

Cool It!

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MB MASTER-BILT
Refrigeration Solutions

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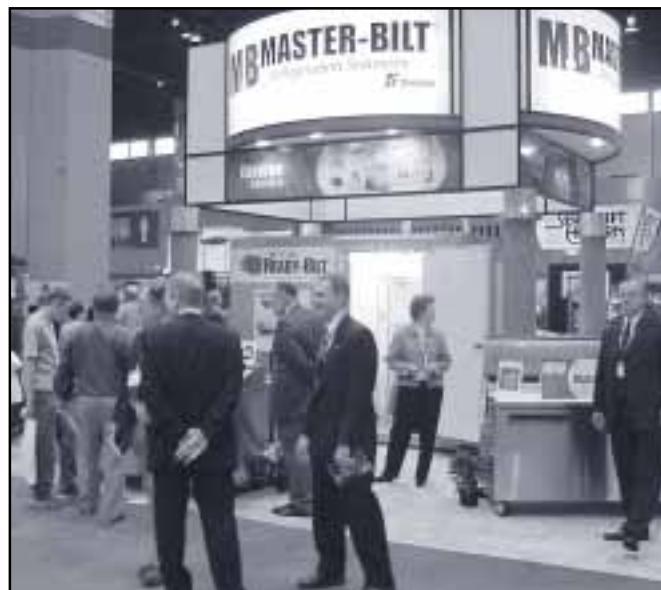
**PARTNERS IN SUCCESS:
TAYLOR FREEZER**

New Products Draw Crowd At NRA

"New" was the operative word for NRA '03 as Master-Bilt presented a record number of products and enhancements. The latest models included the FIP-40 frozen novelty merchandiser, the PPT series pizza prep unit and the Ready-Bilt walk-in.

Interest was high in all products but the Ready-Bilt walk-in was a particularly big attraction. Dealers, sales reps and many others were impressed with this factory-assembled option (see page two for more information).

Master-Bilt also officially entered the pizza prep arena with the introduction of the PPT-67 model. Complete with nine 6-inch deep pans and an extra deep cutting board, this unit extends our line of prep tables and opens up more possibilities for our foodservice customers.



With so many new and improved products, the Master-Bilt booth was very busy during the NRA show.

Duane Stockburger Named VP Of Food Service Group

Master-Bilt is proud to announce the promotion of company president Duane Stockburger to vice president of Standex Food Service Group. Stockburger will continue to serve as Master-Bilt president in addition to his new role.

"Duane is a seasoned executive with 40 years of managerial and marketing experience in the manufacturing sector," said Roger Fix, president and chief executive officer of Standex. "Since joining Master-Bilt in 1995, Duane has used that experience to help grow Master-Bilt into one of our top-

performing businesses proving that he is the ideal candidate to assume responsibility for the entire Food Service Group."

In addition to Master-Bilt®, the Standex Food Service Group includes Federal Industries, a manufacturer of bakery and deli display cases; Barbeque King® and BKI®, a manufacturer of commercial fryers and ovens; Procon®, a manufacturer of beverage rotary vane pumps and recirculation systems; and USECO, a manufacturer of rethermalization and institutional feeding systems.



Product Scene

Ready-Bilt: Ready To Go!

For everyone who wants to save time, labor and headaches on their next walk-in installation, Ready-Bilt is the solution.

Master-Bilt is answering the call for a quick, painless setup with this new completely factory assembled walk-in. A Ready-Bilt cooler or freezer is typically delivered to the job site via gooseneck truck. Depending on size and customer preference, it may be set in place using a crane, boom-lift or forklift. After the customer supplies electricity for the single source hook-up (one for each refrigeration system), the walk-in is ready to use. No field installation is required and the entire walk-in is fully tested before shipping. What's more, each Ready-Bilt is UL-listed as an entire package, facilitating inspection time.

If that's not enough to make you reach for

the phone, Ready-Bilt contains other standout features. One of which is the steel straps that span the width of each panel and are welded to cam-locks on both ends to increase the overall integrity of the walk-in.

Adjustable hinge backing plates, found only in Master-Bilt walk-ins, are also included in Ready-Bilts. These plates, situated behind the door hinges, ensure a proper fit during installation. They also allow for any necessary future adjustments without removal of the door or its frame.

