

## PRESS RELEASE

## Smartwatch connection to Schaerer coffee machines relieves employees and increases service quality in retail

Zuchwil and Stockholm, 11.04.24 - The smartwatch on our wrist makes our lives easier in many areas today. Together with the Swedish wearable tech company Turnpike, Schaerer is now offering retailers an exceptional smartwatch integration solution for Schaerer coffee machines. This proactively informs employees about upcoming service tasks, thereby increasing both staff efficiency and machine availability. The basis for this is the digital solution Schaerer Coffee Link. Its interface (API) enables the seamless networking of Schaerer machines on the Internet of Things (IoT) and thus integration into Turnpike's cloud services and smartwatch software. The innovative application was jointly implemented for the first time for long-standing Schaerer customer Circle K – a leading operator of convenience shops and petrol stations.

The sale of specialty coffees contributes significantly to revenue in petrol and service stations and as well in convenience stores. At the same time, servicing the machines, most of which are used for self-service, is a challenge for the staff. In addition to their main tasks, they must ensure that the coffee machines are filled with sufficient coffee beans, milk, or toppings. The smartwatch integration solution from Schaerer and Turnpike takes the pressure off staff to check the machines at regular intervals. Instead, the wristwatch uses the machine consumption data transmitted in real time to proactively inform staff that a service, such as refilling milk, is required. In addition to notifications for required ingredients, other events can also be transmitted to the smartwatch, including upcoming cleaning, descaling or any machine malfunctions. This allows the employees to optimally schedule all tasks into their workflow.

The solution also has clear added value for end users. Thanks to the perfectly serviced machines, they receive the drinks they want in the best quality. What's more, they can even trigger a notification to the service employee's smartwatch by touching the corresponding symbol on the machine display. For example, if they need help customising their personal favourite coffee. In combination with the high drink quality, this added service enhances the customer experience at the coffee machine.

"The collaboration with Turnpike underlines our ambition to inspire the world of coffee enjoyment. By connecting our coffee machines to Turnpike's technology to our coffee machines, we are helping our customers to optimise their coffee business and at the same time reduce the workload of their employees. In addition,

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we support them in creating a special coffee moment for their customers," says Sandro Bianchi, Customer Success Manager at Schaerer.

"We are delighted to be realising this smartwatch integration solution together with Schaerer. The combination of our wearable technology and Schaerer's coffee machines sets new standards in retail in terms of efficiency and service quality. Our goal: a seamless collaboration between man and machine to create an unrivalled experience," says Carl Norberg, Co-Founder of Turnpike.

The new smartwatch application was implemented for the first time for long-standing customer Circle K. The brand, which belongs to the Canadian company Alimentation Couche-Tard Inc., is one of the world's largest operators of convenience shops and petrol stations. The collaboration between Schaerer and Circle K began in the USA in 2018, and European shops have also been equipped with Schaerer coffee machines since 2020. The company currently has a total of around 1,800 Schaerer Coffee Soul models in its shops.

**Images**



You can find image material on our media portal <https://press-n-relations.mediamid.com/> under the search term „[Schaerer Success Story Turnpike](#)“.

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**About Schaerer**

Founded in 1892 and headquartered in Zuchwil, Switzerland, Schaerer Ltd. is one of the world's leading manufacturers of fully automated professional coffee machines. As a well-established brand with a long history, Schaerer stands for Swiss values combined with in-depth knowledge on coffee. The brand emphasizes these attributes in its claim "swiss coffee competence" and lives them equally in its product development and the Coffee Competence Centre, Schaerer's coffee expertise and training centre in Zuchwil. Moreover, Schaerer is characterised by extreme flexibility adhering to the guiding principle of "We love it your way" - whether it concerns customer requests, customer-specific products bulk orders or the product range which offers the customer a wide collection of customised configuration options. Customer-oriented and equipped with comprehensive knowledge on coffee, Schaerer supports any customer of any size all over the world in offering guests delicious coffee of the highest quality. Schaerer has been part of the French consortium Groupe SEB since 2016.

**About Turnpike**

Turnpike is a Swedish wearable tech company, specializing in innovative cloud services and software for smartwatches. The company's vision is to create a world where man and machine work together seamlessly, optimizing operations and enhancing customer experiences. Turnpike builds software that is transforming the way retail employees work. They enable seamless discreet communication between management and staff that drives real-time customer service and engagement. Our solutions make retail employees more productive, more empowered, and more motivated. In partnership with Microsoft, Turnpike has already attracted the attention from H&M and IKEA. Turnpike was founded in Stockholm, Sweden 2016 by Carl Norberg, Björn Ögren and Peter Carlsson (Northvolt Founder/CEO).