

## Verkaufsautomaten im Trend: Einkaufen auf Knopfdruck

Verkaufsautomaten erleben zurzeit ein rasantes Wachstum. Wieso das so ist, erklärt Bernd Schnetzer von Bischof Automaten im Interview.



Bischof Automaten

9[U`žni k Y`WkYf'HU[Yg!'i bX'BUWkhnY]hž'X]Y'dfcV`Ya`cgYghY'5fh Y]bni \_Ui ZYbž'[Y`]b[h'Xi fWk'Y]bYb'5i hca UhYb"'8]Y'Fi bX!i a !X]Y! I \f!J YfZØ[VUf\_Y]h'j cb'@YVYbga ]hhY`bž'; YhfÀb\_Yb'i bX'gcbgh][Yb K UfYb'U``Yf'5fh']gh'U``YfX]b[g'b]Wkh'bi f'Y]b'i fVUbYg'D\Àbca Ybž j cf'U``Ya'Ui Wk'8]fY\_hj Yfa Uf\_hYfž'6Ui Yfb\ÒZY'i bX': `Y]gWkYfY]Yb k c``Yb`Ui Z'X]YgY'J Yf\_Ui Zga Ò[`]W\\_Y]h'b]W\h'a Y\f'j Yfn]W\hYb"'8]YdUggYbXYb'J Yf\_Ui ZgUi hca UhYb'Z]bXYh'a Ub']a 'JcfUf`VYf[Yf I bhYfbY\a Yb'6]gW\cZ'5i hca UhYbž'XUgg'bYVYb'XYa 'GhUa a \Ui g]b'<c\YbYa g'gY]h'?i fnYa 'Ui W\'Y]bY'B]YXYf`Uggi b[']b'K]YbVYhfY]Vh"

## 8 Ug =bhYfj ]Yk a ]h XYa 9 I dYfhYb

: `Y]gWX:/ '7c'\Uh'6YfbX'GWXbYhnYf'jcb'XYf'6]gWXcZ'5i hca UhYb <UbXY`g!; a V< 'ni a 'HfYbX! \DhYfj]Yk'[YVYhYb"

: `Y]gWX / '7c.'J Yf\_Ui ZgUi hca UhYb \UVYb g]WX 'ØVYf >U\fnY\bhY ghUf\_ j YfÀbXYfh 'k c\]b [Y\h'XYf HfYbX3

6YfbX'GWX bYhnYf. `K ]f'U``Y'Yf]bbYfb'i bg'Ub'X]Y
?Ui [iaa]Ui hca UhYbž']b'X]Y'a Ub'Y]bZUWX'Y]bYb'GWX]``]b[
[Yk cfZYb'\Uhž'XUa]h'Y]bY'?i [Y``\YfUi gfc``h''GY]h\Yf'\Uh'Yg'Y]bY
[Yk U`h][Y'9bhk]W\_`i b['[Y[YVYb''8Ug'nY][h'g]WX'Ui WX']b'i bgYfYa
6YghgY``Yf'J]g]cb'L@z'XYf'X]Y'a Y]ghYb'6YXØfZb]ggY'i bgYfYf
?i bXYb'UVXYW\_h''5VYf'Ui WX'XYf'NU\`i b[gj cf[Ub['j YfZØ[h'ØVYf
X]Y'bYi YghYb'HYWXbc`c[]Yb' ž'gc'[]Vh'Yg'a]hh`Yfk Y]`Y'Ui WX'Y]b
&&!Nc``!Hci WX!'X]gd`Um'a]h': chcg"'8Yf'?i bXY'\_Ui Zh'XUbb'ØVYf'X]Y
YbhgdfYWXYbXYb'6]`XYf'Y]b"

