NEC 2020 Amazon
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Saeco professional coffee machines and SGL products are now available on Amazon.

Since early in 2021, some SGL branded coffee machines have been available for purchase on Amazon Business, the Amazon marketplace designed for companies and professionals.

Lately we’ve been witnessing an important development of sales through online channels, which includes B2B. As a matter of fact, Amazon, the largest e-commerce company, has created a special division dedicated to companies and professionals.

EVOCA Group has decided to seize this great business opportunity to open an additional sales channel for Saeco and SGL coffee machines, which allows the Group to access new market segments and look for new customers operating beyond the company’s traditional prospects.

HOW DOES IT WORK?

Customers need to be a legal entity, and to have a business account, in order to access Amazon’s professional sales area to choose their preferred EVOCA machines. On Amazon, the purchase of coffee machines is the same as buying any other product.

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Even in this automated channel, customer interaction with the sales force remains ubiquitous: through Amazon, potential customers can contact EVOCA through dedicated e-mail addresses. Customers can check the prices by quantity or request a specific quotation.

The company uses the Amazon Prime service to deliver goods, using the responsiveness and speed of execution of this service to add value for increasingly demanding customers.

AVAILABLE PRODUCTS

Three families of EVOCA machines – those that combine simple delivery with easy installation - are currently available on Amazon: two are from Saeco, the other is branded SGL.

Saeco Royal is characterized by a bold design, a stylish aesthetic and professional, functional components. The machine is equipped with a capacitive interface, with realistic images and an iconographic display, which makes choosing the beverage simple and intuitive. The avant-garde style of Saeco Royal fits perfectly into any environment, from the most elegant to the most informal. Saeco Royal is available for coffee only drinks - or even fresh milk recipes.

The Aulika Evo from Saeco has a winning, eye-catching modern design. In particular, the dispensing area stands out thanks to its blue and white LED lighting, which changes according to the phases of drink preparation. Thanks to the capacitive interface with backlit icons, which offers a wide range of direct-touch drinks, choosing a beverage is both simple and intuitive. Equipped with high-capacity containers, Aulika Evo is available in four versions - for coffee drinks or even one touch fresh milk drinks - and is perfect for offices and small Ho.Re.Ca locations.

SGL Smarty is the new machine from SGL, which is compatible with a variety of capsule formats. Smarty presents the compactness, versatility and ease of use that is usually appreciated in this type of product, together with a new, modern and attractive aesthetic.
The machine is available in two versions, with manual or automatic coffee dosing.

ACTIONS FOR THE FUTURE

Currently EVOCA products are available on Amazon.it, but the project is expected to expand to other European Countries such as France and Spain and to other e-commence platforms such as Alibaba; this first approach to new online sales channels opens up new and interesting business opportunities, which the company definitely intends to explore.