

Expanding Retail Sector to Drive Refrigerated Display Cabinet Market

Refrigerated display cases/cabinets (RDCs) refer to specially designed freezers/refrigerators used to display (and store) items that require cold storage. According to the research company Global Industry Analysts, Inc. (GIA), RDCs are commonly used across companies operating in the food and beverage industry such as supermarkets/hypermarkets, grocery stores, hotels/restaurants and catering businesses, as well as non-conventional outlets such as gas stations and kiosks/local grocers. It is worth noting that with intense competition across the retail sector, visibility of products has become an important factor for sales. This has magnified the need for RDCs in the retail sector. Different types of product design of refrigerated display cases include vertical (front open), horizontal (top-open) and others (hybrid/semi-vertical).

What is RDC?

RDCs are used to maintain foodstuffs and drinks at chilled and frozen temperatures. There are many different designs of refrigerated display cabinets, but all enable the customer to view the foodstuff stored in the cabinet, either through an opening in the cabinet, or through a transparent door or lid. The two types of cabinets included are:

- Plug in refrigerated display cabinets with integral refrigeration systems (i.e. incorporating a compressor and condensing unit).
- Remote refrigerated display cabinets that are designed to work with a non-integral refrigeration system (i.e. where the compressor and condenser, or all or parts of the refrigeration system are located at a different location from the cabinet).

Factors fuelling growth of RDC market

The global market for RDCs was valued at USD8,780.3 million in 2012 reveals GIA. According to the research company, the market is further expected to grow at 9.6 percent CAGR until 2019 and reach market size worth USD16,283.4 million by 2019. Factors such as expanding retail (food retail) store network, rise in consumer dispensable income, and changing consumer lifestyle, are to drive the market growth during the forecast period. Additionally, demand from small to medium sized stores, which often have limited investment power and floor space, is expected to support the market growth of plug-in RDCs as compared to remote systems, points out GIA. Advantages such as flexibility to move them as per store floor-plan and low installation time are seen as key attributes to support demand for plug-in RDCs. On the same note, vertical RDCs are also expected to see higher demand compared to horizontal or other types. Features such as more display space per unit area of floor make vertical RDCs preferred by store op-

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erators. These are also suited for cold storage items (non sub-zero), which see higher volume sales and turn-around (fast moving items) as compared to items requiring sub-zero storage.

Leading market players

Geographically, Asia-Pacific is highly promising for RDCs growth as the region is witnessing encouraging economic growth, highlights GIA. On another note, North America and Europe are seeing high competition as these regions are saturated with regional brands such as **Arctica Show-case Canada Ltd., ISF Group, Omega Refrigeration**, and others. RDC manufacturers such as **Frigoglass, Hoshizaki International, Dover Corporation, Manitowoc Company, Inc., and United Technologies Corporation** are among the major players in the market. Other players such as **Husmann Corporation, Blue Star Limited, Sanden Corporation, Beverage-Air Corporation** have strong market positioning in their respective regions. ■

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يرجع مصطلح واجهات العرض المبردة إلى المجمدات والثلاجات المصممة بطريقة خاصة والتي تستعمل لعرض وتخزين المواد الغذائية التي تحتاج إلى التخزين البارد. وأشارت شركة الأبحاث (Global Industry Analysts) في أحد تقاريرها إلى أن الشركات العاملة في صناعة الأطعمة والمشروبات مثل محلات السوبر ماركت ومحلات الأسواق الضخمة والفنادق والمطاعم وأعمال الضيافة وشركات التموين بالإضافة إلى الأسواق غير التقليدية مثل محطات البنزين والأكشاك ومحلات البقالة المحلية تستخدم غالباً واجهات العرض المبردة. وتجدر الإشارة إلى أنه وبوجود المنافسة الشديدة في قطاع البيع بالتجزئة أصبحت رؤية المنتجات أحد العوامل الرئيسية للبيع مما أدى إلى ازدياد الطلب على واجهات العرض المبردة في قطاع التجزئة. وتشمل واجهات العرض المبردة أنواع مختلفة من حيث تصميم المنتج فهناك النوع العمودي (المفتوح من الأمام) والنوع الأفقي (المفتوح من الأعلى) وغيرها من الأنواع (المختلط/الشبه عمودي).

Hot-Air Regeneration with New Blanco Airserve Trolley

The new **Blanco AirServe Trolley** adds another dimension to food distribution. The compact hot-air regeneration trolley offers boundless freedom when loading trays: hot and cold meal portions can be varied flexibly. The easy-to-follow control with color and plain text display also serves to heighten user-friendliness. The Blanco AirServe Trolley is also extremely easy on the eye. With its modern design and a selection of 80 different colors for the door and side panels, it can be adapted to all settings and requirements. "Our new four-door model boasts highly efficient technology, packed in an ergonomic, cheerful design," states *Ursula Herbstreith*, Product Management Leader at Blanco Professional. The interior concept of the Blanco AirServe Trolley is currently one of a kind: the thermal partition wall is positioned asymmetrically. Special Gastronorm trays are inserted and can be positioned at different depths in the refrigeration or heating compartment. The combination of an asymmetrical partition wall and the intelligent trays with 65-mm adjustment range enables endless variations for hot and cold meal components in accordance



The Blanco AirServe Trolley

with specific requirements, season or cultural environment. For instance, more hot portions might be used at lunchtime, followed by larger cold portions for dinner. The new GN trays also win points in light of the generous space they offer. Thanks to its special geometry and the absence of an obstructive central partition, there is ample room for just as many dishes as on the considerably larger Extended and Euronorm sizes. ■

The Masterpiece of Cold Chain

New and mold-breaking solution on the market, GranVista by Costan, brand of **Epta group**, is a vertical cabinet, completely re-engineered in terms of look, lighting and materials. Its key factor is the



GranVista by Costan

surprising design offering full vision of the displayed products, unsurpassed efficiency and quality to increase Retailer sales. In fact, GranVista is a total glass cabinet including full-height glass doors, characterized by the absence of a roof and by uprights that allow an 8 percent larger opening. In regards to energy efficiency, it is constructed with materials providing the highest level of performance in terms of thermal insulation. Its completely renewed aeraulic design enables 11 percent energy savings when compared to traditional closed cabinets and 62 percent when compared to open cabinets with night curtains. This equals over USD530 savings per year (with 0.20\$ per KW average energy cost) per cabinet, as well as a 1,237 kg reduction in the CO2 released into the environment. Modern production lines ensure total component quality, while the choice of non-metallic composite materials eliminates corrosion and rust issues, reducing weight. This translates into easier, smoother transport and assembly. From a merchandising point of view, GranVista is a multi-sensory refrigerated case, designed to elicit an emotional response. The new accessories include multi-sensory shelves with fragrance release and enhanced lighting, to highlight promotions. ■