

LINEA

by **CRANE**



CRANE MERCHANDISING SYSTEMS

ABOUT US

Crane Merchandising Systems is a segment of Crane Co, a diversified manufacturer of highly engineered industrial products with a substantial presence in a number of focused niche markets across 26 countries.

Crane Merchandising Systems has been manufacturing vending machines and coffee solutions since 1926. Our team is dedicated to deliver the best machines and best services to suit your needs.

GLOBAL COMPANY, LOCAL PRESENCE

With factories in the US and Europe, we are local to the markets we serve. Our EMEA APAC head office and factory is based in the UK. We have showrooms and offices in several countries in the region including Germany, Singapore and Dubai.

“I am resolved to conduct my business in the strictest honesty and fairness; to avoid all deception and trickery; to deal fairly with both customers and competitors; to be liberal and just toward employees and to put my whole mind upon the business.”

R.T. Crane

R.T. Crane, founder of Crane Co.
July 4, 1855

Today, we are a diversified manufacturer with 12,000 employees working together in over 150 locations across 26 countries.

■ SUSTAINABILITY

Crane is committed to serving as an eco-friendly partner that continuously seeks to improve the environmental performance of our products.

Our machines are manufactured with 40% recycled material, are at least 82% recyclable at end of life and feature reduced energy consumption up to 41% during off-peak times.

They include a waste reduction cup sensor allowing the use of your own mug, jug or bottle, and our brewer uses up to 15% less ingredients while still serving the highest drink quality.





CORPORATE RESPONSIBILITY

Each year, employees of Crane Merchandising Systems sponsor donations through a charitable trust called The Crane Fund for Widows and Children, which was established in 1914 by the children of founder, R.T. Crane. The purpose of this charitable trust is to create a positive impact for the under-served in areas where Crane has business units.

The philanthropy of Crane also extends to former employees. R.T. Crane said, "a loyal employee gives something behind his labor and the employer should recognize that fact." Two years after his death, the children of R.T. Crane established The Crane Fund to provide financial assistance to eligible former Crane associates. This serves as a reminder of legacy and lesson in the power of individual leadership and responsibility.

PREMIUM COFFEE, UNCOMPROMISING CONVENIENCE

Given that nothing is more certain than change, we identified the need to create a table top solution with the same drink capacity and reliability as a freestanding coffee machine.

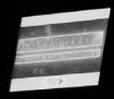
Built on Crane's reliable coffee platform, LINEA delivers Barista-style coffees, an intuitive interface, excellent serviceability and commonality of parts. This includes Crane's revolutionary Atlas H electronics platform capable of driving 2-way connectivity.

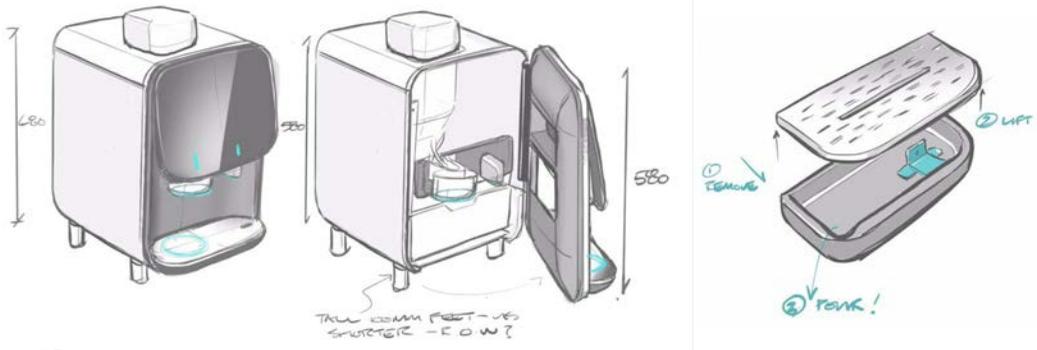
Compromising on quality and durability when moving from a freestanding machine to a table top is a thing of the past with LINEA. Complete your coffee offering with the stylish LINEA furniture range to create an elegantly designed one-stop coffee shop; the perfect solution for any environment.





