, it is present in nearly 150 countries around the world. 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 Krion® 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



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













SuperLab

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