

# *Invitation*

to help yourself

## MARENA Refrigerated Multidecks



*Linde*

# Customer magnet

with style





## Wherever there's a Marena, turnover is faster

Marena makes food retailers dreams come true. It achieves markedly higher sales with a merchandise display that excellently sets the stage for your food products: a fresh appearance, pleasantly arranged, and easily accessible.

### **Best view for your customers – best prospects for increased sales:**

Your customers are provided a best possible view of all goods. "Fewer shelves, more merchandise" – a principle the Marena expresses very beautifully. Panoramic end walls provide an unobstructed view of your assortment of products even from the side. We have also designed the canopy as short as possible to show the products to their best possible advantage. Customers instinctively get much closer to the Marena – closer than to conventional refrigerated multidecks. Moreover, the cascading stepped display shelves present your food products in a grand and easily accessible way. This method of displaying merchandise encourages impulse buying.

The pleasant results: The excellent sales figures realized in any instance by crown end cabinets for example, can be additionally increased up to 25%.

### **Benefits for your business**

- ▶ Unique merchandise display
- ▶ Modern, avant-garde cabinet styling
- ▶ Forceful appeal of displays for impulse buying
- ▶ Up to 25% higher sales with Marena crown end cabinets in comparison to other crown end cabinets

# *Top positioning*

in your business

## Your range of products exclusively presented

Marena multidecks impressively pay tribute to your goods. They are distinctive and at the same time can be used flexibly.

Although a Marena equipped with external lighting is a perfect eye-catcher in the area of the store where it is set up as a gondola head, it also cuts a fine figure when installed elsewhere. Installed in long rows of wall shelves or Marena's own row of shelves, they are a welcome and harmonious change and stopper in the premium area of your market.



*Up to 25% higher sales in comparison  
to other crown end cabinets !*



*Ideal combination*  
Marena crown end  
cabinets and Marena  
refrigerated shelves



*Bon appetit!*  
*Smaller shelves – more merchandise*

# *Abundance of ideas*

for your product assortment

## *Accessible*

The canopy is recessed. This encourages your customers to come within very close reach to the shelves.

## *Bright*

Linde external lighting is available – with a night roller blind if desired – in addition to the optional display shelf lighting on terms and conditions that leave other lighting manufactures standing in the dark.





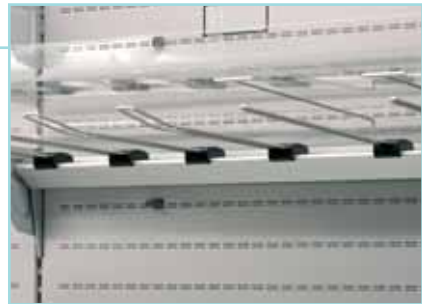
### *Boundless*

Mirrored glass gives the impression of a virtually boundless abundance of space for merchandise.



### *Following the trend*

The display hooks follow the trend by perfectly presenting convenience products.



### *An attention getter*

Cascading product display areas keep temperatures low and attract shoppers' attention.



### *Sloped*

Each Marena can be optionally equipped with sloped bottom racks to provide an even better view of the products on display.



# Shopping experiences

throughout the store



## *Neighbours*

Refrigerated next to non-refrigerated goods: Marena gives all the freedom needed for individual store layout.



## *Selling aids*

Your products are presented on clearly arranged display hooks. And they are easy to remove.



## *Stopper*

Customers like to linger near a Marena. Place these shelves in a long row of shelves and you can rest assured your sales will be successful.



## *Health*

Especially high turnover products won't stay long on Marena's shelves. The Marena is also ideal for attractively presenting produce.



## *Impression*

Mirrors that reflect what it means to offer a wide selection are a great boost to the image of your business.



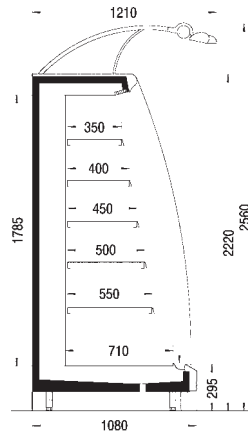
## *Prime choice*

Marena refrigerated shelves also display sausage and meat products perfectly. Constantly controlled temperatures keep them fresh. The external lighting shows them to their best advantage.

