



# Connect

An insight into CPH

## Confectioner, hypnotist, and adventurer

Tobias Hamann guides  
travelers to Landside's  
new places to eat

**CONTENT:** Wood Wood pursues a dream and finally opens in CPH | Pret and the homeless – the sandwich chain donates food to socially marginalized people | Experience the atmosphere and happy winners from this year's Retail Academy party | E-Academy re-launched on new platform | The essence of Copenhagen – Read about the ideas behind TAX FREE'S extensive renovations

June | 2018

## Connect

Connect is published four times yearly by Copenhagen Airport for employees and concessionaires/ tenants of stores and eateries in CPH. Connect writes about new trends in retail and travel retail and focuses on overall development of the airport. In addition, Connect also gives readers insight into everyday life in CPH: the dedicated employees, the happy travelers, and everything surprising and innovative that takes place daily in Denmark's biggest workplace.

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## Dear reader,

First of all, many, many thanks for a festive celebration of Retail Academy in April. It was a pleasure to spend the evening in your company and to thank you officially for the extraordinary service you provide every day. We can build the most stylish and modern airport in the world, but without you it would be worthless. It is you whom travelers meet every day; you who give them a good send off; and you who meet them when they land. You are an extremely important part of our ambition to create the best airport in the world, and therefore we want to help you as much as possible in your daily work. This was partly why, in 2015, we launched E-Academy, where each individual employee can participate in goal-directed sales- and service courses on their cell phones. After several good years, we have now decided to relaunch the entire academy on a new platform. We have made the instruction far more accessible, with an opportunity to customize the content to individual employees and the needs of the unit. You can read much more in this edition of Connect.

You can also meet the adventurous Tobias Hamann, winner of the DR-program Den Store Bagedyst, hypnotist, and now also influencer for CPH. Together, we have launched a series of videos focusing on all the new opportunities on Landside, including PRET, which you can also learn about in this edition of Connect. If you have not yet seen the videos with Tobias, you can always find them on our Facebook page.

Summer is here in full force, and with it comes one of our busiest periods of the year. Therefore, it is wonderful that during this period we can open 4,000 new square meters in Terminal 2. We are opening the new area in phases, and, according to plan, everything will be ready in August. Moreover, you can certainly look forward to this. Many new brands will become a part of CPH, and we hope you will make them feel very welcome.

A very good summer to all of you

A handwritten signature in black ink, appearing to read 'Lise Ryevad', written in a cursive style.

Lise Ryevad



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# E-Academy has become more customized

**From rigid and phase-organized to dynamic and circular. E-Academy was resurrected in May on a new platform that makes it easier for both employees and managers to take part in the training.**

‘Where you come to move on and we wish to make you stay’. This is how Thomas Woldbye, CPH’s CEO, explains the vision behind the airport’s shopping center in a video on E-Academy. Since the end of 2015, all employees have been able to participate in goal-directed sales- and service courses on their cell phones, courses that aim at just that. To create a better business through unique experiences and extraordinary service. In May, E-Academy was resurrected on a new platform, which does away with the former somewhat rigid structure, replacing it with a more circular one. This means that today it is much easier to begin courses, and that each individual can adapt the content more specifically to his/her and their unit’s needs. Laura Kristensen, Project Manager at Learning Agency, which has developed E-Academy on behalf of CPH, explains this.

“This circular form means that the previously phase-launched modules that you had to pass before moving on are today far more dynamic, customized, motivating, and intuitive. There are a handful of modules you must take in order to become a 5 Star Host, but otherwise

it is much more up to the individual in cooperation with the manager to decide which modules make sense.”

## **New point system**

In cooperation with Kathrine Drastrup, Product Manager at CPH and responsible for E-Academy, Learning Agency has re-evaluated all the modules and differentiated the content on the basis of ‘need to know’ and ‘nice to know’. Modules indicated with a star are thus those you must pass, whereas the point-modules are electives that give you extra learning, explains Kathrine Drastrup.

“The concept of the stars is completely the same as before. The points are new, and the more you get, the greater your chance of winning some of the many, great prizes we offer each month. So why not start at once,” she says with a smile.

## **About E-Academy**

Selling in an airport is significantly different from selling in an ordinary shopping center. Therefore, at the end of 2015, CPH launched E-Academy, which is a tool for sales- and service training for store- and restaurant employees in the airport. The training is a combination of e learning on cell phones and practical training in actual work situations with the individual manager. All modules take their points of departure in the employee’s daily work and in the parameters by which units are measured in Mystery Shopping. If you achieve all the stars, you become a certified ‘5 Star Host’.

