

# Operations MANUAL

GLASS FRONT VENDER BY MAYTAG



MANUFACTURED BY **Dixie-Narco**

# INTRODUCTION

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The Coca-Cola system has consistently worked to gain a competitive advantage by being different – by being willing to change. This philosophy continues with the evolution of a uniquely **different** piece of vending equipment – the Glass Front Vender (GFV).

Maytag's Dixie-Narco and Coca-Cola designed the GFV exclusively for Coca-Cola to meet the needs of the At-Work segment. With 45 available SKUs and the ability to vend nearly all package sizes, consumers can have the beverage they desire – whether it be a cola, diet cola, lemon-lime, non-cola, new age non-carb, juice, tea or water. Further, the glass front provides better merchandising of all categories while the elevator continually offers entertainment value. Research indicates all of these features dramatically increase the sales profitability of a single vender. With the GFV, Coca-Cola will be more competitive, and ultimately more profitable in this segment through increased variety, throughput and up-sizing potential.

Because the Glass Front Vender represents a “*different way of vending*,” it challenges the bottler to create a “*different way of thinking*.” It is this manual's objective to identify **operational differences** – between the GFV and conventional venders – and define a thought process to take full advantage of its innovative features.

This manual includes information on Account Management, Operational Features, Equipment Service, Product Delivery and Key Business Indicators. Its purpose is to provide the reader with the necessary knowledge of the **operational differences** in order to correctly use the Glass Front Vender, to best meet customer needs and maximize profitability.

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# ACCOUNT MANAGEMENT

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This section provides Account Management with guidelines for successful placement of the Glass Front Vender. Many of the basic tasks normally associated with Account Management **will need to change** due to different operational capabilities and the greater package capacity of the GFV.

## PLACEMENT CRITERIA

Placement recommendations in this section have been created as guidelines to help the bottler achieve the GFV's maximum potential. They have been compiled as a result of research and market testing and should not be construed as a set of hard and fast rules. Although it is within the bottler's discretion where to place the GFV, the following placement criteria serve as a helpful tool in the process:

1. The GFV should be placed in accounts where the potential annual sales volume exceeds 200 cases (4 cases per week).
  - The primary focus is **At-Work** outlets.
2. The GFV should be placed in high traffic, centralized locations.
3. The GFV can be placed in locations with space constraints.
  - In new locations, place one GFV versus two or three conventional venders to sell carbonated soft drink (CSD) cans and bottles along with non-carbonated (NCB) brands.
4. The GFV should be placed with Customers where employee satisfaction is a high priority.
5. The GFV should be placed in secure **interior** locations.
6. The GFV should be placed on floors serviced by elevators with sufficient size and capacity to transport the GFV. Avoid areas only accessible by a stair climber.
7. The GFV should be placed in **Full Service** accounts.

Criteria are explored in greater detail below.

# ACCOUNT MANAGEMENT

## CHANNEL SELECTION

The GFV may be placed in any outlet that meets at least one of the recommended guidelines listed above. However, the **At-Work** channel was selected because it reflects the greatest sales potential, as outlined below:

1. Historically, the At-Work channel has had low sales throughputs. The GFV yields much greater sales results because it offers the **variety/choices** that appeal to this type of consumer.
2. At-Work outlets tend to be driven more by **employee satisfaction** than commission rates or vending revenues.
3. The At-Work channel represents almost **half of all vending opportunities** within the United States.
4. At-Work consumers often cite the need for **different beverage choices at different times of the day**.

## PLACEMENT GUIDELINES

The following guidelines are to assist in determining where to place the GFV.

### GLASS FRONT VENDER PLACEMENT PRIORITIES

| At-Work Sub-Channels                                  |  | Priority |
|-------------------------------------------------------|--|----------|
| <b>Healthcare</b>                                     |  |          |
| ⇒ <b>Hospital-Estimated 200 beds or greater</b>       |  |          |
| • Emergency Waiting Room                              |  | High     |
| • Employee Break Room                                 |  | High     |
| • Visitor Waiting Room                                |  | Medium   |
| • Main Lobby/General Vending Area                     |  | Medium   |
| • Doctors' Lounge                                     |  | Low      |
| ⇒ <b>Nursing Homes, Clinics and Assisted Living</b>   |  |          |
| • Employee Break Room/General Vending Area            |  | Low      |
| <b>Office</b>                                         |  |          |
| • Employee Break Room/General Vending Area            |  | High     |
| <b>Industrial</b>                                     |  |          |
| • Employee Break Room/General Vending Area – 3 shifts |  | High     |
| • Employee Break Room/General Vending Area – 1 shift  |  | Low      |

# ACCOUNT MANAGEMENT

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## LOCATION

It is recommended that the GFV be placed in **interior** locations for the following reasons:

1. It substantially reduces the risk of vandalism.
2. It avoids contact with direct sunlight.
3. The GFV is not designed to withstand water found in outdoor locations.
4. Interior locations also reduce the potential of condensation forming on the interior of the glass.

## ACCOUNT STATUS

The GFV should be placed in **Full Service** outlets only.

