

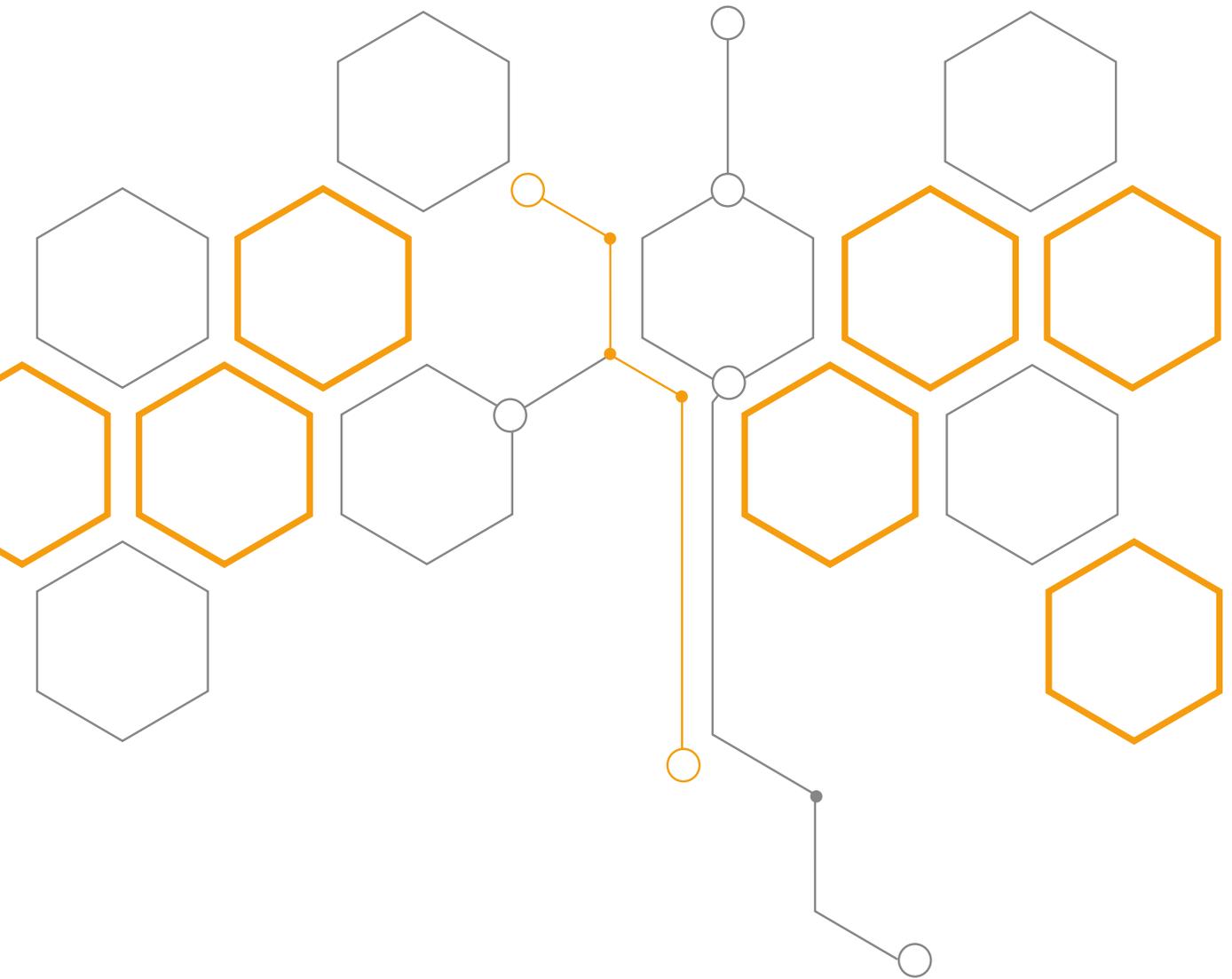
# HORNBAACH

## PROJECT STORIES

Baumarkt AG Group ANNUAL REPORT 2015/2016



**HORNBAACH**  
Es gibt immer was zu tun.



## DIY STORE 2.0

A license to plan, buy and build: HORNBACH's virtual DIY store and garden center is always open and just a click or two away from DIY fans and professionals wherever they are. Whether still at the office or already up to their elbows in mortar, customers can find all they need for their project at HORNBACH's homepage – materials, instructions, and additional services all included. When it comes to the crunch, the local DIY store with its well-trained staff is still the best place to go for all-round advice. We accompanied a few customers for whom the online shop and the stationary HORNBACH store go hand in hand – people who start their projects online and then successfully put them into practice.



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Father, workhorse and homeowner Stefan Grundke is a time management professional and uses HORNBAACH's »reserve online and collect at store« service. Three generations of DIY fans then pool their skills to build the new footpath.



