



# Cover Story

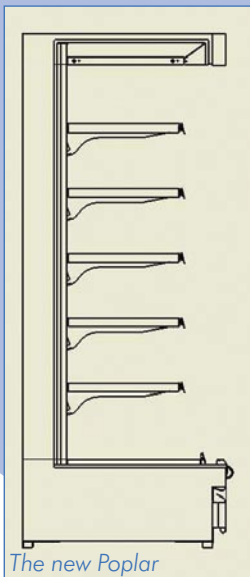
A newsletter from Verco Limited

Issue 6

## Two new cabinets

### CRS launch for combi freezer and chiller cabinet

Verco used the 2006 Convenience Retailing Show to launch the new open-chill Poplar and give visitors a preview of the Eden combi freezer.



The new Poplar

The integral Poplar cabinet, a competitively priced open-chill alternative to the Kingston, features a low-front design of just 350mm with an M2 temperature rating of  $-1/+7^{\circ}\text{C}$ .

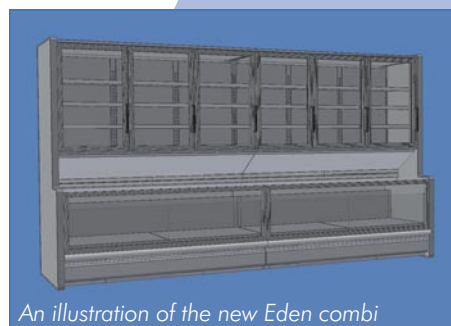
Available in three sizes – 1.25m, 1.95m and 2.5m – with a standard 2035mm height and 815mm depth, the Poplar features a tamper-proof electronic controller, compressor protection against excessive condensing temperatures, and a sliding base-mounted condensing unit for easy service access.

The development of the new Eden cabinet has been driven by market demand and feedback from customers.

Having pioneered the use of horizontal scroll compressors and with more than two years operational experience in the Kingston chiller, we are sufficiently impressed with their reliability to use the technology in this completely new range of integral combi freezers.

Eden cabinets will be available with two, three and four-doors and incorporate three shelves and a base in the top section instead of the usual two and a base fitted to conventional integral combi freezer cabinets. They will retain comparable merchandising volume in the well deck.

Like the Kingston, the new Eden range will combine the benefits of lower energy consumption, noise output and heat rejection usually associated with remote cabinets, but with the lower installation cost of integral cabinets.



An illustration of the new Eden combi

Cabinets will also be available with Verco's 'Integrated Styling' and can be finished in customers' corporate colour schemes.

Commenting, sales and marketing director Colin Jones says the Eden range is ideal for installations where remote cabinets are expensive to install; and the Poplar should prove popular with smaller independent stores." He adds that the new cabinets give Verco customers in the convenience store and smaller supermarket sector even more refrigeration options.

## Welcome...



...to our new-look newsletter. 2006 promises to be a great year for Verco as we build on the pioneering use of

compressor technology, which helped our Kingston cabinet to achieve sales of £8 million since its launch in September 2003. Read on for more new products and even more refrigeration options.

*Colin Jones*

# Waitrose specifies...

...Kingston for on-going Safeway conversion programme

As part of an on-going programme to convert twenty-four Safeway stores, Waitrose has specified and installed Kingston cabinets.

The sites, which were acquired by Waitrose following Safeway's acquisition by Morrison's, have taken delivery of over fifty 1.25m, 1.95m and 2.5m cabinets – all finished in white.

Commenting on the supply, a spokesman for Waitrose says: "We were looking for a cabinet that could increase merchandising space while minimising noise and heat output.

The Kingston delivers this as well as offering excellent quality and being supplied and supported by a UK manufacturer."



A typical installation using Verco's Kingston cabinets

# Tesco installs...

...29 Kingston cabinets at temporary store

Verco has supplied twenty-nine of its Kingston integral chiller cabinets for a temporary Tesco installation at Solihull near Birmingham.

The temporary store, which provided continuity of service for Tesco customers

while the existing site was being updated, was open for less than twelve weeks.

Commenting for Tesco, a spokesman says: "We had a number of options available to us, but the Kingston

The order included a mix of meat and dairy-rated Kingstons, including twenty-two 2.5m, three 1.95m and four 1.25m cabinets, all supplied in Tesco's corporate colours with Verco's 'Integrated Styling'.

