

PRESS RELEASE

Schaerer Launches New Website to Enhance Digital Customer Experience

Comprehensive relaunch delivers seamless navigation, intuitive design, and immersive brand storytelling

Zuchwil, Switzerland, 24. November 2025 – Schaerer AG has announced the launch of its newly redesigned website, providing an enhanced digital platform for customers and partners across the professional coffee sector. From the full machine portfolio and service offerings to the popular blog: the new website offers a streamlined, user-friendly experience that showcases all aspects of the Schaerer brand, placing its core values coffee expertise, flexibility and Swiss quality at the heart of its storytelling.

Designed for the needs of coffee shop owners, restaurateurs, hoteliers, and international chains, the site presents information in a clear, accessible format. Visitors can now easily explore Schaerer's product range, discover tailored service options, and access practical insights and inspiration – all in one place.

Modern Design Reflects Brand Values

At first glance, the new website expresses the unique character of the Schaerer brand: It features a modern visual identity, combining warm brown tones with Schaerer's signature red to create an inviting, distinctive look. Organic shapes and subtle animations enhance usability, guiding users effortlessly through the site. Authentic imagery depicts real-world settings – hotels, bistros, and coffee shops – highlighting Schaerer's versatility and customer focus.

Customer-Centric Structure for Rapid Access

At the heart of the relaunch is a clear user flow, shaped by the genuine questions of Schaerer's diverse customer base. The new website emphasises the clear benefits for visitors and highlights the most valuable coffee solutions for each area of use. This intuitive approach enables visitors to find the perfect coffee solution for their business in just a few clicks. Key information is presented in concise, easy-to-digest formats, ensuring it is readily accessible even in busy work environments. Short scrolling sections, soft parallax effects and effective internal links ensure seamless navigation between products, services, and blogs. Mario Fracasso, Global Marketing Manager at Schaerer, comments: 'With the new website, we have further developed our design language and taken an important step towards making the Schaerer world even more vibrant and tangible. I am particularly pleased that we can now present our coffee expertise and our brand in a modern, clear and inviting design.'

Engaging Storytelling Showcases Expertise

Schaerer's core values – coffee expertise, flexibility, and Swiss quality – are embedded throughout the website. The new content particularly underscores Schaerer's capability

in developing bespoke machine concepts for large customers, while real-life case studies show the brand's impact across a variety of business scenarios. The Blog offers further value: With customer stories, market trends, recipe ideas and insights into the work at Schaerer, it provides valuable inspiration for operators who want to differentiate their beverage concept. At the same time, it strengthens Schaerer's thought leadership in the professional coffee segment. In addition, a chatbot has been added to answer customer questions and help them find the right content. Diana Raff, responsible for the brand websites in the SEB Professional Digital Marketing Team, comments: 'It is important to us that the Schaerer website is continuously developed. To this end, we work closely with various departments and our global subsidiaries to tailor the content and functions directly to the needs of our customers.'

The new Schaerer website is now live at www.schaerer.com.

Images

You can find image material for download in our media portal at press-n-relations.amid-pr.com (search term: [Schaerer Website](http://www.schaerer.com)).

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About Schaerer

Founded in 1892 and headquartered in Zuchwil, Switzerland, Schaerer Ltd. is one of the world's leading manufacturers of fully automated professional coffee machines. As a well-established brand with a long history, Schaerer stands for Swiss values combined with in-depth knowledge on coffee. The brand emphasizes these attributes in its claim "swiss coffee competence" and lives them equally in its product development and the Coffee Competence Centre, Schaerer's coffee competence and training centre in Zuchwil. Moreover, Schaerer is characterised by extreme flexibility adhering to the guiding principle of "We love it your way" - whether it concerns customer requests, customer-specific products bulk orders or the product range which offers the customer a wide collection of customised configuration options. Customer-oriented and equipped with comprehensive knowledge on coffee, Schaerer supports any customer of any size all over the world in offering guests delicious coffee of the highest quality. Schaerer has been part of the French consortium Groupe SEB since 2016.

About SEB Professional Beverage

As part of Groupe SEB, SEB Professional Beverage is a global leader in beverage equipment solutions, committed to delivering innovative products that meet the evolving needs of the foodservice industry. From coffee to fresh juice, our portfolio of brands (WMF, Schaerer, Curtis, La San Marco and Zummo) sets the

standard for quality, performance, and sustainability. Since our inception, our mission has been to leverage the experience of consumers and professionals with cutting-edge technologies that make every cup and drink memorable.

About Groupe SEB

World reference in small domestic equipment and professional equipment, Groupe SEB operates with a unique portfolio of 45 top brands including Tefal, Seb, Rowenta, Moulinex, Krups, Lagostina, All-Clad, WMF, Emsa, Supor, marketed through multi-format retailing. Selling more than 350 million products a year, it deploys a long-term strategy focused on innovation, international development, competitiveness, and client service. Present in over 150 countries, Groupe SEB generated more than €8 billion sales in 2024, including 1 billion in the professional business, and has more than 32,000 employees worldwide. Find us on www.groupeseb.com