



# ATTRACTIVE, FRESH FISH

Cool eye-catchers

Dedicated to freshness  
[www.smeva.com](http://www.smeva.com)

 **smeva**  
since 1920

Smeva has been *dedicated to freshness* for over 100 years. And we have translated that dedication internationally into an extensive range of high-quality, sustainable refrigerated units. Refrigerated display counters, refrigerated wall units, and cold and freezer rooms that are guaranteed to give your fishmongers a unique identity. Our focus lies on wonderfully cooling and the attractive presentation of fresh fish and home-made specialities.







# Only the sea is better

**Smeva fish display counters have been popular with fishmongers and fish departments for over 100 years. Made entirely of stainless steel, guaranteed temperature stability, virtually no dehydration, innovative designs and flexible arrangement. In a nutshell, high-quality refrigerated display counters which fishmongers, supermarkets or food markets can truly count on.**

## **Fresh fish that is still fresh tomorrow**

The presentation of your fish specialties, on flaked ice or prepacked, in our optimised refrigerated counters not only guarantees your customers a pleasant shopping experience, it also increases your turnover. Thanks to the optimum performance of our refrigerated counters, fresh fish keeps better and looks more attractive in the shop. This increases the chance of selling the products. And means lower costs, reduced food waste and maximum profit.

This brochure contains an overview of our refrigerated counters, specifically for fishmongers and fish departments in supermarkets. Are you looking for assistance or a specific refrigeration technology solution? Contact us, we will be happy to help you.

Go to [www.smeva.com](http://www.smeva.com) or call +31 40 207 32 00.



**VISION MKII**



**MARKET**



**GLACIER**







**VISION MKII**



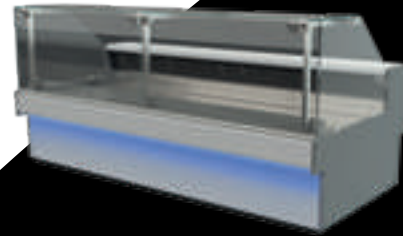
**GLACIER**



**VISION MKII**

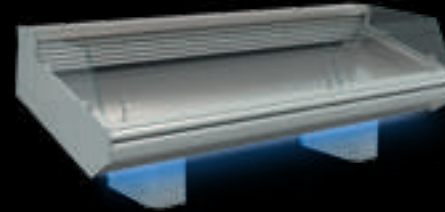


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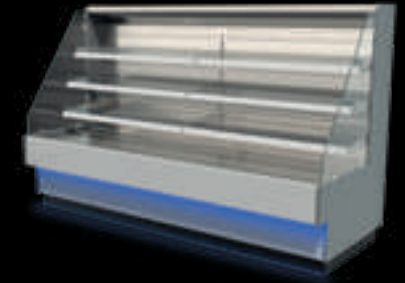
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OUTSTANDING  
REVENUE GENERATOR

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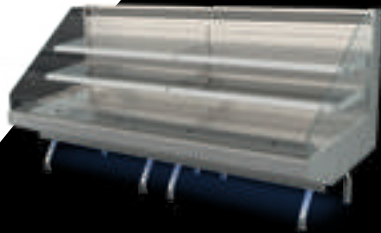
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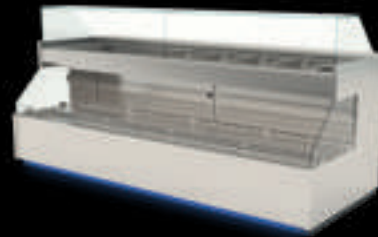
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Lowest levels of dehydration

# VISION MKII: OUTSTANDING REVENUE GENERATOR

Dehydration is kept to a minimum in our award-winning Vision MKII refrigerated display counter thanks to the coldplate technology and very low air circulation. As a result, your products will have a longer shelf life and stay fresh longer.

