

# Cool It!

Published by

**MB MASTER-BILT**  
Refrigeration Solutions

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**PARTNER IN SUCCESS: CONFETTI CREAMERY**

## “New Frontier” Draws More Traffic Than An L.A. Freeway

Master-Bilt's NRA booth was 900 square feet of pure excitement this year. Scores of customers, dealers, reps and reporters swarmed our booth to experience the new frontier in foodservice equipment.

Our new reach-ins, salad/sandwich prep tables and undercounter refrigerators reminded everyone that Master-Bilt is definitely in the foodservice business. Deli-Master™ merchandisers also made a big hit with those looking for cost-effectiveness and versatility in a deli case. Guests interested in walk-ins were excited about our new V-Series entry door.

There's no doubt these products were the stars of the show. However, visitors also learned that the new frontier idea is not only about equipment. It's what can happen when

The “New Frontier” drew lots of attention and made NRA 2001 one of our most successful shows ever.



Master-Bilt's “penguin” was on hand to give a warm welcome to visitors and invite them to take the new products tour.

you combine that equipment with total customer service. “The addition of our new foodservice line, together with our dedicated customer service, makes us a complete solution source. When a customer has access to such a combination, it's like opening the door to a whole new frontier of opportunities,” said Bill Huffman, VP of Sales and Marketing.

A special new equipment tour gave visitors a chance to learn more about the new frontier. A blue trail of penguin footprints led them from cabinet to cabinet as Master-Bilt salespeople explained features and benefits along the way.

Thanks to those who came by our booth and contributed to one of our most successful NRA shows ever. We invite everyone to get to booth 2285 at NAFEM in September and share the excitement.





## Product Scene

We have an expanded *Product Scene* section this time. There are so many new developments that we had to double the size of this department to get them all in.



The unique, stylish curved corners in the CCR Series help prevent serious injury in slip-and-fall accidents.

### CCR Series: Throwing a New Curve on Reach-ins

A reach-in is a reach-in is a reach-in, right? Wrong! Master-Bilt's new CCR Series models are designed to stand apart from the rest of the pack.

By now you've probably heard about these new units, but you may not be familiar with their outstanding features.

To begin with, there's the unique curved corner design. Curves create an elegant look that fits in with today's desire for style, but they also have a practical benefit. The absence of sharp

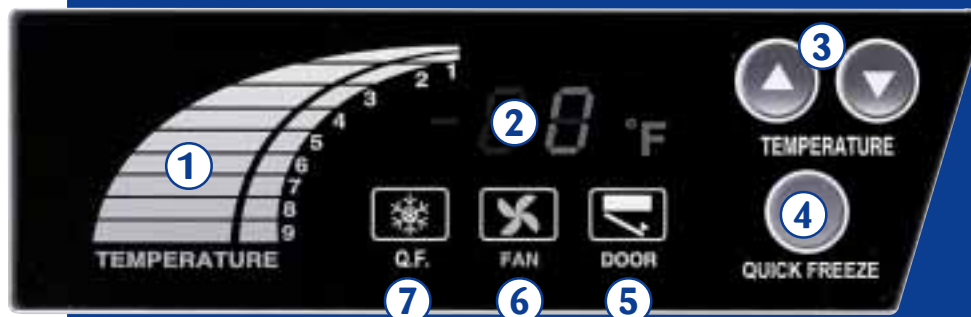
corners means less chance of injury in slip-and-fall accidents.

Another feature making a big hit is the standard electronic control unit on all CCR freezers. Many functions are built into this unit to increase cooling efficiency. The Quick Freeze function, for example, allows you to rapidly lower the freezer's inside temperature to suit the requirements of stored foods.

The control unit's user interface is a monitor panel mounted on the front of the freezer. The monitor allows you to keep track of cabinet temperature and other factors affecting performance. Built-in indicators and audible alarms also protect your profits in a number of ways. See the sidebar below for more details.

As for durability, they don't come any stronger than the CCR series. All models are constructed entirely of 300 series stainless steel to give you the longest lasting performance.

## Features of the CCR Freezer Monitor Panel



#### 1. Temperature Setting Indicator

Ranges from "1" to "9" (the coldest setting).

#### 2. Inside Temperature Indicator

If the inside temperature exceeds 50°F, this indicator will show "HI".

#### 3. Temperature Control Buttons

Press these buttons to adjust the inside freezer temperature.

