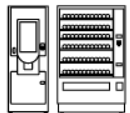


**CRANE<sup>®</sup> MERCHANDISING SYSTEMS**

L E A D I N G



**G L O B A L**

M A N U F A C T U R E R



# CRANE<sup>®</sup> MERCHANDISING SYSTEMS

## ABOUT US

Crane Merchandising Systems is a segment of Crane Co., a diversified manufacturer of highly engineered industrial products with a substantial presence in a number of focused niche markets with over 11,000 employees working together across 26 countries. Crane Merchandising Systems has been manufacturing vending machines since 1926. Our team is dedicated to deliver the best machines and best services to suit your needs.

## EUROPEAN BASED

With factory based in Chippenham, UK, and office in Dreieich, Germany, we have a very strong presence in the UK and Europe.

## INNOVATIVE AND RELIABLE

We continuously invest in new technologies using our proven platform as the foundation for further growth.

## Richard Teller Crane - Resolution, 1855

*"I am resolved to conduct my business in the strictest honesty and fairness; to avoid all deception and trickery; to deal fairly with both customers and competitors; to be liberal and just toward employees and to put my whole mind upon the business."*



R.T. Crane, founder of Crane Co.  
July 4, 1855

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We are a diversified manufacturer with worldwide operations in over 150 locations across 26 countries

# Crane Quality and Reliability

## Our Crane Business System

### Global Business with strong EMEA presence:

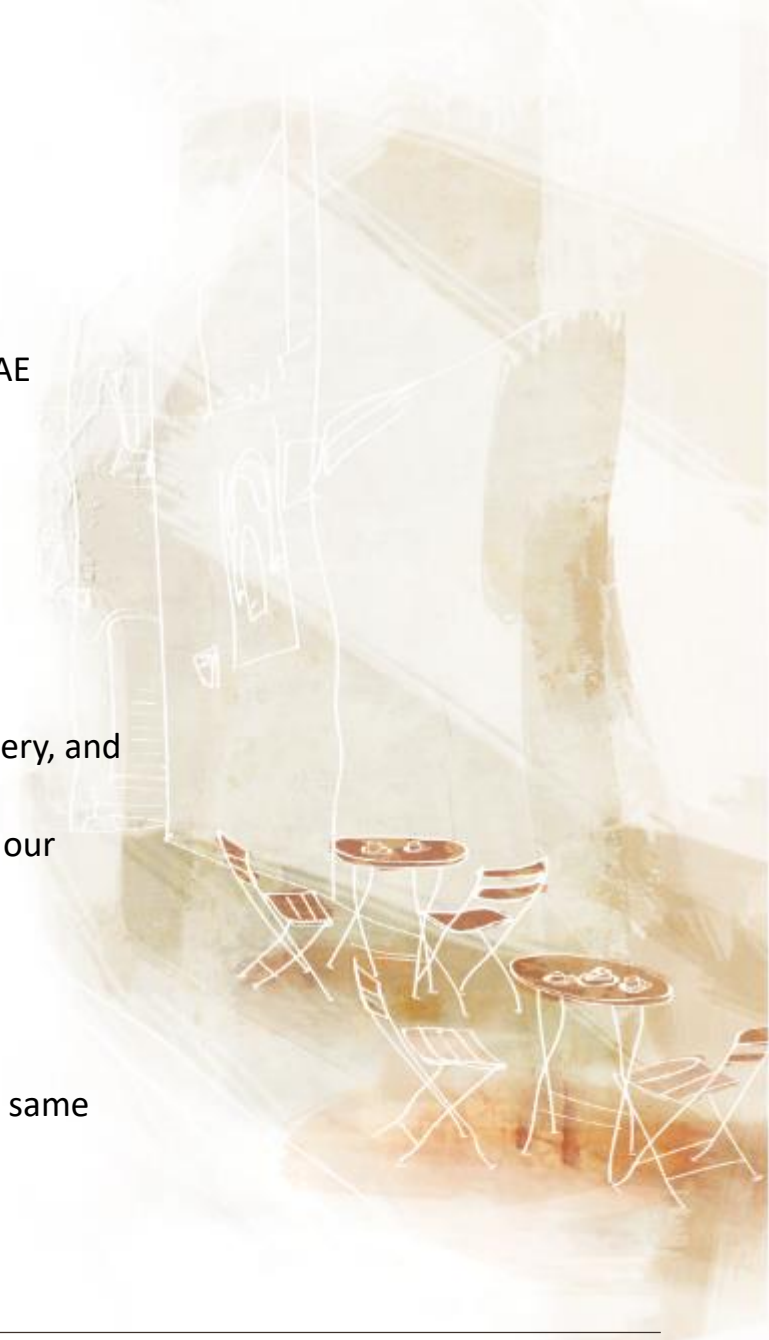
- Made in Britain - European Factory located in Chippenham, UK
- Office, showroom and logistic centres in Chippenham UK, Dreieich, Germany and Dubai, UAE
- Wide network of Field Service Engineers in the region
- Market leader in US and UK
- UK and Continental Europe helpdesk and training facilities
- Member of EVA and AVA