LINEA
by CRANE



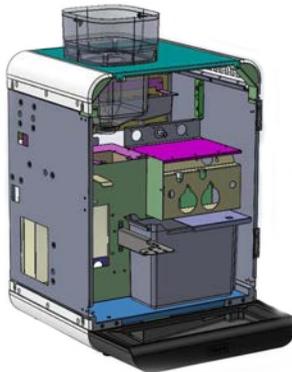
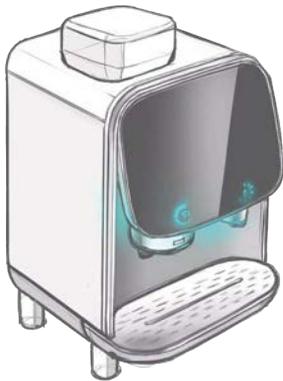


GREAT PRODUCTS BY DESIGN

We take pride in our award-winning products and the robust processes that underpin our new product development.

Guided by the principles of the Crane Business System, we engage our customers every step of the way to create products that win in the marketplace.

From discovery to delivery, we constantly iterate the design until we are satisfied that every detail, feature and function meets our customers' demanding requirements. Combining art, science and our rich knowledge of coffee and tea brewing technologies, we sketch, model and test from component to complete product to create great products, by design.



QUALITY FROM BEAN TO CUP

Consistently delicious coffee doesn't happen by accident. It takes experience to farm quality beans that bring the origin, the land and unique flavour profile to the cup.

A quality coffee should taste of the place and land in which it was grown. It also takes experience to properly harvest, blend and roast the beans. And it takes experience to develop a machine with the ability to release their optimal flavour in every single cup. Quality is not just one particular thing, but a whole chain of events that takes place to get coffee from the farm into your cup.

We have more than 90 years' experience designing premium coffee machines that deliver the taste profile you would expect from the best coffee shops around the world. Reliable engineering, intuitive user interfaces and amazing drink quality are the reasons customers around the globe choose our premium coffee machines as we believe that quality coffee can also be user friendly. Our goal is to connect the world to coffee, one quality cup at a time.









A PREMIUM COFFEE EXPERIENCE ENGINEERED FOR YOU

The perfect coffee at the touch of your fingertip, LINEA is your premium one-stop coffee shop experience.

Customisable graphics make it the perfect solution for any setting. Featuring an intuitive menu to guide you through the selection process, LINEA is engineered elegance.

The high definition touch screen features include full-motion

video and a retail workflow that enables consumers to craft their perfect coffee. LINEA delivers a premium drink in less than a minute; build a Barista-style coffee from any location, anytime of the day!

With so many exciting hot beverage options available, LINEA creates a fantastic experience with all the advanced features you expect from a fully-connected two-way platform.

MADE TO ORDER

Since 4th July 1855 when R.T. Crane founded Crane Co, manufacturing has been at the heart of every Crane business.

Pioneering and visionary, R.T. Crane established a business that sought to continuously drive improvement both in its products and its processes; today we call this the Crane Business System.

Our factory in the UK, is home to Crane's Coffee Centre of Excellence. It's here that we create, design, manufacture and test every coffee machine in our award-winning portfolio, including LINEA, the latest addition to the range.

We make every machine to order, no exceptions. Guided by the R.T. Crane Resolution and the tools and techniques afforded to us by the Crane Business System, we are rightly proud of the quality of every product that we make and ship.

We invite all our customers to visit us, meet the team who manufacture the products and, of course, enjoy an excellent cup of coffee at the end of the Factory Experience!







@getlouscafe

Cappuccino
Flat White
Espresso
Latte

LINEA

FREE
WiFi



YOU'RE WELCOME!

Hospitality is about knowing your guests well enough you can anticipate their needs and provide an experience that leaves each person feeling special and unique.

At Crane, we consider it a privilege to create products that elevate the consumer experience in that way. We developed a user interface that is engaging and allows drinks to be tailored to individual taste and we equipped our machines with best-in-class brewers and grinders to ensure superb drink quality.

Enjoying a barista-quality coffee or freshly brewed tea from a Crane machine means consumers never have to sacrifice taste for convenience and locations never have to compromise on the experience they offer.

REFRESH, REINVIGORATE, RELAX

There's probably no better time to find a moment of creativity or boost productivity than by taking a short coffee break during the work day.

