The fear of something new; Adherence to obsolete convention; Complacency with mediocrity; Surpass all of the above.

We break through business mediocrities to ignite every customer’s potential.

Challenging Mediocrity

Surpass all of the above.
Stronghold Technology, Inc. is the developer, manufacturer, and retailer of the world’s first smart coffee roasters, S SERIES. Our daring innovation is taking the traditional roaster industry by storm with the all-electric revolutionary hardware design and the integration of smart technology, bringing high quality roast to your fingertips.
What Is a Smart Coffee Roaster?

A robust roasting machine enhanced by advanced roasting software that allows anyone to consistently produce accurate and precise roasts.

Predictable and precise heat control

Roaster with intelligence: Programmed to automatically make adjustments to environmental variations.

Built-in software with advanced algorithm for profile replication
“A Vertical Drum?”

Most of the world’s traditional coffee roasters employ horizontal semi-hot blast type drums. Stronghold’s S SERIES, however, features a revolutionary vertical drum. Why?

**Hardware - TOWER DRUM**

It is difficult to prevent heat loss when drum is placed horizontally and heated externally. Conventional electric roasters before the S Series faced the challenge of reducing heat loss on horizontally placed drum roasters.

Stronghold has found the answer by reestablishing the paradigm. After extensive research, Stronghold has designed a completely new vertical drum that maximizes heat efficiency, is highly reliable, and brings out the best flavors of coffee beans.

The S Series uses Stronghold’s patented vertical “Tower Drum” technology.

- Stirring wings rotate along the floor of a fixed vertical drum
- 5 layer insulated steel drum structure to minimize heat loss
- Structure designed to uniformly distribute and transfer heat to the beans
- Vertically placed Tower Drum results in increased durability, preventing deformation from long-time use
Essential for Precise Roasting

S Series applies three different types of heat to the beans — convection, conduction, and infrared. Precise control over the heat source allows users to develop and explore a wider range of flavors.

**Convection**
Hot air circulates throughout the drum and penetrates every bean for uniform heat distribution. Stronghold uses Swiss made Leister heater and blower for maximum heat efficiency and powerful diffusion.

**Conduction**
Beans are spread out against the drum surface by the rotating stirring wings inside the drum. The vertical drum’s innovative design ensures uniform transfer of heat from the drum surface to the beans.

**Radiation**
Radiation heat emitted from the infrared lights directly penetrates the beans and roasts from inside the beans — unlike traditional roasters that rely mainly on conduction and convection heat.

Remarkably fast cooling - More than 2x faster than other roasters in the market — ensures the exact level of your intended roast.

Roasted beans will continue to develop in the cooling tray unless they are cooled very rapidly. While traditional roasters generally require 3-4 minutes for the beans to cool to room temperature, the S Series cooling system only requires 1.5 minutes for the same job.

Power Cooling

At least 2x faster than other roasters

Power Cooling

Hardware - TOWER DRUM
The Condition for a Complete Roasting
Like a Human, Beyond Human

Bringing human skills and technology into balance to achieve the perfect roast every time. Spawned from the research of many dedicated engineers, chemists, and roasting professionals, the ‘Roastware’ is the brain of the S Series.

Program Mode
You can select a pre-set roasting profile based on the bean’s density, processing type, and desired roasting level. Optimized replication algorithm will replicate the selected profile with high precision.

Manual Mode
Manual mode represents the S Series’ core value proposition. Immediate and precise control over convection and infrared heat allows you to define your roast like never before.

User Profile Mode
Save your favorite profile and replicate with unrivaled accuracy and consistency. This is the most distinguishing feature of the S Series, which can save you a lot of time and cost and increase productivity by multi-folds.
**S SERIES, what makes it different?**

Every roast profile can be saved on Roastware and precisely replicated. During a replication roast, our proprietary heat control algorithm, Roastware, takes current environmental factors into consideration and makes micro level heat adjustments to immediately react to any divergence from the saved roast profile.

- **Auto Replicating Roast Profile**
- **Saved Roast Profile**

**Heat difference occurs due to environmental factors**

Bean temperature is monitored and adjusted every second.

**Unparalleled decrease in Roasting Time and Cost Maximizing Productivity**

The S Series guarantees an unrivaled increase in productivity compared to our competitors, leading to savings in labor, time, and related costs.

- **Electricity cost per roast is roughly 1/5 of that of comparable size gas drum roaster (Korea standard)**
- **Plug and play – eliminating the need for gas installation costs and related safety issues**
- **Roast consistency – regardless of user’s roasting experience or skill level**
- **Durability tested – over 1,000 consecutive roasts**
- **Highest productivity among competitors of similar size**

**PRODUCTIVITY | KG**

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**Time**

**Temperature**

**Maximizing Productivity**

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**KG**

**Auto Replicating Roast Profile**

**Heat difference occurs due to environmental factors**
S7, 2015-2017 World Coffee Roasting Championship
Official Sample Roaster
@ Gothenburg, Sweden (2015)
Smart Roaster S7 Pro adopts all-electric Android-based system designed to produce precise and high quality roasts. It is equipped with a user-friendly touch screen interface for incomparably easy and convenient control of the machine.

