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For Immediate Release

## **Fresh is the Word for Structural Concepts**

Structural Concepts, a leading manufacturer of refrigerated and heated fresh food and chilled beverage displays and merchandisers for the retail and foodservice channels, continues to emphasize “Fresh” at the center of its go-to-market strategy.

The company overhauled its branding with a new tagline, Delivering Fresh. Always., over a year ago, which has since grown and evolved into a beachhead for the manufacturer’s sales and marketing efforts.

“The basis of our brand is delivering fresh, always,” said Danielle McMiller, Vice President of Marketing. “In addition to preserving the quality of fresh food at the highest levels, our tagline, and each word within it, can be translated into distinct competitive advantages. ‘Delivering’ stands for our fastest lead times and setting the industry standard for quality which stems from our operational excellence. ‘Fresh’ can be identified by our product innovation and proactive customer relationships, and ‘Always’ demonstrates the consistency and reliability of our products and the sustainability and legacy of Structural Concepts Corporation.

The new [Fresh Perspectives | Structural Concepts](#) initiative offers foodservice operators a wealth of resources including best practices, merchandising tips, how-to videos, and a series of guidelines to increase consumer engagement by providing best-in-class recommendations in how best to optimize sales by utilizing its portfolio of self-service and service displays and merchandisers.

Over the summer, Structural Concepts held its grand opening of the new Fresh Market Customer Innovation Center and Showroom <https://youtu.be/L-hYN7pAVZk> at its headquarters in Muskegon, Michigan. “This space designed to cultivate the most creative and collaborative process possible to demonstrate the uniqueness and viability of its products,” said McMiller. “It is representative of our never-ending pursuit of Delivering Fresh. Always.

The company has also just launched its press room, [Fresh Takes | Structural Concepts](#), a one-stop shop for all media applications, including its new Fresh Connections podcast series.

And at this past National Restaurant Association Show, Structural Concepts unveiled its Fresh Café, a replica of a traditional quick-serve restaurant serving as the basis of an environmental application of not only where and how its displays can be utilized, but also how each of them can be effectively visually merchandised.

*About Structural Concepts Corporation:*

*Since 1972, Structural Concepts has consistently set the standard of leading the way by bringing the most innovative, turnkey refrigerated and heated food display solutions to the market. Constantly innovating the art of fresh food presentation, making the desired more desirable and*

*improving the protection of the perishable, we have spent the past 50+ years delivering the most attractive, reliable, temperature-controlled supermarket display cases, when and where you need them.*