



WE'VE GOT YOUR BACK

THE POWER OF PARTNERSHIP

Have you ever known someone who stood by you even when circumstances were against you? You will never forget the stories you shared, even as the years pass. Those friendships are remarkable. What if your business-to-business relationships could be so remarkable?

Zero Zone and Martin's Super Markets in Indiana share such a remarkable story. A week before opening a remodeled store, a Martin's manager discovered that he missed ordering an entire lineup of Zero Zone Crystal Merchandiser® coolers. The Zero Zone leadtime of 6 weeks would be too much, but he called his Zero Zone sales representative to see what could be done. The Zero Zone sales representative, vice president, and plant manager worked together to organize a volunteer crew, who worked over the weekend to build and ship the cases to Martin's in time. Martin's stocked the cases, and they successfully reopened on schedule.



Martin's Super Market, Indiana

We hope our partnership is not always about heroics, though. Since then, Martin's Super Markets has enjoyed years of reliable service from their Zero Zone systems and display cases. Their partnership with Zero Zone has given them peace of mind.

Zero Zone partners with many retailers for their merchandising needs. We caught up with Brookshire Grocery Company in Texas and Viking Village Foods in Wisconsin recently to learn about how they use our systems and cases to fulfill their merchandising goals and to deliver fresh product to shoppers.

“We couldn't have asked for a better company to work with.”

*– Shannon Beech,
Store Director for Brookshire Grocery Company*

“We are very happy with our partnership with Zero Zone.”

*– Mick Kneeland,
Store Manager for Viking Village Foods*

REVEAL MERCHANDISER®: WHEN APPEARANCE & FRESHNESS MATTER

The Zero Zone Reveal Merchandiser makes a strong first impression, and it presents fresh produce and fresh meat especially well. “I’ve been in the grocery business for 51 years, and I think this is one of the best produce presentations I’ve ever seen,” said Mick Kneeland, Store Manager for Viking Village Foods.



Reveal Merchandiser® Lineup

Pam Coy, Owner of Viking Village Foods, has been especially pleased with the accessibility of the Reveal Merchandiser. “Shoppers like the ease of shopping, the easy reach.” Choosing Reveal even brought unexpected benefits because the low sills made the product more accessible for shoppers with disabilities or physical limitations. “Even sitting in a wheelchair, they can still reach product better, and they feel more independent. That was the best compliment. They didn’t have to rely on someone else to get them product, which is something we never thought of when we ordered the cases.” By choosing the Reveal Merchandiser, Viking Village Foods was able to enhance the shopping experience.

Loren Miles, Market Manager for Brookshire Grocery Company, says that the Reveal Merchandiser improves the way product looks. “I think they’re really good. It’s different than something we’ve had before because you can see more towards the back. You just see more of the product. And the LED lights that are in them just makes it shine a lot better.”

The ChillBrite® LED lighting is designed to highlight product with any shelving configuration. Loren Miles added that the “presentation is just awesome throughout the whole case.” The display case and the product both look good when you choose a Reveal Merchandiser.



Loren Miles also praised the performance of the Reveal Merchandiser. He estimates that they are cutting back on shrink of about “five to ten packages a day” because of more consistent product temperature. Store Director Shannon Beech also noticed the reduced shrink, explaining that “the freshness, the quality has been great. We’ve noticed that in our meat department, as well as our produce department. We’re always keeping product at a good temperature, [and that means] freshness for our customers.”

Beech passed along remarks from shoppers, who “love it because of the visibility of the meat. They really get to see and analyze the meat before they make their purchases.” The Reveal Merchandiser is available with low, medium, or high sills, which allows retailers to select their preference based on product visibility (low sill), energy efficiency (high sill), or a balance of the two variables (medium sill). “It’s not hard to reach over,” James Meadows, Director of Maintenance Operations, noted about the sills. “It’s very easy to shop.” Meadows also commented that he liked the “sleek design” of the Reveal Merchandiser.

Refrigeration Supervisor Tracy Dorsey mentioned that he appreciates the components inside the case. “I like the fact that the Reveal cases have one evaporator versus having more than one evaporator (as with) the competitors.”



Reveal Merchandiser® MX (Meat Exclusive) Lineup

PROVIDING THE MOST EFFICIENT SOLUTION

Energy efficiency is crucial to a retailer’s bottom line, and refrigeration efficiency is especially important. Refrigeration equipment runs around the clock, whether the store is open or not, so an inefficient refrigeration system will cut heavily into a store’s budget each year. To be more energy efficient, retailers are switching to Zero Zone display cases, particularly the Crystal Merchandiser.

Pam Coy said that Viking Village Foods replaced some “very old cases” with Crystal Merchandiser freezers. “We wanted something more energy efficient, and they have a better show.” She mentioned that the Crystal freezers also provide excellent accessibility to handicapped shoppers, just like the Reveal Merchandiser, because the 74" tall Zero Zone CoolView® doors are low. “The presentation of the product is the main thing,” she remarked.



Crystal Merchandiser® Freezer Lineup

A major Texas retailer chose the Crystal Merchandiser Deep cases for their beer and beverage lineups because they wanted the maximum packout while also gaining the best energy efficiency in the industry. A Deep case, which is five inches deeper than a standard Crystal display case, can hold four 30-packs of beer front to back on the bottom wire rack. Plus, choosing a Crystal Merchandiser can save up to 84% on annual energy savings!