## **How to get started**

It is super simple to start using E-Academy, where you can become even better at raising the level of sales and service at your workplace. You simply log into [retailacademy.cph.dk](http://retailacademy.cph.dk) on your telephone, tablet or computer and, on your first login, use your ID-cardholder number as user name and your first name (with a capital letter at the beginning) as password – and you’re under way.

# Food with social responsibility



Perhaps you have eaten at Pret when you have been in London, New York or Paris. In that case, you know that their sandwiches and salads are fresh and homemade using quality raw materials. However, do you also know that the food shop that recently opened two shops in CPH has an exceptional view of social responsibility? Since the two owners Julian Metcalfe and Sinclair Beecham opened their first shop in London in 1986, they have donated the unsold food at the end of each day to local homeless people. What began as a handful of leftover sandwiches to several homeless people every day has now grown to over three million meals in Great Britain alone every year. From unsystematically giving away food to the homeless, today everything is done systematically. Each evening when individual shops close all over the world, hundreds of volunteers gather the excess food and drive it out to hostels and charity organisations that support the homeless. In this way, the food is given to people really in need, instead of ending in a waste container, explains Michael Haley, Partnership Manager at Pret A Manger, to Connect.

"The homeless were hungry and needed food, so it made very good sense to give the unsold food away. Julian and Sinclair (the owners, ed.) felt that they couldn't just throw the food out when some people so clearly needed food. As they opened new stores, they continued doing this," he says, adding that today Pret has over 500 shops in nine countries that all donate their surplus food to the homeless.

## Coming to Denmark

In the airport, HMS Host, who leases Pret, is working diligently to also be able to give food to the homeless here at home. However, because of strict VAT rules, it is difficult for firms in Denmark to give away unsold food, explains Christian Backe, Food & Beverage Coordinator at HMS Host.

"We hope that before long we will receive an answer from our accountants about how we can solve this problem. There is no question of it becoming a reality; we just don't know when it can begin," he says. According to the plan, it will be Morgencafé for Hjemløse which gets the unsold sandwiches and salads every day. This café in the northwestern

**Every day, the sandwich chain Pret A Manger donates their unsold food at closing time to local homeless people. In England alone, this means three million meals annually. Learn more about the popular chain that opened two stores in CPH this spring.**

# »The homeless were hungry and needed food, so it made really good sense to give away the unsold food.«

**Michael Haley, Partnership Manager at Pret A Manger**

part of Copenhagen is a place where the homeless and socially marginalized meet every morning for a free meal and a chat, and the café welcomes the initiative warmly.

“Receiving surplus food means that we can give even more people a healthy meal. Unfortunately, the number of socially marginalized people is steadily increasing; however, our resources are inadequate, and we are not a rich organization. Therefore, it means so immeasurably much to us when food is donated. At the same time, it is crucial for our users of course. It is so essential to have food in your stomach every day, and those who drink a bit too much alcohol often forget this. In general, we work very broadly with their general state of health and we have several professional healthcare workers working with us. Diet plays an important role here, so in many ways what we are doing is an operation to prolong life,” explains Michael Espensen, daily manager of Morgencafé for Hjemløse.

## Breaking criminal careers

In 2008, Pret established, as part of their ‘Pret Foundation Trust’, a unique career program for the homeless and for people with a criminal background. The Rising Stars program, as it is called, each year offers 50 of these people three months of work intended to help them change course and break the vicious criminal circle. The program includes, among other things, training in the Pret shops, weekly chat groups with peers, one-on-one counselling, and monthly creative sessions, explains Michael Haley.

“At the end of the three month period, a great many ‘Rising Stars’ have

succeeded in becoming fully integrated team members with a permanent contract. A number of them still work in the Pret shops today as cooks, baristas, team leaders and assistant managers, while others have got jobs outside Pret,” he says, and points out that until now, however, the program is only available in Great Britain.

“The program has helped over 400 people so far. We have got them off the streets and into positions where they can be careful and support themselves. Therefore, we keep an eye out for all possibilities, because we are incredibly proud of our ‘Rising Stars’. It is a great pleasure to see someone advance up the ladder and continue his/her life without criminality.”

## Sustainability in focus

It is not only focusing on the homeless and helping criminals that Pret concerns itself with. Sustainability, too, plays a big role for the British food empire. Some years ago, they replaced all the conventionally fished tuna – a greatly endangered species – with the sustainable, line-fished Skipjack tuna in their sandwiches and salads; and, before 2025, they plan to use only recyclable packaging.