## Suitable for:



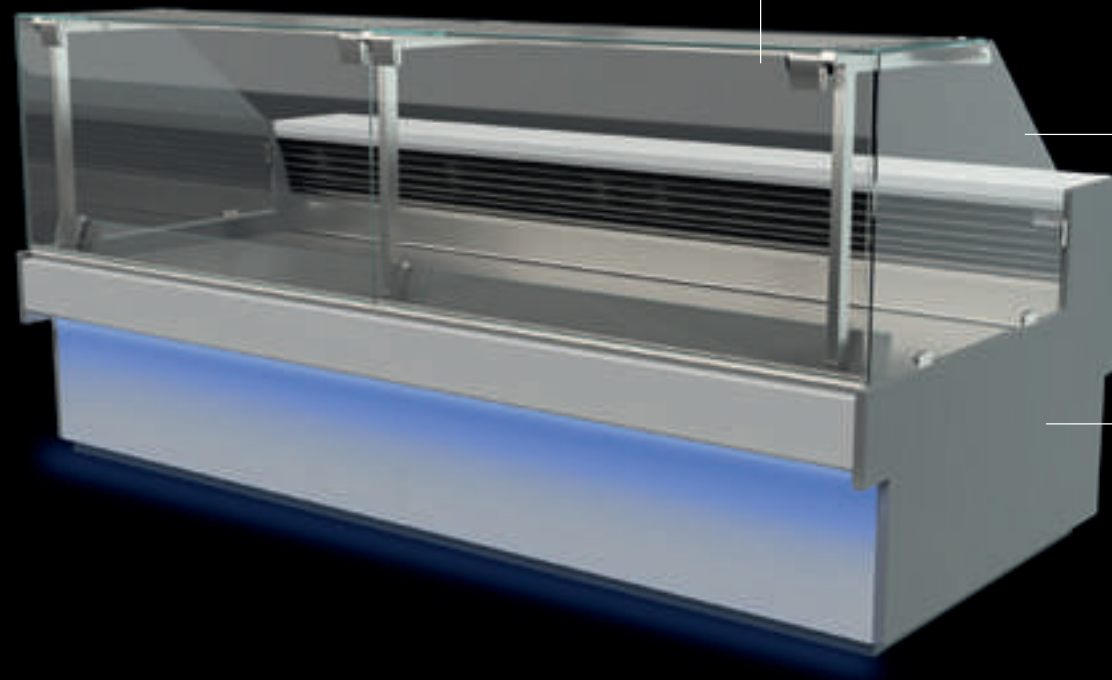
Extensive design options (glass structure, worktop, bumper rails)



Ergonomically shaped rear



Coldplate refrigeration system in combination with a special ventilation technology





## VISION MKII



### Integrated self-service compartment

The option to add a self-service area with the same look & feel and modular construction will add the finishing touch to your fish shop/department. With this traditional refrigerated display counter and skilled staff, you will also stimulate impulse purchases of pre-packaged products/delicatessen.



### Easy to clean

Thanks to the completely closed plate cooling, in combination with the integrated drain, cleaning is child's play. This means your shop staff will be able to finish their cleaning and merchandising the counter much quicker. This lowers staff costs.



### Loose fish trays

Using our special fish trays you can use the Vision MKII to cool fresh fish on flaked ice.

## YOUR BENEFITS:

- ▶ Less discolouration of fresh products thanks to the low air circulation and perfect air distribution
- ▶ Can be set up in modules with endless design options
- ▶ Save power costs through extremely low energy consumption
- ▶ Lowest measured dehydration at only 0.55% in 24 hours (TÜV and TNO certified)
- ▶ Night cover so goods can remain on display and do not need clearing and re-stocking on a daily basis
- ▶ Extend your opening hours and save hours of cleaning time every day

### Optional features:

- ▶ Night cover
- ▶ Stepped decks
- ▶ Fish trays suitable for cooling on flaked ice
- ▶ Weight Saver II humidification unit
- ▶ Cutting boards, salad container holder, paper bin, knife holder, bag hook
- ▶ Acrylic partition (high and low)
- ▶ Scale/Checkout platform
- ▶ Front lighting
- ▶ Straight, flat front (FLUSH)



FOR MORE INFORMATION

[www.smeva.com/en/products/vision-mkll](http://www.smeva.com/en/products/vision-mkll)



Make significant savings on your energy costs

# GLACIER: UNIQUE FISH DISPLAY COUNTER

Fully stainless steel refrigerated display counter for premium presentation of your fish and seafood selection on ice. Due to static cooling, this refrigerated counter prevents rapid dehydration of fresh fish, while the energy consumption and use of flaked ice is kept very low.

