

Quick service, quick payment: the Back-Factory bakery relies on the NOVUS RetailSystem



Flexible. Perfect. Easy.

NOVUS RetailSystem

novus[®]



Back-Factory: Quick enjoyment in 100 stores Pay for a snack using the Novus RetailSystem.

Offering coffees and sandwiches through to bagels and doughnuts, the Back-Factory bakery is one of the most successful quick-service chains in Germany. With around 100 stores, 1500 employees and 40 million visitors per year, the company continues to expand by providing quick and easy snacks. One of the newest stores in Berlin is using the RetailSystem from Novus to support quick and convenient payments. This is a crucial factor at Back-Factory, as most visitors are in a rush when they approach the checkout with snacks and drinks from the self-service counter.



A custom solution for checkout areas

The clever RetailSystem offers custom solutions for checkout areas, which have been configured according to customers' specific needs and requirements. Back-Factory required a solution that enabled quick, cash-free, and – increasingly – contactless payment. It found this solution with the Novus Retail System, which harmonises perfectly with the existing checkout system from Partner Tech. Four arms were installed on the black base 400 column: the M120 arm for the check-out, the S arm for the customer display, as well as an L380 connect arm with the universal printer plate and another with the Verifone H5000 connect plate. Since the arms can be swivelled and tilted, they can easily be positioned on an individual basis, enabling quick and convenient payment.

On the road to expansion with snacks

Back-Factory opened its first store in Bielefeld back in 2002, where even then it was a purely self-service based bakery. It wasn't long, before the bakery transformed into a snack hub that now generates 95% of its turnover from snacks, speciality coffees and cold drinks. Back-Factory is all about freshness, quality and a diverse range of products.

Housed in the striking building on Schlosstraße (which was once home to a VW car pavilion), the Berlin branch is one of the first that will feature the RetailSystem from Novus. The remaining stores will gradually follow with regular renovations until all stores can boast the motto: instant enjoyment, instant payment.

