



Diagonal

**formats
brands
solutions**



Oleg Antonenko
CEO Aisberg Ltd
antonenko.oleg@aisberg.od.ua

The quality of cold, temperature stability, energy efficiency of commercial equipment have already perceived as an axiom. And **design is not just a fashion trend, but first of all an opportunity to create the most effective conditions for selling products.** For this was developed the Diagonal design:

- **Effective product presentation**
- **Conciseness of design and form**
- **Optimal laying of products due to the geometry of the increase surface.**

Modern retail trends include an expanded fresh-zone with a wide range of hot and cold food and elements of production products on the front line, non-standard solutions for the selling meat products on suspensions. All these tasks are solved in Diagonal line displays.

Dynamics of design development - is non-stop interaction with partners, modernization and improvement design and elements.

We are grateful to BILLA Ukraine and REWE International AG for the opportunity to develop a Diagonal display line with inclined exposures for all product groups after we presented at EuroShop-2017 solutions with inclined surfaces for gastronomy.

Many thanks to Silpo chain, for whom we developed the Diagonal front glass with a shelf, where the bending radius does not distort the vision of the product.

The overall interior of the store can be harmoniously combined two window designs - Cube and Diagonal - for different product groups. Such a successful experience of combining two designs in one retail space was provided to us by our partners - GoodWill (Georgia), Spar (Ukraine), Velmart (Ukraine).

Vertical displays in Diagonal line can be made in Comfort or Standard modification. The design of Comfort displays best corresponds to the ideology of this design, thanks to the emphasis on ergonomics.

The most important thing for the store owner is to take the side of the customer and to see all expositions of products, distribute them according to sales volumes. After all, **to make your store better than a competitor's store.**

This review presents the achievements of our partners who have used Diagonal in their stores and achieved success.



eco-friendly refrigerants
 energy saving
 product specialization
 unusual design
 easy connection to a working cooling system

Five operating supermarkets of the Carrefour retail chain in Romania have been reorganized - specialized departments for the sale of fish and seafood, fish cooking in displays of Diagonal from Aisberg Ltd.

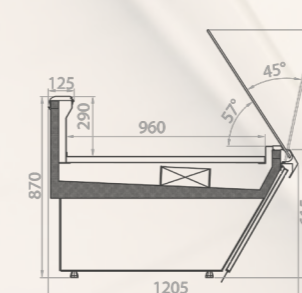
Aisberg has implemented the following solutions for European Carrefour:

- **The extraordinary design** of Diagonal displays distinguishes new department in a trading hall and attracts customers to it
- Diagonal refrigerated displays **are adapted for work on ecological refrigerants** in the centralized refrigeration system
- **The intelligent defrost system of displays** keeps quality of products and reduces energy consumption
- **Specialization for a product group** - three modifications of displays in a single Diagonal design with stainless steel interior for the sale of various types of seafood
- **The functional mechanism of opening glasses** for fast care of an exposition and displays
- **The most convenient review** and choice of products due to the lack of racks and brackets in the field of view of the customer
- **The wide exposition surface** contains a wide range of products
- **Reliable protection against fogging** even in the hot and humid environment - heating of windshields on displays with a temperature mode of 0°C and below.

Carrefour

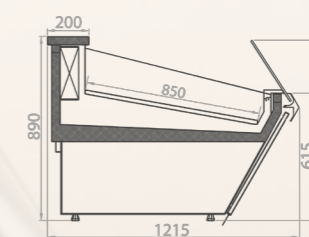
Romania

New fish and seafood departments in supermarkets



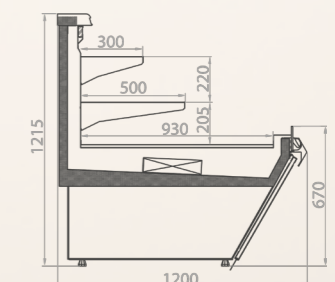
DIAGONAL S

Standard: L= 1250, 1875, 2500, 3750 mm
 Special: L= 625, 937, 1500, 2812, 3125 mm
 Evaporation temperature -2°C



DIAGONAL Fish

with inclined exposition surface
 L= 625, 1250, 1875, 2500, 3750 mm
 Evaporation temperature -3°C



CASPIY DIAGONAL S

L= 625, 937, 1250, 1875, 2500, 3750 mm
 Evaporation temperature -2°C



Silpo
Ukraine

Specialized designs of displays
for each group of products

product specialization
maximum visibility
customized designs

The first supermarket of Silpo retail chain, equipped with refrigerated counters in Diagonal design. The store with a "space" interior needed displays in the appropriate style. The ideal solution is Diagonal design, thanks to its extraordinary geometry and exposition possibilities.



Sergey Seimas
*Siplo Regional Director
for Retail*

Siplo is always looking for effective solutions that improve our service and increase sales.

By default, we use a cube design of refrigerated displays, but in this project we decided to try the Diagonal design with expositions inclined to guests. During the launch of the store together with the manufacturer, we optimized the design of displays for our conditions.

It turned out that part of range - fish in brine and gastronomy in sauces can not be demonstrated at an angle. We quickly developed and manufactured a specialized cascade surface for these products. In addition, at our request, Aisberg has developed a front glass with a convenient shelf, which according to the drawings was made in Italy. During the year of using, we have not submitted any complaints about the cold - everything works stably.

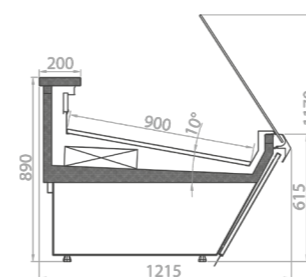




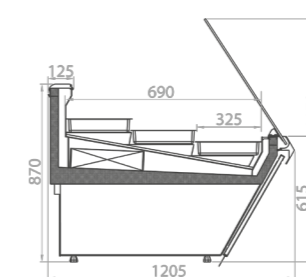
Specialized display Diagonal S, the design of which allows you to sell fish in brines and marinades at an angle to the customer. Due to the cascading surface of the display, the fish is located in trays, and the brine is not spilled.

The fish department line also includes a **low-temperature Caviar module** for selling caviar and a **specialized Fish module** for selling fish on ice. All parts of the display in contact with the product are made of stainless steel.

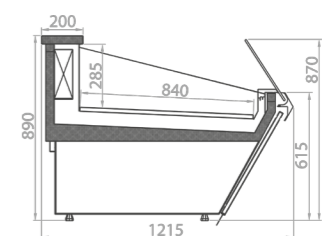
The frontal glass is equipped with a heating system to prevent fogging.



DIAGONAL Caviar
with inclined exposition surface
temperature to -4/-6 °C
L= 1250, 2500, 3750 mm



DIAGONAL S
with specialized inclined exposition surface
Standard: L= 1250, 1875, 2500, 3750 mm
Evaporation temperature -2°C



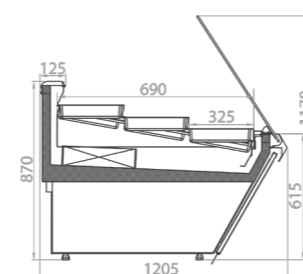
DIAGONAL Fish
for fish on ice
L= 625, 1250, 1875, 2500, 3750 mm
Evaporation temperature -3°C



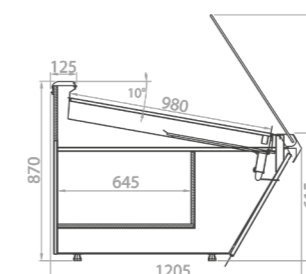
The line of Diagonal displays for gastronomy combines **refrigerating and thermal displays in uniform design**. The refrigerating display combines constructively different exposition surfaces depending on products which are laid out inside it.

For salads are used **Diagonal modules with a double-circuit system** which provides their fast and uniform cooling in gastronomic containers.

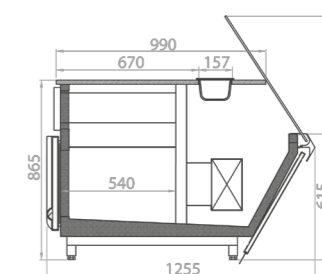
Refrigerating display of Diagonal Pizza for preparation of pizza directly in the trading hall is connected in line with refrigerated counters for gastronomy. The design of the display has a cooled panel of gastronomic containers for ingredients - thus, the pizza is «collected» on the display according to customer requirements.



DIAGONAL S
with inclined exposition surface
Standard: L= 1250, 1875, 2500, 3750 mm
Evaporation temperature -2°C



DIAGONAL TC heat table
with inclined exposition surface
L= 625, 1250, 1875, 2500, 3750 mm

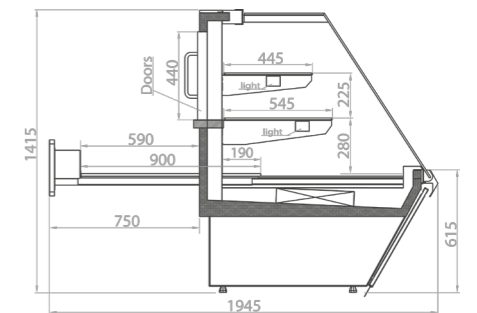


DIAGONAL Pizza
L= 625, 1250, 1875, 2500 mm
Evaporation temperature -2°C
Display case can be equipped with a marble top

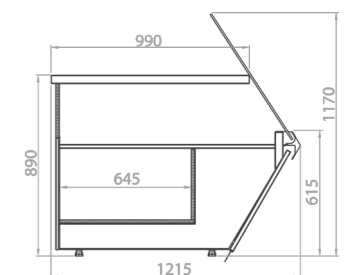


The Pastry line is a refrigerated display case with three levels of exposure with a total height of 1415 mm. Each shelf is cooled and has led lighting. The lower wide level of exposure is putting forward - it is very convenient for quiche pies and jellied cakes, a wide range of cakes and desserts.

The service neutral module is used for installation of scales and communication with the customer.