1. As with any new piece of equipment, there is a “learning curve” that must be mastered regarding its operation. Therefore, before a loan customer can fill the vender, a bottler representative who is familiar with operating the GFV must properly instruct the outlet.
2. The **fill process for the GFV is completely different** from the conventional vender. For example, product placed behind the Product Pusher will result in product not vending.
3. Some packages require column adjustments, or “spacers,” when placed in different columns. The loan customer is likely to overlook this requirement when loading the vender.
4. Brands and package sets require close monitoring. The discipline associated with following a plan-o-gram and making changes when required should remain with the beverage experts.

|                                                                                                          |
|----------------------------------------------------------------------------------------------------------|
| <b>IT IS IMPORTANT THAT THE GFV BE PROPERLY OPERATED AND MAINTAINED BY QUALIFIED BEVERAGE PERSONNEL.</b> |
|----------------------------------------------------------------------------------------------------------|

## ANNUAL CASE SALES VOLUME REQUIREMENTS

It is recommended that the GFV be placed in accounts where annual volume will potentially exceed 200 cases a year. The primary reason for this is purely economic. Outlets with volumes below this figure will not provide the necessary return on capital investment.

Accounts with large annual volumes experience a significant lift in sales throughput with the GFV. With a larger sales base, the profitability of the vender is enhanced and the investment outlay is maximized.

# ACCOUNT MANAGEMENT

## BRAND SET RECOMMENDATIONS

The GFV has been designed to offer consumers a variety of Coca-Cola carbonated and non-carbonated beverages. A minimum of one brand in each of ten [10] beverage categories is required to capture various daily refreshment needs. The recommendation is to use 12-14 SKUs chosen based on location demographics. The chart below further outlines brand set recommendations.

| Beverage Category |              |                                    | 12 SKUs | 14 SKUs |
|-------------------|--------------|------------------------------------|---------|---------|
| 10 Categories     | Package      | Brand                              | Columns | Columns |
| Cola              | 20 oz.       | Coca-Cola classic                  | 7       | 6       |
| Diet Cola         |              | diet Coke                          | 5       | 4       |
| Lemon-Lime        |              | Sprite                             | 5       | 5       |
| Non-Cola Variety  |              | TBD                                | 3       | 3       |
|                   |              | 2 <sup>nd</sup> TBD                | 3       | 2       |
| Cola – can        | 12 oz.       | Coca-Cola classic                  | 4       | 4       |
| Diet Cola – can   |              | diet Coke                          | 3       | 3       |
|                   |              | TBD                                | 2       | 2       |
| Water             | 20 oz.       | DASANI                             | 4       | 4       |
| Tea               | 16 or 20 oz. | Nestea                             | 3       | 3       |
| Juice             | 16 oz.       | Minute Maid Orange                 | 3       | 3       |
| New Age Non-Carb  | 20 oz.       | Fruitopia Flavor                   | 3       | 2       |
|                   |              | 2 <sup>nd</sup> Minute Maid Flavor |         | 2       |
|                   |              | 2 <sup>nd</sup> Fruitopia Flavor   |         | 2       |

# ACCOUNT MANAGEMENT

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## ROLE OF ACCOUNT MANAGEMENT

Within most bottling groups, there is a dedicated group of individuals who solicit new accounts, place the appropriate vending equipment and monitor outlets to maximize the profitability of that equipment. While these responsibilities also apply to the GFV, the nature of the vender necessitates that certain changes occur within the role of Account Management.

The most **significant change** involves the *communication process between Account Management, Equipment Service (Set-up) and Route Delivery Management*. **Unlike conventional venders**, the greater number of SKUs and pricing schemes of the GFV, in addition to its physical size, forces this communication process between the groups to be more *intensified and detailed*. Reasons include:

1. The tray and column structure of the GFV provides a maximum potential of 45 SKUs. While this figure is highly improbable, the increased number of available SKUs does create the need for greater detail in the Set-up instructions provided by the Account Manager.

It is recommended that a “plan-o-gram” be used. As shown in *Appendix I*, it is designed to duplicate the frontal view of the vender by displaying all trays and columns.

2. The GFV is capable of maintaining 45 different vend prices. The vender will likely use one [1] to four [4] price settings. The Account Manager must be aware that vend prices can vary substantially and must be set by tray or by column. The plan-o-gram is again recommended as the communication tool to advise Set-up.
3. Account Management personnel must also be cognizant of the size of the GFV. With a width of 52” and depth of nearly 36” (32” with the door removed), its size requires that accurate measurements be taken before it is placed in an outlet.
4. The GFV contains a large POS window on top of the right door. Currently, there are several types of POS windows available to fit the activity of an outlet. The three types recommended in at-work locations are the *medical, blue collar and white collar*. The Account Manager must advise Set-up personnel as to which type of POS to use with each placement.

|                                                                                                                                                                                                                                                                                   |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>ACCOUNT MANAGEMENT SHOULD INCORPORATE THE PLAN-O-GRAM INTO THE COMMUNICATION PROCESS TO ADVISE EQUIPMENT SERVICE AND ROUTE DELIVERY AS TO THE REQUIRED TRAY-COLUMN-PRICING CONFIGURATION. IT SHOULD REMAIN PERMANENTLY IN THE VENDER AND BE UPDATED WHEN NECESSARY.</b></p> |
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# OPERATIONS OVERVIEW

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This section provides an overview of the Glass Front Vender's **operational differences**. The following subjects are reviewed:

- ❑ Mechanics
- ❑ Components
- ❑ Changer, validator and debit card reader types
- ❑ Column structure
- ❑ Capacities by package type
- ❑ Potential for vandalism

## MECHANICS

The GFV's vend mode operation is **very different** from that of the conventional vender. The mechanics are as follows:

1. After money is deposited and the selection is made, the elevator moves to the applicable tray [A-E] to wait for the product to be discharged from the applicable column.
2. The Product Gate/Gate Assembly, located in the front of the column, is opened to release the product. The product is assisted onto the conveyor by use of a product "kicker" located on the rear of the Product Gate.
3. The Product Pusher, located on each glide, then pushes the product forward toward the Product Gate to position the next product for vending.
4. On the right lower front of the column, a Product Rotator is positioned which trips the bottle, glass or can onto the conveyor belt in a sideways position so that the top of the product always points towards the left of the vender.
5. The conveyor belt transfers the product to the right. When the product reaches the right side of the belt, the belt stops and waits for the elevator to reach the vend chute.
6. The elevator rises or falls (depending on the tray selection) to align itself with the vend port.
7. Once the elevator arrives at the vend chute, the conveyor belt starts again and delivers the product, in an upright position, through the port door.
8. The elevator returns to the home position.

