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Oggetto : SECO and the BDTA sign a strategic cooperation to revolutionize the vending machine industry in Germany

Testo del comunicato

Vedi allegato



PRESS RELEASE

SECO and the BDTA sign a strategic cooperation to revolutionize the vending machine industry in Germany

Arezzo, Italy, December 16, 2024 – SECO S.p.A. ("SECO") a leading provider of end-to-end technological solutions for industrial digitalization, has announced the signing of a strategic agreement with the **BDTA (Federal Association of Tobacco Wholesalers and Vending Machine Operators in Germany)**, which represents the leading companies in Germany operating in the tobacco vending machine sector.

This long-term cooperation will run for a **minimum of 11 years** and position SECO at the forefront of telemetry solutions, delivering predictive sales management, remote maintenance, monitoring services, innovative cashless payment integrated with age verification via girocard, and dynamic content management. The collaboration is set to connect **over 200.000 devices** in the tobacco vending machine sector, which will unlock new opportunities for operational efficiency and smarter management.

Added value and benefits of this solution are enhanced by the implementation of **Clea Vend**, SECO's AI & IoT-driven vending solution, which enables the upgrading of even traditional vending machines with IoT technologies, edge computing, and big data analytics. Clea Vend paves the way for an innovation in the vending machine industry, shifting focus from the machines themselves to high-value service offerings, driven by smart connected products that deliver exceptional benefits to the end customer.

The collaboration not only prepares the sector for the future but also offers companies operating in this field tangible, value-added advantages. These benefits aim to provide a unique opportunity to improve process efficiency, with the goal of reducing operating costs and optimizing machine performance. All of this is made possible through integrated solutions that streamline processes and enable fast, secure, cashless transactions. Additionally, the integrated age verification feature enhances customer experience, making sales process faster and optimized, promoting customer loyalty, and stimulating repeat purchases.

The agreement is part of a long-term strategic cooperation already established between the parties through a previous framework agreement on hardware supply, under which SECO committed to providing innovative solutions for vending machines and ensuring long-term operational continuity. SECO will not only provide customers with the described functionalities but also operate and maintain the corresponding servers on their behalf, ensuring the required services. Furthermore, the company guarantees very high availability of these services throughout the entire chain, from the device to the front end.

"I am delighted to welcome this extended partnership between SECO and BDTA, and I am very confident that SECO, with its established experience in the vending business, is the perfect partner for BDTA and its associates to continue developing a successful future together. I am looking forward to continuing our fruitful collaboration and deepening it even more in the upcoming months and years," said **Stefano Baggio, Managing Director of SECO Northern Europe.**

"Together with SECO we have an experienced partner for our digital transformation process," said **Dr. Stephan Speckgens and Andreas Lukasch from the BDTA.**



PRESS RELEASE

SECO

SECO (IOT.MI) is a high-tech company that develops and manufactures cutting-edge solutions for the digitalization of industrial products and processes. SECO's hardware and software offerings enable B2B companies to easily introduce edge computing, Internet of Things, data analytics, and artificial intelligence to their businesses. SECO's technology spans across multiple fields of application, serving more than 450 customers across sectors such as medical, industrial automation, fitness, vending, transportation, and many others. Through live monitoring and smart control of in-the-field devices, SECO solutions contribute to low environmental impact business operations via a more efficient use of resources.

For more information: <http://www.seco.com/>

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