

Introduction Document

Excellence Compact BLACK



To: JDE MSU's

From: Patrick Meussen & Johanna Denker

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1. Introduction Compact BLACK

This document is written to support the launch of Excellence Compact BLACK. It contains information on the concept, pricing, logistics etc. More marketing information about USP's etc. can be found in the Marketing toolkit. The Excellence Compact BLACK will replace the current Cafitesse C50 in the portfolio.

2. Concept Information & Scope

Excellence Compact BLACK is a modern one bag-in-box dispenser for serving black coffee. The Excellence Compact BLACK is built on the platform of its “big brother” Excellence Compact with the same design features. It will enable customers to serve regular black coffee (without crema layer) and provides improved personalization options such as strength adjustments and with the choice between regular and large cups and coffee pots. The dispenser also has an external hot water outlet.

Scope:

The below countries are in the scope of the project;

Country	Code	Country	Code
Netherlands	NLD	Finland	FIN
Norway	NOR	Estonia	EST
Denmark	DNK	Iceland	ISL
Sweden	SWE	Qatar	QAT
Germany	DEU	Italy	ITA
Belgium	BEL	Cyprus	CYP
Australia	AUS	Turkey	TUR
New Zealand	NZL	South Africa	ZAF
Czech	CZE		

Version types;

The following 3 versions are developed in the project

Configuration	<u>EU – Standard version</u>	<u>EU - Water tank version</u>	<u>Water tank Plug & Play (only for NL)</u>
Coffee ingredient	Cafitesse 1,25L	Cafitesse 1,25L	Cafitesse 1,25L
Water supply	Fixed to main water supply	Integrated water tank <i>(same as Excll Compact)</i>	Integrated water tank <i>(same as Excll Compact and branding & branding pre-installed at supplier)</i>
For which countries	NLD, NOR, DNK, SWE, DEU, BEL, AUS, NZL, CZE, FIN, EST, ISL, QAT, ITA, CYP, TUR, ZAF	NOR, DNK, SWE, DEU, BEL, AUS, NZL, CZE, FIN, EST, ISL, QAT, ITA, CYP, TUR, ZAF	NLD only

Occasions:

For Excellence Compact BLACK the following occasions are appointed for basic coffee offer at locations with 5-20 consumers per day:

- Coffee location production area
- Working space
- Shared social area
- Waiting area
- Reception / lobby

2.1 USP's

New design	<ul style="list-style-type: none"> • Modern and contemporary appearance. • Intuitive design. • Graphics display
Great in cup quality	<ul style="list-style-type: none"> • Constant quality black coffee, cup after cup.
Personalization	<ul style="list-style-type: none"> • Selection of cup size • Option to adjust the coffee strength via pre-selection button
Coffee strength	<ul style="list-style-type: none"> • The coffee strength can be adjusted to everybody's own personal taste; mild - medium - strong, via coffee strength pre-selection button
Available drinks	<ul style="list-style-type: none"> • Black coffee and hot water
Great efficiency	<ul style="list-style-type: none"> • Refilling and cleaning has never been so easy because of the front access of the machine. • The icon display guides you through the cleaning program step by step. • Easy to clean via menu in display.

3. Branding

The dispenser is delivered without branding. A branding kit needs to be ordered separately, which contains: **Front Door Branding & Chrome Buckle** (same as Excellence Compact).

Available branding kits are :

- *Branding Kit - DE EC*
- *Branding Kit - FRIELE EC*
- *Branding Kit – GEVALIA EC*
- *Branding Kit - MAISON du CAFÉ EC*
- *Branding kit – JACOBS EC*
- *Branding Kit – CAFÉ NOIR EC*

Both branding elements need to be placed on the dispenser at installation by the installation technician.

For Netherlands Plug & Play version, the branding kit will be pre-installed at the supplier. The customer only needs to place the push button stickers (English/Dutch).

