

Freezer cabinet

ICONIC

VIESSMANN

climate of innovation

Create more frozen food sales



Heating systems
Industrial systems
Refrigeration systems ◀

Iconic



The sales booster for frozen food

Iconic – for a better shopping experience in your freezer section.

The right atmosphere – for frozen food and impulse purchases

Traditionally, the frozen food aisle is an uninviting place. That's what the Iconic set out to overcome. The semi-vertical freezer creates a marketplace feel and makes frozen food shopping more comfortable and enjoyable. An added bonus is that Iconic provides unrestricted visibility, opening up store design so that shoppers can more easily orientate themselves.

With its attractive and well-lit product display Iconic is designed to draw attention and entice customers to make impulse purchases, while the ergonomics are optimized with both shopper and personnel in mind. Large glass surfaces are at the optimal height so that the groceries are completely visible to the shopper.

More space – for products and store layout concepts

Compared with a freezer island, Viessmann Iconic has up to 50% more volume in the same floor space. This boosted floor space productivity and unique design means retailers can explore totally new store layouts and orientation options.

Combining the benefits of a freezer island and an upright freezer, Iconic can be used flexibly for selling both bag and carton packed frozen food. Island-shaped bottom and upper shelves offer various options for product display and cabinet filling. The top of the cabinet can be used for cross-merchandising and product communication.

The performance of Iconic has already been tried and tested. Revenues from the freezer food segment rose significantly.



Choose Iconic for

- Higher sales
- More frozen products without the need for additional space
- Better product visibility
- Better ergonomics and user experience
- More design options for your shop layout



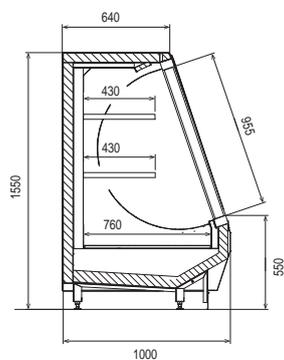
Technical specifications



Front height (mm)	550
External length (mm)	1875, 2500
External height (mm)	1550
External depth (mm)	1050, 1920
Temperature range	-23 to -21 °C
Refrigerants	R404, R744 (CO ₂)

Iconic-FSV-155-100

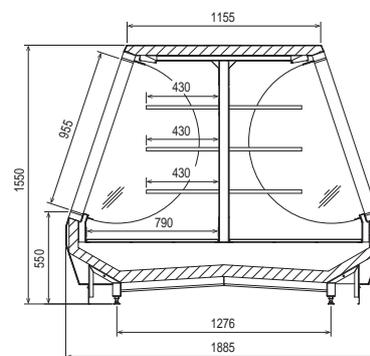
°C -23 to -21



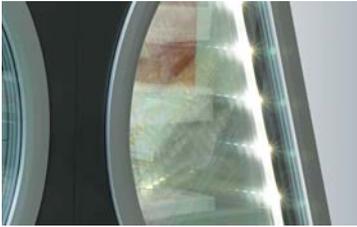
Iconic single

Iconic-FSV-155-192

°C -23 to -21



Iconic twin



LED tube door lights



Anti-fog coated doors

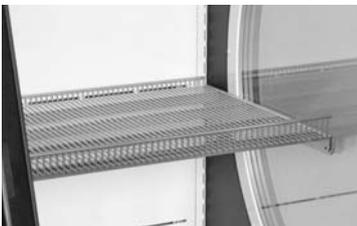


Self-closing doors

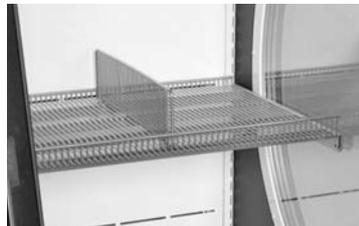
Standard equipment

- LED tube door lights
- Anti-fog coated doors
- Self-closing doors

Optional accessories



Grid shelves



Divider for grid shelf



Bottom display grids



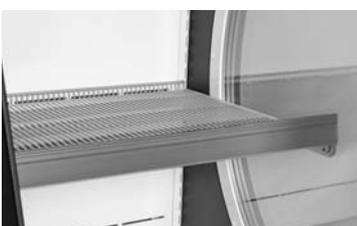
Divider for bottom display grids



Acrylic divider for bottom display plates



Hook for plastic bags



Price trim holder

- Acrylic divider panel
- Grid shelves
- Divider for grid shelf
- Price trim holder for shelf
- Bottom display grids
- Divider for bottom display grids
- Acrylic divider for bottom display plates
- Hook for plastic bags
- Plastic bumpers

Benefits



Attractive product display, increasing sales, maximized visibility in the centre of the store and high productivity per unit floor space: just some of the benefits of the Iconic's transparent design.

