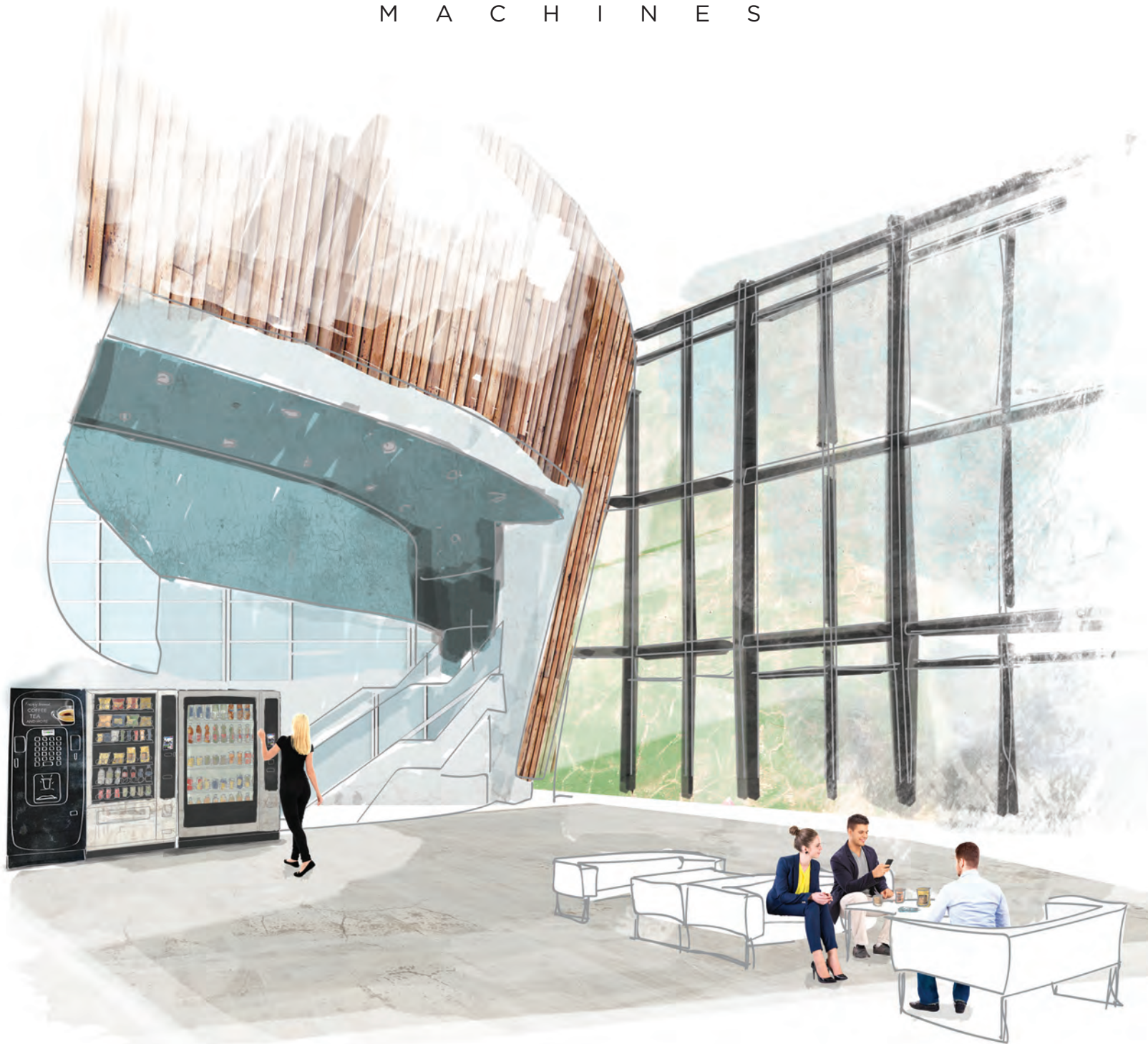


P R E M I U M



COFFEE, DRINK & SNACK

M A C H I N E S



CRANE **MERCHANDISING SYSTEMS**

CRANE[®] 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 approximately 12,000 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.

GLOBAL COMPANY LOCAL PRESENCE

With factories in the US and Europe, we are local to the markets we serve. Our EMEA APAC head office and factory is based in Chippenham, UK. We have showrooms and offices in several countries in the region including Dusseldorf, Singapore and Dubai.

