

Focus/Reflex

Snack & Confectionery Merchandiser

"...market leading spiral merchandiser..."

Operators and users will love the simplicity of the **Focus/Reflex** from Crane Merchandising Systems. Offering either 32 or 40 selections of chilled snack and confectionery items, the machines provide the perfect shop front for any location.

Extremely easy to load with shelves that tilt to 45°, each tray and column divider is adjustable to suit different sized

products. The large, brightly lit "shop window" enhances the appeal of the products on offer, encouraging sales and increasing profits!

State of the art electronic controls are all located at the front of the machine. This makes pricing, configuration, programming, recall of data and self diagnostics simple and straightforward.



Reflex - 40 Selection

The Focus/Reflex Advantage:

- Machines are available in two widths. Compact model is just 812 mm (32") wide yet still offers 32 selections - ideal for locations where space is at a premium
- Larger model (left) offers 40 selections of chilled snack and confectionery items, providing the perfect solution for locations requiring larger choice and value
- Dual snack spirals provide a superior vend action and allow snacks and confectionery to be stocked on the same shelf, maximising the available space
- Removable selection dividers extends product choice and increases the versatility of the machine
- Programmable Time Events and Free Vend modes enable the machine to be set to operate differently according to the time of day or type of customer
- Machines are fitted with **SureVend™** technology, the guaranteed product delivery system, ensuring complete customer satisfaction
- Message display can be customised to display customer specific information
- All models are available in a number of colours and designs to complement machines from Crane Merchandising Systems' product range

Easy Shelf Filling and Pricing

All machines are quick and simple to restock. Snack and confectionery trays tilt to 45° which means that even the highest shelf is within easy reach. The spirals gently but firmly support the products and smoothly move each item forward to the vend position.

Updating prices takes seconds with the innovative price roll system. The operator simply rolls the price strip until the correct price is found.



Dual Spiral System

The well proven, dual spiral vending system featured on Focus, Reflex and Cascade machines is reliable, easy to adjust and suitable for a wide variety of products.

To facilitate the vending of larger sized confectionery items, spirals can be easily linked in pairs, further promoting the use of the machine.



Can Module

The can module fitted to Cascade machines is loaded by simply rolling cans into position. It offers extra volume for more popular brands, encouraging sales and increasing profits.

Cascade machines offer either 8 can selections with a total capacity of 136 (330ml) cans or a choice of 10 can selections from a huge 215 (330ml) total can capacity.



Audit Information

Machines are equipped with an innovative audit system which records sales information, aiding stock control and machine management.

This information can be recalled by the operator via the machine's display panel and a printed copy produced using a hand-held printer.



Choice of Payment Systems

Focus, Reflex and Cascade machines are compatible with the leading M.D.B. and Executive coin and cashless systems. Either option can be fitted depending on the payment format required.



Cascade

Snack & Can Merchandiser

"...versatile combination machine..."

The highly versatile **Cascade** snack and can merchandiser provides a combination of either 16 snack/confectionery selections and 8 cold canned drink selections or 20 snack/confectionery selections and 10 cold canned drink selections.

The machine features a large, brightly lit "shop window", enhancing the appeal of the products on offer, encouraging sales and leading to increased profits

Cascade machines are available in two widths, allowing the perfect combination of machine size and capacity to be matched to your location.



Cascade - 16/8 Selection

The Cascade Advantage:

- Compact model offers 16 snack and confectionery items plus 8 chilled can selections yet is just 812 mm (32") wide!
- Larger model provides the perfect solution for locations requiring extra value, offering a huge choice of 20 snack and confectionery items plus 10 chilled can selections
- Dual snack spirals provide a superior vend action and allow snacks and confectionery to be stocked on the same shelf, maximising the available space
- Removable selection dividers extends product choice and increases the versatility of the machine
- Machines are fitted with **SureVend™** technology, the guaranteed product delivery system, ensuring complete customer satisfaction
- Programmable Time Events and Free Vend modes enable the machine to be set to operate differently according to the time of day or type of customer
- Message display can be customised to display customer specific information
- All models are available in a number of colours and designs to complement machines from Crane Merchandising Systems' product range

Branding Opportunities

Offering branded products provides strong point-of-sale impact as well as customer recognition and reassurance that keeps them coming back for more.

Crane Merchandising Systems machines provide the perfect platform to attract these increased sales which in turn lead to increased profits!



Large graphic areas on all machines as well as the selection decals, provide ample branding opportunities, increasing customer confidence and promoting sales.

SureVend™ Product Delivery Sensor



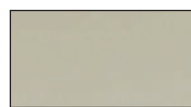
The SureVend™ product delivery sensor guarantees that selected items are delivered to the customer or their money is returned. The system works by attempting to deliver the product up to 3 times. If a product is not dispensed and therefore recognised by the optical sensors after 3 attempted vends, the customer is given the option of selecting another product or accepting a refund.

