

# John's Refrigeration - A decades-long Zero Zone partnership built on serving the customer



Crystal Merchandiser® Lineup - Ripon, WI.



***“It’s the total cost of ownership point. We are going to save on freight, serviceability, real time human support from the factory, and agility with lead times.”***

Mitchell Melendy, Area Vice President  
John's Refrigeration, a Smart Care Company

## Business Overview

**Location:** Wrightstown, WI.

**2024 Revenue:** \$500 million

**Partners:** Since 1995

John's Refrigeration, a provider of industrial and commercial climate solutions is part of Smart Care, a parent company generating over \$500 million in annual revenue. John's Refrigeration itself oversees diverse projects, from retail grocery spaces to large-scale cold storage facilities. Zero Zone, renowned for its industry-leading refrigeration systems and display cases, has been a trusted partner for decades. Together, their shared values, focus on quality, and commitment to customer success have created a model for partnership excellence.



Highlight Merchandiser® Lineup - Green Bay, WI.

## Partnership Pillars



Shared Values and Alignment



Operational Continuity



High-Quality Solutions



Flexibility and Nimbleness



## Shared Values and Alignment

Both companies prioritize long-term relationships, placing customers at the center of their mission. This alignment has fostered trust and operational synergy. Strong relationships with shared priorities create smoother project executions. Both companies have demonstrated their commitment to long-term relationships through specific actions, such as the decision by Zero Zone to step in and assist a competitor during a challenging system implementation for a shared customer.

***“It was the first time this retailer went with a competitor, and they couldn’t get that system programmed properly. Zero Zone could have walked away, but instead, they stepped up to fix the issue and showed their true commitment to the bigger picture.”***

This collaboration highlighted their focus on delivering the best outcome for the customer and reinforced their reputation for reliability and support in even unconventional scenarios.

Another exercise in quality, loyalty, and trust is demonstrated in warranty work.

***“We lose 10% a year from suppliers other than Zero Zone just on warranty work. We can’t get paid!”***



2RVLC30 Windowed End Cap - Ripon, WI.

***“They’re in business for the long haul and they stand behind their value.”***

Mitchell Melendy, Area Vice President

**10%**  
to bottom line

## Operational Continuity

Zero Zone championing low turnover and deep industry expertise ensure contractors work with a team that knows their needs intimately.

***“Zero Zone is so consistent on their delivery times. If they say it will be there, it will be there. You can’t put a dollar value on that - but it’s worth 10-20% extra for a quality, on-time install.”***

**10-20%**  
premium

Long-tenured staff members consistently provide timely and precise support, such as addressing technical issues during project launches or streamlining communications to minimize delays. This reliability means fewer last-minute surprises and a smoother workflow from planning to implementation. Moreover, Zero Zone leverages feedback to refine future projects, creating continuous improvement that benefits all stakeholders.

***“They’re very open to understanding pain points and improving on them.”***



3RVLC30 - Crystal Merchandiser®



Outdoor Parallel Rack - Wisconsin Supermarket

***“When you get the ability to have people continuity like Zero Zone has had, they are there to fight fires alongside you.”***

Mitchell Melendy, Area Vice President

## High-Quality Solutions

Zero Zone Crystal Merchandiser® doors and CO<sub>2</sub> racks stand out for their durability, innovation, and superior design. One standout feature of the Crystal Merchandiser® Coolview® Illusion® door is its timeless design. Improved doors manufactured today still blend into existing environments, allowing businesses to seamlessly replace or expand setups without aesthetic or functional mismatches.

***“Their ability to create durable, long-lasting products saves money over time, despite a higher upfront cost.”***

This level of design consistency highlights Zero Zone commitment to customer needs while ensuring long-term value. Furthermore, their equipment’s durability surpasses industry norms, outperforming competitors whose manufacturing shifts to Mexico or overseas have led to inconsistent quality. Zero Zone, a US-based manufacturer, ensures tighter quality control, faster lead times, and a nimble response to client demands, setting them apart in the market. By maintaining high standards and local production, they provide reliable performance, reduce maintenance costs, and enhance the total cost of ownership for customers.

***“You know when you install a Zero Zone door, you’re going to be more efficient and avoid service headaches.”***

***“The Crystal door has been the Mecca of medium temp glass doors for as long as I can remember. Everyone is still chasing that.”***

Mitchell Melendy, Area Vice President



Grocery Stocker - Hartford, WI.



## Flexibility and Nimbleness

Zero Zone adapts quickly to meet client needs, setting them apart from competitors who often struggle with long lead times and inflexible operations. Mitchell mentioned,

***“Zero Zone has better people. They don’t make you jump through hoops with work authorizations. Competitors have poor morale. Zero Zone is [head and] shoulders above the rest.”***

One reason for their nimbleness is their US-based manufacturing, which enables tighter quality control and faster production compared to competitors.

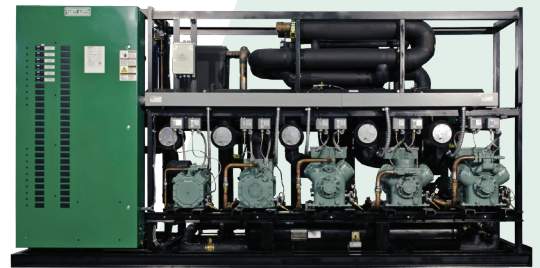
***“They’re flexible and nimble, always ready to make adjustments to meet end-user demands.”***

Additionally, Zero Zone fosters direct lines of communication with senior leadership, including the CEO, which streamlines decision-making and accelerates problem resolution. For example, their team expedited production schedules and customized key components to address a client’s tight timeline, ensuring the project stayed on track. This proactive approach consistently prevents disruptions and reinforces its reputation as a reliable, customer-focused partner.

***“Biggest competitor is the worst. They have a good rep but the rep can’t do anything about their policies and people issues.”***



Custom Electrical Mechanical Center - Green Bay, WI



Indoor Parallel Rack

***“Their quote turnaround is fast, and they’re always willing to work alongside us to solve problems.”***

Mitchell Melendy, Area Vice President

## Holistic Results and Outlook

The partnership between Zero Zone and John's Refrigeration demonstrates the power of shared values, exceptional quality, and operational excellence. Together, they have successfully addressed industry challenges, delivered superior outcomes, while building a foundation for continued growth.

- ✓ **Premium Value: Lasting 20 years or more,** Zero Zone products offer superior durability.
- ✓ **Total Cost of Ownership:** Reduced maintenance and service needs lowers total cost of ownership by **10%.**
- ✓ **Lead Time Improvements:** Nimble adjustments reduce project delays and improve satisfaction.

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