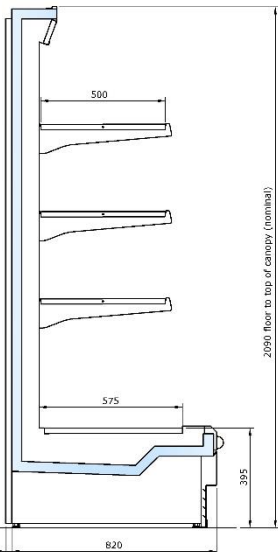




The client brief was to create a chilled ‘wall of wine’ on a narrow front-print whilst remaining suitable for areas of the store that would not have refrigeration services. Typical cabinets in this area tend to be low volume, integral units, with a bulky structure that distracts from the visual merchandising of the product.



The RJM Crystal is narrow at only 820mm deep with a reduced canopy to maximise product capacity and more importantly, visibility. The structure of the case is specifically designed to suit the heavy load of multiple bottled products and boasts a 400KG/Sq Metre shelf load!

The low profile air cooled condensing unit and slimline evaporator coil reduces the front height ensuring maximum product display area. The cabinet has been tested to work in ISO3 conditions and maintain a chilled product temperatures of around 10°C.

Designed to suit typical bottle sizes, the overall effect of the display is indeed a ‘wall of wine’!

Case Study - Crystal

