



Structural
Concepts



Cutting Edge
Food Display Case Solutions



Our motto, “One Part Passion, Two Parts Science,” is not just marketing hype. Passion and science are the keywords that drive our company every day.

Our passion for our business includes serving you. We love what we do, and our customers tell us it shows. Plus, we are passionate about helping you present products that are irresistible to your customers. Let us help you showcase your fresh baked goods, tantalizing prepared foods, delicious deli products, garden-fresh produce, and eye-catching impulse items such as beverages or desserts...increasing sales and boosting your profits.

Our dedication to industry leading research and development make our cases work better, last longer, and minimize operating costs. That's the science behind what we do. As a refrigeration technology leader, we work hard to ensure your case will make you money for years to come.





Merchandising
Operations
Refrigeration
Energy Savings

Bringing you
display cases
with
MORE solutions.





WE UNDERSTAND.

You want to sell food and need to stimulate your customer's impulse to buy. You also want a display case to be easy to purchase, install and operate. You need solutions with proven results and we have them. We've listened, learned and worked with foodservice operations. All to understand how to make life with a food display case easier. This is where our dedication to industry leading research and development pays off.

Learn more about our unique solutions like Breeze with EnergyWise refrigeration and our one-of-a-kind Clean Sweep® condenser coil cleaner in this brochure and on our website.



WE UNDERSTAND. YOU ARE LOOKING FOR...



Magnificent
merchandising,
the **key** to
impulse sales

*60% of what you see,
smell and hear
affects your
decision to buy*

The path to a beautiful display starts with flexibility.

- **Black Interior**
Black minimizes the appearance of the display's hardware and allows fresh, colorful product to stand out. The eye is drawn to the food and the display case disappears.
- **Lift-up Front Glass**
Allows you to clean, load and merchandise from the front of the case.
- **Glass Shelves**
Allows light to filter throughout the display and provides more flexibility with the use of specialty serving ware and merchandising props.
- **Tiered Shelving**
Offers visibility on every level allowing 100% of the product in the front row to be seen.
- **Adjustable Shelving**
Provides greater merchandising flexibility to accommodate a variety of products.
- **Mirrored Interior Ends & Rear Doors**
Mirrors keep the display looking full and fresh, enhancing the customer's perception of freshness.



MERCHANDISING

Features that simplify daily operations & maintenance

Our R&D team creates the technology that provides a return on your investment. With our advancements, you'll love what you can't see and don't hear. We travel the world to learn and develop solutions that

allow you to be creative without complexity. We understand that you want to sell more food, not worry about maintaining your display case.



Lift-Up Front Glass

The lift-up front glass expedites cleaning the display from the front, and allows for easy shelf adjustments. Our lift-up front glass safely lifts to 70" to provide complete clearance to the inside of the display.



Convertible Baffle

The standard convertible baffle featured in select Encore, Harmony, and Oasis combination cases allows each display area to be converted from refrigerated to non-refrigerated (and vice versa) at any time. Simply rotate the baffle to switch from one environment to the other. This feature makes the display case more useful and flexible. Your food offerings can change routinely to capture menus for different day parts.



Clean Sweep®

Clean Sweep is an available option that helps prevent costly breakdowns. This exclusive technology solves the problem of dirty, clogged condenser coils that restrict airflow and makes the refrigeration system work harder and consume more electricity to maintain proper temperature.



The Clean Sweep® Automatic Condenser Coil Cleaner is an electronically controlled brush mechanism that automatically cleans dust and debris from the condenser coil daily, thus maximizing airflow and reducing operating and service costs.

LumiWise LED Lighting

Capture their senses. Seize the savings. LumiWise LED lighting is 75% more energy efficient than fluorescent lighting and provides 50,000+ hour lifespan to reduce replacement costs. The rugged design makes it virtually impossible to break or damage. Low voltage (12V) for increased safety. LumiWise LED's narrow binning is 2/3 tighter than ANSI standard for consistent color. LumiWise LED's are flicker-free with no adverse reaction to cold environments.



LumiWise

Engineering at its best.

Owning a refrigerated display case shouldn't be hard work.

That's the idea behind Structural Concept's Breeze refrigeration system. Breeze is an easier-to-maintain, truly slide out refrigeration system. That's our science at its best.

Then our passion to meet your needs inspired another idea. Breeze-E, the enhanced Breeze offering a quieter system for Type II environments, is standard on most Oasis air screen cases. It's the same reliable Breeze, but better for warmer environments! Both Breeze and Breeze-E offer rugged reliability, unmatched ease of service, and superior temperature consistency.

Breeze is Different

Day-in and day-out, it's dependable. We've designed the Breeze refrigeration system not for a laboratory, but for the real world. Breeze accommodates less-than-ideal conditions and runs longer while requiring less service.



A "stronger" Breeze for warmer environments and quieter operation.

Breeze with EnergyWise FEATURES



Slide-out refrigeration

- First system truly designed to slide-out, making it quick and easy to maintain.
- Breeze replaces copper tubing, which can kink or break, with flexible synthetic hosing.
- Flexibility is the key: **the system can slide in and out repeatedly without risk of refrigerant leaks or blockages.**
- Breeze's components can be easily reached for cleaning or adjustment, no tools needed.



