



Crane Merchant Combo
Model 471/472

ELEVATE THE CONSUMER EXPERIENCE LIKE NEVER BEFORE

Introducing the Redesigned Merchant Combo MEDIA2

Enabled for suggestive selling and digital advertising, the MEDIA2 screen on the CPI Merchant Combo refrigerated vending machine lets you engage with consumers like never before. Merchant Combo delivers:



Faster Performance

The unit combines unparalleled product delivery speed, reliability, and on-screen responsiveness.



Higher Engagement

A larger, 9-inch color touchscreen with full-motion video attracts consumers.



Increased Sales

Suggestive selling and digital advertising drives impulse buys and add-on sales.

**INCREASE YOUR
REVENUE POTENTIAL
WITH MERCHANT COMBO**



CONSUMERS ENJOY THE EXPERIENCE

Shopping Convenience

Consumers enjoy shopping at their own pace and can engage directly with the Brand.

Visual Display

Peak consumer interest with a larger, 9-inch color touchscreen and full-motion video.

Suggestive Selling

Entice consumers with new products, slow movers, and complimentary selections.

Shopping Cart

Enable consumers to make multi-product purchases from a single transaction.

Product Information

Inform consumers with a large display of easy-to-read product facts.

CPG BRANDS REAP THE REWARDS

Extend Brand Presence

Reach new end locations with branded unattended machines that are open 24/7, don't need staff and never run out of products.

Unlock new Omni Channel Strategy

Differentiate from competitors and get in front of consumers with a controlled access machine that helps in last mile distribution and theft control

Digital Advertising

Boost purchases and build brand loyalty with display advertising and interactive promotions throughout the purchase cycle.

Low Operating Costs

Extremely efficient refrigeration system and highly insulated cabinet construction ensures low operating costs.

Incredible Variety

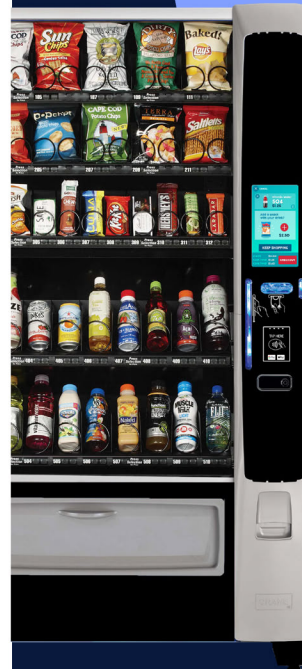
Increase sales and consumer satisfaction by providing the best product selection in the industry.

Integrated Cashless Payment

Capture every sale seamlessly with a built-in, intuitive cashless payment solution.

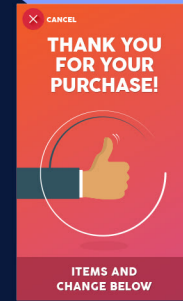
Remote Management

Manage machines in the cloud with Simplifi Connect Plus to update pricing, and access planograms.



Customize your end location

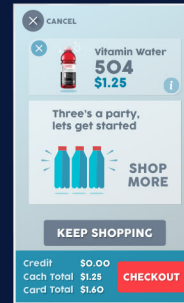
Graphics that connect with customers and drive sales



Color Display



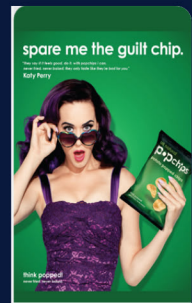
Suggestive Selling



Shopping Cart



Nutritional Info



Digital Advertising

MERCHANT COMBO SPECIFICATIONS

Model	471 4-WIDE	472 6-WIDE
Height	72"	72"
Width	35"	46"
Depth	32"	32"
Weight	528 lbs	625 lbs
Electrical	115 VAC	115 VAC
	60 Hz	60 Hz
	6A	6A
Selections	38-48	58-72

Available certifications: UL, cUL, FCC
Refrigeration: R290, Green Environmentally Friendly
Refrigeration System with 1/3 HP Compressor



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