



ESSELMANN



PRODUCTS 2021

FOR MOBILE SALES

EDITORIAL



Nils Boerner
Management

Jens Heitmann
Management

Dear readers,
what a year 2020 has been! We all had to learn to work with the uncertainties and daily changes in boundary conditions. In such a situation, flexibility and speed are needed. At short notice, we equipped our customers with virus protection screens so that the sales staff could work without a mask, depending on the region. Fortunately, we got through 2020 without short-time working and all employees remained healthy. Together, we are coping with this crisis in compliance with the agreed rules and will certainly emerge stronger and with many new ideas. Unfortunately, under the currently prevailing conditions, we cannot hold our 10th company anniversary and thus the Mobiltage 2021 as planned. However, we would like to present our new product program 2021 to you. This will give you an up-to-date overview of our products and services. Stay healthy and take advantage of the opportunities that arise from the fundamental changes in society. We will be happy to support you in this!

Nils Boerner and Jens Heitmann
Management



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MOBILE SHOP FOR FISH PRODUCTS



BODY LENGTH 7.0 M
PERM. GROSS WEIGHT 6.9 T
STANDARD 2.3 M INTERIOR HEIGHT
2.4 M INSIDE WIDTH

„The cooperation with Esselmann works extremely well and has been for years.“

Rainer Lange | Matjes Lange

Matjes Lange

**BRAND AND ASSORTMENT
STAGED IN A CONTEMPORARY WAY.**

Requirements and implementation

- Ensure customer perception of "Matjes Lange" as an independent brand through an established overall impression of colours and design
- A product-specific presentation of goods (fresh fish, smoked fish and salads) via a coordinated lighting concept
- Ensure optimal cooling of the individual product ranges with the help of separately controllable cooling areas
- Enable maximisation of the refrigerated counter area by a corner design of the sales counter
- Optimal working climate in any weather created by room cooling and infrared heating



Bärö lights

Your goods always in good light



Sales counter in extra deep design

Plenty of space for an attractive presentation of goods



Vehicle layout

Attractive design - surfaces, lettering, paintwork according to your wishes



Separate presentation area

for smoked products and special offers



SALES TRAILER

Body length: 5.0 m // Counter: Panorama

SELF-DRIVER

Body length: 6.5 m // Counter: Folding glass vertical

MOBILE SHOP FOR MEAT PRODUCTS



BODY LENGTH 7.0 M
PERM. GROSS WEIGHT 6.9 T
STANDARD 2.3 M INTERIOR HEIGHT
PLUS ROOM COOLING

„ESSELMANN gave us good advice and built a mobile shop according to our wishes. We are very satisfied.“

Familie Ströming | Butcher's shop

Ströming Butcher's shop

**PLENTY OF SPACE AND REINFORCED
COOLING FOR THE HARD SALES
OPERATION**

Requirements and implementation

- Allow a lot of freedom of movement for the sales team by means of sliding counters
- Integration of an oven with extraction to expand the assortment with hot dishes
- Easy loading of the cold rooms via outside storage flaps
- Modern sales counter with vertical counter glazing
- Optimal illumination of goods by additional lighting below the sales flaps
- Attractive workplace due to the integration of a room cooling system with optimal air distribution through a perforated ceiling
- Extension of product presentation by means of an integrated dry-aging refrigerator



Intelligent use of space

Professional equipment cleverly integrated



Well staged

Suitable light for every product group



Simply convenient

Cold room can be filled from the outside



Sliding counter

Plenty of space to work



Integrated maturing cabinet

Additional sales in the lucrative dry-aged range



SALES TRAILER

Body length: 5.5 m // Counter: Sliding counter



SELF-DRIVER

Body length: 7.0 m // Counter: Folding glass / sliding counter

MOBILE SHOP FOR DAIRY PRODUCTS



BODY LENGTH 5.5 M
PERM. GROSS WEIGHT 6,9 T
STANDARD 2,3 M INTERIOR HEIGHT
2,4 M INSIDE WIDTH

"The car came about wonderfully quickly as an idea over a cup of coffee with Mr Boerner. The vehicle is of high quality and meets our expectations completely."