**Suitable for:**



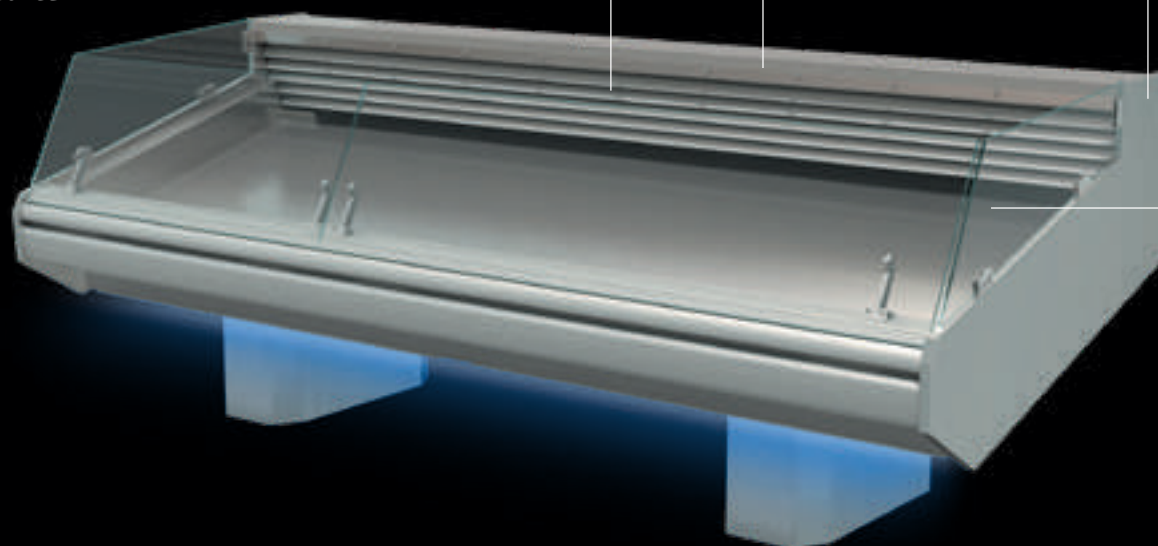
Coldplate refrigeration technology:  
static cooling, no fans



Stainless steel  
construction



Available as assisted service  
counter and self-service counter



Slanted presentation surface  
for optimal view of goods

## GLACIER



### Extra visibility & optimal presentation

Additional cover with flaked ice is not necessary due to the cooling in the back, unlike traditional fish displays. Also, the fish are not stored in a flat, horizontal refrigerated display counter, but on the ice bed, which is slanted at 16°. This combination ensures your fish assortment is optimally presented in plain sight.



### Save on cleaning time

Thanks to the handy water-thawing system, one-piece presentation area and integrated drain, you don't have to worry about maintaining and cleaning your refrigerated display case with flaked ice. Turn off the refrigeration, remove a thin layer of ice and simply rinse the surface.



### Refrigerated counter for a wide range of fresh fish

The Glacier does not use fans. The cold air falls naturally over the fish. This in combination with humidification means fresh fish and seafood hardly dry out. This is very suitable for broadening your offer in fish. Large pieces of exotic fish, whole fish and various shellfish with higher margins will have a longer shelf life and remain fresh longer.

## YOUR BENEFITS:

- ▶ Optimal presentation of your fish assortment
- ▶ Very low dehydration
- ▶ Flaked ice savings
- ▶ No expensive flaked ice machine required
- ▶ Durable and maintenance-free
- ▶ Flexibility with various lengths and heights
- ▶ Extremely low energy consumption (275 W/m)

### Optional features:

- ▶ Hot/cold water connection for water rinsing system
- ▶ Water rinsing system for flaked ice
- ▶ Miatech spray system
- ▶ Front with LED lighting
- ▶ Cutting boards, salad container holder, paper bin, knife holder, bag hook, knife holder, bag hook
- ▶ Closed substructure



FOR MORE INFORMATION

[www.smeva.com/en/products/glacier-refrigerated-display-counter](http://www.smeva.com/en/products/glacier-refrigerated-display-counter)