: `Y]gW\ / `7c. `Gc `\c`h'a Ub `Ui W\ `X]Y ^\ b[ Yb `N]Y`[ fi ddY `UV 3

6YfbX'GWXbYhnYf. 8i fWXUi gž'UVYf'Yg'\àb[hij cb
j YfgWX]YXYbYb: U\_hcfYb'UVž'Ui WX'XUj cbž'k Y'WXYf'?i bXY'XYb
5i hca UhYb'VYhfY]Vh'cXYf'Ub'k Y'WXYa 'Cfh'Yf'Ui Z[ YghY``h'k ]fX"'5i Z
XYf'Y]bYb'GY]hY'\UVY'[ ]Vh'Yg'XUg'\_`Ugg]gWXY'; YfÀhž'XYb'J ]g]cb'L@z
XUg']gh'Y\Yf']b'`àbX`]WXYb'FY[ ]cbYb'ni 'Z]bXYb']gh' ']a 'ghÀXh]gWXYb
6YfY]WX'k ]fX'XYf'J ]g]cb'L@a cXYfbYf'\_cbZ][ i f]Yfh"'8U'k ]fX'XYf
?Ui Z'i bX'XUg'5V\c`Yb'cZh'a ]h'Y]bYf'5dd'\_ca V]b]Yfh'cXYf'XYf
?i bXY'\_Ubb'j cfUV']a 'K YVg\cd'gY]bY'K UfYb'gY`Y\_h]YfYb'i bX
XUbb'Xcfh'gcZcfh']a 'K YVg\cd'nU\`Ybž'c\bY'XUg'XUbb'Ua
GhUbXcfh'a UWXYb'ni 'a ØggYb"'GY]bY'[ Y\_Ui ZhYb'K UfYb'\_Ubb'Yf
UVYf'YXYfnY]h'UV\c`Yb"

: `Y]gW\  $^{\prime}$  '7c. 'K Y`W\ Y 'H]ddg'\ UV Yb 'G]Y 'ZØf'X]Y 'K U\ ``XYg GhUb X c fhg 3'

6Yfb X 'GWX b Y hn Y f. '8 Y f 'Y fgh Y 'Gh Ub X d `Uhn ']gh a Y]gh 'X] f Y \_h 'V Y ]a Y][Yb Y b '; YgWX À Zh `c X Y f '6 Ui Y fb \ c Z'' 8 c W. 'Ui WX 'gWX c b '\] Y f Ya d Z Y \ `Y b 'k ] f 'Y] b '] b X] j ] X i Y ``Y g '6 f Ub X] b [ 'X Y g '5 i hca Uh Y b ž 'gc gh Y][ h 'X Y f 'K ] Y X Y f Y f \_Y b b i b [ gk Y fh ž k Y b b 'a Ub 'Y] b 'k Y] h Y f Y g '; Y f À h Ub 'Y] b Ya 'Ub X Y f Y b 'Gh Ub X c f h 'Ui Zgh Y ``h'' 6 Y] 'X Y f 'K U\ ``X Y g 'k Y] h Y f Y b 'Gh Ub X c f h 'g 'gh Y ``Y b 'k ] f ']a a Y f 'ni Y f g h 'X] Y : f U [ Y ž k Y `WX Y g `D f c X i \_h 'j Y f \_Ui Zh 'k ] f X " 8 U f Ui g `Y f [ ] V h 'g] WX `X U b b g WX b Y ``` Ui WX 'Y] b '[ Y Y] [ b Y h Y f `Gh Ub X c f h " K c j c b 'k ] f `UV f Uh Y b ž 'g] b X D `A hn Y ž `Ub `X Y b Y b 'X] Y `5 i hca Uh Y b 'X i f WX `I b k Y h h Y f `g WX U X Y b b Y \ a Y b '\_\Obb Y b 'c X Y f 'X] f Y \_h Y f `G c b b Y b Y ] b g h f U \ `i b [ `Ui g [ Y g Y h n h g] b X ž `X U g '] g h 'g Y `Y g h 'Z Ø f `X Y b 'g h A f \_g h Y b '? Ø \ `g WX f Ub \_ 'ni 'j ] Y `"

: `Y]gWk '/ '7c.' ⇒b 'k Y`Wk Yf'6fUbWk Y 'g]bX '5i hca UhYb 'ghUf\_ [ YZfU[ h3

6YfbX'GWXbYhnYf.' I bgYfY'< Ui dhUVbY\a Yf'g]bX'g]WXYf'X]Y
: `Y]gWXYf'i bX'A Yhn[ Yfž'XUbb'GYbbYfY]Ybž'X]Y'? ÀgY'i bX'A ]`WX
UbV]YhYb"'GhUf\_'g]bX'Ui WX'9]YfZUfa Ybž'X]Y'ni gÀhn`]WX'Bi XY`b
j Yf\_Ui ZYb"'5VYf'Ui WX'6Ui Yfbž'X]Y'; Ya ØgY'i bX'C Vgh'j Yf\_Ui ZYb
k c``Ybž'g]bX'i bgYfY'?i bXYb"