### Crane Business System:

- All our business units use the Crane Business System with key focus on safety, quality, delivery, and cost to generate profitable organic growth
- We execute over 500 kaizen events annually to drive continuous improvement throughout our worldwide operations
- CBS is not only a production system but is applied to all functions within our company

### Integrated solutions:

- Crane is the only vending machine manufacturer to provide a complete solution within the same umbrella: vending machine, payment systems and connectivity solutions





# Innovation and Connectivity

*Our built in 2 way connectivity platform\**

## Consumer Engagement

- Engage your customers by renewing menus, recipes and visuals remotely
- Multiple payment options including chip + pin, contactless, Apple Pay and Android Pay
- Crane Connectivity Solutions is continuously innovating to improve consumer experience
- Use advertising campaigns to generate extra revenue

## Operational Benefits

- Generate customised sales reports to gain retail insights
- Real time machine alerts to reduce downtime
- Reduce deployment time of content and configuration
- Automated software updates from Crane

## Category Management:

- Full visibility of planogram and recipes
- Change prices and planograms remotely
- Receive line item sales data by time, date and product
- Send customised screen content and update nutrition information

\* This is a subscription service



**CRANE**® **MERCHANDISING SYSTEMS**

P R E M I U M



**C O F F E E**

M A C H I N E S

*Connecting the World to Coffee*



# CONNECTING THE WORLD TO COFFEE

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## *What makes coffee taste great?*

Consistently delicious coffee does not happen by accident. It takes experience to farm quality beans. It takes experience to properly harvest, blend and roast them. It takes experience to develop a machine with the ability to release their optimal flavour in every single cup.

At Crane Merchandising Systems, we have more than 90 years experience designing premium coffee machines that deliver the taste profile you would expect from the best coffee shops around the world.

Dependable engineering, intuitive user interfaces and amazing drink quality are the reasons customers around the globe choose our premium coffee machines. All our machines are equipped with telemetry on board to enable **2 way communication**, because modern operating is all about using data to increase same store sales and improve efficiency.

Our goal is to connect the world to coffee – **one exquisite cup at a time.**





## Own IP components used in all our coffee range

*Operating efficiency, great taste and best reliability*



### **Oltre Brewer:**

- Optimised extraction and brewing parameters uses up to 15% less ingredient
- Intuitive, mistake proof design
- Quick release parts
- Cleaning time 15 - 50% less than competition
- Continuous mesh filter – lasts 5k vends
- Industry leading reliability – tested to over 4 million vends



### **Crane Cup Drop Unit:**

- Increased capacity: 7 stacks from 5, increase of 40% for 70mm cups / 6 stacks from 5, increase of 20% for 78/80mm cups
- Increased flexibility: adaptable for different cup sizes & types with a common base chassis
- Improved reliability means less service calls
- Planet turret drive gear with deep separation scrolls
- Capable of handling double wall insulated cups for that real retail experience



### **Crane Mixing System:**

- The 13,000 rpm impeller whips the drink to create Crane's signature coffee: visual appeal, enhanced crema, density, mouth feel and product layering
- Intuitive, mistake proofed design with colour coded & quick release parts



# ICON

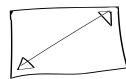
by CRANE

## Dynamic design serving best-in-class drinks



Captivate interest immediately with the touch user interface and stylish design of ICON by Crane. Robustly engineered with state-of-the-art technology, ICON delivers each drink consistently with stellar taste, aroma, colour and appearance, and will bring consumers back for more.

