

120 Jahre Aichinger: Stärke aus beständigem Wandel

120 Jahre Aichinger: Was 1904 in Nu?rnberg begonnen hat, feiert heuer sein Jubiläum. Aichinger, einer der fu?hrenden Ladenbauer im deutschsprachigen Raum, kann auf 120 sehr erfolgreiche Jahre zuru?ckblicken.



Dr. Oliver Blank, derzeitiger Geschäftsfu?hrer
der Aichinger GmbH. © Aichinger GmbH

8 Ug`%- \$(`]b`Bi fbVYf[`[Y[fi bXYhY`i bX`gY]h`%- * &`]a
VYbUW\ VUfhYb`K YbXY`ghY]b`Ub gÄgg][Y`I b hYfbY\`a Yb`\Uh`g]W\`]b

XYb`j Yf[Ub[YbYb`8Y_UXYb`ghYhg`XYb`<YfUi gZcfXYfi b[Yb`[YghY`h
i bX`k Y]hYfYb`k]W_Y`h`8]Y`GhÅf_Yž`X]Y`a Ub`Ui g`X]YgYa
dYfa UbYb`hYb`K UbXY`nc[ž`Xfi W_h`g]W`ja `Yi h][Yb`@Y]hgUhn`Ui g.
9fZc`[`Àggh`g]W`Y]b`f]W`hYb`"5]W`b[Yf`]gh`gY]h`a Y`f`U`g`*`\$`đ\`fYb
]b`2`ghYffY]W`U_h]j ž`UbZUb[g`bcW`Xi fW`X]Y`BUW`ZU`fYb`XYg
; fi bXYfg`j YfhfYhYbž`gY]h`bi ba Y`f` *`đ\`fYb`ZYXYfZ`fYbX`i bX
YfZc`[fY]W`Xi fW`9fbgh`Gca`a YfUi Yf`U`g`A Uf_hZ`fYf`ja
@UXYbVUi`Z`f`XUg`@YVYbga`jhY`U`bXk Yf`"

9]bY`Bi fbVYf[Yf`9fZc`[g[YgW`]W`hY

5`g`XYf`GW`fY]bYfa Y]ghYf`æ`Ubb`5]W`b[Yf`]b`Bi fbVYf[`gY]b
I bhYfbY`a Yb`[fi bXYhYž`[]b[Yb`X]Y`A YbgW`Yb`bcW`]b`Y]b
?c`cb]U`k UfYb[YgW`ÀZž`i`a`ni`VYgcbXYfYb`5b`ÀggYb`; Yk`i`fnY
cXYf`?UZZY`ni`_`Ui`ZYb`"
A]hhYfk Y]Y`[Y`h`Yg`XUfi`a`ž`A`YbgW`Yb`VY]a`9]b`_`Ui`ZYb`VY]a
6Å_W`Yfž`A`Yhn[Yf`cXYf`]b`Y]bYa`Gi`dYfa`Uf`h`ni`]bgd]f]YfYb`i`bX
ni`a`DfcV]YfYbž`J`Yfk Y]Yb`i`bX`; Yb]Y»Yb`ni`j`YfZ`fYb`8]Y
A]gg]cbž`9]b`_`Ui`ZYb`ni`a`9f`YVb]g`ni`a`UW`Ybž`@AXYb`i`bX`A`Åf`hYb
Y]b`; Yg]W`h`ni`[YVYbž`dfÅ[h`X]Y`8B5`XYf`)`&\$`A`]hUfVY]hYbXYbXYf
5]W`b[Yf!; fi`ddY`"8]Y`5hhf]Vi`hY`?fYUh]j`]h`hž`đbcj`Uh]cb`i`bX
E`i`U`]h`h`h`Y]W`bYb`@AXYbž`DfcXi`_`hY`i`bX`8]YbghY]ghi`b[Yb`j`cb
5]W`b[Yf`Ui`g`ž`gU[h`8f`"C`]j`Yf`6`Ub`_ž; YgW`ÀZhgZ`fYf`XYf`
5]W`b[Yf`; a`V<.`5]W`b[Yf`k`Uf`ghYhg`Y]b`I`bhYfbY`a`Yb`ja
K`UbXY`"K`i`fXYb`UbZUb[g`j`cf`U`Y`a`5dch`Y`Yb`i`bX
?c`cb]U`k UfYb[YgW`ÀZhY`Ui`g[YghUhhYhž`Yb`hghUbXYb`UV`%-&)
9]b]f]W`hi`b[Yb`Z`f`6Å_W`fY]Yb`i`bX`7UZ`Åg`"9]bY`6fUbW`Yž`]b`XYf`]b
XYf`5]W`b[Yf`bU`Yni``%\$`\$`đ\`fY`gd`ÅhYf`bcW`]a`a`Yf`Y]bYf`XYf
Z`fYbXYb`5bV]YhYf`]gh`BUW`XYa`Nk`Y]hYb`K`Y`h`f]Y[`i`VYfbU`a
XYf`Gc`b`XYg`i`bhYfbY`a`Ybg[fi bXYfg`XYb`K`]YXYfUi`ZVUi`XYg
6Yhf]YVg`"%-)`-`Yfk`Y]hYfY`5]W`b[Yf`XUg`5b[YVch`i`a`5`i`ZYbghYf
i`bX`!ZUggUXYbž`XfY]`đ\`fY`gd`ÅhYf`k`i`fXY`X]Y`A`YhU`j`YfUfVY]hi`b[
bUW`K`YbXY`ghY]b`j`Yf`Y[hž`%-`+`,`X]Y`<c`nj`YfUfVY]hi`b["`%-`,`-`i`bX
%-`-\$`Yfk`UfV`5]W`b[Yf`X]Y`@UXYbVUi`Yf`BUi`i`bX`C`fgW`Yf`"

