

## 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  
VYbUWVUfhYb`K`YbXY`ghY]b`Ub gÀgg][`Y`I`b hYfbY\`a`Yb`\Uh`g]Wb

XYb'j Yf[ Ub[ YbYb'8 Y\_UXYb'ghYhg'XYb'<YfUi gZcfXYfi b[ Yb'[ YghY``h  
i bX'k Y]hYfYbhk ]W\_Y`h''8 ]Y'GhÀf\_Yž'X]Y'a Ub'Ui g'X]YgYa  
dYfa UbYb hYb'K UbXY`nc[ žXfi W\_hg]W ]a '\Yi h][ Yb'@Y]hgUhn'Ui g.  
9fZc`[ ``Àgg'hg]W ]Y]bf]W hYb''5 ]W ]b[ Yf']gh'gY]h'a Y\ f'U'g'\*\$'J\ fYb  
]b'2 ghYffY]W 'U\_hj ž'UbZUb[ g'bcW 'Xi fW 'X]Y'B UWZU\ fYb'XYg  
; fi bXYfg'j YfhfYhYbž'gY]h'bi ba Y\ f' \*'J\ fYb'Z'XYfZ\ fYbX'i bX  
YfZc`[ fY]W 'Xi fW '9fbgh'Gca a YfUi Yf'U'g'A Uf\_hZ\ fYf']a  
@UXYbVUi 'Z f'XUg'@YYbga ]hhY`\UbXk Yf\_"

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

5`g'XYf'GWfY]bYfa Y]ghYf'<\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[ YgWÀZhž'i a 'ni 'VYgcbXYfYb'5b`ÀggYb'; Yk i fnY  
cXYf'?UZZYY'ni '\_Ui ZYb"  
A ]hh'Yfk Y]Y'[ Y\ h'Yg'XUfi a ž'A YbgW Yb'VY]a '9]b\_Ui ZYb'VY]a  
6ÀW\_Yfž'A Yhn[ Yf'cXYf']b'Y]bYa 'Gi dYfa Uf\_hni ']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 UWYbž'@AXYb'i bX'A Àf\_hYb  
Y]b'; Yg]W h'ni '[ YVYbž'dfÀ[ h'X]Y'8 B 5'XYf') &\$'A ]hUfVY]hYbXYbXYf  
5]W ]b[ Yf!; fi ddY'' 8 ]Y'5hhf]Vi hY'?fYUhj]hÀhž'bbcj Uh]cb'i bX  
E i U']hÀh'nY]W bYb'@AXYbž'DfcXi \_hY'i bX'8 ]Ybgh'Y]ghi b[ Yb'j cb  
5]W ]b[ Yf'Ui g'ž'gU[ h'8 f'`C'j] Yf'6'Ub\_ž'; YgWÀZhZ\ fYf'XYf'  
5]W ]b[ Yf'; a V<.' 5]W ]b[ Yf'k Uf'ghYhg'Y]b'1 bhYfbY\ a Yb']a  
K UbXY''K i fXYb'UbZUb[ g'j cf'U'`Ya '5dch\Y\_Yb'i bX  
?c`cb]U'k UfYb[ YgWÀZhY'Ui g[ YghUhYhž'YbhghUbXYb'UV'%- &)  
9]bf]W h'i b[ Yb'Z f'6ÀW\_YfY]Yb'i bX'7UZž'9]bY'6fUbW Yž']b'XYf']b  
XYf'5]W ]b[ Yf'bU\Yni '%\$\$'J\ fY'gdÀhYf'bcW ']a a Yf'Y]bYf'XYf  
Z\ fYbXYb'5bV]YhYf']gh''B UW 'XYa 'Nk Y]hYb'K Y'h\_f]Y[ 'i VYfbU\ a  
XYf'Gc\ b'XYg'1 bhYfbY\ a Ybg[ fi bXYfg'XYb'K ]YXYfUi ZUUi 'XYg  
6Yhf]YVg''%- ) - 'Yfk Y]hYfY'5]W ]b[ Yf'XUg'5b[ YVch'i a '5'i ZYbghYf  
i bX'!ZUggUXYbž'XfY]J'J\ fY'gdÀhYf'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'BUl 'i bX'CfgW 'Yf"