# OPERATIONS OVERVIEW

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## COMPONENTS

The following components differ from those in conventional venders or are unique to the GFV.

### **REFRIGERATION**

The GFV is equipped with a self-contained refrigeration system. The condenser, compressor, fan and fan blades have been consolidated into one unit. The unit is accessed from the front of the vender, and is easily removed and replaced on location.

### **KO CONTROL BOARD**

The GFV is equipped with a new KO Control Board:

- The control board is located on the right panel inside of the vender service door.
- It controls the 4-button programming feature (similar to conventional venders) and peripherals.
- The blue button on the control board is the service button.

### **ELEVATOR AND CONVEYOR ASSEMBLY**

The GFV uses a unique elevator and conveyor assembly to dispense product.

- The elevator rises to the selected tray. Once the product has been vended onto the conveyor, the elevator rises or lowers to the vend chute to dispense the product.
- The conveyor only moves during the initial vending of the product and when the product is being dispensed through the port door.
- If a selection is made where no product is available for vending, the elevator assembly will attempt to dispense the product twice before returning to the home position.
- The Elevator Assembly motor is located at the top left of the vender and is a 24-volt DC unit.
- The Conveyor motor is located on the left side of the Elevator Assembly.
- The design of the Elevator and Conveyor Assembly allows for entire replacement in the case of failure.

See *Glass Front Vender Technical Manual* Section F, Parts List – Conveyor and Elevator, for illustration.

# OPERATIONS OVERVIEW

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## **GATE ASSEMBLY**

The Gate Assembly is located on the left front side of each column on the tray. Its purpose is to hold the product in place until a selection is made. Once a selection is made and the elevator is in position to receive the product, the “kicker” (located on the rear of the Gate Assembly) pushes the product through the gate.

Each tray contains a solenoid switch that activates the gate upon product selection. The switches are located beneath each tray. The GFV contains no vend motors.

See *Glass Front Vender Technical Manual* Section F, Parts List – Tall Gate Detail, for illustration.

## **PRODUCT PUSHERS AND GLIDES**

The Product Pusher is designed to assist in pushing the product forward on the glide once a selection has been made. Product Pushers are located on each glide in all 45 columns of the GFV. Each pusher exerts four [4] pounds of pressure on the product.

The Product Glides are designed with a new material that assists in “sliding” the product toward the front of the vender. Each column has its own individual glide which is easily removed for cleaning.

See *Glass Front Vender Technical Manual* Section F, Parts List – Tray Assembly, for illustration.

## **SPACERS, PRODUCT ROTATORS AND STABILIZERS**

The GFV utilizes *one* Spacer for bolt bottles and cans.

The function of the Product Rotator is to rotate the top of the product to the left as it is deposited onto the conveyor belt. This positions the product for vending to the consumer in the upright position.

Product Stabilizers are located on the end of each glide. They stabilize the product being vended in order to position it correctly onto the conveyor.

Refer to page 16, *Equipment Service*, for more detail.

## **Warranty Package**

|               |         |
|---------------|---------|
| Refrigeration | 5 years |
| Electronics   | 3 years |
| Elevator      | 3 years |

# OPERATIONS OVERVIEW

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## CHANGER, VALIDATOR AND DEBIT CARD READER TYPES

The Glass Front Vender will support all MDB compatible devices, including the following:

### Changer Types

#### Multi-Drop Coin Mech (Domestic)

⇒ Coinco 9302GX

⇒ Mars TRC6510

⇒ Mars TRC6512

### Validator Types

#### Multi-Drop Bill Validators (Domestic)

⇒ Coinco BA30B, BA50, MAG30, MAG50

⇒ Mars VN2512, VN2502, VN2312

⇒ Conlux NBM-3110, MKA-2141-11

⇒ Ardac 5500 Series

### Debit Card Reader Types

#### Multi-Drop Card Readers (Domestic)

⇒ Debitek Smart Card - MDB

⇒ Danyl MDB

⇒ Fage MDB

## COLUMN STRUCTURE

The GFV is equipped with five [5] trays [A-E] consisting of nine [9] columns each. To interpret the structure: A1 represents the top tray, first column; while E9 represents the bottom tray, last column. Columns are read from left to right.

In addition, trays A and D are constructed to hold 20oz. Dasani bottles with sports caps and 600mL bottles. (Trays A and D will hold most package sizes up to 10" tall.)

# OPERATIONS OVERVIEW

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## CAPACITIES BY PACKAGE TYPE

Each column holds eight [8] 16oz. or 20oz. units or nine [9] 12oz. units. The capacity by product size is configured as follows:

| Package                                           | Capacity            |
|---------------------------------------------------|---------------------|
| 12 oz. cans                                       | 16 cases & 21 units |
| 16 oz. glass and PET bottles                      | 15 cases            |
| 20 Oz. contour, bolt, Sprite and PowerAde bottles | 15 cases            |

Applying the most common plan-o-gram, consisting of 4-rows of 20oz. bottles and 1-row of cans, the unit capacity of the GFV totals 369 units.

