# SUPERWAREHOUSE Peer Alexander Assmann

#### Introduction

The project SUPERWAREHOUSE focuses on the near future in which supermarkets will be replaced by e-commerce. The shopping of the future will, therefore, take place online. Stores and physical marketplaces will be superseded by huge out-oftown warehouses and goods will be delivered autonomously.





#### WAREHOUSES

Costly infrastructure limited by human height, width of walkways and product display area can be replaced by space-saving, labor and cost-effective warehouses.



## DIGITAL OPPORTUNITIES

The digital world offers opportunities for retailers and customers that physical markets can't match. Customers can order conveniently, efficiently, effortlessly and barrier-free from their living room at home.

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SUPERWAREHOUSE	Online bestellen Rezepte und Ernährung Suche	Warenkorb	Profil

# DIGITAL SHOPPING

Customer Profiles, presets and connectivity to other platforms can enhance and simplify the shopping process. For example, recipe ingredients found online can be placed in the digital shopping basket solely with a click. Through this, dealers get detailed insights into customer behavior and buying patterns.

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SUPERWAREHOUSE	Online bestellen Rezepte und Ernährung	Warenkorb	Profil
Konto	Voreinstellungen		
Bestellungen	Allergien		
Shopping Profil	Nahrungsunverträglichkeiten Laktoseintolerant		
Wocheneinkauf	Fruktoseintolerant		
Meine Rezepte	Histaminintolerant Sorbitintoleranz		
Zahlungsmethoden	Glutenunverträglichkeit Nachhaltigkeit		
(Kontakt	Regionalität Entfernung Km Klassifizierungrung		
	Klimaimpact		

### PRODUCT DATA

On the product pages, the collected information about origin, processing, sustainability, etc. can be used to filter and sort products. However, this data can also be presented in a clear, accessible manner in order to offer the customer a chance to process them accordingly and base their purchasing decision upon this.

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SUPERWAREHOUSE         Online bestellen         Reze           BACON         Contract of the second s	pte und Ernährung (Warenkorb) (Profil
	BIO BACON 100G         Menge         3           Preis         3,276
	In den Warenkorb Zutaten & Allergene Nährwerte Herkunff Umweltbilanz Siegel Kontakt Haltung Zutaten: Schweinebauch*, jodiertes Speisesalz (Speisesalz, Kaliumjodat), Meersalz, Dextrose*, Stabilisator Natriumci- trate, Gewürzextrakte, Antioxidationsmittel Natriumascor- bat, Konservierungsstoff Natriumnitrit, aus kontrolliert ökologischer Landwirtschaft. Allergenhinweise: Kann Spuren von Senf und Sellerie ent- halten.



# FUTURE CONSUMPTION

Dealers can offer a collection of recipes, diets or cooking boxes to enable customers to order food with a single click of a button in minutes. This, in turn, allows dealers to advertise products dynamically.



#### PACKAGING

Just as the packaging of goods in units made the modern supermarket possible in the first place, packaging will also play a central role in the future of e-commerce. However, this packaging will be able to meet different design requirements, due to the fact that the customer no longer chooses the products based on the packaging in a physical space.



## DISPOSING OF PACKAGING

The primary goal is to pack products sustainably. This means the use of ecological and sustainable materials and recyclates.

Packaging should become separable and disposable using a clear graphic system. This can be achieved with the graphic design of product packaging because the primary role of the packaging is no longer to appeal to customers. Here, a clear color coding indicates how the individual components of the products should be disposed off.







# TAILORED PACKAGING

Oversized packaging that can be found in supermarkets for the purpose of promotion to potential customers become superfluous and even a hindrance as they waste valuable storage space without influencing the customer's choices. Therefore, the packaging of the future is tailored to the size of the product.





# STORING PRODUCTS

Stackability and manageability in the processing of the products become the decisive factors at the warehouses and influences the design of the packaging. Therefore, the emphasis is set on these parameters in the package design.



# DIGITAL COMPATIBILITY

Ultimately, the packaged products should become a part of our digital everyday life. Therefore, QR codes were placed on the products so that they can be used to manage food stocks or enable the nutritional data of the goods consumed to be easily shared with health apps or other applications. Lauchzwiebel

PAA SMOTE DE RUCKSENDEZENTRUM 5 KG - 1 OF 1 PAA SMOTF GmbH Firmenstraße 118 SHP#: 7Y7F 79TK YZF 10587 Berlin SHP DWT:9 KG Deutschland DWT: 42.42.25 SHIP TO-PEER ALEXANDER ASSMANN SILBERSTEINSTRA 17 12051 BERLIN DEU 091 0-00 **UPS STANDARD** TRACKING# : 12 7Y7 F796 8 9367 3149 783940"025814 BILLING: P/P EDI Reference No.1: U390H5ZvH

