

Cool It!

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MB MASTER-BILT®
Refrigeration Solutions

This Issue

2

**BUEL APPOINTED NATIONAL ACCOUNTS
MANAGER**

3

**PRODUCT SCENE:
NEW ONLINE QUOTE REQUEST,
DRS SYSTEM SPECS NOW ONLINE**

4

**PARTNERS IN SUCCESS:
PRASINO &
ZEPOLE RESTAURANT SUPPLY**

Fusion™: Redesigned and Expanded

A new version of Master-Bilt's Fusion line will debut at the NRA show in Chicago this year with a fresh look and additional models.

Fusion reach-ins feature a completely new design but have all the durable features expected. All models are also foamed-in-place with green friendly, efficient polyurethane insulation.

The new reach-in line includes three freezer models (MBF) and three refrigerator models (MBR) in 1, 2 and 3-door versions. With capacities of 23, 49 and 72 cubic feet, each model comes standard with an electronic control which provides a visual and audible door-open alarm. Additionally, the controller displays "CL" once every 6 months as a reminder to clean the condenser. Other standard features include adjustable, heavy-duty epoxy-coated wire shelves.

A curved corner design creates a stylish appearance and reduces chances of injury in slip-and-fall accidents. All models are constructed of stainless steel on the front, sides and doors with a galvanized steel exterior top, bottom and back.

Besides the reach-ins, the Fusion name will also be applied to sandwich/salad prep units and undercounters (more in the next issue on them). Glass door reach-in models are also a future addition to the line-up.

While the new MBF and MBR models replace the previous Fusion BSD-A models, the BSD-A models haven't gone away. They've been merged into the Endura line to fill the need for a specifier level bottom mount reach-in.

Be sure to see the new Fusion models at the NRA show in booth 3863.

New Fusion reach-ins have a standard electronic control system that reminds the user to clean the condenser every six months.



Buel Appointed New National Accounts Manager

Master-Bilt is pleased to announce that Ross Buel has joined our field sales team as national chain accounts manager for foodservice sales.

Ross previously spent 12 years with the Chicago office of Edward Don & Company as general manager for the foodservice equipment division. There he directed a sales group which significantly grew the foodservice business in the healthcare, hospitality and hotel markets.

Prior to Edward Don, Ross held positions in finance and real estate and as a construction manager for several large general contractors.

“Ross’ knowledge and experience in the foodservice industry will help open doors to new business and be a huge benefit to Master-Bilt’s customers,” said Bill Huffman, Master-Bilt’s vice president of sales and marketing.



Upcoming

- Northwest Foodservice Show
April 18-19, 2010
Washington State Convention & Trade Center
Seattle, WA
- NRA Restaurant Hotel/Motel Show
May 22-25, 2010
McCormick Place
Chicago, IL
- ApEx - Atlantic Canada’s Foodservice & Hospitality Trade Show
April 18-19, 2010
Exhibition Park
Halifax, Nova Scotia
- NACS Show
October 6-8, 2010
Georgia World Congress Center
Atlanta, GA

Keep up-to-date on the latest refrigeration equipment and energy saving features in booth 3863 at the NRA Show.



Look for our redesigned and expanded Fusion cabinet line and new curved glass dipping cabinets.



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Spring is nature’s way of saying, “Let’s party!”

–Robin Williams

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Product Scene

New Online Quote Request

Visit www.master-bilt.com and you'll notice the top navigation bar now contains a "Quote Requests" link at the far right. Clicking on this tab brings up a basic form which, when submitted, is relayed to the appropriate Master-Bilt sales representative. This same link is present within the body of all pages in the products section as well. We've had a walk-in quote request feature online for some time but this expanded form

will be a benefit to customers looking for a quick quote on other products as well.

DRS System Specs Now Online

Those looking for specs on our DRS dual compressor refrigeration systems can now find them on our website at www.master-bilt.com/refrigeration_specs.htm#drs. A complete list of systems is on this page along with systems equipped with the Master Controller option.

JUST FOR GRINS

Golf — A Good Walk Spoiled

If you're eager to get out on the links this spring, take along these jokes to amuse your golfing buddies:

Golfer: "I think I'm going to drown myself in that water hazard."

Caddy: "Do you think you can keep your head down that long?"

Golfer: "I'd move heaven and earth to break 100 on this course."

Caddy: "Try heaven—you've already moved most of the earth."

Golfer: "You've got to be the world's worst caddy."

Caddy: "I don't think so. That would be too much of a coincidence."

Golfer: "Please stop checking your watch all the time. It's a terrible distraction."

Caddy: "It's not a watch—it's a compass."

Golfer: "Do you think I can get there with a 5 iron?"

Caddy: "Eventually."

Golfer: "How do you like my game?"

Caddy: "Very good, but personally, I prefer golf."

Golfer: "Do you think it's a sin to play on Sunday?"

Caddy: "The way you play, it's a sin on any day."

Golfer: "This is the worst course I've ever played on."

Caddy: "This isn't the golf course. We left that an hour ago."

Golfer: "That can't be my ball, it's too old."

Caddy: "It's been a long time since we teed off."



Partners In Success

Prasino & Zepole Restaurant Supply LaGrange, IL

For a long time it was Peggy Maglaris Kopley's goal to open a green restaurant concept offering a totally eco-friendly environment.

From organic and hormone-free foods to the equipment used in the restaurant, everything needed to be environmentally responsible. With that goal firmly in mind, she turned to Gary Thiakos of Zepole Restaurant Supply to find the most energy efficient equipment. "We have had a relationship with Gary through numerous restaurant projects and knew we could rely on him to provide the right products for our needs. He always looks after us," says Maglaris.

Prasino opened its doors in LaGrange, IL in the fall of 2009. The process to become a Green Restaurant Association (GRA) Sustainabuild™-certified restaurant began immediately. The GRA is a national non-profit organization that has been certifying restaurants for the past two decades by awarding points in each of the GRA's seven environmental categories: Water efficiency, waste reduction and recycling, sustainable furnishings and building materials, sustainable food, energy, disposables and chemical and pollution reduction (form more info, see www.dinegreen.com/restaurants/standards.asp#exist).

"Gary did an outstanding job of helping us get the required points for GRA certification. All I had to do

was tell him what our goals were and he took it from there. He made sure we qualified for all possible points on the checklist," says Maglaris.

Thiakos provided Prasino with two custom Master-Bilt walk-ins: One freezer/cooler combo for back of the house inventory and one cooler in the front of the house for prepped foods needed by the cooks during busier periods.

"The walk-ins helped us toward our certification with features like door alarms, vinyl door strip curtains, compact fluorescent lighting, sensed lights, compressor efficiency and the Master Controller with reverse cycle defrost. Gary did all the research and provided us with what was the most efficient system out there," states Maglaris.

Master-Bilt walk-ins provided Prasino 22 GRA certification points of the 205 needed to become GRA Sustainabuild™ certified. "Master-Bilt's efficient and controlled systems helped regulate energy and minimize defrosts which helped me max out the points required," states Thiakos.

Prasino plans on expanding to more locations in the near future. "Currently we are in the process of opening our second location in St. Charles, IL and Gary will take the concepts from the original LaGrange restaurant and implement them in our other stores," says Maglaris. "We could not be happier and plan on using Master-Bilt walk-ins at our other locations as well."

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 Lynn Burge at lburge@master-bilt.com or fax them to 800-232-3966.



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