

Refrigeration technology as a strategic pillar of modern food retail

In food retail, refrigeration is a key factor for product quality, energy efficiency and the shopping experience. And as requirements related to sustainability, flexibility and cost-effectiveness increase, it is also a decisive element in store planning. With this in mind, Wanzl has been working with the Slovenian refrigeration technology specialist wsl Refrigeration since 2020 with the aim of systematically enhancing its portfolio and establishing refrigeration technology as a strategic area of growth and an integral part of its shopfitting and smart store solutions.

Refrigeration by wsl

wsl has extensive expertise in refrigeration technology and also in other areas such as CO₂ composite systems within its core markets. It also has its own plant in Slovenia. These skills form the basis for the expansion of work in the field of refrigeration technology within the Wanzl Group. In Germany, the initial focus is on energy-efficient refrigeration units - a very dynamic market that is growing in relevance. With various turnkey solutions on offer, retailers benefit from high energy efficiency and reliable cooling performance. The range is complemented by special display units designed specifically to create unique ways to showcase goods in fresh food areas. Vertical and horizontal refrigeration concepts create eye-catching display areas, bringing the freshness to life and making items easy for customers to remove. Seamless integration of design, functionality and technology.

Refrigeration as part of the bigger picture

At Wanzl, refrigeration technology is treated as an integral part of holistic solutions for the food retail sector. In addition to planning and shopfitting, wsl's specialist expertise in refrigeration technology plays an increasingly important role in the implementation of complete store concepts. Guided by the principle of *Creating Shopopportunities*, this helps to create solutions in which cooling is integrated into the overall project at a functional, design and process level. As a result, efficiency is increased and freshness concepts are enhanced, while food retailers gain security in their investments.