4. Prices, versions, article numbers & branding kits

Article numbers, descriptions and purchase prices for dispensers:

Excellence Compact BLACK - Versions	Supplier code	JDE SAP		Countries
EU - Standard	1067010	64101280		All countries in scope
EU - Water tank	1067030	64101281		All countries in scope
Plug & Play Water tank - NL	1067031	64101310		Netherlands only

Branding Kits:

Kits	Supplier code	JDE SAP		Content
DOUWE EGBERTS	6167038	55117141		Front door logo Chrome Buckle (same as Excll Compact)
MAISON du CAFÉ	6167039	55117210		
CAFÉ NOIR	6167040	55117211		
FRIELE	6167041	55117212		
JACOBS	6167037	55117122		
GEVALIA	6167042	55117213		

Ordering (example):

Netherlands to order Compact BLACK standard version:

- EU – Standard - # SAP 64101280
- Branding Kit Douwe Egberts - # SAP 55117141

Netherlands to order Compact BLACK Plug & Play version:

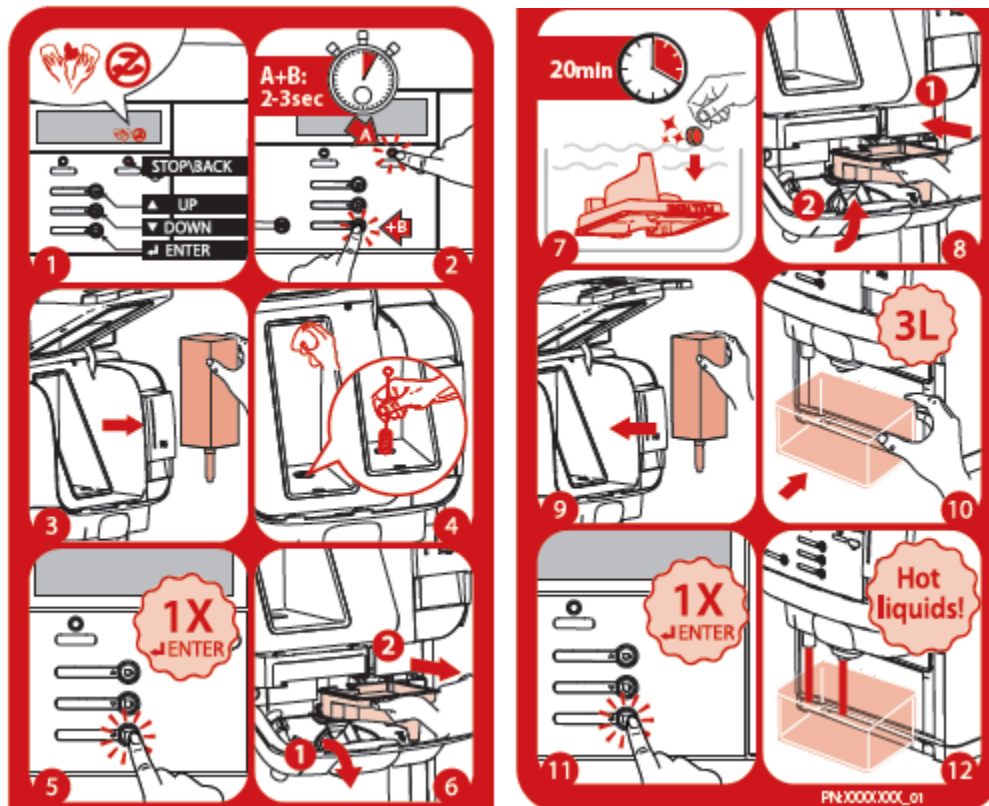
- Plug & Play Water tank – NL - #SAP 64101310

Norway to order Compact BLACK standard + watertank version

- EU – Standard - # SAP 64101280
- EU - Water tank - # SAP 64101281
- 2x Friele Branding Kit - # SAP 55117212

5. Cleaning Requirements

The Excellence Compact Black has only a warning interval for cleaning and the dispenser will not be blocked (same as C50). The technician can install the blocking function for the customer upon request but it is not required. The cleaning steps will follow the same procedure as for Excellence Compact, see below. For more information, you can see the user manual.



6. Dispenser Service Performance

The service KPI's are based on Operational performance data of the Netherlands and analyzed on Excellence Compact, since the Compact BLACK will mostly have the same parts in the dispenser.

	YR 1	YR 2	YR 3	AFTER 3YRS
Visit Rate	1,24	0,87	0,80	0,73
CM rate	0,88	0,65	0,59	0,54
ASPC	14,98	17,50	15,05	14

7. Delisting

Excellence Compact BLACK will replace the C50/C51. The C50/51 will remain available until the stock at Venlo warehouse is used up by MSU's according to current forecast.

Spare parts for the current C50/C51 will remain available till seven years after the introduction of Excellence Compact BLACK. In practice this means that service can be guaranteed till 2024. For more information please contact the Equipment Operations team.