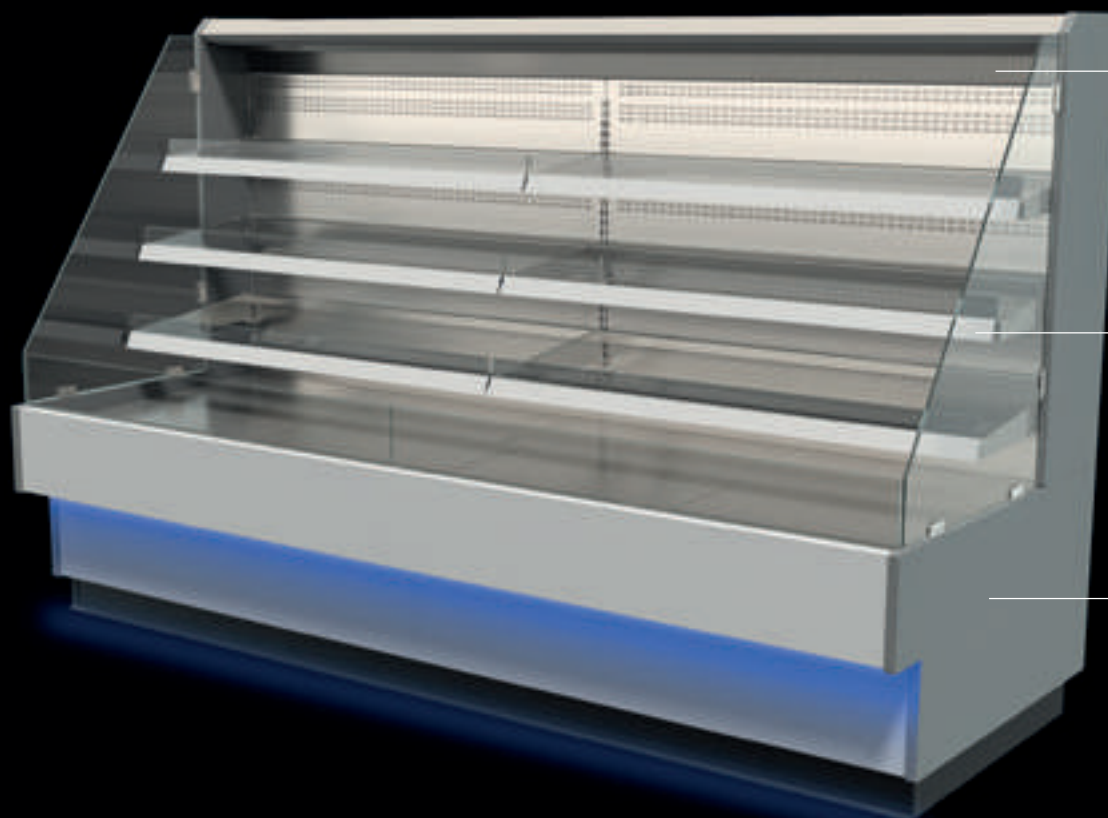


Turn your fishmongers into a one-stop-shop

# FJORDA: COMPLETE LINE OF REFRIGERATED WALL UNITS

Give your fish shop/department a unique identity and boost your service by extending your range with pre-packaged fresh meals, soups, salads and sea food products. With this refrigerated wall unit, you give your customers complete freedom and easy access to your products, and can store your fresh food at the perfect temperature all day long.

## Suitable for:



Forced air  
circulation



Available in 180 variants



Interior available in  
stainless steel or RAL  
colour

## FJORDA



### For any store layout

With 180 variants and a wide range of options such as back-to-back, island arrangements, or linked with other refrigerated counters, the Fjorda can always be integrated into your store concept.



### High-capacity wall refrigeration

Fjorda allows you to store a great deal of fresh produce per m<sup>3</sup>. In addition, the Fjorda range offers a variety of design options. So it can always be seamlessly integrated into your store design.

## YOUR BENEFITS:

- ▶ Ideal for stimulating impulse purchases
- ▶ Flexibility with various lengths and heights
- ▶ Large storage volume (m<sup>3</sup>)
- ▶ Modern look

### Optional features:

- ▶ Glass shelves
- ▶ Up to 5 presentation levels possible
- ▶ Night cover
- ▶ Straight, flat front (FLUSH)
- ▶ Deck and/or shelf lighting
- ▶ Additional flexible insert walkways
- ▶ Decorative front finish
- ▶ Ready to plug in
- ▶ Dry misting



FOR MORE INFORMATION

[www.smeva.com/en/products/fjorda](http://www.smeva.com/en/products/fjorda)



Create your own fresh market

# MARKET: REFRIGERATED DISPLAY CASE WITH OPEN CHARACTER

This spacious, semi-vertical refrigerated display case is inviting and keeps everything cool perfectly. Even with a sloping display with a depth of more than one metre, the pre-packed fresh products remain at exactly the right temperature. Due to its open design, the products can be easily seen and are literally up for grabs.

