



# press release

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## Franke Launches the New A Line in Southeast Asia and Opens a Regional Flagship Showroom in Singapore

Singapore, 13 January 2026

Franke Coffee Systems has officially launched the **New A Line in Southeast Asia**, bringing its next generation of Swiss-engineered fully automatic coffee machines to the fast-growing and strategically important region. The launch is anchored by the opening of Franke's new **Southeast Asia flagship showroom in Singapore**, which will serve as a regional hub for product experience, training and collaboration.

Designed for today's professional operators, the **New A Line** represents the evolution of Franke's fully automatic coffee solutions, combining Swiss precision, advanced technology and modular flexibility to deliver **consistent, premium in-cup quality at scale**, while addressing operational efficiency and sustainability needs.

Built on the legacy of the Classic A Line, the platform debuts with the **new A600 and new A800**, two models sharing a single platform and a comprehensive set of innovations. Key highlights include **New FoamMaster**, which creates silky, barista-style foam with less waste, hot and cold; **IndividualClean**, a usage-based hygiene system that keeps quality high and frees up staff time as well as reducing usage of cleaning products; and **HeatGuard**, Franke's new boiler technology, lowering energy loss by up to 44% (new A600NM vs. classic A600NM), while stabilizing temperature for efficiency. Additionally, **FrankeOS** offers an intuitive, connected software platform for guidance, updates, and smooth operations.

The **New A Line** supports a wide range of configurations and beverage choices, including dairy and plant-based options, allowing operators across hospitality, foodservice, convenience retail and workplaces to meet evolving consumer expectations with ease.

Following its Southeast Asia launch, the **New A Line** will be rolled out across individual markets through local partner initiatives, customer activations and trade shows, further strengthening Franke Coffee Systems' presence and support network across the Asia-Pacific region.

"Demand for premium coffee solutions continues to rise across global markets, while operators face growing operational and sustainability pressures," says **Marco Zancolò, CEO, Franke Coffee Systems**.

"With the regional launch of the New A Line and the opening of our showroom in Singapore, we bring Swiss-engineered innovation closer to our partners and customers, enabling them to consistently deliver premium in-cup quality at scale, while streamlining everyday operations."



“Consumer these days expect near-unlimited choice of drinks tailored to their mood, delivered fast and in a consistent manner. Our Franke machines allow you to do just that in a simple and cost-effective way”, says **Lily Chiu, Regional Marketing Manager APAC, Franke Coffee Systems.**”

### **A Strategic Location for Southeast Asia**

Located at Tai Seng Exchange, the new Singapore showroom is designed as a regional experience and collaboration hub for distributors, partners and customers across Southeast Asia. In addition to showcasing Franke Coffee Systems’ professional portfolio, the showroom also features a curated selection of products from Franke Home Solutions. This reflects the broader Franke portfolio and offers visitors a holistic overview of the brand’s capabilities. **By appointment, visitors can engage with Franke Coffee Systems’ professional portfolio through live demonstrations, tailored discussions and hands-on training,** gaining insight into how the Franke ecosystem supports different business models and operational priorities.

“Singapore plays a strategic role for us as a gateway to Southeast Asia, and this flagship showroom reflects our long-term commitment to the region,” says **Stefan Niederberger, Vice President Asia Pacific, Franke Coffee Systems.** “It is designed as a collaboration space where our partners and customers can experience our solutions firsthand, engage in meaningful training and collaboration, and explore how innovations such as the New A Line can support their business growth across diverse market segments. It is the place to experience the almost limitless possibilities of the Franke ecosystem and to discuss the future of their coffee program. With the addition of our new showroom in Singapore we now cover the whole of Asia-Pacific region with further showrooms in Tokyo, Sydney, Melbourne, Shanghai and Delhi.”

### **Showroom Details**

#### **Franke Coffee Systems Showroom**

3 Tai Seng Avenue, Tower B, #04-35

Tai Seng Exchange

Singapore 536465

Operating hours: 9.00am – 6.00pm

To make an appointment, please email [Caleb.Teo@franke.com](mailto:Caleb.Teo@franke.com)

### **About Franke Coffee Systems**

Franke Coffee Systems, a division of the Franke Group, is a world-leading developer and manufacturer of professional coffee machines. Headquartered in Aarburg, Switzerland, the company brings together Swiss engineering excellence, state-of-the-art technology, and profound coffee expertise. Around 900 employees, together with an optimized service and distribution network of more than 300 partners, support businesses in 80 countries. Franke Coffee Systems builds machines that deliver a wide range of consistently high-quality beverages, while providing tailored solutions to meet customers’ operational needs. For more information, visit [coffee.franke.com](http://coffee.franke.com).

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Caption 1: In Mahogany finish, the New A800 with modular add-on units anchors a hotel breakfast area.



Caption 2: New A600 behind a restaurant bar, easily operated, in Granite finish.