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## ***Optimizing Food Retail Performance***

The theme of Hussmann's booth at this year's FMI Show, held April 30 - May 3 in Dallas, Texas, was *Optimizing Food Retail Performance*. Simply put, the concept means increasing sales and decreasing costs. How to do that isn't quite as simple. That's why Hussmann's FMI presentation included a plethora of new product designs, merchandising ideas, high-tech innovations and industry resources to help drive our customers success. Following is a brief recap:

### **VISUAL MERCHANDISING**

#### ***Capturing the Imagination with Innovation***

Hussmann's tradition of innovation continues with the newest, most advanced LED lighting technology. [EcoShine II LED](#) lights are designed to create dramatic visual impact, with the perfect color, warmth and appeal, to help retailers create exceptional displays to attract, guide and influence shoppers.



Hussmann's broad LED product portfolio includes the right lighting to fit every [merchandising](#) application in every store department. From doors to shelves, warm to cool, small to large. Hussmann EcoShine II LEDs come in a variety of colors, lengths and light distribution to enable high-impact product presentations.

Besides making displays look good, EcoShine II LEDs will make a store's bottom line look good too. Retailers can realize up to [71% in energy savings](#) compared to fluorescents. LEDs emit less heat into the display case than fluorescent lighting, helping to maintain product freshness. Plus, the reliable LEDs have a 5 to 7 year life expectancy, compared to 2 years with fluorescents.



[EcoShine II Literature](#)

Hussmann's complete end-to-end [LED upgrade](#) process is available with energy audit, light selection, fast installation and rebate processing.

## ENERGY EFFICIENCY

### *Improving Operating Performance*

Surveys have shown that energy efficiency tops the list of retailer concerns. Hussmann's newest energy efficient solutions answer customer energy saving needs.

[EcoVision Doors](#) balance energy savings with merchandising appeal. The 24" full view French style design of the EcoVision Doors, with no center mullion, offer maximum product access and optimal product visibility. The doors provide up to 82% energy savings versus open multi-deck merchandising. EcoVision Door Upgrades are a complete turnkey offering with rebate processing, installation and refrigeration optimization. Recent enhancements include performance upgrades, gray door option and ultra thin doorframe.

[Innovator III Doors for Reach-Ins](#) are the lowest energy, heated door that can be used throughout the country, performing well in normal to extreme ambient conditions. Retailers can save 43% in door energy and 13% in case energy versus the original Innovator Door.

[Island Merchandisers with Lids](#) save up to 60% energy compared to open cases. The glass lids enable more stable product temperatures for improved product integrity. The easy sliding push/pull system allows all products to be shopped at the same time. The scratch resistant, glass lids will be available July 2012.

Designed for multiple low temp department applications, the [SFNG](#) is another Hussmann energy reduction solution. The case allows for multiple body designs to match several case families, and new enhancements reduce energy by over 60%.

Growing concerns around Global Warming Potential (GWP) and an emphasis on improving operating costs and reliability drove the development of Hussmann [TerraChill DX<sub>2</sub>](#) and [ProtoChill](#) environmentally conscious refrigeration solutions.

A cool new approach to secondary, the [ProtoChill](#) distributed system provides a reduced refrigerant charge of less than 40 lbs. per system for most water-cooled applications, up to a 10% energy reduction compared to central secondary systems and lower construction costs due to the elimination of the central mechanical room and reduced piping.

[TerraChill DX<sub>2</sub>](#) brings back the DX without the GWP, offering a reduced refrigerant charge, lower GWP and the reliability of multiplexed compressors. The system uses a natural refrigerant, CO<sub>2</sub>.



EcoVision Doors



Island Merchandiser with Lid



TerraChill DX<sub>2</sub>

## SPECIALTY

### ***Increasing Revenues***

#### ***An Exceptional Shopping Experience***

The curved [Q3-BS](#) merchandiser and the [Q3-DV](#) vertical glass service merchandisers offer best in class merchandising visibility with clear product sight lines. The Q3-BS offers the industry's first [Hi Def glass](#) for improved clarity.

#### ***Narrow Footprints For Small Formats***

The [Shop Around Island](#) offers a sleek curved merchandising end display with flexible case sizes to meet merchandising requirements.

[DSFI Seafood](#) offers an all stainless steel welded tub interior to eliminate water leaks and reduce cleaning labor.

[R1-MN](#) increases product shelf life with dual coil cooling system and enhanced product visibility with low profile gravity coils.

#### ***Ready To Eat Hot Or Cold***

[ISLA Island-IM-R Refrigerated Case](#) is the first Isla-type island with doors in North America.

[ISLA Island - IM-H Hot Case](#) is a ready to eat solution with digital controls to adjust temperatures to meet merchandising requirements and extend shelf life. Plug in heated shelf allows for merchandising flexibility and ease of servicing.

The unitized design of the [ISLA Island: IM-FS Soup Counter](#) ensures high quality and a cohesive look every time.



**Q3-DV**



**Shop Around Island**



**ISLA Soup Counter**

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## COLLABORATION

### ***Beyond the Case***

A retailer's everyday needs and concerns expand beyond the case. There are food safety issues, store design challenges, merchandising opportunities, supply chain problems, energy saving objectives, store traffic improvement goals and more. The Hussmann booth Collaboration Area offered retailers an interactive experience focused on store department layout and design innovations. It gave retailers and Hussmann leaders the opportunity to talk about pressing trends and discuss critical issues with Hussmann alliances, industry experts in store design, supply chain, food safety, merchandising and foodservice. It also afforded Hussmann leaders the opportunity to talk one-on-one with customers, listen to their concerns and ask the broad questions to enable effective problem solving.



## ***Congratulations to REMCO, Inc. ... 2012 Refrigeration Contractor of the Year!***

Hussmann salutes its distributor, REMCO, Inc. on its industry leadership and being named *Contracting Business.com's* 2012 Refrigeration Contractor of the Year.



[Read more about REMCO Inc. and this prestigious award.](#)

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