

# APPENDIX

## 1.C VENDING

COPENHAGEN AIRPORT



# 1.C LAYOUT & SIGNAGE

## GUIDELINES

To ensure an extraordinary shopping experience, we encourage concessionaires to consult the following subjects when designing vending machines.

- No digital screens in the bulkhead / machine top.
- Digital screens are only allowed on the side or front of machine, if it helps showcase the products / has an interaction feature (not in bulkhead)
- Must have clear category signage in bulkhead (e.g. Drinks, Snacks, Electronics etc.)
- Must have clear signage, to showcase payments solutions (e.g. credit cards, mobile payment solutions)
- Clusters (machines placed side by side) must have the same height and expression.
- Clusters can be covered in casings to match surroundings.
- Projecting signs / wing signs are not allowed for vending machines.
- Maximum height is 250 cm.
- Maximum depth is 100 cm.
- No commercial foil on the sides.
- No third party branding is allowed on the machines as it is in violation with our advertising contract.

\* All layouts must be approved by CPH.