



## REWE Bernd Kaffenberger

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## 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

**3.000 sqm**

**11 smartengines**

**2 smartdirectors**

**528 sensors**

## Achievements

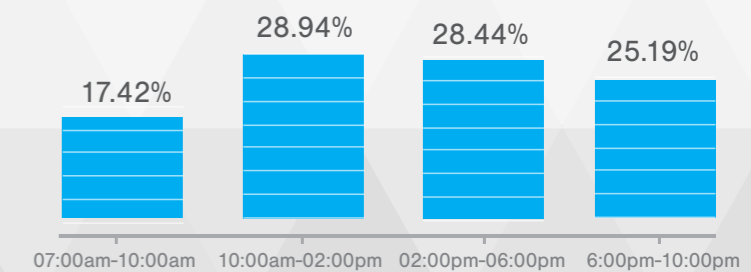
This is the first implementation of smartengine in a supermarket and it has proven to be a great success. smartengine provides a unique environment for the customers and employees, while at the same time reducing energy usage and the carbon footprint.

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



## IN-STORE FOOT TRAFFIC PATTERN