J cf'%'&\$'J\ fYb'[ fi bXYhY'GWfY]bYfa Y]ghYf'<\Ubb'5]W ]b[ Yf'XUg  
I bhYfbY\ a Yb''| '5]W ]b[ Yf'; a V<.'8 Yf'1 bhYfbY\ a Yf'; i bh\Yf  
<YfhY'Zcfa hY'i bX'dfÀ[ hY'i VYf'bU\Yni 'XfY]J'J\ fnY\bhY'X]Y

9fZc`[ g[ YgWX ]WX hY`j cb`5]WX ]b[ Yf``| ``5]WX ]b[ Yf`; a V<``

## 8 Yf`K Y[ `Ui g`XYf` ≠ gc`j Ybn

% - ) `i VYfbU\`a `XYf`I b\hYfbY\`a Yf`; i b\h\`Yf`< YfhY`X]Y`5]WX ]b[ Yf`;  
; a V< `Ui g`XYf` ≠ gc`j Ybnž\_cbgc`]X]YfhY`i bX`\_cbnYbhf]YfhY`X]Y`  
; YgWX ÁZhghÁh][ \_Y]hXYg` ; Ya ]gWX h\k UfYb`UXYbg`i bX`]b\hY`f]YfhY`  
ni XYa `XYb`@UXYbVUi Yf`A U]Yfž D]ghcf` ≠ bi f%)`J\`fYb`  
Ybhk ]W\Y`hY`Yf`XUg`I b\hYfbY\`a Yb`ni`Y]bYa`]b`8Yi hgWX`UbX`  
Z\`fYbXYb`5bV]YhYf`Z\`f`@UXYbVUi`Z\`f`XYb`5i » Yf`<Ui g!A Uf\_h\`i bX`  
XUg`f]gWX Y!< UbXk Yf`\_8i fWX`ghfUhY`]gWX`[ YgWX`]W\hY`  
, VYfbU\`a Yb`k`i fXY`]b`Y]bYa`nk Y]hYb`GWX f]h\`Ui g`XYa`  
@UXYbVUi Yf`a`]h`XYf`5]WX`]b[ Yf`f; fi ddY`Y]b`?ca d`Yh\`UbV]YhYf`a`]h`  
D`Ubi b[ g!žDfc`Y\_h]Yfi`b[ g!ž9bhk ]W\`i`b[ g!`i`bX`  
: Yfh`[ i`b[ g\_ca`dYhYbn`X]YgY`5hhf]Vi`hY`\_cbbhY`XUg`I`b\hYfbY\`a`Yb`  
Ui`WX`]b`GUWX`Yb`?i`WX`Yb!ž`?i`\\`i`bX`@WX`h\`hY`WX`b`\_i`a`gYhnYb` ≠  
X]YgYf`NY]h\`a`UWX`hY`5]WX`]b[ Yf`Ui`WX`a`]h`fc`d`fc`Y\_hYb`k`]Y`XYf`  
5`]Ub\`n!5fYbU`i`bX`XYa`:`i`[ \`UZYb`A`i`bWX`Yb`Ui`Z`g]WX`Ui`Za`Yf\_gUa`"

