

# Finding the WOW Factor

## Case Study



**Anthony® Cooler and Freezer Doors help Rutter's Farm Stores optimize appearance, customer appeal and energy savings in remodeled c-store location.**

When you have a history that stretches back nearly 270 years, it may seem to be counterintuitive to also be on the “cutting edge.” Founded in 1967, but with roots that can be traced back to a family farm that has been continuously operating in central Pennsylvania since 1747, Rutter's Farm Stores has been able to successfully strike a balance that melds its devotion to a respected history with the desire to be forward thinking and at the forefront of innovation.

Over the years, Rutter's Farm Stores have evolved into a convenience-store chain that offers foodservice and fuel at 60 locations spread over a 100-mile radius surrounding the company's headquarters in York, PA. Openly embracing new technologies has helped Rutter's stay on the cutting edge of the c-store industry. For instance, Rutter's was one of the initial chains to offer loyalty programs and foodservice with touchscreen

ordering kiosks, and to adopt sustainability and recycling programs. Rutter's also was one of the first to create a mobile app for its customers and offer Wi-Fi access at its stores.

## QUICK LOOK

**Company:** Rutter's Farm Stores

**Location:** York, PA

**Market:** Convenience Store

**Challenge:** Identify and install eye-catching and energy-efficient cooler/freezer doors during store remodel

**Solution:** Anthony® Infinity 090 Cooler and Freezer Doors



**BEFORE**, a tired, old look for the cooler section.



**AFTER**, a bright, inviting state-of-the-art makeover.

## Opening New Doors

So, when the decision was made to upgrade and remodel its location on Seven Valleys Road in York, every aspect of the operation was fair game for a new look, from the way the fuel pumps were situated to the types of doors that were used on the in-store coolers and freezers.

“Rutter’s has been able to innovate throughout its history. Whether it’s been innovation in the dairy business, packaging, or branding of the convenience store, Rutter’s wants to stay on the leading edge,” said Derek Gaskins, Chief Customer Officer for Rutter’s Farm Stores. “We wanted to take that same innovative spirit into this store that has been here for decades, and give it a modern look that feels like a brand-new store.”

Part of that new, modern look involved upgrading the coolers and freezers with cutting-edge door technology that would not only attract customers, but also provide an energy-efficient boost to the store’s operational bottom line.

“With the cooler doors, we like to use bright light to draw customers through the store since this is a destination,” said Gaskins. “However, sustainability is very important for us as a company. It’s something we look at as a point of difference. Therefore, the lighting and cooler doors have to be energy efficient.”

## Making A Difference

Rutter’s found a solution that was both inviting and energy efficient in the Infinity 090 Cooler and Freezer Doors from Anthony®. Infinity doors from Anthony, Sylmar, CA, feature infinity-edge construction, with an enhanced visibility area for improved merchandising. Infinity doors also come equipped with magnetic gaskets for a tight seal, as well as heat reflective glass. Lighting was also critical when selecting doors which is why the Optimax Pro 24 LED Lighting solution was the optimal choice for luminance and energy efficiency. Rutter’s installed a total of 16 Infinity 090 doors during the remodel, 12 on the coolers and four on the freezers.

### INFINITY 090:



- 12 Cooler Doors:  
**57% Less Energy Used\***
- 4 Freezer Doors:  
**24% Less Energy Used\***

\* When compared to traditional door models.



*“The first thought was, seriously, ‘Wow!’ because the doors were making a statement, and cold-vault doors are something I am pretty nerdy about and they make a huge difference.”*

**Derek Gaskins, Chief Customer Officer**  
Rutter’s Farm Stores

New cooler doors help give the remodeled Rutter’s Farm Stores location a modern, cutting-edge look.

“The first thought was, seriously, ‘Wow!’ because the doors were making a statement, and cold-vault doors are something I am pretty nerdy about and they make a huge difference,” said Gaskins. “We look at the roles that different categories play and in this particular case, beverage, we are a destination as a channel. If people are thirsty and going down the road the first place they think of is a convenience store, so to get that ‘Wow’ and to get that type of impact was huge and we feel it is really going to separate us from the competition.”

A typical Rutter’s location has anywhere from 12 to 16 cooler and freezer doors, so their ability to operate energy-efficiently is a huge concern. The Infinity 090 cooler doors assuage any fears that energy is being wasted by being 57% more efficient when compared to traditional door models, while the freezer doors are 24% more efficient. This increased efficiency will equate to an estimated yearly savings in energy costs of \$1,051 for the cooler doors and \$390 for the freezer doors.

“In a store like this where we literally changed everything from the gas pumps to the floor to foodservice to new restrooms we didn’t want to shortcut and skimp on something as valuable as the cooler doors,” said Gaskins. “It

drives a major piece of the profitability for the total store, so having the right look and having the right brand, the bright white LED efficient lighting, made a huge difference for us.”



Derek Gaskins, Chief Customer Officer for Rutter’s Farm Stores, likes the energy-efficient operation of the new Infinity 090 doors.

## Conclusion

The motto of Rutter's Farm Stores is "Why go anywhere else?" After the positive impact that the Anthony Infinity O90 Cooler and Freezer Doors have had on the remodel of the Seven Valleys Road location, the same can be said when the time comes for Rutter's to select a brand of cooler/freezer doors for a remodel or construction of a new site.

"This is the first time we've worked with Anthony on this type of a project, and it won't be the last," said Gaskins. "In partnering with a great brand like Anthony, one of our goals is to get more doors in more stores. As we look to modernize the footprint and build the Rutter's brand in our existing and new stores, Anthony can continue to play a key role to help make us a much more profitable company while driving long-term sustainable growth.

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## About Anthony:

Founded in 1958 and headquartered in Sylmar, CA, USA, Anthony® is a manufacturer and solutions provider of glass refrigerator and freezer doors, lighting systems and display equipment for use in commercial refrigeration systems. Anthony's products are designed to enhance merchandising, ensure food safety and protect the environment. A 50-plus-year commitment to Quality, Innovation, Customer Service, Continuous Improvement and Flexibility have allowed Anthony to become the supplier of choice for merchandising components in the refrigeration industry. Anthony is a member of the Dover Corporation's Refrigeration & Food Equipment market segment. For more information, please visit [www.anthonyintl.com](http://www.anthonyintl.com).



Anthony Infinity O90 cooler doors feature bright LED lighting that helps attract the attention of customers.