

LED or CFL lighting technology “We create custom, 3D shopping experiences that are fresh, exciting and competitive,” says Tony Camilletti, executive vice president of D|Fab. Camilletti adds that retailers who create a positive bond with consumers position themselves as leaders in their communities. www.dfabdesign.com

Herkules Equipment Corp.

HERKULES EQUIPMENT CORP. IS BEST KNOWN FOR ITS ELECTRIC, hydraulic and air powered scissor lift table systems. The Walled Lake, Mich.-based company recently introduced a pneumatic scissor lift and rotate system specifically



EnKon™ by Herkules

designed to raise a cart containing a pallet to the proper height while placing products onto the pallet. The rotate system allows the cart to turn 360 degrees, reducing the time and back strain to complete the task once the pallet is fully loaded, say company officials. The high-grade heavy-duty rotate bearing was created to withstand load slamming from forklift trucks. Safety features include the optional bolt-on bellows skirt to protect from pinch points, a maintenance safety stop and captured roller wheels to prevent the lift table from tipping. The lift is rated for a capacity of 2,000 pounds. www.herkules.us

Hobart

HOBART PROVIDES COMMERCIAL FOOD EQUIPMENT and service to the foodservice and grocery industries. Earlier this year, Hobart, based in Troy, Ohio, introduced the HTi scale, featuring a high-resolution 10.1-inch touch-



screen operator display and 7-inch customer-facing display. The operator screen features a simple three-screen layout giving operators access to 80% of what they need with one or two quick swipes, including training videos and a full-service help menu. Company officials say the customer-facing display allows for promotion of specials, product videos and more. In addition, they say the HTi provides flexibility to operators by offering wired or wireless communication without additional accessories. “The scale has substantial storage utilizing a modern processor and impressive computing power—greater speed means more customers served,” says David Cone, director of marketing, Hobart Weigh Wrap. It also features Internet connectivity, which allows for remote diagnostics and communications. www.hobartcorp.com

Hussmann

HUSSMANN PROVIDES INNOVATIVE SOLUTIONS for preserving and merchandising fresh foods in supermarkets, convenience stores, drugstores



and dollar stores throughout the world, say officials for the Bridgeton, Mo.-based company. Its Entyce island merchandiser was designed to attract shoppers with active lifestyles looking for quick, convenient meals and snacks. Featuring an open, cascading product presenta-

tion and a curved design that guides shoppers around the merchandiser, the fixture inspires impulse buying, add officials. Entyce’s high pack-out design allows for a reduced footprint and merchandising flexibility to cross-sell both hot and cold products enabling retailers to increase their prepared food and beverage assortment, they say. www.hussmann.com



Mart Cart

LOOKING TO HELP RETAILERS ADDRESS THE NEEDS OF SHOPPERS who require a cart with a heavy-duty design, Mart Cart, a product line of Assembled Products Corp., offers the Ultima. This model features a 24-inch wide seat—one of the widest seats available today—a 22.5-inch wheelbase supported by solid dually wheels and a powerful 300-watt hub motor. Officials for the Rogers, Ark.-based company say the Ultima has the highest weight capacity rating in the market today—rated at 1,100 pounds of moving capacity. The optional jumbo basket enables more groceries to be carried in the cart. www.martcart.com

Master-Bilt

MASTER-BILT, A MANUFACTURER OF COMMERCIAL REFRIGERATION EQUIPMENT based in New Alba-

