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## The shopping experience of the future - Viessmann introduces a new semi-vertical cabinet line in the Tecto range

- **The Tecto SV5 semi-vertical cabinet line meets every wish for an open store concept and premium product facing**
- **Easy to install and service - robust and efficient in daily use**
- **New elegant design places food produce in a premium layout**

**Düsseldorf, 16 February 2020** – Physical stores need to fight harder to attract modern consumers. The shopping experience is a combination of multiple factors, store design and layout being among the most important. At the EuroShop 2020 trade show, Viessmann Refrigeration Solutions is presenting a new refrigerated semi-vertical cabinet range to help retailers meet these and other future requirements.

### **Tecto SV5 provides great product placement**

An unobstructed view throughout the store is the wish of most retailers. At the same time, a large variety of food produce must be displayed over a small footprint. Viessmann is bringing the new remote-technology Tecto SV5 semi-vertical cabinet line to the market.

This line provides new experiences for shopping and great product placement and facing. The **streamlined design** draws shoppers' attention to the products on display. Viessmann has paid special attention to efficient footprint use: the cabinets' inside volume is in excellent proportion to its outside dimensions. Two cabinet depths, 89 cm and 99 cm, are available. In particular, the product volume of the **upper shelf**, which is typically closest to the shopper's eye level, has been greatly improved.

### **Tecto SV5 fits evolving retail concepts**

Built on the same platform as the Tecto MD5 range, the Tecto SV5 features excellent energy and operating efficiency, even in demanding store conditions stemming from

- premium cabinet body insulation
- energy-efficient components
- patented e-ncore air curtain technology
- high load bearing and product volume of the shelves.

The cabinet has been designed for easy daily use and special attention has been paid on details, which make cleaning and servicing of the cabinet effortless.

Thanks to the prefabricated piping option, Tecto SV5 is fast and easy to install. The minimum on-site installation time called pipe MOST facilitates installation work and ensures high-quality operations during the cabinet's lifetime.

Due to energy-efficiency and legal requirements, most refrigerated cabinets in the future will have doors. Tecto SV5 has door options to meet any store requirements.

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## **Stylish design throughout the store**

The elegant and streamlined design combined with customisable features helps food retail concept designers to build modern and timeless store layouts. The product range consists of line cabinets and crown-end cabinets with various door options. The same product platform makes Tecto MD7, Tecto MD5 and the brand new Tecto SV5 cabinets look elegantly harmonious when installed in the same store.

Tecto SV5 cabinet line is being introduced at the EuroShop exhibition in February 2020 and most models will be available for customers during this year.

## **About Viessmann:**

The Viessmann Group is one of the leading international manufacturers of heating, industrial, and refrigeration solutions. This family enterprise was founded in 1917, has 12,000 employees, and the group's turnover amounts to €2.5 billion.

Viessmann Refrigeration Solutions is one of the leading European manufacturers of commercial refrigeration and clean room solutions, renowned for their energy efficiency, sustainability, ease of use and maintenance. Viessmann's refrigeration product and service portfolio includes refrigerated cabinets, refrigeration systems, cold and clean room solutions, accessories and related services. Viessmann refrigeration solutions employs nearly 1,500 refrigeration professionals in Europe. The products are manufactured at Viessmann factories in Germany and Finland and are represented by local sales offices in 18 countries, backed up by an extensive network of partner companies.

[www.cooling.viessmann.com](http://www.cooling.viessmann.com)

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