## POTENTIAL FOR VANDALISM

The placement strategy for the Glass Front Vender is to locate it in interior locations only. Among other things, this strategy significantly reduces the risk of vandalism.

Although the density of the double-pane, tempered safety glass provides a significant barrier, heavy pressure applied by a sharp pointed object placed in a certain area of the glass has the potential to shatter the glass.

It is recommended that the GFV be placed in locations where a glass front snack vender would be used.

# EQUIPMENT SERVICE

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A comprehensive *Glass Front Vender Technical Manual* is also provided. Therefore, this section **addresses only the differences** between the Glass Front Vender and the conventional vender from an equipment service point of view. They include:

- ❑ Warehousing
- ❑ Set-up
- ❑ Delivery
- ❑ Installation
- ❑ Parts requirements

## WAREHOUSING

The physical characteristics of the GFV present a new set of warehousing requirements:

1. Additional space is required due to the larger size of the GFV (52" wide).
2. The GFV is mounted on slides. Forklifts, pallet jacks or vender/cooler dollies must be used to move the vender.
  - The use of a pallet jack with narrow forks is recommended. If a standard pallet jack is used, the leveling legs on one end of the GFV must be removed in order to accommodate the forks.
  - If vender dollies are used, those with a hydraulic pump are recommended to lift the vender off the ground.
3. The GFV is designed for indoor use only. The vender should be stored inside and away from direct sunlight and heat.

### Stacking Height

The GFV ***should not be stacked*** but stored at single height only.

## SET-UP

As the GFV differs significantly from conventional venders, there are corresponding differences in the Set-up procedure.

### Pre Set-up Inspection Items

Refer to the *Glass Front Vender Technical Manual* Section A, Installation and Setup, for details.

# EQUIPMENT SERVICE

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## REFRIGERATION

The following elements should be reviewed during the Set-up procedure:

1. Check the refrigeration/compressor cycles during the start-up and running phases.
2. Verify compressor cycle shut-off.
3. Ensure that the refrigeration deck is secured in position.
4. Ensure that all components of the refrigeration system are clean and free of obstruction.
5. Run all refrigeration units for a minimum of **twelve [12] hours** before the scheduled delivery date.
6. Check cabinet temperatures to verify the desired temperature has been reached.

The thermostat setting is preset at the factory at **37 degrees**. This temperature has been established as the maximum effective temperature for the GFV.

|                                                                                                                                                                              |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>IF THE TEMPERATURE NEEDS TO BE CHANGED FOR ANY REASON, REFER TO THE <i>GLASS FRONT VENDER TECHNICAL MANUAL</i> SECTION B, PROGRAMMING – REFRIGERATION ROUTINE.</b></p> |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

See *Glass Front Vender Technical Manual* Section F, Parts List – Refrigeration, for illustration.

## GATE ASSEMBLY

Ensure the Gate pins are properly seated during the Set-up process. If the pins are not properly seated, it may result in product not vending in that column.

See *Glass Front Vender Technical Manual* Section F, Parts List – Tall Gate Detail, for illustration.

## PRODUCT PUSHERS AND GLIDES

Product Pushers must be seated in order to function properly.

Ensure that Product Glides are snapped into place and the pin on the left front of the glide is positioned under the gate assembly edge. Failure to do so may result in product not vending.

See *Glass Front Vender Technical Manual* Section F, Parts List – Tray Assembly, for illustration.

# EQUIPMENT SERVICE

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## SPACERS

The GFV utilizes *one* Spacer for bolt bottles and cans. It is imperative that Spacers are used properly to avoid jamming or double vending of products. Spacers are easily accessed on each column and snap into place with no tools required.

|                                                           |
|-----------------------------------------------------------|
| <b>BOLT BOTTLES AND CANS REQUIRE THE USE OF A SPACER.</b> |
|-----------------------------------------------------------|

See *Glass Front Technical Manual* Section F, Parts List – Tray Assembly, for illustration.

## PRODUCT ROTATORS

Product Rotators are used on columns 2-8 only. **Product Rotators are not used on columns 1 and 9.**

There are two [2] different Product Rotators used with the GFV:

1. The gray Product Rotator is used only with cans.
2. The white Product Rotator is used for all other products.

See *Glass Front Technical Manual* Section F, Parts List – Tray Assembly, for illustration.

## PRODUCT STABILIZERS

Stabilizers are clear plastic and easily snap onto the glides with no tools required.

Columns 1 and 9 require a different Stabilizer. The front edge is angled on one side and should always face the outside of the column. These Stabilizers are interchangeable between columns 1 and 9 by simply turning them over to the other side.

## PRICE LABELS

Price labels are affixed to the left side of each column on the Gate Assembly. They simply slide into the slot provided. A check should be performed to ensure the GFV is vending for the same price as the label indicates.

# EQUIPMENT SERVICE

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## PRODUCT ID LABELS

Product identification labels are designed for insertion into the Product Pusher. The purpose of the labels is twofold:

1. To identify the brand located in the column when a sold-out condition occurs. This assists the Route Delivery person in reloading the vender.
2. To allow the consumer to see what brand or package is out-of-stock. This is important so the consumer can determine if the desired brand is still available in the vender. In essence, ID labels should reduce customer complaints about being out of stock.

