

Cool It

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MB MASTER-BILT
Refrigeration Solutions

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Cooling Off Florida's Restaurant Show

The 2002 International Foodservice Expo sponsored by the Florida Restaurant Association was especially exciting this past September when Master-Bilt participated in the annual chef's competition by providing six CCR series foodservice reach-ins for 200 competing chefs.

The FRA, in an alliance with the American Culinary Federation, expanded the scope of the expo by hosting the largest national culinary competition.

The competition attracted chefs from all over the country to compete against one another for gold medals and national merit status. The show itself drew over 12,000 attendees.

Organized by Steven Jayson, vice president and corporate executive chef for Universal World Wide, the competition had chef's

stations set up in the middle of the expo, where, at any time, 30 chefs prepared five course meals for judges and expo attendees who paid for lunch tastings. Steven, last year's national chef of the year, personally asked Master-Bilt to use their equipment after seeing several new lines at the National Restaurant Association Show in Chicago earlier this year. He had worked with Master-Bilt before and was impressed with the technological advancements and new, curved corner design of the CCR series.

"The curved corners of the CCR units created more eye appeal for those watching the show," said Steven. "Set-up crews were especially pleased with the quick and easy installation because these units did not need plumbing. The chefs agreed they were more user-friendly than the others provided."

The competition was important not only for chefs, but also for manufacturers. "This was quite an honor for Master-Bilt especially considering the numerous choices in refrigeration manufacturers that were available to Mr. Jayson," said Bill Huffman, Master-Bilt's vice president of sales and marketing.



Steven Jayson, vice president and corporate executive chef at Universal World Wide, was the organizer and selector of equipment for the culinary competition.

Key Sales Representatives Added

Master-Bilt is again adding to our growing list of national sales representative partners.

Food Equipment Marketing, Inc., with offices in Chattanooga, Tennessee and Jacksonville, Alabama, will cover the territory of Alabama, central and eastern Tennessee and the Florida Panhandle.

Silver Eagle Marketing Company, Inc.,

located in Jessup, Maryland, will be responsible for Virginia, Maryland, Delaware and the District of Columbia.

Swanson-Girard & Associates, based in Charlotte, North Carolina, will cover both North and South Carolina.

Food Service Applications, located in Cumming, Georgia, will handle that state.

Seminar Continues To Attract Dealers And Reps

Master-Bilt customer training seminars continue to be a booming success. The most recent one, held November 19-20, drew the largest crowd yet. Sales representatives and dealers from around the nation assembled to gain more information about the complete Master-Bilt product line. One highlight of the meeting was the plant tour in which participants viewed our manufacturing facility and warehouse.

Master-Bilt's next customer training seminar will be held February 4-5, 2003 in Tupelo, Mississippi. For more information, contact your Master-Bilt business development manager or sales representative. You can also call Donna Teague at 800-647-1284, ext. 308.

For a tentative agenda of the customer training seminar, go to www.master-bilt.com/coolnews.htm#cts.



Product Scene

PRS Walk-ins Ready For The Great Outdoors

One of the main attractions in Master-Bilt's booth at the recent NACS show was the new outdoor version of our PRS Series walk-ins.

The PRS models fea-

ture our standard 4-inch thick walk-in panels combined with a packaged refrigeration system. Outdoor versions contain a weather hood for the roof-mounted refrigeration system and a membrane covering for the walk-in roof. A crankcase heater, drainline heater and fan cycling are additional standard features for outdoor refrigeration systems.

All PRS models are available through our Quick Ship Program to ship within five days of a received order.

For more information on the PRS Series, see the April 2002 issue of *Cool It!* available online at www.master-bilt.com/pdfs/coolit_april02.pdf. Or take a look at our PRS series sales and marketing brochure online at www.master-bilt.com/pdfs/prs_brochure.pdf.

The new outdoor PRS series featuring a membrane roof for the walk-in and a protective roof for the refrigeration system. Also shown is the standard drip guard over the door.





