

## Hello...

...and welcome to the August edition of the CMS Update Newsletter.



As the first 6 months of the year slip by, it has been an incredibly busy time for everybody at CMS. We still continue to invest heavily in product development and innovation which is why I am delighted to announce the imminent launch of the NEW **BevMax 4** cold drinks machine. Full details of this exciting new product can be found in the article below.

It was also great to see so many visitors to our stand at AVEX this year. Despite gloomy predictions AVEX was a great show for us and

our stand staff were definitely kept very busy throughout the show. So thanks to those of you who I had the pleasure of meeting and for those who I haven't met yet – I look forward to doing so soon.

This issue of Update contains many other interesting articles including information on CMS Added Value Services, recent updates to our website and bespoke graphics. I hope you find this issue of Update an informative and interesting read.

**Michael Eidenschink**  
General Manager for Europe & International Business

## CMS at AVEX 2009



AVEX 2009 proved to be a hugely successful exhibition for CMS.

Visitors to the stand were plentiful and it was a great opportunity to showcase the new BevMax 4 cold drinks machine with LED lighting and the **enjoy more** hot drinks Evolution which uses 12oz cups. This new model has been developed as a direct response to market needs, mirroring the high street coffee shop experience.



The impressive CMS stand at AVEX 2009 with the bespoke graphics area in the foreground.

Marketing Director, Karin Sadler commented, "Visitors to the CMS stand came from all over the UK and Europe and were very interested in the power saving capabilities of our machines, especially how they can help to reduce your carbon footprint. All in all AVEX 2009 was a great event for CMS!"

## BEVMAX 4

### The Best Just Got Even Better!

Summer 2009 will see the launch of the new enhanced BevMax 4, glass fronted bottle and can merchandiser.

The new BevMax 4 is a greener, more reliable and technologically advanced merchandising platform that showcases a large variety of product and reliably delivers it to the consumer every time.

Operators will love the BevMax 4 as it is one of the most energy efficient, vending machines in the marketplace today. It exceeds the Tier 2 Energy Star requirements by over 30% and has achieved an EVA Emp rating of A++! BevMax 4 also features low energy LED lighting as standard, further enhancing its environmental credentials.

BevMax 4 also features a new, self contained modular refrigeration deck which offers improved performance.

The fridge deck can be removed easily from either the front or back of the machine for maintenance.

The BevMax 4 will be available as standard in silver with either an Abstract or Ultra Blue door graphic but can also be ordered in Black to complement machines available from the CMS range.



## CMS Added Value Services

As a customer focused business, CMS is always seeking new ways to ensure that we offer the 'Best in Class' Customer Service.

Our Technical Support Team offer comprehensive training for engineers on the complete range of CMS equipment. Courses can be booked online via our website and are held either at our head office in Chippenham, Wiltshire or at our Midlands office located in Tamworth.

(cont'd) Recently the teams have taken their expertise out on the road, organising hugely successfully training and product knowledge roadshows in Scotland and Northern Ireland. These proved extremely popular with customers who would normally have found it inconvenient to send their engineers to Chippenham or Tamworth.

CMS can also boast a UK based Technical Support Helpdesk which in the majority of cases can help an engineer fix machine related issues quickly and easily with a simple phone call.

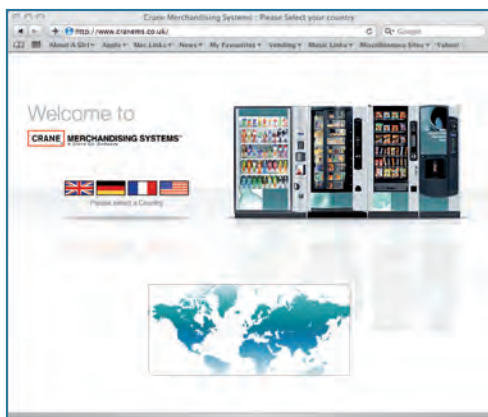
Full technical support can be found via the Technical Support Helpdesk, 01249 667323 or via the website [www.cranems.co.uk/technical](http://www.cranems.co.uk/technical)

## More Updates to the CMS Website

We are currently reviewing and making changes to our website ([www.cranems.co.uk](http://www.cranems.co.uk)), to give it a fresh, up to date look and improve the customer experience.

Alongside the recent graphic changes we made which gave the site a clearer brand identity, we have also updated the 'contact us' links on the home page to make them more prominent and more importantly, customer friendly.

We have also added a brand new 'Welcome' page (see below) which is displayed when you enter the CMS website address into your browser. This now gives visitors direct links to our European and US websites which can be accessed by simply clicking on the relevant Country's flag.



The new 'Welcome' page gives visitors one click access to CMS' European and US websites.

## Personalising the Vending Experience

Are you looking to offer your customers a personalised vending experience? We can design and fit striking bespoke graphics to any machine from the CMS range.

Bespoke graphics add an extra value service to your customers. With the addition of corporate branding, including logos, colours and imagery, their new CMS vending solution becomes an important focal point for visitors as well as

providing refreshing drinks or snacks.

CMS offer a full in-house graphic design service, creating machine graphics which will blend perfectly with their intended surroundings.

For more information or to discuss your specific bespoke branding requirements, please contact your account manager or email [sales@cranems.co.uk](mailto:sales@cranems.co.uk).



## David Rows his Boat for Charity

CMS Technical Support Manager, David Bamford, recently undertook a 10 mile sponsored row along Lake Windermere for charity.

The event took place over the weekend of 6th/7th June and was in aid of St Gemma's Hospice Charity. David had two, three man teams entered this year, including members from the vending industry.

2009 was David's 15<sup>th</sup> consecutive year competing in this event and his team also managed a personal best time of 2 hours 20 minutes to complete the 10 mile course, 15 minutes quicker than their previous best. David managed to personally raise £200 this year, including a generous £50 donation from Automatic Retailing, Scotland. Members of his teams raised between £170 and £250 each which meant that the hospice benefited enormously from the rowers on David's teams.

David adds "We are always looking for new members to come and join us in this

magnificent event. The sponsorship money we raise has increased year on year and we may look for corporate sponsorship next year to try and increase this further".

"We did the 21 mile row for the first time in 2008 which took us around 6 hours and we will be doing this distance again in June 2010".



David (left) and Geoff Royle of CSG proudly show off their medals after completing the row.

More information about St Gemma's Hospice Care can be found via their website [www.st-gemma.co.uk](http://www.st-gemma.co.uk).

**CRANE MERCHANDISING SYSTEMS™**  
A Crane Co. Company

**AUTOMATIC PRODUCTS** **Dixie Narco**  
Vending Systems

Tel: 01249 444807 Fax: 01249 444819

[www.cranems.co.uk](http://www.cranems.co.uk)