

COFFEMA & RHENUS



**LOGISTICS FROM
RHENUS HIGH TECH
ENSURES MAXIMUM
COFFEE ENJOYMENT**

INSTALLING COFFEE MACHINES AT FILLING STATIONS ON MOTORWAYS ON BEHALF OF COFFEMA

From dark chocolate to fruity flavours like passion fruit or berries – the taste of coffee consists of more than 800 different aromas. The Hamburg-based company, Coffema, a complete service provider for innovative coffee machine technology, ensures that people can enjoy top coffee flavours at filling stations operated by Autobahn Tank & Rast GmbH, even when on the road.

Coffema commissioned Rhenus High Tech, the full-service logistics specialist in the field of self-service and vending machines, to transport, assemble and partly replace 400 coffee machines across Germany. Rhenus High Tech was able to successfully complete the project in just six months.

THE CHALLENGE

Ever since the company was founded in 1971, Coffema has acquired great expertise in matters related to coffee machines and service and has played a major role in generally developing this ‘away from home’ coffee market during this time. The company is therefore the perfect partner for the service area operator.

Tank & Rast is one of the largest transport catering companies in Germany and offers extensive services for car and truck drivers, commuters, business travellers and holiday-makers at its filling stations and service areas. Its goal is to enable all motorway users to enjoy a relaxed break in an attractive setting. What could be better for this than a modern and wide selection of different types of coffee? The key to coffee enjoyment is 400 brand-new “iovent coffeebarONE” vending machines, which have been specially developed by Iovent with pioneering technology, coupled with the proven Coffema service quality and outstanding logistics. //

SCALABILITY OF THE LOGISTICS

In addition to the installation requirements for the innovative coffee vending machines, the goal of keeping the roll-out period as short as possible was a real challenge. Just six months were planned to fully equip approx. 300 Tank & Rast sites with the new vending machines. For this reason, the partners decided to get one of the leading providers of technical logistics, Rhenus High Tech, on board. “We needed an experien-

ced and reliable logistics partner, which has nationwide operations with its own network structures, for the complex project for Tank & Rast. We decided to engage the services of Rhenus High Tech.”

“The company fully met or even exceeded our expectations in terms of planning and performance quality and with regard to communications and expertise,” says Patrick Servadio, National Key Account Manager at Coffema.

The services provided by the technical value-added logistics specialist not only included transportation, but also positioning and preparing the vending machines for installation at their final place of use in close coordination with Coffema. Rhenus High Tech also handled the dismantling of the existing machines at the various sites operated by Tank & Rast. //



SPECIAL REQUIREMENTS AT FILLING STATIONS

Specific requirements had to be met when equipping the shops at the Tank & Rast companies with the modern drinks machines – not just in terms of the products, but also the setting: deliveries were therefore made with at least two Rhenus High Tech employees, who had been specially trained for these products. Special rules also apply to transporting and delivering machines to filling stations, because the topic of health & safety at work plays a crucial role there. The Rhenus High Tech employees not only

benefited from their many years of experience in working at filling station settings, but also the fact that the company has the relevant necessary certification and holds BBS safety training courses (Behaviour Based Safety).

As a result, Rhenus High Tech knows exactly what is required in a sensitive safety environment. “The coordination and operating efficiency were flawless. It was also important for us that the units should be replaced during ongoing business operations without any

serious interference for our guests,” Sebastian Leisten, Head of Product Management at Autobahn Tank & Rast GmbH, explains.

A high degree of process knowledge was just as important for successfully handling the project. This is the only way that a roll-out of this kind can be completed on time, in a technically reliable way and can be planned. //



// THE IMPLEMENTATION

The 15 business sites where Rhenus High Tech has its bases in Germany enabled a reduction in the travel times to the filling stations so that more valuable work time was available to install the coffee vending machines at the filling station shops.

Directly dismantling the existing machines also cut the replacement times to a minimum so that the customers at Tank & Rast could quickly enjoy their coffee again. //



400

HIGH-PERFORMANCE TOWERS FOR COFFEE ENJOYMENT

SUCCESSFUL COMPLETION WITHIN A TIGHT TIME-FRAME

The project period of just six months was a huge challenge for all those involved. This made reliable and detailed planning work, which the cooperation partners had jointly completed by the start of the project, all the more important.

A training concept for this particular product was also drawn up. The time needed for this and the necessary scope of the training work were significantly reduced because of Rhenus High Tech's sector knowledge in the field of vending and the product expertise that already existed, so that it was possible to launch the project early.

The partners needed to cooperate closely at all times during the implementation work. The weekly quality review became crucially important in this respect. Any deviations from the original project plans were analysed with a view to their underlying causes and any repetition was prevented by adopting prompt and long-term measures to counter the problems. //

6

MONTHS FOR THE PROJECT

30

TWO-PERSON TEAMS

600

TRAINING UNITS

105

LITRES OF COFFEE CONSUMED AT TRAINING SESSIONS AND REVIEWS



AUTOBAHN TANK & RAST

The Bonn-based company, Tank & Rast, operates approx. 360 filling stations and about 400 service areas, including 50 hotels, along the German motorway network. This makes the company the leading provider of catering, retail services, hotel facilities, fuel and rapid charging infrastructure on the motorways in Germany. About 500 million travellers visit the service companies operated by Tank & Rast every year. //

ABOUT COFFEMA

Coffema is a complete service provider for innovative coffee vending machine technology and an expert for all-round service; it has its headquarters in Hamburg. Founded in 1971, the company has enormous expertise in the field of coffee machines and service. It has played a major role in shaping the development of the 'away from home' coffee market during the past few years. //



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