

MODULAR TOWERS

# One Core. Endless Possibilities.



## MODULAR TOWERS

# Branding **without** **boundaries**

Branding defines who you are—it creates recognition, builds trust, and fuels loyalty. But traditional towers lock you into one look, one material, one style—until now.

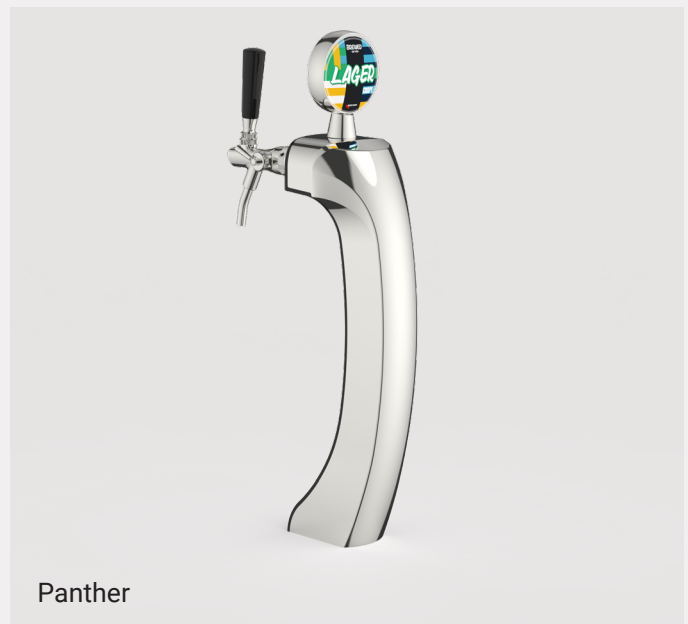
Introducing the modular towers, **Skeleton**, **Panther**, **Dart**, and **Pearl**—four towers, each with their own distinct modular core. While each model supports the same smart approach to on-site customization through interchangeable claddings, the claddings are uniquely designed for each tower's shape and structure. This means you can achieve a tailored aesthetic per tower, while still maintaining internal consistency and technical integrity across your portfolio.

Built to evolve with your brand, these towers allow you to change their entire aesthetic on-site in just minutes, with no tools, no service interruptions. Whether you're launching a product, adapting to a seasonal campaign, or refreshing your venue's look, the Modular towers adapt with ease.

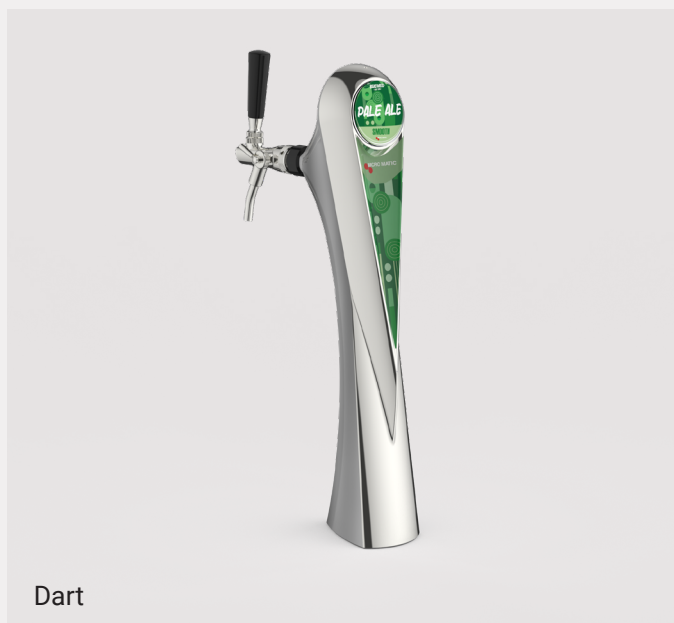
This is not just one dispense tower — it's endless possibilities.



