

NORDICSTAR SV1 ICONIC

Freezer cabinet



Energy-efficient high-performance semi-vertical freezer cabinet.

NordicStar SV1 Iconic – for a better shopping experience in your freezer section.



The patented sales booster for frozen food

The right atmosphere – proven to increase frozen food and impulse purchases

Traditionally, the frozen food aisle is an uninviting place. That's what the NordicStar SV1 Iconic set out to overcome. The patented semi-vertical freezer creates a marketplace feel and makes frozen food shopping more comfortable and enjoyable. An added bonus is that NordicStar SV1 Iconic provides unrestricted visibility, opening up store design so that shoppers can more easily orientate themselves. As a result of these facts several customer experiences prove that NordicStar SV1 Iconic has increased frozen food sales by approximately 10%.

With its attractive and well-lit product display NordicStar SV1 Iconic is designed to draw attention and entice customers to make impulse purchases even for the premium products, while the ergonomics are optimized with both shopper and personnel in mind. Large glass surfaces are at the optimal height so that the groceries are completely visible to the shopper.

More space – for products and store layout concepts

Compared with a freezer island, Epta NordicStar SV1 Iconic has over to 60% more volume in the same floor space. This boosted floor space productivity and unique design means retailers can explore totally new store layouts and orientation options.

Combining the benefits of a freezer island and an upright freezer, NordicStar SV1 Iconic can be used flexibly for selling both bag and carton packed frozen food. Island-shaped bottom and upper shelves offer various options for product display and cabinet filling. The top of the cabinet can be used for cross-merchandising and product communication. The new crown end unit helps to further improve the store layout and increase impulse sales.

Several customers have reported significant revenue increase after implementing NordicStar SV1 Iconic to the frozen food department.

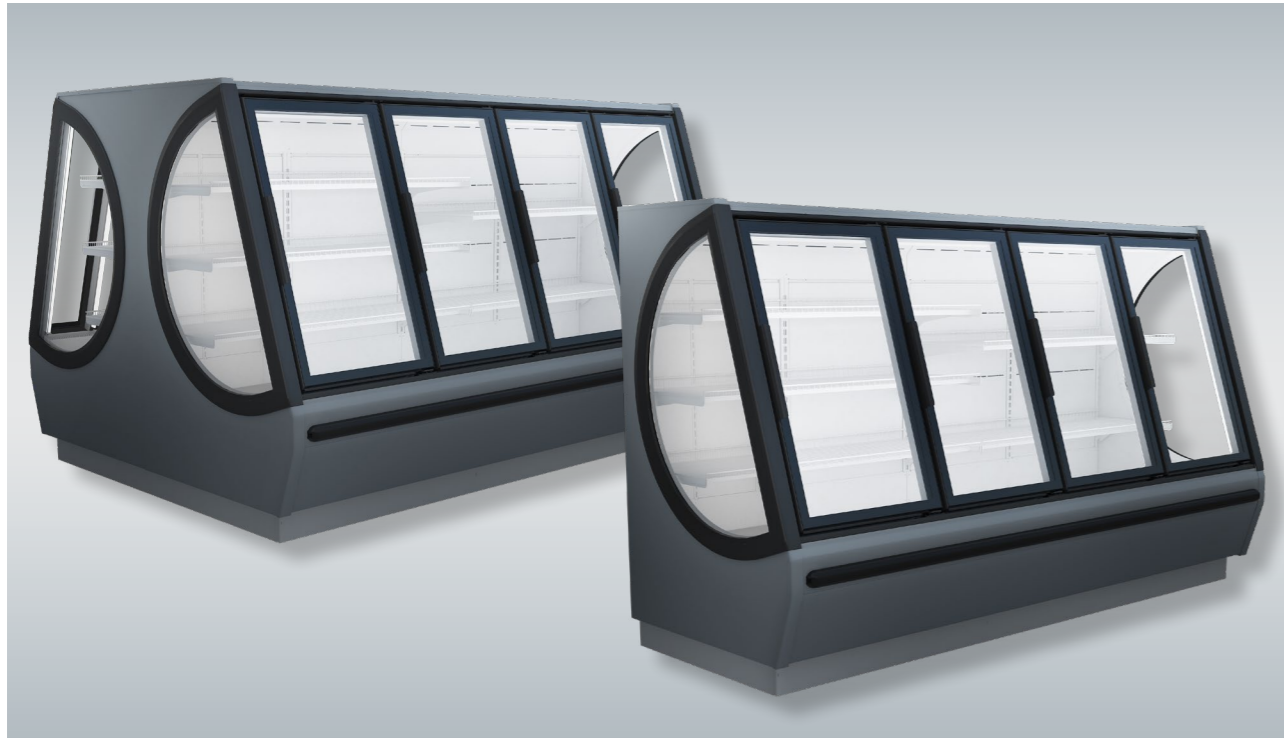


CHOOSE NORDICSTAR SV1 ICONIC FOR

- Higher sales
- More frozen products without the need for additional space
- Better product visibility
- Better ergonomics and user experience
- More design options for your shop layout

