Foodservice Installation & Merchandising Brochure
Our Passion at Work

Our passion for our business includes serving you. We love what we do, and our customers tell us it shows.

Plus, we are passionate about helping you present products that are irresistible to your customers. Let us help you showcase your fresh baked goods, tantalizing prepared foods, delicious deli products, garden-fresh produce, and eye-catching impulse items such as beverages or desserts…increasing sales and boosting your profits.

The following pages demonstrate our passion at work in establishments just like yours. Enjoy!

Why Science Matters

We invest in research and development because you invest in refrigerated display cases. Our R&D team creates technology that provides a return on your investment.

Our dedication to industry-leading research and development makes our cases work better, last longer, and minimize operating costs. That’s the science behind what we do. As a refrigeration technology leader, we work hard to ensure your case will make you money for years to come.
Combination Cases

Combine display and temperature capabilities into one—and you can maximize valuable floor space.

Simple yet versatile. Combine non-refrigerated service above refrigerated self-service to display a variety of foods in a small space.

Oasis C002757R

Display a complete meal solution in the Fusion two-in-one deli merchandiser that combines hot service (upper section) with an open, refrigerated deli display (lower section).

Encore HVL55RSS

Appealing merchandising equals great sales. Use specialty plates to upgrade the appearance of the display—making the color of the food take center stage.

Encore H5C7450RR

Oasis COU2757R

Seeing as much of the fresh food as possible is the key. Tiered shelving brings the food as close as possible to the front of the display for maximum product visibility on all display levels.
Combination Cases

Yogurt, salad, sandwich, fruit, or sparkling water. The trend is to keep it healthy and fresh. Put it all together and your customers will appreciate finding exactly what they’re looking for.

Emphasize freshness by preparing food in front of the customer! The open deli display area provides easy meal-to-go convenience and encourages impulse purchases with two levels of interior display, beautiful lighting, and a design that maximizes the visual appeal of displayed goods.

The space-saving combination cases feature refrigerated service above refrigerated self-service, and each side of the upper service display can be converted from refrigerated to non-refrigerated with Structural Concepts’ proprietary baffle system.

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Be creative. Add merchandising props like artificial flowers, bottles of wine, or fabric to create an eye-catching theme. Use specialty plates to upgrade the appearance of the display and to add visually stimulating color.

For merchants who need two merchandisers to accommodate refrigerated and non-refrigerated foods, but only have space for one, Structural Concepts’ innovative combination cases are the first in the industry to answer the call.
Sixty percent of the perception of food quality is based on the environment you create for your customers. What they see, smell, and hear directly affects what they will decide to buy.

You choose. Refrigerated. Non-refrigerated. Heated. Our service cases optimize the display of fresh food, helping to build the transition from desire to action.

Service Cases

Welcome customers with a clean, well-lit refrigerated case featuring high-intensity lights and shatter-resistant bulbs.
Deli cases can be used for a variety of applications including salads, traditional deli, and more.

Renaissance Series—which includes matching deli, bakery, and candy merchandisers—is designed to enhance the appeal of the product inside.

Service Cases

Renaissance RDG5948R

Fusion FSDG48W.T1

Deli cases can be used for a variety of applications including salads, traditional deli, and more.

Renaissance RDG5948R

Fusion FSDG72RT1

The refrigerated service case with customized wood-look panels matches the restaurant décor. Our color palette is virtually endless, and we love a beautiful installation.
Grab-n-Go Cases

Right at your fingertips. Open fronts encourage customers to help themselves to pre-packaged food and bottled beverages while a refrigerated air curtain keeps everything cold.

Cutaway side panels make an enticing approach! Food products vary in size. An effective display is one that offers the flexibility to adjust and/or remove shelves in order to accommodate the variety of products your customers want.

Mirrors make the display appear full, enhancing the customer’s perception of choice and freshness.

www.structuralconcepts.com
Keeping food fresh and irresistible isn’t the only thing our cases do well. Putting variety within easy reach helps keep traffic moving.

Sometimes a décor match matters...other times you want more “pop.” What’s always important: the case you choose should call out your product as a frame does art. We have the options you need.

Tiered shelving is important because it puts the product as close to the customer as possible, increasing visibility and expediting self-selection.

The narrower profile and unique compressor ventilation system of the new Box Series is ideal for alcoves and locations where the display needs to be positioned tight against a back wall.
Foodservice operators looking to encourage the retail-minded customer can boost impulse sales in front-of-the-house locations, tapping new profits. Refrigerated. Non-refrigerated. Heated. Display food items at your customers’ fingertips—they won’t be able to resist.

Lights. Camera. Action. Without balanced interior lighting, the show cannot go on!

Traffic-stopping merchandisers encourage trial and impulse sales. Self-service refrigerated drop-in cases help you design a customized galley line for your cafeteria.
More ways to experience our passion!

Visit our on-line gallery and see more installation images. We want to help you picture your next display case, and if you want to see more, give your Rep a call.

Also on-line, try our new Build-A-Case resource tool. Choose the case model and configure the case by choosing options and colors.

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More ways to experience our passion!
Leadership Whether it’s bakery, beverage, deli, dessert, or other foods, effective merchandising is all about stimulating the desire to purchase. We have the products and the expertise to help create a dramatic visual presentation that shoppers will find hard to resist. We are proud to be the refrigeration technology leader, ensuring that your case will help you make money and save money for years to come.