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

A`]h\`gY]bYa`\$, ``; YVi`fhghU`k`YWX`gY`hY`; i`b\h\`Yf`< YfhY`Ui`g`XYf`  
; YgWX ÁZhgZ\`fi`b[ `]b`XYb`6Y]fUh\`i`bX`VY`[ `Y]hY`h`XYb`  
HfUb\`gZcfa`Uh]cbgdfcnYgg`j`ca`]b`UVYf`!`ni`a`  
a`UbU`[ Ya`Ybh`Y\`fhYb`I`b\hYfbY\`a`Yb` `` ≠WX`V]b`[ `i`W\`]WX`i`bX`  
g\`n`ni`gY`Ybž`XUgg`X]Y`Y]b[ Y\`fhYb`Cf`Ub]gUh]cbg!`i`bX`  
A`UbU`[ Ya`Ybhghfi`\_hi`fYb`5]WX`]b[ Yf`b`UWX`U\`h][ `Z\`h\`Z\`f`X]Y`Ni`\_i`bZh`  
[ Ya`UWX`h\`UVYb` `` ≠b`i`bgYfYa`\_ca`d`YI`Yb`i`bX`g]WX`gWX`bY`  
j`Yf\`Ab`XYfb`XYb`A`Uf\_h\`gh`Yg`Ybcfa`k`]WX`h\`[ ž`X]Y`: Á\`][ \_Y]hYb`XYg`  
[ YgUa`hYb`HYUa`g`ni`U\`h]j`]YfYb`i`bX`b]WX`h\`bi`f`Y]bYa`ghUf`Yb`  
A`Ubb`ni`j`Yf\`fUi`Yb`ž`ghY`h`XYf`J`c`V`i`hi`b\hYfbY\`a`Yf`ni`Zf]Y`XYb`  
Z\`gh`  
≠`XYb`j`Yf`[ Ub`[ YbYb`&\$`J\`fYb`\\`Uh\`g]WX`5]WX`]b[ Yf`ni`XYa`U`g`  
≠`bcj`Uh]cbgZ\`fYf`Z\`f`?`i`\\`h\`Y`Yb`i`bX`!`a`ÓVY`Z\`f`XYb`  
@YVYbga`]h\`Y]b\`nY`\\`UbXY`i`bX`XUg`f]gWX`Y!< UbXk`Yf`f\`b\`W\`Yfž`  
A`Yhn`[ Yf\`a`UXY`]b`;`Yfa`Ub\`m`YhUV`]Yfh`8]Y`5]WX`]b[ Yf`f;`fi`ddY`  
Vi`bXY`h\`U`g`A`i`h]gdYn]U`gh`X]Y`?`ca`d`Yh\`b\`nYb`XYf`6YfY]WX`Y`  
@UXYbVUi`i`bX`?`i`\\`a`ÓVY`ž`@WX`hXYg`][ b`i`bX`!`cbnYd\`hY`j`cb`K`Y`  
G\`cd`][ \`h\`Z\`f`XYb`J`Yf`Ui`ZgVYfY]WX`g\`c\`k`]Y`9XY`ghU\`a`ÓVY`j`cb`  
6]f`YbghU\`Z\`f`J`cfVYfY]hi`b[ gVYfY]WX`Y`i`bX`DfcZ\`i`WX`Yb`8`Ua`]h`  
\_Óbb`Yb`Ui`g`Y]bYf`< UbX`9]bf]WX`hi`b[ g`Ógi`b[ Yb`Z\`f`XUg`f]gWX`Y`  
< UbXk`Yf`i`bX`XYb`@YVYbga`]h\`Y`Y]b\`nY`\\`UbXY`Yb\`h\`k`]W\`Y`h\`i`bX`  
Ub[ YVchYb`k`YfXYb`"

