

# Driving Foot Traffic and Engagement

Constantly innovating the art of fresh food presentation, making the desired more desirable and improving the protection of the perishable, Structural Concepts has spent the past 50+ years delivering the most attractive, reliable, temperature-controlled display cases – when and where the supermarket industry has needed them.

From service merchandisers lined up across multiple departments to single grab & go cases, Structural Concepts has placed a premium on fresh food and prepared meals by offering a wide range of service and self-service merchandiser and display options that provide functionality and space optimization, seamlessly aligning with any store décor.

And as new challenges, including inflation, labor, supply, continue to emerge, the manufacturer has continually met the needs of fresh food sellers with quicker lead times, the lowest total cost of ownership, custom design fit & finish, and superior aftermarket support.

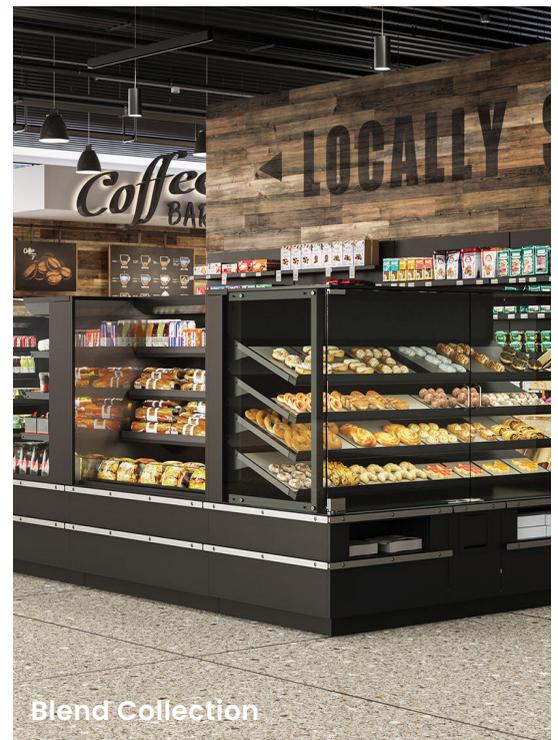




The Fusion Collection, a diverse collection of low-profile cases for deli, meat/seafood, and bakery applications, is the perfect pairing of fresh food presentations to your customers. Fusion models are available with curved, angled, or vertical glass to support a variety of store design approaches. Alignnext™, a proprietary design platform, ensures display cases align in a single profile by removing visually distracting variations in lineups to provide an eye-catching presentation of food that stimulates an impulse to buy. This design strategy prevents unnecessary double ends and unsanitary, unsightly gaps while maintaining a seamless visual.

A family of reconfigurable, multi-temperature cases that together create a modular island, the Blend Collection is perfect for the ultimate cross merchandising experience in any supermarket format. Using a modular platform, these merchandisers were designed with seamless transition features and the very best refrigeration and heating technology making it a beautiful and profitable addition to any department space. With refrigerated, heated, and ambient case options in one island, products can be displayed more dynamically, attracting more consumers, and increasing cross-merchandising opportunities to generate more revenue.

Whether it be deli, bakery, cheese, meat and seafood, prepared foods, produce, and even floral, Structural Concepts allows for the presentation of prepared fresh food anywhere in the store, while incorporating unique upsell and impulse-buying opportunities, with merchandisers and displays that last longer, save energy, and minimize operating costs.



As a leader in retail merchandising selling environments and branded shopper experiences, Structural Concepts can help bring a supermarket's vision to life by combining the knowledge and expertise of interior and environmental design with a passion for visual merchandising. It's 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, their experts are dreaming up actionable solutions in an ever-changing market that will deliver retail growth for its partners.



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DELIVERING FRESH. ALWAYS.™