

Introduction Document

B&O E4



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1 Introduction B&O E4

This document is written to support the launch of Borg & Overström E4 water dispenser.

We start of with explaining the core elements of the JDE Professional water proposition, and provide details of the new water dispenser relevant to implementation and market launch.

1.1 Our water proposition: What are we offering our customers?

The core of our proposition is a one-stop-shop experience, offering premium coffee, tea & water.

Full-solution selling

Is part of our full-solution with coffee, tea, water and equipment

Perfect fit

Packaged in understandable water concepts matching with our perfect fit approach

Complete value Chain

Consist out of the complete value chain: unit, Co2, service, filter change, cross-sell



6 OTS products

A global water portfolio with Brita and Borg & Overstrom Of the Shelve products, together covering *value, mainstream & premium*

Target trends

Will be focused to meet trends such as sustainability, hygiene and vitality, which will show in marketing communication

Cross sell items

Will have a few cross-sell items to meet customer efficiency and support the proposition (e.g. *cold infuse tea Pickwick Lekker Fris, bottles*)

1.2 Sustainability

B&O achieves a higher degree of sustainability by evolving the way you drink water with; plastic-free purity.

The E4 integrates the latest eco-friendly technology, combining energy-efficiency with powerful performance, for a sustainable approach to locally sourced, fresh-filtered water. (see 2.4 "USP's" for details and background)

2 Concept information

2.1 Models and Features

Our global water portfolio consists out of 7 machines. 4 BRITA SKU's and 3 Borg & Overstrom SKU's, an overview of Borg & Overström models and their features are given in this chapter.

2.2 Borg & Overström water dispenser portfolio

Borg & Overstrom is positioned as a mainstream / value range line of dispensers, marked by a lower pricing range yet with features and design that are both ergonomic and easy to use. The JDE Professional portfolio includes the Black E4 model in three versions:

- Chilled / Ambient
- Chilled / Ambient / Sparkling
- Chilled / Sparkling / Hot

The dispenser size and versatility will allow for application in a wide variety of customer types and locations, particularly when competitive pricing is concerned.



Borg & Overström E4



Borg & Overström E4 with base cabinet

Borg & Overstrom E4

Compact countertop or floor-standing water dispenser for locations with a high throughput (cooling capacity 50L/h)

- Drink offer includes Hot water (Capacity: 50L/h for the Chilled / Sparkling and 15L/H for Hot version)
- Simple, intuitive operation panel
- Large dispense area designed to accommodate tall sports bottles and jugs (up to a height of 290 mm)
- Providing hygiene assurance in every consumption. (<https://www.borgandoverstrom.com/en/blog/totality-hygiene-system/>)

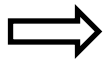
2.3 JDE Variant

Borg & Overstrom offers the E4 models in a silver and black variant, we have opted for the black variant to create a better fit within the global equipment portfolio.

Appearance



Silver



Black

2.4 USP's

The E4 is optimized versus the previous model, using eco-friendly technology and prioritises performance, energy-efficiency and sustainability.

- The Machine is designed and manufactured in the UK in a zero-to-landfill facility. In combination with nearshored supply chain lines (all components being sourced from within Europe) the carbon footprint is significantly reduced.
- The B&O modular ProCore® (see background in <https://www.borgandoverstrom.com/en/blog/about-procore/>) technology, allows the E4 to combine energy-efficient technologies with eco-refrigerant cooling and recyclable components.

In short:

- Environmentally conscious design.
- Premium aesthetic.
- Next-generation modularity.
- Intelligent energy-efficiency (<https://www.borgandoverstrom.com/en/blog/what-is-dry-chill/>).
- Hygiene assurance in every pour
- Bluetooth® touchless water dispensing.

