



WE MET AT THE VENDING MACHINE

From pioneer to market leader

Success at the push of a button since 1886

THE SECRET OF SUCCESS

Engineering at the highest level combined with modern lifestyle.
A standard which Sielaff has been sustainably shaping since 1886.

Today it goes without saying that the presence of vending machines on every street corner, railway station or airport, has made our lives easier: Here a coffee-to-go, there a snack, and all at the push of a button. Speed typifies our modern lifestyle, but at the same time we should not neglect enjoyment, quality and aesthetics.

„Made in Germany“ conquers the world.

Success which has written history

With the spirit of innovation, overwhelming will for achievement and quality Sielaff has been continually developing creative technical solutions for over 125 years. This has made us into one of the leading brands in the production of vending machines worldwide.



*Sielaff's vending machine for the sale of cooled milk introduced **1960**.*

1949
Sielaff's offices



2014 *Sielaff's offices
and production site in
Herrieden*

STRENGTHS



Tradition

Who can build more reliable and long-lasting vending machines than a family company, which has been in the marketplace for over 125 years? Experience is key to our competence and major advantage over the competition.



Sielaff's *diverse machine range*

Diversity

Our products are not mass-produced, but are bespoke to customer requirements: Yours. From single-unit to large-scale production.

Service

Working in partnership right from initial enquiry to final delivery and use.

Quality

“Made in Germany” applies without exception to the whole product range at SIELAFF: Needs-based machines with the highest customer benefits to an attractive price-quality ratio.

Sustainability

The highest environmental standards in every area. We produce responsible, long-lasting vending machines, which can be easily dismantled and recycled.

TRIUMPHANT SUCCESS

It all began with a unique invention:



In 1886 Max Sielaff developed the first **„stand-alone merchandiser“** and thereby revolutionised selling .

1889 **Sielaff** built the
Stollwerck vending
machine



And today

Sielaff continues to grow and is Germany's no. 1 in the cold drinks vending machine sector, and along its other products in vending, RVM, HoReCa and OEM, ranks amongst the Big 5.

In those days

In the course of the next one and a half centuries followed more innovative milestones such as chewing gum, cigarette, bottle or reverse vending machines as well as the first hot drinks dispensers. Sielaff continued to develop technically. The family company expanded consistently in Europe and overseas.



Sielaff SIAMONIE-range 2014

See for yourself.

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