“Packaging and wrapping are very important at Pret, and we know that we have plenty of work ahead of us in order to reduce the environmental impact they have. We work closely with our customers on sustainability initiatives; and conversations with our guests have led to a number of new initiatives, including testing reusable bottles and a discount for bringing reusable cups back to the shops,” explains Laura Gutowski, Director of Strategy & Innovation at Pret.



# A boyhood dream comes true



# The new extension in Terminal 2 Airside will soon be ready, and this summer **Wood Wood** will open their first store in the airport precisely here. This is something that Karl-Oskar Olsen, owner and founder of the street-inspired brand has dreamt of doing since, with two friends, he introduced his first collection 15 years ago.

## Why is it interesting for you to open in CPH?

"We have dreamt about opening a store here for many years. For many people, it is their first meeting with the city; and, personally, we really like the airport. During all the years we have run the store, we have talked non-committally about how great it could be, and opening a store out here was definitely a boyhood dream. As the years have passed, our concept fits in better, too. CPH has such a high level everywhere, and especially regarding food. Many of the restaurants I visit myself have a hub in the airport, and we thought it would be fun to be a part of."

## Do you see this also as part of an international growth strategy?

"It is certainly a good signal for us to send internationally. The airport is a serious place, with high standards regarding the shopping area. I can't remember ever being in an airport that is so well-assorted. However, our opening out here is not part of a major growth plan to open in more airports; we have no ambitions in this direction."

## What kind of retail space are you opening?

In many ways, it will be a mini-version of our store on Grønnegade. It is special in the sense that we have our own brand as well as a number of other, external brands, some of which we will be taking with us. In addition, it will be a mix of fashion and life-style. You can buy clothes, sunglasses, and sneakers, and some will be rare models; we will also be offering a unique line in the airport based on 'travel essentials': small, fun gimmicks that you can buy here and in our webshop."

## Last year you celebrated your 15th anniversary. How does the brand today compare to that of the past?

"We have the same brand today as when we started. Right from the beginning, we have been focused on being true to the DNA and ideology of our foundation: youth, subcultures, fashion and

lifestyle based in Copenhagen. However, right from the start we have focused on being an international brand rather than a Copenhagen brand, but inasmuch as we work here, our Copenhagen image seems to stay with us. In many ways, I think time has adapted to Wood Wood and not the other way around. We have become a more recognized brand and a bit broader, but I think this says more about our times than about us. Because we have become 15 years older ourselves, we are a bit more organized and smarter at what we do, but this has not had an effect on who we are and what we try to be."

## Is going to work still fun?

"I think so. It's not the same work due to the fact that we have grown so much. Personally, I have much more responsibility and challenges, and I think we are in an exciting phase right now. We have wind in our sails and can feel that we have reached a point where we understand getting the most out of resources."

## What do you especially recall when you look back over the 15 years that have passed?

"During the years we have existed, we have made over 60 international collaborations with many big brands. I am proud of them all, but the first will always be a milestone, one that meant our entry onto the international scene. As the first Danes, we made a shoe for Adidas as part of their Adicolor project. This was their next biggest international PR-initiative ever, surpassed only by their commitment to the World Cup in soccer. It was so awesome that they asked us. I still have the shoe somewhere in a box in the basement, but I don't wear it."

## The fashion branch is notoriously tough. How have you managed to survive for so many years?

"We have a depth in our brand, and our many collaborations contribute to our development. Not only on the product side, but also our own development as creative people and designers. If you go





## Karl-Oskar's own relation to the airport

»I love coming to the airport, and each time I'm here I remember the first couple of times I flew. It was quite different then, and I remember a specific episode quite clearly. My mother and I had been in Greece, and when we landed late at night in CPH again, my grandparents stood on the other side of the glass façade that then separated baggage reclaim from T3. I always remember that experience when I am here. However, in general I am damn proud of the airport. We work a lot with people from other countries, and this is a place you are proud of when you pick up people.«



→ back and look at the 60 collaborations that we have made concurrently with our collections, they are all different. We don't make the same things all the time, and I think this is one of the reasons. The other reason is that we are lucky to have good, ambitious people with us. For many years, our philosophy has been to produce as much as possible in-house. Everyone contributes. This generates motivation and keeps as going."

