

DM376R, DM476R, DM676R

## PROMOTE SMARTER WITH THE DIGITAL MERCHANDISER SERIES



The next evolution in grab-and-go merchandising is here.

Structural Concepts' new **Digital Merchandiser** combines proven refrigerated display performance with **built-in digital advertising capabilities**, creating a smarter way to merchandise fresh food, beverages, and grab-and-go offerings. The integrated digital header screen allows operators to update promotions, highlight seasonal offerings, and reinforce brand messaging in real time, whether on-site or remotely.



### INTEGRATED DIGITAL DISPLAY

Engage customers with dynamic promotional content directly at the point of purchase.



### FLEXIBLE MERCHANDISING

Designed to merchandise fresh foods, beverages, dairy, snacks, and grab-and-go offerings in one highly visible platform.



### REMOTE CONTENT MANAGEMENT

Update promotions, pricing campaigns, and branded messaging across locations from virtually anywhere.



### SMART RETAIL READY

Supports today's connected retail environments with digital capability and future-focused merchandising flexibility.

## Built for Modern Retail Environments

The Digital Merchandiser Series helps operators respond quickly to changing consumer preferences, promotional programs, and seasonal merchandising initiatives. Digital content can be updated through multiple methods, including USB upload, HDMI connection, or remote content management systems, providing maximum flexibility for single stores and multi-location operations alike.



## A Better Way to Communicate at Shelf Level

### Traditional Merchandising

- ✓ Static signage
- ✓ Manual promotional updates
- ✓ Higher labor requirements
- ✓ Inconsistent messaging across locations

### Digital Merchandiser Series

- ✓ Dynamic digital content
- ✓ Fast campaign deployment
- ✓ Reduced signage replacement costs
- ✓ Consistent branding and promotion execution

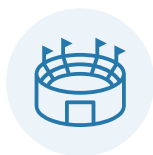
## Designed for Multiple Retail Segments



Quick Service  
Restaurants



Education &  
Campus Dining



Travel & Interstate  
Locations



Supermarkets



Convenience  
Stores



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