

True CVM[®] Series

Contemporary Visual Merchandisers

Performance Meets Contemporary Style

True
REFRIGERATION





Efficient Design. Sustainable Impact.

Going green is now more accessible with True's new CVM Series of self-contained merchandisers. These units feature a high-performance, R290 hydrocarbon refrigeration system engineered for maximum efficiency, reliability, and sustainable use.

Built with high-density insulation featuring low ozone depletion and global warming potential (ODP/GWP), these units are designed to meet today's sustainability standards while preparing for tomorrow's regulatory requirements.

The CVM series delivers the perfect blend of space-saving design and eco-conscious performance, making it ideal for retail environments looking to reduce their carbon footprint without sacrificing product visibility or accessibility.



cvm Uses / Locations

CVM Merchandiser Uses / Locations

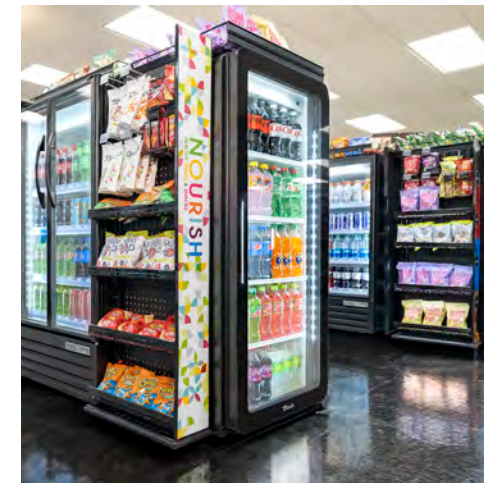
Optimized for retail environments, the CVM Series blends performance and style to elevate in-store merchandising and drive impulse sales –yet remaining versatile enough for restaurants, cafes and high-traffic venues like stadiums. Get your CVM today to start brilliantly merchandising your products and boosting sales!



Traditional or Self Check Out



Queue Line



End Cap



Spot Merchandising



Restaurant Impulse



Concession

Advantages of CVM's vs Traditional Merchandisers

The CVM series offers several key advantages, thanks to its space-saving footprint and full-glass door design. Additionally, these units offer a more visually appealing look than traditional merchandisers due to the curved edge profile of the cabinets.

- **Space Saving** Design
- **Increased** Beverage Capacity (10-17%)
- **One (1) Additional** Shelf/Row of Product
- **No** Bottom Grill
- **Visually** Appealing Aesthetics
- **Floor-to-Ceiling** Merchandising