Benny Hesselting | Alles Käse

Alles Käse

**COOLING AND WEATHER PROTECTION
MAXIMISED FOR A TEMPERATURE
SENSITIVE PRODUCT RANGE**

Requirements and implementation

- Maximum stocking of goods through refrigerated drawers underneath the sales counter and additional refrigerated space with revolving doors on the back wall of the salesroom
- Creation of an attractive sales ambience by means of warm colours and wooden surfaces as well as product-specific lighting
- Modern sales counter with vertical counter glazing
- Ensure optimum cooling of the individual product ranges with the help of separately controllable cooling areas
- Realise maximum weather protection by means of two side screens and all-round valance
- A high long-distance effect and quick recognition thanks to individual paintwork and eye-catching vehicle lettering
- Safe in road traffic thanks to bright LED lighting and integrated backup camera



Well placed

Plenty of space for your goods



Great appearance

Paintwork, lettering and tarpaulin valance in a coherent colour concept create a high recognition value



Counter display up to 800 mm depth

For the attractive presentation of a wide range of goods



Elegant and modern

High-quality wood decors in atmospheric colours make for an attractive sales area



SALES TRAILER

Body length: 4.5 m // Panoramic glass counter



SELF-DRIVER

Body length: 5.0 m // Counter: Folding glass vertical

MOBILE SHOP FOR BAKED GOODS



BODY LENGTH 6.0 M
PERM. GROSS WEIGHT 6.9 T
STANDARD 2,3 M INTERIOR HEIGHT
2,4 M INSIDE WIDTH
OPTIONAL WITH CAKE COOLING

"I feel well advised at ESSELMANN. All of my wishes have been met."

Klemens Heitkönig | Ihr Marktbäcker

Ihr Marktbäcker Heitkönig

**REINVENTING THE MOBILE BAKERY
BUSINESS**

Requirements and implementation

- Expand the product range to include high-yield offers such as coffee and sandwiches by integrating a gastronomy module
- Increase the dwell time with an integrated bistro table on the vehicle
- Ensure optimum presentation of a wide range of products via multi-level bread shelves and an expansive bakery counter
- Realise maximum weather protection by means of extra-wide flap valances and a driver's cab panel with its own opening flap
- Enable the offer of freshly baked bread rolls several times a day employing a dough cooling system and an integrated oven



Inclined aluminium bread shelves

Lightweight and easy to clean with plenty of space



Two-tier bakery counter

Optimal presentation of extensive assortments



Bistro atmosphere ensures more turnover

thanks to a driver's cab panel with its own opening flap and integrated bar table



Hot and crisp

Increase sales with freshly baked rolls



DOUBLE SALES TRAILER

Body length: 9.6 m // Counter: Folding glass slanted



SALES MOBILE

Body length: 3.5 m // Counter: Folding glass slanted

MOBILE SHOP FOR CHICKEN



- PERMISSIBLE GROSS WEIGHT 6.0 T WITH 1,500 KG PAYLOAD
- ALUMINIUM FRAME BODY
- SIDE PANEL FOR OPTIMUM CUSTOMER PERCEPTION
- ROOF SIGN ELECTRICALLY ERECTABLE
- 2 SEPARATELY CONTROLLABLE COOLING CHAMBERS
- ALL SURFACES IN STAINLESS STEEL
- DOUBLE GRILL SYSTEM
- DOUBLE DEEP FRYER
- LARGE STAINLESS STEEL REFRIGERATED DISPLAY CASE

- PERMISSIBLE GROSS WEIGHT 3.5 T WITH APPROX. 300 KG PAYLOAD
- SANDWICH CONSTRUCTION
- INTERNAL DIMENSIONS BODY: 3.7 M LENGTH/ 2.3 M WIDTH/ 2.3 M HEIGHT
- ILLUMINATED ROOF SIGN
- 2 SEPARATELY CONTROLLABLE COOLING CHAMBERS
- DOUBLE GRILL SYSTEM
- DOUBLE DEEP FRYER
- REFRIGERATED DISPLAY CASE





FAST FOOD MOBILE SHOP

- BODY LENGTH 4.0 M
- STANDARD 2.3 M INTERIOR HEIGHT
- 2.3 M INSIDE WIDTH
- AS ALUMINIUM FRAMEWORK OR SANDWICH CONSTRUCTION

