



PUT YOUR FRESHNESS ON DISPLAY
 TRUE OPEN AIR MERCHANDISERS

A passion for cold



truerefrigeration.eu

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€12 MILLION GLOBAL MARKET VALUE | X3 IN ↑ 2023

BAGEL SALAD
 COFFEESHOP
 POKÉ &
 SUSHI



FAST FRESH
 HEALTHY
 TASTY



ADAPT TO CHANGING
 DEMAND

'Food to Go' continues to lead the 'eating out' market

Modern consumers lead busy lives. At the same time, they are both more demanding than ever about what they eat, but also spend less time preparing meals.

They expect choice, convenience, quality and value, presented to them in a way which fits around their preferences and lifestyle.

Prior to the 2020 downturn, the Food to Go market was booming as a result, forecast to grow at twice the rate of other food channels over the next five years.

It took a big hit, but the demand is still there. Now things are starting to return, a bounce-back is anticipated with high levels of year-on-year growth again starting to accumulate.

The experiences of recent years may leave a long and lasting impression on how we eat, but the consumers are still out there. They still need to and 'want to' eat. It has never been more important to know, understand and engage with them.

True Open Air Merchandisers are designed to help operators capitalise on the return of the Food to Go market. A sleek, modern, refrigerated multideck merchandiser which literally puts your products in the spotlight, grabbing the attention of hungry customers.

Put Your Freshness on Display!

Enhance Your Offering Solutions for premium chilled product placement

True Open Air Merchandisers (TOAMs) are our new generation of retail multideck chiller, ideal for the preservation and display of fresh packaged food and beverages.



Standard Features

- R290 Hydrocarbon systems.
- Individual LED lighting **per level**.
- **Energy conserving** Night Blind.
- **Smart** Electronic Control.
- True RCU Technology.
- **Heavy Duty** Cantilever shelving

Watch the video here



A New Generation of Open Display Environmentally Friendly Retail Refrigeration

TOAM products are available in two standard widths (30" or 48") and can be customised further with your choice of:

Sign Panel
or
No Sign Panel

Glass Sides
or
Solid Slides



| Product | TOAM-30 | TOAM-48 |
|---------------------------|------------------|-------------------|
| EEC (per EN23953) | F A ↑ G | G A ↑ G |
| Dimensions mm (L x D x H) | 762 x 738 x 1994 | 1220 x 757 x 1994 |

External and Internal Finish

TOAM's can be specified in standard Black Exterior/White Interior, full Aluminium, or take advantage of True's Custom Color service, offering a range of different RAL designations to create a unique cooler which enhances your product display.



Increased Security Option

Where increased security is required, TOAM products can be specified with a locking roller security cover, matching the finish of the cabinet.