#### 4. Quick Freeze Function

Pressing this button makes the compressor run for 120 minutes to bring down the temperature of the cabinet quickly.

#### 5. Door Open Indicator

Lights up when the door(s) is open. If a door is left open for 30 seconds, there is an audible alarm of three beeps. Should the door stay open for a minute, there are five beeps. After five minutes, the sound changes to a continuous beep.

#### 6. Fan Running Indicator

When the fan is running, this light will be on. The fan motor is activated only when all doors in the freezer are closed.

#### 7. Quick Freeze Indicator

Shows when the Quick Freeze function is activated.

### SPT and UC Series: Consistent Cool

In the midst of fighting high energy bills, finding skilled labor and trying to turn a profit, the last thing a foodservice business owner needs is a prep table that won't hold temperature.

With the SPT Series Salad/Sandwich Prep Tables and UC Series Undercounter Refrigerators, there's no need to worry. These models contain durable, feature-rich refrigeration systems that will keep stored items cool and business owners happy.

The powerful forced-air system maintains consistent temperature in the food pans and storage cabinet. The extra cooling provided by two fans protects system components from overheating. Plus, a corrosion-resistant stainless steel louver directs air flow throughout the cabinet to completely cool all food items.

The SPT and UC Series may not eliminate an electric bill or solve labor problems, but they will stay cool under all conditions. Hopefully, their owners can do the same.

To find out more about the SPT and UC models, as well as the rest of our new foodservice equipment, go to [www.master-bilt.com/coolnews.htm#frontier](http://www.master-bilt.com/coolnews.htm#frontier).

### V-Series: Opening a New Door to Efficiency

Master-Bilt's new standard V-Series walk-in entry door is sure to be popular with anyone looking for both durability and cost-effectiveness. Designed to provide years of service without breaking your budget, these doors contain many features that set them ahead of the competition.

For starters, each V-Series door is equipped with two spring-loaded cam-lift hinges for easier, more positive closure. You don't have to worry about these doors staying open and letting warm outside air into your walk-in.

Master-Bilt's unique adjustable hinge backing plates, situated inside the door directly behind the hinges, make it easy to get a proper fit of the door to its opening during installation.

All you need to do is loosen the hinge bolts, shim the door to make it level and tighten the bolts back.

The plate allows movement of the attached hinge approximately a quarter of an inch in any direction.

Practically every walk-in door will require adjustment at some point after installation. Settling of the walk-in structure's foundation, for example,

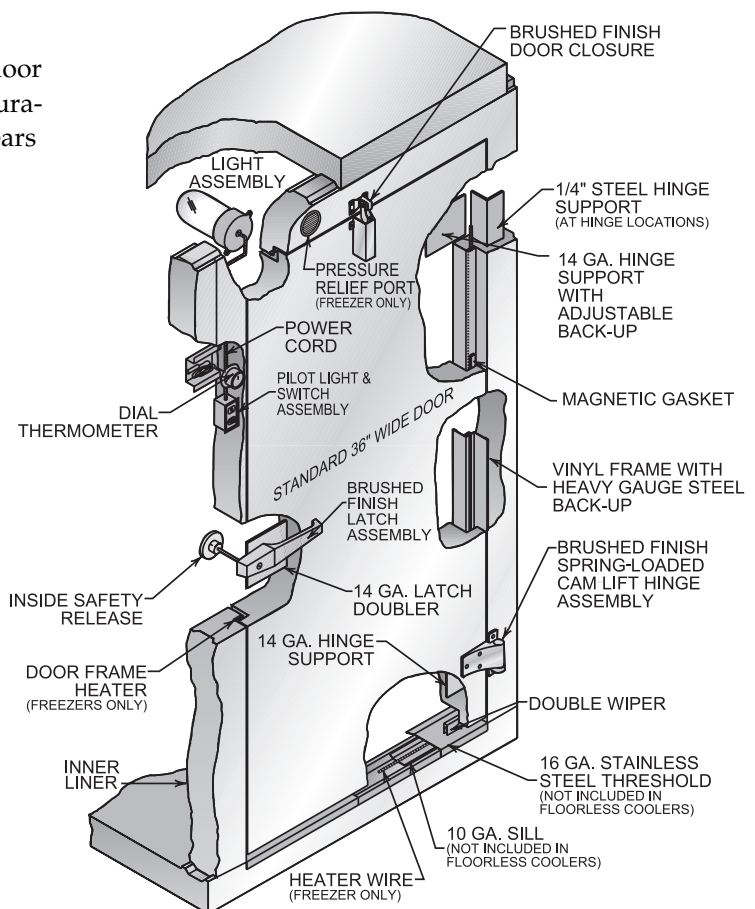
may cause the door to sag and not close correctly. Adjustable hinge backup plates make correcting this problem an easy process. There's no need to go to the trouble (and expense) of removing the door or re-drilling hinge holes. Just

follow the same process outlined above to re-level the door.