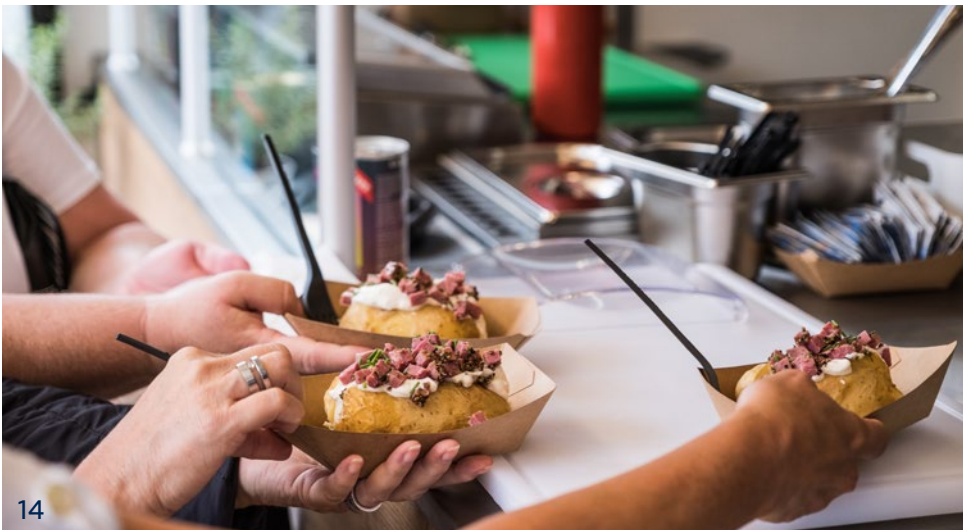


Individual fast food trailer for large events. Optimal process flows and short throughput times for high hourly frequency

- BODY LENGTH 5.0 M
- PERMISSIBLE GROSS WEIGHT 3,500 KG
- STANDARD 2.3 M INTERIOR HEIGHT
- STANDARD 2.4 M INSIDE WIDTH AND FOLDING COUNTER SYSTEM ON BOTH SIDES
- ROOF SIGN ALL-ROUND ILLUMINATED



FOOD TRUCKS



STREETCHEF STEP

FORD StepVAN V10 / 6.8 litres petrol
Permissible gross weight 7.49 t
Body length approx. 5.8 m
riveted aluminium body with sliding doors in the front for mail delivery traffic

Extensive equipment options:

Folding customer entrance with safety guard and steps for better visibility into the kitchen area / LED illumination of the working and presentation areas / design lights / interior trim with stainless steel



STREETCHEF CUSTOM

individual layouts and body concepts in a weight range of up to 6.9 t and 7.0 m body length / various base vehicles to choose from
Illustration shows:
5.0 t vehicle / body length 4.0 m / Customer platform with stairs and railing / self-sufficient power supply / large gas tank



STREETCHEF PRO

Permissible gross weight 3.5 t
Framework construction /
Driver's license class B /
Body length 4.0 m

Extensive equipment options:

e.g. illuminated roof sign /
self-sufficient power supply /
metallic paint / customised layout for
your food concept, e.g. pasta, Texmex,
burger, snack, Asian, barbecue



CORE COMPETENCE COOLING



Fresh look

ESSELMANN combi-cooling minimises the drying out of goods and ensures optimum cooling performance

When it comes to the sensitive subject of cooling, we at ESSELMANN combine three tried-and-tested counter cooling variants to create the most efficient system on the market. Our customers can increase the performance of the system step by step according to their requirements and thus always guarantee optimum product presentation and freshness.

The system consists of the following components:

1. Silent cooling with slow passive air circulation without drying out the goods
2. Contact cooling for an increase in cooling capacity
3. switchable circulating air cooling for active support of the circulation in the sales counter and maximum performance in the entire refrigerated area of the counter



Stage 01

Silent cooling

- Minimal drying out of the goods
- No disturbing fan noise



Stage 02

Contact cooling

- Maximum hygiene thanks to continuous counter bed made of stainless steel
- No icing-up of the counter bed
- Cooling of the goods from all sides



Stage 03

Circulating air cooling

- Maximum freshness due to the combination of three cooling modes
- Cold is available immediately and evenly
- Optimum cooling of the goods even in direct sunlight



Optimum use of space

Refrigerated goods quickly to hand, thanks to refrigerated pull-outs under the counter



ESSELMANN aluminium frame body
durable, stable, light, variable and easy to repair

CORE COMPETENCE FRAMEWORK CONSTRUCTION

The ESSELMANN aluminium framework

A traditionally solid construction method with a future.

