

Schaerer AG celebrates its 125th anniversary

From manufacturer of medical equipment to global player in the market for professional coffee machines

Zuchwil, 24 August 2017 – The Schaerer AG success story began when company founder Maurice Schaerer opened a small shop selling healthcare products, surgical instruments and cutlery in 1892. In 2017 the company is celebrating its 125th anniversary and looking back over 12 decades filled with innovation and remarkable milestones. Schaerer initially made a name for itself internationally with sterilisation equipment and operating tables, but then in 1924 the company developed its first coffee machine and thus opened up a new chapter in its history. "Schaerer stands for a pioneering spirit, passion and Swiss coffee expertise. These attributes have defined Schaerer in the industry for decades now and played a significant role in shaping the WMF Group's business in professional coffee machines," says Dr Volker Lixfeld, CEO of the WMF Group. Jörg Schwartz, CEO of Schaerer AG, adds: "A distinct culture of innovation has been one of the cornerstones of success for Schaerer since day one. Today we are proud that Schaerer is one of the world's leading manufacturers of professional coffee machines yet retains much of the character of a medium-sized Swiss company despite all its growth. What motivates us is the thought of developing technologies and solutions that set standards when it comes to coffee making. As part of the professional coffee machine division of the WMF Group, we have the unique opportunity of pooling all our knowledge and expertise and benefiting from each other." Schaerer is celebrating its 125th anniversary together with staff, partner companies, customers and friends at a number of different events this summer. To mark the anniversary, Schaerer is offering a special golden edition of the Schaerer Coffee Art Plus machine with the Best Foam milk system from August onwards. This is a limited edition: only 125 of these machines will be made.

Schaerer has launched numerous model ranges since 1924. Many of them have helped shape the industry, including the automatic piston coffee machine in 1957, the first fully automatic coffee machine with a doser and integrated grinder in 1970 and the first automatic cappuccino system in 1997. In 1993 Schaerer developed a plastic brewing unit that proved its worth in numerous models and is still used today. A further milestone in terms of technology was the launch of the Best Foam milk system for barista-standard milk foam in 2015, with which Schaerer ushered in a new era of milk-based coffee-making. In 2017 the Swiss coffee machine manufacturer brought two worlds together in the form of the Schaerer Barista hybrid espresso machine. This combines the fundamental principles of a portafilter machine and the skills of a barista with the ease of operation and process reliability of a fully automatic coffee machine. Schwartz: "The Schaerer brand stands for Swiss coffee expertise, innovation, quality and a rigorous approach to meeting our customers' requirements. We support our customers not just with mature technology but also with our wide-ranging coffee knowledge, which we are constantly developing at our Coffee Competence Centre. Our company's continual progress and the recent record orders from a world-leading coffee roaster and a Canadian fast-food restaurant and café chain indicate that we are on the right track."

On track for growth

The continual growth of Schaerer owes much to Swiss enterprise and its structures as a mid-sized company with flat hierarchies and rapid decision-making processes. Schaerer follows market-specific requirements closely and remains keenly focused on its customers with subsidiaries in Germany, Belgium and the US as well as 100 partner companies on all five continents. Since 2006, Schaerer AG has been a key part of the WMF Group's professional coffee machine division. And since the takeover of the WMF Group itself at the end of 2016, Schaerer has been a subsidiary of the large French consortium Groupe SEB, where it is able to contribute its Swiss coffee expertise and engineering skills. "We are proud to be part of a successful multinational group and believe it puts us in an ideal position to continue growing in a dynamic globalised business environment," explains Schwartz. The starting point for all this is our base in Zuchwil in the Swiss canton of Solothurn. The company has its administration and sales offices and development and production facilities there as well as its Coffee Competence Centre. "The well-filled order book has enabled us not only to increase our production capacity but also to continually expand our workforce. 50 new employees have joined us since 2015 alone. Zuchwil is an ideal location for us with a well-trained, skilled workforce, providing us with a strong base from which we can continue to expand," says Schwartz, looking ahead. Dr Lixfeld says: "With the global opportunities that are now open to us as part of Groupe SEB, we can internationalise our coffee machine business even further – including in regions where we are currently not strongly represented. Our goal and mission is to continue writing the great success story of our professional coffee machines, identify new potential and achieve outstanding growth rates. To that end, we will be working together in a spirit of close partnership, but we will also be making the investment required to achieve that kind of growth."