10-17%
MORE
capacity



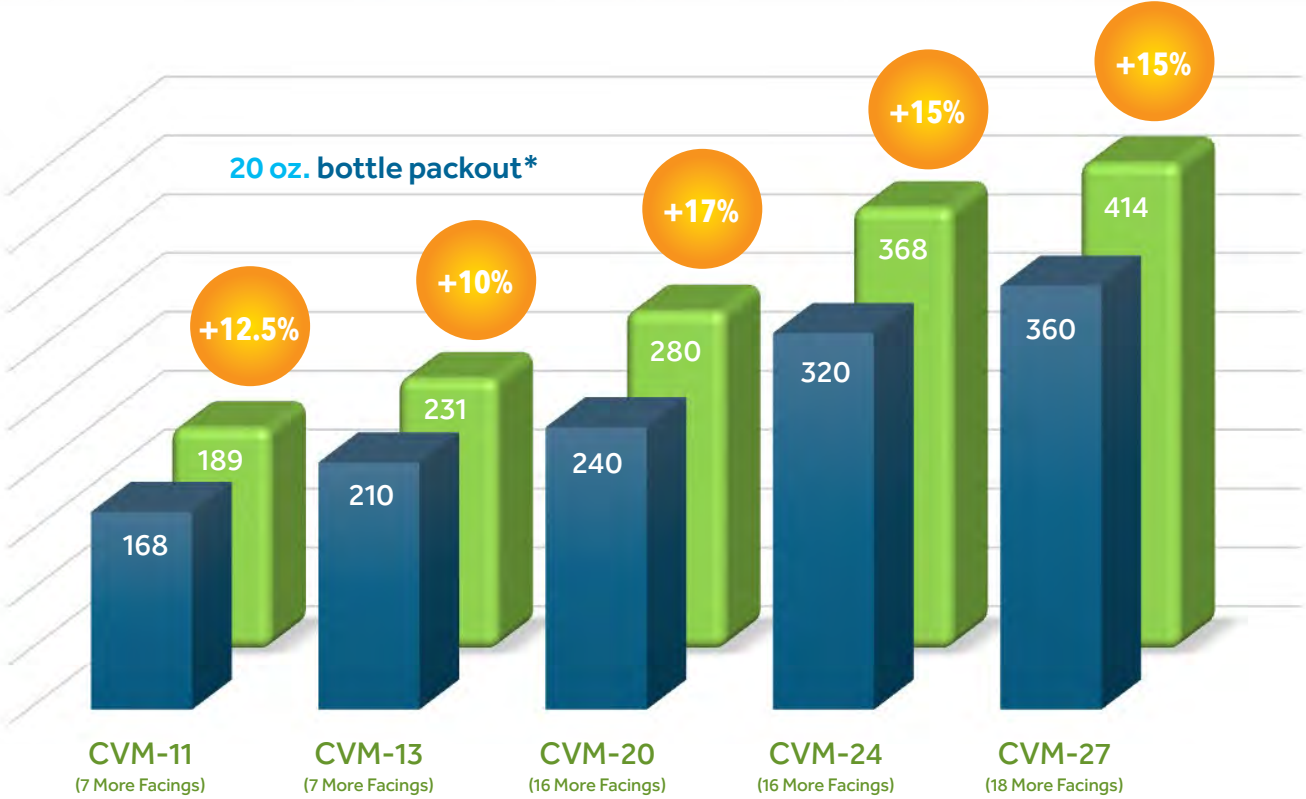
CVM

VS



GDM

CVM vs GDM Packout Differential



CVM Product Highlights

Rounded door corners and cabinet ends.

LED interior lighting.

Illuminated door handle.

Environmentally friendly R290 Hydrocarbon refrigeration system.

Easily adjustable PVC coated wire shelving.

Full-length door utilizing Low-E double pane glass packs.

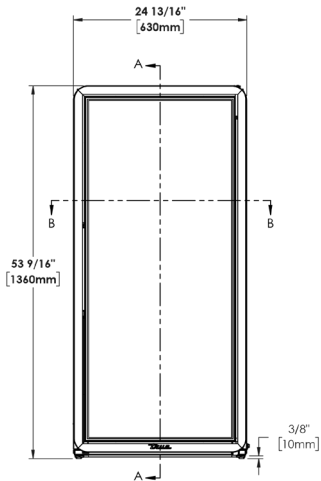
Durable powder coated exterior finish.

Self-cleaning technology.

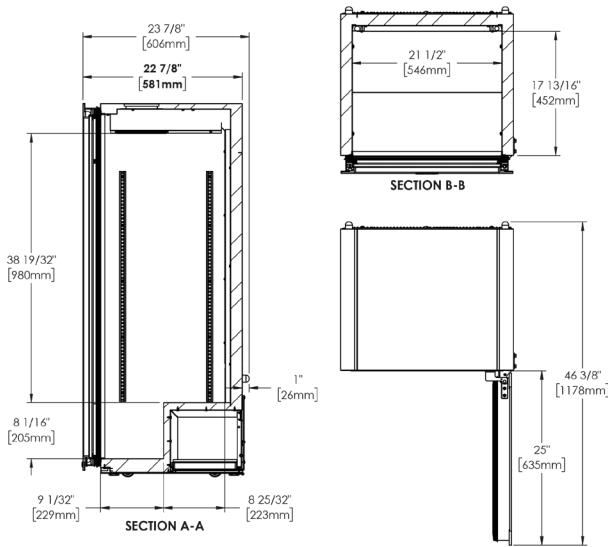


CVM-11

Plan View



Front View



Side View

Top View

CVM Specifications

Model	Doors	Shelves	Cabinet Dimensions (in) (mm)			Voltage
			W	D†	H	
CVM-11-HC~EGC01	1	4	24 7/8	22 7/8	53 9/16	115/60/1
			630	581	1360	—

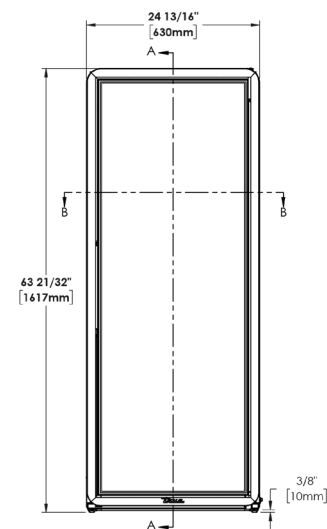
† Depth does not include 1" (26 mm) for rear bumper.



