

Cool It

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Former Company Leader Elmer Saul Dies

It is with great sadness that Master-Bilt announces the passing of retired company chairman/president, Elmer William Saul, Jr. on August 21, 2006 at the age of 77.

Mr. Saul started at Master-Bilt in 1949 in the shipping department during his summer vacations while attending high school in St. Louis. After his graduation from Washington University, he went back to Master-Bilt. In 1957, just a few years after his tenure with Master-Bilt began, Mr. Saul was promoted to vice president and general manager of the company. In 1961, Mr. Saul was entrusted with finding Master-Bilt a new home after the company decided to leave St. Louis.

It was that year that Mr. Saul signed an agreement to move Master-Bilt, then a small company of just 75 employees, to New Albany, Mississippi. A new factory was built and 13 families moved their homes from St. Louis to New Albany. Mr. Saul maintained his position as vice president and chairman for 10 more years until the company was acquired by Standex International. At that point, Master-Bilt had grown from 75 to 200 employees and was a leading equipment manufacturer.

In 1974, Mr. Saul was promoted to chair-

man of the Standex Food Service Group, where he helped in the acquisition of more companies to Standex International, including Federal Industries and BKI, which are still with the group today.

"Elmer was a man of great integrity, and had the ability to work with most anyone who crossed his path," says Bob Portis, friend and former colleague. "We moved together from St. Louis and I'm blessed to have known and been friends with Elmer as long as I was."

The same facility built for Master-Bilt in 1961 is still used today, although with nearly 600 employees, it has been expanded several times.

"Master-Bilt and Standex certainly owe a great deal to Elmer Saul and his leadership. His contributions laid the foundation for the success we now have," says Duane Stockburger, vice president of Standex Food Service Group.

Born September 4, 1928 in St. Louis, Missouri, Mr. Saul graduated from Cleveland High School and attended Washington University, both in St. Louis. He is survived by his wife Nancy Saul, three children and five grandchildren.

Jacobs Appointed VP Of Finance

Master-Bilt is pleased to announce the August hiring of Edward Jacobs to the position of vice president of finance.

Jacobs brings over 25 years of financial and inventory control as well as scheduling ex-

perience in the refrigeration and appliances industries. "We're excited to have Ed join our team," says Master-Bilt's president, Chuck Dawson. "His related experiences will prove to be a great asset to our company."

Technology Tips Ease The “Shock” Of Freezer Energy Bills—Part One

As another summer of rolling blackouts, increasing fuel costs and high electrical bills ends, many manufacturers, dealers and end-users alike are left wondering what they can do to increase energy efficiency, and in turn, decrease costs. On that note, we begin a two-part article on technology tips to keep your freezers energy efficient.

Ask For Anti-Sweat

For operations that require glass door freezers, an anti-sweat module saves energy by turning off glass door and frame heaters when door heat isn't necessary.

With Master-Bilt's ASM-115 module (see the April 2006 issue of *Cool It!* for more details), a temperature/humidity sensor

mounted directly to the outside of the door frame is used to modulate the door and frame heaters as needed.

Designed to meet California energy standards, the ASM-115 only runs heaters when the door surface temperature is below the dew point.

Look For Electronic Lighting

Fluorescent lighting found in glass door freezers can be a big energy drain for retail outlets. That's why Master-Bilt equips numerous merchandisers with T8 lighting using electronic ballasts.

Ballasts are the devices used to provide and stabilize electrical current for fluorescent

lamps. Standard electromagnetic ballasts, commonly used in glass door reach-ins and other merchandisers, use more electricity than the electronic type. While electromagnetic ballasts operate at 60 Hz, electronic ballasts convert 60 Hz power to a high-frequency alternating current of 20 kHz or greater. Fluorescent lamps operate more efficiently at these higher frequencies. In fact, the flicker found in standard fluorescent lighting is virtually eliminated with electronic ballasts.

Electronic circuitry also typically allows for a ballast that is smaller in size as well as lighter and quieter. The ballasts also run cooler, eliminating a build-up of heat in the condensing unit compartment. These cooler operating temperatures mean an energy savings on the refrigeration system.

Lamps used with electronic lighting are also characteristically cooler than the electromagnetic-driven lamps, reducing the heat load on the refrigerated space.

Use Permanent Split Capacitor Motors

Permanent split capacitor (PSC) motors, used in condenser fans and some evaporator coil fans, are now required to meet the California Energy Code and are becoming standard with many equipment manufacturers. The amount of torque and current required to start PSC motors is low, making them less of an electrical drain.

PSC motors are designed for a high power factor and optimum efficiency at rated load and are typically about 30% more efficient than a shaded pole motor.

Because the motor itself is more efficient, it doesn't give off as much heat, reducing the heat load to the refrigerated space. In turn, because of the lowered heat, the compressor life is extended and it uses less energy.

Master-Bilt offers PSC motors as optional on single-phase unit coolers, standard on condensing units and also uses them in several other designs.



Master-Bilt uses T8 lamps and electronic ballasts in many glass door merchandisers for increased energy efficiency.