From the point of view of us vehicle engineers, this construction method guarantees stability and durability with low weight.

Stability

The framework of welded aluminium profiles forms the basis for the body structure. Especially in the area of highly stressed points such as nodes and transitions, we can specifically increase the wall thicknesses or provide reinforcements. In the case of static and point loads, but also dynamic and oscillating loads, this body structure has a significantly higher stability. In case of the widespread, more cost-effective sandwich construction, the composite tends to dissolution when the weakest material can no longer guarantee its dimensional stability due to short-term, frequency-oscillating overload. Fixtures are connected via reinforcements directly to the structure so that everything remains in place even after years of use. In addition, the framework construction gives us great freedom with regard to the size and position of body openings without sacrificing rigidity and stability. Here, "design follows function" is not just an empty phrase.

Lightweight vehicle construction

A minimum kerb weight must be the goal of every vehicle design. This allows leeway in payload and also minimises running costs thanks to lower fuel consumption and less wear on parts such as brakes and clutch. In addition, the transmission gear, engine and drive train are less stressed.

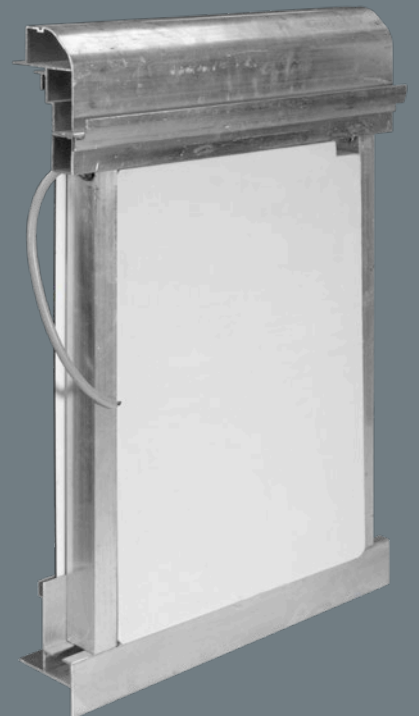
Durability

Even when subjected to daily loads over many years, the framework construction shows no signs of fatigue or ageing. Risks such as expensive or impossible repairs due to cracks or delamination of composite layers are virtually eliminated. You protect yourself from the risk of an economic total loss. Should repairs or modifications be necessary, however, they can be carried out quickly and cost-effectively. This saves money and reduces the loss of value of your investment in the long term.

A construction method for the future

We do not regard the evolution of framework construction as completed. New possibilities in the manufacturing and processing of extruded profiles offer new design options, the use of modern composite materials in the roof and floor improves insulation at decisive points and combines comfort with function.

Join us in relying on a tried and tested concept that is being consistently further developed.



Wall structure in framework construction
Made of special aluminium profile with internal wall installation



Hybrid ceiling
The insulated ceiling prevents condensation and thus improves hygiene in the salesroom.

THE ESSELMANN IMMEDIATE DELIVERY PROGRAM

You need a sales vehicle at short notice:

- that is visually convincing?
- in which you can work ergonomically?
- that meets the highest quality standards?
- that has a top price-performance ratio?

Contact us, we will be happy to take care of it.

- Mobile on the basis of Fiat Ducato with ESSELMANN low frame
- Sandwich construction body
- Vertical counter glass
- ESSELMANN combi-cooling
- 3 refrigerated drawers for 5 E2 crates

Body length: 4,500 mm
Perm. gross weight: 3.5 t



- Sandwich construction body
- Panoramic glass counter
- 2 refrigerated drawers for 4 E2 crates

Body length: 4,500 mm
Perm. gross weight: 2.5 t



- Three sales sides
- Double deep fryer
- Roaster
- Bain-marie
- Gas cabinet for 4x 11 kg
- Refrigerator

Body length: 4,000 mm
Prem. gross weight: 1.9 t



10 GOOD REASONS FOR AN ESSELMANN SALES VEHICLE



1. INDIVIDUALITY

No two mobile businesses are the same

Individuality is our strength, our passion. No one plans, produces and lives customised sales vehicles as consistently as we do. Our customers' idea is our task, the individual solution our goal.

