

BREAKTHROUGH

It's Time To Change!

MORE VARIETY. INCREASED SALES.

New Selections = New Consumers.

LESS STOPS. MORE PROFITS.

Increased Capacity = More Efficient Locations.



Save Gas
Lower Labor Costs

Operators can double up on top-sellers to reduce weekly delivery stops by up to 50%!

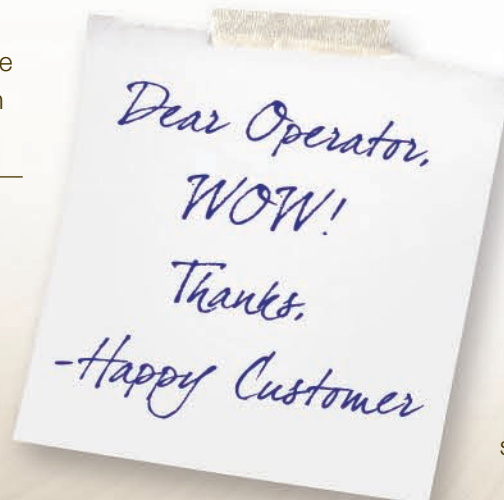


Build volume growth, productivity and customer satisfaction with the distinctly different Merchant Six.

- **70% OF NON-CORE CONSUMERS** believe machines are unreliable, while **82%** are unaware of technological advances in vending machines.[†]

- After convenience, **VARIETY IS THE #2 REASON** consumers buy from sources other than vending machines.[†]

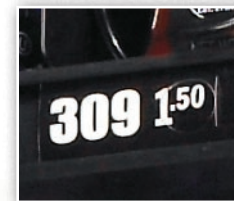
- **70% OF CONSUMERS** will not make a purchase if their favorite product is not available.[†]



BREAKTHROUGH, because Merchant will change consumers' vending experience and they will see and feel the difference.

BREAKTHROUGH, because with 50% more spiral selections Merchant will bring new consumers to vending.

BREAKTHROUGH, because with more capacity Merchant will significantly grow same-location sales and lower operating costs.



Increased Variety

50% more spirals increase sales through product selection and availability. 44% average increase in same-location sales during 20-week national pilot test (over 100 machines).

Maximize Pricing

Achieve higher price points with new items and premium product offerings. Merchant's innovation creates higher demand and greater opportunity to raise product pricing.

Drive Traffic

Merchant Six styling has stopping power. Increased selections and new product categories provide opportunity to expand outside existing-core customer base.

"Merchant Six is exceeding expectations with over 50% sales lifts! Customers love the look."
- Jesse J. Risha, James Vending (Merchant Pilot Test)

MORE INVENTORY

MORE SELECTIONS

With same-location sales growth and increased efficiency, Merchant Six will pay for itself!

SCENARIO 1: 40% Sales Increase

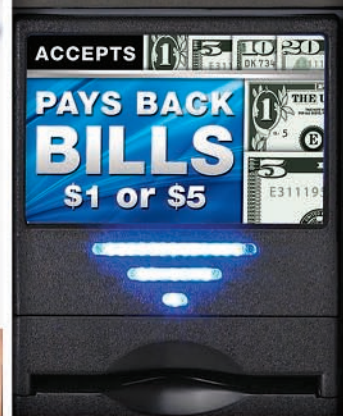
	SMALL LOCATION	MEDIUM LOCATION	LARGE LOCATION
Current Sales Per Year	\$6,000	\$12,000	\$24,000
Incremental Sales (40%)	\$2,400	\$4,800	\$9,600
INCREMENTAL GROSS PROFIT *	\$1,200	\$2,400	\$4,800

SCENARIO 2: 20% Sales Increase and Less Delivery Stops

	SMALL LOCATION	MEDIUM LOCATION	LARGE LOCATION
Current Sales Per Year	\$6,000	\$12,000	\$24,000
Incremental Sales (20%)	\$1,200	\$2,400	\$4,800
Cost Savings (from less stops)**	\$600 <small>(less 1 stop/month)</small>	\$1,200 <small>(less 2 stops/month)</small>	\$2,400 <small>(less 4 stops/month)</small>
INCREMENTAL GROSS PROFIT ***	\$1,200	\$2,400	\$4,800