Product Scene

Walk-in Compressor Warranty Changed

In case you haven't heard, Master-Bilt has changed the compressor warranty on walk-in refrigeration systems. The previous standard five year extended warranty is now one year with an optional four year extended warranty available. This does not affect self-contained or cabinet systems. Please contact our service department at 800-684-8988 with any questions.

Western U.S. Warehouse Re-Located

Effective October 1, Master-Bilt's western regional warehouse will be moved from Sparks, Nevada to Nogales, Arizona. Customers may ship from this location as well as our other regional warehouses in Chicago, Toronto and New Albany, Mississippi. If you have any questions regarding the new warehouse location, please call Master-Bilt sales at 800-647-1284 or Mike Fay, Nogales shipping coordinator, at 800-330-7075.

Reverse Cycle Patented

Master-Bilt earned its latest U.S. patent in August for its unique reverse cycle defrost process.

Reverse cycle, first featured in the July 2004 issue of *Cool It!*, is an optional part of a refrigeration system equipped with the Master Controller electronic control system. When the Master Controller's demand defrost determines a defrost is necessary, the reverse cycle valve is activated and the high temperature refrigerant flow is reversed through the evaporator coil heating it along its entire length and completely eliminating frost buildup. By comparison, only a certain amount of the coil is heated by traditional defrost heaters, leaving ice deposits which weaken evaporator performance.

Master-Bilt's reverse cycle process differs from others because it's controlled by the electric expansion valve found within the Master Controller system. Other systems rely on less efficient mechanical components, such as check valves and extra thermostatic expansion valves to control the reverse cycle valve.

"This new patent is an example of Master-Bilt's abili-

ty to provide the technology and innovations demanded by today's foodservice industry – particularly those involving energy efficiency," said Pat Melvin, engineering manager.

Walk-in Panels Go Ribless

Quick observation quiz:

What has changed lately with Master-Bilt walk-in panels?

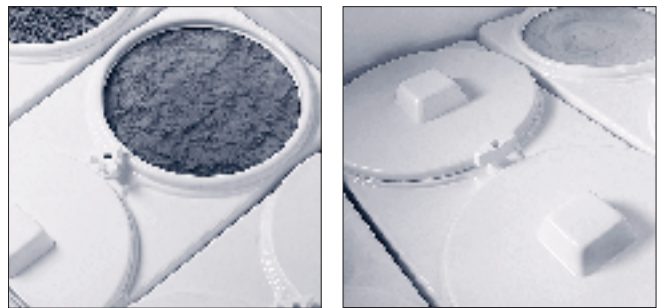
- The standard external finish is now purple aluminum.
- The insulation is now made from granola.
- The vertical scored ribs are gone.

If you answered "c" consider yourself an alert individual.

Master-Bilt removed the ribs during the summer to improve production efficiency and to help leverage volume purchases among other Standex Food Service Group companies.

Can Holder Assembly Improved

It's not a major enhancement but sometimes it's the little things that count. The can holder assemblies offered on DD series dipping cabinets have been a very popular option. One concern we often heard, however, was the three-sided wing nuts that secure the covers over the cans protruded over the covers and made it inconvenient to remove them. We have now solved the problem with a two-sided nut that allows the covers on either side to be easily taken off for quick ice cream access.



Sometimes it's the small improvements that count the most. Three-sided wing nuts on previous DD series can holders (left) are replaced with two-sided ones (right).



Those are my principles. If you don't like them I have others.

—Groucho Marx



JUST FOR GRINS

Embarrassing Headlines

According to PoynterOnline Multimedia Editor Larry D. Larsen, the following headlines have actually appeared on news stories. Here are a few of his favorites:

- Woman found dead with arrow in head
- Three cheers for Spears' rear
- Flying moose lands on car's roof
- Police chief fries thief
- Chong gonged for selling bong
- First ever pooper scooper powwow
- Kraft: Who cut the cheese?
- Snowstorms may be precursor of winter
- Bombs are frightening, SA human shield says
- Police find body in cemetery
- Flaming car with body inside "suspicious"
- First-time exotic dancers should avoid the pole
- Minnesota's population aging faster than predicted
- Girl gives frozen metal pole a lickin', her tongue keeps on stickin'
- Authorities seek flasher—police: Man typically wears no pants
- Police: Man slashes friend in argument over who has hairiest buttocks
- Grits argument turns violent
- Experts sniff out why Uranus gas is silent but violent

In The 'It's Not As Easy As It Looks On TV' Category...

The Victorville, Calif., Daily News recently reported a burglary gone wrong ("Burglary attempt backfires," by Katherine Rosenberg). A would-be burglar and his accomplice decided they would rob a store. And in a brilliant move, one of the criminals decided he would use a gun to burglarize a cell-phone store that closed at about 1 a.m. The owner of the store said one of the burglars decided he was going to "Jesse James" the lock, or shoot the metal lock out. As bad luck would have it (for the criminal, that is), the bullet ricocheted off the lock and slammed into the man's chest. While the bullet did not puncture the skin of the gunman, the security camera did catch a not so pretty picture of the incident: The bullet angled off the lock, thumping the man in the chest and knocking the air out of him causing him to vomit on the spot.