: `Y]gW\ / `7c. `=b`Y]bYf`XYi hgW\ Yb`l a ZfU[Y`Yf\_`ÀfhYb`+\$`i XYf`6]c!< OZY`i bX`) \$`i `XYf`\_cbj Ybh]cbY``Yb`6Yhf]YVYž Y]bYb`5i hca UhYb`\_Ui ZYb`ni `k c``Yb"`Hf]ZZh`XUg`Ui W\ `Ui Z ² ghYffY]W\ `ni 3

6YfbX'GW\bYhnYf.' 8Ug'gh]a a h'g]W\Yfž'j cf'U``Ya ']a '`ÀbX`]W\Yb 6YfY]W\'\UVYb'k]f'ni fnY]h'a Y\f'5i hca UhYb'd`Uhn]Yfh' ž'XUg'\Àb[h k c\``Ui W\'a ]h'XYf'Vcca YbXYb'8]fY\_hj Yfa Uf\_hi b['ni gUa a Yb"

: `Y]gW\ / `7c. '9g']gh'b]W\ h'bi f X]Y '5i hca Uh]g]Yfi b[ ž'X]Y g]W\ 'j YfÀbXYfh'\ Uhž'gcbXYfb 'Ui W\ 'X]Y '6YZØ``i b[ 3

6YfbX'GW bYhnYf. 8Ug']gh'f]W\h]["'GhY\h'XYf'5i hca Uh'j cf'XYf
: `Y]gW\YfY]'cXYf'Ua '<cZ']gh'Yg'Y]bZUW\ža Ub'\_Ubb']a a Yf'Y]bYb
6`]W\_XfUi Z'k YfZYb"'K ]f'V]YhYb'UVYf'Ui W\'Y]bY'gc[YbUbbhY
HY`Ya Yhf]Y'Ubža ]h'XYf'a Ub'Y]bY': Yfbk Ufhi b['a]hhY`g'G]a!?UfhY
i bX'Y][YbYa 'BYhn'a UW\Yb'\_Ubbž'gc']gh'ØVYf'Y]bY'5dd'cXYf
K YVd`UhhZcfa 'gcZcfh'ni 'Yf\_YbbYbž'k]Y'XYf'U\_hi Y``Y'K UfYbghUbX
Ui gg]Y\h"'5b\UbX'XYf'8UhYb'`Àggh'g]W\'XYf': Y\`ghUbX'ZYghghY``Yb"

♣W\'\_Ubb'X]Y'K UfYb'ni gUa a YbdUW\_Yb'i bX'XYb'GhUbXcfh
VYghØW\_Yb"'; Y\h'Ua 'K cW\YbYbXY'Yhk U'XUg'; f]``Z'`Y]gW\'Ui gž']gh
gW\'bY``BUW\gW\i V'XU"'I a [Y\_Y\fh'\_Ubb'X]YgYf'ØVYf'X]Y
HY`Ya Yhf]Y'Ui W\'XYb'I a gUhn'VYfYW\bYb'i bX'\_Ubb'ZYghghY``Ybž
k Uq'ni 'k Y`W\Yf'NY]h'j Yf\_Ui Zh'k i fXY"

: `Y]gW\ / `7c.`8]Y`=bj Ygh]h]cb`ZØf`gc`Y]bYb`<][ \ hYW\! 5i hca UhYb`]gh`b]W\ h'\_`Y]b"`NU\`h`g]W\ `XYf`? Ui Z`k ]f\_`]W\ Ui g3

6YfbX'GWXbYhnYf.' 8Yf'JcfhY]``]ghž'XUgg']WX'a ]WX'jcb

<sup>2</sup> ZZbib[nY]hYb'ibX'UiWX'jca 'JYf\_UiZgdYfgcbU``ibUV\Àb!'[][
a UWXY"A]f'Yf\_`ÀfYb'a ]hh`YfkY]`Y'?ibXYbž'XUgg'g]Y'XYb'<cZUXYb
nifØW\_ZU\fYb'cXYf'gc[Uf'gWX`]Y»Ybž'XU'XYf'5ihca Uh'[ih
Ub[Ybca a Yb'k]fX' 'a UbWX'Y]bYf'\Uh'gY]bYb'l a gUhn'jYfXcddY`h
cXYf'[Uf'jYfXfY]ZUWXh"

: `Y]gWk / '7c.'A ]hh`Yfk Y]`Y gYhnYb Ui Wk FYghUi fUbhg XUfUi Zž']\f'9ggYb Yhk U']a '; `Ug'ni 'j Yf\_Ui ZYb' 'k ]fX Yg XUVY]'V`Y]VYb3