With its predictable and precise heat control and advanced sensing technology that automatically makes adjustments to the environmental variations, S7 Pro features its unique technological achievement - Auto Replication. This feature provides a streamlined coffee roasting experience where the user can roast, save, and precisely replicate the profiles in <User Profile Mode>.

Adding radiant heat to the convectional and conductive heat allows for a more complete roast of the beans and brings opportunities to explore various cup characteristics, completing its unique triple heat system.

S7 Pro provides <Program Mode> which runs optimal roasts, effectively factoring in bean characteristics, making high quality coffee roasts approachable to anyone.
The Smartest Way to Get High Quality Coffee Roasts

- Touch Screen (10.1”)
- Main Motor Speed Control (Lv. 10)
- Safety System: Emergency Discharge and Emergency Stop
- Quick Cooling: Beans reach room temperature in 1m 30s.
- Roasting Graph and ROR (Rate of Rise) /DTR (Development Time Ratio)
- Independent Control of Hot Air and Radiant Heat (Lv. 0-20)

Specifications

- Easy & Convenient Heat Control
- 4 Temperature Sensors
- Roast Profile Auto Logging
- Program Mode
- User Profile Mode: Auto Replication
- Manual Roasting Mode
- System Upgrades on Android-based Roastware

Colors

- Tower Black
- Wall Gray
- Castle White
- Torch Red
- Guardian Navy
“Our customers enjoy the rich flavors”

Grand Hyatt Seoul

The Grand Hyatt Seoul Hotel, which consumes approx. 8 tons of coffee beans per year and had been importing dark roasted coffee, purchased two Stronghold smart roasters and began roasting themselves. Many customers have noticed and started talking about the richer flavors of their coffee and The Grand Hyatt Seoul is now considered a huge success story in the luxury hotel chain industry in terms of increased customer satisfaction and huge cost savings.

“IT is a roaster of the best durability and stability for consecutive batching”

Daewang Coffee

Daewang Coffee, located in Daegu, was able to capitalize on S7’s excellent durability by producing more than 1 ton of roasted beans a month with just one S7 Pro-roaster. The consistency of roast replication feature and the reliability of consecutive roasting were key to Daewang’s success, building their name for high quality coffee and improving operational efficiency.

“We developed an original concept for our cafe”

Mad 4 Coffee

Mad 4 Coffee was able to successfully build a unique café brand by offering a ‘self-roasting’ concept, where customers can choose their own beans, roast on the spot, save the profile, and replicate for repeat purchases.

“S7 is my secret weapon for winning awards”

Jung Kook-won, Roaster

Roaster Kook-won Jung at Kook Coffee Roasters created a roast profile that he desired using the S7 Pro’s manual roasting mode. He then used S7 Pro to replicate the exact roast to win the 2014 Golden Coffee Awards Roasting Competition.
Professionals Love Stronghold

“Stronghold broke all of the rules and created a truly innovative and exciting roaster. I can’t wait to spend more time with it!”

Matt Perger
WCE World Barista Champion, Two-Time Winner

“Using halogen truly reveals interesting cup characteristics. The tone of acidity, intensity of aroma and clean cup are positively different to normal gas drum roasters.”

Sangho Park
Former Head Roaster at Square Mile, UK

“Consistency is the key for quality and promised experience for your customers. Replicating your roasting profile and recreating the taste you want are the abilities of the roasting machine that I am looking for.”

Hidenori Izaki
2016 World Barista Champion

“Stronghold’s roasters can do so many things with different types of heat transfer. For me, it’s one of the first innovations in coffee roasting in a long time. I think it opens up a world of exploration, which is always good.”

James Hoffman
MD of Square Mile, UK

“A big capacity roaster anyone would appreciate - stronger convection heat and radiation heat, upgraded software functions and detailed roasting logs.”

Olivia Im
2016 HKBC 2nd place
Stronghold Smart Coffee Roasters are currently roasting delicious coffee in nearly 700 locations in 15 different countries. (As of April, 2017)
Purchase Procedures

STEP 01
Purchase Decision
Consult our sales representative regarding purchase inquiries.

STEP 02
Confirmation of Purchase
Review estimates, terms & conditions and complete the contract.

STEP 03
Payment
Proceed with payment.

STEP 04
Installation Prep
Work with our customer service to prepare for installation.

STEP 05
Delivery Schedule
Schedule a delivery date and proceed with payment.

STEP 06
Product Installation
Install the product with support from Customer Service.

For purchase inquiries outside Korea, please contact our sales representative at shawn@stronghold.kr

User Training

Basic Training
Basic training necessary to properly use the product is offered to every customer during installation by our experts. Phone support is also available for questions related to basic use.

Advanced Training #1
Year-round user training seminar
Stronghold holds year-round seminars, inviting not only Stronghold experts, but also experts from outside the company. The training consists of intermediate to expert smart roasting lectures and hands-on practice, as well as Q&A.

Advanced Training #2
Official forum training and joint training programs with academies
Currently in development. The advanced training schedules will be announced on our website and social media (Facebook & Instagram).

※ User training programs for overseas customers are currently under development.

※ For purchase inquiries outside Korea, please contact our sales representative at shawn@stronghold.kr.