Comparison between the B4 and the E4	B&O B4	B&O E4
Capacity: Chilled, Ambient, Sparkling	35L/H	50L/H
Capacity: Hot	6L/H	15L/H
Dispensing Height	270mm	290mm
ProCore technology	No	Yes
Drychill technology	No	Yes
Biomaster	No	Yes
Bluetooth connectivity	No	Yes

3 Models, options, kits

Please find below the overview of article codes, machines versions, branding, kits, options

3.1 SKU's Phase in / Phase out.

Phase in

Vendor nr	SAP nr	SAP description	Product Hiërarchie	Expected Phase in
754000	64102700	E4 COLD AMBIENT BLACK 240V	01050106020011	Q1 2024
754010	64102701	E4 COLD SPARK AMB BLACK 240V	01050106020011	Q4 2023
754015	64102702	E4 COLD SPARK HOT BLACK 240V	01050106020011	Q4 2023

Please use this Product hierarchy also for machine ZCMA and ZOPT requests.

Phase out

Vendor nr	SAP nr	SAP description	Product Hiërarchie	Expected Phase out
103512	64101920	Tabletop dispenser for Ambient/Chilled water	01050106020008	Q1 2024
103542	64102251	Tabletop dispenser for Chilled/Hot/Sparkling water	01050106020008	Q4 2023
103532	64102410	Tabletop dispenser for Chilled/Ambient/Sparkling water	01050106020008	Q4 2023

3.2 Accessories

Vendor nr	SAP nr	SAP description
720225	55126785	E4 CABINET - BLACK EXCL WASTE KIT
720399	55126786	E4 - WASTE CONNECTION KIT
720400	55126787	E4 -BLUETOOTH ALARMED WASTE KIT

When using the Bluetooth functionality, the Alarm Waste Kit will not only emit an audible alarm to alert you to the needed maintenance, but the Bluetooth function will also deactivate the control panel and dispensing functionality, preventing the tank from overflowing.

3.3 Kits

Vendor nr	SAP nr	SAP description
461264	55125167	JDE Universal installation kit Still
461265	55125168	JDE Universal installation kit Sparkling

4 Technical specifications

E4 Specifications

Dimensions dispenser :	W320 x D400 x H420 mm	
Dimensions with base stand :	W320 x D400 x H1325 mm	
Electrical connection :	230-240V~	
Rated Power consumption	Chilled & Ambient.	110W
	Chilled, Sparkling & Ambient.	180W
	Chilled, Sparkling & Hot.	1500W
Chilled temperature	2°C	
Hot temperature	92°C	
Chilled & Sparkling capacity	50L/H	
Hot capacity	15L/H	
Dispense height	290 mm	
Bluetooth® touchless water dispensing	By Phone or to add Sensorbeam technology	

5 Service Aspects

5.1 Training

Training will be provided by the International Trainers. Please reach out to the international training team for details and planning.

5.2 Documentation

All service related (updated) documentation, will be added to the <http://www.jacobsdouweegbertsprofessional.support> site, e.g.

- Spare part list
- User/Operator manual
- Service information
- Water/electrical diagrams
- Installation and placement information

5.3 Service numbers

Expected service numbers

Based on average of 5 years, depending on service approach and water treatment policy:

Visit Rate*	2,3
CM-rate	1,39
Annual Spare Part Costs	120 euro
Mean time to visit	50 min

*Y1 Service numbers are based on the B&O B4 key figures in the Nordics/NL

5.4 Cleaning

NOTE: Failure to use sanitising products and processes approved by Borg & Overström will invalidate your warranty. See <http://www.jacobsdouweegbertsprofessional.support> for the cleaning instruction.

Interval	Component	Task
Customer / operator		
Daily	Drip tray	Empty/Clean
	Wastewater container	Empty/Clean
	Housing and display	Clean
Weekly	Outlet tap	Clean
Twice a year	Cooling fins	Clean
Whenever necessary	CO2 bottle	Check fill level
Qualified service provider		
Whenever necessary	CO2 bottle replacement	
Twice a year	Water filter replacement	
	Shut-off and angle valve check	
Twice a year or after a standstill period of longer than 4 weeks	Sanitizing	
Every 2 years	Safety check	
Every 5 years	Backflow preventer check	

Cleaning materials	Vendor number	SAP Number	SAP description
B&O sanitizing cleaner	461025	55123912	STERIZEN30 WATERCOOLER SANITISER 1L
B&O exterior parts disinfectant/cleaner	500033	55124072	STERIZEN SURFACE SANIT.150ML (12PK)
Empty filter for cleaning	612596	55124554	BRITA Service Cartridge