

Phononic partners with PBV

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Phononic, a global leader in cooling and heating technology that is transforming industries with innovative solid-state solutions has announced its partnership with Pepsi Bottling Ventures (PBV), privately-held bottler of Pepsi-Cola products in North America that manufactures, sells and distributes some of the world's most recognized consumer brands.

The partnership will expand the current deployment of Phononic's Merchandising Refrigerator with PBV customers that include big box retail chains and convenience stores, offering food retailers an innovative and sustainable alternative to compressor-based refrigeration.

Randy Quirk, Vice President of Foodservice at PBV said, "Phononic's sustainable solid-state cooling technology is groundbreaking and furthers our goal of improving environmental sustainability throughout our entire organization and within the communities in which we operate. The Phononic Merchandising Refrigerator has been an incredible asset for our retail store customers. Each sustainable unit delivers compact and energy efficient utilization of merchandising floor space, uniform temperatures, and maintenance savings. Based on these features, our customers now have the freedom to rethink in-store layout and optimize refrigerator placement, creating incremental revenue opportunities."

Dana Krug, Vice President and General Manager, Food and Beverage, Phononic said, "We are thrilled to partner with Pepsi Bottling Ventures to give food retailers the innovative solid-state cooling technology they need to improve operating margins and maximize selling potential."

"Phononic's unrivaled solid-state cooling performance allows new placement opportunities that unlock new revenue streams and channels. As the food and beverage industry continues to be disrupted by innovations in checkout efficiency and in-store convenience, food retailers face a mounting challenge: to adapt their business to meet consumer demands, sustainability markers and technology upgrades, all while balancing their bottom line", he added.

According to a recent survey commissioned by Phononic, 50 percent of food retail executives acknowledge that they haven't figured out how to leverage technology as successfully as non-food retailers, and 60 percent feel their organization doesn't

invest enough in in-store technology. In the face of today's "grocery wars," technological differentiation is critical for food retailers – from distributors to grocers and convenience store owners. Phononic's solid-state refrigeration and freezer technology helps food retailers reimagine the shopping experience, reducing service, maintenance and restocking effort, while allowing for optimal in-store placement.