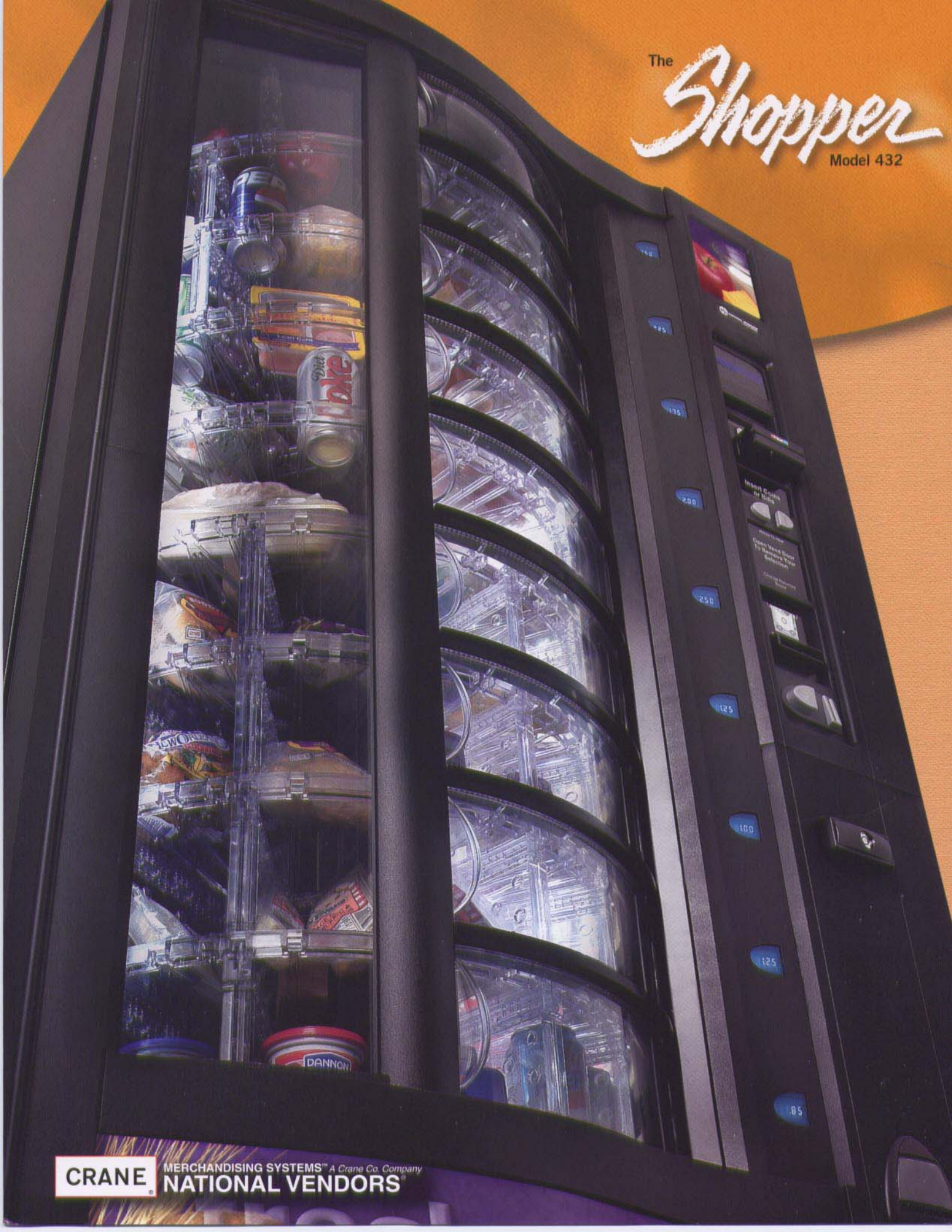


The *Shopper*  
Model 432



**CRANE** MERCHANDISING SYSTEMS™ A Crane Co. Company  
**NATIONAL VENDORS**



Introducing... The

# Shopper

Model 432



Five inch tall vend doors at every level allow you to merchandise items more effectively for the consumer.



Individual selection pricing lets you be more flexible with pricing and category management.



Optional back illuminated panel

## essence™

STYLING

"essence, es'sens. *n.* That which constitutes the particular nature of a thing, and which distinguishes it from others..."

Webster Encyclopedia Dictionary

### Command Higher Retail Price Points

A 23% increase to vendable space allows you to capitalize on the ever present trend to "upsize". Offer large salads, entrees and even meal combos.

### High Impact Product Merchandising

The Shopper brings products closer to consumers and improves view with the unique "Turret Forward" design.

### Increase Variety by Expanding Product Range

"Kicked" Dividers allow subs, hoagies or large burritos to be vended.

### Vertical Merchandising Flexibility

Five inch tall vend doors at every level allow unprecedented product flexibility and dramatically improve product display - vend cans of soda, tetra paks or milk "chugs" upright.

### 9" Platter Capable

Now the Shopper handles all food service needs.

### Freshness is on the Menu

Foam-in-place insulated door and cabinet with the best refrigeration performance in the industry.

### Maximize Transaction Potential

You can install a coin mechanism, bill validator and a card device simultaneously to maximize transactions.

### Increased Pricing Flexibility

Now every selection can have a unique price and time of day features.

### Easier Placement

The Shopper now fits through a 32" doorway and takes up less space with it's smaller footprint.

### Improved Security

With the standard higher security lock handle that is compatible with OEM high security parts. Also, you can optionally access the food compartment without unlocking the monetary area.

