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## **A New Case to Optimize Store Space**

*Zero Zone, Inc. designs an ultra narrow display case to maximize aisle space*

**NORTH PRAIRIE, Wis.** (May 10, 2018) – Zero Zone, Inc. has designed a new ultra narrow display case to save space in tight conditions, particularly in small format stores like convenience stores or at the end of grocery aisles. The new Crystal™ Merchandiser Ultra Narrow Display Case is the latest addition to the Crystal™ Merchandiser product line.

The Ultra Narrow case was developed to solve a customer's needs concerning space restrictions. Grocery stores and small format stores need coolers that maximize product visibility while preserving limited floor space. Zero Zone designed the Ultra Narrow case to give shoppers total visibility of the contents inside the cooler without compromising the store layout.

"At Zero Zone, we pride ourselves in our responsiveness to our customer's needs," said Carl Petersen, Marketing and Advertising Manager at Zero Zone, Inc. "The Ultra Narrow case was designed in response to a retailer's need, and the customer couldn't be happier with our innovative solution."

The Ultra Narrow case is available as either a single-sided or back-to-back unit. The single-sided case is perfect as a grab-and-go end cap case on the end of shelving. The space-saving back-to-back unit fits in line with gondola shelving.

Every case in the Crystal™ Merchandiser product line beautifully displays sandwiches, salads, produce, fresh meat, and beverages. The Ultra Narrow case continues the trend of Zero Zone products, which are manufactured to maintain freshness and ensure longer shelf life for the products inside.

For more information about the Crystal™ Merchandiser Ultra Narrow or the other cases in the Crystal™ Merchandiser product line, visit [www.zero-zone.com/reach-in-coolers](http://www.zero-zone.com/reach-in-coolers).

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### **About Zero Zone**

Established in 1961, Zero Zone has display case plants in North Prairie and Waukesha, WI and refrigeration systems plants in Ramsey, MN. Zero Zone is a leading manufacturer of refrigerated glass door display cases, open multi-decks, and commercial refrigeration systems for supermarkets, drug, dollar, and convenience stores, and manufactures industrial refrigeration systems for cold storage, food processing, and ice arenas.