

Hussmann eNews ... Bringing you news, information and insights regarding Hussmann, our products and services, and the food industry.

April 15, 2014

In this issue: New Vertical Glass Q Series ... Enhanced Proto-Aire product offering ... New financing options ... Combatting the challenges of organics

NEW PRODUCTS

New Vertical Glass Q Series provides stunning displays ... multiple merchandising solutions

Popular in Europe and Canada, vertical glass merchandisers are gaining traction in the US market. And Hussmann is pleased to accommodate this trend with the new Vertical Glass Q Series cases for deli, salad, prepared foods and bakery applications.



The Vertical Glass Q Series cases, with an all glass top and front, provide stunning product visibility from all angles. The hinged French front-door design and the large sliding rear-doors ensure easy access for cleaning and stocking. The vertical glass cube design allows for multiple merchandising solutions, such as shelves and bulk, single shelf or step displays.

With the Vertical Glass Q Series cases, merchandising is further enhanced with Hussmann's new patent pending FocalPoint® lighting. The multi-directional, adjustable EcoShine Plus LED canopy lighting ensures product facings are lit to most effectively highlight the product.

[Read more.](#)

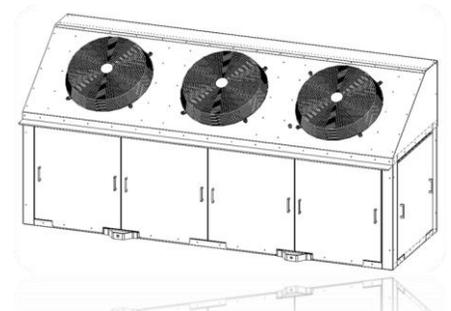
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NEW PRODUCTS

Coming soon ... new Proto-Aire Outdoor Refrigeration

Hussmann's small-footprint, efficient, environmentally-conscious Proto-Aire Outdoor Refrigeration unit is getting even better. The soon-to-be-introduced Proto-Aire product offering includes twelve new high-efficiency models in 3, 4, 5 and 6 fan arrangements. The improved Proto-Aire units feature Hussmann's new performance-enhancing Select-Aire Coil Pak, which provides optimized condenser circuiting, high-flow rifled tubing and an improved structural design.



The Select-Aire Coil Pak enhances system performance, offering:

- Reduced refrigerant pressure drop in excess of 50%
- Increased heat-transfer capacity for high-ambient applications
- Select-Fit fan motor assemblies for improved efficiency
- Up to 50% reduction in refrigerant charge
- Select-Seal coil flanges to reduce air bypass
- Reduced refrigerant leak potential
- Improved accessibility for service and maintenance

The units are available with Copeland 'Stretch' Quest Scroll Compressors for increased capacity and improved performance.

STRATEGIC ALLIANCE

Marlin Business Services Corp. and Hussmann launch new financing program

Marlin Business Services Corp.® and Hussmann, the refrigerated products and solutions provider, have formed a strategic alliance that will provide financing solutions for Hussmann's food service and food retailer customers in the United States and Canada. The strategic alliance will enable customers to acquire Hussmann's high quality, innovative refrigeration products, including energy efficient display cases, refrigeration systems, walk-ins and LED lighting solutions. Hussmann customers will also benefit from Marlin's years of experience in providing financing to the food service industry. [Read more.](#)



FOOD QUALITY

Helping retailers combat the challenges of organics

Recent research reports agree, the US organic food market is expected to see continued growth over the next several years, with both demand and domestic production projections rising significantly. Studies also show that consumers are willing to pay a premium for organic products, and food retailers are obliging by placing higher price tags on their organic selections—sometimes as much as four times more than the non-organic counterparts.



And while organic products can have a positive effect on a food retailer's bottom line, satisfying consumers' taste for organic isn't without challenges. Jorge Saenz, Hussmann, Director Cold Chain Management, and James O'Donnell, Hussmann Food Safety and Sustainability Leader, discuss some of the issues faced with organic products, actions food retailers can take and how Hussmann is helping. [Read more.](#)

Hussmann eNews is distributed periodically to Hussmann customers and industry associates. Hussmann Corporation develops and provides display merchandising equipment, refrigeration systems and related services for customers throughout the world. The company serves a variety of customers involved in the global cold chain, including supermarkets, mass merchants, warehouse clubs, convenience stores, drug stores and foodservice establishments. For more information about Hussmann, please visit <http://www.hussmann.com/>

Hussmann Corporation, 12999 St. Charles Rock Road, Bridgeton, MO 63044

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