



CRYSTAL™ MERCHANTISER

BEVERAGE

*Is there anything better than an ice cold beverage on a hot summer day?
Interested in offering your customers a wider selection of refreshing beverage options to "beat the heat"?
Wish you had the capacity to cool more product, so you stock less often?*

*If it's not cold, it's not sold. Give your shoppers the refreshment they expect with the coolest display case around...
The Crystal™ Merchandiser from Zero Zone.*

**UP TO 84% ANNUAL ENERGY SAVINGS › UP TO 50% LESS SHRINK
UP TO 35% MORE FACINGS › UP TO 25% MORE PACKOUT**

CASE CLOSED





BEVERAGE



“The variety has increased dramatically. These cases just hold so much more. We’re really thrilled with them. I think they’re just gorgeous cases and they display products so well. The product just jumps out.”

- Store Owner

Need more space for your beverages? The Crystal™ Merchandiser holds up to 25% more. Want more variety? The Crystal™ Merchandiser displays as much as 35% more facings. Want to control energy costs? The Crystal™ Merchandiser slashes operating costs by as much as 84%! Show your beverages in style through the 74" CoolView™ doors and light it to perfection with the 6' ChillBrite™ LED lighting.



No matter what beverages you are selling, the Crystal™ Merchandiser is your best sales tool. Like others using the Crystal™ Merchandiser for beverages, one Liquor Store Manager noted that the extra shelf allows for more packout and expanded variety, “There is more room—there are six shelves compared to the ‘normal’ 5-decks. We are able to get an entire case of six-packs out as well as three twelve-packs on each shelf.” He further commented, “You might think that with six shelves instead of five, it might be more difficult for the consumer to pull product off of the shelving, but it has actually been easier.” When asked if shoppers minded accessing products behind doors, he answered without hesitation, “Not at all—it enhances their experience.”

For even more space, take a look at the Crystal™ Merchandiser Beverage Deep case, which allows you to fit four 30-packs of 12 oz. cans in the bottom basket. Your shoppers are sold on cold. Are you ready to deliver? Contact your regional sales representative at Zero-Zone.com today!

“With the doors shut, the heat doesn’t get in and the cool doesn’t escape, so the product is much colder—and it cools more quickly.”

- Liquor Store Manager



The Responsive Company™

BUTTER/MARGARINE
BISCUITS/ROLLS
YOGURT



Bagels

Butter and Margarine

english
muffins

cream
cheese



CRYSTAL™ MERCHANTISER

DAIRY

*Concerned about freshness and spoilage in your dairy department?
Are your shoppers digging to the bottom or back of your open cases to find fresher products?
Do shoppers breeze through your open case dairy aisles too quickly because of the cold?*

*Then maybe it's time to enhance your shoppers' experience with the revolutionary glass door display case...
the Crystal™ Merchandiser from Zero Zone.*

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DAIRY



“The energy savings are what really make you stop and say, ‘I need to take a serious look at this.’ And then you start getting into things that become more apparent once you have the cases in—the comfort in the aisle, how great the product labels appear from the LED lighting—all of those subsequent advantages.”

- VP, Facilities & Equipment

Retailers who are currently using the Crystal™ Merchandiser are amazed at how much energy it saves compared to open air cases—as much as 84%! They are also impressed with the overall look of the case, from its 74" tall CoolView™ doors, narrow mullions, and bright consistent ChillBrite™ LED lighting, to the unique way it beautifully frames and focuses shoppers' attention on the products inside.



After initial stocking of a Crystal™ Merchandiser lineup, retailers are pleasantly surprised to see that the cases hold up to 25% more product and the facings are as much as 35% greater, all while widening the available aisle space by 5" to 7". Restocking also has its benefits, as detailed by one of our satisfied customers: “In the yogurt section, with the old open cases that weren't self-feeding, you would have to restock after you sold 6 units—or pull it all forward. But in this situation, you fill it once, you go back in mid-day and refill it. I mean, the labor savings is astronomical—about an hour and a half a day. That's one of the ways we've been able to cut some inefficiencies.”

