

Cool It

Published by

MB MASTER-BILT
Refrigeration Solutions

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**PARTNER IN SUCCESS:
COLD STONE CREAMERY**

Tenth Seminar Draws Largest Crowd Ever

It was a full house as dealers, sales reps and other Master-Bilt personnel gathered in Tupelo, Mississippi on November 15-16 for our



10th Customer Training Seminar. The seminar, which touched on all of Master-Bilt's product lines, featured an expanded section concerning the new electronic controller boards available in reach-ins and walk-ins.

If you missed this meeting, the next is scheduled for February 7-8, 2002. Contact your local Business Development Manager or Sales Representative or call 800-647-1284, ext. 308 for more details. This seminar will fill up fast so make your reservation soon. A tentative agenda can be found at www.master-bilt.com/coolnews.htm#cts.

(Left) Attendees at the November Customer Training Seminar: (Front row, left to right) Ron Santos, Rick Maguire, (Second row) Warner Rice, Dave Entrekin, Ray Sudduth, (Third row) Bob Mayo, Robert Seta, M'Lissa Rodgers, Lauren Reynolds, Joey Ray, (Fourth row) Frank Dowling, Earl Schneider, Martha Nichols, Todd Ivins, Bob Voigtmann, Jeff Prange, Lin Mercil, (Fifth row) David Reed, Jeff Fortier, Rick Fortier, Steve Pacentine, Bill Turner, Cheri Hobson, (Sixth row) Mike Bailey, Jim Heffernan, Don Rooker, Mike Fenley, Jason Lee, Gary Hall

NACS Show Goes On Strong

Despite the terrorist attacks of September 11, the NACS show went on. The NACS Daily online newsletter reported that a record number of U.S. retailers, petroleum marketers and others attended the show. In another positive note, the newsletter stated that of the nearly 1000 exhibitors at the show, 200 were there for the first time.

International attendance was noticeably down, however. According to NACS Daily, "attendance among retailers and suppliers

based outside the United States was lower than anticipated due to the terrorist attacks of September 11."

Master-Bilt, one of many undeterred exhibitors, showed a complete lineup of C-store equipment. Visitors to our booth got a chance to see how Master-Bilt supplies all their needs from glass door walk-ins to deli merchandisers. Electronic controller technology, which was a huge hit at the NAFEM show, also proved to be an attention-getter at NACS.

To subscribe to the NACS Daily newsletter, go to cstorecentral.com and click on "subscriptions" in the right hand column.

Master-Bilt Bids Farewell to Three Employees

In December, Master-Bilt said farewell to three long-term employees. Irene Pannell, Jerl Jeter and Doyle Payne all retired after many devoted years.

Irene Pannell began working at Master-Bilt in 1962 shortly after the company came to Mississippi. In fact, she was the second person hired at the new location. She started her career as an order entry clerk and was

soon promoted to sales secretary. Eventually she was promoted again to the position of customer service representative.

In 1959 Doyle Payne dropped by the Master-Bilt office (then in St. Louis) looking for a job. The company needed a draftsman and hired Doyle as their first one. When Master-Bilt moved to Mississippi in 1961, so did Doyle. In fact, he is the last of the original group of 17 who relocated. Doyle's career includes contributions in many areas, notably cabinet design, walk-in design and, of course, drafting.

Jerl Jeter began in 1964 as a worker on a cabinet assembly line. He advanced to the lead position in the assembly line and eventually to supervisor. Through the years, he supervised assembly of several Master-Bilt product lines including endless merchandisers and step-ins. In 1982, he moved into bill of material management.

"I've made a lot of friends over the years here," Jerl said, "I'll miss them the most."

Master-Bilt's president, Duane Stockburger summed up feelings about the triple retirement by saying, "Master-Bilt will sorely miss Irene, Doyle and Jerl. We're sorry to lose their experience and abilities but, more importantly, we will miss them as co-workers and as friends."



