

Fun & games! Page 3



Innovation Page 2



Bury interesting Page 4



Compliance Page 2

**Joke of the month**

Why did the mushroom get invited to all the best parties?  
Because he was a fun-gi!! Send your food related jokes to [vending@boxlogix.co.uk](mailto:vending@boxlogix.co.uk)

**Face in the box**

Jo is one of our Customer Service Advisors. She has three children; two girls and a boy. Before working for **boxlogix**, she worked in the travel industry. Her favourite food is strawberries, and her dream holiday would be to Las Vegas!



**Product spotlight**



Vittel. See page 4 and ReVittelize yourself...



David Llewellyn, Rob Barnett and the boxlogix team

**boxlogix - your friendly vending provider!**

A very warm welcome to the first *boxlogix* newsletter.

**W**elcome to **boxlogix** – and welcome to our first newsletter!! It's been a busy few months since our launch in January 2007. We have recruited 20 staff, taken care of over 1000 vending machines and launched a successful new drinks machine. **boxlogix** was created to be an innovative new vending machine management specialist, with a special focus on education and leisure. Through experience, product innovation and a commitment to excellent customer service we are able to offer our customers a range of profitable drinks and snacks through vending.

We are now bringing healthy drinks to the nation's young people – just in time for the new government guidelines, which come into force in September and restrict the products schools can sell through vending.

Thanks to **boxlogix**, there's still time to be ready to

go back to school with a fully compliant machine – our newly launched REHYDR8.NOW machine healthy drinks vending machine offers your customers a tempting range of over 30 delicious beverages. From branded smoothies, pure fruit juices and milk drinks through to Vittel and Buxton waters students can quench their thirst where and when they need to. Not only do the drinks taste great, they are good for them too!

Read more about the new machine, along with other news from the **boxlogix** team overleaf.

Enjoy the newsletter!

Rob Barnett



**your friendly vending tip!**

Always fill your machine according to the planogram in your welcome pack to prevent unnecessary technical problems. For replacement planograms call 0870 330 9009

# Food in schools - new guidelines

Let us guide you through...

In April, the School Food Trust (SFT) published revised guidelines relating to "Food in School other than lunch" intended for English Secondary schools with pupils under 16 years of age.

The guidelines mean that from September 2007, schools will no longer be able to sell some snacks or drinks from their vending machines or in tuck shops. In their report, the SFT acknowledges that "Some schools are concerned about a loss of income when making the transition to healthy vending". As a result, the Trust have agreed that schools may continue to offer profitable, healthy alternatives through vending - provided they comply with the new legislation.

"some schools are concerned about a loss of income when making the transition"

At *boxlogix*, we understand the concerns that schools have about the new government regulations, as well as the value of vending machines to educational establishments. This concern has been a central pillar to the *boxlogix* plan - how can we help schools to satisfy their students, generate income and stay within the healthy eating guidelines.



Following extensive trials in 23 schools involving over 25,000 students, we believe we have formulated an answer which is now proving to be a winner in hundreds of schools and colleges across the UK - an exciting new machine of over 30 different compliant products.

To learn more about how *boxlogix* can help you ensure your educational establishment is fully compliant in time for the September deadline, call us on 0870 330 9009. Our customer development team will make a site visit to advise and guide you in selecting a range which not only pleases the students' taste buds, but are also nutritionally beneficial to them.

## The School Food Trust Latest Guidelines - What do the new standards say?

**Food services other than lunch must comply with the new standards listed in the table below:**

### More of these healthier items

#### More fruit and vegetables

Fruit and vegetables **MUST** be provided in ALL school outlets. These can include fresh, dried, frozen, canned and juiced varieties.

#### Drinking Water

Free, fresh drinking water should be provided at all times.

#### Healthier Drinks

The only drinks permitted during the school day are plain water (still or sparkling), skimmed or semi-skimmed milk, fruit juice and smoothies, vegetable juice, plain soya, rice or oat drinks enriched with calcium, plain yoghurt drinks, or combinations of the above\*. Tea, coffee and low calorie hot chocolate are also permitted.

\*Milk drinks may contain cocoa but must have less than 5% sugar.

### Restricted or no longer allowed

#### NO confectionery

Confectionery such as chocolate bars, chocolate coated or flavoured biscuits, sweets and cereal bars must not be provided.

#### Snacks - restricted

Snacks such as crisps must not be provided. Nuts, seeds, vegetables and fruits with no added salt, sugar or fat are allowed.

#### NO cakes and biscuits

Cakes and biscuits must not be provided (except at lunchtime).