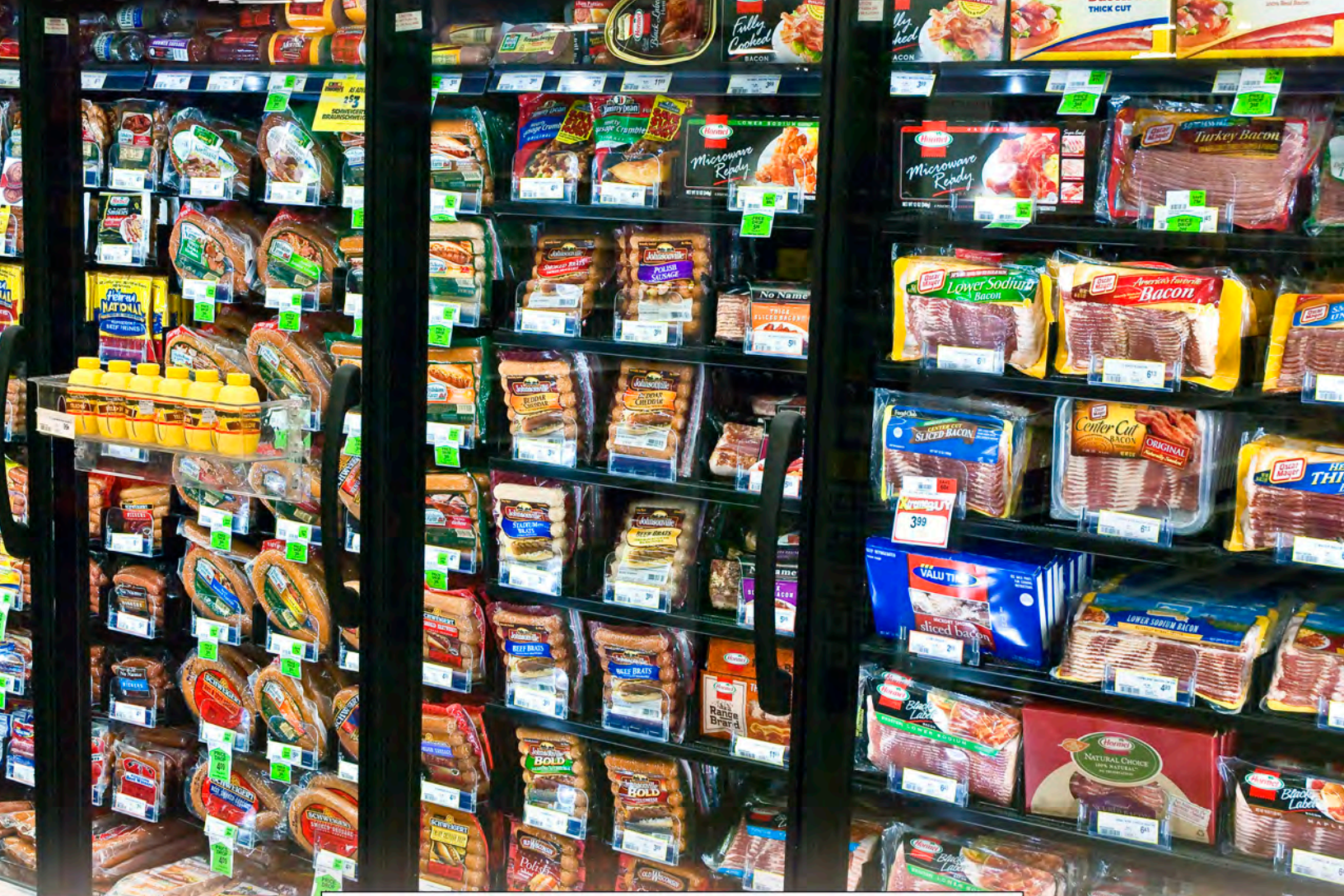
If energy saving, labor reduction, reduced shrink, and merchandising effectiveness are important to you too, maybe it's time you took a closer look at the Zero Zone Crystal™ Merchandiser. Contact your regional sales representative at Zero-Zone.com today!

“Our whole dairy department is all Crystal™ [Merchandiser] door cases. I can't speak highly enough of the presentation. It's just amazing when you walk down the aisle and the product just jumps right out at you. It's really a nice thing to see.”