Master-Bilt's recent retirees (left to right) Jerl Jeter, Irene Pannell and Doyle Payne.



Product Scene

New Size in CCR Series to Ship Soon

Master-Bilt adds even more versatility and storage possibilities for the busy foodservice area with new three door options in the CCR series of curved corner reach-ins.

The CCR-72TR refrigerator and CCR-72TF freezer come complete with four shelves per door and all stainless steel construction just as in the rest of the CCR series.

These three door models will be available for shipment around the first of February.

The three door CCR series models offer the same features and benefits plus more storage space.





From the Drawing Board

Proper Piping Requires Planning

Good piping practices are essential to guarantee a long life and minimal maintenance for your refrigeration system. A good system begins with a little planning.

Correct line sizing is imperative to optimizing the performance of the system. Undersized lines will result in high pressure drops, diminished capacity and increased power requirements. An oversized suction line will lead to poor oil return (as oil and refrigerant vapor do not mix) and premature compressor change-outs. Consult the *Master-Bilt Condensing Unit Installation/Operations Manual* for line sizing charts or contact the factory for assistance.

When the capacity of the refrigeration system is reduced, it's usually because of a pressure drop in the refrigeration lines. Therefore, it's important to keep the refrigeration lines as short as possible, use as few fittings as practicable, and be especially careful not to "kink" the lines.

Keep your layout as simple as possible and properly support the piping to absorb vibration and the normal expansion and contraction caused by changes in temperature. Some planning may be required to ensure that the piping does not present a safety hazard, obstruct the normal operation of the equipment or restrict adjoining spaces.

Ensuring proper oil return is also part of the piping design. Oil traps (P-traps) installed at the coil outlet, inverted P-traps where the refrigeration lines exit to the roof and riser traps for risers more than 20 ft. are crucial ingredients in a well-designed system.

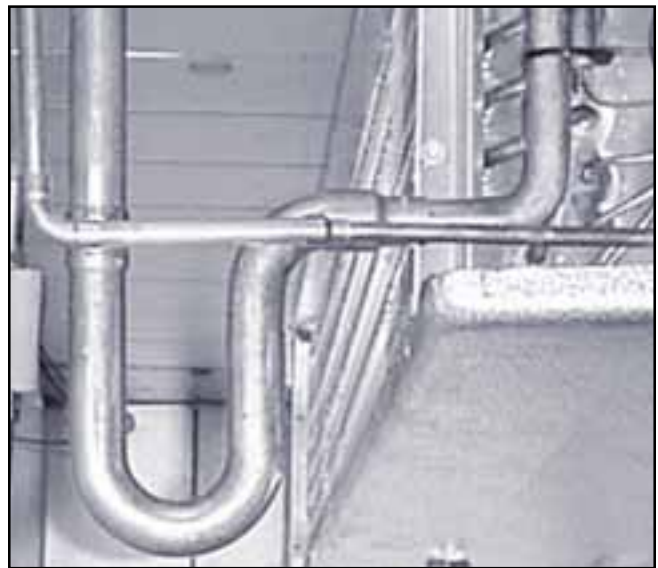
It is recommend that only clean, dry, sealed refrigeration grade AC hard copper tubing be used and that all

joints be made with silver alloy-type solders.

Other ways to keep the system free of moisture and foreign matter include using only tubing cutters to cut refrigeration lines, using a minimum amount of flux as needed and feeding a small amount of dry nitrogen into the tubing during brazing operations.

Well-insulated suction lines minimize the heat absorption which leads to diminished capacity. Proper insulation also controls condensate which could form on the suction line. Remember to seal all ends, joints and any other open areas (including slits necessary to fit the insulation tubing over the installed piping) with insulation glue.

Following these practices will insure more reliable systems and will help to avoid unnecessary maintenance issues.



Oil trap at evaporator.



