

Vending is smarter and smarter

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State-of-the-art automatic vending technologies are declined in customized products and appliances for the various requirements of manufacturers and customers, with modular, smart and highly versatile solutions.

Smart dispensing for water

The dispensing of drinking water in public environments – such as gyms, hospitals, executive offices and stores opened 24 hours a day – finds in the technological innovation the key to improve the Vending service performance, from the operational payment management to the improvement of use performances. This is the way undertaken by Zerica, manufacturing company specialized in the production of refrigerating systems for the dispensing of water and of drinks and it markets refrigerators, dispensers and vendors of cold and sparkling water. «We had the possibility of supplying a safe, sustainable and practical water dispensing, mainly addressing the Vending market – Antonio Zerilli, Managing Director of Zerica, explains –. Given the need of a reliable payment system and considering that coin machines and other methods are expensive, the integration of a payment system into the appliance proved to be essential. Therefore, the only solution for this sector was the bottle system but this technology requires high maintenance and cannot be on par in terms of quality versus water mains systems. Therefore, with Futura Tap2Drink appliance, we are presenting a system that allows entering this sector in practical and functional way». The smart approach makes the difference and is summarized in the functions of Tap2Drink system, the technology that allows dispensing water through the interaction with bracelets, key rings, water bottles and cards. «Tap2Drink exploits NFC sensors, it is system fully in-house developed by our company and it permits to manage the product practically and quickly, without too many complications». This system enables the programming of machines according to three scenarios: VIP (reserved to a strict range of users), Loyal (it fidelizes users by recharging the “virtual purse”) and Vending (based on standard payment systems), to satisfy the requirements of different customer categories. Innovation is at the base of Zerica’s mission, summarized – Zerilli underlines – in the corporate payoff “Thirsty for innovations”. «We introduced the IoT system about eight years ago, when it was not known, yet, and currently our range of dispensers makes use of touchscreens interconnected with the dedicated Auxilia website, in-house developed by Zerica. Hand in hand with this course, we try offering the same uniqueness and quality features also to the public more acquainted to the use of smart technologies: behind a simple pushbutton, we succeed in hiding some more technology that allows us to astonish always our users».

