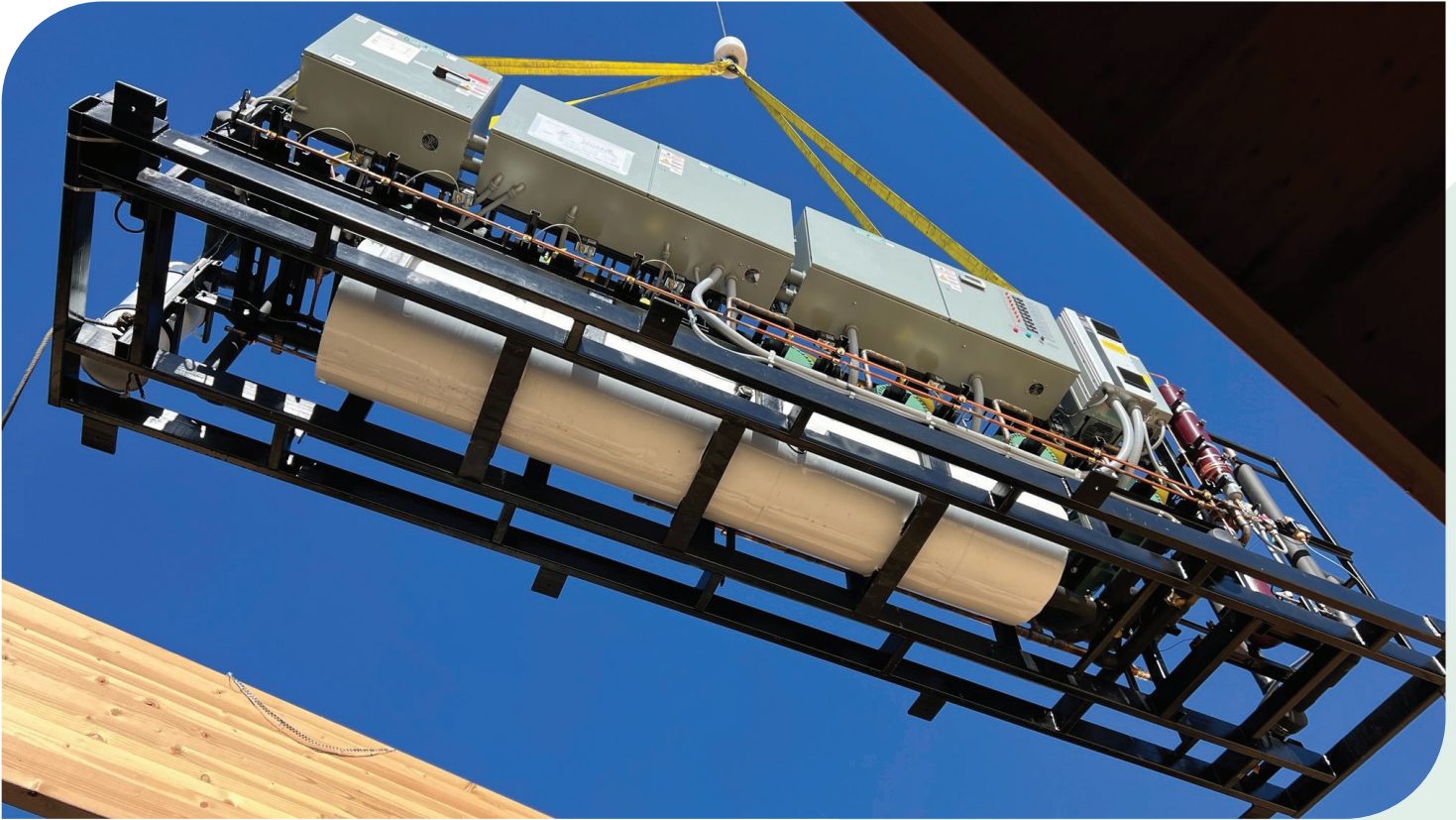


# DC Engineering Partnership Built on Customization, Culture, and Trust



Indoor Parallel Rack Installation



***"I know Zero Zone will consistently do everything in their power to build something that works for the client."***

Louis Perry, Refrigeration Manager  
DC Engineering

## Business Overview

**Locations:** 7

**Employees:** 200

**2024 Revenue:** \$29.1 million

**Partners:** Since 2004

DC Engineering is a 200-person firm focused on refrigeration design for retail and grocery environments. Senior engineers at the firm have partnered with Zero Zone on some of their most complex refrigeration challenges for over 20 years. Their long-standing collaboration is built on shared values, technical excellence, and a mutual commitment to doing what's right for the client.