SureVend™ is a standard feature on Focus, Reflex and Cascade glass fronted spiral merchandisers.

Colours and Graphics To Enhance Any Location

Focus, and Cascade machines are available in a choice of three paint finishes which, when matched with eye catching graphics from our Aqua Blue or Slate Red styles, provide visual and aesthetic impact to any location. Reflex machines incorporate traditional black and grey 'NV' styling. Machines can also be customised to complement a corporate house style or site location.

Note: Due to limitations in the printing process, we cannot guarantee the accuracy of the colours shown.



Platinum



Metallic Black



Regency Blue



Fully Integrated Merchandising Solutions

Focus, Reflex and Cascade merchandisers are styled to co-ordinate seamlessly with Crane Merchandising Systems' range of vending and snack and food machines, creating a totally integrated merchandising solution.

The microwave housing (centre) complements the equipment and is supplied as standard with a cutlery tray

and integral waste bin. The tray can be replaced with a second microwave shelf if required.

Microwave Housing Specifications

Height: 1830mm **Width:** 740mm
Depth: 760mm **Weight:** 75kg

Focus, Reflex & Cascade



Snack, Confectionery & Can Merchandisers

CRANE MERCHANDISING SYSTEMS™
A Crane Co. Company

Specifications	Focus		Reflex		Cascade	
	32 Selections	40 Selections	32 Selections	40 Selections	16 Selections	20 Selections
Height	1830 mm (72 in)		1830 mm (72 in)		1830 mm (72 in)	
Depth	724 mm (28½ in)		784 mm (31 in)		899 mm (35½ in)	
Width	812 mm (32 in)	968 mm (38 in)	812 mm (32 in)	968 mm (38 in)	812 mm (32 in)	1016 mm (40 in)
Weight	237 kg (522 lbs)	304 kg (670 lbs)	237 kg (522 lbs)	304 kg (670 lbs)	302 kg (665 lbs)	343 kg (757 lbs)
Refrigerant	R134A CFC Free		R134A CFC Free		R134A CFC Free	
Electrical						
(i) Voltage	220/240V AC		220/240V AC		220/240V AC	
(ii) Frequency	50 Hz		50 Hz		50 Hz	
(iii) Current Rating	4.5 amps with cooler		4.5 amps with cooler		4.5 amps (max)	
(iv) Refrigeration Unit	220/240V - ¼ H.P.		220/240V - ¼ H.P.		220/240V - ¼ H.P.	

N.B. All weights and dimensions shown above are approximate and are for guidance only.

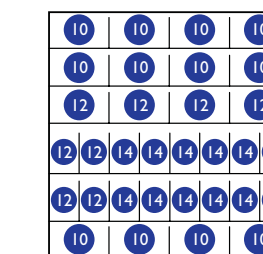
Temperature Control

Focus/Reflex: Programmable temperature range 15°C - 22°C. Cooling system designed to maintain internal temperature at or below 21°C with a 65% relative humidity at an ambient temperature.

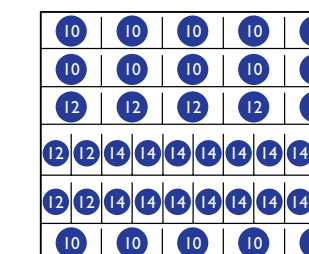
Cascade: Temperature preset to maintain product at 8°C - 10°C. Cooling system designed to maintain internal temperature at or below 21°C with a 65% relative humidity at an ambient temperature of 30°C.

Standard Capacities and Layouts

Focus/Reflex

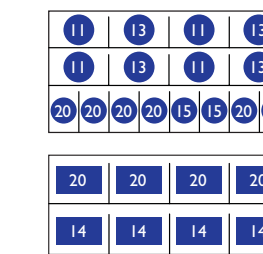


32 Snack/Confectionery Selections
Snack Items168
Confectionery Items216
Total Capacity384

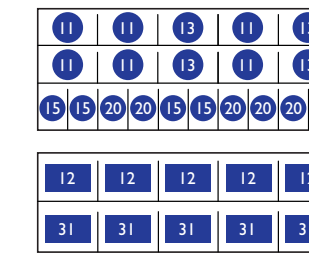


40 Snack/Confectionery Selections
Snack Items210
Confectionery Items272
Total Capacity482

Cascade



16 Snack/Confectionery plus 8 Can Selections
Snack Items96
Confectionery Items150
Cans - 330ml136



20 Snack/Confectionery plus 10 Can Selections
Snack Items118
Confectionery Items180
Cans - 330ml215



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