## Suitable for:



## MARKET



### Flexible use

Thanks to the various versions and design options, the Market can be used for various purposes. Not only for your standard range, but for special seasonal products or promotional products too.



### Encourage impulse purchases

Thanks to its open style, the products in this self-service counter are easily visible and remain within reach. Ideal for stimulating impulse purchases of pre-packaged fresh seafood meals, salads and soups.

## YOUR BENEFITS:

- ▶ Flexibility with various lengths and heights
- ▶ Stylish appearance
- ▶ Ideal for stimulating impulse purchases
- ▶ Easy to move
- ▶ High-quality materials

### Optional features:

- ▶ Glass shelves
- ▶ Up to 5 presentation levels (4 shelves)
- ▶ Ready to plug in
- ▶ Night cover
- ▶ Deck and/or shelf lighting
- ▶ Additional flexible presentation platforms or stands
- ▶ Decorative front finish



FOR MORE INFORMATION

[www.smeva.com/en/products/market](http://www.smeva.com/en/products/market)

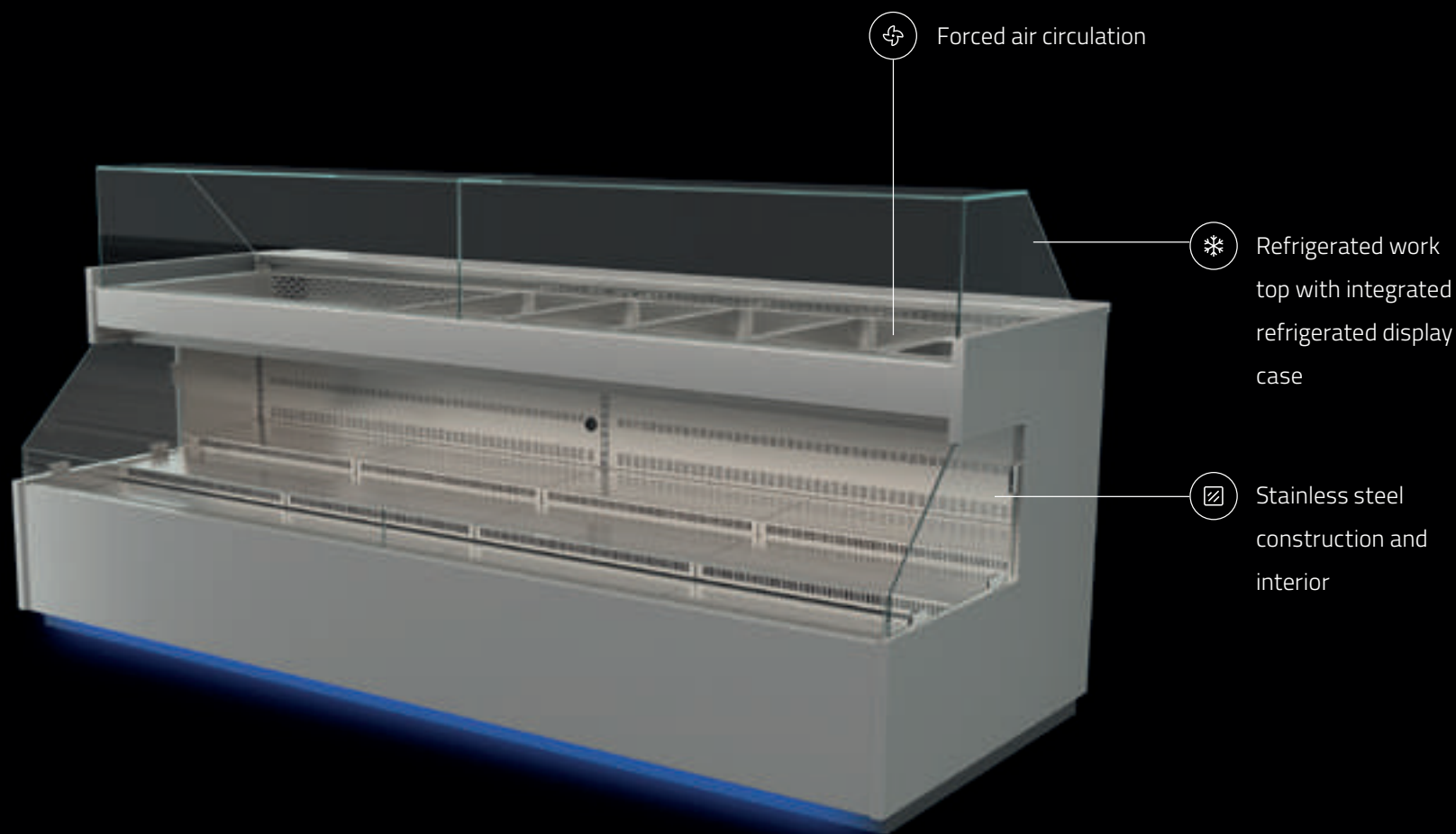


Preparation and storage of fresh meals

# FRESH2GO: REFRIGERATED DISPLAY COUNTER & WORK TOP IN ONE

Keen to create a really fresh experience? Fresh2Go is just what you need! This refrigerated display counter allows store staff to prepare, recommend, package and store fresh ready-meals, seafood salads, pizzas or paninis in front of the consumer. Fresh2Go is the way to go!

## Suitable for:



## FRESH2GO



### Closer to your customers

Turn your fish shop/department into an attractive fresh-goods market. Visitors can see your store staff at work. In combination with the fresh ingredients from the refrigerated work top, this increases sales opportunities for freshly prepared (sushi) meals. This results in increased turnover.