## SETTING VEND PRICES

The GFV utilizes the standard KO routine for price setting. Because it is a multi-package/multi-price machine consisting of 45 columns, price setting for the GFV differs slightly from the conventional vender. There is no space-to-sales setting within the vender.

Pricing can be set in the following ways:

- A. It can be set to a **single price** for the vender.
- B. It can be set by **tray** (i.e., columns A1 through A9 can be set at one price.)
- C. Each **column** can be set individually.

*An alternative to setting the price for each column is to set one price for all columns and then change only those columns requiring different pricing.*

Further detailed instructions for price setting and machine configuration can be found in the *Glass Front Vender Technical Manual* Section B, Programming – Price Setting Routine.

## STANDARD SET-UP INSPECTION ITEMS

Standard Set-up Inspection Items, as well as those peculiar to the GFV, are combined in the **Set-up and Delivery Checklist** [See Appendix II].

# EQUIPMENT SERVICE

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## DELIVERY

### DELIVERY VEHICLE REQUIREMENTS

1. All delivery service vehicles should be equipped with a power tailgate.
2. The larger size of the GFV may reduce the number of venders or other equipment delivered on a single vehicle.

### GFV Dimensions

|                      |        |
|----------------------|--------|
| Height               | 71.25" |
| Width                | 52.25" |
| Depth                | 35"    |
| Depth with Validator | 36.5"  |

### SPECIAL REQUIREMENTS

Due to the large size and weight of the GFV, there are several special requirements that need to be adhered to:

1. Never attempt to move the vender with a hand truck or stair climber.
2. Use pallet jacks or vender/cooler dollies at all times when moving the vender.

|                                                                                                |
|------------------------------------------------------------------------------------------------|
| <b>UNDER NO CIRCUMSTANCES SHOULD HAND TRUCKS OR STAIR CLIMBERS BE USED TO MOVE THE VENDER.</b> |
|------------------------------------------------------------------------------------------------|

3. Never slide the load leveling legs, as damage may occur to the legs.
4. Do not transport the vender to or from customer locations loaded with product, as damage may result due to excessive weight.
5. Ensure the flooring in the location where the vender is to be placed can support the weight load of a fully stocked vender (approximately 1150 lbs.).
6. Ensure the vender can be properly leveled at the location.
7. Place the vender only in indoor accounts away from heat or direct sunlight.

# EQUIPMENT SERVICE

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## INSTALLATION

### LEVELING THE GFV

Adjust the front leveling legs, ensuring that an even gap exists between the glass door and the top security angle and receiver box. Next, level the cabinet front-to-rear. A carpenter's level will help verify the machine is level. Leveling legs are adjusted using a 7/8" wrench. Lowering the legs will raise the machine approximately 1/4" per 4 turns.

If the machine is to be used next to another vender, check the top and side for proper alignment. Minimum leg extensions should be used in leveling the alignment to attain greater stability. Make sure that all the leveling legs are in contact with the floor.

**LEVELING IS ESSENTIAL TO ENSURE PROPER VENDER OPERATION. IF YOU CANNOT LEVEL THE VENDER, SELECT ANOTHER LOCATION. DO NOT PLACE OBJECTS UNDER THE MACHINE.**

### SPACING THE VENDER

Do not block the rear of the vender. Keep the vender 3.25 inches from the wall to ensure adequate airflow to the condenser and compressor. This can be achieved using a 2x4 piece of lumber to prohibit the vender from being pushed against the wall.

At the front of the vender, ensure that there are no obstructions to the air intake at the bottom of the main door and cabinet. Likewise, there should be no obstructions to the air exhaust in the rear of the cabinet.

### TEST VENDING

- Product: Vend at least one product from each tray for a total of **five [5] test vends**.
- Changer: Ensure the changer makes change and vends at the requested vend price.
- Validator: Ensure the validator accepts currency.
- Card Reader: Ensure the card reader (if present) is accepting cards.

### PLAN-O-GRAM

The Set-up Technician should place a **Plan-o-gram** [See Appendix I] on the inside of the vender door. This card assists Route Delivery personnel in placing the correct brands and packages in the columns.

# EQUIPMENT SERVICE

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## PARTS REQUIREMENTS

### Interchangeability

With the exception of bill validators and changers, all parts for the GFV *are unique and cannot be interchanged with any other equipment.*

### Recommended Warehouse Inventory

*See Appendix III.*

### Recommended Truck Inventory

*See Appendix IV.*

# PRODUCT DELIVERY

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As the Glass Front Vender is significantly different from any current can or bottle vender, the methods employed to operate, manage and support the GFV are also different.

Many of **the operational functions listed below will either require more focus or change completely from the present process.**

- ❑ Check Out
- ❑ Filling procedure
- ❑ Product rotation
- ❑ Changer management
- ❑ Product presentation
- ❑ Maintaining the vender
- ❑ Delivery service frequencies

## CHECK OUT

Since the GFV will most likely be set with 10-14 SKUs, Check Out is a crucial step in managing this process. It is recommended that increased focus be given to:

1. Providing Route Delivery personnel with copies of plan-o-grams and vend pricing prior to servicing the vender.
2. Requiring Route Supervisors (if not already doing so) to take an active role in this process to ensure correct quantities, packages and brands of SKUs are loaded onto the delivery truck.