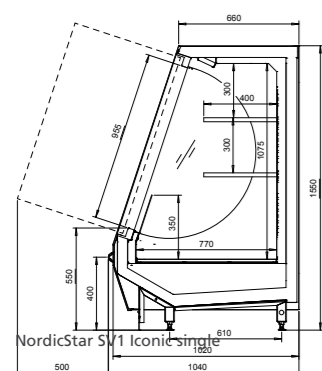


TECHNICAL SPECIFICATIONS

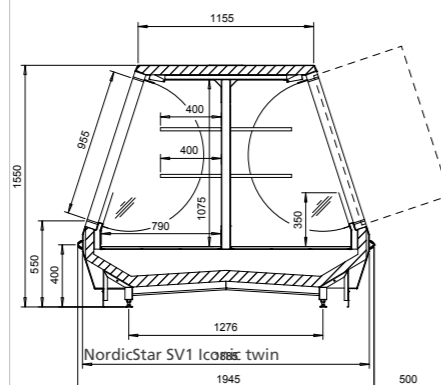


NordicStar SV1 Iconic	
Front height (mm)	550
External length (mm)	1875, 2500
External height (mm)	1550
External depth (mm)	1050, 1920
Temperature range (°C)	-23 to -21
Refrigerants	R744 (CO2)
Energy efficiency class	E

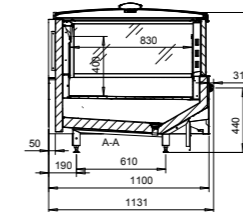
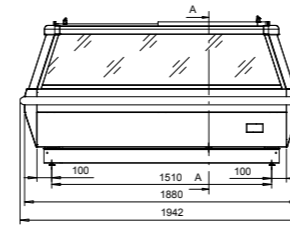
NordicStar SV1 Iconic 100-155-F



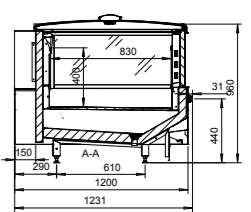
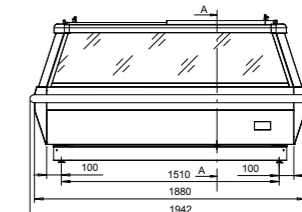
NordicStar SV1 Iconic 192-155-F



NordicStar SV1 Iconic 195-110-F-CE



NordicStar SV1 Iconic 195-120-F-CE



STANDARD EQUIPMENT

- LED tube door lights
- Anti-fog coated doors
- Self-closing doors



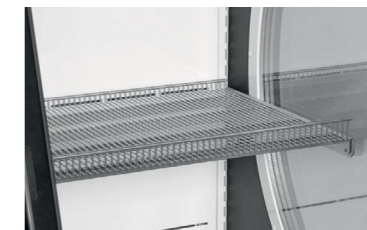
Anti-fog coated doors



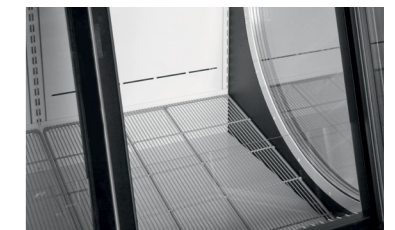
Self-closing doors with brake mechanism

OPTIONAL ACCESSORIES

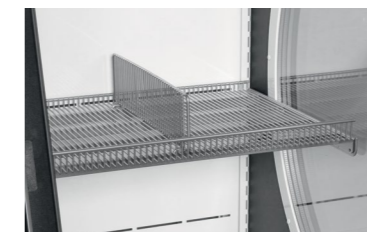
- Acrylic divider panel
- Grid shelves
- Divider for grid shelf
- Price trim holder for shelf
- Bottom display grids
- Divider for bottom display grids
- Acrylic divider for bottom display plates
- Hook for plastic bags
- Plastic bumpers



Grid shelves



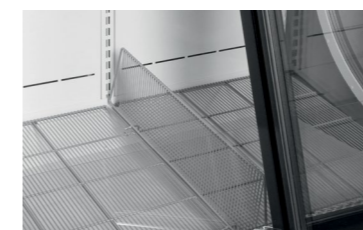
Bottom display grids



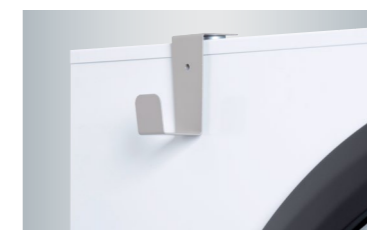
Divider for grid shelf



Acrylic divider for bottom display plates



Divider for bottom display grids



Hook for plastic bags



Price trim holder



BENEFITS

Glass ends and LED lighting for improved product visibility

Patented ergonomically functional design



Spacious island-shaped lower part

Upper shelves on the shopper eye-level

60% more products per footprint

Attractive product display, increasing sales, maximized visibility in the centre of the store and high productivity per unit floor space: just some of the benefits of the NordicStar SV1 Iconic's transparent design.



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