### Compatible with Existing Banks of Equipment

Essence™ Styling is standard and has a striking, contemporary appearance while assuring visual compatibility with your existing equipment.

### Attract Consumers

With the optional back illuminated Essence™ Base Panel. The standard panel is changeable for customization.

### Customize Your Consumer Communications

With the new Point of Purchase window. Drive sales with targeted messages or cross selling.

### Reduce Energy Costs

Energy Saver Mode is programmable for specific time periods allowing you to reduce power consumption.



## Merchandising Flexibility

Dramatically improved merchandising is at the heart of the new Shopper. The design provides greater flexibility and more options for your fresh food category - options that give you the opportunity to offer greater consumer value, provide larger size items, create combo meals, increase prices... and ultimately, drive profitability. The new Shopper has five selling zones that can be divided into as many as five compartments on each of the 9 trays.

*\*Note: all trays on a level must have equal division.*



The larger single compartment opens the door to combo meals and larger offerings. The Shopper can handle 9" platters also.



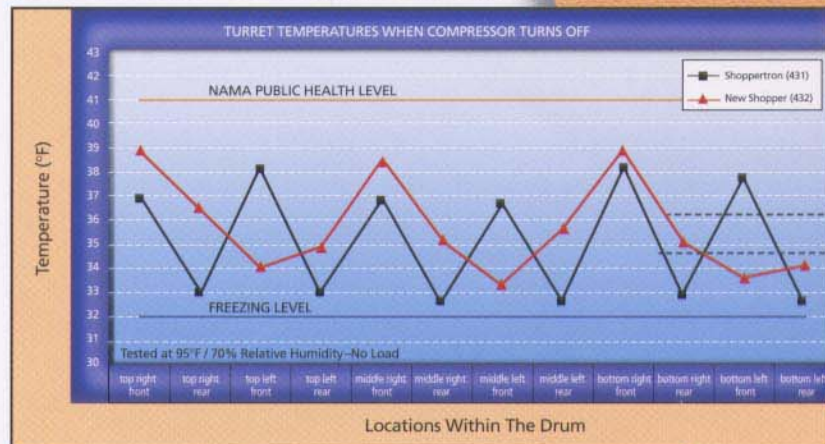
Kicked Dividers make more effective use of the turret space to allow longer items to be vend effectively.



Packed with Profitability  
23% more merchandising volume inside  
12% smaller outside, 50 lbs. lighter

## Unrivaled Performance

An entirely new refrigeration design and improved airflow provides the most even temperature distribution in the industry. The new Shopper exceeds its predecessor's performance and other food machines pale in comparison. The foam-in-place cabinet and door provide superior insulation and heated vend doors provide clear visibility and reduced potential for condensation.



New Shopper  
4.6" Average

Old Shoppertron  
5.6" Average



The World's most popular food merchandiser  
just got a whole lot better.



The  
**Shopper**  
Model 432

## Product Specifications

### Capacities

Standard	135 items
Minimum	45 items
Maximum	225 items

### Tray Capabilities

5 item	9" round plate
10 item	5.25" round plate
15 item	3.6" wedge
25 item	hot dogs, narrow items
Food Storage Area	7.25"Wx16"Dx35"H

### Optional Features

Dollar Bill Validators: Mars, Coinco  
Coin Mechanisms: Mars, Coinco  
Card Readers: All major OEMs  
MDB Ready (Standard), DEX Harness (Standard),  
Data Printer, Money Box Lock, Van Lock and Key,  
Ace II Lock and Key, Base Grille, Back  
Illuminated Base Panel

### Specifications

Height	72 in.
Depth	30.75 in.
Width	38.13 in.

Shipping Weight: 710 lbs.  
Electrical: 115V, 60 Hz, 12A (15A circuit req.)  
Listings: cULus, CE, FCC, NAMA approved

All specifications subject to change without notice.

Drive revenue and increase fresh food growth opportunity with the Shopper's merchandising capabilities.

### Product Features

- High visibility Shopper lets customers buy with their eyes, promoting product sales.
- Each shelf has 5" height allowing full product view. Stocking time is also faster with consistent height.
- Exclusive "Prefer Max" function automatically returns the drum to the view with the most product for sale.
- Five Zone partitioned drum provides excellent merchandising alternatives.
- Two-way rotation speeds shopping time, quicker selection, more sales.
- Side-of-drum storage area is refrigerated for extra food and beverage items.
- High efficiency, environment-friendly, ½ HP refrigeration system, with best air distribution system in the industry.
- Refrigeration unit can be easily serviced from the front of the machine.
- Health control function is computer controlled for tamper proof protection.

### Electronic Features

- Cabinet temperature reading can be conveniently read from front message display without opening the door.

- Tamper check prevents vend door from being reopened at a previously vended position. Data memory records the times for power off and main cabinet door openings.
- Self-diagnostics description appears in plain English on credit display when cabinet door is opened.
- Data can be recalled by each selection, tray level and zone (or entire machine) for both units sold and dollars received. Results can be downloaded to an optional printer.
- Enhanced pricing mode allows easy setup by level, tray or selection (up to 225 price settings in all, ranging from 5 cents to \$325.00).

### Sales Promotion

- Selected items can be discounted (in four tiers) with time-of-day functions.
- Winner Mode excites consumers with predetermined product and interval (from 1:10 to 1:9,999).
- Declining balance temporarily retains any change owed to customer, encouraging additional item sales.
- Scrolling message display communicates promotions/special events to customers.
- New Time of Day functionality features easy setup by level, tray or selection.

## Contact Information

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### On the Web

[www.cranems.com](http://www.cranems.com)

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