



The list of well-known retailers selecting reverse vending technology from Wincor Nixdorf is growing by the day, especially in the northern European regions.

## Reverse vending roars ahead

In the Scandinavian countries, the Wincor Nixdorf logo can be seen today on numerous reverse vending machines. Collecting and recycling cans, PET bottles and beverage crates have been common practices in the region for years. The need to replace machines handling these processes is accordingly high.

With two recent agreements, Wincor Nixdorf has noticeably expanded its market share in the Nordic region. Sweden's ICA Group, for instance, has signed a framework deal to deliver reverse vending machines to its more than 2,200 self-owned or franchised stores in home market as well as Norway and the Baltic countries (see story on page 12). The other deal is with the Coop Trading purchasing cooperative, the largest retail trade group in Scandinavia with more than 3,000 supermarkets.

A key factor why both companies selected Wincor Nixdorf was the IT solution provider's state-of-the-art technology. Each has signed a three-year contract.

### Strong demand in Germany

In Wincor Nixdorf's home market, more retailers are putting their trust in the

company's technology. Edeka, Germany's largest food retailer with more than 12,000 stores and annual sales exceeding €43 billion, has placed an order for 600 systems. A key factor in the retailer's choice of Wincor Nixdorf technology is the successful partnership the companies have established through previous deployments. The two-year contract includes hardware, installation and service.

Moreover, Wincor Nixdorf has won a contract to install 2,000 reverse vending machines in the Netto discount store chain. The retailer is a subsidiary of Edeka. The rollout, which is currently underway, is slated for completion by the end of 2010. With this deal, Wincor Nixdorf has become the key supplier of reverse vending technology to Netto. The store is using Revendo 9000 systems, which are designed to handle all types of returnable containers and crates.

### Convincing arguments

Wincor Nixdorf is also the major supplier of reverse vending technology to the German discount supermarket chain real SB Warenhaus, a subsidiary of Metro Group. The IT solutions provider is currently in-

stalling 120 systems, with the rollout scheduled to be completed by the end of this year.

The project was preceded by an intensive project phase during which Wincor Nixdorf laid the foundation for a future collaboration through an internal optimization of individual processes. The deployment involves Revendo 7000 systems for handling cans and returnable PET bottles and Revendo 8000 systems for all types of returnables.

The Revendo systems appeal to retailers for a number of reasons: The consistent use of standard technology, for instance, simplifies service and ensures higher availability. In addition, the flexible systems allow for easy customization and can be easily integrated into existing IT networks thanks to standard, open and freely available interfaces. Additional features include intelligent couponing functionality for issuing discount coupons independent of deposited containers. With this technology and a huge portfolio of automated processes, Wincor Nixdorf is well positioned to benefit from the growing demand for reverse vending systems worldwide. ■