**When do you know that you've made a really good design?**

"You never know until it hits the floor. After 15 years, I still can't see whether or not it will be a good seller. You can have a feeling about it, but there is always doubt. Will anyone at all buy it? Competition is tough, and there are many good people out there. A great deal of sales appeal has become dependent on the stories accompanying a product, because in the final analysis many people are making the same things. If we have made an item of clothing that is a bit too basic, we have to create cutting edge PR. However, in general, I try to include three things in everything we make: creativity, quality, and attitude. The first two are obvious, but attitude is important because it is here we differ from the others. It could be the artwork we produce or the model we use. This is a totally crucial factor."

**What is the concept people are buying when they shop at your store?**

"My goal is that you should feel you have bought something special when you buy clothes from us. You should feel special when you are wearing the item. We try to achieve this in everything. However, this is also what is difficult about designing clothes. We are constantly working in various time zones regarding when an item reaches the stores. Now, I am designing winter clothing for 2019, which is a bit difficult to concentrate on when all I want to do is wear shorts."

**About Karl-Oskar Olsen**

In 2003, Karl-Oskar Olsen founded Wood Wood together with his childhood friends Magnus Carstensen and Brian Jensen. Karl-Oskar has been Wood Wood's creative leader ever since, and, at the same time, he has managed to build a name for himself in the branch. In 2014, he was a founding member of the modern cycle brand Pas Normal Studios, and, privately, he has his own creative platform, T.K.O. Lab, where concurrently with Wood Wood and Pas Normal Studios he works on many small independent projects.



**Cake-loving**

**Adven** —

**turer**

**in the**

**forefront**

**for CPH**

## Tobias Hamann has traveled most of the world, he hates conformity and considers curiosity his primary motivating force in life. Connect had a conversation with the former winner of Den store bagedyst, who right now is focusing on Landside's many new places to eat in a major CPH-campaign.

At only 29 years of age, Tobias Hamann already has a considerable number of titles on his CV: winner of DR's viewer magnet Den store bagedyst (The Great Danish Bake-off) in 2014, traveling TV host on the same channel, newly trained hypnotist, and now a figure on the social media advertising the airport's new food area Landside. The airport is far from unknown territory for the travel-lover from Silkeborg, and this combination plus his love of raw materials were decisive when CPH chose him as the main character for their new campaign. A campaign that will draw attention to the many new places to eat, both before takeoff and after landing. In two short videos, he invites a family who has just landed and a couple who are saying goodbye to join him for a bite to eat in some of the new cafés. And when CPH asked him if he would like to take part, the answer was yes. The only thing that bothered him a bit was the fact that he wasn't traveling himself after the day's shooting.

"The airport is a sort of 'no man's land' and, at the same time, a gateway to the rest of the world. Therefore, it is a place I've always loved, because it has been the start of an adventure for me either personally or together with a TV-team. For me, the airport underpins precisely the atmosphere of adventure, and therefore it was a bit annoying to have to go home the same day," he laughs.

Adventure and travel have always been important for the self-taught confectioner, and, over time, he has visited most countries. After high school, he traveled around the world for four years, interrupted only by summer jobs at a mountain hotel in Norway to earn money in order to continue traveling.

"In many ways, I felt trapped in high school. Imagination was not valued as much as it was in grade school; and there was too much agreement as to what the goal was: to get a diploma so you could continue your education. The youthful frustration I



felt there kickstarted my four years of globetrotting; and after my years in the Danish school system, it was a revelation to see how people lived in other places. Meeting new cultures and ways of viewing life was tremendously liberating for me, and I drank in all new impressions.”

He worked for six months in an Indonesian furniture factory, where, side by side with the local workers, he polished steel furniture all day long.

“It was hard work, no doubt about that. However, I think it is good to see the dark side occasionally in order to really appreciate your own life. At the same time, my months at the furniture factory opened my eyes to what I wanted to do with my life,” he explains.

Because right there, 3,000 kilometers from home, the seeds were sown for the mantra that guides his life now.

#### **Found his profession in Indonesian furniture factory**

At the factory, he inadvertently caused six men to quit their jobs. This was not his intention, but his ability to bring adventure and dreams into people’s lives caused it to happen nevertheless.

“Somehow, I succeeded in making them aware of what they could also do and in inspiring them with my story. In reality, that is what I have focused on doing since then: inspiring people around me and showing them that there are no rules for how to live your life.”

For this reason, he applied to take part in Den Store Bagedyst (The Great Danish Bake Off), a TV program on DR1, in 2014. In this program, amateur confectioners compete in baking the most attractive and delicious cakes. But whereas the other participants used sugar, chocolate, and seasonal berries, Tobias Hamann mixed everything from vodka, horseradish and beetroot to sticky rice, rotten eggs and the foul smelling durian fruit in his cakes. Primarily to experiment, but also to challenge limits and be a bit provocative, he says today. And even though

the judges’ taste buds were occasionally stretched to the limit, he swept the other participants off the field one by one, and won a convincing victory in the finals.