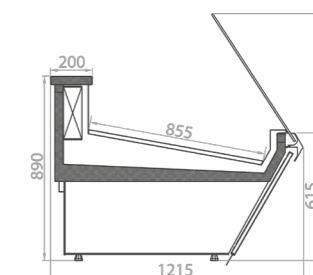
DIAGONAL Pastry 1415
with pull-out case
L= 1250, 1875, 2500, 3750 mm
Evaporation temperature -2°C



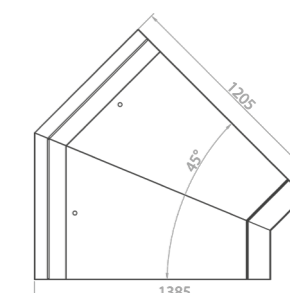
DIAGONAL N neutral
L= 625, 1250, 1875, 2500, 3750 mm
Display case can be equipped with a marble top



The refrigerating display of the Meat line special design and with finishing from stainless steel - just for fresh meat. The location of the fans and the evaporator allows easy and high-quality sanitation of the equipment. Maximum level of corrosion protection.



DIAGONAL Meat
with vertical evaporator position
for the corrosion prevention
L= 1250, 2500, 3750 mm
Evaporation temperature -3°C



DIAGONAL 45°
open angle
Evaporation temperature -2°C



At the request of REWE Group, Aisberg has developed a full range of display in Diagonal design with a sloping exposure surface - refrigerated and thermal displays, low-temperature, for fish on ice, as well as technological modules with the appropriate geometry.

The main idea is to increase sales by changing the viewing angle of products in the display. The inclination of the exhibition surface allows you to see all the products at once from different angles. This calculation attracts the attention of customers and encourages them to buy.

BILLA

Ukraine

Comprehensive renovation and redesign of the existing supermarket

ergonomics
maximum visibility
product specialization
sale of impressions
customized designs



Igor Chernenko
*BILLA-Ukraine construction
project manager*

BILLA supermarket in the modern residential area of Kiev was the first store of our trade chain and one of the flagships of the supermarket building in Ukraine. Opened more than 20 years ago, it has always provided a high level of service and product quality, and enjoyed great popularity among Kyivites. However, over time, the store need renovation.

The priority requirement for the equipment was to provide a European level of service for our customers. Therefore, we focused on ergonomics and modern design of refrigerated displays.

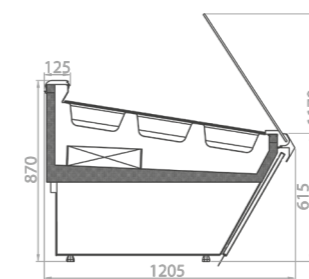
We paid attention to the innovative design of Diagonal at the EuroShop exhibition in Germany. Aisberg presented at their stand a new interesting solution - the display surfaces in the display for gastronomy were tilted towards the customer. Our head office REWE Group has set a task - to develop showcases with such ergonomics for all groups of products without exception. That was successfully implemented by Aisberg Ltd for our supermarket.



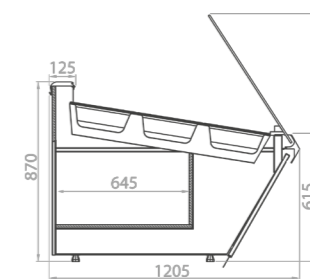


For gastronomy, where products are laid out in containers, the surface displays are designed so that all containers are tight and on the same level.

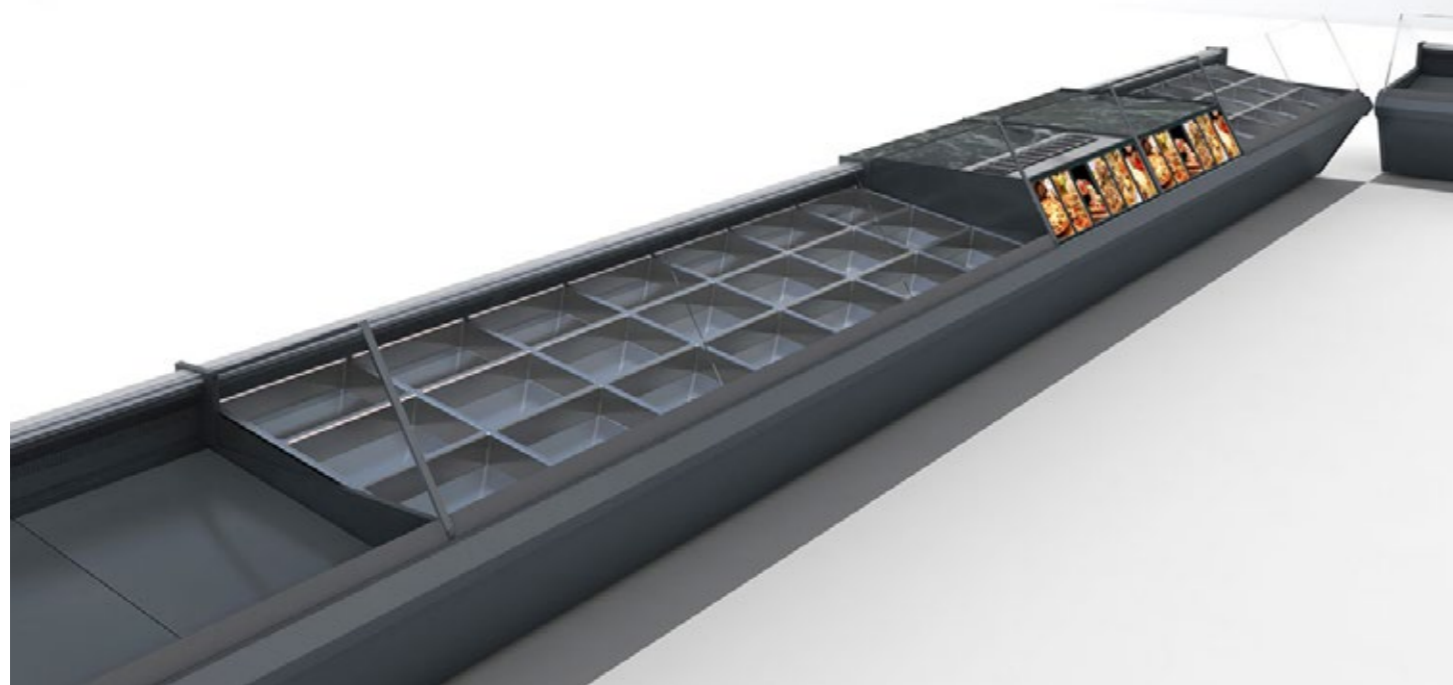
To reduce the weathering of the surface of products in gastronomic containers and increase their cooling rate, a **two-flow refrigeration system with guaranteed temperature parameters** is used. The products inside containers are cooled at the top and bottom at the same time.



DIAGONAL S
with inclined exposition surface
Standard: L= 1250, 1875, 2500, 3750 mm
Evaporation temperature -2°C

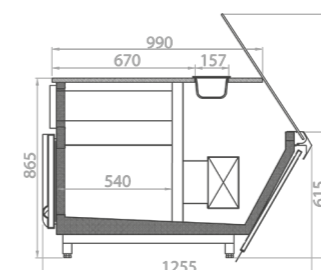


DIAGONAL BM «bain-marie»
with inclined exposition surface
L= 625, 1250, 1875, 2500, 3750 mm

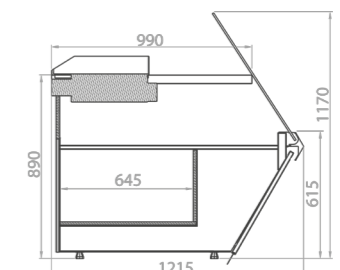


In technological modules, where pizza or a built-in grill is assembled directly on the display, the work surface is horizontal, but the front glass has the same angle of inclination as all Diagonal display cases.

Thus, we can create a single line of showcases in the design of Diagonal, where will be selling and preparing a variety of products.



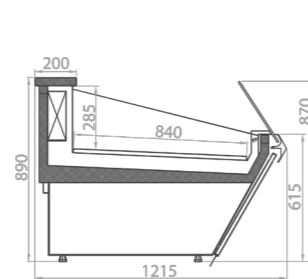
DIAGONAL Pizza
L= 625, 1250, 1875, 2500 mm
Evaporation temperature -2°C
Display case can be equipped with a marble top



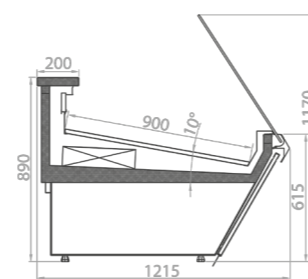
DIAGONAL N
for built-in technological and frying equipment
L= 625, 1250, 1875, 2500, 3750 mm



Fish is selling in two **specialized Fish displays**. Both modules have a stainless steel finish and a vertical evaporator placement to prevent corrosion and extend service range. Display with low temperature have heated glass, which prevents them from fogging.



DIAGONAL Fish
for fish on ice
L= 625, 1250, 1875, 2500, 3750 mm
Evaporation temperature -3°C



DIAGONAL Caviar
with inclined exposition surface
temperature to -4/-6°C
L= 1250, 2500, 3750 mm





specialized meat versions
cross-cooling system
special finishing
maximum visibility

HUGH MAGUIRE BUTCHERS

Co. Meath, Ireland

Refrigerated displays
with a special design for a butcher shop

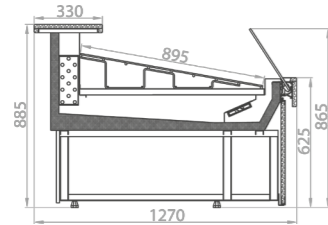


Hugh McGuire
Business Owner

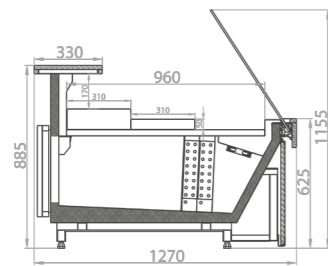
Our store isn't just a traditional place of selling meat. We sought to create a trading space where the assortment of meat products is constantly updated, improved, diversified depending on the preferences of our customers, combining tradition and innovation. This is a place for those who are looking for excellence in everything about meat. In the store, an atmosphere that reflects the experience of a traditional Irish butcher, who is just as reliable and qualified as in the old days. But with regard to cooling and freezing products, we needed the most innovative technology, that would preserve the highest quality of our meat.

