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| press release  **Introducing the Meine Box app: Your smart solution for efficient refill management**  Maschinenringe develops a smart app for German farmers, showing the real-time stock availability for efficient refill management. |
| **Neuburg a. d. Donau, November 1, 2021:** Nowadays, if a farmer wants to sell their goods directly to the end customer, they either must have their own store or find an individual sales option such as sales boxes. When choosing sales boxes as selling point, one of the biggest problems is logistics, as the farmer has no way of knowing how much stock is left in their box and could thus be missing out on sales.  In the ***Meine Box*** app, farmers can easily track the stock and sales of each product category. Sales data will provide the base for all operations and updates on the ***Meine Box*** dashboard in real time. By gathering the sales data, we enable farmers to modify and adapt their product range based on sales history. Notification options will further allow farmers to receive real time alerts on their phones. Thus, they get notified once stock levels reach a defined threshold or when products are about to reach their expiration date.  “Having the ***Meine Box*** app in place, we can give farmers the recommendations they need to forecast their harvest, support them to refill their products in time and therefore enable them to increase their sales steadily,” says Marcus Egger, Technical Project Manager at Maschinenringe.  Push notifications from the ***Meine Box*** app, e.g. for low stock of a product, make the customer experience convenient and efficient. The app enables reliable sales forecasts as well as demand-oriented restocking, which leaves farmers satisfied and well-equipped to get the most out of this direct sales channel.  “This new app helps me to keep track of my sales boxes inventory and informs me when to restock,” says Josef, a 48-year-old farmer whose family has been cultivating their land since 1893. “I recently had one customer buy all of my pumpkins at once. As I didn't know there were no pumpkins left in the sales box, I could only refill them one week later, when checking the box personally. Now, with the ***Meine Box*** app provided by Maschinenringe, I immediately receive a notification on my phone that tells me I should restock the sales box with new pumpkins. From now on, I will know when to re-supply and manage to sell more of my products.”  Want to learn more about the ***Meine Box*** app and become a member of Maschinenringe?  Click here or contact us directly for further information:  Lena-Maria Ruß Maschinenringe Deutschland GmbH Am Maschinenring 1 86633 Neuburg a. d. Donau Germany |