

Refrigeration Showcases

Keeping supermarket aisle shelves loaded with perishable products colder and floral arrangements fresher calls for well-insulated showcases.

Knowledge and technology gained through operating spacecraft in extremes of cold and heat proved invaluable in constructing better performing refrigerator cases.

Through the Technology Affiliates Program at the Jet Propulsion Laboratory (JPL), valuable modifications were made to refrigerator displays built by Displaymor Manufacturing Company, Inc. of Los Angeles, California.

Displaymor, an inner-city manufacturer, could address stiffer federal requirements that ensure the freshness of foods by working with JPL. The application of space technology meant that the small business would be able to continue to market its cases without incurring expenses that could threaten the continued viability of the business, and the future of several dozen inner city jobs.

Displaymor is proud of its cutting-edge refrigerator showcases. By merging integrity, innovation, image, and customer focus, the company's promotional materials assure its customers greater sales with Displaymor products.

Founded in 1960, Displaymor had expanded its product line to cover a broad range of applications, including a full line of floral, egg and all purpose showcases. Using the firm's cases, retailers can cross-merchandise a wide variety of refrigerated products such as ethnic foods, salads, pizzas, dairy and deli-products, yogurt, juices, wine and beer, produce and natural foods. Displaymor also specializes in custom and specific need applications for its clients.

In 1995, new ownership began a reorganization program which included the implementation of a management team and plant modernization. Part of that upgrading involved entering the Technology Affiliate Program with NASA. The results proved profitable for the company.

Research and development improvements in air flow distribution and refrigeration coil technology contributed greatly to certifying Displaymor's showcases given the new federal regulations. These modifications resulted in a refrigerator case that will keep refrigerated foods colder, longer. Such changes proved fruitful, while

still maintaining the openness of the display, critical to customer visibility and accessibility, impulse buying, and cross-merchandising.

Displaymor found the association with NASA very productive, strengthening its leadership role in technology development into the 21st century.



Space technology know-how to keep a spacecraft from freezing or frying was applied to refrigerator showcases that ensure that fresh products reach the consumer.