We first saw the Diagonal design at EuroShop in Germany. These were unusual displays. I haven't seen anything like that in this large exhibition. In addition to the unique design, Aisberg offered us several specific technical solutions for fresh meat, which they use in their displays. They took into account all our wishes for finishing materials and the construction of displays. Everything was modified according to our requirements and as a result, we got a cold line that provides a high level of service and meat quality to our customers.





DIAGONAL Meat
with vertical evaporator position
for the corrosion prevention
L= 1250, 2500, 3750 mm
Evaporation temperature -3°C



DIAGONAL CS
with cross cooling system
Standard: L= 1250, 1875, 2500, 3750 mm
Special: L= 625, 937, 1500, 2812, 3125 mm
Evaporation temperature -2°C



The sales line of chilled fresh meat and sausages for butcher shop in Ashbourne (Ireland) was developed by Aisberg Ltd in a Diagonal design with minor design adjustments. Every detail of displays for this project has been processed in terms of further operation – first of all the effectiveness of the demonstration a wide range of products and its ergonomics:

- The geometry of the windshields and **the lack of fasteners and brackets** have become ideal for inspecting a wide range of meat;
- The surface for products is inclined to the client and is made from a stainless lattice, **providing the ventilation of meat products 360°**;

- **The decoration displays with stone** emphasizes the interior design in the traditional Irish style of a butcher's shop. From quartzite according to drawings of Aisberg Ltd was made sidewalls, bumpers, front panels of processing that is placed vertically because of their big weight. The stone countertop has an enlarged surface for the convenience working with meat;
- **The cross-cooling system** allows to maintain stable temperature in displays even during thawing;
- The specialized Meat display has a vertical arrangement of the evaporator, the folding panel of fans, the case and details from stainless steel. Thus, it is very easy to clean the display. **A high level of corrosion protection** has been achieved.





GOODWILL

Georgia

Harmonious combination displays
of different designs in one retail space

combination of different designs
product specialization
customized design
ergonomics

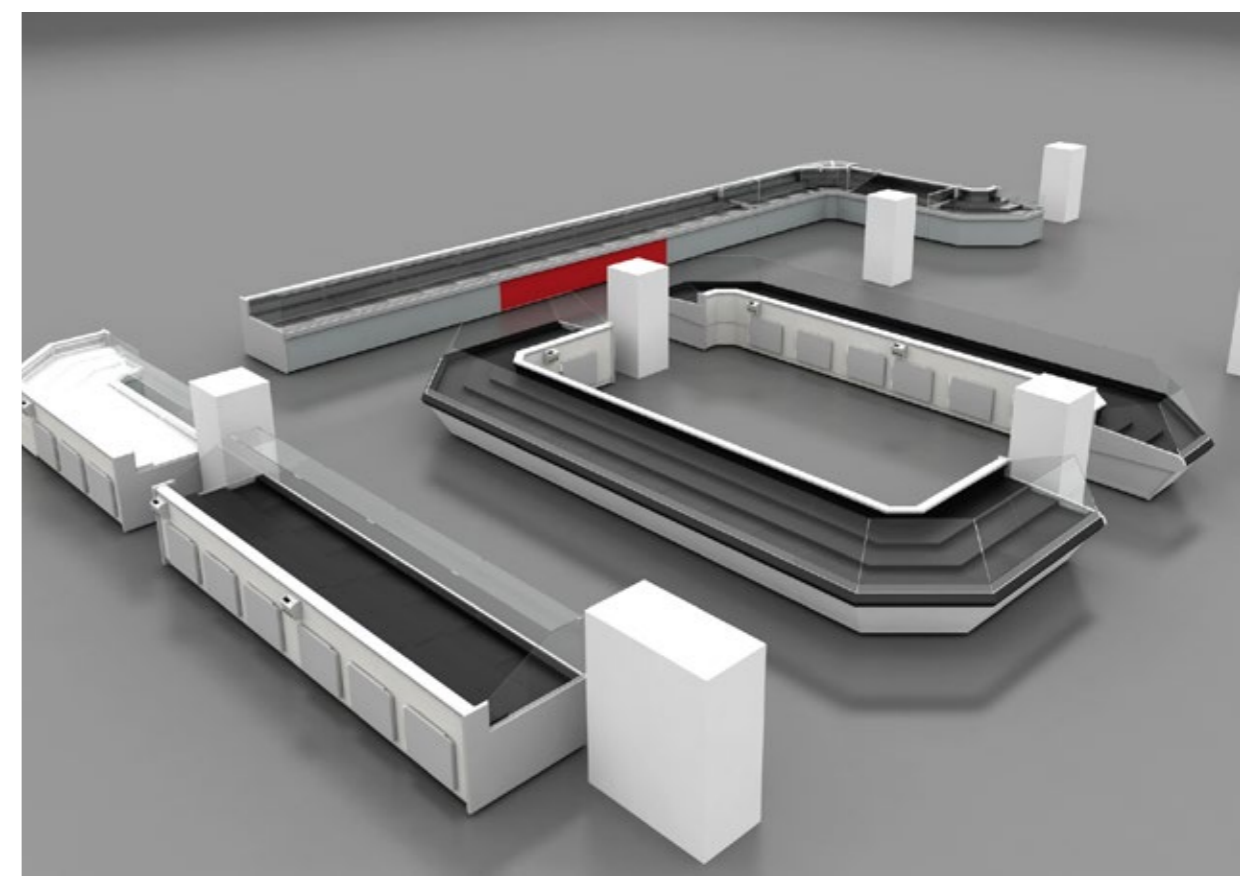


Giorgi Khabashvili
General Director, JSC Goodwill

Goodwill offers its customers the most comfortable conditions for making a purchase. Therefore, after choosing a manufacturer of refrigeration equipment, we worked together on the equipment of the trade hall and decided to combine showcases of different designs, choosing the best technical solutions for each product group. In my opinion, this approach turned out to be very suitable not only in terms of interior design, but also in terms of sales efficiency. When the owner of the retail chain takes the side of the customer and cares about his comfort, the store becomes successful.

In our range are more than 500 products of own production. Therefore, we paid great attention to the design of the display for their selling. To draw the attention of customers to this range, we have installed in the center of the hall displays in an extraordinary design Diagonal in the form of an island. The island includes both refrigerated and thermal displays. At our request, Aisberg made a special display in the thermal windows so that we could sell hot dishes in pots that are always heated. Customers really like it.

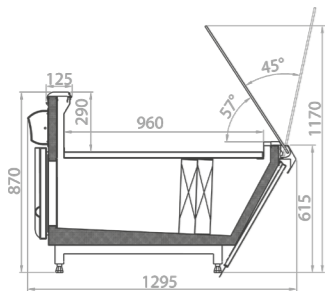
Around the perimeter of the trading hall, we have installed displays of more traditional Cube design, which, however, have their own aesthetic advantages for our interior. The wall displays are made in the same design, but constructively we preferred the Comfort modification, again taking care of our customers.



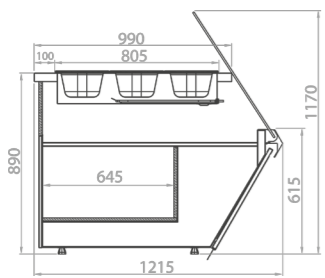
The center of the Goodwill store in Tbilisi is the culinary sales department—a wide range of cold and hot dishes of our own production.

Island planning of the department and high requirements for ergonomics determined the choice of equipment in the Diagonal design. Refrigerated display cases are equipped with a **cross-cooling system, which allows maintaining a stable temperature of 0/+2°C in the display even during thawing.**

The Diagonal Bain-marie thermal module is built into the line of refrigerated displays, in the tabletop of which containers of various shapes and capacities are installed, which improves the demonstration and selling a wide range of hot dishes.



DIAGONAL CS
with cross cooling system
Standard: L= 1250, 1875, 2500, 3750 mm
Special: L= 625, 937, 1500, 2812, 3125 mm
Evaporation temperature -2°C



DIAGONAL BM «bain-marie»
L= 625, 1250, 1875, 2500, 3750 mm
Display case can be equipped with a marble top





product specialization
unusual design
maximum visibility

DON MARE

Ukraine

Fish market and fish-bar
in one shopping area





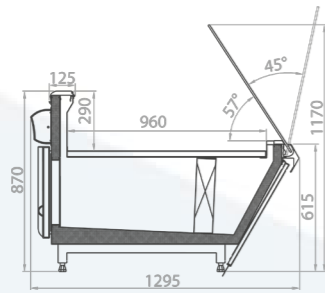
Chernikovich Alexander
project manager

Don Mare in Ocean Plaza is a fish market and a restaurant in one shopping area. The shopping center is designed in a state-of-the-art parametric design. That is why they chose a design of displays, such extraordinary, so that the store was not like everything else. Diagonal geometry has provided the required style of guest service. And became one with the overall design concept of the store. Diagonal has the best exposure characteristics in its class of refrigerated displays. Cooling quality, materials, finishes - all designed with an adjustment to the specifics of Don Mare. When Don Mare was opened in Kharkiv a few years later, they decided to repeat the design concept with Diagonal displays. We chose a different color scheme and added a low-temperature group of equipment. But the Diagonal line is definitely an exhibition center in this market as well.