J`cf`%&\$`đ\`fYb`[fi bXYhY`GW`fY]bYfa Y]ghYf`æ`Ubb`5]W`b[Yf`XUg
I`bhYfbY`a`Yb`"|`5]W`b[Yf`; a`V<`8Yf`I`bhYfbY`a`Yf`; i`bh`Yf
<YfhY`Zcfa`hY`i`bX`dfÅ[hY`i`VYf`bU`Yni`XfY]`đ\`fnY`b`hY`X]Y

9fZc`[g[YgW\W\hY`j cb`5]W\]b[Yf" | `5]W\]b[Yf` ; a V<`

8Yf`K Y[`Ui g`XYf`b`gc`j Ybn

%- -)`i VYfbU\`a `XYf`l bhYfbY\`a Yf` ; i bh\Yf`<YfhY`X]Y`5]W\]b[Yf`
 ; a V<`Ui g`XYf`b`gc`j Ybnž`_cbgc`X]YfhY`i bX`_cbnYbhf]YfhY`X]Y
 ; YgW\ÄZhghÄh][`_Y]h`XYg` ; Ya`]gW\hk UfYb`UXYbg`i bX`]bhY[f]YfhY
ni XYa`XYb`@UXYbVUi Yf`A U]Yfž`D]ghcf`b`bi f`%)`Ä\`fYb
Yb`hk`jW`_Y`hY`Yf`XUg`l bhYfbY\`a Yb`ni`Y]bYa`]b`8Yi hgW\`UbX
Ž` \fYbXYb`5bV]YhYf`Ž` f`@UXYbVUi`Ž` f`XYb`5i »Yf!<Ui g!A Uf`_h`i bX
XUg` : f]gW\Y!<UbXk Yf`_`"8i fW\`ghfUhY[]gW\`[YgW\]W`_hY
 , VYfbU\`a Yb`k`i fXY`]b`Y]bYa`nk`Y]hYb`GW\ f]hh`Ui g`XYa
@UXYbVUi Yf`a`h`XYf`5]W\]b[Yf! ; fi ddY`Y]b`?ca`d`YhhUbV]YhYf`a`h
D`Ubi b[g!ž`Dfc`Y`_h]Yfi b[g!ž`9bhk`jW`_i b[g!`i bX
 : Yfh][`i b[g`_ca`dYhYbn`X]YgY`5hhf]Vi hY`_cbbhY`XUg`l bhYfbY\`a Yb
Ui W\`]b`GUW\Yb`?i W\Yb!ž`?i \`i bX`@]W\hhYW\ b]_`i a`gYhnYb`"b`
X]YgYf`NY]h`a UW\hY`5]W\]b[Yf`Ui W\`a`h` ; fc»dfc`Y`_hYb`k`jY`XYf
5``]Ubn!5fYbUi`bX`XYa` :`i [\UZyb`A`i bW\Yb`Ui Zg]W\`Ui Za`Yf_gUa`"

