

Cool It!

Published by

MB MASTER-BILT
Refrigeration Solutions

This Issue

2

**PRODUCT SCENE: LOW PROFILE DD SERIES,
PREP UNITS AND UNDERCOUNTERS ON THE
MOVE**

4

IT'S VACATION TIME!

5

NRA SHOW GIVEAWAY WINNER

6

**PARTNER IN SUCCESS:
FOOD SYSTEMS UNLIMITED**

Products and Enhancements Debut at NRA

Several new product developments marked a very successful NRA show for Master-Bilt.

One star performer was the PRS Series

walk-in. Visitors were impressed with the amount of interior walk-in storage space allowed by the roof-mounted package refrigeration system. Equally impressive was the convenience of having the condensing unit and evaporator coil assembled together in one package.

Our low profile DD-46LCG dipping/display merchandiser was another stand-out. Its shorter height gives greater visibility for ice cream stored inside the cabinet.

Another of our attractions wasn't a new product at all but an improvement on an existing line. The new standard five-inch casters on the SPT prep unit and UC undercounter refrigerator drew acclaim from many booth guests.

"We're very pleased with the response to all our new models and improvements," said Master-Bilt President Duane Stockburger. "With all these developments, we're establishing ourselves more and more as a complete foodservice supplier."

For more information on the low profile DD series merchandiser and the SPT/UC series casters, see *Product Scene* in this issue.



The DD-46LCG was a stand-out at NRA. The increased product visibility due to its curved glass lid and lower profile height impressed many visitors.

More Sales Reps Join the Team

Master-Bilt is pleased to welcome two new representatives to our sales team.

Leon Berkowitz Associates is located in Dumont, New Jersey and will be responsible for northern New Jersey, a portion of New York (including the five boroughs of New York

City) and Fairfield County in Connecticut.

Texas-based E-Source, Inc. will be representing our walk-in lines in that state as well as Oklahoma. The firm's headquarters is in Dallas with satellite offices located in Houston and San Antonio.



Product Scene

Low Profile DD Series: Height Makes Right

When it comes to height, sometimes less is more. Take, for example, our new low profile DD Series dipping/display merchandisers.

They are designed to be four inches shorter than the normal height of 50 inches. This lower height makes them ideal for showcasing ice cream to one of the most important markets – children.

To make the merchandisers shorter, the area between the load line and the cabinet top was reduced by four inches. This way the interior storage capacity is still the same as that of a standard height cabinet. It's the

best of both worlds.

The low profile option adds to the already versatile DD series. Now you can get standard and low profile heights with either a curved glass or standard flat glass lid. Plus, there's four cabinet widths to choose from.

With the combination of the low profile models' increased product merchandising and configuration versatility, it's easy to see that shorter height more than measures up.

For more information on the low profile DD series, go to <http://www.masterbilt.com/products/cream.htm#dd>.

Prep Units and Undercounters on the Move

Our SPT series prep units and UC series undercounters are getting around more than ever with the addition of five-inch casters as standard equipment.

The new casters allow end-users to move the cabinets around and clean underneath making it easier to comply with sanitation guidelines.

The switch from legs to casters doesn't change the overall height and legs are still available as an accessory.

Undercounter Freezers Are Here

Speaking of undercounters...we're pleased to introduce the UC series undercounter freezers. They're a compliment to our UC refrigerators with the same construction and features.

UC freezers are available in single and double door sizes.



DD low profile models increase product view and sales to some of your most important customers.



Sales Toolbox

Updated Condensed Walk-in Guide

Somewhere in between a sales/marketing brochure and a complete specifications binder lies our *Condensed Guide to Walk-in Coolers, Freezers, Refrigerated Warehouses & Refrigeration Systems*. With more details than the brochure but without the bulkiness of a spec binder, it makes a perfect introduction or leave-behind for those seriously interested in walk-ins.

We've recently completed a revision to this guide and the information inside reflects all the changes Master-Bilt has made in the last year and a half. There are de-

tails inside of our new panel design and V-Series door (described in *Cool It!* July 2001 issue) as well as typical drawings of floors, thresholds and much more.

Spec Sheet Updates

Recent specification sheets updated include the DD series dipping/display merchandisers and the SPT/UC series prep units, undercounter refrigerators and freezers. To view these sheets online, go to <http://www.master-bilt.com/pdfs/DD.pdf> and <http://www.master-bilt.com/pdfs/SPT-UC.pdf>

The History of "The Star-Spangled Banner"

Ever wonder what happened to the original stars and stripes? Here's a brief history lesson fit for Independence Day.

