

PRESS RELEASE

From inventory specialist to comprehensive partner for labour-intensive retail services: OMS Inventuren GmbH becomes OMS Retail GmbH

Garbsen (Germany), November 2024 - OMS Inventuren GmbH, a leading provider of stock-taking services with over 20 years of experience in the retail sector, today announces its rebranding to OMS Retail GmbH. This step marks a significant milestone in the company's history and underscores its expanded service portfolio and international focus.

OMS Retail GmbH remains true to its roots and will continue to operate from its headquarters in Garbsen. The German company, part of Labora Holding GmbH, employs up to 900 staff annually. With this rebranding, OMS Retail GmbH signals a clear commitment to growth, innovation, and customer proximity.

"Our new name, OMS Retail GmbH, emphasises our expanded vision and growing service portfolio," states Managing Director Achim Höfer. "Whilst we continue to expand and strengthen our core seasonal business of stock-taking, we have simultaneously developed into a comprehensive, Europe-wide partner for the retail sector. We are continually expanding our competencies in new business areas to meet the changing market demands. This transformation is also reflected in our new brand identity."

The company's expanded offering now extends far beyond its proven stock-taking services. It now includes the installation and maintenance of electronic shelf labels (ESL) as well as a wide range of in-store services:

- Facing and product presentation
- Seasonal sales floor adjustments and promotional placements
- Shelf optimisation and retail store remodelling
- Installation of shelf monitoring systems



The rebranding is accompanied by the introduction of a new corporate design and a more expressive brand mark, intended to visually unite all services under one roof.

"The stylised 'O' of OMS functions simultaneously as a location icon and symbolises our core business: performing labour-intensive tasks on-site for our customers across Europe. This key visual will be at the centre of our international brand communication going forward," explains designer and marketing manager Rüdiger Eilers.

A unique selling point of OMS Retail GmbH is its innovative route concept. By employing fixed teams responsible for all branches of a customer, the company ensures efficient and nearly error-free implementation of projects of any scale across Europe. At the same time, the concept contributes to reducing CO2 emissions, combining economic efficiency with ecological responsibility.

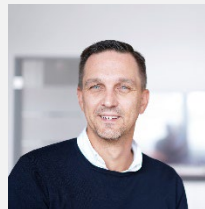
"Our vision is to be consistently on-site with the customer, independent of seasons, to continuously develop our service portfolio, and to demonstrate that we are far more than a traditional stock-taking service provider," says Achim Höfer. "With our new brand identity, we want to send a strong signal and emphasise who we are and what we are capable of."

About OMS Retail GmbH

OMS Retail GmbH, formerly OMS Inventuren GmbH, looks back on a 20-year success story as a leading provider of stock-taking services. With an expanded portfolio that now includes solutions for electronic shelf labels (ESL) and in-store services, the company positions itself as a holistic partner for the retail sector. OMS Retail GmbH employs over 900 staff during peak seasons and, with 5 international branches, is fully committed to Europe-wide expansion!

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