2. INTRINSIC VALUE

We offer the best price-performance ratio on the market. Not the lowest price, but the combination of conscientious workmanship and high-quality materials and purchased parts results in a product that meets the toughest requirements day in, day out. For you, this results in fewer repairs, less downtime, greater satisfaction and a lower loss of value.

3. CONSTRUCTION METHOD

Aluminium framework

The framework construction method favoured by us forms the foundation for a light but rock-solid, torsion-resistant body. It offers our customers a great deal of freedom in design (e.g. for individual fastening points in the interior or the position and size of body openings). The long-lasting and stable framework construction minimises the risks of everyday life sustainably, as conversions and repairs can be carried out in a quick, easy and cost-effective manner.

4. ERGONOMICS

Innovative space concepts

The realisation of sophisticated space concepts and the best possible ergonomics in your mobile shop is our strength. Sliding counters, corner counters and sophisticated alcove solutions ensure that the use of space is based on your requirements. In this way, we create the best possible workflows and optimum presentation of goods despite limited resources in terms of space and weight.

5. PARTNERSHIP

All-round service from your personal account manager. At ESSELMANN, you always have a contact person. Whether it is sales or technology, spare parts, rental vehicles or repairs. You do not have to be a major customer for us to be there for you and support you in word and deed. As your partner, we will accompany you from the conception of your sales vehicle to its production and delivery, during maintenance and repairs as well as at the end of its useful life.



6. SECURITY

Security for your investment

ESSELMANN has been an owner-managed and self-financed family business for more than 70 years. In order to be able to offer you the best price-performance ratio on the market, we consistently minimise waste in our processes, calculate fairly and make no compromises when it comes to quality. In this way, even in many years to come, you can be assured of a supply of spare parts and comprehensive service thanks to our manufacturer know-how.

7. MADE IN GERMANY

Our sales vehicles are manufactured exclusively in Germany. In our factory in Lengenbostel, our long-standing employees manufacture sales vehicles with passion and experience of which you can be justifiably proud.

8. SPECIALISTS

Trust the specialist. ESSELMANN has been exclusively manufacturing high-quality sales vehicles for decades. Based on a high proportion of in-house manufacturing, long partnerships have solidified with specialised partners in the fields of lighting, cooling and furniture construction.

9. GROUP EXPERTISE

Through our parent company, we have access to unique know-how in the field of beverage and refrigerated vehicle construction as well as in sheet metal and production technology. This enables us to benefit from innovations from other markets and at the ESSELMANN location in Hamm in Westphalia we can carry out services and repairs in a local and timely manner.

10. SATISFACTION

More than 90 % of our customers place their trust in us again and again, even after many years together. Become a satisfied ESSELMANN customer yourself who can rely on his sales vehicle manufacturer and partner.

FT SERIES



- 1** **FePur®** Isothermal body construction for particularly high insulation
- 2** ESSELMANN **SPLITCHILL®** cooling low-maintenance and powerful cooling system
- 3** AL-KO towing device robust and for continuous use
- 4** Stainless steel rear portal stable and recoilless

	FT1	FT2	FT4	FT5	FT6
Overall external dimensions [LxBxH]:	3,200x1,700x2,000 mm	3,900x1,800x2,500 mm	4,950x2,450x2,610 mm	5,250x2,450x2,610 mm	5,800x2,450x2,610 mm
Body inside [LxBxH]:	2,000x1,000x1,440 mm	2,500x1,240x1,940 mm	3,100x1,820x1,940 mm	3,400x1,820x1,940 mm	3,950x1,820x1,940 mm
Kerb weight:	480 kg*	740 kg*	1,000 kg*	1,100 kg*	1,200 kg*
Permissible gross weight:	750 kg	1,350 kg	2,700 kg	2,700 kg	3,500 kg
Payload in transport:	270 kg	610 kg	1,700 kg	1,600 kg	2,300 kg
Payload in operation:	1,000 kg**	4,000 kg**	6,000 kg**	6,000 kg**	6,000 kg**

* depending on equipment, the kerb weight may increase

** only in combination with 4-fold spindle support

A refrigerated trailer with high demands on quality and an attractive price-performance ratio, these are our requirements for the new refrigerated trailer series from ESSELMANN. The FT series convinces with good workmanship of high-quality components. A hot-dip galvanised chassis, the AL-KO towing device and the flush stainless steel rear portal ensure a robust trailer foundation. Thanks to the **FePur®** isothermal body construction and the ESSELMANN **SPLITCHILL®** cooling system, the FT series is optimally insulated and well cooled even at high temperatures. Of course, the FT series can also be adapted to your individual requirements with a wide range of optional equipment.

