

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

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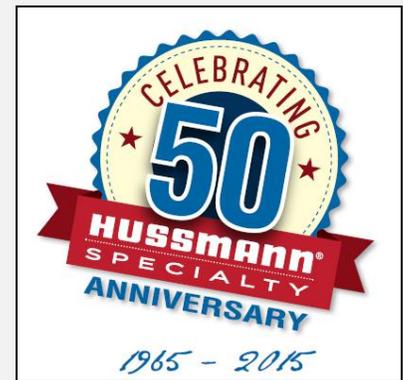
**Hussmann Specialty 50<sup>th</sup> Anniversary issue: history, employee recollections, milestones, innovations, future outlook**

## HISTORY

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### **Hussmann Specialty celebrates 50 years!**

For fifty years, Hussmann Specialty has been providing food store customers with a high level of service and some of the finest custom specialty equipment available. The organization's success can be attributed to close relationships with its customers; the development of innovative products; and a strong commitment of the company's creative designers, skilled craftsmen and knowledgeable sales and engineering teams to settle for nothing less than excellence. As Hussmann Specialty evolved over the years, growing and changing to meet the needs of the industry, collaboration, commitment and dedication have remained constant drivers in its journey. [Read more about how it all began.](#)



## EMPLOYEE PERSPECTIVE

### **Employees recall a winning spirit at work and away**

From early on, Hussmann Specialty has offered a unique knowledge base and skill set; diversity in its products and services; and an entrepreneurial spirit that broke from tradition. It was this spirit and the qualities of its employees that defined the company and drove its success. Past and present employees recognized that they were part of a unique organization, as they recalled what it was like to work in the Hussmann Specialty group.

[Read their comments.](#)



## MILESTONES

### **Celebrating success through the years**

Since 1965, when Hussmann Refrigerator Company made the strategic decision to develop a custom display case capability, Hussmann Specialty has grown and changed. Its success is defined by many milestones as it celebrated expansion, located to new facilities, developed innovative products to meet customer needs, underwent acquisitions and actively immersed itself in the community in which its employees worked and lived. [See the complete Hussmann Specialty timeline.](#)

## **INNOVATION**

### ***Breaking away from traditional production formats to provide innovative, custom designs***

Breaking away from traditional production formats, Hussmann Specialty was committed to providing each customer with unique and personally crafted cases that met exacting requirements. Collaborating with merchandisers, Hussmann translated their ideas into new designs, while maintaining Hussmann quality to ensure that the cases turned out exactly as expected. [Read more.](#)

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## **FUTURE OUTLOOK**

### ***A new focus on fresh***

Today, with two-paycheck families finding less time to prepare foods, and consumers desiring healthier choices, the shopping experience as we know it is transforming. Growth in small format supermarkets; the option to shop convenience, drug and dollar stores for food; and an increased emphasis on fresh and prepared foods are factors driving change in the specialty business. In alignment with today's consumer trends and the industry's future outlook, Hussmann Specialty's focus centers around fresh foods and helping food stores answer the needs of their customers.



One of Hussmann's newest product introductions designed to keep foods fresh, is the OptiCool technology for Specialty Meat and Seafood Merchandisers.

OptiCool™ Technology provides enhanced performance:

- Reduces dehydration by 60%
- Increases humidity by 12%
- Reduces temperature variance

[Read more.](#)

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*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/>

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