

## FEIBP Innovation Award 2022

## Innovative Brush Assortment for Barista Applications



**ZAHN** unique  
brushes

1

## About Zahn

**ZAHN** unique  
brushes

- Located in Bechhofen, Germany
- Founded in 1907
- Managed by the owner in the 4th generation
- 110 co-workers
- Specialized in high quality brushes in private label
- Annual turnover: 9.6 million € (8.6 million brushes)
- Investment of more than 500 k€/ year in process and product optimization
- Export share > 60 %



2

## Our Promise

**ZAHN** unique  
brushes

„We give our best to realize our customers' wishes for **unique and attractive brush series**.

With this, we help them to **successfully stand out** from their market environment and to **strengthen their brand**.

We would like to create the **best conditions for perfect working results, joy and positive experiences.**”



3

## Our Business Segments

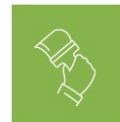
**ZAHN** unique  
brushes



Art & Hobby



Model Painting



Crafts



Technical



Cosmetics



Nail Design



Shaving



Dental

4

## FEIBP Innovation Award 2022

## What has coffee to do with brushes ?



**ZAHN** unique  
brushes

5

## A lot !!!

**ZAHN** unique  
brushes

- Worldwide turnover with coffee is continuously increasing.
- Market share of high quality portafilter coffee machines is increasing, even in private households.
- Portafilter coffee machines need to be cleaned after every use. Using frequency in bars is very high.
- Professional cleaning brushes are a big time saving for baristas.



6

## Development Stages



- Close cooperation with professional baristas and barista brands
- Definition of 2 different application areas
  - Cleaning brushes for the portafilter
  - Cleaning brushes for the work place



7

## Innovation Criteria



- Many new brush shapes and designs for the optimal performance.
- Different private label designs for specific customers.
- New production methods (e.g. without ferrule).
- Environmentally friendly raw material and made in Germany according to EMAS and ISO 14001 criteria.



8

## FEIBP Innovation Award 2022



Thank you very much for your kind attention and vote !

Please drink more coffee so that baristas all over the world need more brushes 😊.



9