9fZc`[fY]W\`]b`X]Y`Ni`_i bZh

A`h`igY]bYa` , \$` ; YVi fhghU[`k`YW\gY`hY` ; i bh\Yf`<YfhY`Ui g`XYf
 ; YgW\ÄZhghŽ` \fi b[`]b`XYb`6Y]fUh`i bX`VY[`Y]hYh`XYb
HfUbgZcfa`Uh]cbgdfcnYgg`j`ca`]b\UVYf!`ni`a
a`UbU[Ya`Ybh[YŽ` \fhYb`l bhYfbY\`a Yb`" ÄW`V]b[`i`W`_]W\`i bX
ghc`n`ni`gY\Ybž`XUgg`X]Y`Y]b[YŽ` \fhYb`C`f[Ub]gUh]cbg!`i bX
A`UbU[Ya`Ybhghfi`_hi`fYb`5]W\]b[Yf`bUW\`U`h][`Ž]h`Ž`f`X]Y`Ni`_i bZh
[Ya`UW\h`\UVYb`"b`i bgYfYa`_ca`d`Yi`Yb`i bX`g]W\`gW\ bY`
j`YfÄbXYfbXYb`A`Uf`_h]gh`Yg`Ybcfa`k`]W\h][`ž`X]Y` : Ä\][`_Y]hYb`XYg
[YgUa`hYb`HYUa`g`ni`U`_hj]Y]fYb`i bX`b]W\h`bi`f`Y]bYa`ghUf`_Yb
A`Ubb`ni`j`YfhfUi`Yb`ž`ghY`h`XYf`J`c`V`i`hi`bhYfbY\`a Yf`ni`Ž]YXYb
ZYgh`
b`XYb`j`Yf[Ub[YbYb`&\$`Ä\`fYb`\Uh`g]W\`5]W\]b[Yf`ni`XYa`U`g
b`bcj`Uh]cbgŽ` \fYf`Ž` f`?i`Ä`h`Y`_Yb`i bX`!a`ÖVY`Ž`f`XYb
@VYbga`]hhY`Y]bnY`\UbXY`i bX`XUg` : f]gW\Y!<UbXk Yf`_`fBÄW`Yfž`
A`Yhn[Yf`ĸ`a`UXY`]b` ; Yfa`UbmiYhUV`]Yfh`"8]Y`5]W\]b[Yf! ; fi ddY
Vi bXY`h`U`g`A`i`h]gdYn]U`]gh`X]Y`?ca`dYhYbnYb`XYf`6YfY]W\Y`
**@UXYbVUi`i bX`?i`Ä`a`ÖVY`ž`@]W\hXYg][`b`i bX`!_cbnYdhY`j`cb`K`Y!
G\cd`][`h`Ž`f`XYb`J`Yf`_Ui`ZgVYfY]W\`gck`jY`9XY`ghU\`a`ÖVY`j`cb
6]f`_YbghU\`Ž`f`J`cfVYfY]hi`b[gVYfY]W\Y`i bX`Dfc`Ž]i`W\Yb`"8Ua`h
_ÖbbYb`Ui`g`Y]bYf`<UbX`9]b]f]W\hi`b[g`Ögi`b[Yb`Ž`f`XUg` : f]gW\Y!
<UbXk Yf`_`i bX`XYb`@VYbga`]hhY`Y]bnY`\UbXY`Yb`hk`jW`_Y`h`i bX
Ub[YVchYb`k`YfXYb`"**