“It was completely natural for me that these cakes didn’t have to live up to the ordinary recipes, and that they shouldn’t fit into the commonly accepted cake concept. I thought it was amusing to turn things upside down and see if cakes could also be controversial and offensive. If I could use the foulest smelling fruit in the world and make people think it tasted good, wouldn’t this be better than if I had merely used blueberries or raspberries?” he asks rhetorically and pauses a beat.

“In a way, my travels have taught me that there are no rules for how to do things and how everything should be. This is what I brought with me to the baking contest. And this is also why it is so liberating to travel. I don’t feel comfortable in situations that are too tedious. When you do everything by the book. We don’t need to strive for the same things, and I hate feeling controlled. If I am ordered to do something, I can’t achieve my utmost potential,” he explains.

#### **A journey into the mind**

This is also why he considers curiosity as his ‘motor force’, as what gets him out of bed in the morning.

“If I didn’t feel curious, I don’t know where I’d be. I wouldn’t want to be alive without it, and it is what motivates me. But adventures don’t just happen, of course; you have to help them along and put yourself in new situations if you are bored. To a great extent, we are responsible ourselves for pursuing curiosity.”

Most recently, he followed his curiosity all the way across the Atlantic, where, in 2017, he became a certified Master Hypnotist at one of the USA’s most renowned schools of hypnotism, the Calvin Banyan Hypnosis Center in Los Angeles. Through his grandfather, Ali Hamann, who also was a hypnotist, he lived



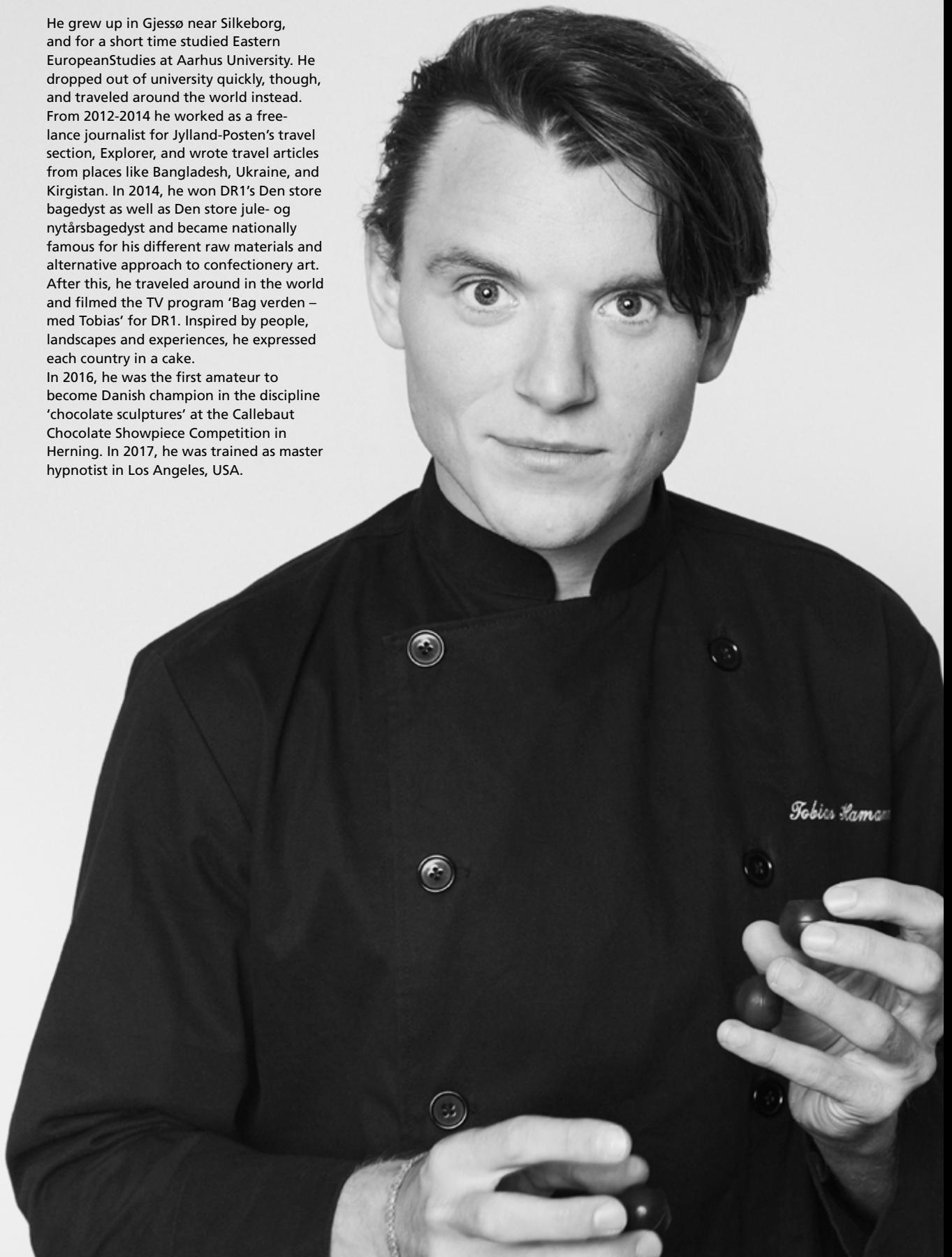
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## About Tobias Hamann

