

Is the age of your snack or soda machine setting you back?

INCREASE SLS GROWTH WITH  
BEVMAX™/MULTIMATE™



NEW BevMax/MultiMate Snack		Older Drink & Snack Models*
1. Attract traffic through superior merchandising	<ul style="list-style-type: none"><li>• Large window area beckons users from a greater distance</li><li>• Always looks full until the last selection item is vended</li><li>• Customers trust buying products they can see</li><li>• Brands pop better thanks to superior lighting</li><li>• Modern styling reinforces quality products</li></ul>	<ul style="list-style-type: none"><li>• Dated appearance and poorly lit machines are perceived as dirty, and the product inside poor quality</li><li>• Updating looks requires costly refurbishment, and high-visibility replacement parts – even if new – may still be dated in design</li></ul>
2. Increase product variety and capacity	<ul style="list-style-type: none"><li>• High variety and capacity</li><li>• Better manage core, cycle, and choice items</li><li>• Mix in nutritious and trendy items with ease</li><li>• Accommodates modern product packaging</li><li>• Provides space for expanded time-of-day offerings</li><li>• Multi-face key sellers – without sacrificing variety</li><li>• Offer multiple price points and capture higher price points</li><li>• Health timer safely vends perishable items</li></ul>	<ul style="list-style-type: none"><li>• Limited beverage variety reserves most of the selections for core items, sacrificing time-of-day offerings and preventing planogram rotation and maximization</li><li>• Limited beverage variety means fewer price points – decreasing sales opportunities</li><li>• Adapting to modern packaging trends may be costly or impossible</li></ul>
3. Increase cross-category impulse buys	<ul style="list-style-type: none"><li>• Central selection and payment</li><li>• Multi-vend encourages more spending – and it’s quick</li><li>• Discount combo-vend entices a second item purchase</li></ul>	<ul style="list-style-type: none"><li>• User must visit each machine separately for a drink and snack purchase, decreasing their impulse to buy both</li></ul>
4. Offer a more convenient purchase process	<ul style="list-style-type: none"><li>• Order with the Currenza® recycler</li><li>• BevMax is up to 3x faster delivery than competitive glass-fronts</li></ul>	<ul style="list-style-type: none"><li>• Added costs to replace current payment system</li></ul>
5. Deliver improved satisfaction	<ul style="list-style-type: none"><li>• Standard with guaranteed delivery</li><li>• Beverages are carried to the delivery area at a comfortable height – with no messy fizz-ups</li></ul>	<ul style="list-style-type: none"><li>• Must purchase and install retrofit kit for guaranteed delivery</li></ul>
6. Raise value – raise prices	<ul style="list-style-type: none"><li>• One compelling value proposition</li></ul>	<ul style="list-style-type: none"><li>• A tough sell</li></ul>

\* May vary by manufacturer, make, and model

Specifications	Model	Dimensions			Shelves	Avg. No. Select	Avg. Capacity	Ship Weight	Electrical Specs	Listings
		H"	W"	D"						
BevMax3™	DN 5800	72	47	32	5	45	360 (16/20 oz. bottles) or 405 (12 oz. cans)	764 lbs.	120V, 60Hz, 12A	UL Listed, CE, FCC Part 15
MultiMate™	937	72	33.5	35	5, 6, or 7	32	502	600 lbs.	115V, 60Hz, 3A	Pending: UL Listed, NAMA Listed

Learn how BevMax3/MultiMate can increase your profitability – by 50% or more. Call your sales representative today to schedule a free financial evaluation of your snack and beverage business.

CRANE

DixieNarco  
Vending Systems

3330 Dixie-Narco Blvd., Williston, SC 29853  
Phone: 800.688.9090 Fax: 803.266.5150

www.dixienarco.com

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Contact your sales representative for details



Increase your top category sales by 50% with the

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# Introducing

## BevMax3™ / MultiMate™

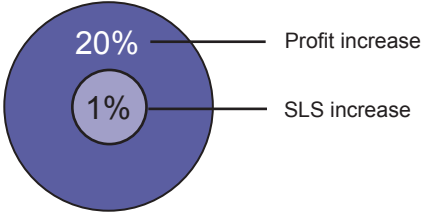
### Are you ready for an investment strategy that targets same-location sales growth?

It's time to THINK TWICE about your snack and beverage business.

**1 Switching from a stack beverage machine to a BevMax can increase sales volumes 50-100%.** Consumers are responding to its superior merchandising, expanded beverage variety, modern design, and improved delivery method. Add on a MultiMate snack merchandiser with central payment and promotional features, and you have the formula for cross-selling vending success – and a proactive method for retaining accounts.

**2 Owning a BevMax/MultiMate can be more profitable than receiving a free stack machine through a bottler agreement.** On top of generating additional sales, it gives you control over your brand mix to suit location demand, the ability to purchase the best-priced products from any supplier, and the freedom to select the machines of your choice.

- **Save up to \$1,000** by running two machines from one payment system, while streamlining cash handling and peripheral maintenance.
- **Maximize sales during peak use.** The BevMax delivery system is almost three times faster than its competitors, while multi-vend allows users to quickly purchase up to three items – with one payment transaction.
- **Expand your time-of-day product mix**, and balance core products with healthy items – never miss a sale.
- **Spur snack and drink combo buys** with our programmable discount combo-vend.
- **Raise your value proposition (and prices).** Accommodate higher price points and increase consumer value with a Currenza® bill recycler.



**For every 1% increase in same-location sales (SLS) the average operator will experience a 20% increase in profitability.\***

Facilitate SLS growth by influencing at-the-machine purchasing behavior, leading to more customers – and a higher spend per consumption.

#### Make Change Disappear

Grouping beverages and snacks boosts impulse sales, encouraging total-bill spend per transaction (no need to return change).

#### Make it a Combo

Increase per-customer spend by offering a combination beverage and snack purchase for a special package price, advertise it with POP materials, and watch the profits soar.

\* Courtesy of Bachtelle & Associates.  
Source: NAMA 2005 Operating Ratio Report; Vending Operators with annual sales of \$5-10 million.

**INCREASE SLS BY 15%\*  
WITH THE CURRENZA® RECYCLER**

#### It's the way they want to pay

- **Change-free.** Accepts \$20, \$10, \$5, or \$1 bills & coins. Returns change in \$5 or \$1 bills, & coins (programmable).
- **Without a detour to use the change machine.**
- **All at once.** Make up to three vends per payment transaction, thanks to multi-vend.
- **Faster.** At 1.7 seconds per bill acceptance, it's the quickest available.

#### It's the way you want to operate

- **Accept higher payment denominations** – without depleting your coin reserve.
- **Add ~ \$600 to \$800\* of capital back into your cash flow** through reduced coin float.
- **Raise price points more easily** by providing convenient payment.
- **Eliminate "Use Exact Change" sales loss.**
- **Eliminate added costs of a separate change machine.**

\* Based on CMS market studies



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