



Press release

A look back at 2015 – outlook for 2016

Coffee machine specialist sells more units than in previous year

JURA surpasses growth goals

Niederbuchsiten, 25 February 2016 – In 2015 JURA Elektroapparate AG, based in Niederbuchsiten, sold 293 000 automatic coffee machines. This figure is an increase of 22 000 units on the previous year, making 2015 an incredibly successful financial year for the company. "Through strong local growth, we have been able to keep revenue consolidated in Swiss francs," explains General Manager Emanuel Probst. He cites two reasons for this growth: the launch of two new product platforms (Z6 and E line) and a large number of prospering markets, especially the USA.

Business development	2015*	2014
Revenue		
Revenue of the JURA Group in mill. CHF	377.0	378.5
Share of revenue: Europe	76 %	73 %
Share of revenue: Rest of World	24 %	27 %
Sales		
Number of automatic coffee machines	293 000	271 000
Employees		
Full-time positions - Group	692	685
Full-time positions - Switzerland (including 26 trainees) Proportion	254 36.7%	259 37.8%
Full-time positions - international Proportion	438 63.3%	426 62.2%

*) provisional figures

Growth factors in 2015

JURA sold 293 000 automatic coffee machines in 2015, 22 000 more than in the previous year. Thanks to strong local growth in the international markets, the company was able to keep consolidated revenue in CHF. JURA's General Manager Emanuel Probst puts the success down to two key factors: "We have made the most of the global upturn in the markets. For example, in 2015 the USA consolidated its position as JURA's second largest market and again greatly increased sales. Other areas of growth include France, the UK, China, Canada, Poland and Russia." The second factor is products: "The launch of two new product platforms (Z6 and E line) generated huge demand and explains the extra boost." These two product lines are the first machines to feature two new technologies: The pulse extraction process (P.E.P.®) is setting entirely new standards in coffee quality, especially for ristretto and espresso, while modern RFID technology makes the machines extremely easy to operate. JURA has therefore clearly and in the truest sense of the word perfectly catered to customers' taste. To maintain this momentum, the innovation leader is continuing its high rate of investment, last year investing CHF 7 million in developing new products.

Partnership with Roger Federer extended until 2020

The global tennis superstar has been the JURA brand ambassador since 2006. During this time, the collaboration has deepened and become a long-term, close partnership. It is based on common values, such as Swiss origin, hard work, precision, quality, elegance and the pursuit of perfection. "For millions of people on all continents, Roger Federer is an inspiring role model, both on and off the court. We are proud of the privilege to be able to continue working with him to launch innovations, establish global markets and further develop our brand," stresses Emanuel Probst. "As a lover of good coffee and good design, I'm a huge fan of the JURA brand and its products," says Roger Federer. And this is something he demonstrates in the latest communication campaign, which focuses fully on what JURA automatic coffee machines stand for: "Speciality coffees – freshly ground, not from a capsule." The TV ad was launched at the end of October in the presence of the maestro, who will take the opportunity to officially open the refurbished, world's one and only Roger Federer Walk of Fame at JURAWorld of Coffee, Niederbuchsiten.

Outlook for 2016

JURA is aspiring to further growth this year, aiming to sell 300 000 automatic coffee machines to coffee lovers around the globe. The company hopes to achieve this through the global distribution of the new Z6 and E line and the launch of a new product line (WE line), which displays great autonomy and is perfectly suited to use in offices, business premises, sales rooms or large homes. Cultivation of the market will be further intensified by new sales organisations in the Czech Republic and South Africa and Representative Offices in Singapore and Canada.

Over the course of the year, JURA LIVE will be rolled out to the entire domestic market. The innovative concept uses video to deliver first-hand professional, competent advice directly and individually to the sales point, making Switzerland the first country with the "POS of the future".

Another key event will take place this autumn when JURA celebrates its ten-year partnership with Roger Federer and the tenth anniversary of the JURAWorld of Coffee visitor experience at its headquarters in Niederbuchsiten.

JURA Elektroapparate AG, founded in 1931 and based in Niederbuchsiten, Switzerland, is the innovation leader in automatic speciality coffee machines. The company's products stand for the perfect coffee result from fresh beans, always freshly ground and extracted at the touch of a button. The product range includes both machines for domestic use and professional models for the office and food service industry. In recent years the long-established Swiss brand has grown to become a global player, operating in around 50 countries.

More information

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