



# Mercedes-Benz Walter Burmester | Elmshorn

## PEP SYSTEM



**Point of Experience** - that's how the Burmester Group christened its Mercedes-Benz location in Elmshorn, which opened in late summer 2020. On the one hand, they wanted to take successfully the next step into the digital age. But above all, to set itself apart from the classic car dealership. This is also reflected in the modern architecture of the building. Both outside and inside, where PEP by ANKER was used in the design of the premises.

The new Mercedes-Benz branch of the Walter Burmester group of companies in Elmshorn's industrial estate on the B431 looks a little futuristic. Conveniently located, a car dealership has been built there in just 18 months that is impressive not only because of its modern architecture. With the opening at the end of September 2020, the next step towards the digital age has also been successfully completed. With a total area of 2,200 m<sup>2</sup>, a true „point of experience“ has been created that offers much more than a classic car dealership.

The future-oriented focus is also reflected in the interior design of the premises. Digital consulting and information islands with lounge character were intelligently integrated into the overall architecture. Instead of the typical exhibition areas, there are presentation areas on different levels that impressively showcase the respective vehicle models. In addition, a special lighting concept ensures optimal

illumination and a pleasant ambience in and around the building at all times of the day.

The floor design has also shown great attention to detail. Here, curved lines and modern materials skilfully alternate with natural design elements. A perfect environment for a carpet like PEP by ANKER, which was used both as a carpet tile and as a broadloom. In terms of colour, the choice fell on a noble anthracite-black (colour 902), which not only provides visually sophisticated accents, but also impressively supports the high quality of the entire interior.

Object telegram

### Mercedes, Elmshorn

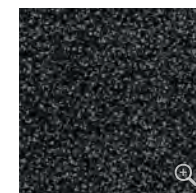
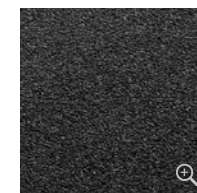
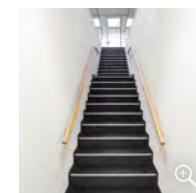
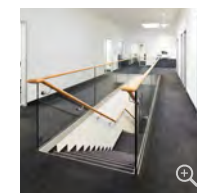
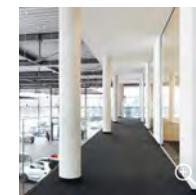
**Building area**  
500 m<sup>2</sup>

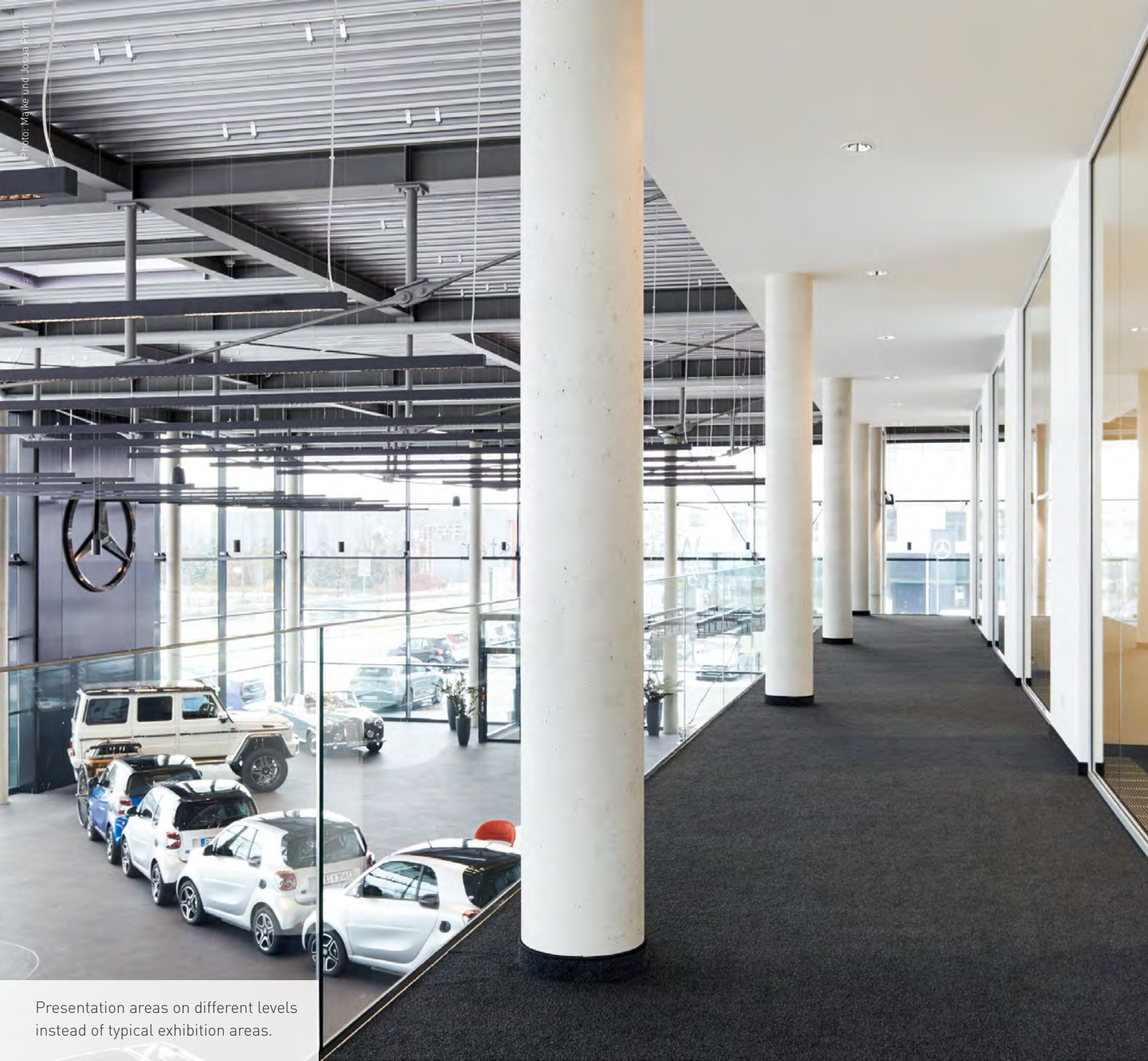
**Builder**  
Walter Burmester, Mercedes