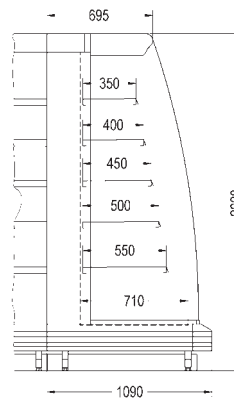
# Custom-made

for your business

## Marena Straight Cases and Crown End Cabinets: Cabinet height 2,220 mm, temperature range 3 = 2/4°C, 4/6°C

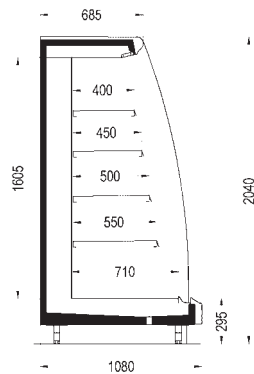


Marena 73.A3 L with external lighting (optional)

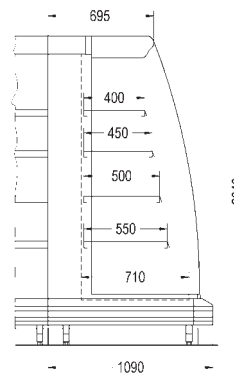


Marena 73.CE A3 L

## Marena Straight Cases and Crown End Cabinets: Cabinet height 2,040 mm, temperature range 3 = 2/4°C, 4/6°C



Marena 73.A3



Marena 73.CE A3

<i>Marena Straight Cases</i>	(Modules)	125	188	250	375
Lengths including end walls (40 mm each)	(mm)	1,330	1,960	2,580	3,830
Temperature ranges	(°C)				
3		2/4 4/6	2/4 4/6	2/4 4/6	2/4 4/6
4		0/2	0/2	0/2	0/2
Total display area	(sq metres)				
Marena 73.A4		3.30	4.90	6.50	9.80
Marena 73.A4 L		3.70	5.60	7.40	11.10
Marena 73.A3		3.30	4.90	6.50	9.80
Marena 73.A3 L		3.70	5.60	7.40	11.10

Type code **Marena 73 . A4 L**

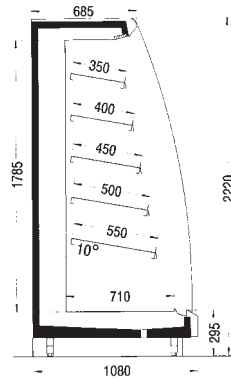
Product line

Bottom cabinet = 70 cm  
Front height = 30 cm

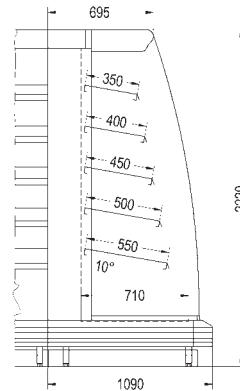
Temperature range = 4 (0/2°C)

Detail information: inside height = 222 cm

## Marena Straight Cases and Crown End Cabinets: Cabinet height 2,220 mm, temperature range 4 = 0/2°C

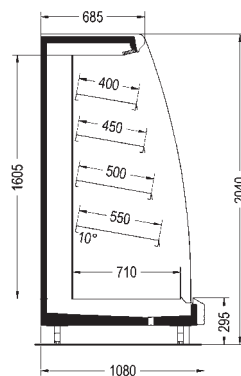


**Marena 73.A4 L**

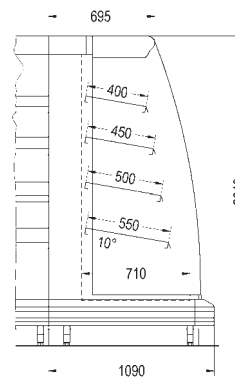


**Marena 73.CE A4 L**

## Marena Straight Cases and Crown End Cabinets: Cabinet height 2,040 mm, temperature range 4 = 0/2°C



**Marena 73.A4**



**Marena 73.CE A4**

<i>Marena Crown Ends (CE)</i>	(Modules)	188	200	220
Lengths including end walls		2,130	2,250	2,450
Temperature ranges	(°C)			
3		2/4 4/6	2/4 4/6	2/4 4/6
4		0/2	0/2	0/2
Total display area	(sq metres)			
Marena 73.CE A4		4.90	5.20	5.70
Marena 73.CE A4 L		5.60	5.90	6.50
Marena 73.CE A3		4.90	5.20	5.70
Marena 73.CE A3 L		5.60	5.90	6.50



**Evolution5**  
Made to trade.

## *Supply*

meeting the demand

The refrigerated cabinets we manufacture today set the standard for tomorrow. The **Evolution5** product range from Linde gives every market a dynamic and sales-oriented appearance.

The capability of being able to combine refrigerated display cabinets ensures **greatest possible flexibility** in presenting merchandise. The refrigerated display cabinet architecture enables **maximum utilisation of floor space**. Display cabinet styling that places the **focus on products - perfectly**. The colour concept can be tailored individually to all product assortments and market furnishings. **Reliable temperature control** is guaranteed. Low **energy consumption**. With numerous **fittings and accessories** to meet all of your individual needs.

Linde **Evolution5** creates ideal **shopping conditions** in every market.

*Linde*