# J c b ' =g`UbX`V]g`ni 'XYb'J 59

8f"·6`Ub\_ž; YgWXÀZhgZ\ fYf`XYf`5]WX]b[ Yf'; a V<ž`VYhcbh  
5]WX]b[ Yf`]gh]bX]j]Xi Y`Yfž`U`g`Yg'; fc»gYf]Yb\YfghY`Yf`j cb  
?i \`a ØVY`b`gY]b`\_ObbYbž`i bX`Vf]b[ h`X]Y`DfcXi \_h\_ca dYhYbn  
DfcXi \_h\_ca dYhYbn  
ni f`?i \`hYWXb]\_Y]bž`X]Y`@UXYbVUi Yf`b]WX h`UbV]YhYb`\_ObbYb"  
8UXi fWX`\_Ub b`5]WX]b[ Yf` J Yf\_Ui Zga UgWX]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 fWX`\_fYUh]j Yg`G\cd!8Yg][ b`i bX`Y]bYf`K UfYbdfÀgYb hUh]cbž`X]Y  
?Ui Zja di `gY`gYhnh"·Ni [ `Y]WX`i VYfnYi [ Yb`\c\Y`9ZZ]n]Ybnž  
Ni j Yf`Àgg][ \_Y]h`i bX`K ]fhgWX UZh]WX`\_Y]h`a`@UXYb!J Yf\_Ui ZgU`hU["  
?fYUh]j Y`i bX`YfZU\ fYbY`GdYn]U`]ghYb`\_fY]YfYb`Ua`<Ui dhg]hn`i bX  
]b`bYi b`7ca dYhYbWX!7Yb hYfb`]b`8Yi hgWX`UbXž`2 ghYffY]WX`i bX`XYf  
GWk 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]gWX Yb`9a ]fUhYb`gck ]Y`j ca`LL@  
Gi dYfa Uf\_h`V]g`\]b`ni a`Ui hcbca Yb`&(`#`!Ga Uf!Ghc fY"·8]Y  
@UXYbY]bf]WX h`i b[ Ybž`X]Y`6YX]Yb h`Yb`i bX`X]Y`?i \`a ØVY`  
k YfXYb`Ui Z`fi bX` \$"\$\$\$`E`i UXfUha YhYf`DfcXi \_h`cbgZÀWX Y  
]bX]j]Xi Y`bUWX`?i bXYbUi ZhfU[ `]YZYfh][ h`i bX`hYfa`]b[ YfYWX h  
Y]b[ YVUI h`·8UVY]`gYhnh`XUg`I b`hYfbY\`a Yb`Ui Z`bUWX\U`h][ Y`i bX  
[ i h`fYWX`VUFY`A UhYf]U`]Yb`k`]Y`<c`nž; `Ugž`GhU\`i bX`B Uh` fghY]b"  
8]YgY`k YfXYb`bUWX`XYa`Df]b]d`XYf`\_i fnYb`K Y[ Y`j cfk ]Y[ YbX  
j cb`@]YZYfUbhYb`Ui g`XYa`fY[ ]cbU`Yb`I a`\_fY]gž`8Yi hgWX`UbX`i bX  
`2 ghYffY]WX`VYnc[ Yb`"

## 9bYf[ ]YYZZ]n]Ybn`i bX`B UWX\U`h][ \_Y]h

5VYf`Ui WX`VY`XYb`?i \`h`Y`Yb`gYhnh`5]WX]b[ Yf`Ui Z`  
9bYf[ ]YYZZ]n]Ybn`i bX`B UWX\U`h][ \_Y]h`&\$%`k`i fXY`X]Y  
5]WX]b[ Yf`A YUgi fY`a`Yb h`5fYU`f5]A 5`Y]b[ Yf]WX hYh`·8Yf  
A YggYfUi a`]gh`gY]h`XYf`9fÒZbi b[ `GhUhY`cZh`Y`5fh`I bnÀ\`][ Y  
GYbgc`Yb`a`YggYb`9bYf[ ]Yj`YfVfÀi WX`Yž`@`Zhghf`Oa`i b[ Yb`i bX`X]Y  
HYa`dYfUhi`fghUV`]hÀh`XYf`?i \`a ØVY`i bX`K`Àfa`Y[ YfÀhY"·8Ug  
Ghf`VYVb`bUWX`hYWX`b]gWX`Yf`b`bcj`Uh`cb`i bX`a`Uf\_h`Z`fYb`XYf  
E`i U`]hÀh`XYa`cbghf]Yf`XUg`I`b`hYfbY\`a`Yb`Xi`fWX  
Ui`»Yf[ Yk Ø`b`]WX`Y`Hf`Ubgd`UfYbn`·5]WX]b[ Yf`]gh`XYf`YfghY`i bX  
Y]bn][ Y`<YfghY`Yf`j`cb`?i \`a ØVY`bž`XYf`gY]h`&\$%``XYb  
9bYf[ ]Yj`YfVfUi`WX`i bX`6Yhf]YVgni`ghUbX`Y]bYf`]b`Y]bYa  
Gi dYfa`Uf\_h`]bghU`Yf`h`?i \`h`Y`Y`]j`Y`i`bX`cb`]b`Y`XUfghY`h`

6Ygi`WX`Yb`G]Y`i`bg`Ui`Z`Z`Y]gWX`i`bX`W`"Uh