Brookshire Grocery Company replaced some open multi-decks with the Crystal Merchandiser and the Highlight Merchandiser®. Tracy Dorsey was pleased because “going from the previous open cases to the door cases, you’re able to reduce the line sizing; it reduces the refrigerant charge. It’s about a sixth of the refrigeration load for the door cases versus the open cases. We try to reduce the refrigerant and energy consumption everywhere we can. All that goes to the bottom line.”



Crystal Merchandiser® Deep Display Case



Crystal Merchandiser® Cooler Lineup

To save energy, retailers are also switching to more efficient refrigerants. Brookshire Grocery Company has been retrofitting their stores from older R-22 systems to R-448A. Dorsey explained that Brookshire is “using R-448A on all our refrigeration systems because of its energy-efficiency, low global warming potential, and it’s just the best one out there right now. And, we’ve had a lot of success with that.” We invite you to talk to Zero Zone about systems and cases using refrigerants that are efficient, economical, and environmentally-friendly such as R-448A or natural refrigerants.

Choosing the right refrigerant helps, but choosing the right system for your application is even more important. For an entire store, choosing a parallel rack system will maximize efficiency over using individual condensing units. But condensing units may be the best option for a small department. One major Texas retailer wanted to use the Highlight Merchandiser set up as a Zero Zone Hybrid™—which uses a field-installed, top-mount condensing unit—for a couple of lineups in their store. Zero Zone developed a customized approach so that the cases were controlled by the store's master controller. This coordinated the defrost cycle according to their needs.



Highlight Merchandiser® Hybrid™ Lineup

MAKING INSTALLATION EASIER

Zero Zone provides systems and cases that your refrigeration contractors will appreciate. Mick Kneeland reported that “the people who installed the refrigeration, the people who actually had to work on it, said they were some of the best cases that they’d ever come across, said they will last much longer than any of the other cases they’ve ever worked with, and they’re really happy with the ease of installing them.” Kneeland speculated that the ease of installation means that the cases “probably cost us less money because they were able to install them faster.”

Kacy Bray, who was in charge of construction for a recent Brookshire Grocery Company remodel, stated, “These cases went really well. I mean, they’re not complicated. As far as the installation went, it went just as smooth as always, and it’s a good, clean, crisp look.” He added that this is his local store, and he has heard nothing but positive feedback from shoppers. “Everybody loves the look of them. Especially all the new [Crystal Merchandiser] doors that we put in.”

Our Zero Zone engineering team considers the end user when designing these cases so that installation will be straightforward. Refrigeration systems and cases are complicated machines, so we want to help contractors by making them easier to install. We believe this is how to deliver a high-quality product.

CHILLBRITE LED LIGHTING: A BETTER PRESENTATION

When asked what differentiates a Zero Zone display case from others, retailers often credit the Zero Zone ChillBrite LED lighting. “I just think it gives a better presentation of the product,” Pam Coy stated. “It’s consistent all the way through the case.” Having consistently bright lights benefits retailers because shoppers can easily see each product. “It’s a better show for the shoppers, and it makes the product look a lot better, and obviously fresher,” Coy added. The right lighting is fundamental to an appealing display of fresh produce or fresh meat.

Loren Miles attributes much of the success of their Reveal cases to the ChillBrite lighting because it illuminates product so well. “The lighting shows the natural color of the product, of the meat, of the case, of the package. I haven’t noticed it fading any product.” He also mentioned that LED lighting is a positive for the refrigeration system because LEDs emit less heat than traditional fluorescents. “The cool lighting helps keep the temperature down in those cases.” Less heat from the lights means less heat that must be removed from the display case.

Shannon Beech summarized the ChillBrite LED lighting as “tremendous. It’s great for product display. LED lighting really works.”



Reveal Merchandiser® Lineup



Reveal Merchandiser® MX Lineup

“ZERO ZONE KEEPS US UP AND RUNNING”

Providing high-quality systems and cases builds a positive business-to-business relationship, but the foundation of a good partnership is responsiveness. We believe that is what sets us apart.

Viking Village Foods in Wisconsin has partnered with Zero Zone for many years, and they appreciate the support that Zero Zone provides. “Any time we had an issue, they took care of it right away,” Owner Pam Coy praised.

Down in Texas, Brookshire Grocery Company appreciates the partnership they have with Zero Zone as they open new locations and remodel others. Kacy Bray mentioned that Zero Zone has been quick to help if issues arose. “We’ve got a lot of good technical help back from Zero Zone on issues that we did have, and it’s been a really good relationship so far.”

James Meadows, Director of Maintenance Operations for Brookshire Grocery Company, summarized the relationship between them and Zero Zone. “Any time we reach out to Zero Zone, they’re Johnny-on-the-spot. They are there to answer any questions and help us out of any pickle we get into. [Zero Zone] keeps us up and running and keeps our shoppers happy.”

We are proud to partner with these retailers and help them deliver the freshest produce, freshest meats, and highest quality products to their shoppers. Give Zero Zone a call or visit us online. Partner with the responsive company. We’ve got your back.

For more information about this White Paper, contact:

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