

Cool It!

Published by

MB MASTER-BILT
Refrigeration Solutions

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DELMARVA REFRIGERATION

Other 2001 Shows for Master-Bilt

June 10-12

Southwest Foodservice Expo (TRA)

July 20-22

International Foodservice Expo (FRA)

September 7-10

North American Association of Foodservice Equipment Manufacturers (NAFEM)

October 20-23

National Association of Convenience Stores (NACS)

November 10-13

International Hotel/Motel & Restaurant Show

For more information on these shows, go to www.master-bilt.com/trade/trade.htm and click on the links there.

NRA 2001: Don't Miss This One!

If you're going to NRA this year, make it a point to visit booth 6813. If you're not attending, you may change your mind after reading this article.

Major (and we mean MAJOR) additions to the Master-Bilt product line will be on display May 19-22. We're expanding our foodservice offering with new solid door reach-ins and undercounter units. In addition, we will be unveiling the new Deli-Master™ merchandisers plus a new design for our walk-in coolers and freezers.

With so many new product advancements and additions, this promises to be the biggest NRA show ever for Master-Bilt. Don't miss it!

Sell Your Customers the Best Merchandiser

Ice cream season is here and soon you will be hit (hopefully) with a barrage of equipment orders. When end users need your help selecting the right merchandiser, keep in mind that Master-Bilt manufactures the most complete line of ice cream cases in the industry.

Cheri Hobson, Master-Bilt's Key Customer Group Leader, also offers these helpful tips to consider about our novelty merchandisers:

- Our mobile units are equipped with heavy-duty casters for durability
- We offer many built-in conveniences such as baskets, floor drains, thermometers and locks – especially in the Coldin™ series.
- Our GT Series low temp horizontal display merchandisers have front air discharge

THE NATIONAL RESTAURANT ASSOCIATION

Chicago, May 19-22, 2001

RESTAURANT HOTEL-MOTEL SHOW

which allows an end user to save space by placing cabinets directly against a wall

- All Master-Bilt merchandisers feature durable construction with pre-painted steel exterior and aluminum interior box and top frame
- High loading lines in our merchandisers help reduce spoilage
- Glass lid frames are unobtrusive allowing high visibility for products
- You won't find a more diverse range of model sizes than with Master-Bilt

As a general rule, customers purchase a cabinet either for hard-pack ice cream service or novelty retail. Advise them to look for wearability, mobility, convenience, and purchasability – features built into Master-Bilt's entire line of ice cream cabinets.



Sales Toolbox

eCool It!

This issue begins a new phase in our newsletter distribution. *Cool it!* is now available through email. Those customers whose addresses are already in our database are receiving this issue electronically. To add yourself to the email database, send your company name, physical address and email address to lburge@master-bilt.com.

Interactive Product Guide

The Master-Bilt Interactive Product Guide, mailed in December, has been well received among customers and sales team members. This CD provides complete product information without the hassle of flipping through pages in a printed binder. Takes up

a lot less room on your desk, also. Other advantages such as CAD drawings, video clips and a search feature are included as well. We hope this sales tool continues to prove useful and we look forward to your comments.

March Seminar Success

A wide variety of dealers and representatives met on March 1-2 to gain new knowledge and share ideas at our seventh Customer Training Seminar. We appreciate everyone taking the time to attend these meetings and hope to see more of you in the future. We are tentatively planning two more meetings later in the year. Keep watching this column and our website at www.master-bilt.com/coolnews for updates.



Product Scene

Re-Mastering Deli Cases

There's a new name for Master-Bilt deli merchandisers – Deli-Master™. Customer requirements are changing and we're keeping up by introducing this completely revamped deli product line.

Deli-Master cases are the result of a careful reexamination process in which we studied the efficiency of our deli merchandisers. We began by researching the needs of delis, C-stores and other potential markets. And,

based on our findings, we decided on an entirely new approach. Our outcome was the most competitive and versatile deli merchandiser line ever offered by Master-Bilt.

As the name implies, these cases master the requirements of today's busy deli areas. The options in sizes and model types are a ma-

ajor advantage to the single duty merchandisers. Deli-Master cases are available in both high and low profile versions allowing them to fit the varying height requirements of various market segments. The taller DMS models are 50³/₁₆" high while DMS-L models are a counter-high 42". Both types are available in four-foot, six-foot and eight-foot widths for a total of six model options. With this many choices, it's easy to find a unit that will fit unique sales space requirements.

The list of standard features is a long one and includes:

- A corrosion-resistant stainless steel top. The top can also be used for additional merchandising or workspace.
- Standard welded wire, white epoxy-coated interior shelving. High profile DMS models contain two tiers of shelving, while low profile models have one tier.
- An expanded viewing area. The front glass is larger than that of similar competitor models affording more exposure for meats, cheeses and other products inside.

Want to see more Deli-Master features firsthand? Drop by booth 6813 at the NRA show on May 19-22.

An expanded viewing area and heavy-duty welded wire shelving extend the merchandising possibilities of the Deli-Master cases. Shown below is a DMS-48L low profile model.