He grew up in Gjessø near Silkeborg, and for a short time studied Eastern European Studies at Aarhus University. He dropped out of university quickly, though, and traveled around the world instead.

From 2012-2014 he worked as a freelance journalist for Jylland-Posten's travel section, Explorer, and wrote travel articles from places like Bangladesh, Ukraine, and Kirgistan. In 2014, he won DR1's Den store bagedyst as well as Den store jule- og nytårsbagedyst and became nationally famous for his different raw materials and alternative approach to confectionery art. After this, he traveled around in the world and filmed the TV program 'Bag verden – med Tobias' for DR1. Inspired by people, landscapes and experiences, he expressed each country in a cake.

In 2016, he was the first amateur to become Danish champion in the discipline 'chocolate sculptures' at the Callebaut Chocolate Showpiece Competition in Herning. In 2017, he was trained as master hypnotist in Los Angeles, USA.



in a world of hypnosis since birth. Ali Hamann, one of the first people to make hypnosis popular in Denmark, lived a life that was sometimes rather scandal-ridden. In the 1980's, he was imprisoned for sex offences and the rapes of a number of women, and he was 'persona non grata' in the Hamann family in the years up to his death in 2014. Perhaps this was why Tobias Hamann, as so many times before, wanted to look the dark side in the eyes. For most of 2017, he worked therefore on a documentary about the hunt for his grandfather's ghost, which was aired on DR1 this spring.

"I believe that you have to be aware of your origins and what has made you what you are if you want to get the most out of your own potential," he explains, and adds that it is also the beginning of a completely new journey for him.

"Hypnosis is a kind of journey into the minds of other people, and it is extremely interesting for me to gain insight into this. If I can help people cope with difficult things and things they want to work with so they feel better, it gives me a sense of meaningfulness.

In general, there are two different types of hypnosis: clinical hypnosis and show hypnosis. The clinical takes its point of departure in an individual's feelings and is used as a type of therapy, whereas show is known for entertaining an audience with various interesting hypnotic experiments. The latter type you can experience at a number of venues all over the country this fall, when Tobias goes on tour with his own hypnosis show, which will make audiences more informed about the capabilities of the mind.

"By making people close their eyes and using their senses, you can take them all sorts of places. I can make them feel sad or glad, see sunshine and sweat, or freeze. Hypnosis is in many ways a sort of short cut to adventure. Unfortunately, it isn't every day you have a chance to board a plane and head for new horizons."



## 3 short questions about CPH to Tobias

### Do you have a fixed routine out here?

"I usually buy Weekendavisen and Euroman. And I always use the restroom before departure. I think it must be because I don't like plane toilets. Apart from that, I love just walking around and observing the mix of people in the terminals, and standing in front of the screen and seeing where you can fly."

### What do you think about the new eating-places Landside?

"There has been a lack of calmness when you come to the airport. There are bags and queues and no one has checked in. It can be stressing. The new area offers you some calm and space around you. I think it is terrific, and you can get the food you like. There is really something for all tastes."

### What is the wildest thing you have experienced on your travels?

"Once I won a trip around the world with all expenses paid by a travel bureau. I really felt like a 'lucky bastard'. I won the trip together with a girl I didn't know, and we were to visit 9 countries and test the tours offered by the travel bureau. We were out experiencing things all the time. It would have cost a fortune if we had had to pay for it ourselves!"