Outdoor Parallel Rack

## Four Challenges



**Clients Requiring  
High Customization**



**Installation  
Complexity**



**Reliability and  
Responsiveness**



**Engineering and  
Manufacturing  
Gaps**



## Challenge 1: Projects Requiring High Customization

Many of the client's job sites involved complex demands like ceiling-mounted racks or equipment that had to fit through tight corridors during remodels.

## Solution

The Zero Zone ability to engineer and deliver tailored systems is unmatched. When another manufacturer backed out late in the project, Zero Zone stepped in, delivered a ceiling-mounted rack solution, and backed it with a warranty. This large project for Dierbergs Markets was late in the permitting phase when their manufacturer said they couldn't do it, setting back the project timeline. The solution involved supporting an 8,000-pound rack system on a platform that was mounted in steel structures from threaded rods.

According to Louis Perry, DC Engineering Refrigeration Manager, Zero Zone makes more customization to meet the client's requirements than any of the other OEMs.

***"If I had to put customization importance on a scale from 1 to 10, it's at least a nine... And I hate doing that to Zero Zone, but they're the only ones that will sit there and work with me on those type of complexities."***



Crystal Merchandiser® Display Case - Dierbergs Market

## Challenge 2: Installation Complexity

Projects often stall when design documentation doesn't match field realities. For DC Engineering, reducing RFPs and rescoping would eliminate unnecessary proposal loops.

### Solution

Zero Zone provided DC Engineering detailed submittals prior to manufacturing, which were reviewed and refined in collaboration.

***“Zero Zone will send out a submittal on the equipment prior to the production phase. There is back and forth correspondence where we fine tune what is required.”***

“It's all detailed enough between maintenance and installation that I don't have to put out many RFPs. If I'm not getting many RFPs, it's because customers see the added value and don't feel the need to do an RFP...they understand what we're providing.”

## Challenge 3: Reliability and Responsiveness

Several OEMs failed to deliver when projects encountered real-world constraints or required last-minute changes.

### Solution

Louis recommends only two equipment manufacturers without hesitation. ***“Zero Zone is one of two companies I recommend basically 100 percent of the time.”***



Parallel Rack Compressors

***“You know exactly what you're going to get. It's time, it's money. It means a smoother installation and commissioning. It's part of gaining the client's trust, based on my interaction with the folks at Zero Zone.”***

Louis Perry, Refrigeration Manager  
DC Engineering

**100%**  
recommended

***“Zero Zone does so much work upfront to make sure the client gets a seamless start. If I make a mistake Zero Zone will ask me about it and I’ll correct it. If I see something I don’t like, I go to them and they listen.”***

The relationship is grounded in mutual honesty, open communication, and responsiveness. Louis explained the confidence in the installation is based on his collaborative experience with Zero Zone.

***“With the support of Zero Zone as the equipment provider, I can take more jobs [more difficult jobs] only because I know they will do everything in their power to build something that’s going to work for the client, short and long term.”***

After installation, Louis knows his customers will have the support for the life of their products.



Crystal Merchandiser® Lineup

***“The people at Zero Zone will support their product down the road. I haven’t had any challenges.”***

Louis Perry, Refrigeration Manager  
DC Engineering



## Challenge 4: Engineering and Manufacturing Gaps

The internal skill gaps among newer engineers who lack manufacturing experience can create troubles with how designs are communicated. Several OEMs had failed to deliver when projects encountered real-world constraints or required last-minute changes.

### Solution

As DC Engineering trains new staff, Zero Zone helps bridge knowledge gaps and streamlines onboarding. Communication, manufacturability and mentoring help build a more reliable team.

***“Communication is just the absolute key. I definitely want this information to be able to build my systems. After all the calls I’ve done on their behalf, Zero Zone has not just the ability to configure or to design based on requirements, but also the manufacturability of your ideas.”***

Louis emphasized the importance of shared values and leadership.



CEMC Installation

***“I’ve taken that communication to heart. Not only do we show our customers we can do the work, but also Zero Zone and I will sit with them and explain the “why.””***

Louis Perry, Refrigeration Manager  
DC Engineering

## Summary of Metrics and Outcomes

- ✓ Estimated Zero Zone provides **\$30,000 of engineering value per project**, including designs, schematics and submittals.
- ✓ Zero Zone is an OEM DC Engineering **recommends 100%** of the time.
- ✓ Zero Zone selected for **70%** of consulting work.
- ✓ Consistently fewer projects that go to RFP **saving DC Engineering time and money.**
- ✓ **Seamless** startup and support.
- ✓ **16-year personal relationship** and ongoing preference.

For more information about this Case Study, contact:

**Zero Zone, Inc.**

**zz\_sales@zero-zone.com**

**800-247-4496**



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**Zero Zone, Inc. • ZERO-ZONE.COM**  
CASE & SYSTEMS • 800-247-4496