Schaerer Coffee Art Plus in gold

Schaerer is issuing a golden anniversary edition of its Coffee Art Plus machine, limited to just 125 machines, to mark the company's 125th anniversary. Equipped with proven components and the latest technologies such as the revolutionary Best Foam milk system, it combines everything that has made Schaerer one of the leading manufacturers of professional coffee machines: innovative technologies, a large selection of coffee drinks, outstanding coffee quality and ease of operation. The anniversary machine is available from August with a touch screen, two grinders, the Best Foam milk system for barista-standard hot and cold milk foam, an automatically height-adjustable coffee outlet, a level sensor for gauging how much milk is in the machine and the Powersteam steam wand.

Dr Jörg Peter Schwartz the new CEO of Schaerer AG since May 2017

Dr Jörg Peter Schwartz became CEO of Schaerer AG on 1 May 2017 and reports directly to Johan Van Riet, President of the Global Business Unit Professional Coffee Machines at the WMF Group. Dr Schwartz came to Zuchwil from the WMF Group's headquarters in Geislingen, where he had held the position of Vice President for Production, Consumer, Operations Strategy and Projects. He began his career in 1999 after studying mechanical engineering at TU Braunschweig and obtaining his doctorate at RWTH Aachen University in the research and development department of BASF. In 2002 he took over the Europe-wide product management of C4 olefin

products, and in his final role there he was responsible for BASF Group's strategic controlling. Before joining the WMF Group, Dr Schwartz was General Manager of Beiersdorf Manufacturing Hamburg GmbH, which is Beiersdorf's largest production facility anywhere in the world with over 650 employees.

Image material:

	
<p>Dr. Volker Lixfeld, CEO WMF Group</p>	<p>Dr. Jörg Peter Schwartz, CEO Schaerer AG</p>

	
<p>First Schaerer coffee machine 1924: The coffee preparation apparatus</p>	<p>Schaerer Coffee Art Plus Gold Edition</p>

Image availability

You can find downloadable image material at our media portal at press-n-relations.amid-pr.com (search for "Schaerer-125-Jahre"). I would of course be happy to email you the files as well. Contact: nfo@press-n-relations.de

Further information:

Schaerer AG, Sarah Ognibeni
Allmendweg 8, 4528 Zuchwil
Tel.: +41 32 681 64 02

Press and PR work:

Schaerer AG Press Office
c/o Press'n'Relations GmbH, Natasa Forstner
Magirusstrasse 33, D-89077 Ulm, Germany
Tel.: +49 731 96 287-17

Schaerer AG

Founded in 1892 and headquartered in Zuchwil, near Solothurn, Switzerland, Schaerer AG is one of the world's leading manufacturers of fully automatic professional coffee machines and offers solutions to suit all needs and performance requirements. Schaerer AG is represented internationally with subsidiaries in Germany, Belgium and the US and over 70 partner companies on all five continents. Schaerer has been part of the WMF Group since 2006 and of the French consortium Groupe SEB since the end of 2016.

Customers all over the world value Schaerer products for their ease of use, the large selection of coffee types available at the touch of a button and the excellent quality of their coffee.

Numerous innovations, including the revolutionary, patented Best Foam milk system, highlight the company's pioneering approach. The strapline "swiss coffee competence" is founded on the Swiss engineering skills on which the company draws and its far-reaching coffee expertise. The "Barista inside" strapline plays with the idea of the company's coffee machine technology and many years of coffee expertise being equal to the skills of a barista: inside the coffee machines everything meshes perfectly to make drinks that are on a par with the hand-made creations of a barista, in terms of both taste and appearance.