

Eurocryor Innovates Meat Display with New Space-Saving Solutions

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Eurocryor is investing in innovative solutions to enhance the display of premium meat cuts in butcher shops. The new design combines horizontal displays with the vertical space efficiency provided by the Torri, aimed at improving the purchasing experience for meat enthusiasts and optimizing space and sales.

The sophisticated cabinet and Torri configurations create sensory displays, enhanced by 4C lighting and multicolored LED strips. These technologies are designed to accentuate the natural colors of fresh foods, with lighting temperatures ranging from white 4000K to pink. The Natura Rosa lighting highlights cured meats, while Natura Rosso enhances red meat.

Eurocryor emphasizes personalization in butcher shops, offering custom-made furniture that is both functional and high-performing. This approach aims to distinguish retail chains seeking to elevate their business to new standards of excellence.