CRYSTAL
MERCHANDISER®

FRESH MEAT

Up to **84%** Annual Energy Savings | Up to **35%** More Facings
Up to **25%** More Packout | Up to **50%** Reduced Shrink

ZERO ZONE®

the responsive company™

CRYSTAL MERCHANDISER®

FRESH MEAT

responsible energy conservation

"Are the products holding up better? Absolutely! There's no question it's enhanced the shelf-life of the products."

- Store Manager

Beauty—in this case—is more than skin deep. The Crystal™ Merchandiser, compared to open air cases, delivers as much as 84% annual energy reduction, 35% more facings, and 25% more packout—all in a footprint that allows for 5" to 7" wider aisles. Not to mention, the bright 6' ChillBrite™ LED lighting and expansive 74" CoolView™ doors skillfully draw shoppers' attention to the fresh selection of products inside.

But who would think of using a door case for the display of fresh red meat, poultry, and pork? Well, the secret is starting to get out. Here's what one satisfied Meat Department Manager had to say: "It's a challenge keeping meat stocked, it's selling so quickly." He went on to explain how the meat is holding its color longer—pork put out the day before is still looking good the next day, where normally it would be discolored by then. He said shoppers are pulling product from the front, not sorting through as much, as usually happens in open cases. And, he pointed out that product is selling equally well from all shelves in the case. With benefits like these, it's easy to see how other retailers are taking notice of the advantages and using the Crystal™ Merchandiser for the display of fresh meat in their stores.

If we've opened your eyes to the benefits of meat behind doors, maybe it's time you took a closer look at the Zero Zone Crystal™ Merchandiser. Contact your regional sales representative at **Zero-Zone.com** today!

"It actually preserves the meat longer—gives it more life. It's better for the customer—they get a fresher product. It's better for us, too, as a company. We save more money—and we sell more, too."

- Meat Cutter/Stocker

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