Keynius

JASSIE
Transforming Breda's Nightlife with a Citywide Smart Wardrobe

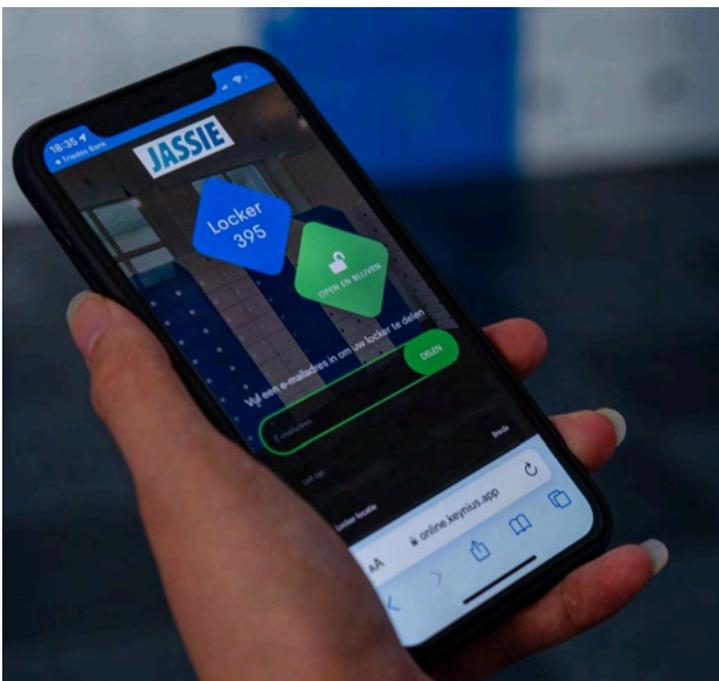| Industry	Solution	Location
Hospitality & Venues	Pay & Store	Netherlands

512
Smart lockers installed in city center

0
Downtime since launch

€180k
Revenue generated in one year

A modern wardrobe for a historic city

Located in the heart of Breda, Jassie is reshaping the city's nightlife through a fully digital, self-service wardrobe system. With growing demand for secure coat storage across Breda's busy hospitality district, Jassie introduced a centralized locker hub where visitors can store belongings before entering nearby clubs and pubs.

The solution addressed overcrowded coatrooms, limited space, and staff inefficiencies. With a robust, accessible smart locker setup, Jassie now delivers greater convenience and safety for visitors and businesses—establishing itself as a trusted part of Breda's nightlife.

Jassie's Challenges

Limited space in venues

Bars and cafés lacked adequate space for traditional cloakrooms, forcing guests to store coats in unsafe or cluttered areas.

Operational inefficiency

Hospitality staff were burdened with managing coats, reducing focus on service and guest experience.

Poor visitor flow

In-house coat storage caused queues and slowed service, especially during peak hours and events.

Inconsistent guest experience

Lost or misplaced coats damaged trust and lowered satisfaction across Breda's nightlife venues.

A Smarter Solution

Discovery

Jassie explored how a centralized, A small external cloakroom building could replace crowded in-venue coatrooms and improve visitor flow across Breda's nightlife district.
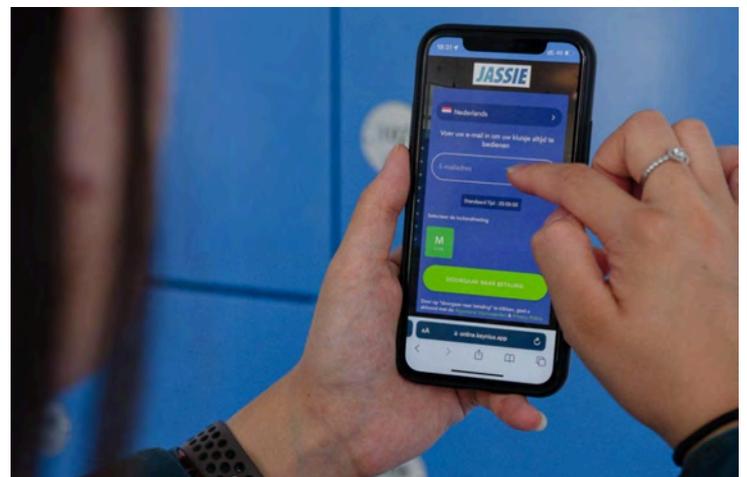
Solution & Recommendation

A proven event-style locker system was adapted for daily city use, offering secure, self-service access via QR codes. The 512 Elite Plus lockers provide high capacity and simple, reliable user operation.

Customization & Collaboration

All of the lockers were placed, configured, and tested within 48 hours, allowing Jassie to launch immediately with no disruption.