- *Continental style coffees made with real espresso, freshly ground from beans*
- *Leaf tea freshly brewed every time*
- *Add milk and sugar to taste*
- *Crane quality design and function*
- *Nutritional and allergen information displayed for your selection*



**21"**

Optional  
HD Display



Intuitive User  
Interface



**82%**

Recyclable



**Barista**

Quality Coffee







## Increase Same Store Sales

- Attract consumers with a new visual, touch capacitive user interface & workflow
- Engage consumers and drive sales with product & brand advertisements
- Drive higher vend prices through premiumisation of the solution

## Differentiated Offering to Win New Locations

- Intuitive user interface & workflow that mirrors the retail coffee channel
- Easy customisation through graphics and screen content (5.1" HD video screen)
- Provide product images and allergen information

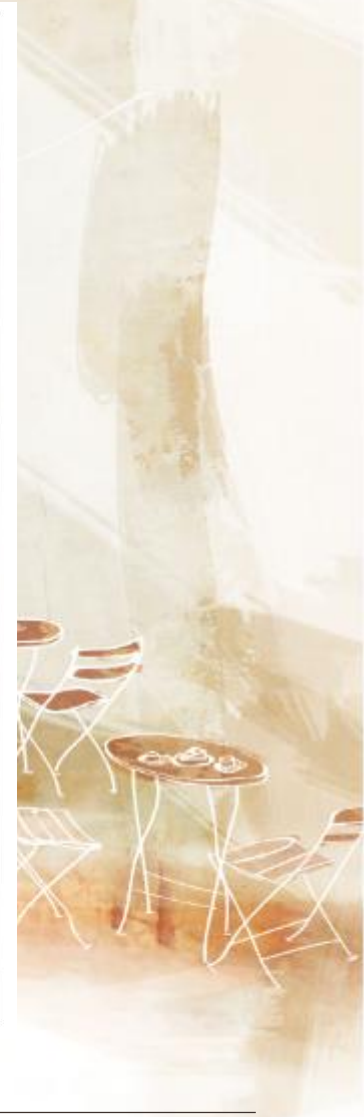
## Drive Consumer Satisfaction

- Retail coffee style menu
- High quality beverages that are easy to customise
- Highly reliable platform, less service calls, less down time



## Dynamic Design

- Fully customisable motion video display and media screen option to attract consumers
- Drink customisation
- My code function for fast choice