The standard interior and exterior panel finish is 26-gauge stucco galvalume but optional finishes include all those offered with the rest of our custom walk-ins.

A weatherproof membrane roof deters leaks and keeps rain from collecting against the adjacent building. A vapor-proof light, heavy-duty door closure, dial thermometer, door drip guard, and a weatherproof light switch cover are also included.

Ready-Bilt walk-ins are customizable on many levels. Single or double compartment models are available, as are a variety of lengths and widths. The pre-installed refrigeration system uses either a remote M-Series (with durable hard copper soldered piping) or PRS-Series packaged system, depending on application. Cantilever shelving, door kickplates, interior and/or exterior ramps, and fluorescent lighting are all available.



(Above) Each Ready-Bilt is delivered on a gooseneck truck. (Right) Ready-Bilt walk-ins are set in place using a crane, boom-lift or forklift depending on the job situation.

The Low Down On Low Glass

Someone once said the only constant thing in life is change. Our DD series ice cream merchandisers are a perfect example. In the last couple of years, we've introduced many new options and enhancements to this series. The choices now include models with a standard glass lid (DD), a curved glass lid (DD-CG) and a low glass option (DD-L). However, our latest improvement to the DD-L models is the best yet.



The new DD-L models are taller but their front viewing glass extends a full six inches below the previous level.

DD-L models have been redesigned to be taller (50 inches high) but with a radically lowered front viewing glass.

The lowered glass allows more product visibility for children and more sales for the storeowner. Storage capacity is also an important issue so we made sure that this redesign didn't affect the number of ice cream cans that each merchandiser holds.

The new version is available in four sizes and is available for shipment. Go to www.master-bilt.com/pdfs/DD.pdf for more product information or call 800-647-1284.

New Canadian Warehouse

Last issue, we told you about how our network of regional warehouses saves you time and money. This time we're proud to announce that our first warehouse in Canada is now up and running in Mississauga, Ontario.

"This new distribution point will provide quicker service for our Canadian customers as well as help establish the Master-Bilt name throughout the country," said Bill Huffman, vice president of sales and marketing.

Black Exterior? It's On The House

Because so many customers request cabinets and merchandisers with black exteriors, we have eliminated the upcharge for this color. Now, when specified, our cabinets and merchandisers can be provided in pre-painted black metal. Note that the removal of the upcharge applies to the exterior finish only. The standard cabinet color will remain white. For more information, contact a customer service representative at 800-647-1284.



Sales Toolbox

New Literature For New Products

A flood of new and improved products has kept the marketing department busy lately. We've been developing and revising sales literature left and right. New materials include a Ready-Bilt walk-in information sheet,

FIP-40 series spec sheet and a revised DD series spec sheet. Contact Mary Lowstuter in the marketing department for more information on these or other sales materials. For the fastest access, you can download spec sheets and other information at www.master-bilt.com.



If you accept your limitations, you go beyond them.

—Brendan Francis



JUST FOR GRINS



An **application** was for employment
 A **program** was a TV show
 A **cursor** used profanity
 A **keyboard** was a piano!

Memory was something that you lost
 with age
 A **CD** was a bank account

Compress was something you did to
 garbage,
 Not something you did to a file
 And if you **unzipped** anything in public
 You'd be in jail for a while!

Log on was adding wood to a fire
Hard drive was a long trip on the road
 A **mouse pad** was where a mouse lived
 And a **backup** happened to your com-
 mode!

Cut—you did with a pocketknife
Paste—you did with glue
 A **web** was a spider's home
 And a **virus** was the flu!

I guess I'll stick to my pad and paper
 And the memory in my head
 I hear nobody's been killed in a com-
 puter crash
 But when it happens they wish they
 were dead!

—from www.coolquiz.com

Follow The Signs

A store owner was dismayed when a brand-new business much like his own opened up next door and erected a huge sign which read "BEST DEALS."

He was horrified when another competitor opened up on his right, and announced its arrival with an even larger sign, reading "LOWEST PRICES."

The shopkeeper panicked, until he got an idea. He put the biggest sign of all over his own shop. It read: "MAIN ENTRANCE."

