



Media information

Extensive protective measures in all eleven department stores Breuninger hygiene standard

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The comprehensive Breuninger hygiene standard has already been actively implemented in all department stores since the end of April 2020. Effective precautions were taken early on to ensure a safe shopping experience for all customers across the board. Measures such as regular cleaning and disinfection, wearing face masks and sufficient social distancing are just as much a part of the precautions as a traffic light system for regulating admittance, which limits the number of people in the sales areas at any given time, ensuring minimum distances. Employees are also trained and informed continually so that Breuninger services can be offered safely.

“With our Breuninger hygiene standard, we have developed a comprehensive catalogue of protective measures at an early stage to ensure a carefree and, above all, safe shopping experience for our customers”, says Holger Blecker, Breuninger CEO. For example, Breuninger is regulating and controlling admittance, has adapted services accordingly to the hygiene measures, has greatly increased the frequency of cleaning and disinfection and is also investing in its employees: “We strongly believe in brick-and-mortar retail, even with the current restrictions. Those who come to shop with us value personal contact. The well-being of our customers is our top priority, which includes implementing distancing and masks. That is why we place the greatest importance on intensively training our employees”.

The Breuninger hygiene standard at a glance:

Employees

Through comprehensive training and up-to-date information from reliable and reputable sources, Breuninger employees have the necessary knowledge to advise customers safely and to the usual high-quality levels expected at Breuninger. Each employee also has to go through a half-hour web-based training session in which all the company's safety and hygiene measures are taught. There is also a consistent safety and hygiene concept for employees themselves at the workplace, which even applies during break times.

Goods

Extensive preventive measures were taken at an early stage in Breuninger logistics, and the strictest hygiene rules also apply. For example, returned items are currently not processed, and then offered for sale, until at least 1 week after we receive them.

Masks

Masks are compulsory in all Breuninger department stores – for the mutual protection of all employees and customers.

Hygiene

Breuninger has once again greatly increased its daily cleaning frequency and has added additional rounds of disinfection in locations that are highly frequented, such as the escalators or changing rooms. It is also ensuring that there are adequate supplies of disinfectants available to customers and staff in every Breuninger store.

Social distancing

The general safety distance of at least 1.5 metres from the nearest customer and employee applies in all Breuninger Department Stores without exception. In addition, coloured social distancing markings have been placed on the floor in all waiting areas and transparent security partitions have been installed at the cash desks and at various service points.

Number of customers

Even though the Breuninger stores offer a lot of space, the maximum number of people in the sales area is temporarily limited and the entrance is regulated to ensure social distancing of at least 1.5 metres everywhere.

Image and video material on the Breuninger hygiene standard:

<https://www.picdrop.com/e.breuningermbh./KXoEPEqSL1>

E. Breuninger GmbH & Co.

The fashion and lifestyle retailer Breuninger was founded by Eduard Breuninger in 1881 and is today one of Europe's leading multi-channel department stores. For more than 135 years, Breuninger has set high standards in fashion, beauty and lifestyle with its exclusive ranges of international designer brands and sought-after newcomer brands. The www.breuninger.com online shop, established in 2008, is one of the most successful online stores in the premium segment and recently also became available to customers in Austria and Switzerland. Besides its sense of style and flair for trends, Breuninger represents outstanding customer focus, with service options including its Special Service, an in-house tailoring department, Click&Collect and online reservations, an in-store ordering service and a shuttle service providing a unique shopping experience both in-store and online. Across Germany, the award-winning retailer has eleven Breuninger outlets with over 5500 employees.