Up to 7 stand by images or videos can be loaded



Select your drink and adjust strength



Add milk as required



Press the 'My Code' button to enter your unique drink code



A video can be displayed during the vend process

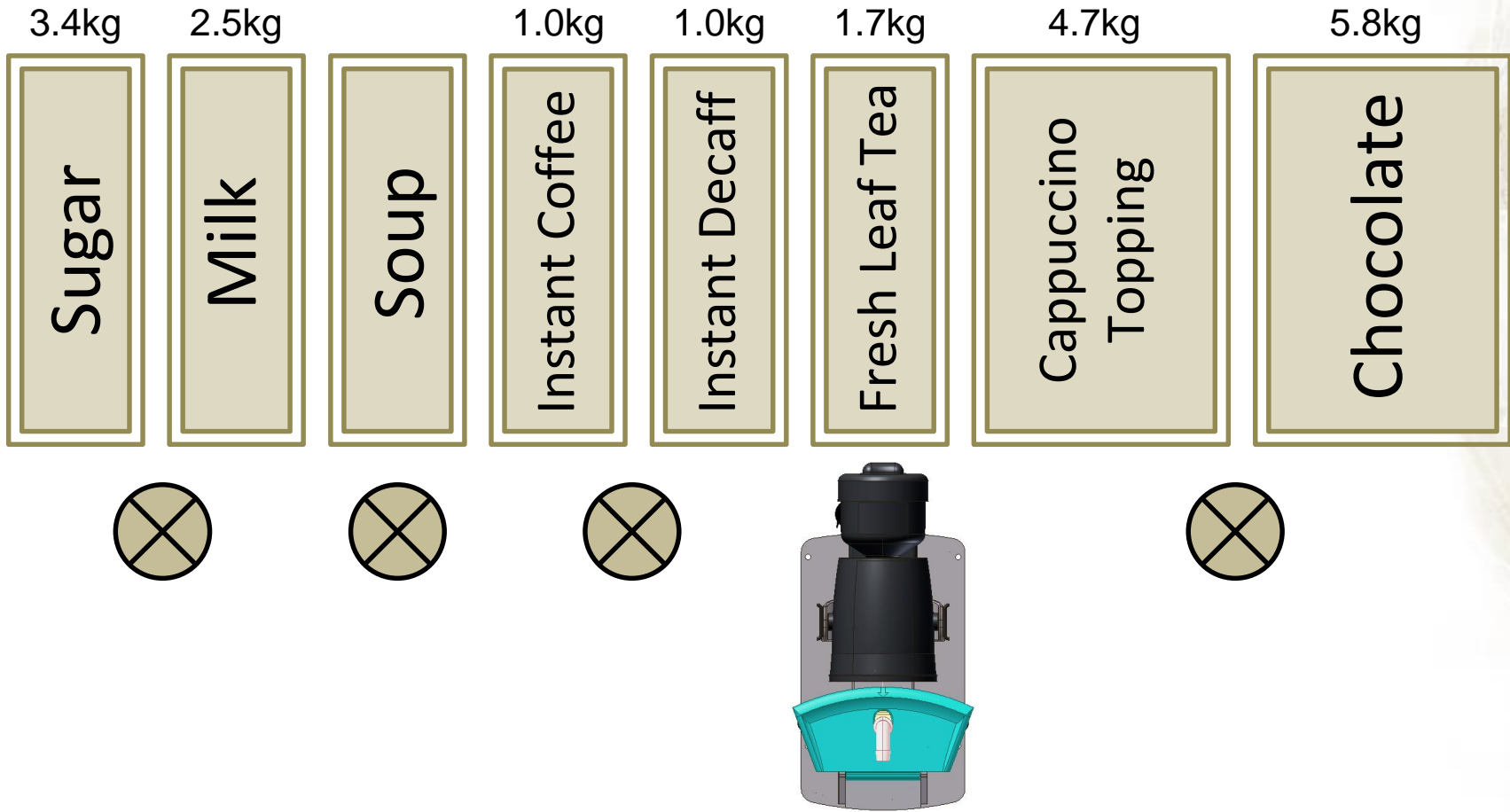


Add sugar as required




Press 'Make my Drink', your drink code is displayed for next time








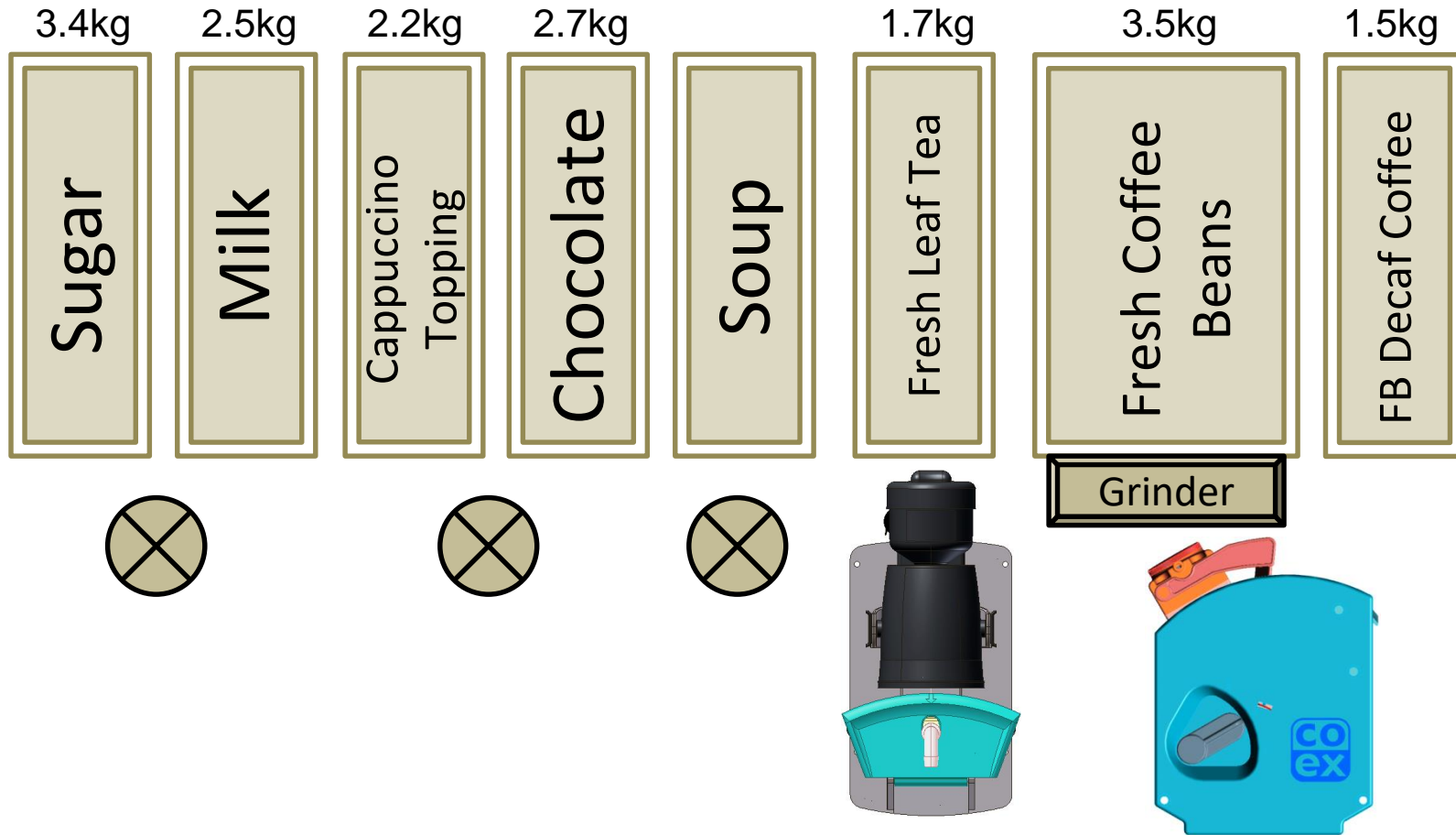
1  AMERICANO	2  DECAF AMERICANO	3  AMERICANO WITH MILK	 ESPRESSO
4  FLAT WHITE	5  DECAF FLAT WHITE	6  CAPPUCCINO	 DECAF CAPPUCCINO
7  LATTE	8  DECAF LATTE	9  MOCHA	 DECAF MOCHA
0  DOUBLE ESPRESSO	 FRESH LEAF TEA	 FRESH LEAF TEA WITH MILK	 SOUP PRESS FOR FLAVOUR
 HOT WATER	 HOT CHOCOLATE	 CHOCOMILK	<b>CANCEL</b> RETURN CHANGE
 MILK PRESS TO ADD/REDUCE	<b>MAKE MY DRINK</b>		 SUGAR PRESS TO ADD/REDUCE
	<b>MY CODE</b>		

ICON Freshbrew Tea menu hot only

1  AMERICANO	2  DECAF AMERICANO	3  FLAT WHITE	 DECAF FLAT WHITE
4  CAPPUCCINO	5  DECAF CAPPUCCINO	6  LATTE	 DECAF LATTE
7  MOCHA	8  DECAF MOCHA	9  ESPRESSO	 FRESH LEAF TEA
0  HOT WATER	 HOT CHOCOLATE	 CHOCOMILK	 SOUP PRESS FOR FLAVOUR
 COLD WATER	 COLD DRINK 1 PRESS FOR FLAVOUR	 COLD DRINK 2 PRESS FOR FLAVOUR	<b>CANCEL</b> RETURN CHANGE
 MILK PRESS TO ADD/REDUCE	<b>MAKE MY DRINK</b>		 SUGAR PRESS TO ADD/REDUCE
	<b>MY CODE</b>		

