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Crane Merchandising Systems' New VOCE Media Machine Offers Coffee Shop-Quality Taste

WILLISTON, S.C. – March 9, 2015 – Crane Merchandising Systems, a Crane Co. Company, today announced the launch of VOCE Media, its newest hot drink machine that features coffee shop-quality taste.

“VOCE Media combines high-quality coffee with the engaging consumer interaction of our Media platform to transform the consumer experience and increase sales,” said Tom Glomski, Vice President of Sales for North America and Europe. “VOCE Media is a great addition to our family of Media products and delivers on the Crane vision of connected and intelligent vending.”

VOCE has been employed by operators in Europe since 2012 where more than 12,000 machines have been fielded. In the United States, VOCE Media has been successfully piloted and demonstrated impressive same-store sales lift of over 100 percent.

“In the pilots, we found that VOCE Media delivers considerably more same-store sales lift when compared to older or refurbished coffee machines and allows operators to charge a higher vend price,” Glomski said. “We are proving that coffee machines are successful in this market if they offer a superior experience in terms of coffee taste, consumer engagement and machine reliability.”

VOCE Media employs proven Crane technology delivering class-leading reliability with customer data confirming up to 59 percent less service calls than competitor models and an extremely high operational up time rate.

The VOCE Media range of up to 32 selections has the very latest retail coffee menus. With higher reliability, more consumer choice and higher quality beverages available, VOCE Media can unlock the potential of existing sites, help operators win new business and deliver a more profitable solution.

About Crane Merchandising Systems

*Crane Co. is a diversified manufacturer of engineered industrial products. Crane Co. is traded on the New York Stock Exchange (NYSE:CR). One of its businesses, **Crane Merchandising Systems**, designs and manufactures a diverse, yet integrated portfolio of automatic merchandising equipment across multiple verticals, including hot and cold beverage, snack, and food. It also offers other vending solutions including cashless processing, payment devices, vending management software, and wireless communication technology. Its legacy of brands (Automatic Products®, Dixie Narco®, GPL®, National Vendors™, Stentorfield™, and Streamware®) enables Crane to provide customers a complete, cross-platform solution while maintaining innovation and a commitment to quality and service.*

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