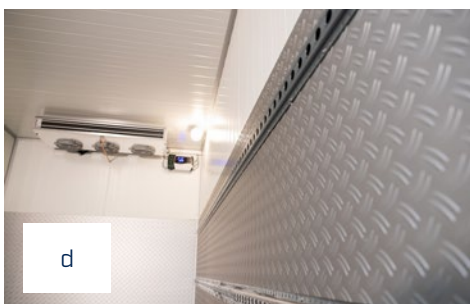
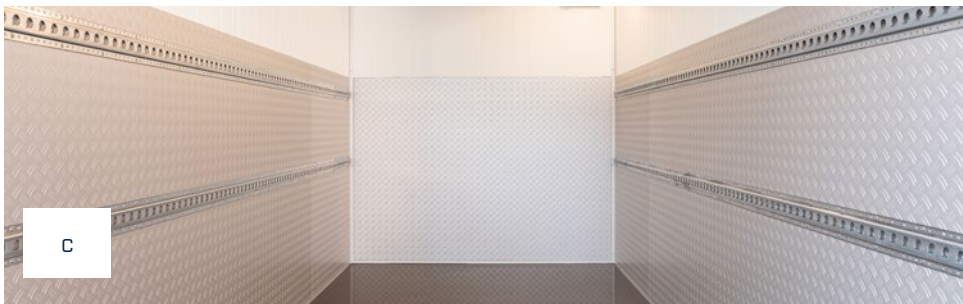
THE NEW PRICE- PERFORMANCE REFERENCE

YOUR CUSTOMER BENEFIT

- 1 PROCESSING OF HIGH-QUALITY MATERIALS AND COMPONENTS
- 2 AL-KO CHASSIS TECHNOLOGY DURABLE AND RELIABLE
- 3 STURDY STAINLESS STEEL REAR PORTAL AS STANDARD
- 4 THE RIGHT PRODUCT FOR EVERY WEIGHT RANGE
- 5 A WIDE RANGE OF ADDITIONAL OPTIONS FOR LOAD SECURING OR COOLING CAPACITY AVAILABLE



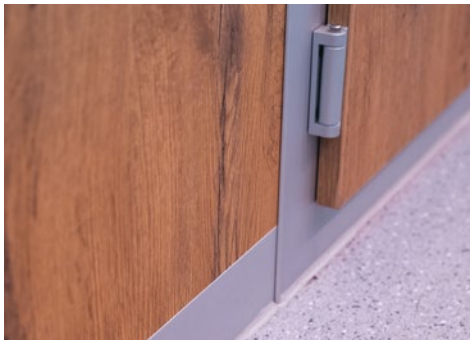
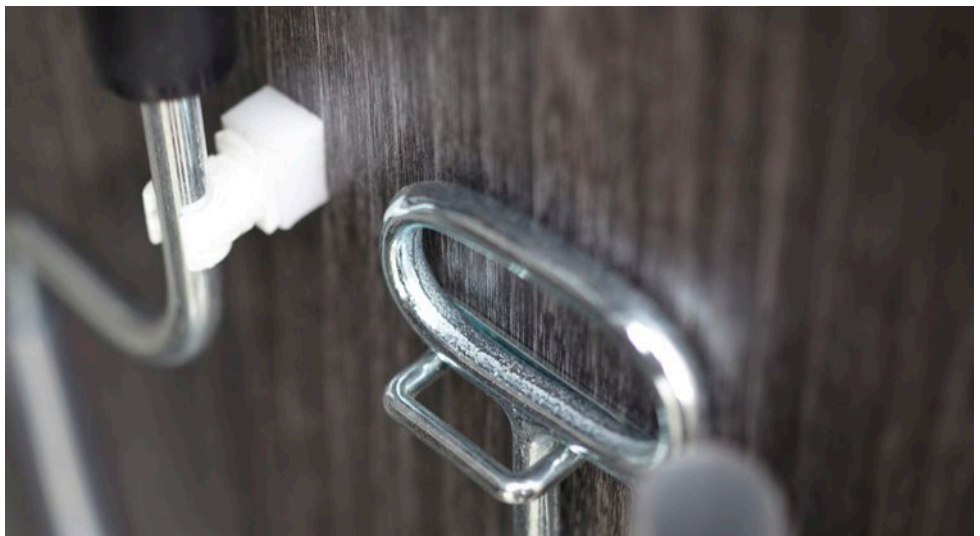
Available in different sizes.



