



**Don's
Quality
Market**
Downtown Seymour

COLD PRODUCTS & HOT SALES

A WISCONSIN GROCER'S STORY



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DON'S QUALITY MARKET

Randy Reed, along with his brother Paul, own and operate Don's Quality Market in Seymour, Wisconsin. As Randy explains, Don's is a family-run business started by his father in 1960. The store prides itself on high quality foods, friendly service and great prices on everything from everyday essentials to specialty items from around the world.

BACKGROUND

In 2010, Randy Reed got his first look at a Crystal™ Merchandiser display case in another grocery store and knew he had to have them in his market. As Reed explains: "We were trying to expand our variety a little bit in the same amount of space. I just liked the way the doors looked. We put 16 doors in our dairy section and we have been adding doors ever since."

Indeed, over the last three years, Reed has installed Crystal 30" door cases in his dairy, bakery, beverage and grab-and-go areas of the store. He has been so pleased with the Crystal Merchandiser cases, that when the new CoolView™ French door case was introduced, he was the first to have it installed. All of Randy's Crystal Merchandiser cases were specified and installed by John's Refrigeration, Inc., a long-time partner of Don's Quality Market and Zero Zone.

MEET THE CRYSTAL™ MERCHANDISER WITH COOLVIEW™ FRENCH DOORS



12 ft. Crystal Merchandiser with French Doors

The newest in the Crystal Merchandiser line, these new medium temperature cases with CoolView French doors, set new standards for both product display and energy savings.

With their large glass doors and bright interior lighting, products displayed in these cases have a much greater visual “pop.” The sleek black interior and exterior play a large part in enhancing the visibility of products on the shelves. As Reed describes it: “The black is the only way to go. It just fades away and all you see is the product that is inside.”

BOOSTING SALES, CUTTING ENERGY COSTS

These cases are much more than just eye candy. Since installing them, Don’s Quality Market has seen a noticeable uptick in their sales of dairy products. “Having a greater variety, and just the look of the case itself... just sells the product better”, says Reed.

According to Reed, the cases have also helped trim energy costs: “Since the beginning of the year, I can really tell the difference in the amount of energy usage. Because the cost goes up every year, it was just kind of hard to keep even, but now we are seeing that our energy bills are even lower.”

BRILLIANT, JUST BRILLIANT!

The new cases feature LED lighting, which is well known for its long life, low maintenance, reduction of heat generation inside the case and attractive lighting quality — without the hot spots and shadows typical of T8 lighting. Reed points out that the LED lighting “really brings out the color of the product,” and notes that customers spend more time looking at products in the case.



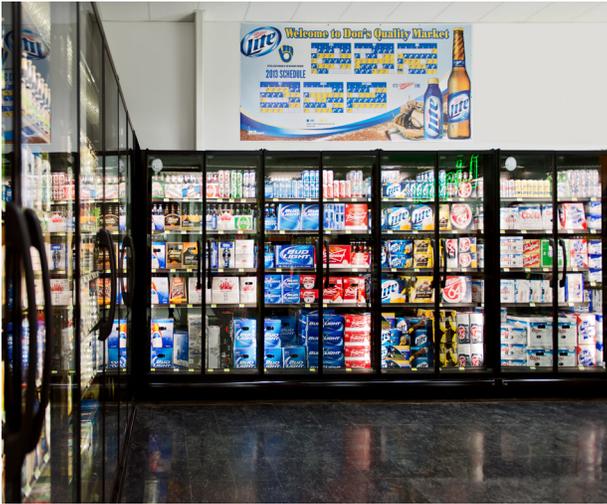
Original Crystal Merchandiser in Dairy Dept.

SHOPPERS' REACTIONS

As their name suggests, Don's Quality Market has an appreciation for quality that goes beyond the products they stock. One of the things that attracted Reed to the Crystal Merchandiser line was the sleek, well-lit product display that the cases offered. And, not surprisingly, the cases didn't go unnoticed by Reed's customers. Just a few hours after installing the new French door cases, Reed said customers were complimenting him on how great they looked!

MERCHANDISING

Reed's recent reconfiguration involved installing the new Crystal French door cases in the store's liquor department. As Reed explained it, he needed a case that came in 8-foot and 12-foot increments, and he wanted a wider opening so customers could easily get cases of beer out of the display case. Each pair of 24" doors, with their effective 48" opening, made that possible. Since adding the beer cases, Randy has also installed a 16-door lineup for fresh meat.



8 & 12 ft. Crystal Merchandisers with French Doors

Reed has also noticed that since installing the Crystal cases in the dairy section, they've been able to increase SKUs by 10 to 15%, get better pack-out and expand facings on the items in the cases. "We get a little bit more volume that way," Reed explains, as he goes on to say that the cases allow him to group some items together that he previously couldn't.

THE BOTTOM LINE

As Randy Reed's experience has shown, the new Crystal Merchandiser French door display cases offer an attractive, well-lit, energy-efficient option for any business that uses refrigerated display cases.

Available in 8-foot and 12-foot lengths for maximum versatility, these cases can easily accommodate grocers who prefer to merchandise in 4-foot planogram segments.

The new 24" x 74" CoolView French door case is the perfect complement to the original Crystal Merchandiser which has 30" x 74" CoolView doors. Both can be configured either as remote cases or as Zero Zone Hybrid™ cases with a condensing unit kit mounted on top of the case, making them adaptable to virtually any retail environment.

Case closed.

About Zero Zone

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



Crystal Merchandiser Increased SKUs 10-15%

For more information about this Case Study, contact:

Industrial Sales Manager
Zero Zone, Inc.

800-708-3735



ZERO ZONE, INC. • ZERO-ZONE.COM
CASE & SYSTEMS DIVISION • 800-247-4496
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