

ABOUT STRUCTURAL CONCEPTS

Established in 1972, Structural Concepts is a leading innovator of temperature-controlled food display cases for foodservice operators. Our pioneering, award-winning technology sets the standard for unmatched ease of operation, longer life, and stronger performance – providing operators with dramatically increased sales and reduced operating expenses. This innovative engineering and dedication to industry-leading research and development results in one-of-a-kind technologies that you'll only find with us. We design, engineer, and live by these simple words: One part passion, two parts science.



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OPEN TO A BETTER SOLUTION.

Micromarket Solutions

By Structural Concepts

SIMPLE, SAFE, RELIABLE, MICROMARKET SOLUTIONS.

Today's consumers eat around their schedules rather than scheduling around meal times. This results in more snacking occasions to reflect a more flexible approach to eating.

Snacking behaviors are driven by an awareness of the availability of food. Fresh, portion appropriate food selections in easy to access locations are important. Micromarkets are a perfect format for satisfying this fluid eating need.

Refrigerated grab & go displays are preferred over doored merchandisers in micromarkets because they provide unrestricted access to a large variety of fresh foods. Multiple customers can select from open front displays, increasing customer convenience and satisfaction.

To uphold health and safety standards in unstaffed micromarkets, refrigerated equipment must be self-monitoring. It must operate safely 24/7 without human intervention. This involves continuously measuring temperatures of the food and automatically restricting access if temperatures become unsafe. It requires integrated technology that is accurate and reliable.

Structural Concepts' micromarket models utilize a gel sensor, which more accurately represents actual product temperature, to communicate with the onboard electronic controller. If unsafe temperatures are recorded a roll down door automatically closes to restrict access to the food and remains closed until reset by an attendant. Other manufacturers use air temperature probes, which are more vulnerable to internal and external variables. These fluctuating temperature swings can cause nuisance door closings and loss of sales.

You need a solution for your micromarket that you can count on. Structural Concepts' micromarket technology is simple, safe, and reliable.



SIMPLE

EASIER ACCESS. INCREASED SALES.

- Open air design offers easy access
- Improves customer experience
- Increases sales
- Perfect for unstaffed markets
- 24/7 operating convenience

SAFE

ACCURATE TEMPERATURE. SAFER PRODUCTS.

- Self-monitoring technology
- Monitors simulated product temperatures
- On-board controller automatically closes door under unsafe conditions
- Accurate temperature readings reduce the number of closures
- Upholds strict health regulations, guidelines and requirements

RELIABLE

HIGH PERFORMANCE. LOW MAINTENANCE.

- Proven performance Breeze-E Type II refrigeration
- Clean Sweep® automatic condenser coil cleaner
- Battery back-up system
- Keeps labor costs down
- Increases operational efficiencies