- 1** Glass ends give great product visibility from side
- 2** LED lighting for improved product visibility
- 3** Spacious island-shaped lower part
- 4** Upper shelves on the shopper eye-level
- 5** 50% more products per footprint

Success story: Edeka Kusenberg in Goch, Germany

Iconic from Viessmann leads to take-off of frozen food sales.

A genuine gain at the point of sale

"Our new Iconic looks great, is absolutely customer-friendly and has ensured that sales of frozen products surpassed our target figures from the word go," says delighted supermarket operator Christian Kusenberg. "Elderly customers, in particular, welcome the ergonomic merits of upright shopping." So it's no wonder that the new Iconic from Viessmann is a big hit among Kusenberg's colleagues. "In trade circles the Edeka Kusenberg market in Goch, Germany, is a major talking point. Many colleagues come along in person and want to see this new way of presenting frozen foods," says Rudi Spengler, managing director of refrigeration experts, IKT Innovative Kältetechnik GmbH, the company that recommended and installed the Iconic.

More creativity for your shop design

"Supermarket operators can strategically deploy Iconic as eye-catcher to prompt more impulse purchases than in the past. With their 1.55 m height, the Iconic freezer cabinets are low enough to retain a sense of transparency and space in the store," explains Spengler, having earned the wholehearted approval of his client. "The Iconic freezers look just perfect in the overall design concept of our store. Instead of blocking the shopper's view, they add variety to the atmosphere," says Christian Kusenberg.



Edeka Kusenberg store in Goch.

The new Iconic freezer from Viessmann.





Refrigeration systems
product catalogue at
App store.

Austria
Viessmann Ges.m.b.H.
Telephone +43 72 42 623 81-100
info@viessmann.at
www.viessmann.at

Denmark
Norpe ApS
Telephone +45 4120 5420
marketing@norpe.fi
www.norpe.dk

Estonia
Norpe Eesti Oü
Telephone +372 675 5150
info@norpe.ee
www.norpe.ee

Finland
Norpe Oy
Telephone +358 19 537 8000
marketing@norpe.fi
www.norpe.com
Norpe Suomi Oy
Telephone +358 19 537 8000
marketing@norpe.fi
www.norpe.fi

France
Viessmann Technique du Froid S.à.r.l.
Telephone +33 3 87291700
france@viessmann-refrigeration.com/fr
www.viessmann.fr

Germany
Viessmann K hlsysteme GmbH, Hof
Telephone +49 9281 814-0
Viessmann K hlsysteme GmbH, Mainz
Telephone +49 61315 7046-17
kuehlsysteme@viessmann.de
www.viessmann.de

Ireland
Viessmann Refrigeration Systems Limited
Telephone +353 1 617 7930
sales@viessmann-coldtech.ie
www.viessmann.co.uk

Latvia
Norpe Latvia
Telephone +371 6782 8449
info@norpe.lv
www.norpe.com

Norway
Norpe AS
Telephone +47 3336 3500
post@norpe.no
www.norpe.no

Poland
Viessmann Systemy Chłodnicze Sp. z o.o.
Telephone +48 22 882 0020
norpe@norpe.pl
www.viessmann.pl

Russia
Viessmann Group – Norpe Moscow
Norpe St. Petersburg
Telephone +7 499 277 1260
www.viessmann.ru

Sweden
Norpe AB
Telephone +46 8 5941 1200
info@norpe.se
www.norpe.se

Switzerland
Viessmann (Schweiz) AG
Telephone +41 56 418 67 11
info@viessmann.ch
www.viessmann.ch

United Arab Emirates
Viessmann Middle East FZE
Telephone +971 43724247
refrigeration@viessmann.ae
www.viessmann.ae

United Kingdom
Viessmann Refrigeration Systems Limited
Telephone +44 1952 457157
sales@viessmann-coldtech.co.uk
www.viessmann.co.uk