

*The Signature of Quality™*



*Chocolate and Confectionery Merchandising Systems*



# *The Art and Science of Merchandising Chocolates*



When chocolate is properly preserved and presented, its rich color, delicate luster, and silky texture convey a sense of freshness and quality to chocolate lovers everywhere. Effective visual presentation, and careful product preservation, are essential to merchandising chocolates and other high-quality confections. Which is why leading chocolatiers and confectioners come to Federal Industries for their product merchandising needs.





Federal Industries is America's leading manufacturer of premier merchandising systems. Federal has over sixty years of success serving the food industry. Federal's time-tested displays contain all the elements essential to merchandising success – quality materials, precision craftsmanship, and design innovation.

Every Federal display presents food at its very best. Freshness and quality always comes through. Federal's displays are designed in a way that focuses attention on the product, but never itself. This concept in product presentation achieves its fullest expression in Federal's line of Chocolate and Confectionery Display Cases.

## Chocolate and



### *The Art of Merchandising*

In chocolate, as in all fresh foods, it's the presentation that sells the product. Which is why Federal has included dozens of design features that visually promote products and turn shoppers into buyers. These features include Federal's:

- hinged front glass—tilts forward for easy cleaning.



# Confectionery Merchandising Systems



- curved front glass design – providing an unobstructed view of the product.
- mirrored ends and reflective doors– maximize product presentation.
- custom laminate finishes to fit into your decor.
- three tiers of adjustable glass shelves with individual shelf lights – for presentation flexibility.

At Federal, attention to detail, quality craftsmanship, and unerring sense for effective product display, truly define the art of merchandising.

## *The Science of Preservation*

Discerning chocolate lovers expect perfection. Consequently, successful merchandising of chocolate depends on the science of climate control. Chocolates (and other confections) look better and last longer in a carefully controlled environment.

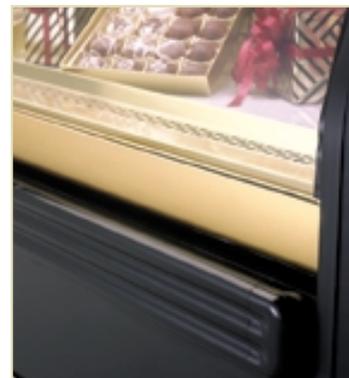
Federal's engineers have designed a superior climate control system that consistently maintains an ideal environment for chocolate. A perfect balance of compressor size, evaporator coil surface area, air movement, and humidity control is the key. This fully adjustable temperature and humidity system prevents product discoloration, dehydration, and dulling.



*The Perfect Balance of  
Art and Science*

Federal Industries' chocolate and confectionery merchandising systems perfectly balance the art of merchandising and the science of preservation. Each display presents products in the most attractive manner possible. At the same time, the science of climate control is never ignored. Federal's displays carefully control the internal case climate to preserve and prevent loss.

*Federal Industries...*



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*For additional information about  
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confectionery merchandising systems,  
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balance between the  
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