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**Joke of the month**

Why did the banana visit the doctor?  
Because he wasn't peeling well! Send your food related jokes to [vending@boxlogix.co.uk](mailto:vending@boxlogix.co.uk)

**Face in the box**

**Tracy** is one of our Customer Service Advisors. Before working for Boxlogix, she was a Customer Billing Representative for British Gas. Her favourite food is Italian and her dream holiday would be anywhere hot with sandy beaches and blue skies.



**Product spotlight**



Fancy something fruity?  
Calypso Fairtrade Juice.  
See page 4



**H**ello, and a very warm welcome to this, the second boxlogix newsletter

It's hard to believe that we've been up and running for over a year now – and what a year it's been!

We've made great progress in establishing our position as the leading healthy vending company in the education and leisure market in the UK.

Over the past six months we have been working hard to improve the service we offer our customers and we have continually strived to excel with our levels of customer service. We have been working especially hard to build lasting partnerships with customers and our continued commitment includes boxlogix new revised servicing arrangements, details of which you can find later in the newsletter.

We are listening to you, our customers - this

helps us to develop new product ranges, some of which we will be unveiling over the next few weeks and months. Our aim is always to satisfy the particular needs of our diverse customer base – searching for and selecting the very best products.

We're also excited to have booked a stand at LACA (K33) which runs from Wednesday 9th to Friday 11th July 2008 – at the Hilton Birmingham Metropole and hope to see you there.

Enjoy the newsletter!

Rob Barnett

**STOP PRESS** New product range freshens things up... Page 3





## FIVE A DAY Juiced fruit counts!

We all know that to keep our health at optimum levels we need to make sure we eat at least five portions of fruit and vegetables a day.

There are many benefits in eating the 5 a day - fruit and vegetables help set you up for a healthier lifestyle and can help you to maintain a healthy weight. Packed with vitamins and minerals they are an excellent source of fibre and

as they each contain different combinations of fibre, vitamins, minerals and other nutrients.

While most of us have good intentions, making sure we eat our five is easier said than done. Sometimes it can be hard to fit in 5 portions every day and not everyone enjoys eating fresh fruit and veg. This can be particularly true of children and teenagers and that's why we at boxlogix have made sure all of our fruit juices and smoothie products count as one of your 5-a day. Our range of 100% pure

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antioxidants, which can help to reduce the risk of heart disease, stroke and some cancers.

To get the best health benefits, the 5 a day portions should include a combination of fruit and vegetables. You should also be aware that you need to eat a variety of produce

fruit juices and 100% pure fruit smoothies include the most popular leading brands. Nutritious and natural, the drinks come in a range of delicious flavours and are always chilled and ready to drink direct from our vending machines.



## Perfect planograms

You know your customers better than anyone else – and what sells best from your machine! We have already provided you with a planogram to use when filling your machine, but do you know how to maximise sales by altering the layout or range of the products you sell? To help with this we have previously sent you a 'Shelf Guide' which illustrates which product it is safe to vend from each shelf. If you need a new copy we can send one FREE of charge.

As you know it is vital that you follow this guide carefully – products vending from the wrong shelf could cause serious technical problems. Here at boxlogix we have friendly, experienced vending people who would be delighted to support you in any product changes you wish to make. Give us a call – we're here to help YOU!

0870 330 9009



### Fitting in five-a-day

- Fresh, frozen, chilled, canned, 100% juice and smoothies all count, as do dried fruit and vegetables

- Fruit and vegetables don't have to be eaten on their own to count. You can also include any vegetables found in soups, stews, sandwiches and other dishes

- Fruit and vegetables contained in convenience foods like ready meals, pasta sauces, soups and puddings, also contribute to your 5 A DAY. However, these ready-made

foods can be high in salt, sugar and fat, which should only ever be eaten in moderation, so it's important to check the nutrition information on the labels and packaging

- Dietary supplements like vitamins and minerals do not count towards 5 A DAY. This is because many dietary supplements don't have the same nutritional benefits as fruit and vegetables

- Potatoes and other related vegetables such as yams and cassava do not count. This is because they are classified as starchy foods



## Jan and Rob help the Leaders of tomorrow

Boxlogix MD Rob and Marketing Manager Jan recently offered business advice to the entrepreneurs of tomorrow as part of a national leadership programme.

HOBY UK is a scheme designed to give young people the opportunity to grow in confidence, enhance their self esteem and give them tools to make a difference in the world.

Rob and Jan led a workshop which gave young people the opportunity to interact with leaders in business, politics and sport to further develop their leadership skills.

The objective was that students gained confidence by mixing with talented, motivated individuals who share the ambition and potential to be tomorrow's leaders. Rob and Jan gave delegates an insight into the skills and attributes required of entrepreneurial leaders today. Rob commented

*"The young people we met through Hoby were fantastic. Their abilities, confidence and positive outlooks were uplifting – Jan and myself gained as much from the day as the students themselves. It was great fun, too!"*

To find out more about Hoby UK go to [www.hoby.org.uk](http://www.hoby.org.uk) or contact the coordinator, Head Teacher John Sharples, at [jsharples@boteler.org.uk](mailto:jsharples@boteler.org.uk)



## Bowled Over by boxlogix!

At Boxlogix, we work hard – but we like to play hard too! So we recently had an evening out at our local ten-pin bowling alley.

