

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

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SHOPPER ENGAGEMENT

3 questions every retailer must answer ... before their competitors do!

To stay ahead of the competition in today's food retail marketplace requires a retailer to fully understand who their customers are, and to effectively engage with them to satisfy their individual needs and wants. At the risk of over simplifying this important and sometimes complex topic, gaining the competitive edge begins with asking yourself three questions:

1. How do I get shoppers to come to MY store?
2. How do I maximize their spend when they get here?
3. How can I develop a deep relevant relationship that my customers value to the point they become brand advocates?



As game-changing digital technologies infiltrate the retail marketplace, being able to answer these three questions is becoming more and more critical. [Read more about the changing face of retail](#) and what some experts are calling the Fourth Industrial Revolution.

A digital tool to help improve shopper engagement ... and your bottom line



One of the ways Hussmann is addressing the new challenges retailers face in today's marketplace is through our recently formed [joint venture with Velocity Worldwide called Darius™ Technologies](#). Darius™ is a digital shopper engagement tool proven to deliver a measurable return on investment by attracting more shoppers with increased spend. The tool allows food retailers to have a continuous two-way dialogue with a shopper, enabling them to create, manage, develop and measure interactions before, during and after the various stages of the shopping journey. [Read more.](#)

SPECIAL OFFER

Celebrate Darius 3.0

Darius™ Technologies will soon be releasing its latest digital shopper engagement tool, Darius 3.0. To celebrate the event, we are offering retailers an Early Adopter Program

where we provide significant hands-on deployment assistance, just for trying Darius™. The package includes:

- Strategic consultancy on shopper engagement
- A technical project manager
- A 3-month Darius software license
- Free integration with POS and WiFi
- Content and promotional support
- A copy of our shopper engagement research report on real time shopper insights and behavior
- And more!

Ask your Hussmann representative for details!



DOORS

The ultimate convergence of energy efficiency and sustainability!

STYLELINE® HybriDoor

- Fully compliant with The Energy Independence and Security Act (EISA) as effective January 1, 2009:
 - Sets a new standard in protection against condensation, 75% RH, a greater than 15% improvement over the old industry standard.
 - Glass package constructed with Low-E glass coating and a gas-filled airspace.
 - Energy consumption under 3 watts per square foot of door opening.
- Advanced thermal design and strategic trickle heat placement deliver enhanced condensation protection with very low energy use.
- LED lighting is now standard.

[Read more!](#)



Energy savings ... a quick return on your investment ... and performance!

STYLELINE® HybriDoor Freezer

- Designed for freezer temperatures to -10°.
- Condensation protection up to 75% RH.
- Energy controller pre-wired.
- Field reversible hinge system.

[Read more!](#)



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