



The Arbarr Merchandising Tray System

Automatic 'E-Cube' Mini-bar,
Mini-bar Retrofit,
Ambient E-Cube,
Combination Option



Mission Statement

Employing the versatile options of the Arbarr E-Cube System our company is dedicated to becoming the premier marketing partner to the Hotel industry in the promotion and delivery of inn-room sales.

The Arbarr Philosophy

- To introduce secure merchandising trays into hotel rooms
- Work with the Hotel to improve sales by offering merchandising options for product offered, profiling based on feedback to the guests. Attractive merchandising catalogue templates supplied.
- Web based monitoring of sales & operational status
- Daily reviews on performance can available to management
- Free repeat Training Day included in annual maintenance with software upgrade options.

The Arbarr Merchandising Tray

- Unique patented non-return trigger system which ensures that empty containers cannot be replaced in an attempt to avoid payment.
- Modular tray assembly integrated in the furniture enhances visibility and allows flexibility with the product mix. This results in a significant increase in sales.
- Illustrating 3 different packaging formats of:
 - Free standing product
 - Domed for unusual shapes
 - Tube for composites



The Arbarr E-Cube minibar

Illustration of Standard version

- Tray System can be modified for different fridge types
 - Standard System supplied in Gas Thermo Electric Chiller
- Trays “pull out” to allow easier access for the guest
- Communication via existing TV Coaxial or CATV cable, new builds new cabling recommended.
- Recommended 2 Tray System with 18 or 24 cooled product.



The Ambient 'E – Cube'

- Attractive product presentation
- Furniture colors selected to match room décor
- Simple “plug in” communications
- Flexible product range
- Option to offer product range based on guest profiling in specified zones
- Suitable for all types of room
- Very secure for high value items
- In addition to existing Arbarr units or as stand alone.
- Windows formatted report writing from any networked PC.
- Compliments existing corridor based Vending and Ice machines
- All the advantages of inn-room vending with minimal noise & power consumption
- 12, product capacity



The E-Cube Installation Advantages

- Combined shop option available
- Illustration of trays and minibar in customised furniture
- Trays “pull out” to allow easier access for the guest
- Communication via Co-axial, CAT V
- Custom furniture available with up to 3 X 12 ambient and 3 X 12 cooled products integrated into 1 Roomshop



Marketing Message

- The Arbarr System
- Guest Satisfaction.
 - Improved service
 - Improved relations
- In-room Profit Management
 - Increases Inn-room Revenues
 - Decreases Inn-room Costs
- Increases Inn room Revenues
 - Improved product range
 - Improved presentation & access
- Decreases Inn room Costs
 - Improved stock control
 - Eliminates Stock Losses
 - Reduces Stock holding Costs
 - Eliminates Stock Wastage
 - Reduces labor Costs



The Arbarr Performance

The Arbarr performance for client hotels to date has been excellent with:

- Elimination of stock losses (vs average 25% for traditional units).
- Increased frequency of use by guests due to the attractive presentation & a better selection of product items on offer (from 30% to 50%).
- Reduced product stock holding in the rooms & hotel (average 67%).
- Reduced labor costs (around 50%).
- Increased sales on site by site basis (around 30% up vs traditional minibars).

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