



# press release

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## **Franke Coffee Systems reveals a refreshed branding and launches its new website**

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**“We transform change into opportunities to shape a better living.” This newly launched brand positioning by the Franke Group – mother house of Franke Coffee Systems – is the basis for the refreshed look and feel of the manufacturer of leading professional coffee making solutions presented now on all relevant touchpoints.**

In 2019, Franke Coffee Systems launched a new positioning concept that manifests the company’s decades of expertise and experience in the coffee industry. “It’s all about the moment” underlines Franke’s ambition to always put customers and their various coffee business needs at the center creating unforgettable coffee moments with every cup.

From the moment Franke’s customers can serve consistently high in-cup quality either in one or thousands of locations, to the moment when staff can focus on the final detail instead of the coffee machine or when a coffee to go becomes an experience that stays, Franke supplies solutions that go beyond beans and machines while helping its customers grow their coffee business.

Today, the coffee solution provider takes hold of the newly launched branding of the Franke Group to refresh its own positioning. “We seize this opportunity to reinforce our already well-established slogan ‘It’s all about the moment’ while giving us a refreshed, modern look. With this step we underpin our mission to offer outstanding customer experience and most individualized solutions for every coffee business”, explains Marco Zancolò, CEO of Franke Coffee Systems.

### **The new website: Breathing new life into the company’s most important digital touchpoint**

True to its belief of constant improving and delivering the best customer experience, Franke Coffee Systems’ new company website is the first touchpoint to be launched in the new look, adding weight to the new brand concept and refreshed branding.

The state-of-the-art site is developed and designed in a modular and interactive way that inspires the

visitors to navigate from one topic to the other. It provides access to relevant content like industry solutions and reference cases and gives a strongly improved user-friendly experience.

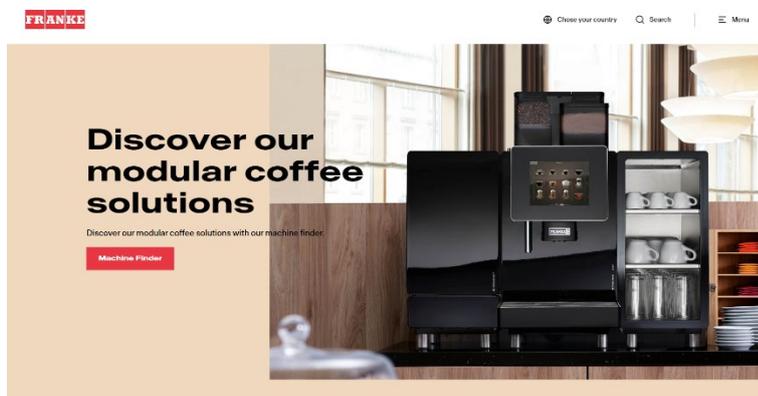
With the new website, Franke Coffee Systems also introduces its unmatched tool, the virtual Coffee Machine Finder. In a convenient, easy to navigate, and practical path the visitors follow just a few steps to find the Franke solution that suits their coffee business best.

“With the launch of our new website, we bring our ambition to offer memorable customer experiences and user friendliness at every customer touchpoint a step further. The Franke Coffee Machine Finder is a powerful tool to discover the right coffee solution for every business and makes exploring our vast, modular portfolio a breeze.” states Marco Zancolò.

Surfing through specific products and targeted Franke Coffee Technologies, the users of the new website [coffee.franke.com](http://coffee.franke.com) embark on an interactive journey to discover how Franke transforms changes into opportunities.



Caption: Franke Coffee Systems' brand image comes to life in a fresh, contemporary design



Caption: The Franke website following the new design bolsters the brand positioning



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### **About Franke Coffee Systems**

Franke Coffee Systems, a division of the Franke Group, is a technology and solution provider of fully automatic coffee machines for professional coffee making needs. Our passion for the best coffee quality motivates us to elevate the customer experience through sharing state-of-the-art innovations and profound industry expertise. Learn more at [coffee.franke.com](https://coffee.franke.com)

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