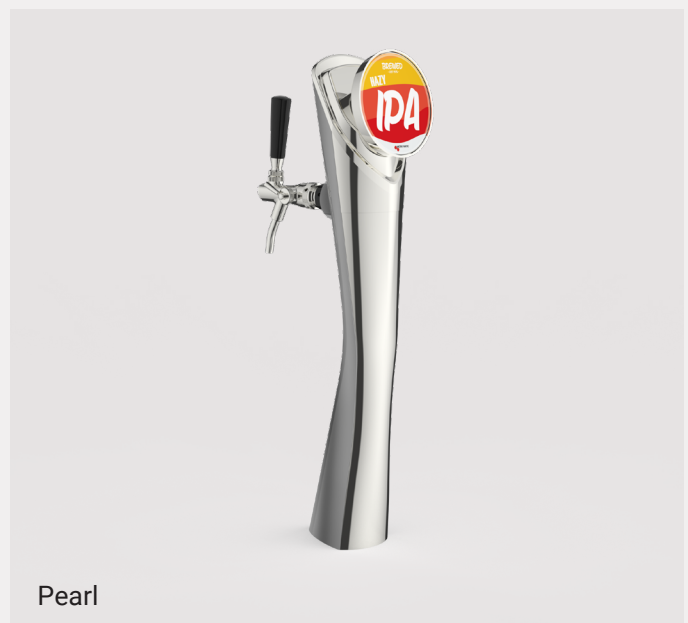
Skeleton



Panther



Dart



Pearl

# Adapt with Ease

Imagine changing the entire look of your tower as easily as swapping a phone case. With four simple steps, you can refresh branding on-site in a few minutes, eliminating the need for costly replacements or time-consuming modifications.

No delays. No extra costs. Just seamless adaptability to match your brand needs—whether it's a seasonal promotion, a sponsorship deal, or a new product launch.



## MODULAR TOWERS

# A tower that matches **your brand**

Your brand deserves more than a one-size-fits-all solution. Each tower in the Modular family supports flexible design through claddings crafted specifically for that model. Each tower offers a wide variety of material and finish options—allowing you to define a unique identity for each while preserving a coherent brand language across your range by keeping the same core.

Go sleek with metal, modern with plastic, sophisticated with wood, sustainable with recycled materials, or bold with LED digital screens. Claddings can be pre-designed or customized, whatever your style, Modular towers ensure your branding remains dynamic, engaging, fresh and while still being visually belonging to your brand family.



## MODULAR TOWERS

# Easily scaleable for **Maximum Efficiency**

Modular Towers are designed with operational flexibility at their core. This flexibility means you can respond dynamically to your operations. During the week, low-volume venues can benefit from having one tap. When weekend traffic surges, the same tower can shift to another tap systems for efficient, continuous pouring and you can even apply two taps to Skeleton and Panther by simply switching the cladding.

With the operational flexibility Skeleton integrates seamlessly with FlexiDraft™, standard recirculation, and wet python setups, while Dart supports bespoke tap system.

This adaptability not only optimizes your service model, it reduces the need for multiple tower systems—saving on equipment, space, and staff training.



# Sustainable choice

## Maximum brand impact

At the point of sale, every touchpoint counts—and your tower is one of the most visible and influential. With the Modular Tower family, you get the visual impact of a bespoke tower without the cost and complexity of full replacements. Instead of investing in entirely new units, you simply swap out the cladding, giving your tower a new look at a fraction of the cost. This smart approach reduces the costs up to 70% while maintaining a premium, customized appearance.

The system is designed to help brands stay visually consistent while offering localized variations. Slightly different cladding styles across markets or venues allow you to tailor your presence without diluting brand recognition. Each variation still feels like part of a cohesive brand family — enhancing visibility and familiarity.

What's more, the ability to refurbish claddings instead of replacing entire towers brings major sustainable advantages. It means less waste and lower environmental impact.



# Why choose **Modular Tower Family**?



## **Custom Look, Minimal Investment**

Get a bespoke tower look at a fraction of the cost—change the cladding, not the tower.



## **Consistent Branding, Flexible Design**

Tailor variations across markets while maintaining a cohesive family appearance.



## **Easy Refurbishment for Sustainability**

Refurbish quickly on-site with reduced environmental impact and lower CAPEX.



## **Lower Stock & Warehouse Costs**

Fewer SKUs, easier logistics, and simplified inventory management.



## **Built to Scale**

Start with 1 tap—upgrade to 2 without changing the base. Both Skeleton and Panther support modular tap expansion.



## **Total Technical Flexibility**

Compatible with FlexiDraft™, recirculation, wet python, and systems like CFT/David for exclusive setups.



## **Branding That Evolves with You**

Stay current with every campaign, season, or market without replacing your infrastructure.

MODULAR TOWERS

# The future of **Point of Sale** is here

In a world where brand presence moves fast, your tower should keep up. The Modular Tower family gives you the technical power, visual impact, and marketing agility to adapt in real time – without compromise.

## Ready to transform your beverage dispensing strategy?

Upgrade to Modular Towers.