Quality Check

Supplying Reliability

There's an old saying that a chain is only as strong as its weakest link. Well, in the refrigeration business, products are only as good as their components. One bad part can damage not only an individual piece of equipment, but also the reputation of an entire company.

Considering that 84% of field failure is caused by a faulty purchased component, it's easy to see that a supply of reliable parts is imperative.

That's why we work closely with our suppliers to guarantee the highest quality components and to quickly solve problems when they arise. Building solid relationships also enhances mutual trust and technical exchange.

Our supplier quality program is result-oriented and involves frequent dialog with a wide variety of vendors. As an example, for the last couple of years we have been in-

involved in quarterly meetings with one of the largest manufacturers of compressors in the industry.

In one of our recent meetings, this supplier shared an analysis of industry failure rate on their K-body compressors. The K-body is one of the most widely used compressors for heavy-duty low temperature applications. According to this report, Master-Bilt has the lowest failure rate on K-body compressors in the industry.

We were able to achieve this milestone because of teamwork. The supplier's technicians and our engineers worked together to find the most efficient way to integrate the K-body into Master-Bilt refrigeration systems.

Of course, the ultimate aim of our supplier relationships is to provide reliability for our customers. We still have the occasional "weak link in the chain" but overall our program has been a resounding success.



From the Drawing Board

No Slowdown In Engineering

The economy is cooling off, bad weather is delaying new construction and the skyrocketing cost of natural gas continues to hurt businesses. Everywhere you look these days things seem to be slowing down. That's not the case, however, with the Master-Bilt Product Engineering Team. These are the times when we work our hardest. We've been busy designing and testing our new Deli-Master merchandisers (see *Product Scene* column), getting all our cabinets sanitation listed to NSF 7-1999, and testing our other "soon to be announced" products.

In addition to these tasks, there are many

ongoing projects that we are continually involved in. One such job is helping to determine the equipment needs of our various markets. Although we read the trade publications and keep track of trends and data, nothing takes the place of direct feedback.

That's where you come in. As a dealer or sales representative, your firsthand knowledge of equipment requirements is very valuable to us. If you have a suggestion for a product improvement or a new product that you think we should offer, we urge you to send it in. Contact us at the address on the bottom of page 4 or send an email to kowen@master-bilt.com.

New Key Customers

Thanks to the following companies for joining the Key Customer network:

M & A Restaurant Supply
Lake Charles, LA

Hobart Sales & Service
Knoxville, TN

DSL
Edmonton, Alberta, Canada



Partners in Success

Delmarva Refrigeration, Inc. Delmar, Delaware

Lou Alberti, President of Delmarva Refrigeration, Inc., put Master-Bilt's cam-lock mechanisms to the test. In the fall of 1999, when a nearby restaurant owner retired, Alberti decided to buy back the Master-Bilt walk-in that he had sold and installed 10 years earlier. Not only was Alberti able to disassemble the 10-year-old unit, but also he resold it three months later.

"Two days before I planned to disassemble the Master-Bilt walk-in, I removed the plastic covers over the latch access holes on each Master-Bilt panel and sprayed some WD-40 into each hole," states Alberti.

"When I returned two days later, the cam-lock mechanism on each Master-Bilt panel worked. I was able to disassemble the walk-in and transport it to my warehouse without any problem."

"It is my opinion that the Master-Bilt system of sealing gaskets and cam-locks prevented rust from forming in these mechanisms," states Alberti. "The cam-locks were basically just surface rusted."

"The walk-in is now starting its second life!" states Alberti.

Master-Bilt's end users enjoy longer service life from their walk-in because of Master-Bilt's cam-lock system. Should the walk-in need to be relocated, the cam-lock process

is simple to reverse. Panels can be taken apart easily and put back together with the same tight seam-to-seam connections.

Alberti is one of many to attest, "Master-Bilt walk-ins can be easily disassembled, relocated, and reassembled, should the need arise."

Master-Bilt's walk-ins with cam-locking systems are an investment in reduced long-term maintenance expense and longer service life. Just ask Lou Alberti.

Expose Yourself

When it comes to advertising, there's nothing like free publicity. That's what the *Partners in Success* column is all about. It's a chance to get some positive exposure not just for Master-Bilt but also for yourself and your customers.

Customers from Texas to New York have been featured in *Partners in Success* and we're always looking for more. So send us your Master-Bilt success story and maybe it will appear in a future issue.

The possibilities don't end here, either. Several stories from this column have also been published in major trade magazines. Others have been used as press releases and inserted into many publications.

To get your story told, contact Lynn Burge in the Marketing Department at 800-647-1284, ext. 220 or at lburge@master-bilt.com.

We need your help!

To make *Cool It!* a better publication for all, we need your questions, comments and story suggestions. Send in your ideas to the addresses listed below.

From the *Drawing Board* suggestions: E-MAIL cbeng-ms@master-bilt.com • FAX 800-684-8988, ext. 573, attn: Kenny Owen

All other suggestions: E-MAIL lburge@master-bilt.com • FAX 800-232-3966, attn: Lynn Burge



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Lynn Burge, Editor



908 Highway 15 North • New Albany, MS 38652
Phone: 800-647-1284 • Fax: 800-232-3966
Email: sales@master-bilt.com • www.master-bilt.com

