



Served quickly, pay quickly: Back-Factory relies on the NOVUS RetailSystem at the tills

German snack chain Back-Factory has recently installed the Novus RetailSystem into their latest store in the heart of Berlin.

Whether you fancy a quick coffee, panini, bagel or doughnut, Back-Factory is renowned for providing it's customers with fast, affordable snacks. It is one of the most successful fast food chain stores in Germany. With around 100 branches across the country, employing over 1,500 employees and receiving 40 million customers per year, the company is on an expansion course with their campaign "quick enjoyment in between".

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Background

Back in 2002, Back Factory opened its first branch in Bielefeld, initially as a pure self-service bakery. Soon, however, the baker turned into a snacker and today generates more than 95% of sales with snacks, specialty coffees and cold drinks. Back-Factory relies on freshness, quality and variety of their products.

In one of the newest branches in Berlin, Novus have installed the RetailSystem point of sale mounting. The Berlin branch is located in the striking building on Schlossstrasse (once home to a Volkswagen car garage).

Echoing the stores ethos of “quick enjoyment in-between”, the RetailSystem now ensures fast and convenient payments for unique customer experience. This is an important factor for Back-Factory, as most guests are in a hurry to pay for snacks and drinks from the self-service counter.

Individual solution for the cash register area

The sophisticated RetailSystem offers individual solutions for the checkout area, configured according to the wishes and requirements of the customer. At the Back-Factory store, a solution was needed that would enable fast, cashless and, increasingly, contactless payment. It was found that the RetailSystem harmonised perfectly with the existing POS system of Partner Tech.



Configuration

Four arms are mounted on the base 400 black column: the arm M120 for the cash register, the arm S for the customer display, as well as a connect arm L380 with the universal printer plate and another with connectplate Verifone H5000. The tilt and swivel arms can be easily and individually aligned, which makes the payment process more comfortable and faster.

On an expansion course with snacks

Gradually, Back-Factory intend to roll out the RetailSystem at their other locations and will follow in the context of regular renovations until it is in all its' branches providing fast enjoyment - and fast payments.