"Smart" microprocessor

- Breeze's microprocessor recognizes ambient conditions and adjusts the defrost cycle automatically.
- Defrosting "as needed" eliminates the ice buildup and fluctuating temperatures associated with mechanical time clock systems.
- **The result is consistent temperatures**—the key to product shelf life and your profits.



Oversized condenser coil

- Our oversized coil takes strain off the motor by **increasing air flow and consumes less energy.** That means a longer life for the refrigeration system and stronger performance overall.
- With the addition of our Clean Sweep® automatic condenser coil cleaner option, daily dust buildup is a thing of the past.

Breeze-E with EnergyWise

Breeze-E Is Type II Compliant

With Type II, your case will hold temperature even in warmer or more humid conditions. Breeze-E offers the same great features as Breeze. It's our standard refrigeration system in nearly all Oasis refrigerated grab & go models. We understand the real environments that our food display cases must operate in, so we've made the latest in refrigeration advancements part of our standard design in select models. Our refrigeration engineering at its best so you don't have to worry about the performance of your refrigerated display.



Breeze Type I Cases operating in environments that don't exceed 75°F and 55% relative humidity.
At a minimum, all display cases must pass this criteria.

Breeze-E Type II Cases operating in higher ambient conditions up to 80°F and 60% relative humidity.



Energy system proven to save dollars and the environment

A perfect combination

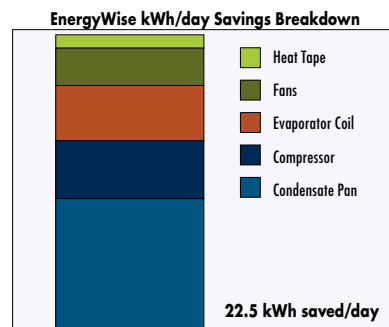
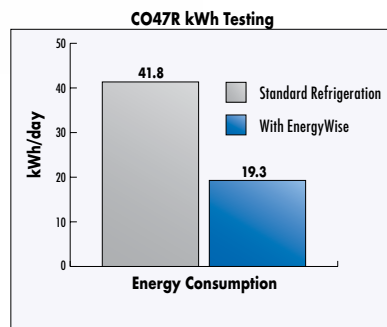
Take the great features of Breeze or Breeze-E and add energy saving components to get a lower total cost of ownership. Both of these refrigeration systems offer our proven EnergyWise design, which reduces daily energy consumption by at least 50%.

EnergyWise

- Exceeds the requirements for DOE 2012 Standards
- Provides reliable lifetime performance
- Uses less electricity and saves you money

Just another example of how we put technology to work for you.

** Independent testing performed on SCC Oasis model CO47R by Fisher Nickel, Inc. Food Service Technology Center*



How does *EnergyWise* work?

The EnergyWise refrigeration system utilizes energy-efficient components and unique compressor and evaporator pan designs to reduce the total daily energy consumption of refrigerated air screen cases more than 50%. That's over \$1,000 savings per year in electricity costs. With EnergyWise, you don't have to compromise impulse sales by having to add doors to your open front display cases in order to reduce energy consumption. You get the best of both worlds—increased sales and reduced operating costs.

Hot Gas Condensate Pan

Runs hot gas by-product from the compressor through pan tubes to burn off defrost water without using electricity. By far the single largest contributor to the daily energy savings.



High-Efficiency Compressor

Small in size and requires less energy to achieve the same BTUH's per hour.



Rifled Tube Coil

Etched/fluted coil tubes create more surface area for a more efficient transfer of heat.



With EnergyWise, saving energy doesn't have to be difficult. In order to simply meet DOE

2012 energy requirements, some manufacturers require a floor drain

or condensate pump to remove water from the defrost cycle. EnergyWise includes a pre-wired condensate pan. No added installation expense or worry.

ENERGY SAVINGS



ONE PART
passion
TWO PARTS
science

Why Science Matters

We invest in research and development because you invest in refrigerated display cases. Our R&D team creates technology that provides a return on your investment.

Our Technology at Work

Most of our technology advancements are designed to extend maintenance intervals, simplify maintenance, or automate a maintenance process. We also create innovative ways to make our cases more useful, more flexible, and more customer friendly.

Exceeding DOE 2012 Energy Standard Ruling

Effective January 1, 2012, all commercial refrigeration equipment must comply with the Department of Energy's new energy standards. These standards set a maximum allowance for daily energy consumption. All Structural Concepts models are designed to meet or exceed the DOE's 2012 Energy requirements.

We work hard to bring you award-winning innovations designed to make owning a food display case easier. That's the science behind what we do.

* **The DOE 2012 Energy Standard Ruling -**
The Department of Energy (DOE) adopted new energy conservation standards for commercial refrigeration equipment. These federally mandated standards apply to all commercial refrigeration equipment manufactured for sale in the United States, or imported to the United States on or after January 1, 2012.

Department of Energy, 10 CFR Part 431, Energy Conservation Program for Commercial & Industrial Equipment: Final Rule.



ONE PART
passion
TWO PARTS
science

Leadership *Our innovative engineering and dedication to industry-leading research and development make our cases work better, last longer, save energy, and reduce operating costs. We are proud to be the refrigeration technology leader, ensuring that your case will help you make money and save you money for years to come.*



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