



# CRYSTAL MERCHANTISER®

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



the responsive company™



# RVMC30

The original energy-saving workhorse, the Crystal Merchandiser® reach-in refrigerated display cooler, with its expansive 30" x 74" CoolView® doors, beautifully displays your dairy, deli, beverage, produce, and fresh meat products, while saving you up to 84% in annual energy costs.

## Product Features

- Zero Zone CoolView® Doors
  - 30" x 74" 2-pane, argon-filled
  - Soft handle design
- 6' ChillBrite® LED Lighting Standard
- Interior
  - Front facings height of 69 7/8"
  - Five 22" shelves and 27" bottom deck
  - Optional 24" solid shelves
- Top Electric and Refrigeration
- Externally Mounted LED Power Supply
- Externally Mounted Refrigeration Controls
- Available as Hybrid™ with Top-Mount Condensing Unit
- Available as Rear Load (for use with walk-in coolers)
- Available as a Deep Case (with 27" Shelves 31 3/8" bottom baskets)
- RVMC24 Available in 4', 6', 8', and 12' Lengths Featuring 24" x 74" CoolView™ French Doors
- Less Energy
  - Up to 84% less than open multi-decks
  - Up to 45% less than other reach-in coolers
- Increased Facings – Up to 35% More
- Increased Capacity – Up to 25% More
- Improved Product Integrity and Longer Shelf-Life
  - Reduced Shrink – as much as 50%
- Better for the Environment
  - Less steel, copper, aluminum
  - Less refrigerant required
  - Lower annual refrigerant replacement
- Saves Valuable Floor Space
  - 5" to 7" narrower than multi-decks
- More Comfortable Aisles
  - Warmer by as much as 16°F



Fit four 30-packs of 12 oz. cans with the Deep Case!

There's even more to love about  
**THE CRYSTAL MERCHANDISER®**



## RVMC24

Get even more flexibility in your planogram with the Crystal Merchandiser® featuring 24" x 74" French doors, available in 4', 6', 8', and 12' lengths. This stunning case is designed to fit in the same space as open multi-decks, while taking advantage of the substantial energy savings that the Crystal Merchandiser® is known for.

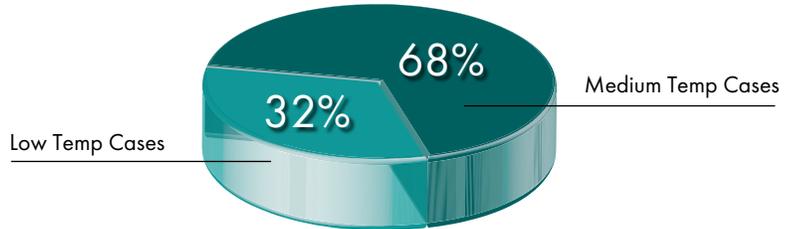
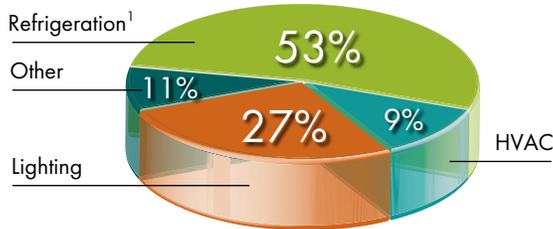
Also Available  
The Crystal Merchandiser®  
**FREEZER!**

## RVLC30

You can have the same sleek look and stunning product display throughout your store in all of your medium and low temp applications. The energy-efficient Crystal Merchandiser® freezer provides a beautiful panoramic view of frozen food and ice cream products with its expansive 30" x 74" Coolview® Illusion™ doors, brilliant LED lighting, and impressive facings and packout.



# How much of food retailer's annual utility EXPENSE GOES TO REFRIGERATION?



## Reduce your Green House Gas Emissions

When you replace open multi-decks with the Crystal™ Merchandiser, your store will decrease CO<sub>2</sub> emissions by as much as 1.04 metric tons for every linear foot of cases replaced. That's equal to preventing up to 2,283 pounds of carbon dioxide from entering the atmosphere every year... and that's just for one linear foot!<sup>2</sup> Your shoppers and your CFO will be happy to save up to 84% on energy costs annually.

## What Do Shoppers Think?<sup>3</sup>

- **94%** don't mind opening doors
- **82%** prefer dairy in door cases
- **97%** think it is important that Zero Zone cases use less energy
- **86%** say it is more comfortable to shop door cases
- **75%** would spend more time shopping doors vs. open cases
- **100%** say wide uncluttered shopping aisles are important

## Shopper

"Anything that uses less energy is a better product."

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 CASE & SYSTEMS • 800-247-4496  
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1. Ramin Faramarzi, PE, Refrigeration & Thermal Test Center (RTTC), Southern California Edison, Irwindale, CA.  
 2. Based on EPA GHG Equivalencies Calculator.  
 3. Based on Shopper Survey conducted by Zero Zone, Inc.



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1-YEAR PARTS  
 10-YEAR GLASS PACK  
 5-YEAR LED PARTS



Intertek