

Two million Swiss francs and two showrooms for Invenda's intelligent vending machines

Lucerne, May 12, 2021 | Invenda is on the fast track despite challenging market conditions. With two million francs in new capital and two new showrooms, Jon Brezinski's tech startup continues to display its innovative power.



Invenda Group founder and CEO Jon Brezinski is happy about the success of his business in turbulent times.

Founded in 2017, Lucerne-based startup Invenda Group, which specializes in automated retail solutions, tripled its revenue last year. This result was made possible by a high scalability of the software business and large orders from customers who want to digitize their retail business with Invenda's IoT software and hardware.

Market and production expansion

Leading the way is Mars Wrigley, who has ordered several thousand Invenda vending machines worldwide. Existing investors Mutschler Ventures and Andreas Pfluger, formerly Lindt & Sprüngli North America CEO and new addition Adinvest, acknowledge this success by injecting new capital that will be used primarily to expand in North America, build sales and increase production capacity. CEO and founder Jon Brezinski says, "Now or never: our product portfolio has proven itself in various retail applications, now we want to scale up." Invenda's Chairman of the Board Arnold Hermann comments on Jon Brezinski's determination: "The team's momentum is unflappable. Invenda's business model has proven its worth, especially in challenging times. It's only natural that many investors would choose to invest in such a company."

Dormant retail industry

Making this success possible are Invenda's software and hardware. The IoT-based technology centers around advertising, the consumer and the product, resulting in a unique consumer experience. "Snack machines are often more than 30 years old. They're dinosaurs that never evolved," Brezinski said. Yet there is an enormous amount of potential in this market, which had been dormant even before Corona. But the lack of commuters and slumping sales were reasons for many brands, such as Coca Cola or Mars Wrigley, to dive even deeper into modernizing their vending machine business. That momentum is now benefiting Invenda. In addition, Invenda has further developed its software and hardware, especially its vending machine, during the Corona crisis.

Making touchless shopping tangible

And these are something to behold: Invenda's vending machines can be operated contactlessly anywhere in the world. From selecting the product to paying for it to receiving it, the consumer never has to touch the machine. "During Corona, we were able to quickly develop a solution. The patented

DC motor in the machine enables a touchless shopping experience," says Brezinski.

This is ultimately how the idea of the two showrooms came about. "Our flagship product is the Invenda Vending Machine, which can do so much more than simply vend snacks and drinks," explains Brezinski. He mentions personalized advertising, data processing, and a unique user experience that can lead to an increase in sales of up to 60 percent. "That's why we want to make our products tangible for prospective customers," he continues. The Invenda Smart Fridge, the Smart Mini Bar and the Smart Kiosk will also soon be making their way into the showrooms.

Complexity is easy to show

Since the Automated Retail solutions are very versatile and complex to describe, Invenda wants to open showrooms where its customers operate. The focus is currently primarily on customers and partners from Switzerland, Europe and the USA. The fact that there is also a showroom in Stockholm is no coincidence: Sweden is a modern country where innovation and promising technologies are prevalent. In addition, the much-traveled Swedes are pioneers when it comes to cashless payments and are frontrunners for the automated retail industry.

The showroom in Obwalden, Switzerland, which is located near Invenda's headquarters in Lucerne, is intended to bring Invenda's innovative prowess to life. It will also be used for events. The trendy startup atmosphere in the Startup Pilatus building in Alpnach and the high-tech Invenda technology, will entertain guests with snacks and also augmented reality-driven gamification, making a visit an unforgettable experience. A number of inauguration events are already planned - all of them in line with Covid restrictions, of course.

About Invenda Group AG

Invenda Group AG was founded in 2017 by CEO Jon Brezinski and is headquartered in Lucerne. It specializes in the development of software and hardware for Automated Retail, such as vending machines, refrigerators, digital signage, as well as complementary sales-promoting marketing concepts and integration projects. Thanks to their smart IoT solutions, they

enable customers to increase sales by up to 60 percent. Advertising, sales, inventory control and logistics become more efficient and cost-effective with Invenda's software. Invenda sells new vending machines with integrated software solutions or upgrades existing vending machines with their retrofit kit. Their innovative solution has already won the prestigious EVEX award from the European Vending Association.

Their partners include Microsoft, Intel, BLOCKv and other technology companies. Existing customers include Coca-Cola, Mars Wrigley, Lindt & Sprüngli and many more. Although Invenda Group AG operates worldwide and has subsidiaries in Serbia and Hong Kong, the company is closely linked to its Lucerne location. This is partly thanks to Jon Brezinski's love of Central Switzerland and regional investors such as Hug Bäckerei AG or the Calida founding family Palmers. www.invendagroup.com

Invenda Group

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