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Eu'Vend 2011: The platform for innovations and momentum in the vending industry

Vending Star innovation award to be presented again at Eu'Vend

The Vending Star innovation award will be presented at Eu'Vend for the third time. Eu'Vend, the International Trade Fair for the Vending Industry will be held in Cologne from 8th to 10th September 2011. Koelnmesse and the German Vending Association (BDV), the Eu'Vendorganizer and conceptual sponsor respectively, established the competition in 2007 in order to accelerate the development of innovative ideas in the vending industry and thus ensure lasting momentum for further market developments in the vending sector. Companies interested in taking part can register for the competition until 27th May.

Occasion and purpose of the competition

The competition aims to

- enhance the quality of vending services and thereby provide all the market players in the vending sector with new ideas, and
- extend the areas of application for the use of vending machines and associated services.

The competition has four categories:

1. Technical equipment (vending machines, payment systems, peripheral equipment used to support vending machines or their payment systems)
2. Aids for optimising the operation of vending machines (e.g. data readers, transport devices, IT solutions, advertising materials, casings, cups suitable for vending machines and ways to optimise the filling and cleaning of vending machines)
3. Concepts (new vending ideas)
4. Innovative products (suitable for being dispensed from/prepared in vending machines)



Eu'Vend
coffeena
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www.euvend.com
www.coffena.biz

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Mayor of the City of Cologne
Jürgen Roters

Place of business and (legal) domicile:
Cologne - Amtsgericht Köln, HRB 952

Companies and individuals can participate in this competition. An international panel of independent experts will select the winner of the "Vending Star" award. The panel includes Hans-Jürgen Krone, Editor-in-Chief of *Convenience Shop*, Ralf Lang, Editor-in-Chief of *Vending Spiegel*, Norbert Monßen, Managing Director of the BDV, Daniela Müller, Head of the Editorial Board of *Catering Management*, Michał Piotrowiak, Managing Director of Mastercup, Matthias Schlüter, Product Manager at Kolenmesse GmbH, Eric Schwaab, Office Director of *Vending Report*, Wolfgang Schwarzenberger, Managing Director of serviPLUS, Gerald Steger, Managing Director of café + co, and Gerold Stüwer, Managing Director of Stüwer.

The innovations will be judged according to the following criteria:

- Fulfilment of functional requirements
- Ergonomic quality (in the case of technical equipment and aids)
- Degree of innovation compared to existing technical equipment, aids, concepts, or products.

In total there will be four winners — one per group — and the overall winner will receive the Eu'Vend "Vending Star" in 2011. The other winners will also receive awards.

The "Vending Star" and the other awards will be presented as part of the Eu'Vend Vending Evening on 9th September 2011. The winners will present their work as part of the "Vending Innovations" special show during Eu'Vend in Hall 8.

The competition's terms and conditions can be requested from Koelnmesse (euwend@koelnmesse.de) and from the German Vending Association (info@bdv-vending.de). They can also be downloaded from the websites of Eu'Vend (www.euwend.com) and the BDV (www.bdv-vending.de).