

**ROWE**



448E SHOWCASE™ MERCHANDISER  
STELLAR STYLING

## THE SHOWCASE™ FOOD MERCHANDISER GOES ELECTRONIC!

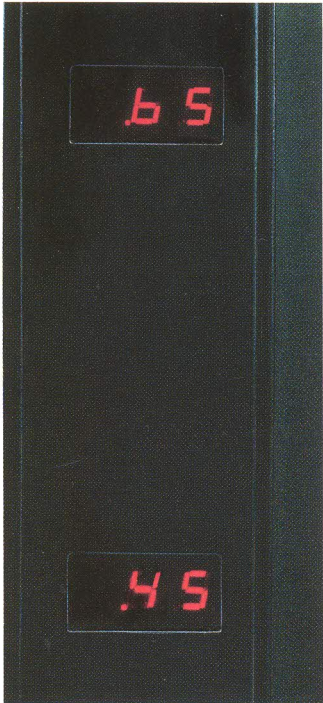
Now there's a new electronic version of our time-tested Showcase™ Merchandiser that brings a whole new simplicity and professionalism to your operation. And gives you an extra profit edge, too. □ With all the

famous features of our classic Showcase — plus new electronic two-tier pricing and even better product visibility — the new 448E means more flexibility and lower operating costs. □ Available in your choice of hand-

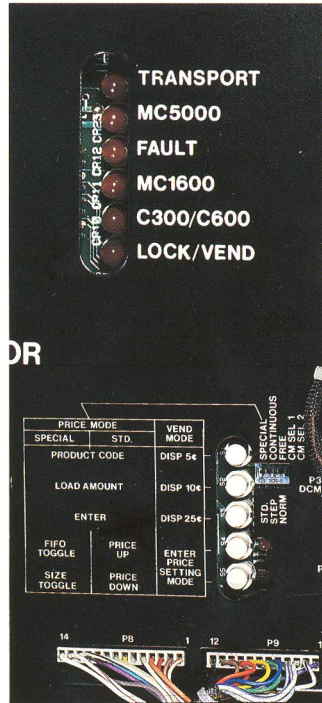
some stylings, the 448E is truly the greatest show & sell machine on earth! □ Read all about its fabulous features. Then contact your local Rowe distributor or call us directly for a demonstration.

# ROWE'S NEW ELECTRONIC SHOWCASE™ FOOD MERCHANDISER

## ELECTRONIC PRICING. SIMPLER COIN MECHANISMS. SUPERB APPETITE APPEAL.



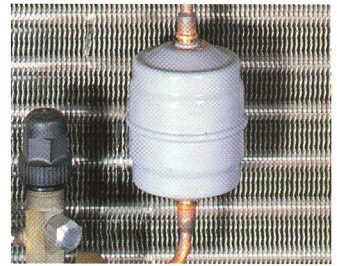
**Bright LED's.** Automatically indicate prices. No more stickers and tags. New two-tier feature lets you change prices automatically at the end of the day to move items.



**Microprocessor controls.** For easy set-up and self diagnostics. Simpler to set or repair.



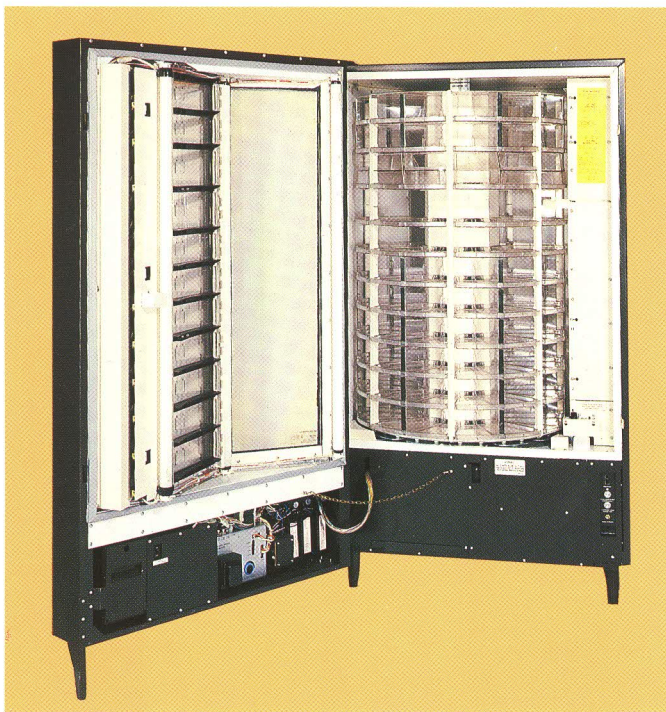
**Flexible compartment system.** Lets you vend up to 154 products. Lets accommodate items up to 9" in diameter. Easy to change. Brightly lit with three full-length fluorescents.



**High-efficiency refrigeration system.** Up-front accessibility for convenient servicing. Slanted evaporator with twin fans for efficient cooling.



**Built-in "brains".** Let you use simpler, less expensive coin mechs. Less maintenance and fewer "out of orders."



### FEATURES:

- **Two operating modes.** Shopper mode lets customer choose items; FIFO mode dispenses items in order loaded. Or use a combination, shelf-by-shelf.
- **Double cam lock.** Secures front door. Prevents vandalism.
- **Easy-to-clean.** With white plastic interior walls.
- Plastic bottom deck for spillage run-off.
- Tough Lexan delivery doors.

### SPECIFICATIONS:

#### Dimensions:

Height: ..... 72" (183 cm)  
 Width: ..... 41" (104 cm)  
 Depth: ..... 35 1/2" (90 cm)  
 Weight: ..... 800 lbs. (363 kg)

Number of shelves: ..... 11

Number of compartments: .. 77 to 154 (depending on compartment selection)

Shelf Height: ..... 2 at 4 1/4" high 9 at 3 1/4" high

Electrical: ..... 120 V, 60 Hz, 16 amps (max)

Weight: ..... 800 lbs. (363 kg)

Styling: ..... Stellar

New Award

Others Available

Coin Mechanisms: ..... Mars MC5000 or Coinco C300



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