



Merkur has become the synonym for a quality dealer in technical products for domestic and industrial applications, all available at one place. Merkur has become the Slovenian market leader in sales of home products and DIY, electro-installation materials, apparatuses and appliances, machinery and tools, ferrous and non-ferrous metal products, and industrial items for professional use. Even more, the company has successfully affirmed the Merkur trademark not only in Slovenia, but also abroad.

Merkur is opening its first store in Cyprus on the 1st of March 2008 and used outdoor as its main driver to promote the launch and the opening of this store.

Merkur used different formats of outdoor using a friendly face for its first store opening in Cyprus.