

Look for energy conservation and sustainability to become even more important in the next generation models.

Kysor/Warren is also a leader when it comes to CO<sub>2</sub> systems. The leading refrigeration manufacturer unveiled the grocery industry's first cascading refrigeration system with naturally occurring car-



The Stratus product line is a multi-deck refrigerated merchandiser that includes the DX8UN and SX2LP models.

instead of a standard refrigerant making it much more environmentally friendly than traditional systems.

On the case side, Kysor/Warren is also an important player, offering customers many great options including a multi-deck refrigerated merchandiser in the Stratus product line.

According to the company's website, "The Stratus offers overall reduction in energy usage of 16 per cent, compared to currently available products, and as much as 30 per cent over the past generation of comparable products in the field. In addition, the high-efficiency LED lighting reduces energy consumption by at least 60 per cent compared to fluorescent lighting."

Zero Zone is another company offering fine case products that Canadian grocers should take a look at. Carl Peterson of

bon dioxide (CO<sub>2</sub>) in October of 2009. The company also offers a secondary refrigeration system that uses Glycol




**"Our new cases have SAVED US THOUSANDS this year alone. I only wish we had made the change sooner!"**

Shoppers and storeowners agree on the Crystal™ Merchandiser by Zero Zone. Shoppers love the warmer aisles and cold, fresh products. Owners love saving up to **84% in annual energy costs**. **Tired of money going out the window? Try shutting the door.**

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**Ice Truck Truckers: The Erb Group of Companies**

Since its founding in 1959, the Erb Group of Companies has grown to become Canada's largest family-owned refrigerated transport specialist. With over 1,200 employees and roughly 140 owner/operators across their bustling network of 10 terminals, the Erb Group is a trusted partner to more than 24,000 consignees throughout Canada and all 48 continental states.

According to David Dietrich, Erb's vice-president of human resources, the company has over 1,000 temperature-controlled trailers, also known as "reefers", and roughly 750 power units to cool them.

Different from regular trailers, reefers are insulated on all sides with the floors ribbed to allow an unimpeded flow of cold air throughout the trailer.

Additionally, the Erb Group offers customers access to single, dual and multi-temperature trailers. For companies, particularly those in the grocery industry, these options allow for the shipping of any combination of frozen, fresh and room temperature loads.

Remote monitoring of a reefer's interior temperature, satellite tracking (including track and trace capability for customers) are a couple of the other benefits that keep the Erb Group a popular option for grocery industry players.

Zero Zone is extremely proud of his company's Crystal™ Merchandiser, a product he feels is the best choice for medium temperature product display.

"With as much as 84 per cent savings on annual energy use (compared to open multi-decks), the Crystal is a significant advance in technology. Combined with its 74 inch CoolView™ doors and as much as 35 per cent more facings and up to 25

per cent more packout, the Crystal is hard to beat. The classic simple lines and emphasis on expansive use of glass, with minimal door edges and mullions, make the Crystal virtually disappear — while the six foot LED lighting makes the products 'pop'."

Another strategy to help operators bring down energy costs is offered by Econofrost/Promolux. Trevor Brien, the

The Crystal™ Merchandiser from Zero Zone is great for a medium temperature product display.


company's manager of OEM accounts, Canada region, describes a couple of options savvy grocers should consider.

"With our product lines we supply supermarkets with heat-reflective, retractable night covers designed by refrigeration engineers to help conserve energy and maintain product freshness, and we also supply low-radiation, balanced spectrum lamps for display case lighting that restores product colour and reduces damage to perishables. The night

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*Econofrost's night covers are available with centralized controls for automated operations or manual pull-down covers.*

covers are available either as manual pull-down night covers or motor driven night blinds for hook-ups with centralized controls for automated operations."

Expanding on the Econofrost night covers, Brien adds, "By rolling down the cover at night it helps conserve energy when the store is closed, keeps core product temperatures more consistent to help reduce loss of product integrity, and provides cold storage protection during power outages."

While most shoppers are accustomed to finding refrigerated products only in the refrigerated aisles, a new product first introduced in Europe in 2005 is changing that. The Coolio is a portable refrigeration unit that can be located anywhere in a store.

The two-piece component has a permanent cooler unit on the bottom and a unique temporary cardboard upper-part called the Freshboard™ that displays hi-resolution graphics with a three-month shelf life.

