



CRYSTAL MERCHANTISER®

DELI

Up to **84%** Annual Energy Savings | Up to **35%** More Facings
Up to **25%** More Packout | Up to **50%** Reduced Shrink



the responsive company™

CRYSTAL MERCHANDISER®

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 Crystal™ 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 CoolView™ doors, narrow mullions, and bright consistent ChillBrite™ LED lighting, to the unique way it showcases the products inside.



Moving from open air cases to the Crystal™ Merchandiser for the display of deli meats may seem like a big adjustment to some, but Meat Department Managers using the Crystal™ 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 Crystal™ 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



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