New Key Customers

Thanks to these companies for joining the Key Customer network:

Allied Purchasing
Mason City, IA

American Restaurant Supply
Aiea, HI

Coldstat Refrigeration
Paramus, NJ

Glenn's Commercial Service
Louisville, KY

Hotel & Restaurant Supply
Memphis, TN
Nashville, TN

IDC of Sagutuck
Douglas, MI

LBC Restaurant Supply
Signal Hill, CA

Rodway Refrigeration
Winnipeg, Manitoba

Roth Restaurant Supply
Cape Girardeau, MO

Streich Equipment
Wausau, WI

Sunrise Refrigeration
Las Vegas, NV

Tucson Restaurant Equipment
Tucson, AZ



Upcoming

- National Ice Cream Retailers Association Convention
November 8-11, 2006 • Savannah, GA
- Great Lakes Ice Cream & Fast Food Show
February 2-3, 2007 • Lansing, MI
- Upper Midwest Restaurant Show
February 18-20 • Minneapolis, MN
- North American Pizza & Ice Cream Show
February 25-26, 2007 • Columbus, OH
- New England Foodservice & Lodging Expo
April 1-3, 2007 • Boston, MA
- Northwest Foodservice Show
April 1-3, 2007 • Portland, OR
- NRA Show
May 19-22, 2007 • Chicago, IL
- National Ice Cream Retailers Association Convention
November 6-10, 2007 • San Antonio, TX

INCREASE IMPULSE BUYING WITH CTF FREEZERS

Perfect for c-stores, drug stores, cafeterias or any place looking to increase frozen novelty sales, CTF countertop models are very mobile and can be located near checkouts. Several sizes are available, two with lighted graphic panels for additional appeal. Call 800-647-1284 or visit www.master-bilt.com/products/cream.htm#ctf for more information.





Partners in Success

House Foods America & Shimizu America, Inc. Somerset, New Jersey

House Foods America Corporation, one of the largest tofu manufacturers in the United States, has been selling its House Premium Tofu brand since 1983. Sales have skyrocketed as American consumers become increasingly health conscious and aware of the benefits of tofu. Due to increasing demand, House Foods America needed to expand its manufacturing operations.

With a state-of-the-art facility in Garden Grove, California, the company's goal was to open an east coast plant to produce and distribute tofu products to the eastern United States plus some distribution overseas.

Atlanta-based Shimizu America, Inc., the general contractor, came on board to help House Foods efficiently build their new facility on a 10-acre site in Somerset, New Jersey. "While the new site design and production equipment would essentially be identical to the California facility, we were looking for value-engineered and energy saving refrigeration products to help reduce costs," says Nick Volpe, mechanical engineer, Shimizu America.

The new facility daily manufactures soft, medium and hard tofu and will produce 130,000 packs per day when total build-out is complete. With such a large daily production, it was important for House Foods to properly store their finished product, both after production as well as pre-shipment, in reliable refrigerated warehouses.

Shimizu turned to Master-Bilt for two refrigerated warehouses and three walk-in coolers that would allow for two additional future expansions. Master-Bilt's Master Controller electronic refrigeration system controller with reverse cycle defrost was a big persuading factor for Shimizu. "We were sold on the Master Controller and reverse cycle defrost," says Volpe. "Not only did it provide easy control and maintenance of the refrigeration equipment, but House Foods operating personnel

applauded the simplicity of the equipment start up."

Phase one of the project is 103,437 square feet, and includes a 9170 square foot receiving warehouse that holds the tofu ready for market. After the tofu is packaged, it is loaded onto pallets, moved via forklift into the receiving cooler and placed into the "head end" of the storage rack. The products ready for shipping are removed from the opposite end of the rack and brought into the 4420 square foot shipping warehouse, where the pallets of tofu are wrapped for truck transportation.

With the constant opening and closing of the entry doors to move product around, House Foods had strict requirements to maintain a constant temperature of 37°F in both refrigerated warehouses.

Besides the large receiving and shipping refrigerated warehouses, House Foods also has three smaller walk-ins housed within the plant. A 490 square foot walk-in freezer is contained within the shipping refrigerated warehouse to store ingredients. The last two coolers each measure 380 square feet and will be used in the near future when another product is put into production.

Dave Entrekin, Master-Bilt's northeast regional manager, recommended a superior refrigeration system to meet the demands of both warehouses and the three walk-ins, consisting of 25 evaporator coils and 10 roof-top mounted condensing units. The larger of the two warehouses is covered by 15 evaporators and five condensers, while the other has four evaporators and two condensers.

Installation of all five walk-ins was completed in January 2006 with plenty of time for House Foods' new facility start up in June 2006. "The ultimate decision was based on Master-Bilt's attractive cost and overall technical competence," states Volpe. "We have been pleased with Master-Bilt from their quick turnaround to their knowledgeable sales force and technical personnel."

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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