



## High quality and individual

Individual design and seamless integration of the refrigeration unit into the store design are, by now, the rule rather than the exception. As a result the number of “standard units” is growing ever smaller. Manufacturers are challenged to combine production quality with the greatest possible degree of individuality and cost awareness.

*by Thomas Kempcke*



Photo: Weissman

**Photo left page at the top:** A Carrefour hyper market in Villiers-en-Bière to the south-east of Paris. A successful example of individual integration of refrigeration units into the overall store design

**Photo left page down:** Almost futuristic white chests at Edeka Hieber

The refrigeration technology/refrigeration units section in Halls 15-17 of EuroShop 2017 once again numbers among the biggest exhibition areas. The greatest challenge for the manufacturers lies in the increasing variety of products in retail and in shorter development cycles. In addition, retailers are demanding increased individuality in refrigeration units in order to make their offering even more attractive using the design.

Moreover, there is a "traditional" challenge for the manufacturers in designing their refrigeration and deep freeze units so that they allow for variable presentation of goods and at the same time present the products as visibly and recognisably as possible so that the consumer doesn't have to spend long time searching. To this end, the food must be optimally lit, and the consumer must have a clear view of the goods.

Profiling in comparison with the competitors' nearby branches is becoming ever more important. At the same time, the retail sector is looking for point of sale concepts which create more "feel-good atmosphere" in the branches. "Experience shopping" is the catchword. Discounters are increasing their spaces, which is accompanied by widening of the refrigerated and deep freeze aisles. In the supermarkets, on the other hand, transparency and clarity with high quality presentation of goods is in demand, and shopping should be as ergonomic for the customers as possible. The demands on the units change very quickly in the manufacturers' eyes so that great flexibility is needed in the adaptation of the individual concepts of a constantly changing market.

From Carrier, we are currently seeing a trend towards frameless glass doors and better lighting concepts in order to increase the visibility of goods on the refrigerator shelves. In general, according to the company, the demand for refrig-

eration units for convenience products such as half-height refrigerated shelves for the central area and for ready-to-connect refrigeration units for sandwich sales in the entrance area is increasing. Viessmann is also of the opinion that refrigeration units with frameless and anti-glare doors are the best-sellers in positive cooling.

### **New colour concepts**

The retail sector is continually testing new colour concepts for units so that the refrigeration and deep freeze units blend seamlessly into the overall look of the shop. Epta sees a trend towards dark colours which are a stark contrast to the products on offer and put the emphasis on them.

In the opinion of the Austrian manufacturer Saravini, the retail requirements are shifting from organic, rounded design to clear, sleek lines. The materials are becoming higher quality, and when it comes to the glass even the insulated glass is becoming "design suitable" by now in that the edges are transparent.

Particularly for ready-to-connect refrigeration units, Liebherr believes that the emphasis is moving from horizontal presentation in chests to vertical presentation of goods on refrigerated shelves or wall cupboards.

The technical developments which are currently under discussion in the refrigeration unit industry still include LED lighting. There is still plenty of potential for improvement here, though, in particular in terms of light quality, efficiency, spotlighting and the design possibilities which light generally offers. For glazed refrigeration units, new technologies allow for ever slimmer frame constructions through to entirely transparent door frames. What's more, there is increased use of natural coolants such as CO<sub>2</sub> and propane.

Sustainability and reduction of energy consumption also remain an ongoing theme for retail refrigeration units. Alongside the preference for natural coolants, manufacturers name the accelerated exchange of inefficient old devices in ready-to-connect units, improvements to insulation through the use of sustainable materials such as vacuum technology and the use of innovative door or lid systems which ensure that the unit always remains closed. New cooling fan and lighting technologies also contribute to further savings.

**Energy efficiency**

According to Viessmann, it is also down to the “coherence of the overall package” in the retail outlets. The markets have to continually monitor all energy consumers using efficient monitoring and always adjust if there are anomalies, whether these concern ventilation, heating or refrigeration units, including all peripheral devices.

Against a background of constantly expanding product ranges in the food retail industry, the further improvement of energy efficiency and optimisation of the operation of the devices and the presentation of goods take centre stage in the exhibition appearances at EuroShop 2017. Innovative and above all turnkey solutions for all deep frozen product ranges and for the individual sales models

which can be integrated harmoniously into the design of the store and which meet the sustainability requirements, for example through the use of natural coolants, are in demand. Digital technologies are also increasingly used in refrigeration unit development, for example with automatic triggering of an alarm as soon as goods need to be replenished.

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High quality, individually designed cheese counter with a round presentation element