Greg McLeod, the business development manager for Coolio North America, points out that easy-to-stock Coolio units are perfect for cross-promotion opportunities. As examples he suggests operators use the Coolio to pair whip cream with strawberries; salad dressing with produce; or even egg nog with Christmas cake during the holidays. The possibilities are endless.

With refrigeration manufacturers continuing to offer innovative new products to grocers across Canada, look for energy conservation and sustainability to become even more important in the next generation models.



*Coolio units are easy to stock, portable, and perfect for cross-promotion opportunities.*

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Halo Metrics provides fixtures that can increase merchandise space and also increase impulse purchases.

“pensing” category. The Helix™ mounts to an existing gondola display fixture, or any type of pegboard or slat wall, and instantly creates a secure wall-mounted dispensing display.

“This solution is ideal for high risk merchandise that can be displayed on peg hooks, such as razor blades, wet shave products and oral care products,” he says. “Designed to be operationally efficient and easily shopped the dispenser loads product with one turn and unloads products with six turns. This rapid load and delayed release gives customers full access to the merchandise while deterring ‘sweeping’ theft where criminals use a sweeping motion to steal products off of regular commodity peg hooks.”

## Carts and hand baskets

can also play a role in a customer's overall shopping satisfaction.

### Get Carried Away

Carts and hand baskets can also play a role in a customer's overall shopping satisfaction. Nothing makes shopping for groceries more aggravating than pushing that one shopping cart with the bum wheel.

“Since the invention of the shopping cart in 1937, nothing has been as innovative and impactful as our new line of Nestaglide® shopping carts coated in Silvershell®,” states Phillip Lazzarino of CartSource Ltd., which has carts in stores such as T&T Supermarket, Canadian Tire, Zellers, Rexall, Staples, Shoppers Drug Mart, Choice Foods and Sobeys. “Just introduced to the Canadian grocery industry [in August], we are confident that our new line of shopping carts will provide retailers that use them a competitive advantage by engaging consumers to think about the most frequently handled article in a supermarket — the shopping cart.”

Keeping that in mind, the Nestaglide® line of shopping carts is completely anti-microbial. The basket, frame and plastic pieces of the shopping cart are protected with Microsilver, the most effective anti-microbial on the market today, which means that the shopping cart doesn't just prevent the growth of bacterial and viral growths, it kills it on contact. Further, the



CartSource provides carts coated in Silvershell®.

continued on page 106

## What Can These Store Fixtures Do For You?

### Hello Halo



Halo Metrics Inc. have had retailers report huge increases in sales when utilizing their under shelf swing strip program. These fixtures simply attach to the bottom of an existing shelving system and allow you to merchandise product on the pegged swing strip. Sales increases of up to 340 per cent have been reported on certain skus when these items are placed to maximize cross-merchandising and impulse purchase opportunities.

### Innovations on Display



AWP has a couple signature products that have been very successful in improving store functionality. For example, the company has a pull-out dairy shelf, mainly used for salad dressings and yogurt that has reduced shrink significantly, decreased rotation/facing time significantly and decreased compensation claims. Another signature product with an impact is their sliding scale stand. This product was designed to decrease compensation claims in the deli department as the service clerks found it uncomfortable to reach up onto the case to weigh each product. The company designed a scale stand that brings the scale off the top of the case down to a more ergonomically correct position so that the clerks were not getting injuries. They then made this scale stand slide left and right so that it does not interfere with the doors on the deli case. The company also incorporated everything into the scale stand that was needed to wrap and package the deli products so that the clerks do not have to turn around and lose face to face contact with their customers. This improves sales and speeds up transaction times.

### By Design



Marketing Impact Limited custom fixtures are developed using a wide variety of material and processes. Thereby, depending on the product and environment, a combination of fixtures can be utilized to create a “in-store theatre.” For example, in regards to confectionery, use of smooth shapes and bright printing processes can create a fun and playful environment to allow children to feel more drawn to certain products.

### Shop 'Til You Drop



Cartsource shopping carts can be colour coordinated to match the store brand and blend into the total environment. They also offer features such as cup holders, bag holders, antistatic wheels, snow caps and seat belts. And, by simply sharing the anti-microbial properties and positive environmental impact of the Nestaglide® line of carts, customers are bound to appreciate the ambience and shopping experience. Further, the design of the Nestaglide® cart is such that it rolls with ease and feels lighter than any other conventional cart of similar size.

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