J c b`g`UbX`V]g`ni`XYb`J 59

8f"6`Ub_ž; YgWÅZhgZ \fYf`XYf`5]WÅ]b[Yf'; a V<žVYhcbh
5]WÅ]b[Yf']gh]bX]j]Xi Y`Yfž`U`g`Yg'; fc»gYf]Yb\YfghY`Yf'j cb
?i \`a ÒVY`b`gY]b`_ÒbbYbž`i bX`Vf]b[h`X]Y`DfcXi _h_ca dYhYbn
DfcXi _h_ca dYhYbn
ni f`?i \`hYWÅb]_`Y]bž`X]Y`@UXYbVUi Yf`b]WÅh`UbV]YhYb`_ÒbbYb"
8UXi fWÅ`_Ubb`5]WÅ]b[Yf`J Yf_Ui Zga UgWÅ]bYb`_fY]YfYb`i bX
fYU`]g]YfYb"8]YgY`VY[Y]ghYfb`a]h`Y]bYf`\c\Yb`5bn]Y\i b[g_fUZh
Xi fWÅ`_fYUh]j Yg`G\cd!8Yg][b`i bX`Y]bYf`K UfYbdfÅgYbhUh]cbž`X]Y
?Ui Z]a di`gY`gYhnh"Ni [`Y]WÅ`i VYfnYi [Yb`\c\Y`9ZZ]n]Ybnž
Ni j Yf`Àgg][_Y]h`i bX`K]fhgWÅUZh]WÅ_Y]h`a`@UXYb]J Yf_Ui ZgU`hU["
?fYUh]j Y`i bX`YfZU\YfYbY`GdYn]U`]ghYb`_fY]YfYb`Ua`<Ui dhg]hn`i bX
]b`bYi b`7ca dYhYbWÅ!7YbhYfb`]b`8Yi hgWÅ`UbXž`2 ghYffY]WÅ`i bX`XYf
GWÅk Y]n`Ya ch]cbU`Y`fYg\! ccX!`9f`YVb]gk Y`hYb.`j cb`g`UbX`V]g
ni`XYb`J YfY]b][hYb`5fUV]gWÅYb`9a]fUhYb`gck]Y`j ca`LL@
Gi dYfa Uf_h`V]g`\]b`ni a`Ui hcbca Yb`&(#!Ga Ufh!Ghc fY"8]Y
@UXYbY]bf]WÅhi b[Ybž`X]Y`6YX]Ybh\Y_Yb`i bX`X]Y`?i \`a ÒVY`
k YfXYb`Ui Zfi bX` "\$\$\$\$`E i UXfUha YhYf`DfcXi _h]cbgZ`ÅWÅY
]bX]j]Xi Y`bUWÅ`?i bXYbUi ZhfU[`[YZYfh][h`i bX`hYfa]b[YfYWÅh
Y]b[YVUi h"8UVY]`gYhnh`XUg`i bhYfbY\`a Yb`Ui Z`bUWÅ\`U`h][Y`i bX
[i h`fYWÅWÅ`VUfY`A UhYf]U`]Yb`k]Y`<c`nž; `Ugž`GhU\`i bX`BUhi fghY]b"
8]YgY`k YfXYb`bUWÅ`XYa`Df]bn]d`XYf`_i fnYb`K Y[Y`j cfk]Y[YbX
j cb`@]YZfUbhYb`Ui g`XYa`fY[]cbU`Yb`i a`_fY]gž`8Yi hgWÅ`UbX`i bX
2 ghYffY]WÅ`VYnc[Yb"

9bYf[]YYZZ]n]Ybn`i bX`BUWÅ\U`h][_Y]h

5VYf`Ui WÅ`VY]`XYb`?i \`h\Y_Yb`gYhnh`5]WÅ]b[Yf`Ui Z`
9bYf[]YYZZ]n]Ybn`i bX`BUWÅ\U`h][_Y]h"&\$%\$`k i fXY`X]Y
5]WÅ]b[Yf`A YUgi fYa Ybh`5fYU`f5]A 5L`Y]b[Yf]WÅhYh"8Yf
A YggYfUi a`]gh`gY]h`XYf`9fÒZZbi b[`GhUhY`cZ`h\Y`5fh"i bnÅ\`][Y
GYbgcfYb`a YggYb`9bYf[]Yj YfVfÅi WÅYž`@ ZhghfÒa i b[Yb`i bX`X]Y
HYa dYfUhi fghUV`]hÅh`XYf`?i \`a ÒVY`i bX`K Åfa Y[Yf`ÅhY"8Ug
GhfYVYb`bUWÅ`hYWÅb]gWÅYf`bcbj Uh]cb`i bX`a Uf_hZ \fYbXYf
E i U`]hÅh`XYa cbghf]Yfh`XUg`i bhYfbY\`a Yb`Xi fWÅ
Ui »Yf[Yk Ò\`b`]WÅY`HfUbgdUfYbn.`5]WÅ]b[Yf`]gh`XYf`YfghY`i bX
Y]bn][Y`<YfghY`Yf`j cb`?i \`a ÒVY`bž`XYf`gY]h`&\$%`XYb
9bYf[]Yj YfVfUi WÅ`i bX`6Yhf]YVgni ghUbX`Y]bYf`]b`Y]bYa
Gi dYfa Uf_h]bghU`]YfhYb`?i \`h\Y_Y`]j Y`i bX`cb`]bY`XUfghY`h"

6Ygi WÅYb`G]Y`i bg`Ui Z.`ZY]gWÅi bXWÅ"Uh