ICON Freshbrew Tea menu with cold drink option





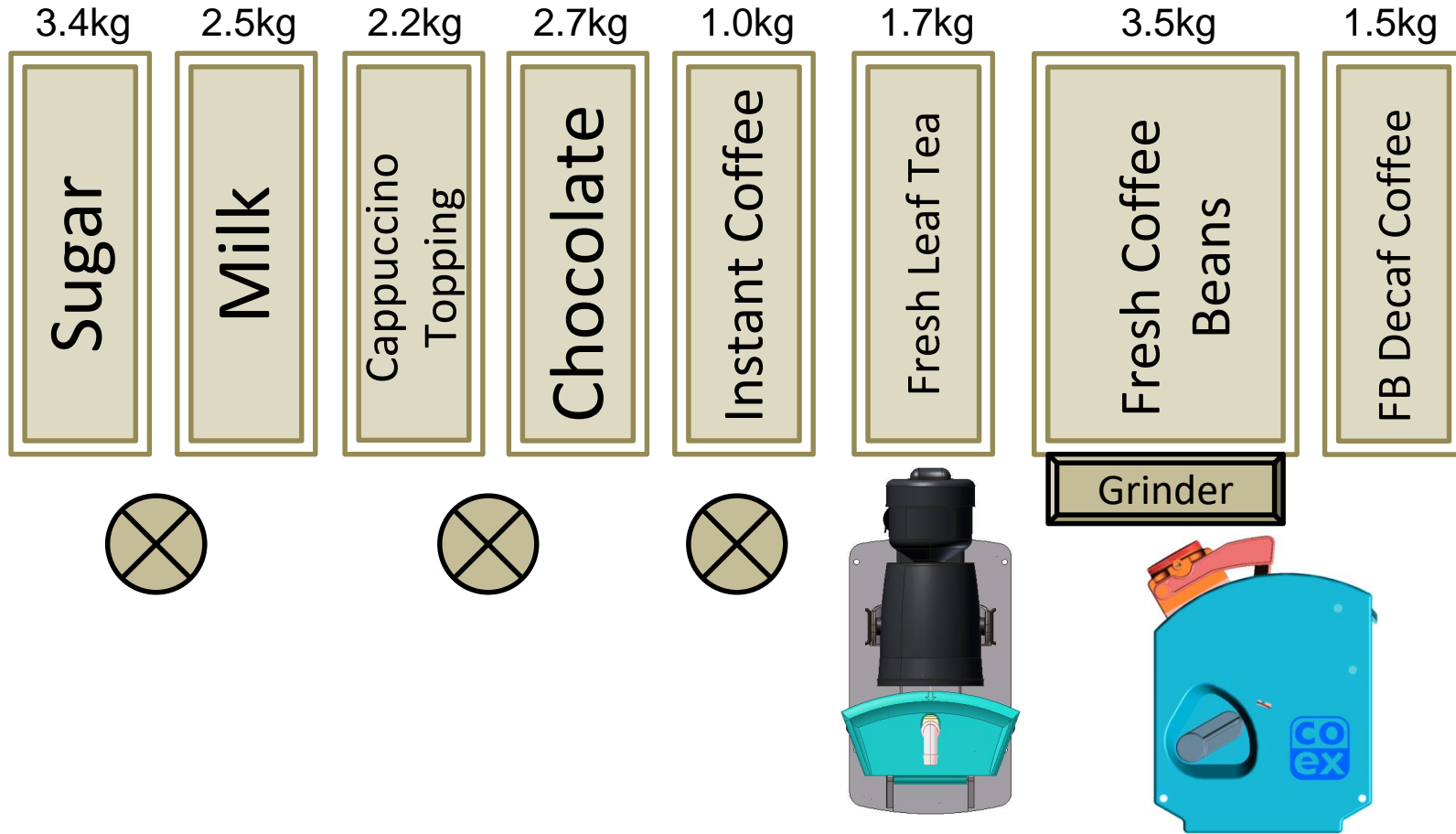
1 AMERICANO FROM BEANS	2 AMERICANO	3 AMERICANO WITH MILK FROM BEANS	ESPRESSO FROM BEANS
4 FLAT WHITE FROM BEANS	5 FLAT WHITE	6 CAPPUCCINO FROM BEANS	CAPPUCCINO
7 LATTE FROM BEANS	8 LATTE	9 MOCHA FROM BEANS	MOCHA
0 DOUBLE ESPRESSO FROM BEANS	FRESH LEAF TEA	FRESH LEAF TEA WITH MILK	SOUP PRESS FOR FLAVOUR
HOT WATER	HOT CHOCOLATE	CHOCOMILK	<b>CANCEL</b> RETURN CHANGE
MILK PRESS TO ADD/REDUCE	MAKE MY DRINK		SUGAR PRESS TO ADD/REDUCE
	MY CODE		