- Store Manager



The Responsive Company™



CRYSTAL™ MERCHANTISER

DELI

*Interested in making your deli selections look irresistible to shoppers?
Want to offer your customers a wider variety of smoked deli meat products?
Wish you could stock more product, so you can stock less often?*

*Get more "bang for your buck" with the greatest thing to happen to lunch meat since sliced bread...
the Crystal™ Merchandiser from Zero Zone.*

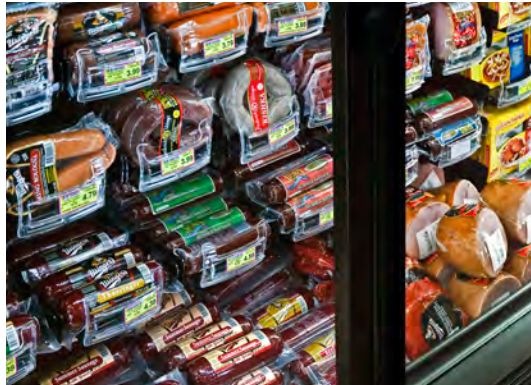
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CASE CLOSED



CRYSTALTM
MERCHANTISER

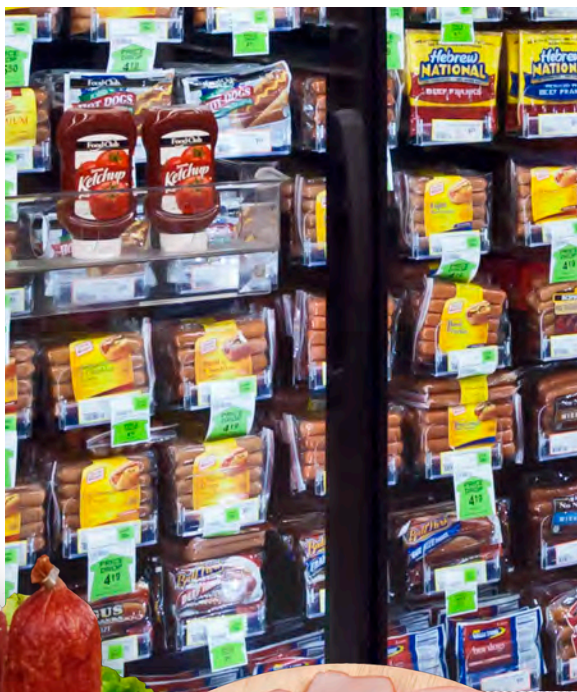
DELI



"You get a better vertical set with these cases than you would in an open air case because you can adjust to what you want. So, you can actually improve variety, which is something we always strive for."

- Store Manager

Greatly reducing energy costs and allowing for significant increases in facings and packout are just a few of the benefits of the CrystalTM Merchandiser, but that's not the only reason retailers are drawn to it. They are impressed with the overall look of the case, from its 74" tall CoolViewTM doors, narrow mullions, and bright consistent ChillBriteTM LED lighting, to the unique way it showcases the products inside.



Moving from open air cases to the CrystalTM Merchandiser for the display of deli meats may seem like a big adjustment to some, but Meat Department Managers using the CrystalTM Merchandiser have a different opinion. One had this to say: "I've been in the industry for 10 years and I've always dealt with the open cases. Going to the doors now, you really don't even notice. It merchandises just as well, if not a little bit better, because the doors kind of block off your sections—like bacon, lunch meat, hot dogs—which is nice that you've got that 'block' setting."

If we've dispelled a few myths about putting deli meats behind doors, maybe it's time you took a closer look at the Zero Zone CrystalTM Merchandiser. Contact your regional sales representative at Zero-Zone.com today!

"We used the same merchandising system inside the doors that we are accustomed to using. With the right length pegs, you can really bring the product very close to the front of the doors. Even the product on the bottom shelf is showing very well. There's an equal amount of sales on the bottom shelf as there is in the middle, so I've not seen any areas that appear to be dead spots for us."

- Store Manager



The Responsive CompanyTM



CRYSTAL™ MERCHANTISER

FRESH MEAT

*Wouldn't it be great if your fresh beef, pork, and poultry stayed fresh longer?
Wish your fresh meat products maintained their color longer and looked more appealing to shoppers?
Spending too much time restocking and straightening out the jumble of meat products in your open air cases?*

*Move to the top of the food chain with the latest evolution in fresh meat display...
the Crystal™ Merchandiser from Zero Zone.*

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CRYSTALTM
MERCHANDISER

FRESH MEAT



“Are the products holding up better? Absolutely! There’s no question it’s enhanced the shelf-life of the products.”

- Store Manager

Beauty—in this case—is more than skin deep. The CrystalTM Merchandiser, compared to open air cases, delivers as much as 84% annual energy reduction, 35% more facings, and 25% more packout—all in a footprint that allows for 5" to 7" wider aisles. Not to mention, the bright 6' ChillBriteTM LED lighting and expansive 74" CoolViewTM doors skillfully draw shoppers' attention to the fresh selection of products inside.



