

How Zero Zone delivered a **25%** longer equipment lifespan through **quality, innovation, and collaboration** for this large regional grocery chain.



Reveal Merchandiser® and Highlight Merchandiser® Lineup - Austin, TX



“I noticed that racks from Zero Zone had withstood over two decades of daily operations, with only minor component replacements. Even as the industry shifted to lighter, cost-effective alternatives, Zero Zone stayed committed to quality, making them a go-to choice for reliability.”

VP, Design and Engineering

Business Overview

Locations: 435

Employees: 150,000

2024 Revenue: \$46.5 billion

Partners: Since 2014

This leading grocery store chain operates over 435 locations and is rapidly expanding. Known for its high-volume sales and loyal customer base, the chain generates significant revenue per square foot, often outperforming industry benchmarks. With a robust capital plan that includes 10 to 15 new store openings annually and frequent remodels, the company prioritizes long-term partnerships with vendors who can deliver reliable, efficient, and innovative refrigeration solutions. Zero Zone has been a key partner, providing high-quality equipment and exceptional support tailored to the chain's demanding operational needs.



3RVMC24 Hybrid Cases

Three Challenges



**Product
Longevity**



**Customer Support
and Responsiveness**



**Emerging Regional
Challenges**

Product Longevity

Zero Zone equipment is widely recognized for its long-lasting durability and superior construction. "When you review their products alongside competitors, the attention to detail is evident. They're heavier, sturdier, and made with more steel, all the right components that extend useful life." This robust build extends the life span of Zero Zone equipment to meet and often exceed industry expectations of 20 to 25 years for racks and 12 years for a case, far outlasting many competitors' offerings.

Zero Zone focus on quality allows cases to last 15 years when the industry expectations have been reduced to 12 years.

At one store, this retailer has acknowledged racks from Zero Zone had withstood over two decades of daily operations, with only minor component replacements.

"In my career, they've been bulletproof, they're solid."

Zero Zone refrigeration solutions also play a vital role in e-commerce fulfillment centers, particularly in high-volume operations where reliability and durability are paramount. "Zero Zone is very successful in our e-commerce application."

For this retailer, the **total cost of ownership (TCO)** includes a full assessment. Volume is a critical factor for their refrigeration solutions with their top priority being packout capacity.

\$200M
cost avoidance

"Even as the industry shifted to lighter, cost-effective alternatives, Zero Zone stayed committed to quality, making them a go-to choice for reliability."

VP, Design and Engineering

35%
less electricity

"TCO [Total Cost of Ownership] to us means first cost + electricity + water + installation + commissioning + repair + uptime + aesthetics and merchandise packout." When looking at everything Their strategic initiatives have been paying off. Since 2018 sales have doubled and this retailer is leading in average basket size and frequency of store visits.

\$43B+
annual sales

"ZZ is a leader in maintenance and repair. I would pay more for Zero Zone cases and racks"

Customer Support and Responsiveness

Zero Zone sets itself apart with exceptional customer service.

"Zero Zone is never a bottleneck for opening a new store or refreshing an existing one."

Once things get going, "If there's a problem, I can call someone and get the support I need." This responsiveness ensures minimal downtime and instills confidence in their ability to deliver on promises.

"We measure uptime and Zero Zone is GOOD. Door cases are solid. Racks are the best."



Highlight Merchandiser® Hybrid Lineup

"That feedback loop is critical and I would say Zero Zone has a pretty good reputation for listening and wanting to help."

VP, Design and Engineering

Emerging Regional Challenges

Zero Zone has been proactive in adapting to industry challenges, such as integrating advanced technology to meet DOE and EPA regulations. While these changes create complexity, the company maintains its focus on technician training and usability to bridge gaps in the workforce's skill set.

Some operations in San Antonio present unique challenges due to the region's strained infrastructure and resource limitations. The city faces ongoing water scarcity issues, compounded by frequent droughts, which directly impact refrigeration systems reliant on water-intensive cooling solutions. The Texas power grid also struggles with capacity, leaving businesses vulnerable to outages that can compromise refrigeration uptime and energy efficiency. "In 2028, the forecast shows that without building new power plants, the demand will exceed supply," emphasizing the critical need for reliable, energy-conscious systems. With this retailer's assessment that "Transcritical CO₂ is not yet on par with traditional. Takes lots of tweaking and tuning," they are optimistic that:

***"Zero Zone will figure it out.
It's what they do."***

One of their unique challenges is that "It takes 600,000 gallons of water per store per rack to keep it out of transcritical mode, so water efficiency and proper tuning are huge for us."

Zero Zone addresses these challenges by designing innovative, energy-efficient solutions that reduce reliance on water and mitigate strain on the power grid. Their equipment's robust design and adaptability help customers like this grocery chain plan for these constraints while maintaining consistent performance. This strategic approach ensures resilience in a rapidly growing, resource-stretched city like San Antonio.

"It takes 600,000 gallons of water per store per rack to keep it out of transcritical mode, so water efficiency and proper tuning are huge for us."

VP, Design and Engineering



Outdoor Parallel Rack - San Antonio, TX



ORMC82L Produce Section

Holistic Results and Outlook

The Zero Zone partnership with this customer demonstrates the value of reliable, innovative refrigeration solutions in large-scale retail operations. By addressing challenges with tailored strategies, Zero Zone has reinforced its position as a trusted partner, delivering measurable benefits in cost savings, operational efficiency, and customer satisfaction at scale

- ✓ **Equipment Longevity: 10-30%** longer than industry average (20-25 years for racks and cases)
- ✓ **Customer Support Metrics:** Problem resolution time is **within hours** in critical scenarios
- ✓ **Total Cost of Ownership: 10-15%** savings compared to competitors

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