



Since 1887, Chocolat Frey has been creating delicious taste sensations – sweet moments, created by traditional craftsmanship, exquisite ingredients and lots of love. It's no wonder Frey chocolate became one of the most popular brands in Switzerland. Maintaining brand standards and keeping production efficient is a key to staying ahead in the market. There is thus no doubt as to why myBühler was welcomed by Rolf Schaffner, Head of Maintenance at Chocolat Frey. With constant improvisation and availability, myBühler has helped Chocolat Frey achieve targets efficiently – making it a pretty sweet partnership!



On entering the factory area of Chocolat Frey, the indulgent smell of chocolate makes you nostalgic about your childhood and happy memories. Add to this Bühler machines in full operation, producing high quality chocolate, and you know you're in chocolate heaven. "For us it is essential to keep production running. That is our mission" says Rolf Schaffner, Head of Maintenance at Chocolat Frey, while guiding us through the factory and production line in detail.

Partnership with Bühler over many years

"One of the biggest challenges is to fix a machine and get it up and running as quickly as possible in case there is a trouble in production" he continues. For the last 10 years, Rolf has been maintaining machines, planning and carrying out revisions, making sure that machines are running 24x7. His colleagues compare his memory to that of an elephant: incredible and retentive. He's crucial in keeping the plant productive. With ever-changing technologies, improvising and developing new recipes is essential. "Sugar is not just sugar and milk powder is not all just milk powder. Sugar and milk powder are also seasonal", exclaims Rolf. He continues to explain the effect of seasonal changes on ingredients – for example, sugar and milk powder produced in spring is different from that produced in winter due to change in weather conditions such as temperature. These factors place all the more importance on maintenance planning, timely ordering of spare parts, and budgeting considerations beforehand.

Access to machine specific documentation is very important to us. And thanks to myBühler, we now have easy access to all our Bühler documentation online.

**-Rolf Schaffner,
Head of Maintenance at Chocolat Frey**

Partnering through our digital journey

Chocolat Frey was one of the first customers involved in the myBühler project, starting with the first presentation of ideas and the prototyping stage in 2015. “With the experience of the people and the good solutions the team developed over time, we always found a good way to continue this partnership with Bühler over the years” Rolf says. He is proud to be one of the first customers on the myBühler platform and to see the great development of the customer portal over the last 5 years.

He also adds “It has always been about refining, going deeper into machines and offering more. Access to machine specific documentation is very important to us. And thanks to myBühler, we now have easy access to all our Bühler documentation online.” Beside access to information and documentation, myBühler speeds up purchasing process of our customers. Instead of sending an email or calling our specialists to ask for a quotation, you can directly access all information online and even create a quotation or directly place an order. myBühler thus makes the purchasing process much faster and efficient.

Good and easy to use. You reach your goal very quickly, especially the identification of spare parts. Everything fits for me.



A reliable partnership

At the outset, Rolf was slightly hesitant, owing mostly to uncertainty. “You need the motivation to use it. After a short while, I was really amazed with the possibilities”, Rolf says. myBühler is not meant to eliminate human interactions, but it certainly speeds up the process for when there isn’t a need for one. This also gives Bühler specialists more time to focus on emergency situations, or if a part needs to be identified, or anything that our customers need.

The search engine within myBühler helps you to find the relevant information you are looking for in a quick way. “Especially when an electrician is coming over and needs something, we just open myBühler and show him the documents he needs, such as spare parts lists, drawings, electrical diagrams, etc. The main reason why we use myBühler is its simplicity and the fact that we have all the information about our machines in one place” explains Rolf.

Chocolat Frey is going to continue using myBühler and looking forward for all new features that are planned in future. Would Rolf Schaffner recommend myBühler? We ask and he replies “Of course – it is good and very easy to use. You reach your goal very quickly. Especially with the spare parts. Everything fits for me.”

About myBühler

The myBühler customer portal is a key part in our digital strategy and offers every customer a unique and personalized online experience. With 120+ countries, 6,000+ customers online and 8 languages, myBühler presents an overview of our Bühler equipment, including documents such as user manuals and spare catalogs. This makes it easy to find the parts they are looking for.

The world of myBühler is waiting for you!

Visit us at mybuhler.com

Send an email to register@mybuhler.com



Find out more about myBühler here:



Bühler AG

Gupfenstrasse 5

Uzwil CH-9240

T +41 71 955 11 11

www.mybuhler.com

www.buhlergroup.com

