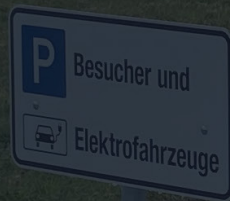


Case Study

Griesson de Beukelaer



reev


GRIESSON - DE BEUKELAER

A successful start into eMobility

At its site in Polch, the pastry manufacturer Griesson - de Beukelaer (GdB) has installed six charging stations, each with two charging connections. Thanks to the simple ABL and reev system technology, the entire project could be designed, prepared and implemented independently by GdB and a local electrical contractor.

The switch to eMobility is part of GdB's sustainability concept and is intended to contribute to reducing CO₂ emissions. With help from integrated reev software, both employees and guests can charge their private, company and pool vehicles using the 12 charging connections. The charging infrastructure at the Polch site is the prelude to cross-location expansion.

Numbers, data and facts

Griesson - de Beukelaer launches eMobility with six charging stations.

At GdB's main site in Polch, the first six charging stations, each with two connections and a charging power of up to 22kW, have been installed since October 2020. A total of 12 eParking spaces are available in the company's parking areas for charging company, pool and employees' private electric or hybrid vehicles. The vehicles connect via a standard type 2 plug.

Fee-based charging processes are billed automatically on a monthly basis via an

external payment service provider. After the test phase, the charging infrastructure will be expanded across all locations.

About Griesson - de Beukelaer

Innovations support sustainable action and economic activity

Griesson - de Beukelaer (GdB) is a family business with a long tradition of baking a wide variety of pastries. It is one of the leading companies in the European sweet and savoury biscuit market. There are a total of 2,000 employees across the sites in Polch (Rhineland-Palatinate), Kahla (Thuringia) and Wurzen (Saxony), ensuring a turnover of more than EUR 500 million.

Its product range includes the well-known brands Griesson, DeBeukelaer, Prinzen Rolle, LEICHT&CROSS and Wurzener as well as a wide variety of private labels.

Leadership in technology, sustainability and taking action with long-term perspective are beacons of the company's mission statement.



Motivation

Environmental protection is part of the GdB sustainability concept.

The necessary reduction of CO₂ emissions that goes hand in hand with sustainability requires less use of fossil fuel energy sources. In addition to energy optimisation and efficiency improvements in the production areas, GdB wants to promote the use of alternative, environmentally-friendly energy sources. This is also supported by changing the vehicle fleet over to electric. Over the next three years, the entire company fleet is to be converted to eMobility. The opportunity to use the electric charging stations supports employees in switching to eMobility in their private lives as well.

The supply of sustainably produced electricity is also part of the environmental protection package of measures: At the Polch site a photovoltaic system and combined heat and

power units generate environmentally-friendly green electricity that is fed into the plant's own electricity grid and used, among other things, at the charging stations.

“With the newly created charging infrastructure, we want to promote eMobility not only within the company, but also among employees. This investment is part of our sustainability programme to reduce CO₂ emissions and further advance environmental protection.”

Lars Papstein,
Safety, Environment and Energy Coordinator at
Griesson - de Beukelaer

Implementation

Using the simple charging solution from reev, Griesson - de Beukelaer can independently implement its new mobility concept.

Planning

GdB sees itself as an innovative company that is always at the cutting edge of technology. At the start of 2020, its management team therefore gave the Technical department the task of examining the feasibility of eMobility, specifically a charging infrastructure.

GdB then prepared the technical data internally and selected suitable hardware. They opted for the Bundle product from ABL and reev. This consists of high-quality hardware from ABL and smart software from reev. The decision was made mainly due to the excellent price/performance ratio. In addition, the software pre-installed on the charging stations facilitates setup and saves electricians from having to configure them on site during installation.

The integrated software from reev brings the advantage of being able to control charging stations and manage charging processes. This makes it possible to create individual charging tariffs for different users and to charge fleet vehicles internally. In addition, the smart software automates a large part of the processes and saves GdB from having to fully manage billing of the individual charging processes.

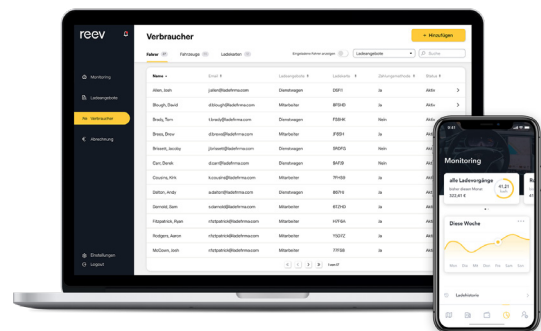
With the Bundle solution, it was easy for GdB to plan and implement a future-proof charging infrastructure itself, without having to call on

third parties to help.