Commenting on the order, Colin Jones says: "We were delighted to receive the order because, although we have supplied several hundred cabinets for on-going Tesco Express and One Stop store refurbishment programmes, this is our first for a Tesco supermarket for a number of years."

cabinets proved to be ideal for this temporary installation as no external plant was required. The Kingston has already proved successful in our Tesco Express sites and, being integral, can easily be used for other stores in our on-going refurbishment programme."



Using Verco's 'Integrated Styling' to create an attractive run of cabinets

# Somerfield takes...

...25 cabinets a month for refurbishment programme

Verco has supplied over 300 chiller and freezer cabinets to the Somerfield Group at a rate of 25 per month, as part of an on-going refurbishment programme.

Since August 2004, Verco has now supplied 118 Somerfield stores throughout the UK with Kingston, Richmond and Verwood cabinets in a mix of sizes and colours. Almost all took the 1.25m, 1.95m or 2.5m Kingston cabinets.

Commenting for Somerfield, chief buyer Martin Worley says: "Our supermarkets offer a modern retail environment in convenient neighbourhood locations, with the latest in-store facilities and a comprehensive range of products. It is therefore important that the

equipment we use offers best value, whilst maximising the visual appeal of merchandise for customers."

Colin Jones says Verco is delighted to be working with Somerfield on its

refurbishment contract, adding that the popularity of the Kingston continues to exceed the company's forecasts.



A typical installation using Verco's glass door cabinets

# Appointments

Verco welcomes Gary Condon

Verco has appointed Gary Condon as its new sales manager for national accounts.

Gary has an excellent track record with the sales of high-value capital equipment, gained whilst working for a number of major companies outside the industry.

Commenting on his appointment, Colin Jones says: "We are delighted that Gary has joined Verco and wish him every success in his new role helping to develop our growing refrigeration business."



# Horizontal thinking

*Explaining the move away from conventional compressors*

The use of horizontal scroll compressors (HSCs) in the Kingston set new standards for integral open-chill cabinets and was an innovation that enabled us to offer increased merchandising in a low-front design of just 350mm. So why move away from the conventional reciprocating twin compressor that has been tried and tested over many years?



A noticeable shift away from large out-of-town superstores towards smaller convenience stores has seen the major players vying to acquire smaller operators, creating a new breed of convenience store (or are they smaller supermarkets?). This is changing the perception of convenience retailing and requires a different type of equipment, which is why integral cabinets are now more popular than ever. However, the need to maximise merchandising space was still a priority, so in 1999,

we launched the open-chill Cambridge which, using reciprocating twin compressors, was available for remote or integral installations. In its first year, it achieved a turnover of over £1 million, which was attributed to the UK's preference for low-fronted cabinets offering increased merchandising volume and a very small 'footprint'.

Having successfully created a market and received positive feedback from leading supermarkets, we decided to develop it further. The first step was to decide on the type of compressor and, given that the Cambridge was already as compact as it could be, using a reciprocating compressor was not an option. That left rotary and horizontal compressors.

Rotary compressors occupy the 'middle ground' between reciprocating compressors and HSCs. Whilst it is claimed that they have similar benefits to the HSCs they are nearly 50% larger and in tests, are neither as quiet nor vibration free.

HSCs on the other hand are extremely efficient as a result of lower leakage rates and, more important, were developed specifically for retail refrigeration where space is at a premium. The low-pressure pulsation design reduces vibration and noise and, with fewer component parts, high reliability is assured.

So the Kingston was born and, by using HSCs the floor-to-lower-shelf-height was reduced by 182mm compared with the Cambridge, providing a viable integral alternative to remote cabinet installations.

It also achieves lower energy consumption and heat rejection, and because vibration is considerably lower, noise output and pipe fatigue – which can lead to refrigerant leakage – is also reduced.

The Kingston is Verco's most recent contribution to innovative product marketing in the retail sector and has, once again helped us to steal a march on our competitors. There will be more so watch this space!



*One Stop Retail Refrigeration*

Verco Limited, Hithercroft Road, Wallingford, Oxon OX10 9DG.  
Telephone: 01491 839966 Fax: 01491 835656 Email: sales@ver.co.uk Website: www.ver.co.uk