

Increase your impulse floral sales

Floritech® Europe presents a floral cooler with a unique merchandising system and patented refrigeration technology that keeps your flowers fresher longer, reduces product losses, reduces labour costs, and increases your floral sales.

Floritech™ Wall of Color

Floritech's Wall of Color is designed without the usual confining tops and sides so you can showcase your flowers within easy sight and reach of your customers to boost impulse sales. The Wall of Color's unique "scalloped" shelving with multiple tip angles optimizes your floral presentation and lets you re-arrange or remove vases according to the fullness or number

of bouquets, floral delivery schedules or seasonal sales. The cooler's sleek profile emphasizes the flowers, not the cooler, while glass windows increase product visibility from three sides of the aisle, and optional wedge-shaped sections

help create a wraparound effect. The cooler also features several vase and signage options to enhance sales messages.

Additional Features*

- Large flower capacity
- On casters for location anywhere in store
- Modular (straight line or wraparound depending on store layout)
- Many colors/finishes

Technical*

- Gentle and even airflow with high humidity
- Microprocessor controlled thermostat
- Microprocessor controlled defrost and evaporation of condensate
- Environmentally safe refrigerant (R404a)
- Low noise level
- CE approved

For more information contact Floritech™ Europe.
Tel.: +45 3525 4670
Email: info@floritech europe.com



Wall of Color – 248 cm straight section, above; with optional wedge sections, below



Other products available from Floritech™ Europe



The **Checkstand 14** is the perfect Point of Sale solution with a small footprint

The **Flower Merchant 21** is a stylish display that can be placed almost anywhere in your store



The Wall of Color: Your Full-Service Solution — Merchandising Options



The Wall of Color lets you cross-merchandise your floral products as bouquets or arrangements.



You can interchange your cooler with standard vases, long-stem vases or grower buckets (American or European sizes).



Simple, flip-up and self-storing shelves easily convert bouquet space to arrangement displays.



The Wall of Color's "scalloped" shelves adjust vertically or horizontally according to the type and amount of bouquets you load. This way, your shelves can hold more or fewer vases depending on store delivery or holiday schedules, without showing any "gaps" in-between.



The Wall of Color features signage channels to help promote your messages and prices.

Specifications*

Height: 206 cm Width: 187 cm Depth: 108 cm
(other widths available)

Weight: 544 kg

Electrical: 208-230/1/50; MCA 24

Environmental: Max 24° C, 50% RH

Certifications: ETL, CSA, CE

* Self-contained refrigeration system. Remote also available.

Floritech is dedicated to continuous product improvement; hence specifications are subject to change without notice.

Floritech equipment is covered by Patent No. 400,030; 5,8860,289; 479,060; D496,053. Other patents pending.

Floritech@Europe is a partnership between Floritech (USA) and Paul Klinge Group (Denmark). Floritech, a division of Air Innovations, has been the leader in innovative floral refrigeration and merchandising since 1986. For 40 years, Paul Klinge Group has specialized in transport refrigeration worldwide.