

# WEBSTER'S MARKETPLACE: A DEMONSTRATION OF ZERO ZONE RELIABILITY

## CLIENT

Webster's Marketplace is located in Ripon, Wisconsin. Rob and Kathy Webster opened the market in 1978, and it has been a family business since. Candie Webster has since taken over the business from her parents. We interviewed DuWayne Wichman, one of the store managers.



## REQUIREMENTS

Webster's Marketplace needed reliable and energy-efficient display cases to replace discontinued competitor models. The display cases also need to have a large packout.



## BACKGROUND

The original display cases the store purchased failed regularly and frequently required maintenance. The manufacturer of the display cases was purchased by another company that obsoleted the models. Replacement parts for the display cases were no longer available. DuWayne commented on the matter, "Getting parts was almost impossible, so we decided we were going to start switching to [Zero Zone display cases]."

Webster's Marketplace needed display cases with a long life-cycle and had full support from the manufacturer for years after installation.

## SOLUTIONS

Zero Zone reliability has built trust with customers across North America. We grew this trust from our small town in Wisconsin by selling to local retailers, such as Webster's Marketplace. When Webster's Marketplace expands, they choose Zero Zone for their display cases. DuWayne said, "I can't say enough good things about [Zero Zone display cases]." Inside Webster's Marketplace, you'll find Zero Zone display cases in operation from 1984, 2005, 2015, 2017, and 2024.



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## ZERO ZONE RELIABILITY



Although Webster's Marketplace replaced obsolete display cases during the remodel, they decided to keep Zero Zone Maximizer® from 1984. When we asked DuWayne about it, he said, "We thought about putting new cases here. But because they were running so well, we didn't do it."

By integrating new technology into our display cases, we enhance their dependability, rooted in a foundation dating back to 1961. This Maximizer® display case hums along now, much like it did 40 years ago. And it is a monument to Zero Zone reliability.

## ZERO ZONE DURABILITY

At Zero Zone, we conduct reliability tests that exceed standard certification and regulatory requirements. Our process includes opening and closing doors for extended periods of time to simulate years of use, along with repeated door slamming and over-extension tests to ensure long-lasting durability. Our environmental testing puts our cases in extreme climates, including freezing temperatures or high humidity to evaluate ice accumulation points and potential impacts. We also perform stress tests on shelves and strength tests on kickplates to thoroughly assess each component to ensure it can withstand the demands of real-world applications. We perform these tests to guarantee that we can deliver a display case you can rely on for years of service. To find out more about these tests, and the other tests we perform, use the contact information provided in this document.



## UPKEEP AND MAINTENANCE

Aside from the fact that they require little maintenance, the display cases are easy to service should the need arise. DuWayne said, "I've been here a long time and don't have problems with Zero Zone cases. Several of my maintenance managers would agree; we were sold on Zero Zone from day one."



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## A LARGE PACKOUT AND INCREASED EFFICIENCY

The resilience of Zero Zone display cases was not the only reason Webster's Marketplace chose them. DuWayne likes their depth and height. DuWayne said, "The packout is better, and the tags on shelves look better and offer better visibility to the prices and description." DuWayne also mentioned that the doored display cases were far more efficient than the open "bunker cases."

## ZERO ZONE LEGACY

Webster's Marketplace has trusted Zero Zone reliability for 37 years. The longevity of Zero Zone display cases goes far beyond technological obsolescence. The ease of maintenance continues to be respected by Maintenance Managers. The large packout from the tall and deep case is a feature held in high regard by DuWayne: "If there were talks of new cases to get, we'd have one answer: Zero Zone."

For more information about this Case Study,  
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