Sales Toolbox

New Price Lists Published

If you're a Master-Bilt dealer, by now you've probably received the new *Quick Ship Walk-in Price List* and the *Refrigeration Systems Specifications and Price List*. These publications, both with a January 1, 2002 effective date, contain not only updated pricing but also the latest specifications on stock walk-ins and refrigeration systems.

Our new Quick Ship walk-in pricing will also appear in the January 1, 2002 update of AutoQuotes.

CCR Three Door Spec Sheet Available

In the near future, we will be updating our literature on the CCR Series foodservice reach-ins to reflect the new three door models (see *Product Scene*). In the meantime, we recently mailed a specification and price sheet for the CCR-72TR and CCR-72TF. If you failed to receive a copy and would like one mailed or emailed to you, contact Karen Caviness in the marketing department at kcaviness@master-bilt.com or call 800-647-1284, ext 244.

HOW MUCH DO YOU KNOW ABOUT THE SUPER BOWL?

So you think you've got all the trivia down when it comes to Superbowl information? Try this quiz to see just how much you know—or memorize the stats so you can wow your buddies when you watch Superbowl XXXVI later this month.

- Who holds the single game record for highest quarterback rating in a Superbowl game?
 - Phil Simms
 - Troy Aikman
 - Terry Bradshaw
 - Joe Montana
- The Superbowl record for points in a game is 18. Only one player did it more than once, who?
 - Terrell Davis
 - Jerry Rice
 - Roger Craig
 - Ricky Watters
- Only once have two players on the same team each had 100 yards receiving, who were they?
 - Irving-Harper
 - Clayton-Duper
 - Rice-Taylor
 - Swann-Stallworth
- The quarterback with a career touchdown-interception ratio of 11-0 in a Superbowl is?
 - John Elway
 - Troy Aikman
 - Terry Bradshaw
 - Joe Montana
- The only player to reach 200 yards rushing in a Superbowl game is?
 - Franco Harris
 - John Riggins
 - Marcus Allen
 - Timmy Smith
- Since the NFL adopted a 16-game schedule in 1978 what was the worst regular-season record by a Superbowl champion?
 - 9-7
 - 12-4
 - 10-6
 - 11-5
- Since the 16-game schedule, what was the BEST record by a Superbowl LOSER?
 - 14-2
 - 13-2
 - 15-1
 - 12-4
- Since the 16-game schedule, only one Superbowl team had less than 10 regular-season victories, who were they?
 - Philadelphia Eagles
 - Los Angeles Rams
 - Minnesota Vikings
 - New York Jets
- How many teams have never played in a Superbowl?
 - 8
 - 10
 - 9
 - 11
- Which of the following teams has a losing Superbowl record?
 - Washington Redskins
 - Oakland-L.A. Raiders
 - Dallas Cowboys
 - Miami Dolphins

ANSWERS:
 1. Phil Simms went 22 of 25 for 268 yards and three touchdowns for a 150.9 rating, the highest ever.
 2. Jerry Rice had 18 points (3 touchdowns) in Superbowl XXIX and XXIX.
 3. In Superbowl XIII, Lynn Swann had seven catches for 124 yards, while John Stallworth had three for 115.
 4. Joe Montana.
 5. Timmy Smith ran for 204 yards in Superbowl XXII.
 6. In 1988 the San Francisco 49ers were 10-6 in the regular season.
 7. The 1984 Dolphins and the 1998 Falcons went 14-2, but lost the Superbowl.
 8. In 1979 the L.A. Rams went 9-7 but somehow made it to the Superbowl.
 9. Eight teams have never been in a Superbowl: Cleveland, Jacksonville, Seattle, Arizona, Detroit, Tampa Bay, Carolina and New Orleans.
 10. The Dolphins have a 2-3 record. They won Superbowl VII and VIII, but lost VI, XVII, and XIX.
 —Adapted from Funtrivia.com Web site