Coffee breaks are an ingrained part of work culture, and the phrase 'taking a coffee break' is synonymous with taking a short period of time away from work to chat with colleagues, clear one's head or simply have some downtime.

Studies show that providing a space that allows your team to temporarily disengage from the daily pressures at work increases productivity. In addition coffee consumption is associated with an increase in alertness, concentration and performance.

Adding LINEA to your break areas is an easy and elegant way to offer barista-quality coffees, freshly brewed teas and indulgent hot chocolates to refresh and reinvigorate your team.









MEET OVER COFFEE

It's no secret that coffee can give you the energy boost you need to make it out of bed in the morning or simply survive the day, but that daily dose of caffeine could be doing much more to affect your working day than you think.

Meetings dominate the workday for many office workers. More and more companies understand that the meeting space itself can make or break the ideas that come out of them.

Serving coffee at meetings can make participants more productive and focused on group talks, while increasing their participation levels and leaving them feeling more positive about everyone's contributions.

Adding refreshments including barista-quality coffees delivered by LINEA will fuel ideas and improve the quality of teamwork.

SPECIFICATIONS

Models



Instant Coffee



Freshbrew Coffee

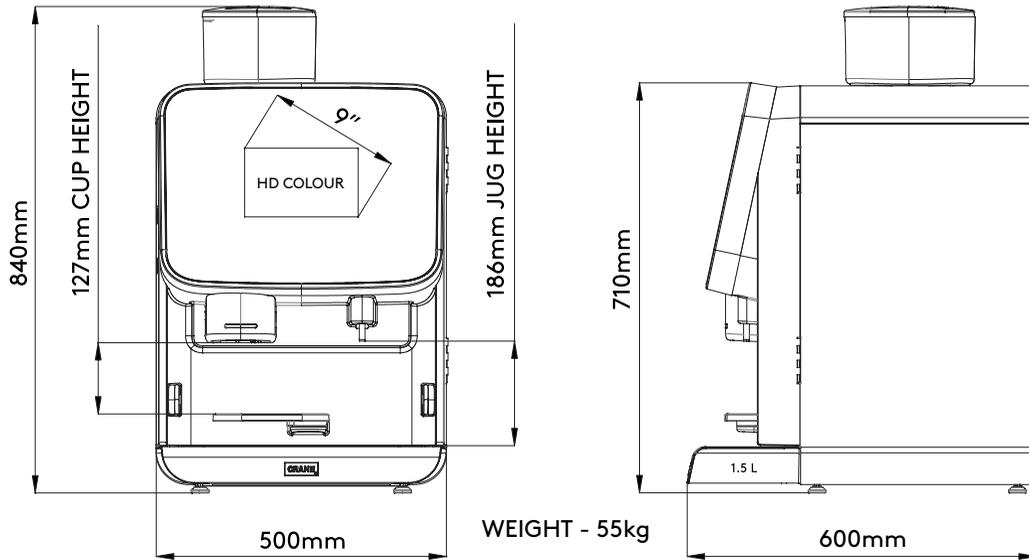


Espresso

Features



Dimensions



Ingredient Capacities



Instant Coffee

0.5 kg 417 



Freshbrew Coffee

1.2 kg 240 



Coffee Beans

1.0/3.0 kg 122/366 



Instant Tea

0.75 kg 750 

Waste capacity

1.2 L 50 

Waste capacity

0.7 L 90 



Soup

1.5 kg 227 



Chocolate

1.4/2.3 kg 92/151 



Sugar

1.4 kg 368 



Milk

1.0/2.0 kg 133/267 

CRANE[®] MERCHANDISING SYSTEMS



R.T. CRANE
FOUNDER OF CRANE.CO
JULY 4, 1855



SMART ENGINEERING



VOICE OF CUSTOMER

DIVERSIFIED PRODUCT RANGE



CONNECTED
PLATFORM



PAYMENT

TECHNOLOGIES



OPERATING EXCELLENCE

OMER



LEAN MANUFACTURING

COFFEE PASSION



CRANE
BUSINESS
SYSTEM



CONSUMER
SATISFACTION



CONSUMER
ENGAGEMENT



INNOVATIVE SOLUTIONS

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