**6YfbX** '**GWX bYhnYf**. ' ⇒W 'XYb\_Yž' 'Už' XUg'k ]fX 'ZØf'X]Y'; Ughfcbca ]Y k Y]hYf\]b']bhYfYggUbh'V'Y]VYb"'⇒YXYf'\Uh'Y]b'gdYn]Y``Yg'DfcXi \_hž Yhk U'Yhk Ug'6]c`c[]gWXYg'cXYf'JY[UbYgž'XUg'Yf'XYb'?i bXYbUbV]YhYb'k]``"

: `Y]gW\  $\prime$  '7c.'8 Ug 'VYhf]ZZh 'X Ub b 'Y\Yf 'X]Y 'i fV Ub Y b

6YfbX'GWXbYhnYf.' 5i Z'YXYb': U``"8Ug']gh'Ui WX'XYf'; fi bXžk Ufi a 'k ]f'bi b'Ui WX']b'K ]Yb'Y]bYb'ni gÀhn`]WXYb'GhUbXcfh'\UVYb" 8]Y'<Ài Z][\_Y]h'XYf'5bZfU[Yb'k Uf'Ui ggWX`U[[YVYbX'ZØf'XYb'bYi Yb'G\ck fcca ž'XU'<c\YbYa g'ZØf'XYb'CghYb'b]WXh'i a g'9W\_'`]Y[h''K]f\UhhYb'nk Uf'VYfY]hg'Y]bYb'JYf\_Ài ZYf'j cf'Cfhž'UVYf'bi b'\_Ubb'a Ub'g]WX'X]Y'; YfÀhY'Ui WX'UbgY\Yb"'Ni gÀhn`]WX'\UVYb'k]f'Y]bYbHYWXb] Yf'i bX'Y]b'Ni VY\Òf`U[Yf"

: `Y]gW\ / '7c.'5i hca UhYb'g]bX'UVYf'b]W\ h'a Y\f'bi f'ZØf @YVYbga ]hhY`'gY\f'dfU\_h]gW\ '

6YfbX'GWXbYhnYf.'F]WXh][žX]Y'5i hca Uh]g]Yfi b[']gh'ZØf'j]Y`Y
6Yhf]YVY']bhYfYggUbhž'n"'6"'\_ÒbbYb'A]hUfVY]hYf']\fY'K Yf\_nYi [Y
j]U'7\]d'Ua'5i hca UhYb'UV\c`Yb'cXYf'X]Y'8]Ybgh\_`Y]Xi b['ZØf
?fUb\_Yb\Ui gdYfgcbU`ž'UVYf'Ui WX'Ua':`i [\UZYb'cXYf'6U\b\cZ']gh
XYf'5i hca Uh'ZØf'i bhYfgWX]YX`]WXghY'DfcXi\_hY'XYb\_VUfž'k]Y'n"'6"
?cZZYf'Ui g'XYf'@cW\_6cl ž'?cdZ\ÒfYf'i bX'HUV`Yhg'Ui g'XYa'J]g]cb
L@''♣nk]gWXYb'[]Vh'Yg'Ui WX'Y]bYb'[fc»Yb
5i hck UgWXUb`U[YbVYhfY]VYfž'XYf'gY]bY'DZ'Y[Ya]hhY`'ZØfg'5i hc'j]U
5i hca Uh'j Yf\_Ui Zh'i bX'XUa]h'gY\f'YfZc`[fY]WX']gh"

: `Y]gW\  $^{\prime}$  ^7c. K Ug^]gh =\ f K i bgW\ 'ZØf X]Y Ni \_i bZh3

6YfbX'GWXbYhnYf.'?fYUh]jY'?ibXYbž'X]Y'ibg'ZcfXYfb'ZØf']\fY DfcXi\_hY'@Ògib[Yb'ni'Z]bXYbž'ia'X]YgY'ØVYf'Y]bYb'5ihcaUhYb ni'jYf\_UiZYb"8Ybbž'kYbb'G]Y'k]ggYbž'kUg'g]Y'jYf\_UiZYb'kc``Ybž Z]bXYb'k]f'X]Y'dYfZY\_h'@Ògib['XUZØf"

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 $6\,Y\,gi\,\,W\!\!X\,Y\,b\,\,{}^{\cdot}G\,]Y\,{}^{\cdot}i\,\,b\,g\,{}^{\cdot}Ui\,\,Z.\,\,{}^{\cdot}Z\,{}^{\cdot}Y\,]g\,W\!\!X\,i\,\,b\,X\,W\!\!c\,{}^{\cdot}Uh$