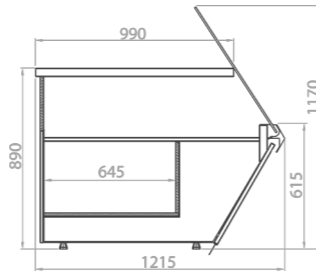


Diagonal SO line of refrigerated displays with a length of 10 m for a wide range of smoked, salted fish and branded fish gastronomy Don Mare. Effective presentation of products is achieved primarily due to the design of displays- the absence of brackets and support parts in the field of view the customer provides a **maximum overview of the products in the displays.**

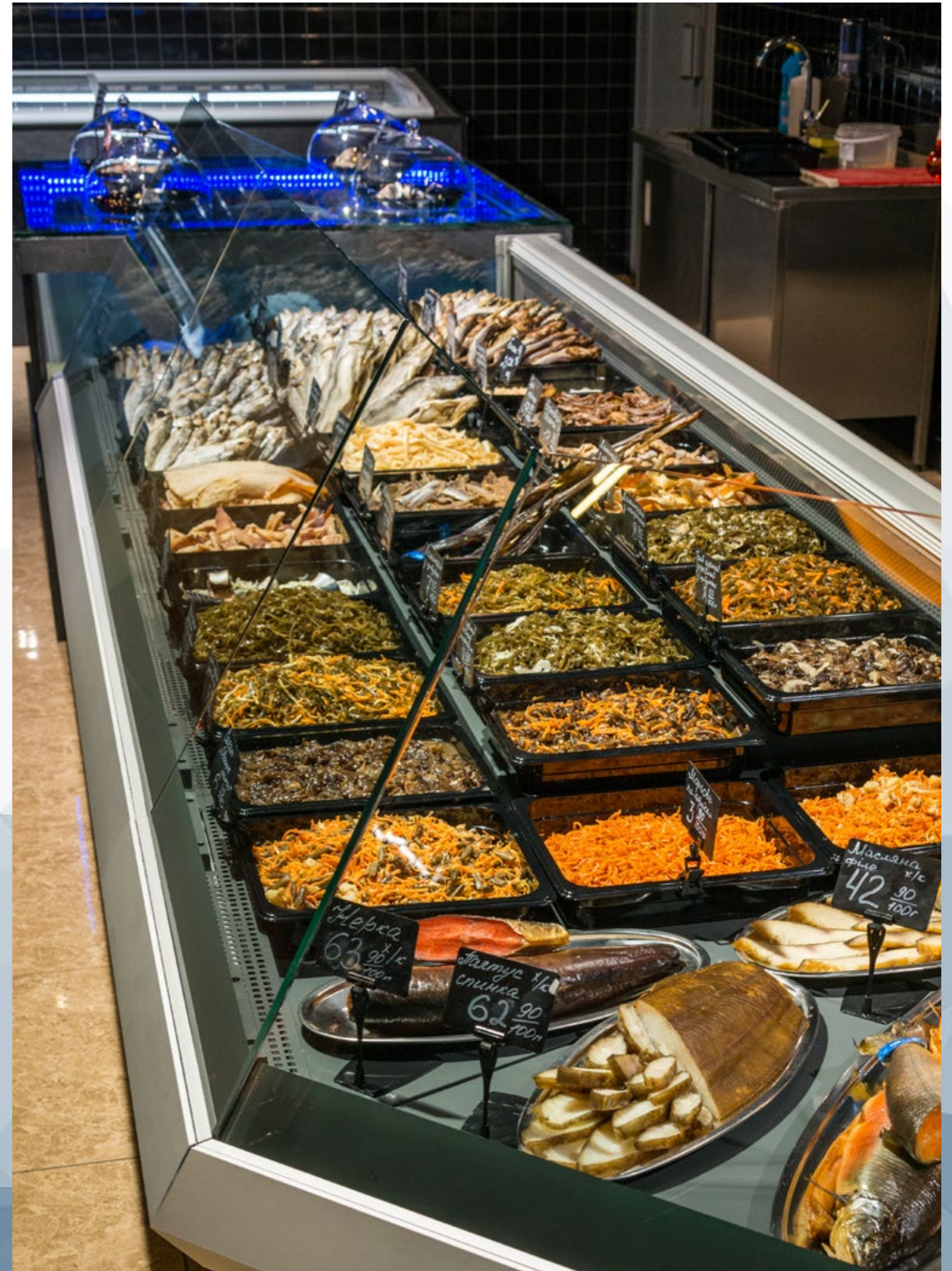
The cooling steps create an attractive cascading exposure. The concept of fish-bar provides not only a wide range and comfortable choice of products, but also **convenient communication between the seller and guests.** For this purpose, neutral service modules with a wide surface for packaging and weighing products are built into the line of refrigerated displays.



DIAGONAL SO
with additional refrigerated storage
Standard: L= 1250, 1875, 2500, 3750 mm
Special: L= 625, 937, 1500, 2812, 3125 mm
Evaporation temperature -2°C

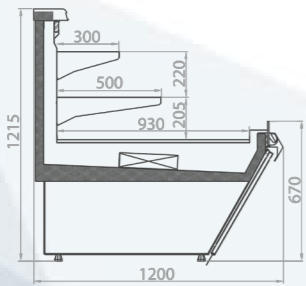


DIAGONAL N neutral
L= 625, 1250, 1875, 2500, 3750 mm
Display case can be equipped with a marble top



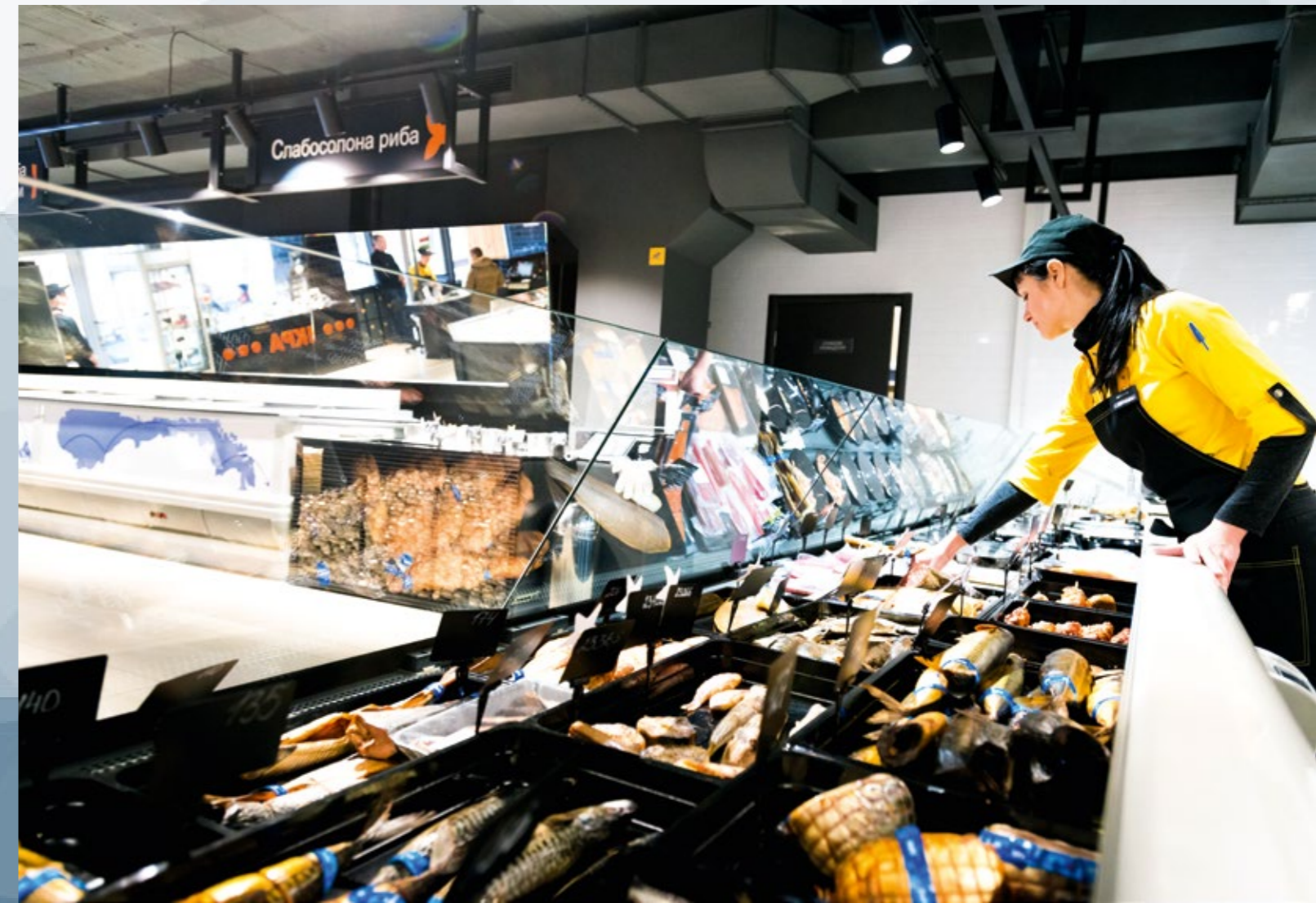
Don Mare fish market in Kharkiv is equipped with Diagonal SO refrigerated displays with a step-by-step exposure surface and an additional refrigerated chamber for short-term storage of products.

The **Caspiy Diagonal corner refrigeration module** is installed for self-service sale of packaged fish and seafood. Nautilus Combi low-temperature showcases are used for frozen products. This is another example of successful harmonious combination of Diagonal with displays with different design in one retail space.



CASPIY DIAGONAL S

L= 625, 937, 1250, 1875, 2500, 3750 mm
Evaporation temperature -2°C





unusual design
product specialization
ergonomics
maximum visibility

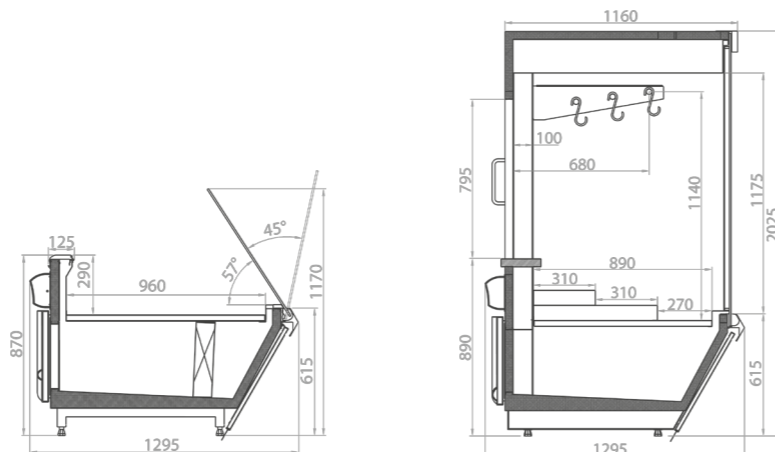
DIANA GOURMET

Romania

Delicatessen market
in a chain of branded butcher stores

For a delicatessen in the new gourmet format, one of Romania's meat manufacture leaders, the owner of a chain with 50 branded stores, was looking for equipment non-standard design. Diagonal displays not only emphasized the special format of the store, but also provided a high level of comfort for customers. Cascade exposition surface with cooling steps, the geometry of the front glass - all this gives **the maximum overview of the delicacies in the display.**

The Diagonal line of refrigerated displays with additional refrigerated storage includes a **specialized Prisma module for the selling meat and sausages on hangers** - in accordance with the traditions selling meat in the markets of old Europe.