INNOVATIVE AND RELIABLE

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

“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

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

Today, we are a diversified manufacturer with worldwide operations in over 150 locations across 26 countries.



VENDING INNOVATION

INNOVATION THROUGH TECHNOLOGY

What role does innovation play in the industry?

The vending industry is rapidly changing and Crane Merchandising Systems continues to adapt with it. Our portfolio is always improving with the extension of our product offerings. By enhancing our design, we are advancing the retail experience including full-motion video touch screens, interchangeable shelving for product flexibility, consumer-friendly delivery mechanism and green refrigeration. Our focus is on continuous improvement of quality and reliability.

Attract consumers utilising branding and direct communication, then connect with them through a retail user interface and digital advertising. Increase sales by accepting all types of payment and utilise the data to drive suggested buys, sales or promotions. Crane Merchandising Systems has changed with the industry, launching our MEDIA platform and our award winning coffee solutions. These new concepts offer an alternative to traditional vending, with new payment, 2 way connectivity solutions, and a robust management system.



PREMIUM HOT DRINKS

CONNECTING THE WORLD TO COFFEE

What makes coffee taste great?

Consistently delicious coffee doesn't happen by accident. It takes experience to farm quality beans. It takes experience to properly harvest, blend and roast them. And 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 cafe's around the world. Dependable engineering, intuitive user interfaces and amazing drink quality are the reasons customers around the globe choose our premium coffee machines. Our goal is to connect the world to coffee - one exquisite cup at a time.

FOUR MACHINES ONE PLATFORM

All Crane coffee machines have 2-way connectivity and screens to remotely keep the menu, advertising and promotions up to date as well as monitoring usage, alerts & maintenance requirements. Our quality and consistency is in simplicity; all machines use the same components throughout our range.





MEDIA DRINK & SNACK

THE PERFECT VENDING EXPERIENCE

What difference does the MEDIA platform make?

Developing the most intuitive vending machines on the market today was not just the intention, it was the result. Designed with the expertise of Crane Merchandising Systems, the MEDIA platform revolutionised unattended retail.

The MEDIA platform offers an enhanced user experience through customisable graphics, a touch screen user interface, interactive promotions and a virtual shopping cart. These differences transform a typical interaction with a vending machine into an experience that connects people to their way of living.





CRANE CONNECTED PLATFORM

COMBINING CONNECTIVITY AND ENGAGEMENT

Why does a connected platform matter?

A connected platform revolutionises the way operators manage their businesses and transforms the way consumers interact with their stores.

Performing over-the-air software updates, changing planograms and making price changes saves operators time and money by eliminating unnecessary trips to machines. Multiple cashless options, suggestive selling, product advertisements, custom storefronts and shopping cart features provide consumers with the modern retail shopping experience they expect.

Managing a store remotely and creating an engaging experience for the consumer is why more operators choose the Crane Connected Platform.



SUSTAINABILITY & CORPORATE RESPONSIBILITY

THEY ARE IN OUR DNA

Why sustainability and corporate responsibility are so important

Crane is committed to serving as an eco-friendly partner that continuously seeks to improve the environmental performance of our products. Our machines are manufactured with 40% recycled material, are at least 82% recyclable at end of life, feature reduced energy consumption up to 41% during off-peak times. They include a waste reduction cup sensor allowing the use of your own mug, jug or bottle, and our brewer uses up to 15% less ingredients while still serving better drink quality, and reduces both waste and “paper out” service calls.

Each year, employees of Crane Merchandising Systems sponsor donations through a charitable trust called The Crane Fund for Widows and Children, which was established in 1914 by the children of founder, R.T. Crane. The purpose of this charitable trust is to create positive impact for the under-served in areas Crane has business units.

The philanthropy of Crane doesn't end with the communities in which Crane operates, but also extends to former employees. R.T. Crane said, “a loyal employee gives something besides his labor and the employer should recognize that fact.” Two years after his death, the children of R.T. Crane established The Crane Fund to provide financial assistance to eligible former Crane associates. This serves as reminder of legacy and lesson in the power of individual leadership and responsibility.

MACHINE OVERVIEW



LINEA



CALI



ICON



COTI



BevMAX
MEDIA



MERCHANT
COMBO
MEDIA



MERCHANT
AMBIENT
MEDIA

Why Choose Crane?

- One Platform
 - Focus on Innovation and Connectivity
 - Superior User Experience and Interface
 - Global Company, Local Support
 - Sustainability is at the Core of the Business
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CRANE[®] MERCHANDISING SYSTEMS

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