—from www.joker.org

New Key Customers

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

Blum Equipment Co.
Galion, OH

Boelter Company
Milwaukee, WI

Budget Restaurant Supply
Houston, TX

Dairy Specialty, Inc.
Albuquerque, NM

Ferguson Equipment & Design
Denver, CO

Kool Power, Inc.
Panama City Beach, FL

Lincoln Poultry
Lincoln, NE

Marler Refrigeration & Restaurant Equipment
Woodworth, LA
Paris, TN

Baton Rouge, LA

Pennington Equipment Sales
Princeton, WV

Pruett Equipment
Riverside, TX

R.J. Phillips
Boca Raton, FL

RCS Refrigeration & Air Conditioning
Cibolo, TX

Trinity Restaurant Equipment
Arlington, TX

United Restaurant Equipment
Raleigh, NC



Upcoming

Events

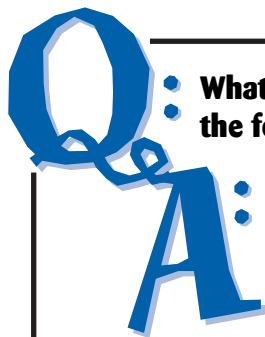
- Texas Restaurant Association's Southwest Foodservice Expo
June 22-24, 2003 • Dallas

- California Restaurant Association's Western Foodservice & Hospitality Expo
August 2-4, 2003 • Los Angeles

- NAFEM Show
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



What's the hottest thing this September in New Orleans besides the food, the music and the weather?

The NAFEM Show.

And the hottest place to be is booth 1021. That's where Master-Bilt will be showing the latest foodservice equipment. Drop by and see our new prep units, Ready-Bilt walk-in and low temp display merchandisers.

The
NAFEM
Show

Ernest N. Morial Convention Center
September 5-7, 2003





Partners in Success

Taylor Freezer Lavonia, MI

Every March in Lavonia, Michigan, Taylor Freezer, a refrigeration and freezer distributor, has an open house for foodservice retailers looking to add an additional component to their foodservice line. An expert in the foodservice industry, Taylor has been distributing equipment for the last 20 years and handling Master-Bilt equipment for several years. Focusing on convenience store retailers and ice cream stores, Taylor has built wonderful relationships with customers and recently became a key customer for Master-Bilt.

A strong consumer trend has developed in the ice cream and novelty business as dipping cabinets have become some of the most sought-after pieces of new equipment for many food/convenience store retailers. Taylor offers the complete line of Master-Bilt dipping cabinets and, during its recent open house, filled Master-Bilt cabinets purchased by retailers with free Edy's ice cream. The clever promotion, built through an exclusive partnership with Edy's Ice Cream, helped smaller store owners see how adding a dipping case increases sales.

Taylor believes in Master-Bilt quality so much, they've taken it a step further by carrying Master-Bilt exclusively. According to Taylor, Master-Bilt provides the best equipment and value to their customers. "The different heights of the dipping cabinets provide greater product exposure and greater sales. The new expanded viewing area also makes it easier for children to see the contents of the cabinet," says Bill Chaney of Taylor Freezer.

The architecture of the glass lids and the different size options provide further flexibility for the shop owner. Options like unique frost shields ensure frost build-up will not occur. "We have found that the quality and value for the cost of Master-Bilt equipment is the best in business," says Chaney.

After providing several dipping cabinets to new ice cream retailers, Taylor has experienced an increase in traffic to their show, but a decrease in sales calls after installation. "Customers come looking for a new piece of equipment, hoping to up their sales. In return, they find piece of mind when they experience Master-Bilt's reliability firsthand," said Chaney. "The combination of dependable equipment and good old fashioned ice cream make the promotion a real winner!"

"We have partnered with Edy's for a few years now," says Mike Crossen, business development manager for Master-Bilt. "It's been a really great win-win situation for us and our customers. Our clients see new sales right away and they are so satisfied with the performance of the Master-Bilt equipment, they become customers for life."

So What's Your Story?

Take advantage of the *Partners in Success* column and get some positive exposure for yourself and 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 Lynn Burge at lburge@master-bilt.com or fax them to 800-232-3966.



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