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Zero Zone Introduces The Crystal™ Merchandiser Freezer

NORTH PRAIRIE, WI – March 27, 2014—The Zero Zone Crystal™ Merchandiser line of medium-temp reach-ins has now been expanded to include the new Crystal™ Merchandiser freezer.

Carl Petersen, Marketing & Advertising Manager for Zero Zone, noted, “With the proliferation of the medium-temp Crystal™ Merchandiser cases, customers have been asking ‘when can we see a low-temp version of this versatile display case?’. I’m pleased to announce that the answer to that question is ‘now’. The new Crystal™ Merchandiser freezer includes the legendary open appearance and the exceptional facings and packout of the original, but now offers those benefits for the display of frozen food and ice cream.”

Energy efficiency has been a hallmark of Zero Zone engineering efforts since its founding over a half-century ago. The new Crystal™ Merchandiser freezer was designed with that same commitment. The 30-inch by 74-inch doors on the new case allow a panoramic view of the products displayed.

The meat department manager at a Midwest supermarket commented: “I look forward to gaining better energy savings with these new cases.” He already uses the medium-temp Crystal™ Merchandiser for the display of all his fresh meat products, and after adding the low-temp Crystal™ Merchandiser lineup, he said he really appreciated “having a more uniform look to my meat department.” He continued, “I gained one shelf all the way across the entire case [lineup] when we changed over to the new [freezer] cases.” He likes the extra capacity and facings because he doesn’t “have to keep overstocking the back freezer.”

At another store that uses the Crystal™ Merchandiser for all of their refrigerated and frozen natural and organic foods, the department manager said of the new freezer case, “I think the accessibility is wonderful. The doors stay open, it’s easy to fill, and the bottom shelf is slanted so it’s just so much easier for shoppers to see what they are buying. It just looks really good.”

For more information about the entire Crystal™ Merchandiser line of products, visit www.zero-zone.com.

The Crystal™ Merchandiser line, which includes medium-temp reach-ins with 30-inch or 48-inch planograms and the new Crystal™ Merchandiser freezer with 30-inch doors, 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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