

Dehner Garten-Center launches in-store screen network with FRAMEN

130 stores across Germany and Austria to be centrally managed and programmatically monetized for the first time

Berlin / Rain am Lech, October 1, 2026 – Dehner Garten-Center is launching its first digital in-store screen network across its stores. Together with FRAMEN and NEXGEN smart instore, the company is equipping 130 Home & Garden stores in Germany and Austria with digital screens. The screens are centrally managed via the FRAMEN Screen Manager. The content management solution from the Berlin-based MediaTech company enables Dehner to display its own content while also making the inventory available for programmatic monetization.

The rollout follows a six-month pilot phase across the first 30 stores. After a successful test phase, the solution is now being expanded to the full network. For Dehner, this marks the first installation of digital in-store screens in this form. Previously, there was no comparable digital signage system in the stores.

The technical setup includes FRAMEN TV Boxes as well as 55- and 65-inch professional TVs. The rollout across Dehner stores is being carried out by NEXGEN smart instore. Through FRAMEN's content management system, Dehner can centrally display its own content, highlight seasonal topics and integrate curated channels such as weather.

For customers, this creates an additional information and inspiration channel directly in-store. The screens can feature current gardening topics, seasonal offers, product news or shopping-relevant information such as the weather. Content can be tailored to the season and individual store location. In this way, digital communication complements advice and orientation in-store and can provide customers with new inspiration for their garden, balcony, terrace and home.

At the same time, the screens are being opened up for retail media campaigns: on the one hand for endemic brands from the Home & Garden environment, and on the other for non-endemic advertisers looking to reach target groups such as families, homeowners or high-purchasing-power households in a local context. These may include regional providers, energy companies, insurers, financial service providers, FMCG brands or telecommunications companies with seasonal campaigns.

For the advertising market, this creates new DOOH and retail media inventory in a purchase-oriented environment. Campaigns are booked via FRAMEN. The inventory is available both through the FRAMEN Ads Manager and via connected programmatic buying channels. According to Dehner media data, the company reaches in particular high-purchasing-power best agers aged 50 and above as well as high-income families aged 35 to 49 with children. Dehner stores stand for topics such as gardening, plants, DIY, pet supplies, outdoor, seasonal products and living. Brands can reach customers where inspiration, advice and purchasing decisions come together directly.

David Frei, Director Enterprise at FRAMEN, says: “With Dehner, we are expanding our network with a particularly strong retail media environment. Home & Garden stores are places where people shop consciously, seek inspiration and make concrete decisions. This is exactly where digital retail media shows its strength: contextual, attention-grabbing and close to the basket.”

Dehner uses FRAMEN not only for the monetization of the screens, but also for central screen management, content management and curated content such as weather. The new in-store network therefore connects Dehner’s own customer communication in-store with programmatically bookable retail media inventory.

With Dehner, FRAMEN is further expanding its presence in in-store retail media and programmatic DOOH. In addition to traditional DOOH environments, FRAMEN is opening up digital screens in commercial spaces – creating touchpoints where consumers move through everyday environments and make purchasing decisions.

About Dehner Garten-Center

The family-owned company Dehner is a European corporate group headquartered in Rain am Lech, Bavaria. Founded in 1947 as a two-person business, Dehner is today the leading omnichannel retailer in the green sector with more than 5,500 employees. A central business unit under the umbrella of Dehner Holding is Dehner Garten-Center – Europe’s largest garden center group with 139 stores as well as online shops in Germany and Austria. Other companies within the group include degro, a wholesaler for garden and pet products, Dehner AGRAR in the agricultural sector and Dehner Logistik.

The Dehner Group remains family-run. This continuity is also reflected in the company’s philosophy: entrepreneurial, oriented toward the needs of the times and committed to the highest quality standards. As a responsible company, Dehner places strong emphasis on sustainability and high ecological standards.

Further information: www.dehner.de and www.dehner.at

About FRAMEN

FRAMEN is a MediaTech platform for Digital Out-of-Home and retail media. The company connects digital screens in commercial environments such as coworking spaces, gyms, hotels, retail locations and other indoor venues. Through the platform, location partners can centrally manage their screens, display content and monetize them as digital advertising inventory.

Advertisers can also use FRAMEN to programmatically plan, book, play out and evaluate campaigns – including through the FRAMEN Ads Manager and connected demand-side platforms. FRAMEN's screen network spans 34 countries and enables brands to access relevant audiences in high-attention, purchase-oriented everyday environments. Campaigns across the FRAMEN network can potentially reach up to 200 million people.

Further information: www.framen.com

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