DIAGONAL SO
with additional refrigerated storage
Standard: L= 1250, 1875, 2500, 3750 mm
Special: L= 625, 937, 1500, 2812, 3125 mm
Evaporation temperature -2°C

DIAGONAL Prisma
L= 1250 mm
Evaporation temperature -2°C





SPAR

Supermarket, Ukraine

Two designs of refrigerated displays
in one retail space

combination of different designs
product specialization
ergonomics
maximum visibility

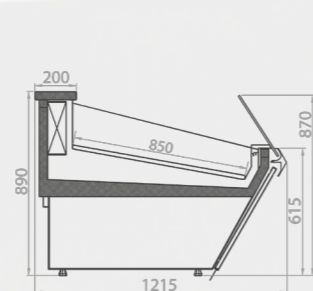
SPAR supermarket, which is located in the Parus Park complex in Lviv, is an example of a successful combination of two designs: Cube and Diagonal refrigerated displays in a single retail space



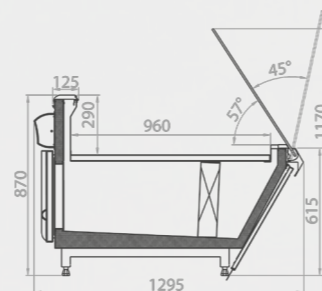
In the center of the trading hall is an island of displays in the Diagonal design. The choice of this design is due to its extraordinary ergonomic characteristics:

- maximum visibility of products in the display;
- inclined exposure surfaces;
- reliable and easy-to-operate mechanism for opening the windshield;

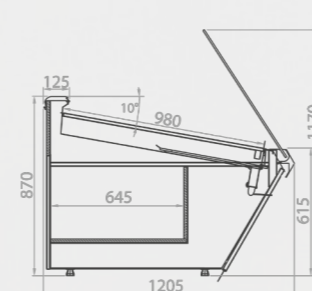
The line of Diagonal refrigerated displays incorporates specialized modules in the same design for the selling fish on ice and hot gastronomy.



DIAGONAL Fish
with inclined exposition surface
L= 625, 1250, 1875, 2500, 3750 mm
Evaporation temperature -3°C



DIAGONAL SO
with additional refrigerated storage
Standard: L= 1250, 1875, 2500, 3750 mm
Special: L= 625, 937, 1500, 2812, 3125 mm
Evaporation temperature -2°C



DIAGONAL TC heat table
with inclined exposition surface
L= 625, 1250, 1875, 2500, 3750 mm





large exposition space
maximum visibility
product specialization
sale of impressions

SPAR Hypermarket

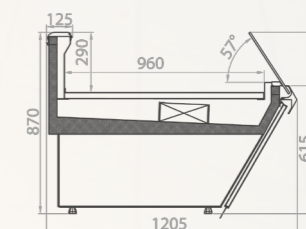
Innovative design of displays
for a large-scale retail project

International retail chain Spar in the format of a hypermarket provides a high level of service to its customers. With concern for the comfort of the purchase, displays in the design of Diagonal were chosen to equip all departments where trade is conducted with the help of the seller. Vertical refrigerated displays are made in Cube design.



The large gastronomic islands are located in the center of the hypermarket trading hall and are equipped with Diagonal Self refrigerated displays with a cascading surface.

On the front **the displays are decorated with removable panels made of laminated chipboard «wenge»** in aluminum profile, which provides ergonomics for cleaning and maintenance of displays.



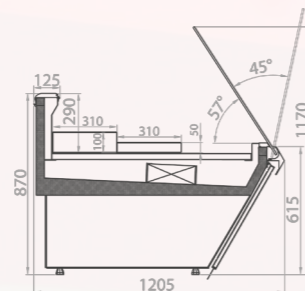
DIAGONAL S Self

Standard: L= 1250, 1875, 2500, 3750 mm
 Special: L= 625, 937, 1500, 2812, 3125 mm
 Evaporation temperature -2°C

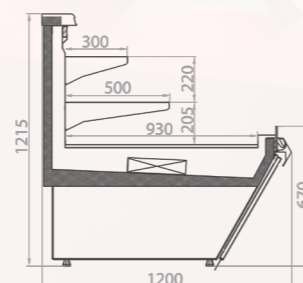


On the perimeter of the trading hall of the hypermarket there are refrigeration lines, equipped with completely different in functionality and design displays in a single design Diagonal.

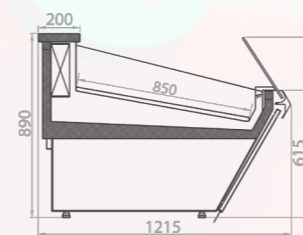
All cabinets operating at a reduced temperature are equipped with a system of heating the glass against fogging.



DIAGONALS
Option: stepped exposure
Standard: L= 1250, 1875, 2500, 3750 mm
Special: L= 625, 937, 1500, 2812, 3125 mm
Evaporation temperature -2°C



CASPIY DIAGONAL S
L= 625, 937, 1250, 1875, 2500, 3750 mm
Evaporation temperature -2°C

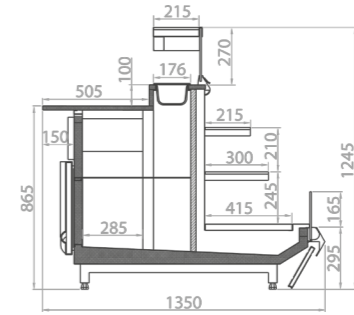


DIAGONAL Fish
with inclined exposition surface
L= 625, 1250, 1875, 2500, 3750 mm
Evaporation temperature -3°C

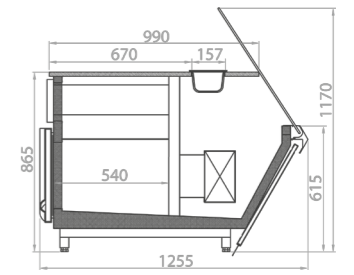


Diagonal Sushi – is a combined refrigerated display for cooking and selling sushi. The design of the cabinet provides a workplace dry and multi-level cooling surface for the sale of packaged sushi in self-service mode.

Diagonal Pizza – refrigerated displays for pizza production in the trading hall to order. The finished pizza is laid out on neutral counters with a marble surface.



DIAGONAL Combi Sushi
for sushi preparation and sale
L= 625, 1250, 1875, 2500 mm
Evaporation temperature -2°C
Display case can be equipped with a marble top



DIAGONAL Pizza
L= 625, 1250, 1875, 2500 mm
Evaporation temperature -2°C
Display case can be equipped with a marble top





innovative design
large exposition space
maximum visibility
product spezialization

MegaMarket

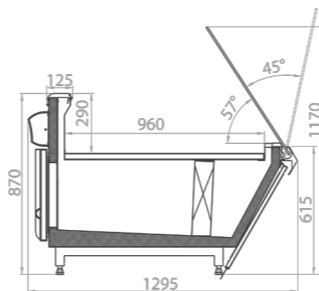
Ukraine

The first Ukrainian hypermarket
designed in Diagonal

MegaMarket is Ukrainian chain of food hypermarkets, known to customers primarily for its high level of service and product quality. The complex project of cold equipment of 9 thousand square meters of the new chain facility in Gatny includes not only refrigeration furniture, but also a liquid defrost system, a centralized refrigeration system.



Displays in the new Diagonal design for Ukraine were chosen as the main line of refrigeration furniture. Impressive large-scale refrigeration islands Diagonal, assembled from modules with additional cooling storage and cascading stage exposure. Specially for effective exposition of products in corner display **the gastronomic containers allowing to make full use of the cooled area were made to order.**

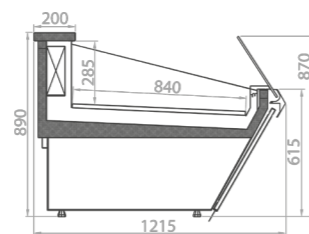


DIAGONAL SO
with additional refrigerated storage
Standard: L= 1250, 1875, 2500, 3750 mm
Special: L= 625, 937, 1500, 2812, 3125 mm
Evaporation temperature -2°C

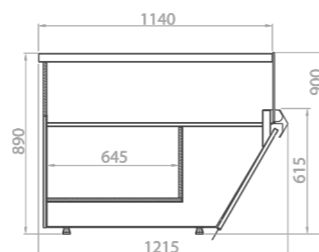


Departments of confectionery, fresh fish and delicacies of sausages and cheese are installed around the perimeter of the trading hall and are equipped with specialized refrigerated displays.

Cabinets for selling fish on ice are collected in a single line with the strengthened supports under aquarium – in Diagonal design.