Having to get advice. The conceptual design was thought through from start to finish and capacity for expansion was already taken into account in the planning process. The bundles are easily scalable and can be flexibly supplemented with additional charging stations at any time.

reev Software

The reev software enables simple charging management. This is how charging infrastructure is operated efficiently. Via a user-friendly online operator portal, the reev [Dashboard](#), charging stations can be controlled and managed easily and conveniently.



reev Software Funktionen:

- Access control
- User management
- Free pricing allocation
- Variety of payment methods
- Automated billing
- Monitoring & reporting

Installation & setup

According to GdB, the biggest challenge in installing the posts was the required civil engineering and electrical installation work. Due to the high electric charging capacity at the posts (which considerably reduces charging times), the infrastructure first had to be examined in detail and partly electrotechnically adapted. Capacity has already been created for further expansion of the charging infrastructure and the necessary transformer power has been made available. The installation and assembly was carried out by a specialised electrical contractor.

Operation

The Technical Electrical department was responsible for setting up the charging stations. After setup, GdB was able to register the charging infrastructure in just a few steps

in reev's online operator portal and configure the administration Dashboard to suit GdB's needs.

The software is user-friendly and intuitive. Setup includes creating user groups and charging quotes as well as inviting employees to use it. Once employees have registered for the charging stations, they can start charging immediately.

“We set up the Dashboard for the reev software ourselves. The self-explanatory software and the supporting visualisation make this easy and hassle-free.”

Timo Kuhn,
Electrician
at Griesson - de Beukelaer





Lars Papstein (left), Safety, Environment and Energy Coordinator, and Timo Kuhn (right), Electrician at Griesson - de Beukelaer

Outlook

eMobility at Griesson - de Beukelaer is gaining momentum.

GdB put the charging stations at the Polch site into operation at the start of October. Since then, employees have been using the charging stations for business and private purposes, so that electrically powered company cars and pool vehicles at GdB are always ready for use. No time is wasted going to the petrol station.

More and more employees are asking for access to the charging stations. GdB expects private use to increase by 100% by the start of 2021. GdB is well prepared for the increase in electric vehicles and has already planned the further expansion of the charging infrastructure: The charging infrastructure will be expanded over the next few years.

User groups & charging offerings

In the reev Dashboard, charging quotes can be created for different users (groups): The different charging quotes determine how the charging stations can be used, e.g. whether charging is free of charge, at what price charging takes place and how payment is processed. Tariffs can be set individually for the respective users (groups). For example, it is common for separate charging quotes to be set up for employees, guests, company and pool vehicles or individual company departments.

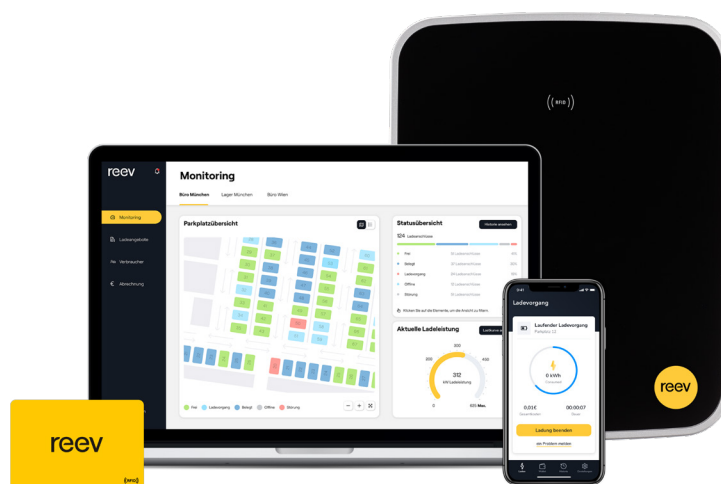
Such classification would not be possible without reev's smart software.

The GdB sites in Kahla and Wurzen are being expanded. Depending on demand, the charging stations at the Polch plant can quickly be supplemented by a further ten double charging stations.

With help from the ABL and reev Bundle, GdB was able to successfully set up a smart charging infrastructure on its own, which can not only be flexibly adapted to growing demand, but is even always one step ahead of any change.

“The charging stations were well received from the start. More and more of our employees now want to make the switch and are planning to buy hybrid or eCars. We are very happy that we can encourage our employees to take this step and also support them in doing so.”

Lars Papstein,
Safety, Environment and
Energy Coordinator at
Griesson - de Beukelaer.



About reev

reev's flexible products and services for every application make it easy to get started with eMobility.

reev is an expert in smart, networked charging solutions. The Munich-based company has set itself the goal of giving everyone the opportunity to shape the future of eMobility themselves and actively

contribute to the mobility transformation. For this purpose, reev has developed a simple, transparent and fully automated charging platform for managing and controlling charging infrastructure for electric cars. The user-friendly software solution can be individually customised and is thus suitable for every application. The software is available as a Bundle (a combination of hardware and software), as a Full Service (incl. consulting, planning, implementation, maintenance and support) or as a Stand-Alone Solution.