**THE GFV WILL SIGNIFICANTLY INCREASE BOTTLE AND NON-CARBONATED BEVERAGE THROUGHPUTS. TO BEST SERVE THE GFV, AN INITIAL EFFORT SHOULD BE MADE TO PURPOSELY “OVERLOAD” THE TRUCK WITH THESE PRODUCTS UNTIL SALES FAMILIARITY IS ACHIEVED.**

3. Reviewing changer coin fund denominations, as they will differ due to additional capacity and multiple vend prices.

## FILLING PROCEDURE

The next step in the process involves filling the vender. After the vender is opened, sales readings are taken and monies are collected, the following are **differences from the current filling process:**

1. Rotate the product. Once completed, review all product stored on the storage shelf – the top shelf behind the vender door. [Refer to the following section, *Product Rotation*, for more detail.]
2. Place any warm product from the storage shelf into the empty columns.

# PRODUCT DELIVERY

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3. From inside the vender door, pull down the case rack (holds 2 cases) and position the product to be loaded on the rack.
4. Fill the vender by placing product in the applicable columns, loading from the **front of the column**. When first loading the GFV, there will be a tendency for the Route Delivery person to place product BEHIND the product pusher. This will disable the vender and prevent it from dispensing product.

**MAKE SURE ALL PRODUCTS ARE LOADED BY PLACING THEM IN FRONT OF THE PRODUCT PUSHER. EXPERIENCE HAS SHOWN THAT IMPROPER LOADING IS A MAJOR CONTRIBUTOR TO VENDER MALFUNCTIONS.**

5. The filling process should be completed based on the concept of filling to the nearest full case – BALANCED LOAD method (provided that Unit Settlement is not in place). This method dictates that, if necessary, cases can be “split” to the nearest six [6]-pack. With the GFV, ***it is acceptable to place excess product on the storage shelf***. It is also acceptable to create ***mixed cases of the same package size*** on the truck.

**CARBONATED BEVERAGES, REGARDLESS OF SIZE, SHOULD BE KEPT SEPARATE FROM NON-CARBONATED DRINKS WHEN COMBINING PARTIAL CASES. THIS IS DUE TO THE DIFFERENCE IN PRODUCT COSTS.**

6. Conduct **at least two [2] test vends** in test vend mode as well as through the validator and/or coin changer. If a card reader is present, it should also be tested.

## PRODUCT ROTATION

Experience has demonstrated that *consumers repeatedly purchase from the first column of each brand*. This action necessitates that a “**right to left**” rotation sequence occur.

For example, if the first five columns of tray A consist of 20oz. Coca-Cola, use product from column 5 to fill column 1, product from column 4 to fill column 1 or 2, etc. Repeat this action for each product.

If there is only a single column of a certain brand/package, the column should be *unloaded* and newer, or warm, product placed in back. This will provide the necessary product rotation and ensure a cold, fresh drink is vended.

Product rotation is essential for the following reasons:

1. To ensure cold product is in the front of the machine (assuring consumer satisfaction).
2. To ensure product freshness.

# PRODUCT DELIVERY

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## CHANGER MANAGEMENT

There is a need to address changer funds for the GFV since the variety of SKUs will generally require multiple vend prices.

It is recommended that the Route Supervisor use the plan-o-gram as a guide to review pricing and to make necessary adjustments to the changer fund.

## PRODUCT PRESENTATION

One of the strengths of the GFV is its ability to showcase, through glass, the array of Coca-Cola products while leveraging the powerful trademark and brand strengths of carbonated and non-carbonated beverages. In short, the GFV is a great communicator because it allows pre-purchase viewing and conveys the following messages:

- Refreshment
- Brand/package variety
- Freshness and quality

**Unlike the conventional vender**, the use of blemished or dented packages cannot be hidden from the consumer's view. If used, they will negate the messages described above and diminish the GFV's merchandising strength.

It is also recommended that product in the front of each column be **faced** as much as possible.

|                                                                                                                                                                                                                              |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>THE USE OF "RAINBOW" COLUMNS (MIXED FLAVORS) IS NOT RECOMMENDED UNDER ANY CIRCUMSTANCE. IT DETRACTS FROM THE FRESHNESS AND ORDERLY IMAGE OF THE VENDER AND CAN LEAD TO CONFUSION AND CONSUMER DISSATISFACTION.</b></p> |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

## MAINTAINING THE VENDER

All beverage-dispensing systems require cleaning and maintenance to prolong their mechanical lives and provide continuous appeal to the consumer. To a greater extent, the same is true of the GFV.

Image is a vital component to the success of the GFV because of its large glass front – 67" high by 34" wide. Cleaning the glass front is only one part of the maintenance requirements. All functions that must be performed either on a scheduled frequency or "as needed" basis are outlined on the following page.

# PRODUCT DELIVERY

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## INTERIOR

To properly maintain the interior of the GFV, the items listed below should be cleaned on a regular basis:

1. The glass front should be cleaned with paper towels and glass cleaner ***weekly***.
2. The Product Glides must be cleaned ***as needed***. It is recommended that they be cleaned at least twice a month for optimal vending performance. Dirty glides will cause products to stick or fall forward and jam the elevator.

Use one hand to hold back the Product Pusher and the other hand to clean the glides (this will help preserve the pusher springs).

|                                                                              |
|------------------------------------------------------------------------------|
| <b>FAILURE TO CLEAN THE GLIDES WILL RESULT IN PRODUCT AND ELEVATOR JAMS.</b> |
|------------------------------------------------------------------------------|

3. The refrigeration compressor is an essential part of the GFV's mechanical working and should be cleaned with a stiff bristle brush ***as needed***.

## EXTERIOR

1. The glass front should be cleaned ***weekly***, and the remaining exterior of the GFV should be cleaned ***monthly*** with paper towels and glass cleaner.
2. The POS should be cleaned with paper towels and glass cleaner ***monthly***.