Quality Check

Tips For Choosing Walk-in Floors

When you're designing a walk-in, the floor is the most vital starting point. Whether you will be installing your walk-in on an existing concrete slab or using our prefabricated panels, Master-Bilt can help cover all the bases. Here are a few points to remember in the floor selection process.

Use The Best Insulation

Prefabricated floor panels should be foamed-in-place with polyurethane insulation. Polyurethane is the most effective method of insulation and delivers the highest R-value (see *Cool It*, April 2002 issue).

Pick A Safe Floor Surface

You also want your walk-in to be a safe working environment. That's why all Master-Bilt floors are standard with a .080 inch textured aluminum surface. The added traction provided by the raised textured surface reduces the potential of slip-and-fall accidents, even in wet conditions.

A typical Master-Bilt floor panel with .080 textured aluminum finish. Optional finishes include .063 smooth natural aluminum, 16 gauge type 304 stainless steel and 16 gauge smooth stainless steel.



Consider The Type Of Traffic

The amount and weight of traffic entering your walk-in will also influence your floor choice. Standard floors support 600 lbs. per square foot (stationary load). If your walk-in will have frequent traffic from heavy carts or dollies, you will need a reinforced floor. Master-Bilt provides floor panels reinforced with marine-grade plywood or metal overlays depending on customer needs. For really heavy traffic, such as forklifts or pallet jacks, it's necessary to either reinforce the floor by pouring a layer of concrete on top of it or by insulating the concrete pad with layers of slab urethane.

Don't Forget NSF Compliance

NSF compliance is also very important, especially since food safety is such a "hot button" these days. Because the textured aluminum surface on our standard panel is designed to be easily cleaned, it fully meets NSF's guidelines. Corners in our floor panels are also coved to avoid trapping contaminants. Even with these safety measures, an engineer familiar with local codes should review the floor design to make sure that it's in compliance.

Look For Options

A good range of options is also necessary to help customize your floor. Master-Bilt has a number of floor options including interior and exterior ramps (supplied with non-skid safety strips), floor mats and a range of finishes.

Floorless Walk-ins

If you want your walk-in to use an existing floor or slab, Master-Bilt can supply flat-bottom wall panels that attach to the existing floor by means of 1^{1/2}-inch square floor angles. Screeds are also available for support in floorless walk-ins.

There are many factors to consider when picking a floor for your walk-in. This article has touched on a few of them but for more information or support, please contact one of our sales representatives at 800-647-1284.



For those who will be receiving a PC from Santa, remember: a computer is a gift that keeps on taking.

—Peter H. Lewis



JUST FOR GRINS

Reworking Your Image For The New Year

If the approaching new year has you thinking about dropping bad habits and embarking on a new self-improvement regimen, remember that you've tried it before—and it was a colossal failure. Admit defeat, and this year try to look for opportunities for superficial change that won't upset your routine. Here are some suggestions:

- Buy a museum sticker for your windshield to make it look like you lead a cosmopolitan life. Even better, "borrow" a sticker from your neighbor's car.
- Every afternoon around 2 p.m. disappear from your office. Co-workers will conclude you have a steamy love life. Advance the fiction by sending yourself flowers or buying yourself expensive jewelry.
- Have new stationery printed with a fake but very exclusive address. You get the cachet without the headaches of home ownership or the property taxes.
- Buy expensive shoes. They're supposed to have transformative powers. The more pricey, the more transformational.
- Hold loud phone conversations at work in which you compare membership prices at local health clubs. Don't actually join, just make colleagues think you're getting in shape.
- Use breath mints. It won't change your life, but those around you will be grateful.

—Adapted from *The Dallas Morning News*

THE ORIGIN OF CHRISTMAS TREE LIGHTS

Albert Sadacca was 15 when a terrible fire engulfed a part of New York City in 1917. The cause of the fire: a Christmas tree. In those days, trees were lit by candles placed on their branches.

