



## ***Benefits of Cooler Concepts Keg Racks to typical “catalog shelving”***

Cooler Concepts has been producing custom shelving solutions since 1994. In that time we have provided shelving for over 30 separate large venue sports arenas, stadiums, and ballparks. We are a specified item for a number of Food Service Consultants, entertainment brands, and well know restaurant chains. Quality is the word that sums up the reason that our customers believe in our product.

### **DURABILITY:**

All steel construction. All welded joints. Assembly is done with grade 5 zinc-plated hardware. All loads on legs are static; no shear points. What does all of this mean? That the shelves will not fail at the point the legs and shelves are connected, as is the case with other catalog shelves under the repeated abuse of the full weight of kegs (160.5 lbs each) being loaded onto them every week.

### **ADAPTABILITY:**

Unlike the predetermined lengths that “catalog shelving” provides, we build to fit your cooler’s space. Who wouldn’t like to maximize their storage (95% of all dead storage space is eliminated)? We provide fully customized lengths and heights of shelving. Existing supplementary cooler objects can be incorporated into shelving solution (beer controls, margarita tanks, bright tanks, beer line conduits, etc.)

### **VERSATILITY:**

We have 5 separate shelf depths to maximize the cooler’s space. All other “catalog type” shelving manufactures produce only one depth for their keg shelving. Because all of the cooler sizes and shapes vary, a one size fits all approach is not the best fit.

### **CONSULTATION:**

We are dedicated to making sure you have the best solution for your needs and requirements. Each cooler is approached with the customer’s own needs and ideas as the foundation of the solution. Customers will gain our over 20 years of keg cooler storage experience. From our experience we can tell you what we’ve seen work and also not work for solutions.

### **COST:**

Short-Term investment: eliminate or reduce the necessity of a 2<sup>nd</sup> cooler to expand storage capability. More storage will allow your cooler to hold more product safely at any given time. Specific product locations in your cooler on one of our shelves will help you to identify inventory levels quicker, rotate inventory properly, and change out consumed kegs quicker and more safely. Ultimately, helping you spend less time in your beer cooler to allow you more time for other operational tasks.

Long-Term investment: because of our superior durability-longest duration of usefulness for keg shelving on the market there is no relative need to replace any parts of our shelving systems. Since 1994 we have yet to replace any shelf due to failure. However, you will probably find yourself wanting to buy more of our keg rack solutions for any other locations you may own or operate.