8. Roll Out Planning – MSU's

Versions & Options	Sept. 2017	Oct. – Dec 2017	~Jan 2018	
<u>Standard Version</u>	Netherlands, Denmark, Sweden, Norway	<i>Lower stock level of C50</i>	Germany, Belgium, Australia/New Zealand	GBD: Finland, Estonia, Iceland, Qatar, Italy, Cyprus, Turkey, South Africa
<u>Water tank version</u>	Netherlands, Denmark, Sweden, Norway	<i>Lower stock level of C50</i>	Germany, Belgium, Australia/New Zealand	GBD: Finland, Estonia, Iceland, Qatar, Italy, Cyprus, Turkey, South Africa

- Roll out plan is divided between countries due to production ramp-up capacity of supplier.
- Based on the above, the Supply Chain needed to order C50 batch to ensure smooth phase in-phase out and to comply with delivery of C50.
- Left over stock C50 (after Sept.) is based on the frozen forecast which is provided by the countries, this needs to be reduced to prevent high scrapping cost.

9. Supply Chain Rules & Guidelines

The below rules and guidelines need to be taken into consideration:

- JDE / CREM are working according a 13-week rolling forecast, communicated weekly
- Minimum order quantity for JDE is a full 20foot (168 disp.) / 40foot (345 disp.) container. The MSU's do not have minimum order quantities.
- JDE lead time is 10 weeks after having placed the PO to CREM.
- JDE is forecasting machines / kits to CREM. Spare parts are ordered on basis of historical usage by MSU's.
- If MSU has special request on spare parts (high number), they need to notify this in advance to Supply Chain, in order to receive parts on-time (longer lead-time due to overseas transport from China to Netherlands)
- If rush order is required by MSU and not enough stock in Venlo available, MSU need to take higher cost into consideration due to air shipment. Lead time rush order is 1-2 weeks.
- In order to phase out C50/C51, MSU's need to start forecasting 16weeks prior to start launch (fill in forecast on forecast sheet)

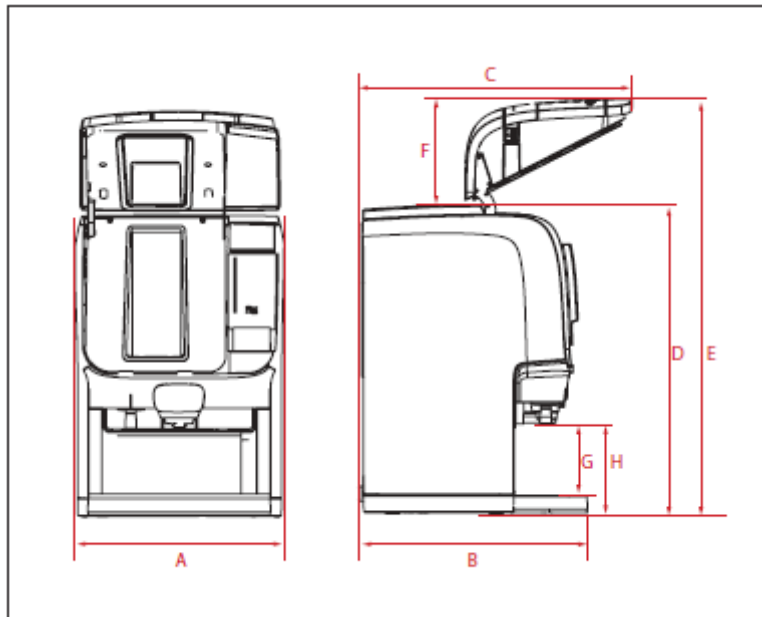
10. Packaging & Dimensions

Dimensions:

The carton box dimensions are the same as Excellence Compact, no change. There will only be a graphic printed on the box for Compact BLACK version. Labels are positioned on the side of the box with article code, machine numbers incl. bar code

The dimensions of the Compact Black are listed below;

Position	Description	Millimeters
A	Dispenser width	390
B	Dispenser depth	426
C	Dispenser depth with door open	500
D	Dispenser height	562
E	Dispenser height with door open	755
F	Distance from top of dispenser to front of open door	193
G	Clearance with drip tray in place	130
H	Clearance with drip tray removed	165



11. What is in the box

The following items are delivered with the machine

- Safety instruction sheet
- Push button sticker sheet with 12 languages
- Flush bin
- Cleaning Brush
- Powercord EU (same as Excll compact)
- USB operator stick