# TAX FREE interprets Copenhagen in innova- tive store

Heinemann's 2700 square meters have been transformed from an anonymous TAX FREE store, which could be situated anywhere in the world, to a modern, participatory store with many references to the capital city.

The colours of Nyhavn, the sea around us, Christiania bikes, and untamed nature. If you go exploring in Heinemann's extensively renovated TAX FREE store, you will find small features of Copenhagen everywhere. The store is divided into zones, in which each area represents part of the capital city. From the entrance to Security, for instance, you meet Nyhavn with its colourful circles and ceiling of glittering silver reminding us of the beautiful old houses in all the colours of the rainbow and the water's sparkling surface. Further in, nature dominates with a view of the sky and a big, green wall of leaves; while Vesterbro's urban expression is manifested in Looklab, the completely new area of TAX FREE, where Joe & The Juice was previously located. Together with the internationally known designer Johannes Torpe, Heinemann's department of architecture has spent several months distilling the essence of Copenhagen. With inspirational walks, mood boards, and sample materials, they succeeded at last in uncovering what they feel is the core of the capital city.



“No matter where you are in the world, TAX FREE stores resemble each other. You don’t feel that you are in Dublin, Hamburg, or Istanbul. We wanted to change this. When you are on holiday, you are inspired by where you are, and therefore more likely to buy things to take home that remind you of the country and the good experiences you had there,” explains Frank Hansen, Commercial Manager at Heinemann.

#### **Danish products at the forefront**

In addition to the interior design itself, Copenhagen is also reflected in the range of products. The number of products in the category ‘Nordic Skincare’ has thus been significantly increased, and, in the new store, these products have been given a more visible location close to ‘the main street’. In this way, the mix of brands also signals ‘Scandinavia’ and ‘Copenhagen’ in a completely different way than if some of the big, international brands had the most exclusive locations, explains Frank Hansen.

“Personally, I think it is just terrific to see our Danish brands such as Tromborg, Rudolph Care and Ole Henriksen do so well among customers. They sell extremely well to both Danish and international guests, and, this can make a Dane feel rather proud.”

#### **A long but good process**

The entire process, from the first dialogue meeting to the finished store, has taken over a year. Moreover, even though it has not always been easy to operate the store at the same time, in general, it has surpassed our expectations, says Frank Hansen.

“Occasionally, there were long evenings when we had to pack up an entire area to make room for the tradesmen. For instance, it took between 12 and 14 hours to pack up our spirits- and tobacco area. We had to move 80 pallets of merchandise in one evening, and everyone including me pitched in. However, in general, it has been a fantastic process, and it’s very rewarding to go down to the store today and see how fine it has become. I have been in TAX FREE since 1998, and, in my opinion, the store we have today is the most attractive and most coherent of all.”

# 5 things (you may not know) about the new TAX FREE

#### **The pillars have come to life**

As something new, the pillars have been integrated into the store design. It was not possible to move them because they bear the roof, so the architects came up with an idea to use them as an eye catcher. Today, the eleven pillars are a central aspect of the interior design: each pillar has its own decoration concept contributing to the overall story of Copenhagen.

#### **The floor is a helpful nudge**

Perhaps you have wondered about the floor in the new store? Most of the store now has the same beautiful wooden floor as the terminal, altered only in certain places by a lighter type of wood. At first glance, this lighter wood may seem randomly placed, but the whole idea behind it is to ensure that the floor is not abruptly divided, as it was previously. When the floor’s transition is gradual, you ‘dare’ cross over because it does not feel like you are stepping ‘out of bounds’. This concept is called nudging, and is intended to make us change our behavior unconsciously.

#### **The flow was carefully thought out**

Nothing is randomly located in the new store. The strong brands, such as Chanel and Dior, are placed by the back wall, because most guests instinctively go there. Bottles of water are located near the entrance because surveys show that this drives people in, just as today there are two main streets to ensure that the flow moves through the whole store.

#### **Check-outs re-designed**

As part of the renovations, Heinemann was inspired especially by the English checkout culture, where you stand in a single queue and are guided to the first available cash register when it is your turn. However, after a couple of weeks the effectiveness was not as desired, and therefore it was decided to re-build the area. In just two days, Heinemann solved the problem and created a checkout system with smart, newly designed counters, where effectiveness is again optimal. Which is extremely important now we are nearing our summer peak.

#### **CPH owns the TAX FREE brand**

TAX FREE is actually a brand owned by CPH. Heinemann is the firm that leases the store on behalf of the airport. They have 350 employees and operate six stores in CPH.