# A NEW HOME FOR THE NEXT GENERATION – IT'S CHILD'S PLAY!

Child's bedroom and career: HORNBAACH's online shop is open around the clock and helps the journalist and young mother Nele Seidel to save time with her renovation plans. Daughter Emma is delighted.



1. The daily routine of a modern media professional: Alongside the picture book and the baby food, the self-employed text writer always has her smart phone close to hand. It also acts as her accomplice when it comes to renovating her child's bedroom.





Relaxed planning:  
With the HORNBACH app, it only takes Nele a few minutes to find and order all the items she needs for her project.



*2. Child's play: Emma helps select the products – after all, it's going to be her new home!*

*3. Nele can start preparing the walls. HORNBACH brought the tools and materials she ordered online right to her doorstep.*



1. Multitasking: Trowel and putty in hand, the DIY fan gets started. The laptop is always close by and the link to HORNBACH's online shop is up and running. This way, Nele can order more materials and check important mails from her customers on the side.



2. Division of labor: While daughter Emma is already dreaming of her new wallpaper, her mother browses for the right design and clicks her way through the large selection on offer.



3. Inspiration: Project Shows are regular events at all HORNBACH stores – the perfect place to spice up your own plans with new ideas.





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4. Selection: Nele checks on location to see if the favorite wallpaper she found online also feels as good as it looks.

5. Mission accomplished! Emma adores the new wallpaper and has dressed herself up for the first playtime in her new bedroom.



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# PROJECT FOR INDIVIDUALISTS

First digital, then real: Environmental educator Max Dreier builds his own furniture. HORNBACH's website gives him the assembly instructions he needs. At the store, he then finds the materials and can pick the expert's brains.



Max Dreier is not one to buy ready-to-use furniture, he prefers to build his own. He found the assembly instructions for his »bench project« online at HORNBACH.

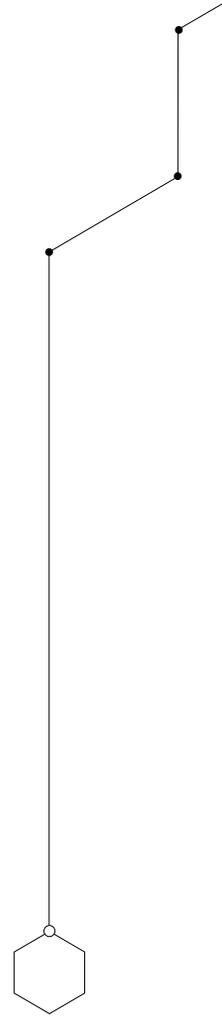


1. Max prints out the list of materials and heads to his HORNBACH store. As well as materials, he also gets a free tip or two about how to process them.



2. Made-to-measure: The store employee cuts the multiplex boards right down to the nearest millimeter. 3. The DIY fan chooses the type of mounting he wants at the HORNBACH store. 4. From nails to wood oil: Max finds all the materials he needs in the specialist departments.





1. *Motivated:* Max gets to work right away at home. He warms up the battery screwdriver and assembles the wooden boards just like a professional.

2. *Individual:* HORNBACH customers are creative. Max needs a larger sitting surface than that described in the assembly plan. He adapts the projects to his needs.

3. *Careful:* Step by step, the educator follows the instructions and smooths down the wood surface with the sander.

4. *Sustainable:* To make sure his new item of furniture will still look good in a few years' time, Max treats it with wood oil.

5. *Happy:* Max tries out his home-made bench. Who knows? Is he really reading, or is he already planning his next project?

# DIY IS A FAMILY MATTER

Father and homeowner Stefan Grundke works full time – and wants to pave a new footpath at the weekend. HORNBACH and his whole family roll up their sleeves...



1. Friday lunchtime at the office: Stefan uses his break to browse HORNBACH's homepage for suitable paving stones – and reserves the goods at his nearest store with a click from his desk.



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Workhorse, homeowner, father: Stefan Grundke is a professional when it comes to time management. HORNBACH's online reservation service is just what he needs to plan and implement his »footpath project«.

2. The order is ready in no time. A HORNBACH employee puts together the reserved goods within just two hours.

3. On his way home from work, Stefan collects the stones at his store.

4. Just follow the markings. Stefan heads directly to the goods collection point.

5. He also ordered a trailer online – a result of the cooperation between HORNBACH and the Boels rental service.



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Three generations on the go. The next morning, Stefan swaps his normal clothes for his flannel shirt and combat pants. Reinforcements are already on hand – his father Horst and his three-year old son Nils are raring to go.





1. The old flagstones are worn out. Nils saves a worm before the new stones are laid out.

2. Horst makes ground fog. The experienced handyman gets to work on the paving stones with some heavy equipment.

3. Nils uses the rubber hammer to make sure the stones are secure, while his granddad makes sure the drainage stays in place.

4. Stefan also rolls up his sleeves and installs the drainage channel with his father.

5. Nils keeps the team well supplied. The result of the weekend's work? A new footpath for the family home.

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