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# HUSSMANN® eNews

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

July 2016

***In this issue: Insight™ Merchandiser product line launch ... New Design Services Group ... Challenges of New Case rebates ... St. Louis MetroMarket ... Refrigeration Roundtable***

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## INTRODUCING

### ***Hussmann launches Insight™ Merchandisers ...***

**Best-in-class performance, plus 17% energy savings on average compared to other currently available Hussmann products**

Hussmann is pleased to introduce its Insight Merchandisers, a new family of cases that bring you best-in-class product temperature performance, cleanability and serviceability, plus 17% energy savings on average compared to other currently available Hussmann products.



#### **A product design based on customer and retailer “insights”**

Before designing the Insight product line, Hussmann consulted with both retailers and shoppers to identify their most pressing needs. The insights provided during their discussions guided Hussmann through the product development process, leading the design team to focus on several key areas: food quality and case performance, energy efficiency and sustainability, structural integrity, cleaning and service, and merchandising. [Read more.](#)

## NEW! HUSSMANN DESIGN SERVICES GROUP

### ***Creating an optimal store design ... It's more than just looks***

Although aesthetics are important, creating an optimal store design involves a variety of factors. You'll want to consider the energy efficiency of your equipment, how to optimize your operations to make tasks easier and less time consuming for your employees, and the best way to create a pleasurable shopping experience for your customers, one with comfortable traffic flow and product focus areas to help them make their selections. Done correctly, your store design will be the major influence on creating and reinforcing your brand image, increasing sales and customer loyalty, and minimizing overall operating costs to improve profitability. [Read more.](#)



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## **RETAIL OPTIMIZATION**

### ***New case rebates ... more challenging, but worth the effort***

Most people are familiar with prescriptive rebates offered by utility companies. Some examples for our industry include replacing your fluorescent light fixtures with LED lighting, upgrading your equipment with ECM motors (Electronically Commutated Motors), adding night curtains to your cases, and retrofitting your medium temperature merchandisers with low heat doors. Basically, the term **prescriptive rebate** refers to a rebate that comes with certain guidelines and specific requirements about energy-saving upgrades, and the amount you'll get for implementing the upgrades is typically set on a per unit basis. If you follow the guidelines and meet the requirements, you'll get the rebate amount that has been designated. **Did you know there are ALSO rebates available for new cases?** [Read more.](#)



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## **COMMUNITY NEWS**

### ***Husmann donates display cases, installation, and expertise to help St. Louis MetroMarket nourish area food deserts***

Vine ripened tomatoes, crisp cucumbers, fresh blackberries, juicy pears, natural peanut butter, home style apple butter, farm fresh eggs, bacon and ham, locally made yogurts and almond/cranberry granola. These are just some of the choices presented to shoppers at St. Louis MetroMarket. And while these fresh food selections might not seem unusual to many, for those living in food deserts, these items are hard to come by.

When Colin Dowling and Tej Azad, two young college students taking a Social Entrepreneurship class at Washington University in St. Louis, first learned about food deserts, they didn't realize that four years later it would be their mission to eradicate them in their home town. But that's exactly how their business and their passion unfolded. [Read more.](#)



**St Louis MetroMarket bus makes scheduled stop at St. Louis University Hospital.**

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## **COLLABORATION**

### ***Husmann hosts Topco Refrigeration Round Table***

On May 5, Husmann hosted a Refrigeration Round Table session with members of Topco Associates LLC. Steve Schmidt and Dave Tomicki, Husmann Refrigeration Sales Specialists, presented material for discussion that focused on the latest refrigerants and the various refrigeration systems available. Attendees were also given a presentation of the new Opticool™ technology featured in Husmann's Enhanced Performance Meat Cases, and a preview of the new Husmann Insight case designed to use over 30% less refrigerant and provide 17% energy savings compared to other currently available Husmann products.

[Read more.](#)



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*Husmann eNews* is distributed periodically to Husmann customers and industry associates. Husmann 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 Husmann, please visit <http://www.husmann.com/>