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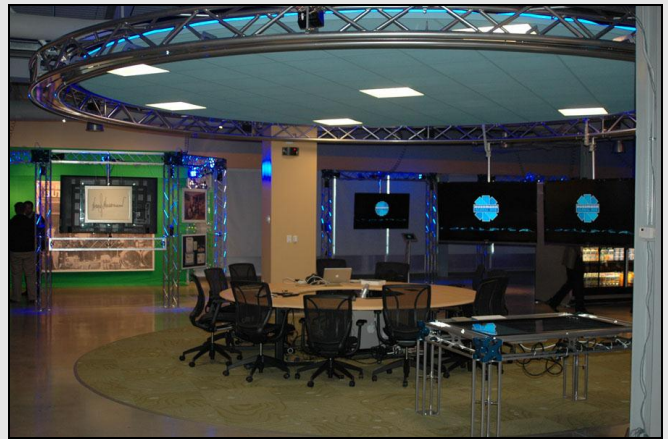
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SPECIAL EDITION

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Hussmann “Global Hub” Retail Innovation Center Now Open

Food retailers, industry trade professionals and suppliers were among the attendees at last month's [Grand Opening](#) of Hussmann's new retail innovation center, we call the Global Hub. The interactive, high-tech venue is a strategic customer-collaboration center designed to provide Hussmann customers with the tools and resources for learning, exploring new ideas, and developing strategies for their business.



A strategic resource for creative thinking



The structure of the Global Hub, with thirteen individual venues and touch pad technology, is designed to encourage creative and conceptual thinking that will evoke ideas and solutions to unleash the potential in food retailing. The venue provides a forum where Hussmann and food retailers can work together to uncover new ways to attract consumers, reduce operational costs and create a unique customer experience within their store.

“This new Global Hub is an industry first. There is no other company that can bring together over 100 years of knowledge and experience into a hands-on, high tech space with the goal of providing game changing solutions for our customers,”

said Dennis Gipson, CEO of Hussmann Corporation.

A complete array of tools and resources in one venue

Retailers visiting the Global Hub will take part in a dynamic experience that encourages participation and collaboration. The hub brings together a complete array of working tools and resources that enable retailers to:

- Take an in-depth look at industry news and evolving trends affecting the present and future of food retailing.
- Review a wide range of retail food strategies and learn different ways to attract customers.
- Use hands-on tools to learn about new technologies that can help improve sales and operations.
- Spark creative thinking with a world of merchandising and design ideas, futuristic displays and point-of-purchase approaches that are sure to push the limits of conventional thinking.
- Engage in tactical discussions regarding business challenges, brainstorm solutions and develop strategies for the future.



“The design strategy behind the Global Hub was to create an environment where we could bring food retailers, industry trend setters and thought leaders together in an open, collaborative space to talk about issues, challenges and opportunities,”
said Mike Higgins, Sr. Vice President, Marketing, Strategic Planning and Business Development.
“Our goal is to build long lasting partnerships with food retailers enabling them to build strong,
successful businesses for today and the future.”

To schedule your Global Hub experience, contact your Hussmann sales representative.

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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