For more information about the V-Series door and the rest of our walk-in cooler and freezer line, visit [www.master-bilt.com/products/walkin2.htm](http://www.master-bilt.com/products/walkin2.htm).



SPT Series Salad/Sandwich Prep Units and UC Series Undercounter Refrigerators make a dependable addition to any foodservice operation. Both series are available in single and double door widths.



Features found on a typical V-Series walk-in door.



## From the Drawing Board

### Everything's Under Control With New Electronics

As you read in the *Product Scene* section, the standard electronic control unit is an outstanding benefit to our CCR Series freezers. Soon, the rest of our low temp reach-ins, the BLG, TLG, IHC and TAF Series, will also have an electronic controller built into them. B-Series and M-Series condensing units will have this controller available as an option.

This controller differs in appearance from the one incorporated into the CCR Series but shares the same type of functionality.

A panel located on the front of the reach-in provides a user friendly interface. The front covering flips up to give the user access to the controls shown in the sidebar below. The panel digitally displays the temperature, time and built-in diagnostics. Additionally, there are LED indicators for compressor and defrost

heater operational status. An optional audible alarm is also available.

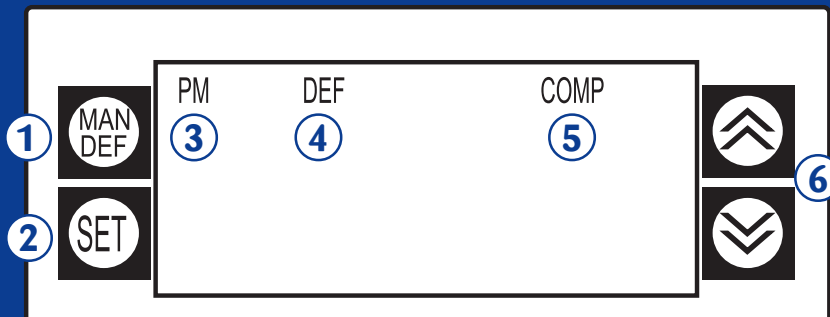
Temperature and defrost presets for common applications are already programmed into the control board. All the average user has to do is hook up the electrical supply and they're in business.

The efficient integration of many separate parts into one control board eliminates the need for a room thermostat, defrost time clock, defrost termination/fan delay switch and other components. Fewer parts translates to fewer potential service calls for the end user.

This electronic controller made its first official appearance at the recent NRA show. Judging by the response, this technology will be a very welcome addition to our products.

For more information on the control board, call 800-232-3966 or email [cbengms@master-bilt.com](mailto:cbengms@master-bilt.com)

## The Electronic Controller Monitor Panel for Low Temp Reach-ins & Condensing Units



#### 1. Manual Defrost Button

Initiates defrost mode when pressed.

#### 2. Set Button

Combined with up/down keys, allows the user to change time-of-day setting and setpoint temperature.

#### 3. PM LED Indicator

This indicator is lit when the time of day is in the p.m. hours

#### 4. Defrost Cycle LED Indicator

This indicator shows when the freezer is in defrost mode.

#### 5. Compressor LED Indicator

Lights up when the compressor is running.

#### 6. Up Key/Down Key

Use these keys to change settings as desired.



## Sales Toolbox

### Next Date for Training Seminar

Our next Customer Training Seminar is set for November 15-16, 2001 in Tupelo, Mississippi.

For further details, contact your Master-Bilt Business Development Manager or area Sales Representative or call Donna Teague at 800-647-1284, ext. 308. For a tentative agenda, go to [www.master-bilt.com/coolnews.htm#cts](http://www.master-bilt.com/coolnews.htm#cts).