As you can see from the pictures, the night was a huge success with the winning team scoring a huge 251 points. Congratulations to Rob, Tracy and Jo!

## Turn up the heat

Summer is the time to really profit from your boxlogix REHYDR8.NOW vending machine and cool healthy drinks.

Ask Customer Services about our order planning reward schemes enabling you to earn MONEY BACK VOUCHERS to use as credit against future orders – 0870 330 9009.

## Counting Clever

Here at boxlogix we invest a great deal of money, time and commitment into the operation of each of our vending machines. Have you ever wondered how we ensure that we are financially able to continue to work in partnership with you to maximise your revenue?

Our Financial Controller, Chris Dunbar, is a whizz with numbers – and he can make his computer do things the rest of us can only dream about! He knows more about the machine on your site than you might think.

For instance, Chris is able to tell us how much of each product you

purchase from us for any period of time – and is able to expertly analyse that data. Importantly, for each individual machine, Chris is able to tell us an important measure – the Average Weekly Sales of product (AWS) you are achieving through the particular machine you operate.

The AWS tells us how well your machine is performing compared with other similar machines – and if it's commercially viable both for yourselves and for boxlogix. In this way we can pinpoint how best to help you by offering you extra support through our



Customer Service Team.

When it comes to products Chris can also tell us which products sell well through the machines where they are frequently ordered. So if our Customer Service Advisors recommend a best-selling product to you, remember – it's not just guesswork – it's Chris's clever counting!



## Making your machine work harder for you



Your vending machine is a substantial investment and it is important that it operates to its full potential.

### ● Merchandising

We are able to offer support in many ways to increase sales from your vending machine. We can recommend specific merchandising options if some items are fast or slow sellers, plus technical advice.

### ● Appearance

Remember that the vending machine is a retail outlet – a per-

manent shop window - and so it is important that it always looks appealing. People are more likely to buy from a clean, well stocked machine.

### ● Stock Replenishment

Keep stock replenished - remember to order sufficient stock for your machine to avoid empty periods. If you don't have time to work out what stock you need, you can simply ask for a repeat of your last order.

### ● Fill Machine Frequently

If any items run out, try not to leave the machine half empty whilst waiting for your next delivery. Instead, refer to your shelf guide to see what other products can be used in the vacant spaces. And remember to change the prices if necessary!

### ● Fill Coin Chutes

Don't lose sales because your machine has run out of change. A message will be displayed saying 'use correct change', which may put customers off. Adding change is easy to do and instructions are provided in your vending user guide.

### ● Product Selection

To maintain your customer's interest, ensure that you take advantage of new products and try to rotate your existing lines on a regular basis.

### ● Price Changes

If you are advised of price changes, make sure you alter the price in the machine accordingly.

If you require any more information, please don't hesitate to give our Customer Services Team a call on **0870 330 9009**.

## Making things work better for you



As part of our ongoing commitment to top level customer service, we have made new arrangements for the servicing and repair of our vending machines.

When you experience a problem with your vending machine we want to be able to help you through it. So, boxlogix have joined together with a new service provider; a nationwide team of experienced, trained engineers. From the moment you call our new service number we will be able to ensure your maintenance call has a speedy, successful outcome.

If you experience any technical difficulties or breakdowns with your vending machine from this date onwards, please immediately call the number below.

Our technical support co-ordinator is now located within our offices here in Bury. If you require any type of technical support for your vending machine please use our new service number

**0870 140 4021**

 boxlogix care about the world we live in, all print is on stocks from renewable and sustainable sources and we use vegetable-based ink.

## LACA 2008

Boxlogix will once again be attending and exhibiting at the annual National LACA Conference & Exhibition which takes place on the 9th-11th July 2008 at The Hilton Birmingham Metropole LACA is the professional body representing 1000 catering managers and suppliers who provide catering services to all sectors of Local Authorities in England, Wales and Scotland.

This showcase event brings together key catering personnel from local education authorities, all under one roof to network and discuss the many varied issues that they face. Make a beeline for Boxlogix on stand K33.

## Product focus

Boxlogix are partners with many of the leading brand holders. In this issue, we are focusing on Calypso Fairtrade Juice. The juice was launched to support small, independent growers in the third world by guaranteeing them a fair price.

Available in orange, apple and tropical flavours, the drinks have no added colour, flavours or sweeteners. They comply with the governments nutritional standards for drinks in schools and best of all, they contribute one portion of fruit towards "5 a day".

The drinks are geared at the 11-21 year old market and are a very popular choice in our school machines in the new easy to drink, resealable, 250ml PET bottles.



## Contact

For more details on any of our services please call Customer Services on **0870 330 9009** or e-mail **vending@boxlogix.co.uk**

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