Special equipment

- a. **LED vehicle lighting**
more safety due to bright and long-lasting LED lighting
- b. **Stainless steel sheet bumper protection**
for outline, marker and rear lights
- c. **Synthetic floor**
free of impacts, waterproof and anti-slip with **impact protection made of anodised aluminium checker plate** on the inside walls of the box and rear door(s)
- d. **Preparation for load securing**
with 2 rows of perforated rails on both sides, transport bracket for locking bars under the inner ceiling
- e. **Locking bar for load securing**

OPTIMISED IN
EVERY DETAIL



Aluminium skirting board

Furniture - dry and protected

The furniture in ESSELMANN sales vehicles stand on an aluminium skirting board as standard. This protects your furniture from moisture and makes it easy to clean.

Stainless steel processing

High quality handiwork

For more cleanliness and better overall hygiene our cooling trays can be equipped with an optional welded drain.



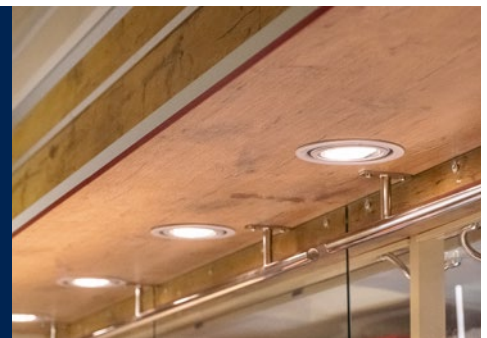
Heaters

ESSELMANN offers various heating options to keep you and your employees pleasantly warm during the cold months. These range from edge heating on the counter work surfaces for warm hands to floor heating against cold feet to radiant heaters on the ceiling.

We have the right heating for your needs.

Always in the right light

For the optimum presentation of your goods, we use long-lasting light sources from BÄRD, which we select to match your product range.





SERVICE



Used vehicle market

Are you looking for a used mobile shop or would you like to trade in yours? Then get in touch with us!

You will find current used vehicle offers on our website:
essele-mann.de/verkaufsfahrzeuge

Or give us a call:
+49 42 82 / 50 91 5-0



MAINTENANCE SERVICE AND SPARE PARTS SERVICE

Your vehicles are subjected to daily wear and tear. Regular maintenance prolongs the life of your mobile shop and thus becomes a worthwhile investment.

Avoid expensive repairs and downtimes and use our maintenance service:

We are happy to advise:
+49 42 82 / 50 91 5-0



Financing

Contact us for customised financing and leasing offers. Whether hire purchase, leasing or other financing: Due to our cooperation with reputable partners, we will always find the right solution for you.

Ask us:
+49 42 82 / 50 91 5-0



Repair and refurbishment

We offer our repair and refurbishment service for ageing mobile shops. From painting and bodywork to lettering, our team turns old into new and makes your mobile shops shine in new splendour.

Ask for more information:
+49 42 82 / 50 91 5-0



Now also
available with
extended hygiene
package*
to order

THE FAST TRACK INTO MOBILE SALES

Karello

THE MARKET WAGON

AS STANDARD WITH:

- 4.2 m sales cooling counter, 74 cm display incl.
- stainless steel insert trays
- silent ESSELMANN circulating air cooling system
- insulated GRP sandwich construction
- sturdy aluminium frame profiles with manoeuvring handles
- insulated floor with PVC flooring
- counter glass front with veneered payment shelf
- LED lighting strip above the counter and under the ceiling for back wall illumination
- sanitary unit with wash hand basin, soap dispenser and towel holder
- foldable aluminium bag board

*includes sneeze guard, hand disinfectant dispenser outside, markings for minimum distance on bag board



ESSELMANN

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