REWE
Bernd Kaffenberger

📍 2x Bad Vilbel, Germany

Happy to help!

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Facts

Largest owner-operated REWE market in the Rhine-Main area

- **31% and 36% Energy Savings**
- **Foot Traffic Pattern Analysis**
- **Customer Concentration Analysis**
- **Strategic Employee Scheduling**
- **Enhanced Security**

32,292 sq ft

11 smartengines

2 smartdirectors

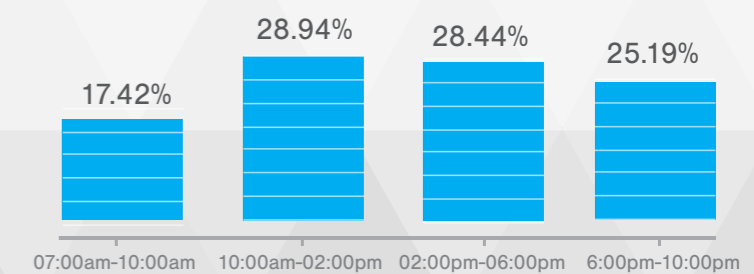## 528 sensors

Achievements

This is the first implementation of smartengine in a supermarket and it has proven to be a great success. smartengine provides a unique environment for the customers and employees, while at the same time reducing energy usage and the carbon footprint.

Wtec created a solution customized to the customers needs. smartengine overachieved the energy efficiency expectations, by cutting energy use by 85% for lighting, but that was only one of the many benefits!

Bernd Kaffenberger, Owner:

"I chose to install the smartengine technology in my REWE supermarket with the goal of a smarter and greener business. The difference has been immediate: since the installation of smartengine, I have seen a reduction of energy used for lighting and an increase in revenue. By using the analysed data from the smartmanager software, I was able to make adjustments to product placement that has improved the foot traffic flow and guest experience."

IN-STORE CUSTOMER CONCENTRATION

07:00am-10:00am	10:00am-02:00pm	02:00pm-06:00pm	6:00pm-10:00pm
17.42%	28.94%	28.44%	25.19%

IN-STORE FOOT TRAFFIC PATTERN

- Froozen Foods — 10.63%
- Aisle 5 — 8.56%
- Aisle 4 — 8.52%
- Aisle 3 — 13.92%
- Aisle 2 — 10.48%
- Aisle 1 — 10.72%
- Fruits and vegetables — 37.16%