1813

In June, Maj. George Armistead takes command of Fort McHenry in Baltimore. Armistead orders that a flag "so large that the British will have no difficulty in seeing it from a distance" be made for the fort. On Aug. 19, Mary Pickersgill of Baltimore delivers the flag. It required 266 yards of red, white and blue English woolen bunting for the stripes and about 10 yards of white cotton for the stars, which measured 26 inches from tip to tip. Pickersgill charged the U.S. Army \$405.90 for the flag.

1814

Between August and September, the British send 16 ships to attack Fort McHenry. Francis Scott Key, a Georgetown lawyer and amateur poet, watches the attack from the British admiral's flagship, where he has been detained by the enemy. At dawn on Sept. 14, the British taper off their bombardment of the fort. Key looks through a telescope and sees from eight miles away the U.S. flag.

Key starts to write the "The Deference of Fort McHenry," which he later completes at a Baltimore hotel after he's released by the British. He sets it to music

written for a 1778 English social club song called "To Anacreon in Heaven." Printers change the title to "The Start-Spangled Banner."

The flag remains flying at the fort for another two years.

1818

Armistead dies and passes on the flag to his widow and then to their daughter, Georgiana Armistead Appleton, who then passes it on to her son, Eben Appleton.

1907

Eben Appleton lends the flag to the Smithsonian in Washington.

1912

Appleton makes the flag a permanent gift.

1931

Key's composition officially becomes the national anthem.

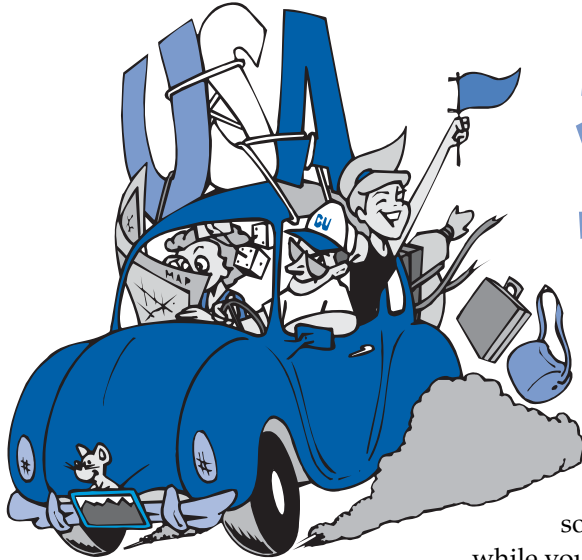
—adapted from *Spirit* magazine



An optimist is someone who goes after Moby Dick in a rowboat and takes the tartar sauce with him.

—Zig Ziglar





IT'S VACATION TIME!

Keep yourself from worrying about work while you're on vacation by doing a few things to prepare:

- **Prep co-workers.** Talk to the person who will handle questions or problems while you're away. Meet with the person and help them troubleshoot by providing information such as the status of current projects, names of possible callers and reasons for their calls.
- **Set an autoreply message to e-mail.** Let people know how long you'll be out of the office, when you'll be returning, and who they should contact in the meantime. Leave the same information on your voice mail.
- **Remind coworkers and clients of your vacation.** Let bosses, customers and colleagues know you'll be leaving for vacation at least a week—if not sooner—before you're due to go. Ask them if they need assistance before you leave. You'll have prepared them for your absence and they'll have to work without you.
- **Straighten up.** There's nothing as un motivating as coming back from a great vacation to a workspace in complete disarray. Make the transition easier by cleaning up before you leave.
- **Go on vacation.** Don't take the cell phone, PalmPilot, laptop or any other means of easy access to the office. Refrain from calling in. Enjoy your time off.

—adapted from the *Monster.com* Web site

PREVENT POST-VACATION BLUES

Even if your vacation has relaxed and recharged you, getting back to work can soon make you feel listless and unmotivated. Here are tips to alleviate the symptoms of post-trip letdown:

- **Pace yourself.** We tend to have high expectations of what we can get out of our vacations, and so can overplan or overbook ourselves for time meant to relax. Make sure you're not trying to do so much that you never relax and regret it.
- **Let others know your plans.** It is always good business etiquette to let people know you're away and to provide them with alternative contacts. Send important clients and co-workers notice of your time off, and arrange for messages on your voice mail and e-mail. It can reduce the number of messages waiting to be returned.
- **Schedule your return a couple of days early.** Give yourself a day or so between vacation and going back to work; it can help ease the transition to your duties.
- **Ease into it.** If you can arrange it, make your first day back a half-day. You can take care of the most pressing matters at work with this time.