** branding kit (front door logo / chrome buckle to be ordered separately)!*



English	Dutch	Norway	Danish (Faroese)	Danish (Danish)	German	Pre selection
Hot water	Heet water	Varmt vann	Heitt vatn	Varmt vand	Heisses Wasser	Stopp
Hot water	Heet water	Varmt vann	Heitt vatn	Varmt vand	Heisses Wasser	Stopp
Coffee	Koffie	Kaffe	Kaffi	Kaffe	Kaffee	Strength
Coffee	Koffie	Kaffe	Kaffi	Kaffe	Tasse Kaffee	Sterkte
Coffee large	Koffie groot	Stor kopp kaffe	Kaffi kopp	Kaffe kop	Becher Kaffee	Stryke
Coffee large	Koffie groot	Stor kopp kaffe	Kaffi krüss	Kaffe krus	Haferl	Stryki
Pot coffee	Kan koffie	Kanne kaffe	Kaffi kannu	Kaffe kande	Kännchen Kaffee	Stärke
Pot coffee	Kan koffie	Kanne kaffe	Kaffi kannu	Kaffe kande	Kanne Kaffee	Force
French	Sweden	Czech	Finnish	Italy	Dalgin	Stryka
Eau chaude	Varmt vatten	Horká voda	Kuuma vesi	Acqua calda	Koffie klein	Intenzita
Eau chaude	Varmt vatten	Horká voda	Kuuma vesi	Acqua calda	Petit café	Voimakkuus
Café	Kaffe	Káva	Kahvi	Caffè	Kaffee continu	Forza
Café	Kaffe	Káva	Kahvi	Caffè	Café continu	
Grand café	Stor kaffe	Káva veľká	Iso kahvi	Caffè grande		
Grand café	Stor kaffe	Káva veľká	Iso kahvi	Caffè grande		
Pot café	En kannu kaffe	Konvice kávy	Kahvikannu	Bricco caffè		
Pot café	En kannu kaffe	Konvice kávy	Kahvikannu	Bricco caffè		

Plug & Play Version – NL only:

- Pre-installed in supplier factory is the branding kit. This does not need to be ordered separately in the forecast!

12. Training & Documentation

Training:

For Compact Black there will not be an in-depth training given since the development is based on Excellence Compact and functioning / handling is nearly the same. Training will be provided by E-learning and communicated by Equipment Operations team (International Trainer).

Documentation:

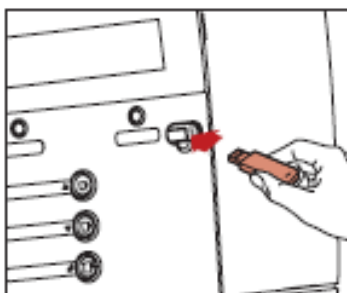
All service related documentation that is developed for the Excellence Compact Black, will be added to the <http://jacobsdouweegbertsprofessional.support/> site, e.g.

- Spare Part List, Spare Part Manual, Service Manual, User/Operator Manual, Installation Requirements, Electrical Diagrams, Water Schematics, Software, Service Information.

13. Operator and Service Access

User/Operator

The Operator can access several special functions when he uses the USB Operator key.



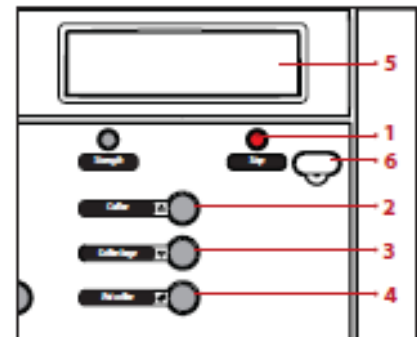
This immediately starts the operator mode. The first menu item (COUNTERS) is displayed. The following menus are available:

- COUNTERS - read counters
- STRENGTH - change drink strength
- DATE / TIME - set date and time
- CLEANING DAYS - set weekdays for cleaning and flushing
- ECO SETTINGS - energy saving mode settings
- TELEPHONE # - enable/disable and set telephone numbers for service and operator.
- LANGUAGE

Operator mode controls

1. STOP (back button) - go to previous menu
2. Scroll up or increase value
3. Scroll down or decrease value
4. Enter menu
5. Display
6. Port for USB key

** more info can be found in the operator / user manual*



The dispenser leaves the factory as default English, according below drink settings, which can be modified with the PC Tool.

