

PRESS RELEASE

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Hussmann Introduces Internet of Things for Food Retailing

Bridgeton, MO June 9, 2015 - The food retail industry is changing in ways never seen before and it is the consumer's behavior that is the driving force behind the transformation. "Retailing, food retailing in particular, is at the intersection of two transformational changes --- mobile commerce and The Internet of Things – we call this The Internet of Food Retail Things – with the Smartphone as the great enabler," stated Mike Seals, Director of Marketing Strategy and Business Development. Mobile technologies have a huge impact on the consumer's shopping experience starting at home and ending in front of the shelf at the retail store. In the past, the first moment of truth for the shopper occurred at the shelf. Today, the purchase decision starts well before the shopper steps foot in the store. It is a complex journey, one which requires frequent interaction with the shopper at multiple touch points.

Since its inception in 1906, Hussmann has been integral in the "at shelf experience" for shoppers through merchandising solutions. We also have had a significant impact in the overall operational performance and efficiency that affects a store's bottom line. To continue as a trusted partner for food retailers, Hussmann must be part of the digitization of the supermarket.

There is a tremendous amount of information and data that comes from, is part of, or can be connected to the infrastructure of the refrigerated merchandiser and become part of the Internet of Food Retail Things. In a 2014 article, Microsoft wrote that through implementing an

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effective Internet of Things strategy, retailers can significantly improve, automate and refine business processes, reduce operational costs, integrate channels and most importantly, better understand and engage with customers.

“It is a dynamic environment to say the least. Shoppers are driving change by their spending decisions and retailers can be overwhelmed with how to engage shoppers.” commented Mike Higgins, Senior VP Marketing, Strategic Planning and Business Development, “We are partnering with world-class leaders in digital technologies to develop solutions that bring together the Internet of Food Retail Things and mobile in a way that will enhance and influence shoppers’ buying decisions. Our goal is to work with food retailers to find the right digital solution that will enable them to connect with their customers and take their business success to the next level.”

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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.