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For Immediate Release

Structural Concepts Announces New Website

Structural Concepts continues its pursuit of Delivering Fresh. Always. with the launch of its new website ([Delivering Fresh. Always. | Structural Concepts](https://www.structuralconcepts.com/)) Using a formulated content and design experience approach, the manufacturer of refrigerated and heated fresh food displays and merchandisers has set their sights on meeting visitors where they're at in their buying journey by further engaging and servicing them in a streamlined way, making the entire experience seamless.

Among the features, the site includes a robust document and asset management system serving as a reference tool and decision-making resource for users. The product information sections were built in a similar fashion as an ecommerce platform allowing users to filter their searches as well as having the ability to view, download, or share accompanying content as part of Structural Concepts' overall approach to identify key opportunities to communicate relevancy between user needs and its portfolio of product solutions.

"With the demand for fresh food continuing to increase, customers want more from a brand that simply manufactures and sells display cases," said Danielle McMiller, Vice President of Marketing. "Delivering Fresh. Always. is what drives our passion for every detail in our pursuit for better solutions that meet industry requirements, unarticulated needs, and existing market demands, as well as gauging what the future may hold. We believe the launch of this new website checks all the boxes as it will be a space for users to connect with Structural Concepts, be informed, educated, inspired, and take action to procure the right display or merchandiser."

Immediate and multiple areas of accessibility to key areas such as identifying local tech support, interacting with customer service, or even accessing trouble-shooting and how-to videos and instruction are provided to enhance and expedite the service-level experience. Further, each vertical market that Structural Concepts services and supports has dedicated sections that will directly assist those looking for suitable solutions per their category of business.

"Our customers will love the individual sections we've devoted to their respective market channels. Our direct approach has been focused on the voice of the customer – understanding their needs, desires, and pain points," said McMiller. "These areas within our site will continue to help us develop an even more direct personal relationship with them."

About Structural Concepts Corporation:

Since 1972, Structural Concepts has consistently set the standard of leading the way by bringing the most innovative, turnkey refrigerated and heated food display solutions to the market. Constantly innovating the art of fresh food presentation, making the desired more desirable and improving the protection of the perishable, we have spent the past 50+ years delivering the most attractive, reliable, temperature-controlled supermarket display cases, when and where you need them.