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## Zero Zone Introduces 8-foot & 12-foot Reach-in Glass Door Cases

**NORTH PRAIRIE, WI - April 1, 2013**—The Zero Zone Crystal™ Merchandiser, a leading reach-in, medium-temperature display case, is now available in eight- and 12-foot lengths, accommodating merchandisers who prefer four-foot planogram segments. Retailers now have a glass-door alternative to open cases with more size options, but with the same energy reduction—up to 84%—as the original Crystal Merchandiser (RVMC30) with 30" X 74" CoolView™ Doors.

"Our original Crystal Merchandiser has become one of our best-selling cases, due to its energy savings, clean look and appeal to shoppers," said Carl Petersen, marketing and advertising manager for Zero Zone. "These new cases offer those same benefits, but give our customers more options and flexibility with their merchandising plans. So far, we've received extremely positive feedback from retailers.

The first of the new Crystal Merchandiser (RVMC24) cases with 24" x 74" CoolView™ French-style doors have been installed at Don's Quality Market in Seymour, Wisconsin. Randy Reed, co-owner of the store, made the decision to purchase the new cases based upon experience with the original Crystal Merchandiser. Over the last three years, Reed had installed the Crystal 30" door cases in the dairy, deli and produce departments to increase energy savings.

"Our dairy numbers are up, and we're able to offer our customers a greater variety," said Reed. "Just the look of the case itself sells the product better. Plus, it's easier to face the merchandise. After just a few hours of operation, our customers were approaching me and complimenting the new Crystal Merchandiser cases. They're really a win-win for both the store and for the customers."

In addition to the original 30-inch door Crystal Merchandiser and the new 24-inch French-door version, the line also includes a deep model that can hold four 30-packs of 12 oz. cans of beer from front to back. The Crystal Merchandiser Line is available as remote cases or as Hybrid cases, with a condensing unit kit mounted on top of the case. The cases are also available with rear-load doors for stocking from walk-in coolers. For more information about the entire Crystal Merchandiser Line, visit [www.zero-zone.com](http://www.zero-zone.com).

The Crystal Merchandiser Line is manufactured by Zero Zone, Inc. Established in 1961, Zero Zone is a leading manufacturer of refrigerated glass-door 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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