* G.P. = Incremental Sales - COGS @ 50%; ** Cost savings from less stops = # stops per month * 12 * \$50; *** G.P. = Incremental Sales - COGS @ 50% + Cost Savings from Less Stops

[†]Harris Interactive survey for NAMA



IMPROVE CONSUMER EXPERIENCE

- New Styling
- Fresh & Appealing Look
- Brighter Lighting & Improved Visibility
- Large C-Store Style Glass Window
- Optional Bill Recycler Accepts & Pays Back Bills



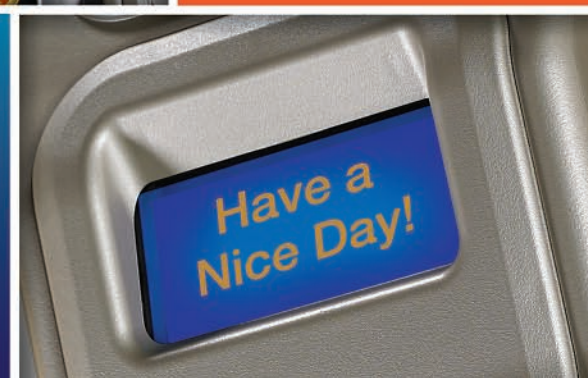
NEW USER INTERFACE

- Innovative New Keypad
- Highly Visible LCD Display
- Intuitive 1-2-3 Clearly Displays Order of Consumer Interaction
- Ergonomic Coin Cup
- New "OK" Key Improves Consumer Confidence



MORE VARIETY

- Premium Items
- Multiple Flavors
- Expanded Categories
- Healthy Snacks
- New Gum & Mint Packages
- Promotional Items



72.0" H x 37.8" D x 43.6" W
Shipping Weight: 610 lbs. | Electrical: 115V, 60Hz, 3A



72.0" H x 37.8" D x 32.8" W
Shipping Weight: 510 lbs. | Electrical: 115V, 60Hz, 3A



MERCHANT SIX
58 Select Standard Model

MERCHANT FOUR
38 Select Standard Model

Merchant Six (Model 181) and Merchant Four (Model 180) Features:

Improve Consumer Experience

- New user interface—dynamic keypad based on appliance industry touch sensing technology (no moving parts), large lighted keys make it easy to use
- 1-2-3 process (money, selection, change) facilitates experience
- New "OK" key confirms selection and improves confidence
- Ergonomic coin cup
- Graphics display simplifies communication
- POP window for product promotions or company information
- Currenza Recycler option is the perfect match to capitalize on higher price points

Durable Construction

- Merchant Six is only 5.5" wider than SnackCenter 1
- Single-piece cabinet wrapper construction design is built to last
- All mechanical systems tested to 14 years of life
- Significantly less parts, improves simplicity and reliability (delivery bin, tray harnesses, keypad...)
- Proven keypad technology from appliance industry is built to last
- Factory-installed LEXAN door option for tough locations
- Cabinet "knock-outs" allow access through 30" doorways
- Factory installation of Currenza payment systems

Ultimate Merchandising Flexibility

- 6-shelf and 7-shelf configurations
- Merchant Six has up to 54% more spirals (depending on configuration)
- Increased vertical space when compared to SnackCenter for more or taller products
- Shelf height can be adjusted in 1/2" increments for ultimate flexibility
- Easy loading shelves with no latches
- Price roll option provides product prices on the shelf—one roll displays prices from \$0.40 to \$2.35 (\$0.05 increments)

Latest Technology

- Proven electronic platform with new features—upload/download software and configuration with memory stick, language translation, remote price changes (via Streamware Connect), plus all SnackCenter features and more
- Seamless integration with other Crane Merchandising Systems products like Currenza Payment Systems and Streamware Vending Management Software
- LED light option reduces service costs, improves product view, and is more environmentally friendly
- Improved SureVend option guarantees product delivery
- New in-line GFCI (ground-fault circuit interrupter) power cord facilitates connection

merchant SIX
DISTINCTLY DIFFERENT



CRANE MERCHANDISING SYSTEMS™ A Crane Co. Company
NATIONAL VENDORS

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