



## Insight® Merchandisers

- 17% energy savings on average compared to other currently available Hussmann products.
- Best-in-class product temperature performance.
- Best-in-class cleanability and serviceability.



IC Merchandisers



ID5 Merchandisers



IDD5 Merchandisers



ID6 and IDD6 Merchandisers



IM Merchandisers



IP Merchandisers

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# Insight Merchandisers

by Hussmann

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## First we listened.

In designing Insight, we consulted with retailers and shoppers to find out what they needed most. We listened carefully to their “insights”, getting continuous feedback throughout the development process.

## Then we went to work.

Creating a leading-edge display case platform that sets new standards in...

- Food Quality and Case Performance
- Energy Efficiency and Sustainability
- Structural Integrity
- Cleaning and Service
- Superior Merchandising



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INSIGHT MERCHANDISERS

# The AdvantaChill™ Performance Package

**The new standard in display case performance technology.**

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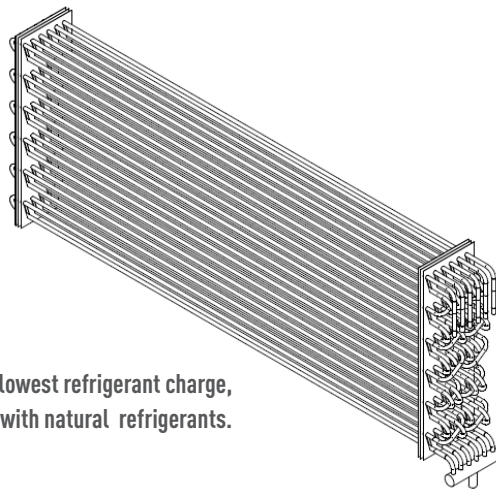
## Creating a competitive advantage for retailers.

Hussmann AdvantaChill, found in Insight Merchandisers, is a combination of breakthrough technologies working together to give retailers a competitive advantage in both energy efficiency and temperature stability. The complete package includes advancements in air flow, fan, coil, and lighting.

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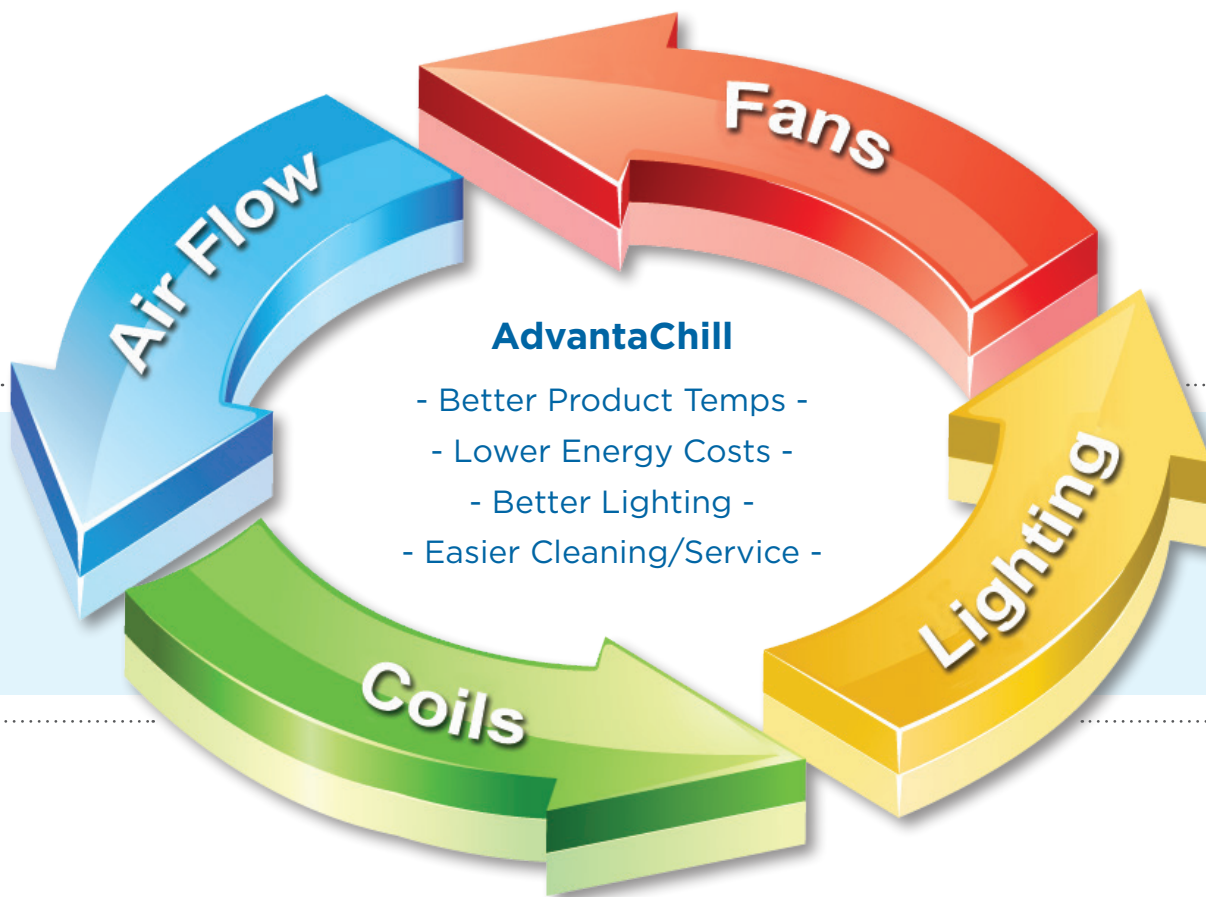
The advantages are clear:

- More stable product temperatures to protect food freshness.
- Substantially lower energy costs compared to other Hussmann models.
- Superior LED lighting is standard.
- Lift-up fan plenums and coils in back wall make cleaning and servicing easier.

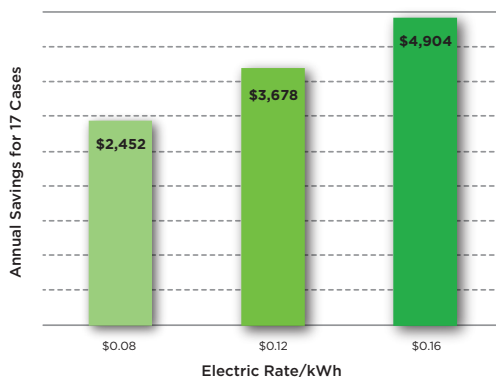


**New coil has better heat transfer, lowest refrigerant charge,  
and is fully compatible with natural refrigerants.**





**Insight:**  
**Energy Cost Savings per Year**  
 Insight vs. Other Hussmann Models



**Insight:**  
**Savings per Store**  
 Insight vs. Other Hussmann Models

- 17% average case energy savings  
= \$216 / Year / 12 ft Case.
- Average number of 12 ft multi-decks  
in a typical 35,000 ft<sup>2</sup> store = 17.
- Typical annual savings per store = \$3,678.  
This is the same bottom line result as 3% profit  
from \$122,600 in sales.

\* Based on \$ 0.12/kWh Electric Rate

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## INSIGHT MERCHANDISERS

# Food Quality and Case Performance

With Insight, we are improving temperature performance to maximize food quality, freshness and shelf life.

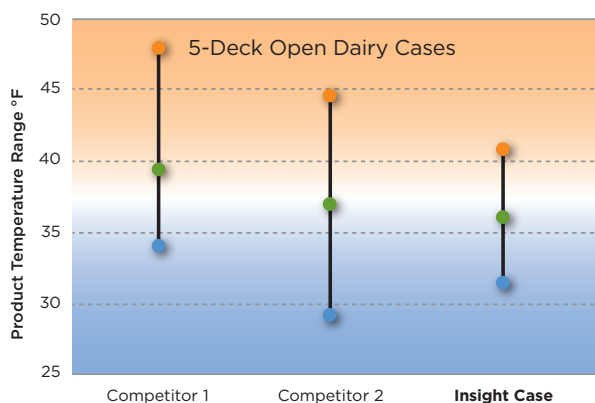
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### Better temperature control.

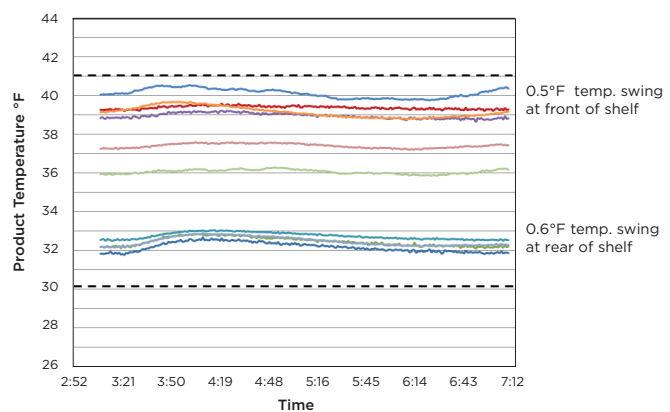
- Best-in-class product temperature performance.
  - More stable and uniform product temperatures protect and maintain food freshness.
  - Very little temperature variation throughout the performance cycle, even during defrost.
  - Shorter defrost cycles ensure temperature stability and help protect food integrity.
  - Options available on most models to adjust performance to Type II climatic conditions.
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#### Insight: Tightest Temperature Range