### 2001 Price List Published

We've been hard at work on the 2001 edition of the Master-Bilt cabinet price list. It goes into effect July 15 and should be out as

you read this. This list contains pricing on the new CCR, SPT, UC and Deli-Master models as well as updated information on other equipment and accessories.

### KCL CADalog Update

For those of you who subscribe to the KCL CADalog ([www.kclcad.com](http://www.kclcad.com)), you'll notice that there are now more Master-Bilt drawings available. We recently added cabinet drawings to the collection to compliment the already existing walk-in selection. As our product line expands, look for more cabinet and walk-in drawings to be added.

## New Key Customers

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

**Mobile Fixtures**  
Mobile, AL

**B&M Enterprises**  
Charlotte, NC

**Cary Refrigeration**  
Cary, NC

**J.F.I., Inc.**  
Clackamas, OR

**Lippert, Inc.**  
South Holland, IL

**Air Controls**  
Billings, MT

**Western Pacific Dist.**  
Hayward, CA

**Eastbay Restaurant Supply**  
Oakland, CA



Don't forget to take the new equipment tour and get a free souvenir!

## See The New Frontier In Foodservice Equipment At The NAFEM Show

**Booth 2285**

**Orange County Convention Center  
Orlando, FL**

**September 7-10**



## Partners in Success

### Confetti Creamery Buford, Georgia

When Byron Schoepf was looking to open his first Confetti Creamery in Buford, Georgia, he made one phone call to Master-Bilt and all his frozen storage issues were solved. Master-Bilt provided a complete solution from the ice cream hardening cabinets and walk-ins in the back of the building to the dipping/display cabinets in the front. However, Master-Bilt's expertise didn't stop there.

Schoepf had developed a one-of-a-kind concept in Confetti Creamery that demanded some creative work. He believed that a customer's choice of ice cream is based on visual appeal and taste. Therefore, his plan to sell high volumes of ice cream started with a visually-pleasing walk-up display cabinet where customers could easily see and taste a wide variety of products. Then, servers would fill customer orders using larger tubs of ice cream stored in dipping cabinets behind the counter.

However, Schoepf didn't want to showcase four gallon tubs of ice cream up front. So he turned to Master-Bilt with the question, "How do we get 25 flavors into one cabinet?"

Schoepf was familiar with gelato cabinets that display smaller pans of product close to the top but such a cabinet didn't fit his budget. He was faced with a dilemma: Either find an affordable forced-air European gelato-style cabinet (knowing that none are built in the U.S.) or make an American-made cold wall cooler work.

"Master-Bilt engineered a way to help us develop a system that utilized a gelato-style display at a fraction of the cost," states Schoepf. "They took their DD-CG Series cold wall Deluxe Dipping Cabinet and improvised

a system that would give us the ability to display our samples the way we envisioned."

Master-Bilt created a special rack system to fit inside the merchandiser so Confetti Creamery could serve their 25 ice cream and gelato samples from pans. They also re-engineered the temperature controls to keep the ice cream at perfect texture and temperature for sampling. "Master-Bilt helped produce a system that allows us to keep the ice cream frozen with the repetitive opening and closing of the doors," states Schoepf.

In addition to the gelato-style merchandiser solution, several other pieces of Master-Bilt equipment were utilized in the making of Confetti Creamery's ice cream and gelato products.

After the ice cream is made to the correct consistency, it is immediately placed into Master-Bilt's IHC Series Ice Cream Hardening Cabinet. Because ice cream is so temperature-sensitive, the cabinet must retain a constant temperature of around -32°F to quickly freeze the product.

After about six hours in the hardening cabinet, the product comes out at about -22°F and goes into a Master-Bilt walk-in freezer. There it is slowly brought up to 0°F.

When the ice cream is ready to be served, it is transferred, stored and served out of three Master-Bilt DC Series Dipping Cabinets. These cabinets are set at different temperatures for ice cream and gelato.

Confetti Creamery also uses Master-Bilt's BLG-HD Glass Door Merchandiser to display their novelty items, cakes, and take-home pints and quarts.

"We are very pleased with Master-Bilt's ability to deliver a full range of reliable products at a reasonable price," says Schoepf.

## 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](mailto:cbeng-ms@master-bilt.com) • FAX 800-684-8988, ext. 573, attn: Kenny Owen

*Quality Check* suggestions: E-MAIL [clucas@master-bilt.com](mailto:clucas@master-bilt.com) • FAX: 800-232-3966, attn: Chuck Lucas

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