## Introducing REHYDR8.NOW

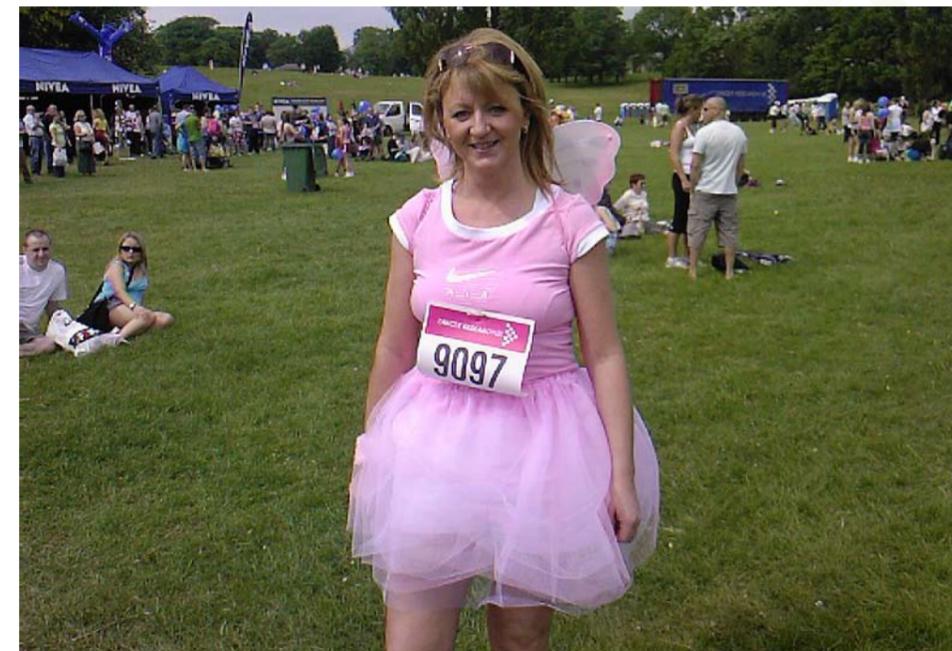
In response to the government guidelines for healthier eating in schools, we are delighted to unveil our exciting new vending machine which provides an alternative form of drinks vending with a wide choice of great products - REHYDR8.NOW.

Over 30 different, fully compliant products:

- Pure Juices
- Milk Drinks
- Fruit Smoothies
- Water
- Combinations

### Introducing the machine:

- Glass fronted shop front machine which encourages impulse sales.
- In-built refrigerator
- Delivers Drinks at perfect temperature
- Idetect technology - guaranteed vend
- Gives change & accepts 5p, 10p, 20p, 50p £1 and £2 coins
- Audit facility
- 450 unit capacity
- Triple glazed toughened glass



## Putting his money where his mouth is...

Steph waves her wand and does wonders for her charity fund!

The team at *boxlogix* love a challenge - especially when it means the finance director is putting his hand in his pocket!

When customer service team leader Stephanie Oakley announced that she was going to take part in the Cancer Research Race for Life, Finance Director David Gorton offered a real incentive. He offered to treble his sponsorship pledge - if she could prove that she had run the race dressed as a fairy!

Keen to make David put his money where his

mouth is, Stephanie spent the early morning of the race day at her sewing machine running up the pretty pink tutu she wears in the photograph.

She said: "It's not often that you get the chance to take extra money from a Finance Director so I wasn't going to give him any chance to wriggle out of it!"

Despite suffering from a heavy cold, Stephanie completed the race in record time of 25 minutes and raised £150 for a worthwhile cause. Well done, Steph!

## Healthy matters - the importance of hydration

We all know that to keep healthy we need to keep hydrated and drink plenty of fluids - but you may be surprised to learn exactly how this can help in your day to day life.

### Hydration for learning:

There's evidence that keeping well hydrated is essential to maintain concentration throughout the day. As the brain is made up of 85% water, it's no wonder that good hydration helps maintain mental performance.

It is hard for a child to stay

focused all day. Keeping well hydrated between lessons helps reduce tiredness and maintain concentration.

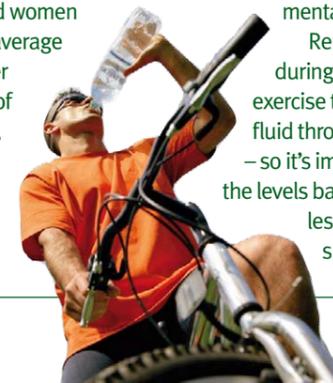
Well hydrated boys (9-13 years old) need to drink on average 1.8L of water per day.

Healthy well hydrated adult men and women consume on average 3L of water per day and 2.2L of water per day, respectively. So - it's important to make sure

that everyone in the school is drinking regularly, not just students!

Keeping well hydrated throughout the day helps maintain concentration and alertness and reduce tiredness. It can also help to improve mental performance.

Remember that during and after exercise the body loses fluid through perspiration - so it's important to top the levels back up after games lessons and sports clubs.



## boxlogix advantage

*boxlogix* is a vending management company with specialist knowledge and expertise of vending in education. We draw on our experience in this sector to advise on the government regulations for healthy eating in schools and offer profitable, healthy vending through product innovation and a commitment to excellent customer service. That's the *boxlogix* advantage.