But who would think of using a door case for the display of fresh red meat, poultry, and pork? Well, the secret is starting to get out. Here's what one satisfied Meat Department Manager had to say: "It's a challenge keeping meat stocked, it's selling so quickly." He went on to explain how the meat is holding its color longer—pork put out the day before is still looking good the next day, where normally it would be discolored by then. He said shoppers are pulling product from the front, not sorting through as much, as usually happens in open cases. And, he pointed out that product is selling equally well from all shelves in the case. With benefits like these, it's easy to see how other retailers are taking notice of the advantages and using the CrystalTM Merchandiser for the display of fresh meat in their stores.

If we've opened your eyes to the benefits of meat behind doors, maybe it's time you took a closer look at the Zero Zone CrystalTM Merchandiser. Contact your regional sales representative at Zero-Zone.com today!

“It actually preserves the meat longer—gives it more life. It’s better for the customer—they get a fresher product. It’s better for us, too, as a company. We save more money—and we sell more, too.”

- Meat Cutter/Stocker



The Responsive CompanyTM



CRYSTALTM MERCHANTISER

PRODUCE

*Tired of fruits and vegetables browning out too early and losing their appeal to shoppers?
Fed up with pulling spoiled produce from the shelves before the "Sell By" date?
Wish you had an energy-saving alternative to open air cases that keeps your produce fresher longer?*

*Keep the "green" in your pockets and your produce with the display case that shrinks "shrink"...
the CrystalTM Merchandiser from Zero Zone.*

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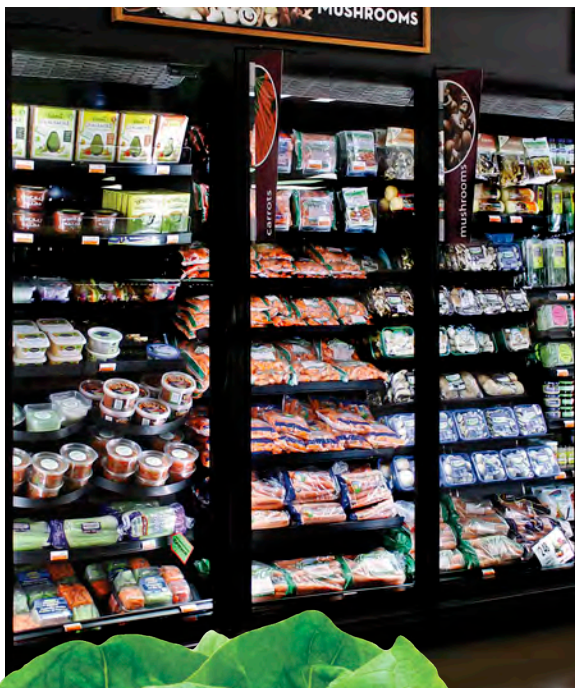
PRODUCE



"I was skeptical about using doors for our packaged salad mixes. I really thought it would kill sales. Boy was I wrong. I wish all of our customers could use this case. It really shows off the product behind the large doors and black interior."

- Produce Supplier

The CrystalTM Merchandiser is the door case alternative to open multi-decks for produce—maybe not all produce, but a good percentage, including fresh cut vegetables and fruit, bagged salad mixes, dressings, dips, fresh herbs, mushrooms, salsa, guacamole, berries, grapes, melons, and of course, premium juice selections.



Maybe it's time to think about showcasing your fresh produce with the best door case on the market today—the CrystalTM Merchandiser. The CrystalTM Merchandiser makes produce look beautiful and appealing days longer with its 74" tall CoolViewTM doors and bright consistent ChillBriteTM LED lighting. Plus, you'll find that not only is the packout better by as much as 25%, and the facings are greater by as much as 35%, but the energy savings can be as much as 84% annually, compared to open multi-decks. Not to mention—anything you put in the CrystalTM Merchandiser stays fresh and beautiful longer—with up to 50% less shrink! Produce vendors tell us that spoilage fees are a thing of the past. And shoppers take home produce that will last longer in their refrigerators at home, because it was fresher when they bought it.

Step up to the logical, beautiful, money-saving choice for produce merchandising with the CrystalTM Merchandiser from Zero Zone. Contact your regional sales representative at Zero-Zone.com today!

"Since we began using the CrystalTM Merchandiser, our shrink on bagged salad and cut fruit has been reduced by as much as 50%. The consistent temperature is the key."

- Produce Manager



The Responsive CompanyTM