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## Zero Zone Introduces The Reveal™ Merchandiser Cooler

**NORTH PRAIRIE, WI – October 6, 2016**— Zero Zone, a leading manufacturer of refrigerated display cases and commercial refrigeration systems, announced today the introduction of the Zero Zone Reveal™ Merchandiser line of medium-temperature multi-decks.

“For years, our customers have been asking when Zero Zone would be coming out with an open multi-deck that has the same quality and versatility as our reach-in glass door cases,” explained Lance Van Der Ploeg, Senior Product Manager for Zero Zone. “We’re pleased to announce that the time is now. The new Reveal™ Merchandiser cooler incorporates the legendary quality, sleek design, and exceptional facings and packout for which Zero Zone is known, but in a package without glass doors. Although many retailers are using reach-in cooler cases today, there is still a large demand for open merchandisers for certain applications around the store. We are happy to now be equipped to answer this demand with the Reveal™ Merchandiser product line. After all, Zero Zone prides itself on being ‘The Responsive Company’.”

Zero Zone aims to exceed customer expectations with high-quality, innovative products and personalized support. The Reveal™ Merchandiser extends the range of merchandising options offered by Zero Zone, giving retailers a wider array of choices. These new, open multi-decks are complementary to the Zero Zone glass door display cases in style, merchandising characteristics, quality, and responsible energy performance. They come equipped with Zero Zone ChillBrite™ LED lighting, adding sparkle to retailers’ products and making them ‘pop’. The Reveal™ Merchandiser is ideally suited for effective display of dairy, deli, beverage, produce, and fresh meat products.

For more information about the Reveal™ Merchandiser line of products, visit [www.zero-zone.com](http://www.zero-zone.com).

The Reveal™ Merchandiser line is manufactured by Zero Zone, Inc. Established in 1961, Zero Zone is a leading manufacturer of refrigerated display cases and commercial refrigeration systems for supermarkets, drug, dollar, and convenience stores. With display case plants in North Prairie and Waukesha, WI and a refrigeration systems plant in Ramsey, MN, Zero Zone also manufactures industrial refrigeration systems for cold storage, food processing, and ice arenas.



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