### No waste

The spacious self-service display case at the bottom can be used to store freshly prepared meals. Peak hours can be easily accommodated, which means meals do not have to be thrown away.

## YOUR BENEFITS:

- ▶ Increased impulse sales of freshly prepared ready meals
- ▶ Available in 3 lengths
- ▶ Stylish appearance with panorama glass construction
- ▶ High-quality materials
- ▶ Easy access to parts for cleaning and maintenance

### Optional features:

- ▶ Stepped decks
- ▶ Gastronorm trays or a sushi plate
- ▶ LED lighting in refrigerated display case
- ▶ Decorative front finish
- ▶ Available in HPL or stainless steel



FOR MORE INFORMATION

[www.smeva.com/en/products/fresh2go](http://www.smeva.com/en/products/fresh2go)

Superior build quality and long lifespan

# COLD AND FREEZER ROOMS: SUPERIOR BUILD QUALITY AND LONG LIFESPAN

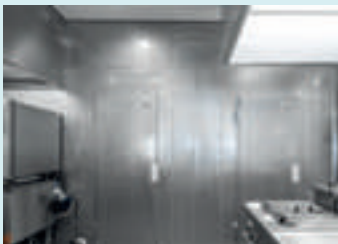
Smeva cold and freezer rooms are top quality and developed for intensive daily use. This is what makes them an example of functionality. Top quality as standard, affordable for implementation in any desired configuration, and delivered quickly from our own factory. In addition, we also offer countless options for a beautiful finish.

## Suitable for:





## COLD AND FREEZER ROOMS



### Suitable for any store layout

Smeva has been manufacturing and developing custom-built cold and freezer rooms for over 100 years. From small rooms and combi rooms to large spaces for storage, processing and packaging - we can create any solution, entirely suited to your needs.



### Fully tailored to your wishes

It goes without saying that each cold and freezer room is equipped with all the desired features, options and specifications. Smeva also offers numerous finishing options, providing important added value for cold stores that are visible to customers.

