



COINMAX™ SELF-SERVICE COIN MACHINE

INCREASE PROFITS, ELIMINATE ROLLED COIN COSTS

Lewis Fresh Market, Waukegan, Illinois

LEWIS *Fresh Market*

To earn revenue and eliminate the need to purchase rolled coins from the bank, Lewis Fresh Market in Waukegan, Illinois uses Coinmax™ MM2 self-service coin machine to process customers coins. The combination of the coin counter and a coin packager has made a positive impact on their bottom line. In addition to earning 8.9% on coins processed through the coin counter, most customers spend the “new-found” money in the store. This aspect alone has proven to be a significant revenue generator. With the help of Crane Payment Innovations’ coin packager, preparing rolled coins is a fast and easy task.

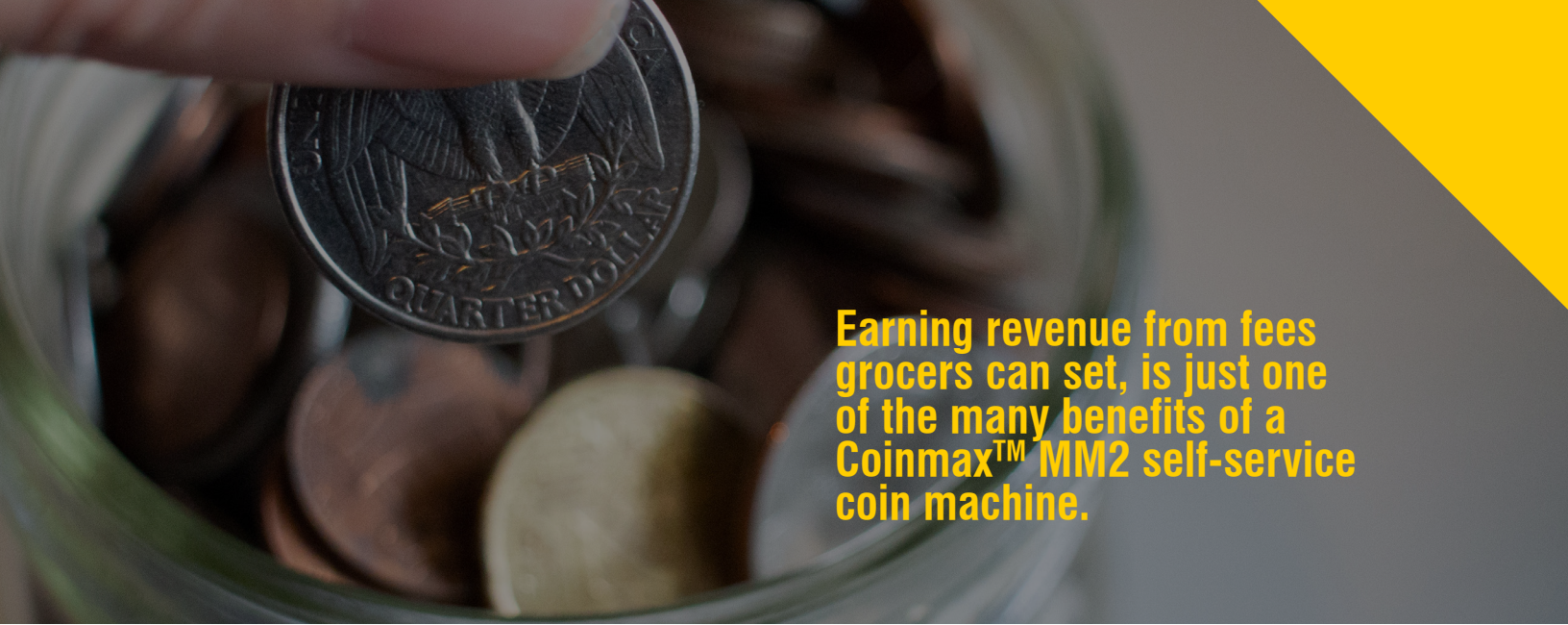
With all coins sorted by denomination into separate bags, Lewis can easily “recycle” the coins they need right back into their cash drawers.

In the first month the machine was in operation, it took in almost \$10,000 in coins. With a redemption fee of 8.9 percent, it’s easy to see that the five square feet of floor space the machine occupies may be among the most valuable space in the store.

Lewis learned early on that they needed to build awareness of the presence of the machine. “We didn’t do so well in the first week when nobody knew the machine was here,” said Anna Taracena,



Store managers at Lewis determined that recycling coins for their own operations is definitely improving their bottom line.



Earning revenue from fees grocers can set, is just one of the many benefits of a Coinmax™ MM2 self-service coin machine.

customer service manager at the store’s Grand Avenue location. “We then started handing everyone a small promotional slip with each cash register receipt. The slip tells them to ‘cash in your coin here’ and is also written in Spanish so our Hispanic customers know about the service. After we started that, we had a big spurt, including one guy with a backpack that had more than \$500 in coins.”

The machine at Lewis is positioned in front of the customer service desk, so it can be easily monitored.

Store managers at Lewis determined that recycling coins for their own operations is definitely improving their bottom line. “We take bags of coin to the small coin wrapping machine in our office and roll them for use in our registers

Sometimes we need to take coins out before the bags are full, but so far we have been able to supply cash drawer coins for all three of our stores with the coin supply we have coming from this one machine. We don’t go to the bank for coins anymore,” according to Taracena.

Aside from all of the revenue and cost-saving benefits the Crane Payment Innovations equipment brings to Lewis Fresh Market, their customers are of the uppermost priority, as Taracena points out. “We know a lot about our customers and we work very hard to serve them.” The neighborhood Lewis serves is culturally diverse, including a large Hispanic population.

The store prides itself on paying special attention to each customer from the time they enter the store until they pull out of their lot. The Coinmax™ MM2 self-service coin machine has become a supporting partner in that overall experience.



Crane Payment Innovations has local service, which is what a small business person is looking for.



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