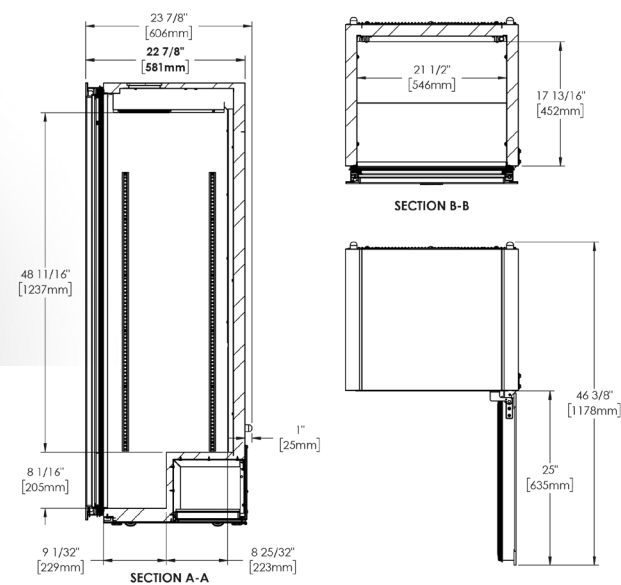
Scan the QR code above or click here for more specifications



Plan View



Front View



Side View

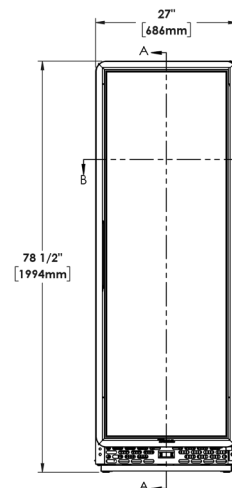
Top View

CVM Specifications

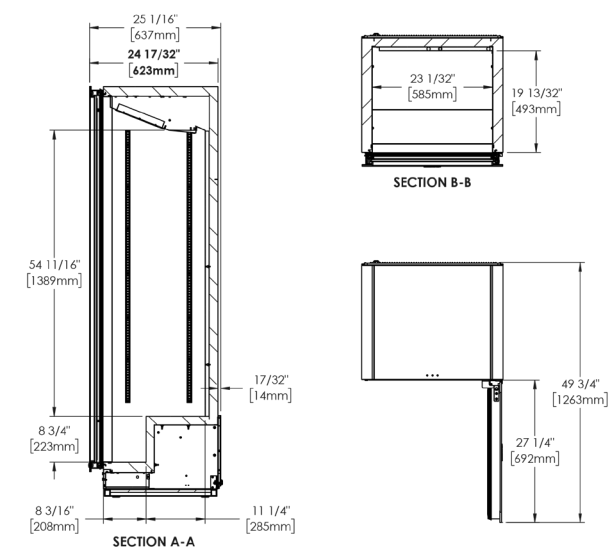


† Depth does not include 1" (26 mm) for rear bumper.

Plan View



Front View



Side View

Top View

CVM Specifications



† Depth does not include 5/8" (16 mm) for rear mechanical components.



CVM Specifications

Model	Doors	Shelves	Cabinet Dimensions (in) (mm)			Voltage
			W	D†	H	
CVM-24-HC~EGC01	1	6	27	29½	78½	115/60/1
			686	749	1993	—



Scan the QR code above or click here for more specifications

† Depth does not include 5/8" (16 mm) for rear mechanical components.

CVM Specifications

Model	Doors	Shelves	Cabinet Dimensions (in) (mm)			Voltage
			W	D†	H	
CVM-27-HC~EGC01	1	6	30	29½	78½	115/60/1
			762	747	1993	—



Scan the QR code above or click here for more specifications

† Depth does not include 5/8" (16 mm) for rear mechanical components.

Options + Accessories

Customize your CVM unit with accessories to enhance performance and tailor it to your specific merchandising requirements.

TrueFlex® Gravity Feed Organizers



TrueFlexPac® Organization System



6" Leg / Seismic Leg



4" Castors

2½" Castors

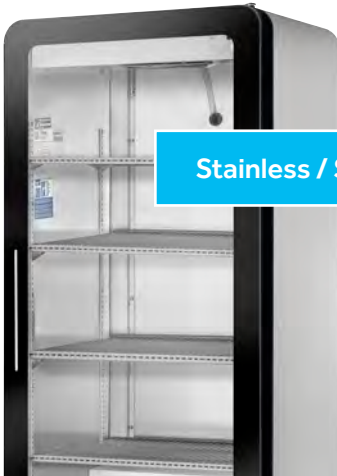


Custom Header and End Panel Decals

Mix and match your interiors and exteriors to suit your style or need.



Black / Black



Stainless / Stainless



White / White



Optional Handle



Efficient Design.
Sustainable Impact.

o'cvm[®] Series

true[®]
REFRIGERATION



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