DIAGONAL Fish
for fish on ice
L= 625, 1250, 1875, 2500, 3750 mm
Evaporation temperature -3°C



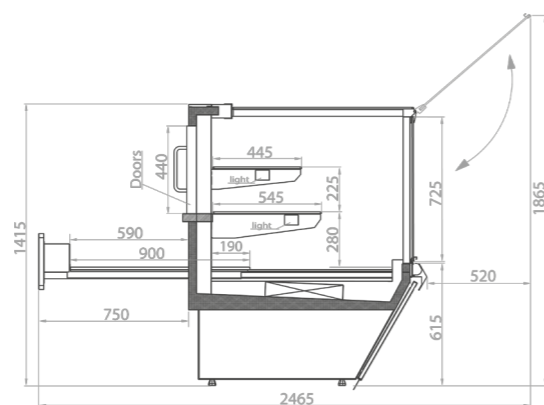
DIAGONAL N Self neutral
L= 625, 1250, 1875, 2500, 3750 mm
Display case can be equipped with a marble top



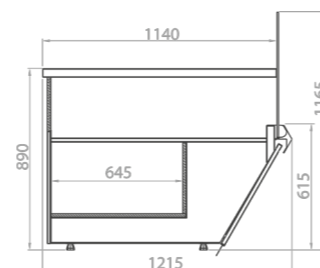


The entire range of sweets and desserts of the hypermarket is presented in high displays of **Diagonal Pastry** with refrigerated glass shelves and wide pull-out trays for jellied cakes.

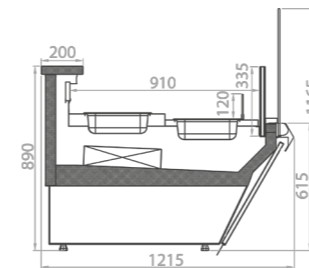
Diagonal BT Ice-cream low-temperature displays for soft ice cream are installed in one line and in a single design with confectionery cabinets.



DIAGONAL Pastry 1415
with pull-out case and glass hydrolift system
L= 1250, 1875, 2500, 3750 mm
Evaporation temperature -2°C



DIAGONAL N neutral
L= 625, 1250, 1875, 2500, 3750 mm
Display case can be equipped with a marble top



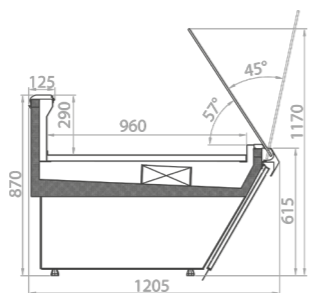
DIAGONAL BT Ice-cream
L= 625, 1250, 1875, 2500, 3750 mm



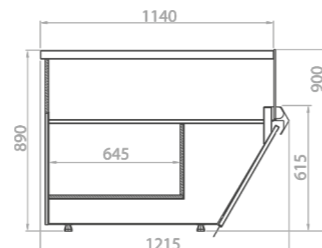


A separate neutral counter for customer service is built into the line of refrigerated displays for the selling delicacies. Behind the seller's back in this department is a wall-mounted, refrigerated display case in the Cube design.

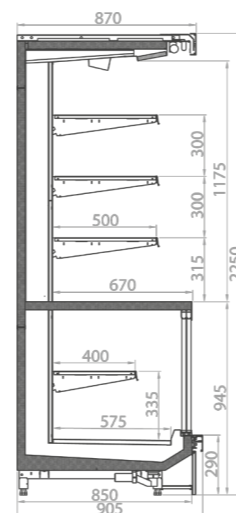
Two equipment designs are harmoniously arranged in one sales department.



DIAGONAL S
Standard: L= 1250, 1875, 2500, 3750 mm
Special: L= 625, 937, 1500, 2812, 3125 mm
Evaporation temperature -2°C



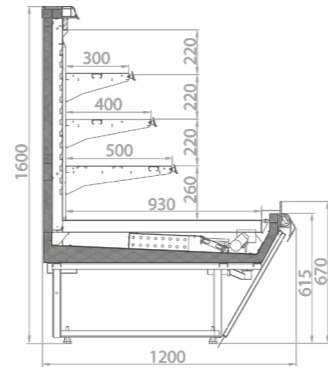
DIAGONAL N Self neutral
L= 625, 1250, 1875, 2500, 3750 mm
Display case can be equipped with a marble top



MEDUSA CUBE Combi
with additional refrigerated camera
L= 1250, 1875, 2500, 3750 mm
Evaporation temperature -2/-3°C



For selling of packaged products in self-service mode in the center of the trading floor there are **two-sided lines of semi-vertical refrigerated display cases Caspiy in the Diagonal design**. The lower shelves of these showcases are installed at a height of 600 mm. For a store with a high quality of service, such equipment is a concern for the customers, when the products are laid out at a comfortable level for them.



CASPIY DIAGONAL SH
L= 625, 1250, 1875, 2500, 3750 mm
Evaporation temperature -2°C





VELMART

Ukraine

Comprehensive renovation
in Diagonal design

ergonomics
maximum visibility
product specialization
customized designs

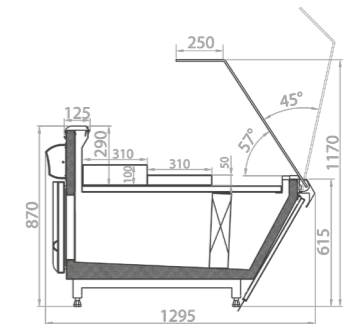
Velmart hypermarket in Kyiv is carrying out a comprehensive renovation of refrigeration equipment. Four large-scale areas of the hypermarket retail space have already been re-equipped with refrigerated displays in Diagonal design.

According to the Velmart concept, special attention is paid to the ergonomics of the equipment. Non-standard design of Diagonal cabinets focused on ergonomics purchase, and impressive exposition possibilities satisfy all requirements of the hypermarket.

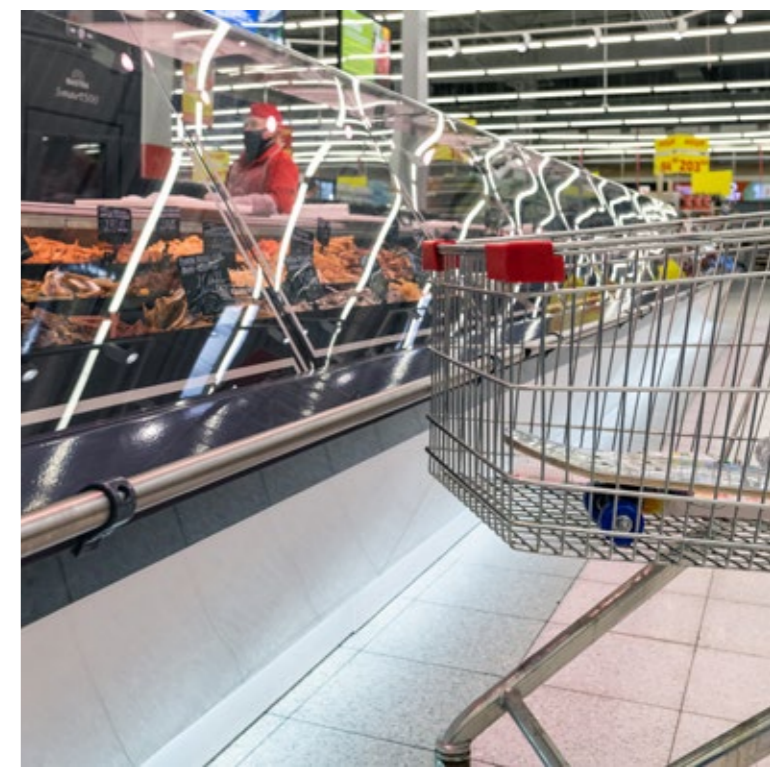


In the center of the retail space on an area of 70 sq.m - the island of refrigerated counters Diagonal. **All details of cabinets realize idea of ergonomics:**

- wide cascading surfaces for product display;
- geometry of front glasses with the shelf provides the **maximum visibility of products** in a display;
- **the folding mechanism of glasses** helps the seller to serve a display easily;
- design of a bumper with **protection against blows by carts;**
- «led floor lighting» creates a **visual effect of lightness** and elevation of the structure and attracts the attention of customers.



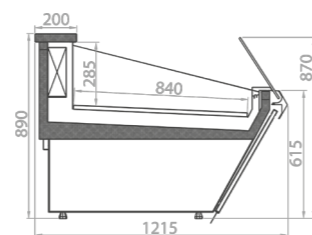
DIAGONAL SO
with additional refrigerated storage
Option: stepped exposure
Option: frontal glass with shelf
Standard: L= 1250, 1875, 2500, 3750 mm
Special: L= 625, 937, 1500, 2812, 3125 mm
Evaporation temperature -2°C



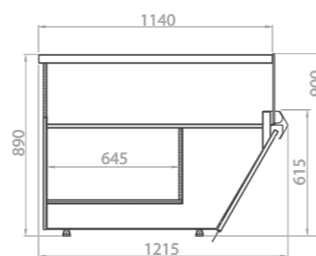


The fish sales department is equipped with cabinets with special design for selling fish on ice and installing an aquarium.

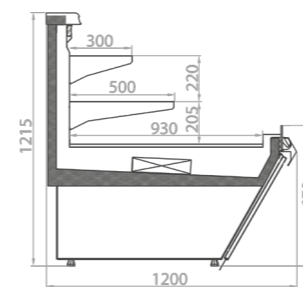
Packaged fish and seafood are exhibited in the refrigerated display Caspiy Diagonal in self-service mode.



DIAGONAL Fish
for fish on ice
L= 625, 1250, 1875, 2500, 3750 mm
Evaporation temperature -3°C



DIAGONAL N Self neutral
L= 625, 1250, 1875, 2500, 3750 mm
Display case can be equipped with a marble top



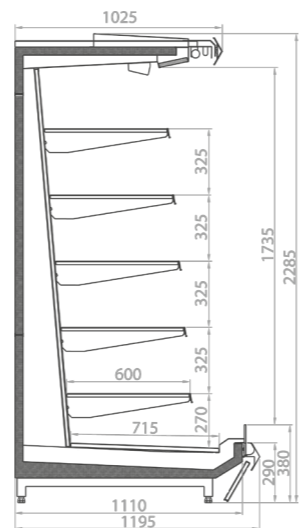
CASPIY DIAGONAL S
L= 625, 937, 1250, 1875, 2500, 3750 mm
Evaporation temperature -2°C



Vertical showcases – three Medusa Diagonal lines in the island compositions

The slope of the rear wall and the cascading displays provide a comfortable choice of products even during peak hours - for each customer there is a comfortable space next to the cabinet.