## YOUR BENEFITS:

- ▶ Flexibility thanks to various lengths, heights and corners
- ▶ Developed for intensive daily use
- ▶ Self-closing door
- ▶ Impact-resistant outer corners made from a single piece
- ▶ Energy-efficient thanks to high insulation levels

### Optional features:

- ▶ Can be delivered with a levelling foot construction
- ▶ Glass door system, strip curtain, shelving, ramp, hanging systems/rollers
- ▶ Available with B-s2-d0 fire-resistant panels
- ▶ Different closures/handles
- ▶ Heated drainage point



**FOR MORE INFORMATION**

[www.smeva.com/en/products/coldroom](http://www.smeva.com/en/products/coldroom)



[www.smeva.com/en/products/freezer-room](http://www.smeva.com/en/products/freezer-room)

Make the most of your valuable retail space

# REFRIGERATED WORKBENCH: STORAGE UNIT IN DIFFERENT LOOKS

Customisable refrigerated counter that offers lots of extra storage space. Can be assembled in modules in two heights, which makes it flexible for use in any shop setting

## Suitable for:



Forced air circulation



Stainless steel construction



Large storage volume



Available with up to 7 doors



## REFRIGERATED WORKBENCH



### Artisan look

The refrigerated workbench can be set up in various lengths and heights, and from different types of materials and colours, so it can be placed in sight on any shop floor.



### Create lots of extra storage space

Smeva helps you store as much fresh produce in as few m<sup>2</sup> as possible with this practical refrigerated workbench. Stock is available immediately without unnecessary visits to the coldroom.

## YOUR BENEFITS:

- ▶ Working area and cold storage in one
- ▶ Various design options
- ▶ Ideal for creating extra storage space
- ▶ High-quality heavy-duty materials
- ▶ Colour matching

### Optional features:

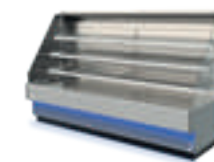
- ▶ 3 or 4 drawers per compartment
- ▶ Available in 2 heights and various lengths
- ▶ Available in RAL colour
- ▶ Various work areas possible
















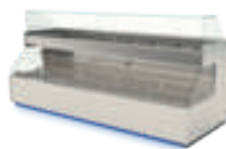
FOR MORE INFORMATION

[www.smeva.com/en/products/refrigerated-workbench](http://www.smeva.com/en/products/refrigerated-workbench)





Model	Vision MKII	Glacier	Fjorda
Suitable for	    		    
Counter type	Assisted service counter & self-service counter	Assisted service counter & self-service counter	Self-service counter
Product temperature	(3M1) 25 °C – 60% RH, -1 < T > +5 °C (OM0) 20 °C – 50% RH, -1 < T > +4 °C	(3M1) 25 °C – 60% RH -1 < T > +5 °C	(3M1) 25 °C – 60% RH -1 < T > +5 °C
Humidification temperature	CO <sub>2</sub> : -6 °C, HFC: -8 °C, R290: -10 °C	-10 °C (depending on refrigerant)	-10 °C (depending on refrigerant)
Cooling capacity	372 W/m	275 W/m	800 - 1250 W/m
Refrigeration technology	Tangential ventilators + Coldplate	Static (fan-less) + Coldplate	Forced
Lenght	1250 - 3750 mm	2000 - 4000 mm	1250 - 3750 mm
Module size	312,5 mm	500 mm	625 mm
Display platform	Level	Inclination angle 16°	Inclination angle 2°
Presentation depth	870 mm	800 mm	620/770/900 mm
Humidification	Optional	Optional	Optional
Lighting	Display platform/plinth/foot	Front	Deck/shelf
Interior	Stainless steel (304L)/Stainless steel (304L) black	Stainless steel 316L (assisted service)/stainless steel 304L (self-service)	Stainless steel / RAL colour
Exterior	Insulated heads, HPL coated Closed substructure Customer side: Stainless steel front/RAL colour/without front decorative plate/prepared for tiling/"flush" (similar to nose) Serving side: PVC Grey laminated/stainless steel Worktop: Stainless steel/granite/HPL Laminated various options for bumper rails	Stainless steel heads (optional PVC heads, HPL coated) Stainless steel closed substructure/stainless steel columns Various options for bumper rails	Insulated heads, HPL coated Closed substructure in RAL colour Various options for bumper rails
Version	Remote + ready to plug in	Remote + ready to plug in	Remote + ready to plug in
Refrigerant	Remote: R744/R448a/R449a/R134a (other refrigerants available on request) Plug-in: R290/R433a	Remote: R744/R448a/R449a/R134a (other refrigerants available on request) Plug-in: R290/R433a	Remote: R744/R448a/R449a/R134a (other refrigerants available on request) Plug-in: R290/R433a
Eco label		N/A	



