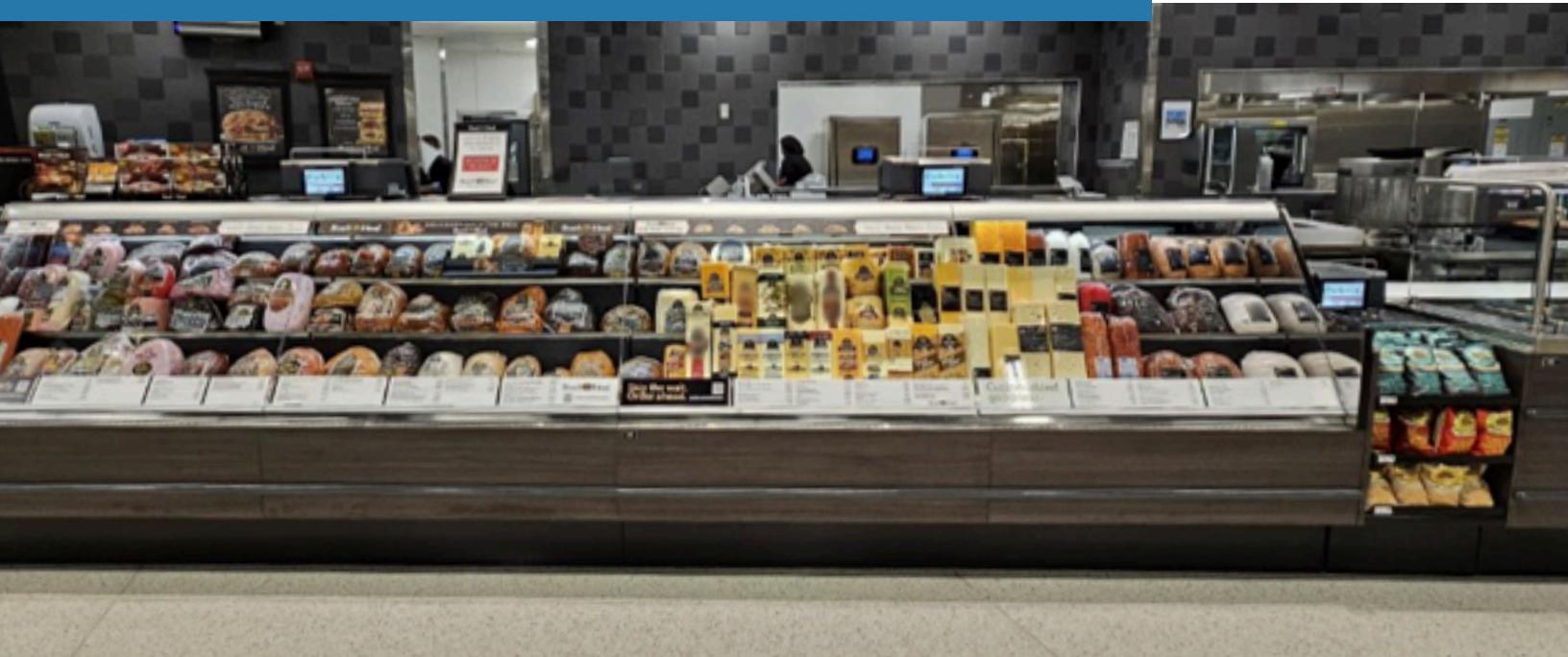


Lowering Retailers' Operational Costs with Customized Solutions

Learn How Structural Concepts' is Meeting the Foodservice Equipment Needs of Retailers' When Off-the-Shelf Options Fall Short



A major supermarket retailer sought to improve the operational efficiencies while also enhancing the shopper experience of its current meat and cheese deli cases.



BEFORE

Their existing cases were required to be broken down each week for cleaning and maintenance.

The equipment also contained numerous parts and components that were prone to being misplaced, as well as requiring three separate aftermarket products.

From a product display standpoint, the curved glass made clings unsuitable and positioning the required product labeling made for a difficult task.

Limited capacity prevented any future needs for stocking and storing an overflow of products and created situations where the associate would need to leave the customer's view to retrieve out-of-stock items from the main cooler.

In addition to reducing labor and operational costs and enhancing the customer experience, the desired cases that would take into consideration the overall environmental alignment of the entire deli department.



AFTER

After considering off-the-shelf options, Structural Concepts was enlisted to design and develop a customized meat & cheese case solution that would address these issues to meet the retailer's goals.

The newly developed Structural Concepts' cases considered the part count by minimizing components as well as the time and effort required for routine maintenance. This resolution led to **decreasing labor spent during deep cleaning breakdowns and reduced replacement part costs** when components were lost.

The additional storage at the back of the case enhances the customer experience by reducing the likelihood that an associate will need to leave the customer's sight to retrieve items from the deli cooler.

And by adding clings to the front slanted glass, **the process involved in product labeling was eliminated.**

Summary of Cost and Labor Savings Results



The design of additional capacity created storage for products being sliced for customers, whereas those loafs no longer need to be wrapped and labeled each time, which significantly reduces labor and cost.



The time spent on weekly cleaning and maintenance decreased by nearly 20%.



Minimum components reduced replacement part costs.



A solution designed to seamlessly fit the existing department configuration and footprint.



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