## QUALITY KIT

It is recommended that each Route Delivery person servicing the GFV carry a quality kit comprised of the following items:

- Paper towels
- Glass cleaner
- Sponge
- Stiff bristled brush

# PRODUCT DELIVERY

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## DELIVERY SERVICE FREQUENCIES

A key question for the bottler, in a non-electronic environment, is in determining *how often to service the vender*. Experience demonstrates that the bottler continually underestimates the sales throughput of the GFV and tries to employ the same thought process applied to service conventional venders. **THIS WILL NOT WORK WITH THE GFV.** Instead, it will result in empty columns and recurring out-of-stock situations.

Generally, delivery service frequencies for conventional venders are determined based on a combination of variables including vender capacity, sales history and desired percent fill, as shown in the following table using a 5-day work week:

### CONVENTIONAL VENDER

| <u>Volume per Week</u> | <u>Vender Capacity</u> | <u>% Fill</u> | <u>Delivery Frequency</u> |
|------------------------|------------------------|---------------|---------------------------|
| 4 cases                | 15 cases               | 40%           | 7.5 days                  |
| 6 cases                | 15 cases               | 40%           | 5.0 days                  |

However, many delivery deficiencies are often masked by the design of the conventional vender. These problems cannot be hidden within the GFV. Instead, each delivery issue will be exposed via the large expanse of glass. Therefore, it becomes important to review other factors that the GFV introduces into the service frequency equation. They include:

- Brand and package selections that are often several times greater than those of conventional venders.
- A history of increasing sales volumes (50% increases are not unusual).
- Negative consumer perception when a column is empty.

Once these factors are incorporated into the above formula, it is suggested that a lesser fill rate be employed. As a starting point, it is recommended that a 30-35% fill rate be utilized. Although it may seem that delivery expenses will increase, they will be offset by the profit contribution generated from incremental cases sold. The impact is shown below:

### GLASS FRONT VENDER

| <u>Volume per Week</u> | <u>Vender Capacity</u> | <u>% Fill</u> | <u>Delivery Frequency</u> |
|------------------------|------------------------|---------------|---------------------------|
| 6 cases                | 15 cases               | 32.5%         | 4.1 days                  |
| 9 cases                | 15 cases               | 32.5%         | 2.7 days                  |

It must be restated that the formulation shown above is recommended only as a starting point. As with any placement, it should be reviewed once the outlet begins to develop a consistent sales pattern.

# KEY BUSINESS INDICATORS

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This section reviews changes to current operational practices and demonstrates how the GFV can impact the bottler's established productivity measurements, or Key Business Indicators.

## A NEW WAY OF THINKING

As stated in the Introduction, the GFV represents a new approach to the vending market, requiring a different thought process to maximize its operational capabilities. Major operational differences between the GFV and the conventional vender are recapped below:

- Possible restriction on vender delivery vehicle capacity
- More comprehensive installation procedure
- Greater planning and communication requirements for Account Management
- Use of plan-o-grams
- Increased focus on SKU management
- Changer coin funds reconciled to vend prices
- Loading additional SKUs
- Changes in filling procedure
- Greater product presentation requirements
- Conducting extra test vends
- Product rotation criteria
- Additional cleaning requirements
- Greater delivery service frequencies
- Reconciliation of collections due to multi-pricing

The purpose for displaying these differences is to make a point – ***servicing the GFV requires changes to the current operating scheme.*** As a result, there will be a short-term learning curve to master for Equipment Service, Account Management, Route Delivery and Management personnel. Until sufficient time has passed to accomplish this, it is recommended that the intensity of productivity standards be relaxed and instead, be refocused to promote familiarity with this new vender.

# KEY BUSINESS INDICATORS

## IMPACTING KBIs

Once familiarity is achieved, the GFV contributes many immediate operational and revenue benefits. These benefits, which enhance the bottler's Key Business Indicators, are listed below:

| GFV FEATURE                                                                            | ADVANTAGE                                                                                       | BENEFIT                                                             |
|----------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|---------------------------------------------------------------------|
| Unique to any conventional vender in the market                                        | Enhances consumer awareness and purchase intent – offers entertainment value                    | Increased sales offer faster return on investment                   |
| Available only to Coca-Cola bottlers                                                   | Provides point of difference over competition                                                   | Increased placement activity to penetrate all market segments       |
| Competitive tool to gain larger accounts (At-Work)                                     | Allows penetration into accounts otherwise not possible                                         | Increased sales and market share                                    |
| Can be used to replace 2 conventional venders                                          | Decreases capital requirements                                                                  | Allows bottler to appropriate capital for other purposes            |
| Field tested                                                                           | Proven track record                                                                             | Reduced Technical Service costs                                     |
| Use of glass front vending in the snack business has demonstrated improved snack sales | It is a proven success                                                                          | Improved customer/consumer satisfaction and bottler profitability   |
| Provides more variety to the consumer with greater SKU capability                      | Allows the consumer to choose from a variety of packages and brands through one vender          | Increased customer satisfaction, sales throughput and profitability |
| The consumer does not lose money if the product does not vend                          | Satisfies consumer                                                                              | Increased sales through repeat purchases                            |
| Consumer can view available product selections                                         | Stimulates consumer demand through repeat sales                                                 | Increased sales throughput and profitability                        |
| Easy to repair                                                                         | Critical parts can be swapped out on site to reduce downtime and eliminate repeat service calls | Reduced Technical Service costs                                     |