Insight Dairy Case vs. Competitive Dairy Cases



#### Insight: Temperature Stability



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## INSIGHT MERCHANDISERS

# Energy Efficiency and Sustainability

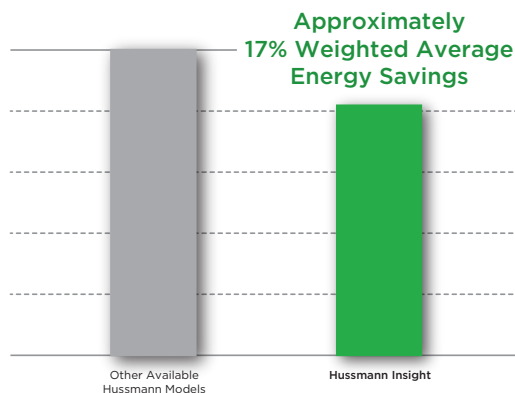
Husmann Insight Merchandisers have redefined energy efficiency in supermarket display cases.

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- Insight provides approximately 17% case energy savings on average vs. other Husmann models.  
In a typical store, this can save approximately \$3,678 which is equal to 3% profit on \$122,600 in sales.
  - Standard LED lights save up to 71% in energy compared to fluorescent lights.
  - Insight reduces carbon footprint 17% on average by reducing indirect CO<sub>2</sub> emissions.  
In a typical store this has an environmental impact comparable to removing over 5 cars from the road each year.
  - LED lights reduce carbon footprint by up to 71%.
  - Over 30% less refrigerant in coils versus previous coil designs.
  - Coils will accommodate natural refrigerants.
  - New, high efficiency night curtains cut case energy use by an additional 24% when closed; if used 6 hours per day savings are 6% overall.
  - EcoVision doors available for dairy multi-decks, can be factory or field installed.
  - The IDD5SL with EcoVision doors uses about 20% less energy than previous Husmann cases with doors, about 74% less energy than similar Insight dairy cases without doors, and about 79% less energy than previous Husmann cases without doors.
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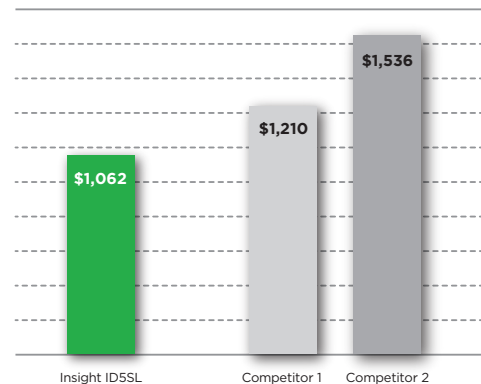
### Insight: Energy Reduction

