

Enabling Excellence in Food Retailing.

**HUSSMANN**® eNews

July 2017

*In this issue:*

- *Hall's Market case study*
- *Mobile merchandising solutions*
- *New products*
- *Specialty – Entyce Family Expansion*

ADVERTISEMENT

### CASE STUDY

## ***Turnkey upgrade results in enhanced merchandising, improved efficiency, 40 percent savings on energy and maintenance costs***

Faced with ever-rising energy costs, Hall's Market sought to upgrade its store with a more efficient refrigeration system and new display cases. Based on a referral from business associates, owners contacted Weather Control, a Hussmann distributor and provider of commercial refrigeration services, solutions and products for businesses in the Washington DC, Maryland and Virginia region.

"Our equipment was aging and wasn't as efficient as the new technologies on the market today," said Reed Hall, President, Hall's Market. "Plus we wanted to keep our products fresher for our customers and make the foods we sell more appealing." [Read more.](#)



### MOBILE MERCHANDISERS

## ***Fresh and convenient ... it's what consumers want***



The desire for healthy, fresh foods is driving many consumers to prepare more meals at home. But "home cooked" doesn't necessarily mean "from scratch". With today's busy lifestyles, consumers are also looking for convenience. Food retailers are catering to these consumer trends with expanded deli departments offering top-notch fresh, pre-prepped and prepared food selections. According to a recent FMI study, deli sales have reached the \$24 billion level, with 58% of those dollars generated by fresh-prepared foods. While providing what their customers want, the enhanced deli departments are also being featured by retailers as a way to bring more shopper traffic into their store. [Read more.](#)

## **NEW PRODUCTS**

### ***New products offer a variety of features and benefits to meet food retailer needs***

#### ***Flexibility and energy efficiency***

##### **RFLTM - Freedom Line, Tall Reach-in**

Freedom Line cases provide the flexibility of field-installed refrigeration on top of case or from a remote location. Suitable for heavy shopping environments, the RFLTM is an extra tall reach-in case offering superior energy efficiency, excellent product temperature consistency and merchandising impact. [Read more.](#)



#### ***Plug and play operation, advanced design features***

##### **SMG-B / SSG-B - Self-contained Service Merchandisers**

These cases incorporate advanced features and benefits, including modular coils, superior energy efficiency, modular case design, durable bumper, factory pre-adjusted expansion valves, and seamless polystyrene "bathtub" bottoms for quick, easy cleaning. Both are self-contained for plug and play operation. [Read more.](#)

## **SPECIALTY – ENTYCE FAMILY EXPANSION**

#### ***Maximum pack-out, exceptional merchandising***

##### **TY4-ECRC-6**

Four level, 6' wide rounded rectangular island with extended canopy for deli, dairy, sandwiches, cheese, grab-n-go, beverages and produce applications. The cases offer maximized pack-out, exceptional merchandising, adjustable shelving, and product temp enhancement. EcoShine II LEDs are standard. [Read more.](#)



#### ***Narrow footprint, shopper-guiding design***

##### **TY3EC-3**

Three level self-contained, self-service narrow mobile merchandiser for deli, dairy, sandwiches, cheese, grab-n-go, beverage and produce. The cases offer high-pack out in a narrow 3' footprint, adjustable shelving, product temp enhancement and are designed to guide shoppers. EcoShine II LEDs are standard. [Read more.](#)

***Want information on other topics? [Click here.](#)***

***Not already receiving Hussmann eNews regularly? [Sign up now.](#)***

Providing news, information and insights regarding Hussmann, its products and services, and the food industry, *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/>