

# PRESS RELEASE

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# HUSSmann®

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## **Hussmann Launches New Enhanced Performance for Service Meat Merchandiser**

**Bridgeton, MO – June 9** - Hussmann's new Enhanced Performance Service Meat merchandiser improves the merchandising quality of fresh meat in your service department, reduces energy consumption and simplifies system complexity and maintenance. "We took a step back to really understand how service meat departments are used in food retailing today and then we incorporated new technologies into our case design so that we were delivering on the true needs of food retailers," stated Robert Mullen, Global Specialty Products Leader.

Hussmann's new OptiCool technology brings together the merchandising features of service meat with the operational requirements of the case. OptiCool combines a coil design that performs within tighter temperature variances that reduces product dehydration and increases humidity so there is improvement in "Bloom" and overall product quality. The added electronic temperature control keeps consistency within the product display zone so there is less stress on the product resulting in a more visually appealing product for your shoppers.

The technologies brought together in the new Enhanced Performance Service Meat merchandisers can extend product shelf life, improve product quality and keep product integrity longer to help achieve the tight profit margins expected from the service meat department. The new Enhanced Performance Service Meat merchandiser is designed for use with standard DX refrigeration which reduces system cost, complexity and maintenance. With tighter

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Temperature variances the overall system performance is better and enables an energy reduction of 35% compared to merchandisers with mechanical temperature control and will meet the new DOE 2017 regulations.

“The Enhanced Performance technology is available across both the Q Series and R3 product platforms to support multiple merchandising approaches,” commented Mullen, “At Hussmann our mission is to *Enable Excellence in Food Retailing* and our new Enhanced Performance technology gives food retailers the best option to maximize profits from their service meat department.”

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#### **About Hussmann Corporation**

Hussmann Corporation is an innovation and technology leader providing products and services that enable excellence in the food retail industry. Grounded in a history of industry-changing, innovative refrigerated merchandisers and refrigeration systems, today we provide a broad array of solutions for merchandising / shopper engagement, refrigeration, asset optimization, and supply chain management that address the critical needs of food retailers to increase sales, reduce costs, and increase shopper loyalty. We collaborate with customers across a variety of food retail segments including supermarkets, convenience stores, drug stores and dollar stores as we work towards our vision to positively impact the lives of consumers by transforming the future of food retailing. For more information about Hussmann, please visit [www.hussmann.com](http://www.hussmann.com).