Structural Concepts®

DELIVERING FRESH. ALWAYS.™

Custom Displays That Redefine the Fresh Experience

Structural Concepts recently worked with a privately-owned supermarket chain to **outfit their entire fresh food areas** with a number of displays and merchandisers **for every specialty department in their new store.**

The retailer's goal was to present a high quality, higher-end appearance within this upscale store as compared to its competitors with the intent of creating an enhanced shopping experience that would increase foot traffic and ultimately drive incremental sales.

Structural Concepts meets the needs of the industry with ***quicker lead times, price/value, functionality, fit & finish, and after sales support.***

Rather than simply providing an assortment of standard cases, Structural Concepts took the approach of developing a customized strategy to build out a series of displays that were specifically designed for each of the retailer's departments.

Structural Concepts' line of Alignext™, a proprietary design configuration, ensured the new display cases aligned 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. The design, providing a continuous consistent look, prevented any unnecessary double ends and unsanitary, unsightly gaps while maintaining a seamless optimal visual.

In addition to providing a high-end, fit and finish appearance, Structural Concepts was also enlisted for this project due to its temperature control and holding, energy efficiency, and overall quality of the displays and cases.

LEARN MORE

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