

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

September 2014

In this issue: Level Two Audits ... Store Design Contest Winners ... Narrow Footprint Reach-In ... Floral Cases ... Tall Glass Wide Island ... New Product Development

ENERGY SAVINGS

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Retail Optimization completes 88 Level Two Audits; saves customers more than \$3,000,000

It's been a busy year for the Hussmann Retail Optimization team. With 88 Level Two Audits completed in the first seven months of the year and more to come, the group expects to enable more than \$3,000,000 in energy savings, plus over \$1,000,000 in utility rebates and funding for Hussmann customers in 2014.



"We're excited about the success we've had this year in reducing energy costs for our customers," said Tim Ryan, Vice President, Retail Optimization. "Our Level Two Audits are an effective tool for uncovering energy savings opportunities that retailers might not readily think of."

[Read more.](#)

CUSTOMER ACHIEVEMENTS

Congratulations Progressive Grocer Store Design Contest Winners!

Selected from new store construction and major remodel projects in five budget categories, distinguished stores across the U.S. were recently deemed best in their class in the fifth annual *Progressive Grocer* Store Design Contest ... and Hussmann provided equipment in every winning design. Winners were recognized for enhancing the industry's image and improving the shopper experience through their achievements in innovation, functionality, ingenuity, inventiveness and vision. [See list of winning stores and more.](#)



NEW PRODUCTS

Hussmann answers small format store needs with Freedom Line Narrow Footprint Reach-In

As small format stores expand their perishable food offerings to accommodate consumer desires, squeezing frozen and refrigerated cases through tight doorways and into their existing layouts can be challenging. Hussmann's solution: the new [Freedom Line Narrow Footprint Reach-In case](#), designed specifically to answer the needs of small format stores.

- Fits easily through a standard 80" tall x 36" wide doorway
- Is nearly as fast and easy to install as a self-contained cooler
- Provides a notable [energy savings vs hybrid and self-contained cases](#)
- Offers the flexibility of top-mounted or remote refrigeration
- Allows increased product facings while maximizing valuable retail floor space
- Enhances product visibility and appeal with Hussmann Innovator doors and EcoShine II LEDs
- Is available for both low (model RFLNS) and medium temperature (model RFMNS) applications



Retailers differentiate with floral selections

Seeking ways to stand out from the competition, food retailers are turning to niche sales and specialty orientations, including floral selections. According to a 2013 survey by the Food Marketing Institute, more than 90% of food retailers offer flower and plant shops. And while food store floral departments largely represent more impulse buys than destination purchases, they can play a significant role in making food retailers stand out.



[Isla Refrigerated Multi-Deck Merchandiser](#)

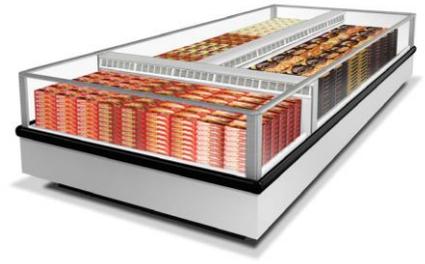


[Q-Series Refrigerated, Multi-Deck Self-Service Floral](#)

To answer our customers' floral merchandising needs, Hussmann has added two new display case options: Isla Refrigerated Multi-Deck Merchandisers and Q-Series Refrigerated, Multi-Deck Self-Service Floral cases. With a black interior that makes flower colors pop, the Hussmann floral display cases are designed to maximize creative merchandising. The Isla and Q-Series case lines offer retailers a range of products to fit their floral merchandising and store planning needs. Retailers can choose straight or island, narrow or wide depths; flexible bucket, step and shelf merchandising; and a variety of lighting options, including canopy, overhead and boom.

Six more inches of viewing space attracts shoppers, even from a distance

The more your customers see, the more you'll sell. Hussmann's new FWGH Wide Island Frozen Food Merchandiser with Extra Tall Glass Sides provides superior product visibility, even from a distance, attracting shoppers to your display. The extra tall glass also increases merchandising capacity and packaging effectiveness. Available in 8' and 12' lengths, the wide island works well as a central line-up and can be used for a wide range of frozen entrees, side dishes and desserts. Add sliding lids for full access to all products and a substantial reduction in energy costs. The FWEFH, also with extra tall glass, can be used to create an adjoining end cap well. [Read more.](#)



PROCESSES

Quality and Reliability that Set the Industry Standard: Hussmann New Product Development

Hussmann's commitment to providing customers with world-class, high-quality products, systems, and services permeates the entire organization. You'll see it demonstrated in our corporate offices, manufacturing plants, branch offices and operations, as employees work towards continual improvement, making quality a priority at every level, and challenging the status quo to develop solutions that surpass customer expectations. In Hussmann's New Product Development area, a number of processes have been implemented to help ensure robust products are delivered to our customers. These processes include Lean Product Development, Design for Reliability and Advanced Quality Planning. [Read more.](#)



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/>

Hussmann Corporation, 12999 St. Charles Rock Road, Bridgeton, MO 63044

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