New Key Customers

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

Fortier, Inc.
Conway, AR

**C & T Design And
Equipment**
Indianapolis, IN

C-Plus Enterprises, Inc.
Wichita, KS

**Southern Associated
Sales**
Memphis, TN

Hart Refrigeration
Wichita, KS



Upcoming

Events

- Customer Training Seminar
February 7-8, 2002
Tupelo, Mississippi
- National Restaurant Association Show
May 18-21, 2002 (booth 6813)
Chicago
- Southwest Food Expo
June 23-25, 2002
Houston, Texas
- International Foodservice Expo
September 20-22, 2002
Orlando, Florida

- National Association of Convenience
Stores Show
October 5-8, 2002
Orlando, Florida

Advertisements

Look for our print ads appearing in these publications:

Publication	Issue Date
Deli Business	March 2002
Foodservice Equipment & Supplies	March 2002
The National Dipper	May 2002

Peace
On
Earth

This holiday season, more than ever, our hope is for peace on earth. We sincerely thank you for your support and the opportunity to be of service. May the coming year bring you success and renewed appreciation for the important things in life.

From your friends
MB MASTER-BILT[®]
Refrigeration Solutions



Partners in Success

Cold Stone Creamery Scottsdale, Arizona

Cold Stone Creamery, the nation's fastest growing ice cream concept, prides themselves on providing fresh, personalized ice cream to customers everyday. Started in 1988, the Cold Stone Creamery concept quickly caught on in Arizona. In 1995, the first franchises were opened. Kim Cramton, Vice President of Logistics, knew that they needed a reliable refrigeration and merchandising solution for all of their current and future stores. With one call to the team at Engster Marketing, a Master-Bilt Sales Representative with several locations in the Southwest, Kim knew all of her needs would be met.

Cold Stone Creamery has a unique approach to ice cream. Understanding the importance of quality and appearance, Cold Stone Creamery makes ice cream fresh everyday at every location, and then personalizes the ice cream for each customer by blending it on a cold stone with any combination of fruit, candy or nuts. Cramton needed refrigeration systems that could accommodate the ice cream and related supplies, as well as display the finished products. The quality of the Cold Stone Creamery products depended on a reliable refrigeration system.

"We needed a manufacturer with a great reputation for quality and, most importantly, one who could meet our demands for growth and customer service," stated Cramton. They needed a company that could deliver on time, to every store, sometimes on short notice. Master-Bilt fulfilled all of these needs and more.

Cramton worked with Al Greenfield at Engster Marketing to come up with the most efficient refrigeration

system at the various Cold Stone Creamery locations. With their ambitious expansion plan of 1000 units by 2004, Cramton knew she needed a manufacturer that could be relied upon for each opening. They decided upon using Master-Bilt's IHC-48 as a holding cabinet. This model allows the Cold Stone Creamery ice cream to harden on a daily basis and maintain freshness all day.

This model is used at each store, as is Master-Bilt's BLG-52HD. This display freezer shows off their various ice cream products and cakes, and allows great visibility to their customers. "We have a great product, and Master-Bilt helps us merchandise them to our customers every day," says Cramton.

The final refrigeration component that Cramton had to decide upon was the walk-in storage unit. This was the most complex decision. She looked at many options and finally decided upon Master-Bilt for various reasons. She liked the fact that Master-Bilt walk-in refrigeration systems have remote compressor assembly available and she also appreciated the various box sizes that are available. This way, each individual store can be accommodated with the correct walk-in size.

"We are very pleased with our choice of Master-Bilt. We have opened 91 stores this year, and plan to open an additional 166 for the year 2002. I am confident that Master-Bilt will be with us for all of these stores and play a valuable role in our future endeavors."

Cold Stone Creamery continues to grow with the help of Master-Bilt, and thanks to this great teamwork, customers all over the U.S. are satisfied everyday with the Cold Stone Creamery ice cream experience.

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

Quality Check suggestions: E-MAIL clucas@master-bilt.com • FAX: 800-232-3966, attn: Chuck Lucas

All other suggestions: E-MAIL lburge@master-bilt.com • FAX: 800-232-3966, attn: Lynn Burge



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