



PUT YOUR FRESHNESS ON DISPLAY  
 TRUE OPEN AIR MERCHANDISERS



A passion for cold



truerefrigeration.eu

True Refrigeration Europe GmbH, Hauptstr. 269, 79650 Schopfheim, Germany, +49 (0) 7622 68830  
 True Refrigeration UK Ltd, Fields End Road, Rotherham, S. Yorkshire S63 9EU, +44(0) 800 783 2049  
 TrueEurope@truemfg.com

Publistat MA ANECY © True - Semaphore - 11/20



€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.

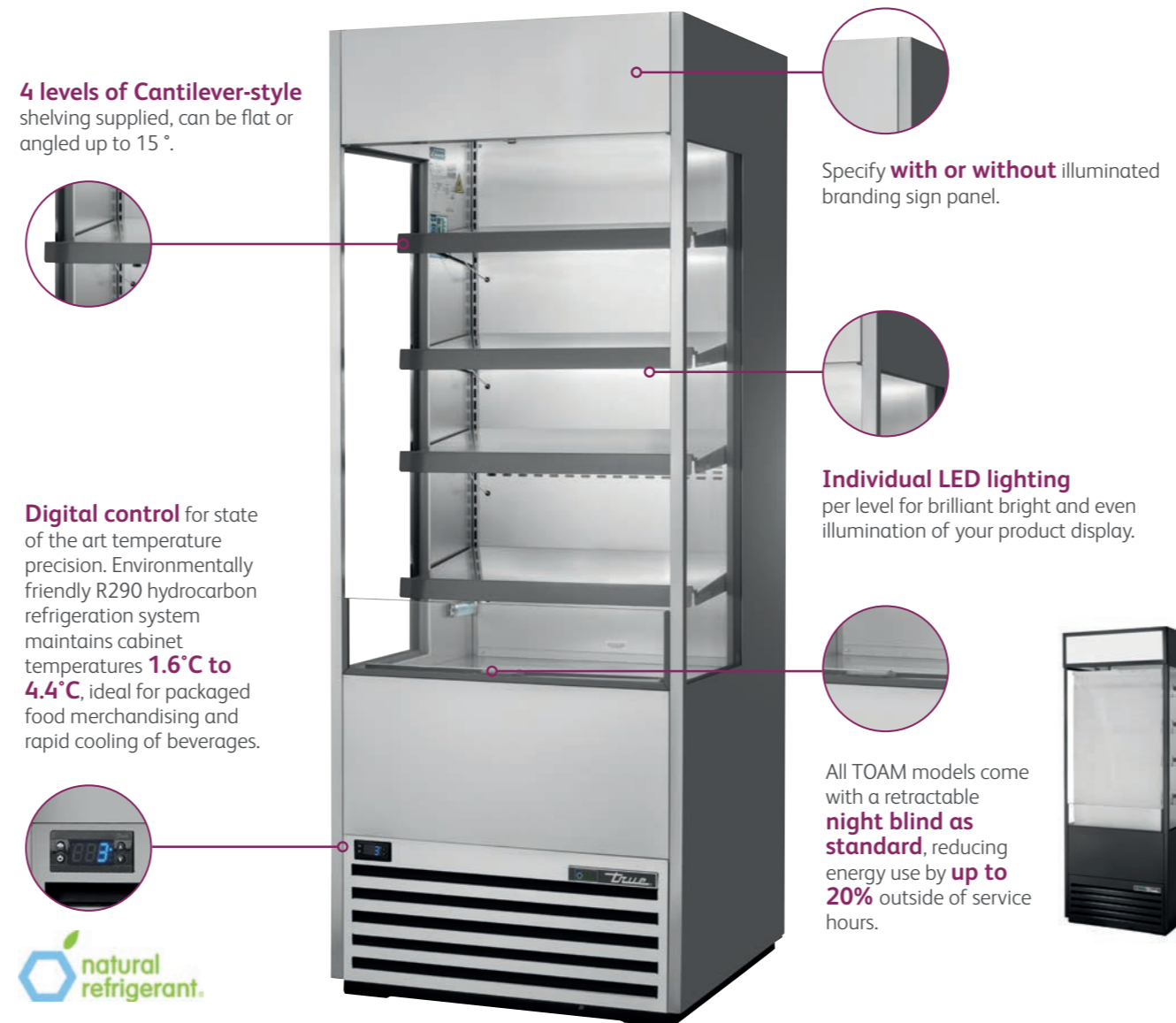
The experiences of recent years may leave a long and lasting impression on how we eat, but the consumers are still out there. They still need to and 'want to' eat. It has never been more important to know, understand and engage with them.

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.



**4 levels of Cantilever-style** shelving supplied, can be flat or angled up to 15°.

Specify **with or without** illuminated branding sign panel.

**Individual LED lighting** per level for brilliant bright and even illumination of your product display.

**Digital control** for state of the art temperature precision. Environmentally friendly R290 hydrocarbon refrigeration system maintains cabinet temperatures **1.6°C to 4.4°C**, ideal for packaged food merchandising and rapid cooling of beverages.

All TOAM models come with a retractable **night blind as standard**, reducing energy use by **up to 20%** outside of service hours.



### 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)		
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.