The low-temperature Nautilus Combi display with two autonomous refrigeration volumes is harmoniously integrated into one of the line.



DIAGONAL COMFORT Maxi
SL/CP
L= 1250, 1875, 2500, 3750 mm
2200mm (Head case)
Evaporation temperature -2/-3°C





FRUNZE

Kyrgyzstan

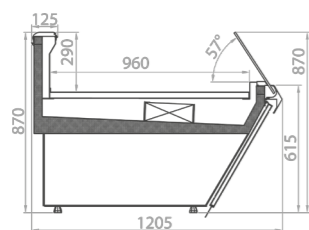
Premium equipment
for gourmet hypermarket

ergonomics
maximum visibility
product specialization
customized designs

Refrigeration equipment in Diagonal design helps to distinguish a special premium format of the store among other objects of one retail chain. For its Frunze Gourmet hypermarket, Kyrgyzstan's largest retail chain has chosen ergonomic and innovative Diagonal cabinets.



Large-scale islands of refrigerated displays Diagonal Self in the center of the shopping hall of the hypermarket offer the customer the full range of gastronomy. Part of the range is packaged for speed of service.



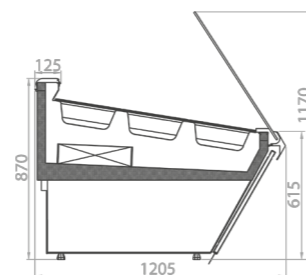
DIAGONAL S Self

Standard: L= 1250, 1875, 2500, 3750 mm
 Special: L= 625, 937, 1500, 2812, 3125 mm
 Evaporation temperature -2°C





The cabinets for gastronomy selling are equipped with inclined exposure surfaces, which improves the visibility of products, and a double-circuit cooling system, so that salads in gastro-container containers cool faster and retain freshness longer.



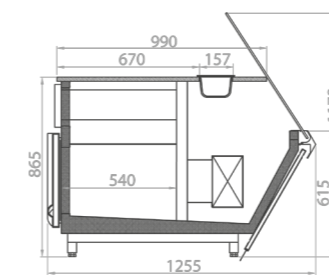
DIAGONAL S
with inclined exposition surface
Standard: L= 1250, 1875, 2500, 3750 mm
Evaporation temperature -2°C



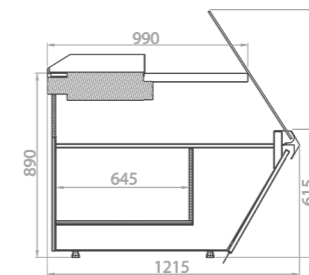
The line of refrigerated counters incorporates specialized **Diagonal Sushi** display for cooking sushi directly in the trading floor at the customer's request. The showcase is equipped with a wide worktop made of marble and a cooling panel of gastronomic containers for ingredients of the customer's choice.

Hot fresh boorsoks are prepared right there on the line of displays, by order of customers. For this purpose in the neutral Diagonal module the pig-iron roaster «wok» is built in.

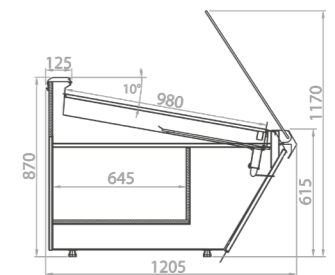
Hot pastries retain their temperature and freshness in the Diagonal thermal displays with inclined exposure.



DIAGONAL Sushi/Pizza
L= 625, 1250, 1875, 2500 mm
Evaporation temperature -2°C
Display case can be equipped with a marble top



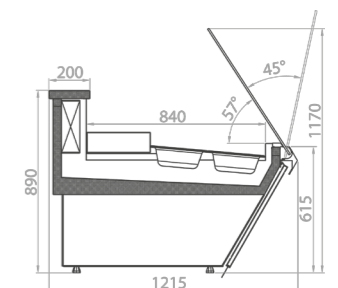
DIAGONAL N
for built-in technological
and frying equipment
L= 625, 1250, 1875, 2500, 3750 mm



DIAGONAL TC heat table
with inclined exposition surface
L= 625, 1250, 1875, 2500, 3750 mm



The Diagonal cabinet with the combined exposition surface is developed to order of the Frunze trade chaine. Buckets with pickles and fish in sauces and marinades are installed in the upper cooling step with holes. The main exposure surface made from stainless food steel with gastronomic containers is located at an angle.



DIAGONAL S
 Option: stepped exposure
 Standard: L= 1250, 1875, 2500, 3750 mm
 Special: L= 625, 937, 1500, 2812, 3125 mm
 Evaporation temperature -2°C



The local chain of supermarkets in the south of Ukraine «Dva Shaga» is actively developing its format of comfortable shops within walking distance with a wide range of quality fresh products, including its own production. At the same time, special attention is paid to the efficient use of retail space and interior design.

Three stores «Dva Shaga» are equipped with Diagonal displays. The new facility of 2020 comprehensively uses the Diagonal design - refrigerated counters and vertical showcases.

2 Shaga

Ukraine

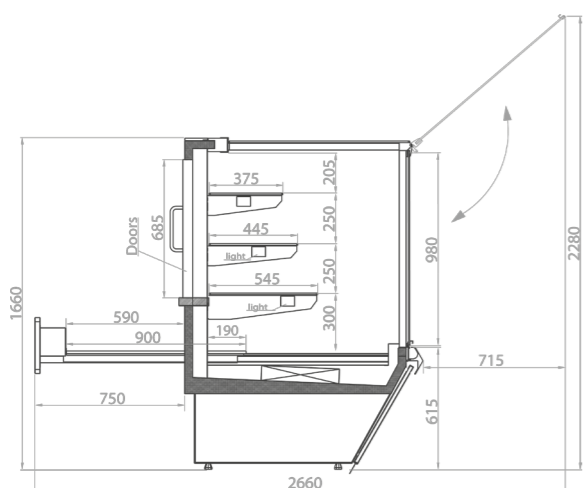
Comfortable store «next to home» with a high level of service

ergonomics
maximum visibility
product spezialization



Ruslan Zbrishchak
Founder of the supermarket chain «Dva Shaga»

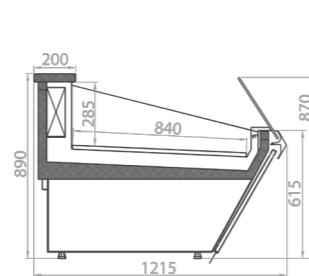
We have chosen Aisberg's Diagonal cabinets for our Dva Shaga supermarket chain, as it is a stylish and high-quality product. The viewing angle of products for customers in these displays is the most effective, does not interfere, there is nothing superfluous and at the same time megastyle. Thank you for this quality product at an affordable price.



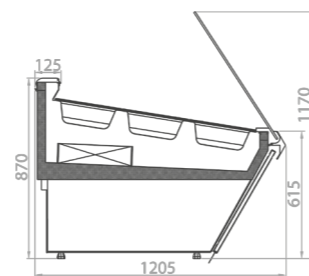
DIAGONAL Pastry 1660
with pull-out case and glass hydrolift system
L= 1250, 1875, 2500, 3750 mm
Evaporation temperature -2°C



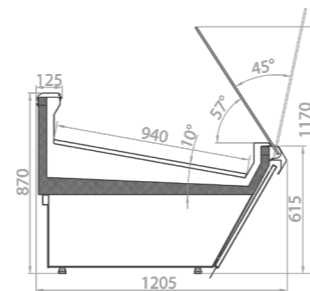
The Diagonal counter line is the main cold line and includes modules for different product groups. All modules are connected in a single line with a single design. Application of inclination the surface for exposition of products gives the chance to improve exposition and perception of the goods in addition, and in case of installation of gastronomic containers – to create a continuous impressive «carpet» of culinary products.



DIAGONAL Fish
for fish on ice
L= 625, 1250, 1875, 2500, 3750 mm
Evaporation temperature -3°C



DIAGONAL S
with inclined exposition surface
Standard: L= 1250, 1875, 2500, 3750 mm
Evaporation temperature -2°C



DIAGONAL S
with inclined exposition surface
Standard: L= 1250, 1875, 2500, 3750 mm
Special: L= 625, 937, 1500, 2812, 3125 mm
Evaporation temperature -2°C

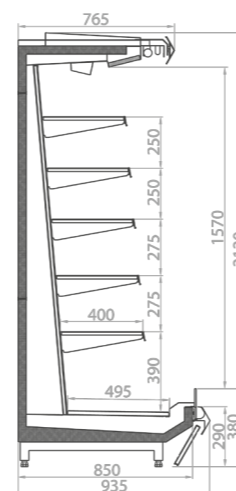






In traditional wall displays, the design of the upper bumpers and «roof» falls into the personal space of the customer and limits it. At the same time, such a design of refrigerators is necessary to install a double air curtain, curtains, lamp.

Comfort wall cabinets in Diagonal design due to the using of inclined racks remove the upper bumper from the personal space of the customer, creating a special comfort of choosing and buying products. At the same time all energy saving decisions are saved. Cascading shelves improve the appearance, lighting and overall exposure of the product.



DIAGONAL COMFORT Slim
SL/CP
L= 1250, 1875, 2500, 3750 mm
1680mm (Head case)
Evaporation temperature -2/-3°C





Spar is first and foremost a high level of service and product quality. It is ergonomics of the Diagonal equipment design, innovative non-standard design and cold quality that fully meet the requirements and determined the retailer's choice.

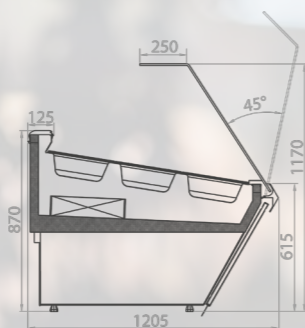
SPAR
Ukraine

Delicacy SPAR in Diagonal design

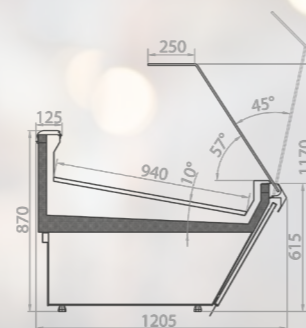
ergonomics
maximum visibility
product specialization
customized designs



Diagonal refrigerated displays in the Spar supermarket are equipped with **inclined exposure surfaces for maximum inspection of products**. A two-circuit cooling system is used for gastronomy, which provides fast cooling of salads in gastro-container containers.



