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For Immediate Release

## **Structural Concepts' Continues to Double Down in Helping Customers Succeed**

Structural Concepts, an industry leader in the fresh food merchandiser and display foodservice and retail categories, continues to provide its customers with a heightened sense of added value through the launch of its Fresh Perspectives microsite [Fresh Perspectives | Structural Concepts](#).

As a leader in retail merchandising selling environments and branded shopper experiences, Structural Concepts is poised to bring the vision of sellers of fresh food to life by combining the knowledge and expertise of interior and environmental design with a passion for visual merchandising.

Fresh Perspectives offers foodservice operators a wealth of resources including best practices, merchandising tips, how-to videos, and a series of guidelines to increase consumer engagement by providing best-in-class recommendations in how best to optimize sales by utilizing its portfolio of self-service and service displays and merchandisers.

“It’s one thing for us to have to the lowest total cost of ownership (TCO) in the industry, which comprises the costs associated with starting up the equipment, ongoing operation, and upkeep, as well as safely displaying fresh food over extended periods,” said Danielle McMiller, Vice President of Marketing. “By going beyond the physicality of our products themselves, we want to incorporate a wide variety of other factors and tactical elements that contribute to the success of presenting and selling fresh food.”

With the creation of its Retail Experience Fresh Food Inspiration Team (ReFFIT™), which has brought together its shopper insights and industrial design functions with its product line development and management teams, Structural Concepts is providing actionable solutions in an ever-changing market that will deliver incremental growth for its customer partners.

### *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.*