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Tchibo Refurbished meets customer needs

- Reconditioned fully automatic coffee machines meet with strong demand
- Added value from appreciation
- Refurbished business model combines resource conservation, customer needs and business development
- Active circular economy with potential for scaling

Hamburg, 11 December 2025 - Since its launch in summer 2025, the Tchibo Refurbished business model for fully automatic coffee machines has seen a pleasing increase in demand within just a few months. What it's all about: Instead of leaving used fully automatic coffee machines unused or disposing of them, the new Tchibo buy-back and resale model gives the appliances a second life. In this way, the Hamburg-based company conserves resources, extends the useful life of the appliances and offers new customers high-quality refurbished fully automatic coffee machines with a 24-month guarantee.

Current project status

Tchibo Refurbished is very popular with customers - both for the sale of used machines and for the purchase of refurbished models. In addition to bought-back machines, refurbished returned goods are also offered.

In economic terms, the refurbished project remains under close observation: Tchibo pursues a profitable circular business model and controls this based on data. The first process adjustments - for example in the acceptance criteria, verification processes, the gift card amounts paid out and the activation of the Esperto2 fully automatic machine - have already been implemented.

Mirca Braun, Tchibo Head of Coffee Machines: "We have been developing coffee systems with high repairability for over 40 years. Our appliances are designed so that key components are easily accessible, replaceable and available for the long term. This is why our fully automatic machines are particularly suitable for a refurbished range. They are tested for several thousand cups and the supply of spare parts has been an integral part of our development and service planning for years. Our repair service therefore forms the basis for the development and scaling of the refurbishment programme."

Karoline Reperich, Tchibo Circular Economy Manager, is delighted with the interest shown by buyers: "We can see that there is demand from customers for both offers. We are continuously optimising our processes and learning how the circular economy works right down to the last mile - including buying back and refurbishing used products from households."



Sustainable Christmas present

Just in time for the end of the year, the refurbished fully automatic machine is also a sustainable Christmas present: technically tested, with a two-year guarantee, attractively priced - and a more resource-saving alternative to buying a new machine. [Click here to go to the Tchibo online refurbished shop.](#)

Refurbished complements Tchibo's existing sustainability portfolio. For around 20 years, the company has stood for responsibly sourced raw materials - from organic cotton and sustainably sourced coffee to FSC®-certified wood and recycled fibres. With the new range, Tchibo is reinforcing the principle of longevity and reuse in technical products. In this way, the company is emphasising its claim to no longer think of consumption in linear terms, but as a circular model. Goodbye again!

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About Tchibo:

Tchibo stands for a unique business model. The company uses its multi-channel distribution system to offer coffee and the Cafissimo and Qbo single-serve system, along with weekly changing non food ranges. In eight countries, Tchibo operates about 900 Tchibo shops and national online shops. The company is also represented in around 16,000 Depots at third-party retail outlets throughout Germany, of which around 8,000 also sell consumer goods. Founded in Hamburg in 1949, the family-owned company generated sales of 3.36 billion euros in 2024 with 10,452 employees worldwide. Tchibo is the roasted coffee market leader in Austria, the Czech Republic, Germany and Hungary and one of the leading e-commerce companies in Europe. Its sustainable business policies have earned Tchibo multiple national and international awards.

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