Model	Market	Fresh2Go	Cold room & freezer room	Refrigerated workbench
Suitable for				
Counter type	Self-service counter	Assisted service counter & self-service counter	Storage & processing area	Assisted service counter
Product temperature	(3M1) 25°C – 60% RH -1 < T > +5°C	(3M1) 25°C – 60% RH -1 < T > +5°C	Cold room: -20 tot +60°C Freezer room:-35 tot +60°C	(3M1) 25°C – 60% RH -1 < T > +5°C
Humidification temperature	-10°C (depending on refrigerant)	-10°C	N/A	-10°C
Cooling capacity	880 - 1100 W/m	880 W/m	N/A	275 W/m
Refrigeration technology	Forced	Forced	Galvanised steel with polyester coating Insulation core made of polyurethane foam	Forced
Lenght	1250 - 3750 mm	1250/1875/2500 mm	Panel width: 1196 mm Panel height: 1794 - 3289 mm	1000 - 3000 mm
Module size	625 mm	-	299 mm	500 mm
Display platform	Inclination angle 2° /9°	Inclination angle 2°	N/A	-
Presentation depth	730/1051 mm	Refrigerated counter: 530 mm Refrigerated display case: 770 mm	N/A	725 mm
Humidification	No	No	N/A	N/A
Lighting	Deck/shelf	Display platform	N/A	N/A
Interior	Stainless steel / RAL colour	Stainless steel (304L)	Galvanised steel with polyester coating Floor: HEXA / Stainless steel	Stainless steel Runners for crates and drawers
Exterior	Insulated heads, standard in stainless steel (optional HPL coated) Open substructure on legs (round/rectangular) or closed substructure in RAL colour Various bumper options	Insulated heads, standard in stainless steel (optional HPL coated) Closed substructure in RAL colour Various options for bumper rails	Stainless steel/RAL colour (standard RAL 9010) Different options	Stainless steel anti fingerprint (optional in RAL colour) On adjustable feet Worktop: Wood with plastic resin plate/ stainless steel
Version	Remote + ready to plug in	Remote	Remote	Remote
Refrigerant	Remote: R744/R448a/R449a/R134a (other refrigerants available on request) Plug-in: R290/R433a	Remote: R744/R448a/R449a/R134a (other refrigerants available on request)	Remote: R744/R448a/R449a/R134a (other refrigerants available on request)	Remote: R744/R448a/R449a/R134a (other refrigerants available on request)
Eco label		N/A	N/A	N/A

Healthy and fresh food for everyone

# INNOVATION & SUSTAINABILITY

Thanks to the optimum refrigeration performance of its cabinets, Smeva ensures that fresh seafood is stored better with a longer shelf life, thus contributing to the reduction of food waste. Smeva therefore never stops optimising its refrigeration apparatus, as it has been doing so for more than 100 years.



Woolworths

“Around Christmas time, the new Glacier fish display counter increased sales by 50% compared to the last one!”



“By using the coldplate principle we only have to fill the refrigerated display counter with ice twice a week, since it hardly melts.”



“The spacious and well-lit Market refrigerated display counter encourages impulse purchases even more. Turnover has even increased by 25% since we switched.”





“The fact there are no glass supports makes it even easier for our customers to see our range of fish. Cleaning is also really easy now and it is less time-consuming.”



“Our fishmongers looks lovely thanks to Vision MKII with a special compartment for fresh fish on flaked ice, including humidification. The display counter is always at exactly the right temperature and the fresh-fish compartment is a real eyecatcher.”

# ENTICING GOODS TURN INTO FRESH PROFITS

**In short: with the flexible, innovative solutions from international refrigeration expert Smeva, you get an eye-catcher for the sustainable, energy-efficient presentation of your fresh goods. At the same time, you can increase turnover. Count your profits!**

## **Our service: practical and permanent**

Our involvement does not stop after delivery. The Smeva After Sales Service is ready for you. For example, if you need a specific part, or a solution for an urgent question. All the parts are in stock, all the knowledge is in-house. This ensures we can help you quickly and effectively.

**Please contact Smeva After Sales via +31 40 2017 33 10.**



Dedicated to freshness