Insight vs. Other Husmann Models



### Insight: Energy Cost per Year

Insight vs. Competitive Cases



\* Based on \$ 0.12/kWh Electric Rate

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## INSIGHT MERCHANDISERS

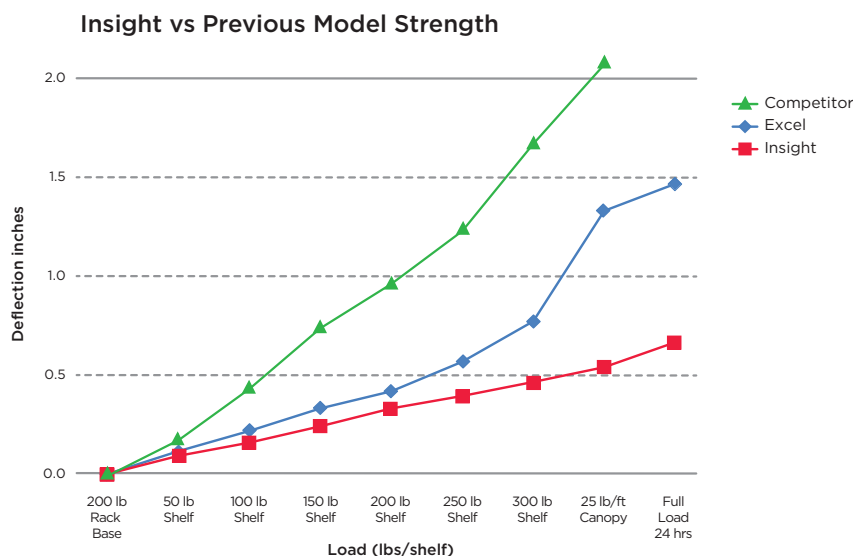
# Structural Integrity

Integrated, foamed-in-place structural components are far more robust than traditional external frame designs.

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### Insight structural advantage.

- Unibody design improves strength and structural integrity which facilitates moving, joining and setting cases.
- Unibody design increases case stiffness and dimensional accuracy (reduces the deflection by 50% with the same load).
- All end surfaces in one flat plane, easier joining/sealing, better fit and finish.
- Foamed-in-place base leg system for easier moving and setting.
- Interlocking conical case joining system makes aligning cases faster and easier.
- New gasket channel ensures integrity of final seal.
- Specifically designed transport dolly kit available for safe and easy case movement.





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INSIGHT MERCHANDISERS

## Simplified Cleaning and Service

With Insight, we made service and cleaning easier,  
faster, and less expensive.

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- Smooth, rounded edges and minimal fasteners means very few waste harborage points.
- Coil in back wall is protected from the product and debris. Helps keep the coil clean and the bottom wide open for easy cleaning.
- Flip-up fan plenums simplify cleaning.
- Components that require cleaning are sized to be removed easily; no tools needed.
- All electrical components in the splash zone have an Ingress Protection (IP) rating of 67 or greater allowing them to be sprayed with water for cleaning.
- Seamless plastic "bathtub" bottom helps prevent leaks.
- No joints in back wall for better sanitation and fewer potential leak points. Also, Insight's Unibody structure eliminates the rear and side joints between bottom and walls leaving only a case-to-case joint.
- Insight requires minimal use of silicone sealant to reduce labor and improve quality.
- Flip-up access door on optional bottom rack for easy access to drain, fans, and valves.
- New anti-clog drain strainer keeps debris from clogging drain pipe.
- Electrical raceway in canopy, located under hinged panel for easy access.
- Standard LED lights reduce relamping and other maintenance costs.
- EcoVision french doors open wide for easy access to case interior.



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**HUSSMANN®**

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## INSIGHT MERCHANDISERS

# Superior Merchandising

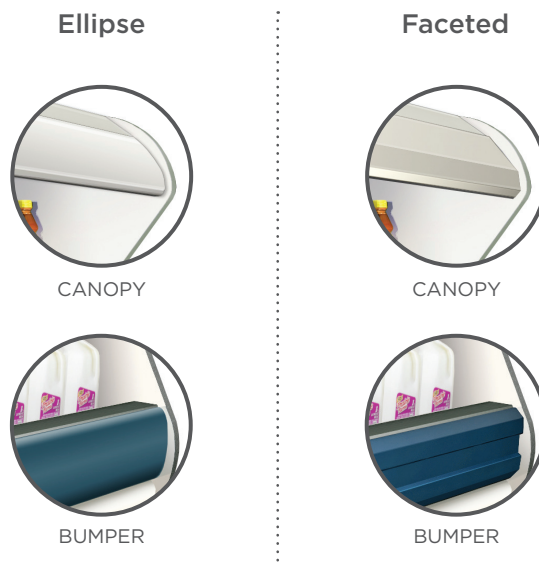
Insight Merchandisers keep foods in sight for shoppers.

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### Exceptional merchandising.

- Flexibility in case aesthetics to enhance merchandising and align with store image.
- EcoShine II LED lighting is standard, integrated and optimized for even, effective lighting in each case and each food category. This makes product visually appealing and helps you increase sales.
- Temperature flexibility allows option for convertible merchandising.
- Improved air curtain reduces cold aisle effect by approximately 2 - 3° F. More comfortable aisles encourage customers to shop longer and purchase more.
- EcoVision french doors maximize energy savings and product visibility.

### Two versatile styling options.





IC Merchandisers



ID5 Merchandisers



IDD5 Merchandisers



ID6 and IDD6 Merchandisers



IM Merchandisers



IP Merchandisers

Enabling Excellence in Food Retailing.

**HUSSmann®**



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