

Structural Concepts®

DELIVERING FRESH. ALWAYS.™



The Impulse Collection

A collection of non-refrigerated countertop service and self-service cases designed to provide immediate and clear visibility to the product inside.

Meeting Customers at Eye Level

Sitting atop countertops and displays, Impulse merchandisers are aptly named as they are constructed to be seamlessly positioned throughout various applications to encourage purchases.



An Easy and Turnkey Solution

Perfectly lit, easy to clean, and effortless to restock, these merchandisers are a great addition to any space to house donuts, muffins, bagels, cookies, and other baked goods. Available in straight and vertical front-facing angles, as well as with doors, Impulse displays are ideal for convenience stores, cafes, supermarket bakeries, hotels and airports, and any other locations looking to drive incrementality through the sale of bakery products.



To learn more about this line of products, please scan the QR code.

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