—adapted from *Better Homes and Gardens*

New Key Customers

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

A.G. Restaurant Equipment
Charlotte, NC

Advance Restaurant Supply
Kalispell, MT

American Eagle
Knoxville, TN

Cambridge Restaurant Equipment
Cambridge, MD

Carolina Food Concepts
Shelby, NC

CFM Distributors, Inc.
Kansas City, MO

Choice Restaurant Supply
Miami, FL

Cronic Restaurant Supply
Montgomery, AL

Eastern Bakery
Boston, MA

FESCO
N. Miami Beach, FL

Fixture King
Dallas, TX

Foodservice Equipment & Supply
Lubbock, TX

Jenkins Food Service Equipment
Jacksonville, FL

Manco Associates, Inc.
Panama City, FL

North Bay Restaurant Supply
Cotati, CA

R & R Restaurant Supply
Savannah, GA

Reecer Refrigeration
Louisville, KY

S & G Distribution
Hilliard, OH

Slone Refrigeration
Ashland, KY

Smith St. John
N. Kansas City, MO

Southern Equipment Distributors, LLC
Collierville, TN

Sysco South Florida
Miami, FL

Trade-Way Equipment Co.
Lowell, NC

Zoll Brothers
Indianapolis, IN



Upcoming

Events

- International Foodservice Expo
September 20-22, 2002
Orlando, Florida

- National Association of Convenience Stores Show
October 5-8, 2002
Orlando, Florida

NRA Giveaway Winner

One of the biggest traffic magnets at NRA this time was our undercounter refrigerator giveaway. Entries received at our booth were entered into a random drawing and the winner was Joe Uraski with S&G Distributing headquartered in Hilliard, Ohio.

Our thanks to the many visitors who took the time to visit our booth and participate in the giveaway.



UC-48DR given away at NRA.



Partners in Success

Food Systems Unlimited Franklin, TN

When Steve Stamps and Bill Kreager started Food Systems Unlimited three years ago, they had a vision and a plan to help healthcare facilities create the most productive foodservice area possible. Steve worked in the hospital industry designing foodservice departments for nearly twenty years, he knew he had a knack for planning the most efficient and user-friendly foodservice environments. With over 200 healthcare projects under his belt, the obvious next step was branching out on his own.

In his past experiences, Steve had forged some great friends and business partnerships. One of them was with Master-Bilt. Inheriting a hospital account at one of his previous jobs, he learned that his client's first choice in walk-ins was Master-Bilt. Steve quickly learned that to make the walk-ins work for his client, it took more than metal panels and foamed-in-place insulation. It took the commitment of sales engineers like Lawrence Lowrey, who has been with Master-Bilt since the 1960's. Steve found that Lowrey was just as dedicated to satisfying his customers as he was.

Food Systems Unlimited, started in 2000, has since grown to retain nine employees. The team works together to design and specify the heavy equipment portion of healthcare facilities' food service department. After the initial design is created, Food Systems completes various rough-in plans, special conditions plans and any specific details that are required to finish the product.

They work with healthcare facilities ranging from large tertiary care facilities, network hospital facilities, specialty hospitals, mid-sized community hospitals, rural

facilities and nursing homes. Because of Steve's experiences with Master-Bilt in the past, Master-Bilt is included in just about every project.

Jennifer Smith, Marketing Manager for Food Systems Unlimited states, "Following the "time is money" theory, our clients are especially pleased that Master-Bilt walk-ins leave a strong reputation for reliability. Service calls are rare, and if they are needed, they are fast and professionally performed. Our clients also respect the no non-sense manufacturing process which assures top quality."

In addition, Food Systems Unlimited also utilizes Master-Bilt display cases in many of these healthcare applications. Most facilities require some type of refrigerated cabinet or food merchandiser. Due to the wide variety offered by Master-Bilt, each facility has been furnished with at least one case for the server. As a result of people's fast-paced lifestyles, clients usually request a glass door refrigerator and a glass door freezer to display items ranging from bottled drinks and waters, to cold sandwiches and prepared salads, to ice cream products. Nearly all the feedback from the hospital operators indicates that the attractive, well-lit cases have been one of the reasons sales in these items have increased.

"We value the fact that Master-Bilt employees are anxious to help and solve problems when they arise," said Smith. "We feel that they are part of our team. It is great to know that you can talk to a Master-Bilt employee one day and call back a year from now and still talk to the same employee."

As long as Food Systems Unlimited is designing and implementing refrigeration systems, Master-Bilt will always be a part of their team.

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



Published quarterly by the
Master-Bilt Sales & Marketing Department
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