DIAGONAL S
with inclined exposition surface
Standard: L= 1250, 1875, 2500, 3750 mm
Evaporation temperature -2°C



DIAGONAL S
with inclined exposition surface
Standard: L= 1250, 1875, 2500, 3750 mm
Special: L= 625, 937, 1500, 2812, 3125 mm
Evaporation temperature -2°C

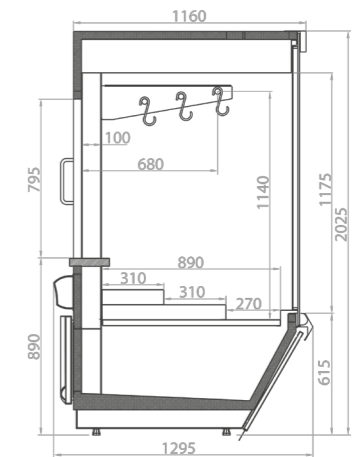


Every detail of Diagonal display has ergonomic properties. The front glass of displays is not only folded for the convenience of cleaning the cabinet and updating the exposition of products. The glass has a convenient shelf for transferring products to the customer.





Fresh meat is displayed in **Prizma Diagonal** refrigerated display case, the design of which is specially adapted for hanging and cooling large pieces of meat and poultry in carcasses. The front glass of displays in the meat department is equipped with heating to avoid fogging.



DIAGONAL Prisma
L= 1250 mm
Evaporation temperature -2°C





Medusa vertical refrigerated displays are also made in the Diagonal design. A number of energy-efficient solutions have been used in the design and aerodynamics of cabinets – a double air curtain and glass doors.



NASH KRAY

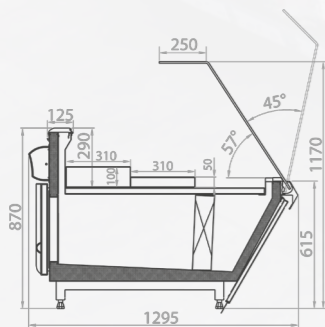
Ukraine

Store within walking distance from home
with a high level of service

ergonomics
maximum visibility
product specialization
customized designs

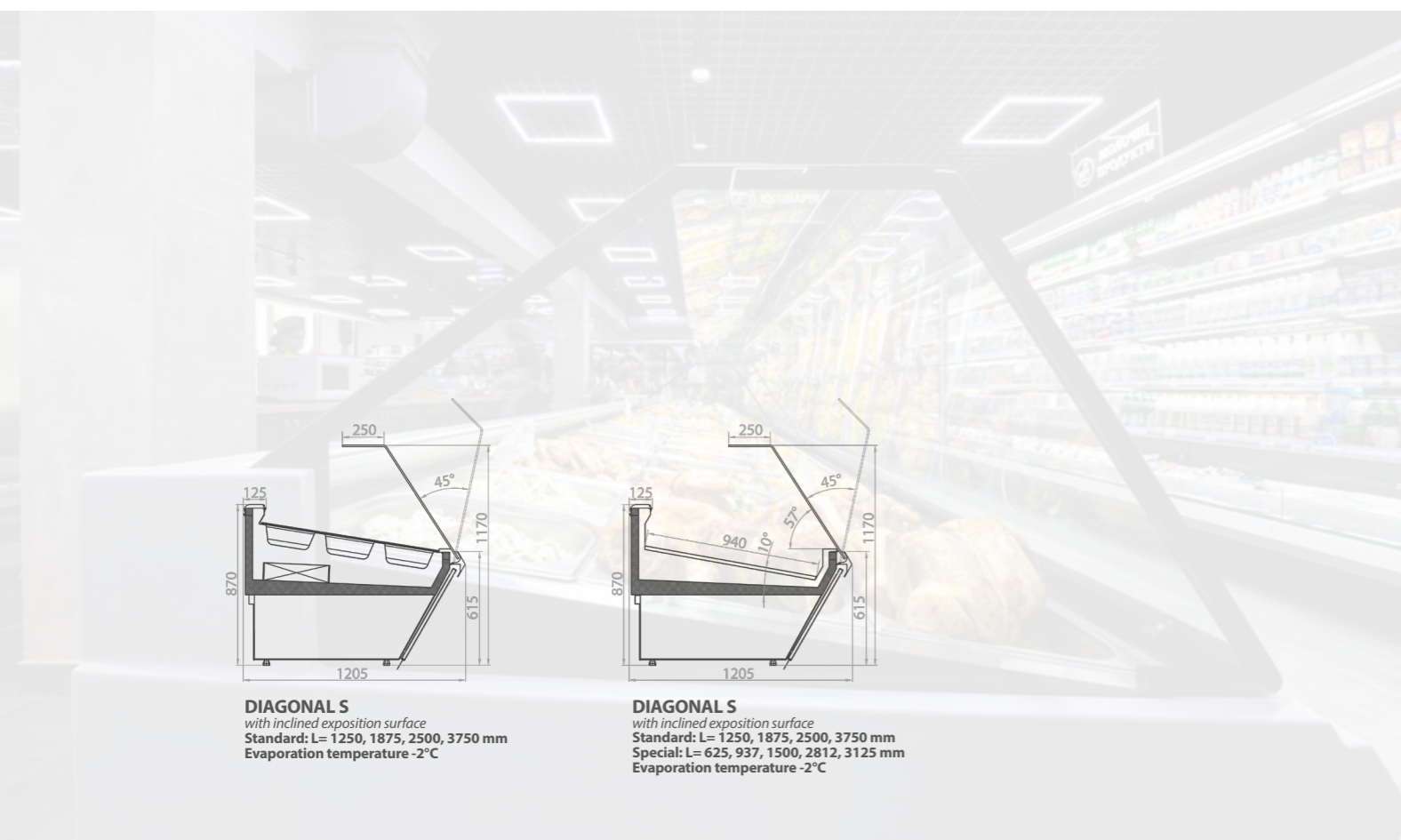
«Nash Krai» store in Kosov, a well-known Ukrainian Carpathian resort, serves not only locals but also many tourists. Therefore, the store pays special attention to the level of service and range of products.

The center of the exposition is the island of Diagonal gastronomic refrigerated displays in a laconic black design in accordance with the interior style. The geometry of the island includes angular modules of 45°. The interior of cabinets is made of stainless steel. Culinary modules are equipped with an inclined exposure surface. Meat and gastronomic displays - refrigerated steps. Everything is aimed at a comfortable overview and choice of products.



DIAGONAL SO

with additional refrigerated storage
 Option: stepped exposure
 Option: frontal glass with shelf
 Standard: L= 1250, 1875, 2500, 3750 mm
 Special: L= 625, 937, 1500, 2812, 3125 mm
 Evaporation temperature -2°C

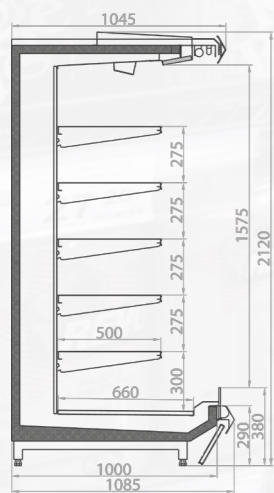




The front hinged glass has a shelf for easy transfer of products to the customer. Such glasses installed on all cabinets, including corner. Displays with low temperature have a front window heating system to avoid fogging.



Medusa Diagonal lines of energy-saving shelving cabinets combine open modules with a double air curtain and glass doors - depending on the product group.



MEDUSA DIAGONAL
 Standard 1000 SL/CP
 Standard: L= 1250, 1875, 2500, 3750 mm
 Special: L= 625, 937, 1950, 2812, 3125 mm
 Evaporation temperature -2/-3°C

The store combines two equipment designs in its retail space - medium-temperature displays in Diagonal design and a line of low-temperature cabinets Nautilus Combi.

Thanks to the general color scale of finishing which is used at manufacturing of refrigerators, such combination looks very harmoniously and stylishly.





The European premiere of Diagonal design took place at EuroShop in 2017.

This year at **EuroShop-2020** in Germany, Aisberg presented **new features of the Diagonal cabinets line according to the latest trends in global retail** - ergonomics, customization and energy efficiency.

Diagonal displays were presented in their maximum configuration. The transparent open design in which all basic details are hidden, and surfaces for calculation are inclined to the customer, gives absolutely new level of exposition of products.



EuroShop

The World's No. 1 Retail Trade Fair
Düsseldorf, Germany



Aisberg has been a leading Ukrainian manufacturer of refrigeration equipment since 1989.

We have brought together a team of designers, top engineers and constructors, created our own testing laboratory and production base to produce unique solutions and special equipment for each client.

Aisberg delivers displays anywhere in the world through a chain of 27 professional distribution companies that provide logistics, installation and service services.

Contact our regional managers:

export.mail@aisberg.od.ua
(export orders)

leyla@aisberg.od.ua
(all questions regarding the export of equipment)

aisberg.europe@aisberg.od.ua
(Europe)

sasha@aisberg.od.ua
(for orders from Ukraine and CIS countries)

kd@aisberg.od.ua
(for orders from Ukraine and CIS countries)

fatinar@aisberg.od.ua
(for orders from Armenia, Azerbaijan, Georgia)



Aisberg Ltd

3, Ovidiopolska doroga
Odesa, 65036, Ukraine
Ph./fax: +38 (0482) 32-35-27, -28, -29

aisberg@aisberg.od.ua
www.aisberg.com

Aisberg Europe

Bucharest
Romania
Mob: +40 (729) 00-44-43
Mob: +38 (050) 506-03-51

aisberg.europe@aisberg.od.ua
www.aisberg.com