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Salt opens its second flagship store in Geneva on the prestigious Rue du Rhône

Salt is excited to announce the opening of its second flagship store «Home of Salt» in Geneva, further expanding its retail presence and commitment to superior customer experience. Following the successful launch in May of its first flagship store in Zurich at the Bahnhofstrasse, the new «Home of Salt» is situated on the famous Rue du Rhône in the centre of Geneva's elegant commercial district.



Home of Salt, Photo Copyright: Samir Mouhine

On August 14, 2024, Salt opened its second flagship store, a retail space spanning 207 square meters in a single, uninterrupted layout. The unique store boasts ceiling heights soaring over 4.2 meters, providing an open, airy atmosphere for an unparalleled Salt customer experience. Nestled within a recently renovated building featuring expansive glass surfaces, the store is bathed in natural light, enhancing its vibrant and welcoming environment. This new flagship store, located at Place de Bel-Air / Rue du Rhône 1, brings Salt to 13 points of sale in the cosmopolitan city of Geneva.

Salt's dedicated team of experts excels in providing personalized assistance and live technology demonstrations in a comfortable setup, including a refined coffee and waiting area for customer convenience. The store features a spacious corner dedicated to Salt Business customers and an Eco Corner with direct access to Salt's buyback program for used devices. Furthermore, visitors can explore the latest smartphones, tablets, accessories, and telecom products and enjoy the Salt TV experience, available for Apple TV and Android users. At the opening ceremony, guests enjoyed an exclusive sneak peek at the soon-to-be-released Google Pixel products, highlighting Salt's commitment to bringing cutting-edge technology to its customers.

Max Nunziata, CEO at Salt, commented: *"We are thrilled to bring the «Home of Salt» concept to Geneva with this second flagship store opening. With our commitment to providing our customers with high-quality products and services at attractive prices, we are excited to introduce a new beautiful retail space where we can offer an unparalleled Salt customer experience."*

About Salt

Salt stands for offering innovation and premium products at attractive prices in the Swiss telecommunications market. An outstanding mobile network (Connect, 2024), the country's fastest fixed internet (based on analysis by Ookla® of Speedtest Intelligence® data for Q1-Q2 2024) and customer-centric service ensure an outstanding experience for its business and residential subscribers. The company's services, as well as its fixed and mobile networks, have received repeated awards: best universal provider for large companies and residential customers (Bilanz, 2023), best broadband offer (Connect, 2023), outstanding mobile network (Connect, 2024), best performing internet connection (Nperf, 2023), winner regional fixed-network providers with "outstanding" rating (Connect, 2023), test winner overall test rating mobile service provider postpaid (SIQT 2024), best broadband tariff (SIQT, 2022) and number one B2B mobile provider (SIQT, 2022). Based in Renens (VD), Salt has two additional offices in Biel and Zurich. The company employs more than 1,000 employees and serves more than 1,600,000 postpaid mobile and more than 220,000 broadband customers across Switzerland. Salt currently offers 99.9% population mobile coverage.

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