

Successful Vendex brings new optimism to vending

Vendex North had something for everyone - some great special offers, entertaining on-stand competitions, prize draws, new products and equipment, several first-time exhibitors (not just at a Vendex but at any industry show) and, of course, a free hot lunch.

increasingly being used in general retail markets to gather customer information and run loyalty schemes and promotions. Benders will work with its customers to enable them to benefit from the use of QR technology, including the development of a mobile app.



Helen Passmore, Benders Paper Cup Company

Benders Paper Cup Company demonstrated how vending operators could start to take advantage of the use of Quick Response Codes, by having them printed on cups. QR codes started in the automotive industry but they are