

Finding the WOW Factor

"My first thought was, seriously, 'WOW!' because the doors were making a statement. To get that type of impact was huge."

Derek Gaskins, Chief Customer Officer
Rutter's Farm Stores



BEFORE



AFTER

Rutter's Farm Stores remodeled one of its flagship locations in York, PA, to provide customers with a modern destination. When looking at its cold-vault segment, Rutter's wanted a solution that would breathe life into this tired, outdated...but key category.

In the end, Rutter's selected the **Anthony® Infinity 090** Cooler and Freezer Doors for this upgrade. This resulted in a highly energy efficient cold-vault section that brought the "Wow" factor back to the beverage and frozen foods section.

Contact us at (800) 772-0900
or see the WOW video at
www.anthonyintl.com.



Anthony® Infinity 090 Doors Offer:

- Enhanced Merchandising Area That's Inviting To Customers
- 57% Less Energy Used On Cooler Doors*
- 24% Less Energy Used On Freezer Doors*
- Durable Magnetic Gaskets That Will Ensure A Tight Seal for Years To Come
- LED Lights For Superior Luminance, Improved Energy Efficiency

* When compared to traditional door models.

