

BUTTER/MARGARINE
BISCUITS/ROLLS
YOGURT



Bagels

Butter and Margarine



english
muffins



cream
cheese

CRYSTAL™ MERCHANDISER

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.*

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

CASE CLOSED





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™