ICON Espresso & FB Tea  
(E05 Soup) menu hot only

1 AMERICANO FROM BEANS	2 AMERICANO	3 FLAT WHITE FROM BEANS	FLAT WHITE
4 CAPPUCCINO FROM BEANS	5 CAPPUCCINO	6 LATTE FROM BEANS	LATTE
7 MOCHA FROM BEANS	8 MOCHA	9 ESPRESSO FROM BEANS	FRESH LEAF TEA
0 HOT WATER	HOT CHOCOLATE	CHOCOMILK	SOUP PRESS FOR FLAVOUR
COLD WATER	COLD DRINK 1 PRESS FOR FLAVOUR	COLD DRINK 2 PRESS FOR FLAVOUR	<b>CANCEL</b> RETURN CHANGE
MILK PRESS TO ADD/REDUCE	MAKE MY DRINK		SUGAR PRESS TO ADD/REDUCE
	MY CODE		

ICON Espresso & FB Tea  
(E05 Soup) menu with cold drink option





# ICON

by CRANE

Espresso & FB Tea UK (E05 soup) menus

1  AMERICANO FROM BEANS	2  AMERICANO WITH MILK FROM BEANS	3  AMERICANO	 ESPRESSO FROM BEANS
4  FLAT WHITE FROM BEANS	5  FLAT WHITE	6  CAPPUCCINO FROM BEANS	 CAPPUCCINO
7  LATTE FROM BEANS	8  LATTE	9  MOCHA FROM BEANS	 MOCHA
0  DOUBLE ESPRESSO FROM BEANS	 FRESH LEAF TEA	 FRESH LEAF TEA WITH MILK	DECAF PRE-SELECT
 HOT WATER	 HOT CHOCOLATE	 CHOCOMILK	CANCEL RETURN CHANGE
 MILK PRESS TO ADD/REDUCE	MAKE MY DRINK		 SUGAR PRESS TO ADD/REDUCE
MY CODE			

ICON Espresso & FB Tea  
(E18) menu hot only

1  AMERICANO FROM BEANS	2  AMERICANO	3  FLAT WHITE FROM BEANS	 FLAT WHITE
4  CAPPUCCINO FROM BEANS	5  CAPPUCCINO	6  LATTE FROM BEANS	 LATTE
7  MOCHA FROM BEANS	8  MOCHA	9  ESPRESSO FROM BEANS	 FRESH LEAF TEA
0  HOT WATER	 HOT CHOCOLATE	 CHOCOMILK	DECAF PRE-SELECT
 COLD WATER	 COLD DRINK 1 PRESS FOR FLAVOUR	 COLD DRINK 2 PRESS FOR FLAVOUR	CANCEL RETURN CHANGE
 MILK PRESS TO ADD/REDUCE	MAKE MY DRINK		 SUGAR PRESS TO ADD/REDUCE
MY CODE			

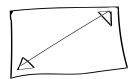
ICON Espresso & FB Tea  
(E18) menu with cold drink option

## Coffee shop experience with first-rate beverages



With its ATM-style, high definition user interface and sleek, sophisticated appearance, VOCE MEDIA offers variety and consistency in hot drink vending. Provide users with the options they want and exceed their expectations with the same brewing process found at your local coffee house.

- Reliable and attractive design
- Up to 32 drink selections
- Customisable images on the ATM screen
- Option to add a 21 inch HD screen



**21"**  
Optional  
HD Display



**82%**  
Recyclable



**32**  
High Quality  
Selections



**800**  
Cup capacity





## Increase Same Store Sales

- Attract consumers with an intuitive user interface & workflow
- Drive higher vend prices through premiumisation of the solution

## Differentiated Offering to Win New Locations

- Provide product images and allergen information
- Supports multiple payment systems, easy to configure knock out system
- Possibility to “print” the total front panel for brand or customer communication

## Drive Consumer Satisfaction

- Engage consumers and drive sales with product advertisements on the media screen
- Drive higher vend prices through premium of the solution
- High quality beverages that are easy to customise (24 selections)