- Regular contact with our helpful & friendly customer services team
- Our own technical and machine logistics experts
- Fast and direct distribution offering a wide range of products.
- Experienced and knowledgeable national customer development team
- Expert speedy maintenance, and service cover and technical helpline
- Up to date knowledge of product nutrition and government regulation

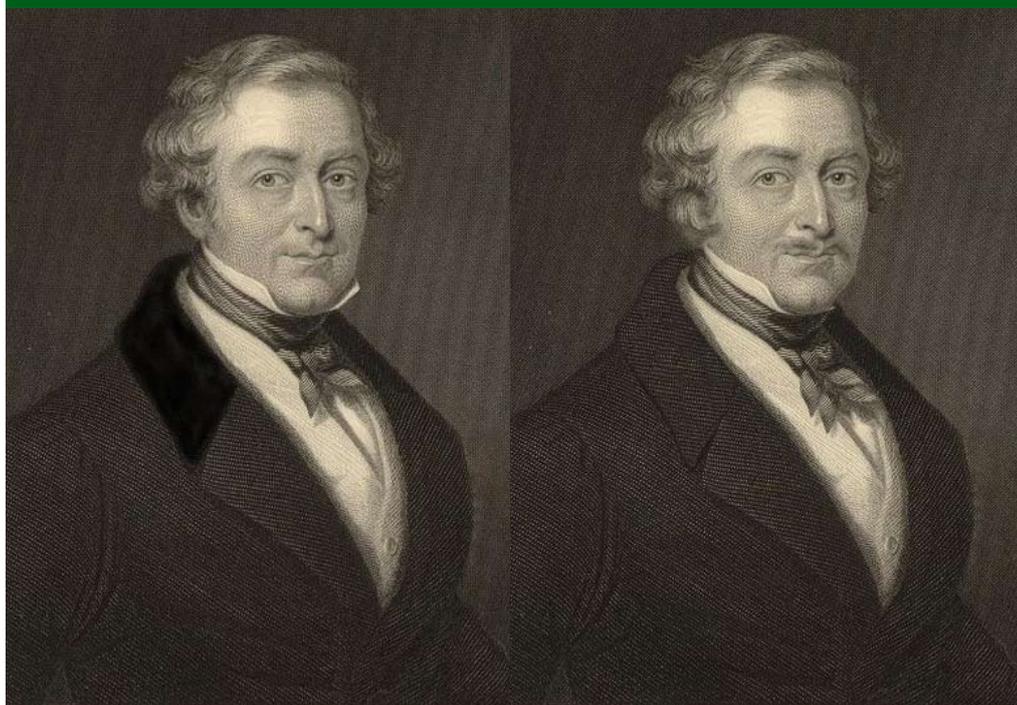
## offer!

Contact *boxlogix* before the end of August to qualify for our **free cases offer\*** worth £150 to schools and colleges taking a new *boxlogix* .NOW vending machine ready for the new term in September.

**0870 330 9009**

\*Terms & Conditions apply

**The boxlogix Spot the Difference!** Can you see the 5 differences?



**boxlogix** are based in the heart of the Lancashire market town of Bury - famous for black pudding, an award winning market and birthplace in 1788 of the founder of the police force, Sir Robert Peel.

Sir Robert, was the Conservative Prime Minister of the United Kingdom from 10th December, 1834 to 8th April 1835, and again

from August 30th 1841 to June 29th 1846.

He helped create the modern concept of the police force while Home Secretary and oversaw the formation of the Conservative Party out of the shattered Tory Party and repealed the Corn Laws.

From our offices, on a clear day, we can see Peel Tower, built to commemorate Sir Robert, on Holcome Hill.

**Product focus**

**boxlogix** are partners with many of the leading drinks brand holders. In this issue, we are focusing on Vittel Natural Mineral Water.

Vittel comes from the small, picturesque town in the Vosges region of Northeast France. Recognised since 1903 for its beneficial health properties, Vittel Natural Mineral Water contains a perfect natural balance of essential minerals, such as calcium and magnesium that ReVitalize both body and mind.

Vittel Natural Mineral Water re-launched last year following a major brand overhaul which includes a funky new bottle design, guaranteed to appeal to fashion conscious youngsters.



**Thinking beyond the box...**

There's not many six month old companies which can claim that they have over 130 years of experience in their sector – but **boxlogix** can.

We've looked at our team and the amount of time they have been working within the schools and leisure vending industry – and it comes to 130.7 years!

On top of this, we can add another 20 years of actually working in the school environment by our ex-teacher and classroom assistant.

Our customers are finding this experience invaluable. As a team who really understand how schools and educational establishments work, we

really appreciate your needs. We can guide and advise Catering Managers on the new government legislation on healthier eating in schools and ensure that your machines conform to the guidelines. You could say, we know our machines inside and out of the box!

We can also recommend compliant products that we know your students will love and which will continue to bring a guaranteed revenue stream into the school.

So, while **boxlogix** was launched just six months ago – as knowledgeable advisors to the education sector, we are actually 150 years old!

That's the boxlogix advantage.



Our new machine featured on the Azkoyen stand at Avex 2007 in London

“You could say, we know our machines inside and out of the box!”

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