Hot Water	Coffee
	Coffee Large
	Pot Coffee

Software:

The machine has one software version installed on all dispenser types. For Netherlands Plug & Play version, the customer needs to go through a setup wizard to select English or Dutch language. This will be explained via an instruction which is delivered with the dispenser. For other countries you can just connect the PC Tool at start-up and set your correct language.


Service

The Service-technician needs to have a special Cafitesse Service Adapter to connect his laptop to the dispenser. The PC Tool application is needed for Excellence Compact BLACK and provides all necessary functions. The PC Tool can be downloaded from

<http://jacobsdouweegbertsprofessional.support/>

14. Technical Data Sheet

Parameter Excellence Compact	Values	Unit
Machine dimensions incl. packaging (W x D x H)	50x47x70	cm
Total machines per pallet (packaging from Venlo)	8	piece
Weight	24 Kg (Empty) 24.1Kg (Operational, non-water tank version) 25.6Kg (Operational with filled water tank)	kg
Minimal required ventilation around side / back of the dispenser	10	cm
Power supply	230V, 50/60Hz	V / Hz
Power consumption	2.1kW - 230V	kW / V
Boiler volume	1.2	liter
Max. requirement water hardness	Recommended to install water softener above 8-10 degrees	DH
	Water Tank Version: Decarbonizing water filter can be ordered separately via Crem. Requirements for exchanging filter is documented on the packaging	Tank = 3liter
Water inlet connection	G ¼ inch, threaded	-
Ingredient capacity Coffee BIB	1,25	liter
Ingredients BIB	Coffee	-
Standard recipes in machine	Hot Water (125ml)	-
	Black coffee (125ml)	
	Large Coffee (200ml)	
	Pot coffee (900ml)	
Clearance with cup/drip tray	13	cm
Max. clearance without cup/drip tray	16,5	cm
Hour capacity	~140 cups	cups á 125 ml/hr
Peak capacity	Coffee (~8 drinks before heat-up)	EU version cups á 125 ml water inlet; ±15 C.
Cleaning program	~ 1min, 25sec / 250ml flush water	
Flush program	~ 30sec / 250 flush water	
ECO mode adjustable	yes	-
Delivered parts in the box (standard version)	Drip tray, mixer tray, cleaning brush, flush bin, USB stick operator, safety sheet,	
Delivered parts in the box (water tank version)	Drip tray, mixer tray, cleaning brush, flush bin, USB stick operator, safety sheet, (water tank inside dispenser)	-
Waterfilter	To be installed when water hardness is >8DH	Filter need to be replaced after xxx

<p>Filter replacement</p> <table border="1"> <thead> <tr> <th>*Total Hardness (apprx.)</th> <th>Carbonate Hardness DH (alkalinity)</th> <th>Replacement of filter (in Liters)</th> <th>Drinks (coffee / water) a 125ml</th> </tr> </thead> <tbody> <tr> <td>9-11</td> <td>7-9</td> <td>125</td> <td>1000</td> </tr> <tr> <td>12-14</td> <td>10-12</td> <td>91</td> <td>727</td> </tr> <tr> <td>15-17</td> <td>13-15</td> <td>71</td> <td>571</td> </tr> <tr> <td>18-20</td> <td>16-18</td> <td>59</td> <td>471</td> </tr> <tr> <td>20-24</td> <td>19-20</td> <td>50</td> <td>400</td> </tr> <tr> <td>23-27</td> <td>21-23</td> <td>43</td> <td>348</td> </tr> <tr> <td>< 30</td> <td><24</td> <td>42</td> <td>333</td> </tr> </tbody> </table>				*Total Hardness (apprx.)	Carbonate Hardness DH (alkalinity)	Replacement of filter (in Liters)	Drinks (coffee / water) a 125ml	9-11	7-9	125	1000	12-14	10-12	91	727	15-17	13-15	71	571	18-20	16-18	59	471	20-24	19-20	50	400	23-27	21-23	43	348	< 30	<24	42	333	<p>JDE SAP: 55114877</p> 	<p>Liters of water (see table)</p> <p>Filter not standard delivered with machine and need to be ordered separately!</p> <p>Same as Excellence Compact</p>
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15. Contact persons

Find below the contact persons within JDE regarding Excellence Compact:

Persons	Responsibilities	Email
Johanna Denker	Central Innovation Manager (Marketing)	johanna.denker@jdecoffee.com
Patrick Meussen	Implementation Manager (R&D)	patrick.meussen@idecoffee.com
Philip Wichmann	Supply Chain (forecast)	philip.wichmann@JDEcoffee.com