### Strong cooperation with CPH

The visions for the new store are also in keeping with wishes and expectations from passengers. This is shown in surveys involving many travelers conducted by CPH, explains Åsa Söderberg, Category Manager, TAX FREE & Advertising in CPH. Throughout the entire process, CPH has worked closely with Heinemann and assisted them with constructive discussions regarding being able to live up to guests' expectations.

"Heinemann operates an extremely vital store in the airport, through which 74 percent of all travelers pass. It is the first store they meet after Security, and it is here their first impression of CPH as Shopping Center is formed. Therefore, it was important for us to be able to contribute with our surveys and resources in the partnership. We are very proud of the new store and the Copenhagen atmosphere that Heinemann has managed to create."

### New area dedicated to young people

As well as inspiration from Copenhagen, our ambition was also to attract young people even more than before. This resulted in establishing a completely new area called Looklab. Here, travelers can take selfies in an old-fashioned photo booth, buy engraved perfume flasks, and get make-up guides for various looks on mounted tablets. At the same time, the area is designed to be able to curate various cosmetic brands trending with young people. Hence, small brands are able to promote themselves without great expense, explains Frank Hansen.

"There is an increasing number of 'millennials', and they are not nearly as brand-loyal as other generations. They are more inspired by a product they have heard about or something entirely new on the market. Therefore, our store has to be much more agile to be able to meet their expectations. Being innovative and more flexible has thus been important for us in the Looklab area. I like the fact that we have created something innovative in Travel Retail, and I am quite certain that we will be using this design in our other stores around the world. What we have managed to create is state of the art in this field, and, going forward, Copenhagen will be functioning, so to speak, as a guinea pig in all new initiatives."



# Diploma ceremony



Lagkagehuset won a well-deserved award for 'Best continuous effort', which emphasizes their ability to get as many employees as possible to join Retail Academy.



A good team has a strong leader behind it. Per (Heinemann), Lasse (CAPI), Susanne (ECCO) and Annika (MOLO) were named this year as the best managers in 2017.



True to tradition, CPH invited all active users of E-Academy to Diplomfest in the Vilhelm Lauritzen Terminal at the end of April. Once again, TV-host Camilla Mieke-Renard led the entertainment, with big names such as Nik & Jay, Sanne Salomonsen, Michael Falck and Burhan G. With champagne in generous quantities and delicacies from MASH, Peter Beier and Yo!Sushi, all the fine Mystery Shopping results from 2017 were celebrated with great prizes and diplomas.

The staff in Lakrids T2 are always smiling, accommodating, and good at welcoming guests. For this reason, they won the award in the category 'Best overall score 2017'.



&

# mony



Heinemann won the award for 'Unit providing the best feedback for E-Academy' this year. Throughout the year, they demonstrated creativity and thoughtfulness in their dilemma responses, and have thus been a step ahead in handling situations.



# champagne



Kaufmann demonstrated the greatest improvement on the overall Mystery Shopping score throughout 2017 and thus won the award for 'Greatest improvement'.

# galore



Wunderwear won two awards this year when they were named 'Host of the Year', and at the same time were the unit that provided most 100 percent Mystery Shopping experiences in 2017.





## THE BACK PAGE

CPH is a unique workplace – mostly due to the many committed people coming to work every day and providing travelers with an extraordinary experience. In each issue of Connect, we zoom in on one of them and ask him/her to complete ten sentences.

### **Yann Valade-Amland**

Shop Manager, Lakrids by Johan Bülow

**If you haven't yet discovered it, you will soon learn that I...** cannot escape my French temperament.

**On the other hand, you can look forward to the fact that...** I'm not as arrogant as many people think Frenchmen are. Actually, I'm more Scandinavian than I sound.

**People always think that I...** am tough and authoritarian

**But I want to say that...** I'm also soft and inclusive

**I will never learn to...** accept bad quality, bad service and bad manners.

**Not many people know this, but...** I love my monthly Jumbo book, Disney Fun, and an aperitif Friday evening.

**I have only just discovered that...** a 10-kilometer walk in the Danish countryside Sunday afternoon is the perfect preparation for a new week.

**When I'm not at work, you can find me...** in my garden – either on my knees or on my garden tractor, with techno music playing full blast.

**The best thing about CPH is...** that I really miss the good atmosphere, expectant passengers and colleagues all over CPH when I'm out visiting the other Lakrids stores.

**In conclusion, I would like to say...** That I am proud to be manager of one of Denmark's best brands in one of the world's coolest airports.