

Schaerer AG

Schaerer – Coffee comes to life

Schaerer AG key data

Headquarters: Zuchwil (Solothurn), Switzerland

250 employees

Consolidated revenue 2010: CHF 98.5 million

Main shareholder: WMF AG, Geislingen, Germany

Global presence through subsidiaries in Germany, the USA and Belgium and 38 partners in Europe, America, Africa, Asia and the Pacific.

Quality certificate: ISO 9001 : 2008 (since 1997)

Milestones of the company history

- 1892 In Bern, Maurice Schaerer founds M. Schaerer AG, a company specialising in the manufacture of medical equipment and sterilisation apparatus
- 1924 The first coffee machine is created based on knowledge of the application of steam
- 1957 M. Schaerer AG introduces the first fully automatic piston coffee machine to the market
- 1970 Launch of the first fully automatic coffee machine with a dosing system and integrated grinder
- 1984 Launch of Schaerer Matic, the "King" of automatic coffee machines. It sets new standards in coffee quality, product selection and variety of options.
- 1997 Introduction of the first automatic cappuccino system
- 1999 Founding of the Coffee Competence Centre CCC
- 2003 Cooperation with the German WMF AG in the areas of development, procurement and technology
- 2003 Introduction of Schaerer Coffee Celebration
- 2006 Takeover by WMF AG with a clear commitment to the two-brand strategy and Switzerland as the company location
- 2007 Launch of Schaerer Coffee Art Plus with the "Milk Universe"
- 2009 Launch of Schaerer Coffee Vito, the all-rounder for coffee, milk and chocolate
Transfer of the headquarters from Moosseedorf (BE) to Zuchwil (SO)

Current coffee machine models

Small to medium capacity

Schaerer Coffee Joy

Schaerer Coffee Vito

Schaerer Coffee Art

High Capacity

Schaerer Coffee Art Plus

Schaerer Coffee Celebration

Schaerer Twin (nur Schweiz)

Schaerer Matic