POLYTOUCH®

Obtaining Supplies Around the Clock:
Würth Relies On Pyramid POLYTOUCH® Brand Self-Checkout Registers

Introduction

In selected Würth stores, tradespeople and contractors can purchase supplies as the need arises around the clock. Würth and Pyramid Computer GmbH redesigned and up-graded an existing self-service kiosk system to make this happen.

Adolf Würth GmbH & Co. KG, based in Künzelsau, Baden-Württemberg, is the parent company and also the largest single company within the Würth Group, the leading company in the development, manufacture, and sale of assembly and fastening materials.

Würth operates 600 B2B stores in Germany. Experience has shown that professional contractors need to replenish their supplies outside of regular store opening hours. Würth will therefore make its wide range of products available to customers around the clock: with kiosk systems from Pyramid Computer.

WÜRTH

Services for Würth:

· The Würth/Pyramid project team assess the current situation and identify needed improvements..

· The modifications, optimizations, and innovations are incorporated into the design.

· The self-checkout terminal is manufactured at Pyramid's production center in Ichtershausen near Erfurt.

The Search for a Third-Generation Self-Checkout System at EuroCIS

At EuroCIS 2023, Würth was looking for a successor solution to its second-generation SCO systems. Unlike its predecessor, the future terminal had to meet a number of specific requirements more precisely, and needed to enable self-checkout during off hours.

Kiosk terminals are a key technology for the acceptance of the 24/6 business model. Since there are no sales employees available in Würth stores before 7 a.m. and after 5 p.m. to assist customers with self-checkout or to take over checkout duties in the event of a self-service infrastructure failure, highly reliable terminals are required that are intuitive to use and thus convince customers of the practicality of the concept.

That is why Würth was searching for a manufacturer at the Düsseldorf trade fair whose systems are known for their quality and high reliability in 24/6 operation. Würth's other main focus was on the dimensions of the kiosk system: since the previous checkout counter solution did not fit into smaller Würth stores, the new one had to be much more compact.

The touchscreen also needed to be redesigned. Würth planned to use software developed in-house in the future terminal version. In order to optimally display the user interface with its new screen content, the landscape-format display of the previous terminal was to be replaced by a display in portrait format.

The software changeover also resulted in another requirement: since the POS application would no longer be based on the Windows operating system but on Android, which is rare in the SCO sector, the kiosk manufacturer had to provide Android-compatible hardware.

In addition, Würth wanted a secure terminal that could not be opened by outsiders during unsupervised off hours. And, of course, the appearance of the terminal had to be in line with Würth's distinctive corporate design. So the search was on for the perfect brand ambassador.

Found at Pyramid: A Kiosk System With a Perfect Fit

When Würth visited our booth at EuroCIS 2023, we were able to impress the visitors with the POLYTOUCH® self-service solutions on display. However, none of them fully met all their requirements.

But our product management team was in the process of developing a new SCO terminal that would be available in both classic countertop and checkout counter formats. The modular platform allowed for the use of touchscreens in portrait or landscape format, with screens from 15.6" to 23.8", as desired by the customer. With regard to peripherals, customers would be able to choose from multiple scanners, printers, and payment modules by numerous renowned manufacturers.

Journey towards the solution: Renderings from the early project phases 1 and 3 (top row) show the progression of the design development. Among other things, the size of the terminal was significantly reduced. Project phases 6 and 8 (bottom row) dealt with answers to detailed requirements.

The technical concept convinced Würth, and in the ensuing months, a checkout counter terminal was developed in consultation with the customer, which we tailored to the industry giant's specific requirements. At the same time, we created a new solution for our own portfolio, the POLYTOUCH® pSyCO.

The development of self-service systems is usually associated with high costs. For the Würth solution, it became possible to reduce these significantly, because both developments advanced each other: insights from the customer-specific solution were incorporated into the POLYTOUCH® pSyCO and, vice versa, insights from the pSyCO were incorporated into the solution for Würth.

The highly professional renderings that accompanied the individual development phases proved extremely helpful in arriving at the final technical and visual design of Würth's custom-designed terminal. They demonstrated to Würth how the current version of the solution would look with the company's CI and in the various store sizes.

Our customers generally use POS software based on Microsoft Windows. However, in many cases, our development team's expertise allows us to equip a terminal with the operating system that the customer prefers. This was the case here: the Würth-specific terminal uses Android, while our POLYTOUCH® pSyCO uses Windows..

Self-Checkout at Würth Stores: Less Waiting Time at Checkout

For tradespeople with their crowded schedules, time is money, and they don't like wasting it on purchasing supplies. That's why long lines at conventional checkouts are annoying, especially for smaller orders.

Self-checkout on Pyramid kiosk systems provides an effective remedy: The third-generation Würth terminals are compact, and their hardware is tailored in every detail to the proprietary software and the specifics of the checkout process. From now on, the motto in Würth's B2B shops is: get your items, scan, and done!

he Würth self-checkout terminal as an exhibit in the Pyramid booth at EuroCIS 2025..

Pyramid Computer GmbH and its brands AKHET®, FAYTECH® and POLYTOUCH® offer solutions for the comprehensive digitalization of entire industries.

The POLYTOUCH® brand offers tailor-made kiosk solutions thanks to maximum modularity. This allows us to get the best out of self-checkin and self-checkout, self-ordering and indoor localization!

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