

TWO PLACES TO START

Your brand on the glass. Your drinks in view.

Countertop and slim cooler concepts for beverage brands, distributors and retail marketing agencies.

**COUNTERTOP / REF. 004****MK-CR-MF-L050-LB**

Checkout, cafe and service counters.

**SLIM DISPLAY / REF. 012****MK-CR-SL-N120-MH**

Checkout-side and narrow retail placements.

FIZZIVO is a fictional demonstration brand. Concept mockups are not production samples; the two cabinets are not shown to scale.

Free first branded mockup within 2 days

After we receive your selected model, logo and design brief. Pack-out planning is also free. Physical samples, tooling and new engineering are quoted separately.

CHOOSE THE STARTING CABINET

Compare the base. Define the upgrade.

Use these dimensions for initial cabinet selection. They are references for the existing cabinets, not approved drawings for an illuminated version.

Reference	004	012
Base model	MK-CR-MF-L050-LB	MK-CR-SL-N120-MH
Base W x D x H	420 x 460 x 805 mm	390 x 500 x 1435 mm
Retail position	Countertop	Slim floor-standing
First design question	Keep or simplify the existing header?	Balance side wrap, glass logo and product view?

Base references: current MARKOOL catalogue records 004 and 012. The supplier glass-door catalogue does not establish compatibility with either cabinet.

Agree the selected door construction

Discuss photosensitive printed glass or an engraved acrylic layer within the glazing assembly. Ask the quotation to identify the actual construction, glass thickness, frame, sealing and graphic layer. These are different build routes, not interchangeable names.

Ask for the complete electrical scope

Identify lighting voltage, driver, cabling, connectors, power supply and service access. A component lighting rating is not the appliance power rating. Review the complete cooler after any door or electrical change.

MAKE THE DESIGN WORK IN USE

Give each surface a clear job.

Review artwork and actual packages together before approving a sample. Images communicate a direction; they do not verify can capacity or display brightness.

01 / Solid panels and header

Continue the brand colours over suitable solid surfaces. Keep ventilation slots, controls, locks, seals and service panels accessible. Use a cabinet-specific artwork template; do not print directly from the concept image.

02 / Glass logo and clear window

Start with a compact mark near the upper glass. Agree the print or engraving layer and visible logo size on the actual door drawing. Check clear product facings from the intended shopper approach and with shelves loaded.

03 / Logo light and optional perimeter

Choose logo-only or logo plus perimeter lighting. Agree colour, brightness and the off-state appearance using a sample in stated ambient lighting. The two concepts shown here are design proposals, not an on/off comparison of one physical sample.

04 / Loading and replenishment

Send pack width or diameter, depth, height, weight and preferred assortment. Establish usable shelf dimensions, vertical clearance and airflow restrictions before calculating counts. Review full, partly empty and restocking conditions.

Helpful input: photos of the retail placement, available counter or floor space, door travel and nearby power. Where known, include ambient temperature and humidity.

ONE BRIEF, A CLEAR NEXT STEP

Tell us what you need to source.

Complete cooler, door assembly and insulated glass unit projects start with different information. Confirm the supplied-item list in the quotation.

Complete branded cooler

Select 004 or 012 as a starting reference. Add destination, quantity, retail placement, drink pack and logo/artwork link. The first mockup can then show the proposed cabinet, graphic areas and product view.

Door assembly or insulated glass unit (IGU)

Send the host cabinet drawing and required supply scope. Include opening and door dimensions, frame sections, hinge side, mounting positions, gasket, handle, glass construction and electrical interface. A matching outline alone does not prove compatibility.

Before sample or production approval

Agree a drawing revision, bill of supplied items, artwork revision, electrical configuration, inspection conditions and acceptance criteria. Review sealing, condensation in stated conditions, door operation, product temperature and packing for the selected configuration.

Separate the commercial items

Request base cabinet or component price, branding, engineering/tooling, physical sample, quantity breaks, packing, documents and delivery terms separately. Sample and production timing are quoted for this configuration; the two-day promise applies to the first visual mockup.

Start at markool.com/illuminated-logo-coolers

Use the editable project brief alongside this guide. Keep the approved revision with the order documents.