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For Immediate Release

## **Structural Concepts to Launch Transformation Booth at NAFEM**

Structural Concepts, a leading manufacturer of refrigerated and heated fresh food and chilled beverage displays and merchandisers for the retail and foodservice channels, continues to set the standard with a transformational booth at the upcoming NAFEM Show booth.

Creating various simulated foodservice marketplace scenarios, Structural Concepts' booth layout encompasses individual experiential sections including the SC Café (Restaurant), Stop & Carry (C-Store), The Market (Healthcare, Education B&I, T&E), and Savory Corner (Supermarket).

Each section is designed to be a foodservice selling store-on-the-floor experience giving show-goers the opportunity to see how Structural Concepts' displays and merchandisers, including several new market introductions, seamlessly blend into each selling environment.

"The goal of our NAFEM booth presentation is to show attendees how Structural Concepts has a solution for virtually every foodservice market segment application," said Danielle McMiller, Vice President of Marketing. "This is why the largest customers within their respective channels have depended on SCC as the most reliable and advanced resource.

At the center of its NAFEM display is a massive Technology Center featuring the next generation of innovative food merchandising products. The Autonomous Retail Merchandiser [ARM | Structural Concepts](#), a cashier-less transactional system, provides 100% security and 100% inventory control and management that offsets labor and operational challenges. Available in both refrigerated and ambient settings, a new feature includes an ID verification scanner that can read and authenticate government-issued identifications. This technology not only protects businesses but also helps maintain community standards by preventing underage access to restricted items.

Conducting live demonstrations within the Technology Center, Structural Concepts will give attendees the opportunity to experience its new myDesignPro, a multi-platform 3D product configurator that allows the user to build a customized display merchandiser. With the ability to add features, modify options, and exterior and interior finishes, as well as how the case will appear in an actual line-up, myDesignPro brings further peace of mind to foodservice operators in specifying and ordering exactly what they need.

Also on interactive display is the new Smart Shelve technology that optimizes labor by communicating inventory movement and alerting operators when replenishment is needed. Benefits include store personnel spending more time interacting with customers rather than physically taking inventory while the food display remains full and fresh for increased sales.

"By transforming the idea of what is possible, totally redefining the experience in the process, Structural Concepts has grown to be the premier supplier within the refrigerated and heated fresh food and beverage display and merchandiser category," said McMiller.

*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.*