**Architect**  
Hannemann & Krützfeld,  
Elmshorn

**ANKER carpet**  
PEP SYSTEM 902

**Florr installer**  
Oliver Wagner,  
Hamburg





Object telegram

**Mercedes, Elmshorn**

**Building area**

500 m<sup>2</sup>

**Builder**

Walter Burmester, Mercedes

**Architect**

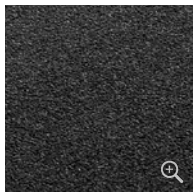
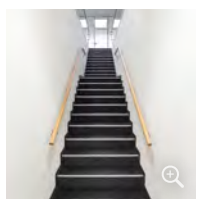
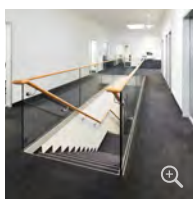
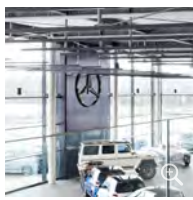
Hannemann & Krützfeld,  
Elmshorn

**ANKER carpet**

PEP SYSTEM 902

**Florr installer**

Oliver Wagner,  
Hamburg



Presentation areas on different levels instead of typical exhibition areas.



### Object telegram

#### **Mercedes, Elmshorn**

#### **Building area**

500 m<sup>2</sup>

#### **Builder**

Walter Burmester, Mercedes

#### **Architect**

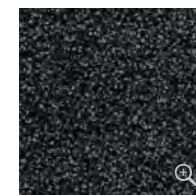
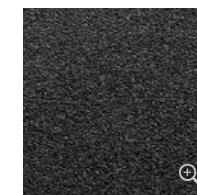
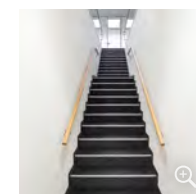
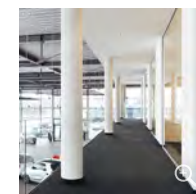
Hannemann & Krützfeld,  
Elmshorn

#### **ANKER carpet**

PEP SYSTEM 902

#### **Florr installer**

Oliver Wagner,  
Hamburg



A special lighting concept ensures optimal illumination at all times of the day.



Object telegram

**Mercedes, Elmshorn**

**Building area**

500 m<sup>2</sup>

**Builder**

Walter Burmester, Mercedes

**Architect**

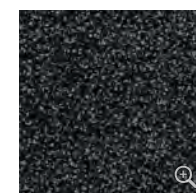
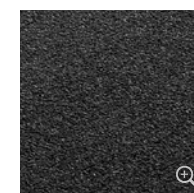
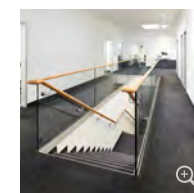
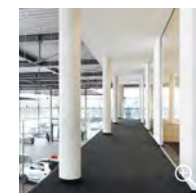
Hannemann & Krützfeld,  
Elmshorn

**ANKER carpet**

PEP SYSTEM 902

**Florr installer**

Oliver Wagner,  
Hamburg



PEP SYSTEM  
Impressively supports the high quality of the entire interior.

**ANKER**  
PROFESSIONAL CARPET



Object telegram

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**Mercedes, Elmshorn**

**Building area**

500 m<sup>2</sup>

**Builder**

Walter Burmester, Mercedes

**Architect**

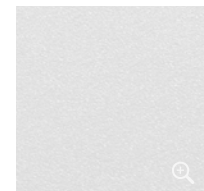
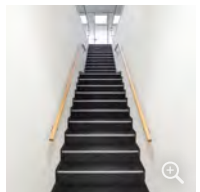
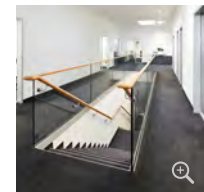
Hannemann & Krützfeld,  
Elmshorn

**ANKER carpet**

PEP SYSTEM 902

**Florr installer**

Oliver Wagner,  
Hamburg



PEP SYSTEM  
Noble anthracite black (color 902).

**ANKER**  
PROFESSIONAL CARPET



Object telegram

**Mercedes, Elmshorn**

**Building area**

500 m<sup>2</sup>

**Builder**

Walter Burmester, Mercedes

**Architect**

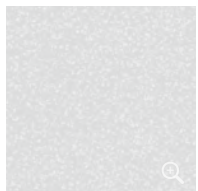
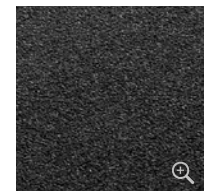
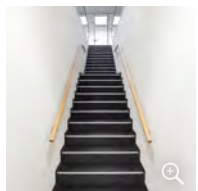
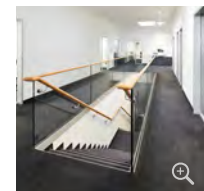
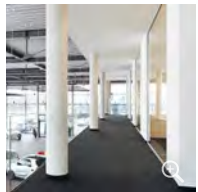
Hannemann & Krützfeld,  
Elmshorn

**ANKER carpet**

PEP SYSTEM 902

**Florr installer**

Oliver Wagner,  
Hamburg



PEP SYSTEM

Available in rolls (400 cm width) or tiles (50 x 50 cm).