It so happened that Sadacca's family, who had come from Spain, had a novelty business selling wicker cages that housed imitation birds that lit up. The boy suggested to his parents that they begin making electric lights for Christmas trees. They had lots of bulbs on hand, and it would be much safer than using candles. The boy's family agreed that it was a good idea. But in that first year, the business sold only 100 strings of electric Christmas tree lights. The boy then began painting the bulbs red, green, and other colors instead of using plain glass. Business picked up sharply, and Albert Sadacca became the head of a multi-million dollar company.



New Key Customers

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

CRESCO/RESCO
Restaurant Supply
Aurora, CO

Nichols Store Fixture
Kansas City, MO
MTS Equipment
Winchester, VA

Taylor Freezer of
Michigan
Livonia, MI



Upcoming

Events

- Customer Training Seminar
February 4-5, 2003
Tupelo, Mississippi
- National Restaurant Association's
Restaurant, Hotel-Motel Show
May 17-20, 2003
Chicago
- Texas Restaurant Association's
Southwest Foodservice Expo
June 22-24, 2003
Dallas
- California Restaurant Association's
Western Foodservice & Hospitality Expo
August 2-4, 2003
Los Angeles
- NAFEM
September 5-7, 2003
New Orleans
- Florida Restaurant Association's
International Foodservice Expo
September 19-21, 2003
Orlando
- National Association of Convenience
Stores Show
October 12-14, 2003
Chicago



Partners in Success

Buffet Style Pizza Welsh, Louisiana

When Chuck Henderson came to Master-Bilt in 1999 in need of a warehouse freezer, little did he know it would withstand the storms of hurricane season. Working with this representative of Buffet Style Pizza, a distributor of frozen pizzas to convenience stores and pizza shops, Master-Bilt quickly created a 550 square foot freezer for his distribution center in Welsh, Louisiana.

When Louisiana got hit with this year's two worst hurricanes one week apart, residents did not have enough time to prepare themselves for the ferocious winds and rain. Louisiana is a major food distribution center and the storms had area foodservice business owners, including Chuck, concerned about spoilage of their refrigerated products.

At the end of September, Chuck placed a usual order for frozen pizzas from his supplier warehouse for delivery on a Wednesday. On Tuesdays, Chuck typically moved part of the product from his freezer to his refrigerated truck for Wednesday delivery to his customers in Louisiana and Texas. On this particular Wednesday, when his new pizza was delivered, his Tuesday shipment was still in the walk-in freezer because his refrigerated distribution truck had broken down. Chuck tried to divert the new delivery from his supplier back to the supplier's warehouse, but was unsuccessful. As the truck pulled away, hurricane Lili, one of this year's most powerful hurricanes, hit the Louisiana panhandle.

As Lili passed through Louisiana, it knocked out power in the Welsh area for 38 hours. Chuck was devastated because he had just brought in \$100,000 worth of

product. At 1:00 a.m., when the electricity was finally restored, Chuck and his wife drove out to their distribution center to see the damage. As they walked up to the freezer, water was above the door line outside the warehouse. Chuck assumed it was drainage from the freezer because the electricity had gone out during the storm. As he pulled the heavy door open, both were unexpectedly hit with a burst of cold air. Realizing there was still hope, Chuck ran inside his freezer and found every pizza frozen rock solid.

Remarkably, after 38 hours without power, Chuck's freezer was able to withstand the outage and keep his products frozen. Through quality engineering, Master-Bilt's walk-in held its integrity. The next morning, as Chuck's wife emptied out the refrigerator of all its spoiled food, both were glad it was their personal refrigerator and not their warehouse freezer!

"I had learned from others in my company that Master-Bilt had a real reputation for outstanding quality and long-lasting products. I needed a warehouse that consistently outperformed my highest expectations. Needless to say, that's exactly what came of this situation," said Chuck.

Send Us Your Story

Take advantage of the *Partners in Success* column and get some positive exposure for yourself and/or your customers. Businesses from all over the nation have been featured in *Partners in Success* and we're always looking for more suggestions. Send us your Master-Bilt success story and maybe it will appear in a future issue.

Contact Lynn Burge in the Marketing Department at 800-647-1284 or by email 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