

Nine decades of progress full steam ahead

Schaerer looks back on 90 years of coffee machine production

Zuchwil, 21 January 2014 – **For Schaerer, 2014 is an anniversary year. The well-established Swiss company introduced its first coffee machine exactly 90 years ago.**

This early model did not have much in common with the machines in the current extensive Schaerer portfolio: rather, the simple brewer with two 125 litres container's looked much like the sterilisation apparatus with which Schaerer AG had been making its name since its inception in 1892.

The company's extensive knowledge on steam use, its many years of experience in metal processing and its high precision production were the solid foundations underlying the new coffee machine division – which at the time went by the name of "Breakfast Equipment". Through continuous innovation, Schaerer has established itself as a technology leader in the field of coffee machines.

The decades between 1924 and now have seen a variety of different models – machines were continuously developed and adapted to reflect the needs of customers. Technological milestones in Schaerer history were the development of an automatic piston machine in 1957, the launch of the first fully automatic coffee machine with a dosing unit and integrated grinder in 1970, and the introduction of the first automatic cappuccino system in 1997. Thus, Schaerer was able to offer integrated coffee-milk solutions early on and to respond to the changing needs of the market. "Looking back, it was primarily our innovative force, the rapid response to specific customer needs, our quality awareness and our consistent service orientation that paved the way for the success of this company," says Peter Althaus, CEO of Schaerer AG.

Apart from a brief foray into the private consumer market in cooperation with Solis AG in 1994 – Schaerer has stayed true to its traditional alignment within the professional coffee industry and has been a steady driver behind the technology advancements in this sector. In addition to the restaurant sector, mass catering, office coffee stations, chain store operations and bakeries are all of increasing importance. In light of these new target groups and the spread of Schaerer coffee machines around the world, it is more true now than ever before that customer requirements must take centre stage. "It's no longer just about the preparation of coffee. Key words like usability – especially as it pertains to cleaning – customisation, performance and total cost of ownership have become key issues. Every market has its own rules, and our main challenge is to span the gap between the wide range of market requirements," explains Althaus. The trend toward digitisation has not stopped at coffee machines. Communicative platforms will be in increasing demand in the future, and their purpose will be more than just providing the telemetry required for the optimisation of service strategies. Touch screen user panels are already a standard feature, and machines will become more

tightly integrated in the digital world as time passes. "The physical configuration of coffee machines has largely reached its full potential, so that the focus has now turned to the software – and not only in terms of controlling the machine. Even if we still grin at the thought of a coffee machine that can twitter, the idea is certainly not out of reach," Peter Althaus closes.



1924: The birth of the first Schaerer coffee machine



Schaerer coffee machines quickly found favour with the restaurant industry and hospitals.



From the beginning, the development of coffee machines benefited from the company's extensive experience in metal processing and its high precision in production.



1970: Launch of the first fully automatic coffee machine with a dosing unit and integrated grinder



1984: Introduction of the Schaerer Matic, which entered into Schaerer history as the "Queen of coffee machines" due to its high coffee quality, product diversity and full range of options.



High-tech in a compact package: Today's coffee machines from Schaerer

Image availability

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Schaerer AG

Schaerer AG, founded in 1892 and headquartered in Zuchwil, close to Solothurn, Switzerland, is one of the world's leading manufacturers of fully automatic restaurant coffee machines and can provide the right solution for any feature or performance requirement. Customers all over the world appreciate Schaerer products' ease of use, large beverage selection at the push of a button, and excellent coffee quality. As the inventor of the fully automatic cappuccino system, in 1997 the long-established Swiss company positioned itself as the innovation leader in the area of milk solutions. Schaerer AG is internationally represented by subsidiaries in Germany, Belgium and the USA and by over 70 partners around the world.