# KEY BUSINESS INDICATORS

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| GFV FEATURE                                                  | ADVANTAGE                                                                           | BENEFIT                                                                          |
|--------------------------------------------------------------|-------------------------------------------------------------------------------------|----------------------------------------------------------------------------------|
| Bottom-mounted refrigeration system as requested by bottlers | Easily removed and takes less time to repair or replace                             | Reduced Technical Service costs                                                  |
| Utilizes current changers, validators and card readers       | Relieves the bottler from maintaining separate parts inventories of expensive items | Reduced capital requirements – prevents increasing the cost of Technical Service |
| Improved air flow cools product in front first               | Product dispensed to consumer is cold                                               | Creates repeat sales and affirms consumer satisfaction                           |
| Potentially fewer package jams with the PET bottle           | Vender downtime is minimized                                                        | Increased sales and reduced cost of Technical Service                            |
| New warranty features                                        | Lessens bottler operating expenses                                                  | Reduced Technical Service costs                                                  |

As seen, the GFV has been developed to provide the bottler with many features designed to contribute positively to the bottler's operating structure. The GFV recognizes the need to enhance the bottler's revenues without adding additional cost burdens.

PLAN-O-GRAM

CUSTOMER #:

CUSTOMER NAME:

|      | COLUMN 1      | COLUMN 2 | COLUMN 3 | COLUMN 4 | COLUMN 5 | COLUMN 6 | COLUMN 7 | COLUMN 8 | COLUMN 9 |
|------|---------------|----------|----------|----------|----------|----------|----------|----------|----------|
| TRAY |               |          |          |          |          |          |          |          |          |
| A    | PACKAGE SIZE: |          |          |          |          |          |          |          |          |
|      | BRAND:        |          |          |          |          |          |          |          |          |
|      | VEND PRICE:   |          |          |          |          |          |          |          |          |
| B    | PACKAGE SIZE: |          |          |          |          |          |          |          |          |
|      | BRAND:        |          |          |          |          |          |          |          |          |
|      | VEND PRICE:   |          |          |          |          |          |          |          |          |
| C    | PACKAGE SIZE: |          |          |          |          |          |          |          |          |
|      | BRAND:        |          |          |          |          |          |          |          |          |
|      | VEND PRICE:   |          |          |          |          |          |          |          |          |
| D    | PACKAGE SIZE: |          |          |          |          |          |          |          |          |
|      | BRAND:        |          |          |          |          |          |          |          |          |
|      | VEND PRICE:   |          |          |          |          |          |          |          |          |
| E    | PACKAGE SIZE: |          |          |          |          |          |          |          |          |
|      | BRAND:        |          |          |          |          |          |          |          |          |
|      | VEND PRICE:   |          |          |          |          |          |          |          |          |

## Appendix

# RECOMMENDED WAREHOUSE INVENTORY

## Parts Room Spare Parts Inventory List Glass Front Vender Per 100 Venders

| Part Number    | Item                                | Quantity |
|----------------|-------------------------------------|----------|
| 800,101,870.01 | Glass Door                          | 2        |
| 801,812,410.01 | Assembly, Discharge Frame           | 12       |
| W453-2         | Keypad, Button Array-Rubber         | 2        |
| W453-1         | Membrane, Button Array              | 4        |
| 801,812,380.01 | Port Bezel                          | 4        |
| 804,914,860.01 | Display                             | 2        |
| 801,903,820.01 | Slide, with Product Pusher Assembly | 45       |
| 801,903,830.01 | Gate Assembly with Kicker           | 12       |
| 626,030,400.03 | AC Distribution Box                 | 1        |
| 805,202,370.01 | Elevator with Motor Assembly        | 2        |
| 626,070,500.03 | Conveyor Assembly                   | 2        |
| 626,040,000.03 | Refrigeration System 2000C-A        | 2        |
| 804,914,140.01 | KO Board                            | 2        |
| 804,915,190.01 | Machine Controller                  | 2        |
| 804,915,760.11 | Door Switch Harness                 | 2        |
| 804,915,640.01 | Discharge Door Harness              | 2        |
| 801,519,140.01 | T-Handle Stud                       | 2        |
| 626,050,200.03 | Assembly Chute, Coin Insert         | 2        |
| 801,903,760.01 | Red Display Filter                  | 2        |
| 801,812,400.01 | Discharge Port                      | 6        |
| 804,913,740.51 | Tray Harness                        | 2        |
| 804,300,160.01 | Solenoid                            | 6        |
| 801,519,290.01 | Solenoid Plunger and Spring         | 6        |
| W658           | Fuse, 2 Amp 250V Slo Blo            | 12       |
| W659           | Fuse, 10 Amp 32V Slo Blo            | 12       |
| 805,025,320.21 | Advertise Window                    | 2        |

# RECOMMENDED TRUCK INVENTORY

## Service Truck Spare Parts Inventory List Glass Front Vender

| Part Number    | Item                                | Quantity |
|----------------|-------------------------------------|----------|
| 801,903,830.01 | Gate Assembly with Kicker           | 2        |
| 804,300,160.01 | Solenoid                            | 2        |
| 801,519,290.01 | Solenoid Plunger and Spring         | 2        |
| 801,903,820.01 | Slide, with Product Pusher Assembly | 2        |
| W658           | Fuse 2 Amp 250V Slo Blo             | 2        |
| W659           | Fuse 10 Amp 32V Slo Blo             | 2        |
| 801,812,410.01 | Assembly, Discharge Frame           | 2        |