Why Keynius

Our battery-free technology offers long-term reliability, minimal upkeep, and scalability. The system's durability and ease of management match the demands of a busy public environment.
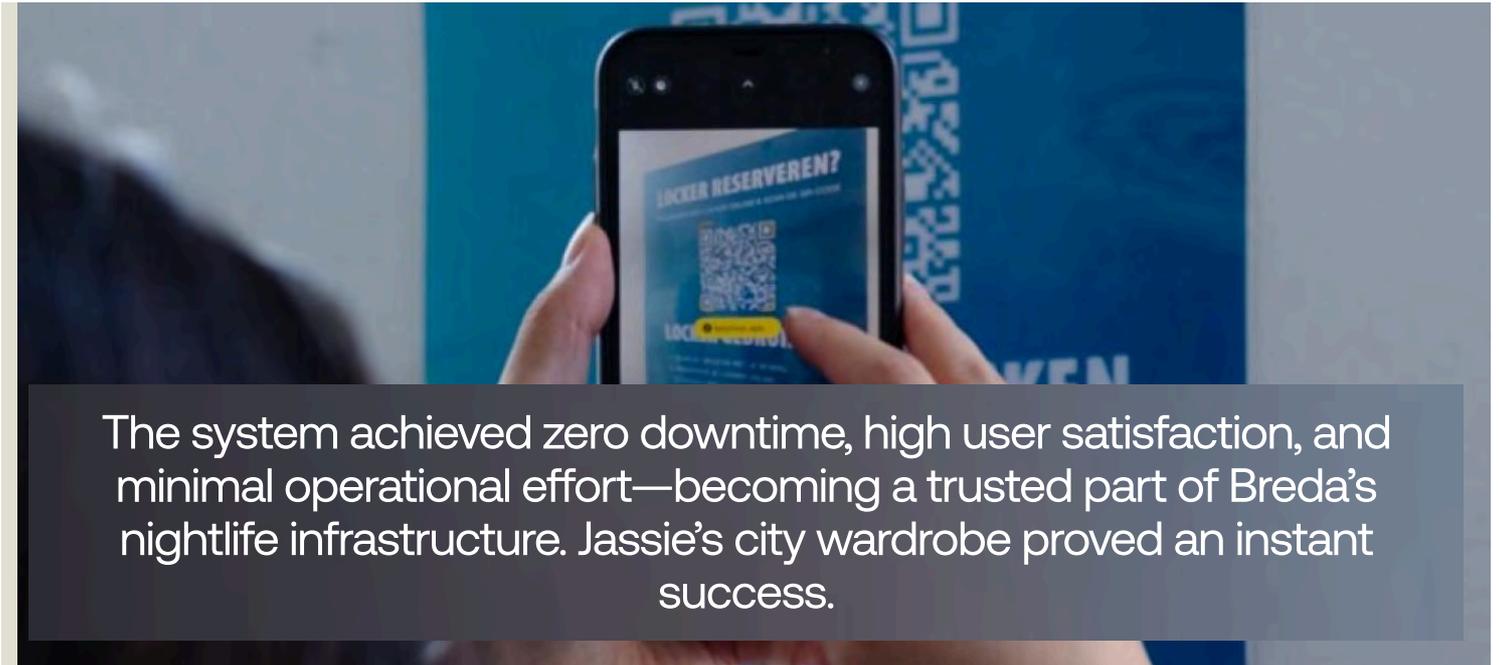

"We've received incredibly positive feedback from clubgoers, locals, and friends throughout the city. Jassie has truly become a well-known name in Breda's nightlife—everyone knows about it, and everyone uses it.

The locker system has exceeded expectations and has become an essential part of going out in the city."

Pieter Vreeburg
Owner @ Jassie B.V.

The Results: Reliable, Profitable, & Widely Adopted

The system achieved zero downtime, high user satisfaction, and minimal operational effort—becoming a trusted part of Breda's nightlife infrastructure. Jassie's city wardrobe proved an instant success.

512 lockers live in Breda city center.	€180,000 revenue achieved, and growing.	Zero downtime and zero maintenance required to-date.	Expansion planned across multiple cities.

Conclusion

The success of the Jassie city wardrobe demonstrates how modern locker technology can solve long-standing urban challenges around safety, space, and visitor flow. By centralizing coat storage outside venues, Jassie enabled bars and cafés to reclaim valuable floor space and focus fully on hospitality. Visitors benefit from a seamless, self-service experience, while operators gain a system that requires minimal oversight with consistent performance.

With strong financial results, flawless uptime, and widespread adoption, the project shows how a well-designed smart locker hub can elevate an entire nightlife district. Jassie B.V. is now positioned to scale this model across new cities, shaping a more organized, secure, and user-friendly experience for thousands of guests each day.

Smart lockers for every solution

Contact us now to learn how Keynius can turn your storage problems into practical, profitable solutions.

Book a call