Reference No.2: DJVE XOL 22.01.28 NVS0 1.0A0212022

#### Speisezwiebeln Gelb - Allium cepa - 750g





#### Gummibären

Durchschnittliche Nährwerte pro 100 Brennwert kJ/kcal 1459/34 <0.50 Fett davon gesättigte Fettsäuren 0,10 0 Kohlenhvdrate 77.00 davon Zucker 46.00 Eiweiß Satz Packungsinh

6,90 q 0,07 g 200 g e

ZUTATEN: Glukosesirup; Zucker; Gelatine; Dextrose; Fruchtsaft aus Fruchtsaftkonzentrat: Apfel, Erdbeere, Himbeere, Orange, Zitrone, Ananas; Säurungsmittel: Citronensäure; Frucht und Pflanzenkonzentrate: Saflor, Spirulina, Apfel, Holunderbeere, Orange, Schwarze Johannisbeere, Kiwi, Zitrone, Aronia, Mango, Passionsfrucht, Traube; Aroma; Holunderbeerextrakt; Überzugsmittel: Bienenwachs weiß und gelb, Carnaubawachs. Kann Spuren von Milch, Weizen enthalten.

Penne Riga Kochzeit 11 Minu	iten
Brennwert KJ/Kcal 15:	21/359
Fett	2,00 g
davon gesättigte Fettsäuren	0,50 g
Kohlenhydrate	71,20 g
davon Zucker	3,50 g
Eiweiß	12,50 g
Satz	0,01 g
Packungsinhalt:	500 g e
ZUTATEN; <u>Hartweizengrieß</u> , V	Wasser.
Mindestens haltbahr bis: 15.0	)2.2022
PAA SMOTE	GmbH
Firmenstra	Ge 118
10587	Berlin
Deuts	schland
ZUBEREITUNG: 100g Pasta - 1L	Wasser
- 7g Salz - Salz in kochendes	Wasser
geben. Pasta hinzugeben und	unter

ochen lassen. Abgießen und servieren

#### Fettarme Milch 1.5% Fett pasteurisiert, homogenisiert

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		2
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on gesättigte Fettsäuren	1,00 g	(957) 25
lenhydrate	4,90 g	0.777
on Zucker	4,90 g	
aiß	3,40 g	PAA SHUTF UIIUF
2	0,13 g	Firmenstrabe 110
		10567 Berui
kungsinnati:	ILE	Deurschland
+8°C mindestens haltbal	hr bis: 15.0	2.2022
h dem Öffnen weiterhin bewahren und zügig verbra	im Kühlschr auchen.	ank NW 508

#### Deutsche Markenbutter Mildgesäuert Fettgehalt: 82%

Durchschnittliche Nährwerte pro 100 g PAA SMOTF GmbH 67 <del>-</del> 0 3060/744 Firmenstraße 118 10587 Berlin Brennwert kJ/kcal ų, Fett 82,00 g Deutschland davon gesättigte Fettsäuren 55,00 q Ó X 1,00 g bei +8°C mindes-Kohlenhydrate davon Zucker 1,00 g tens haltbahr bis: Eiweiß 0,50 g 15.02.22 0,02 g Packungsinhalt: 250 g e

#### 6 Eier aus Freilandhaltung Güteklasse A - Größe M

Durchschnittliche Nährwerte	pro 100 g	PAA SMOTF GmbH	05260
Brennwert kJ/kcal	638/153	Firmenstraße 118	
Fett	11.00 a	10587 Berlin	10000000000
davon gesättigte Fettsäuren	3,30 q	Deutschland	3333646
Kohlenhydrate	0,60 g	Unconung das Fins	6 10 10
davon Zucker	<0,50 g	siehe Stemnel auf F	O STEVE FOR
Eiweiß	13,00 g	Die Nährwerte unte	riiecen den bei Na-
Satz		turprodukten üblic	hen Schwankungen.
Nach Kauf bei Kühlschran	ktemperatur	Gew. KL: M	Pro.Nr:: DE-150091
aufbewahren. Nachablauf d	les Mindest-	Bei +5°C bis +8°C ki	ihlen ab: 09.02.22
haltbarkeitsdatums durcherh	itzen.	Mindestens haltba	hr bis: 15.02.22

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3	48.30	15.02 chüta
g	ALC: NO.	t's si si
g	<u> 22238</u>	논음
g	0.070	đđ
g	PAA SMOTF GmbH	E P

Kasse: 1

Lot. Nr. 01/01

Ursprung:

Deutschland

0.37	(tbahr b
PAA SMOTF GmbH	Ę,
Firmenstraße 118	fe
10587 Berlin	-ap
Devidenthland	<u> </u>

### AUTONOMUS REUSABILTY

Through the use of autonomous delivery it becomes commercially beneficial to increase the use of reusable packaging as these can easily be returned, avoiding empty runs of delivery vehicles.



#### CONCLUSION

In summary, the supermarket of the future is the online sales of products from warehouses, which is advantageous for retailers and offers the customer new possibilities and ease of access. This has an impact on the design of future packaging which is digitally compatible, efficient and sustainable.



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