

Cool It!

Published by

MB MASTER-BILT
Refrigeration Solutions

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PRODUCT SCENE:

5000 LB. STRUCTURAL FLOOR AVAILABLE,
MAJOR ADDITIONS TO WEBSITE,
SMALL B-SERIES CONDENSING UNITS
DISCONTINUED,
NEW WALK-IN ALARM IS AN ALL-IN-ONE
SOLUTION

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PARTNERS IN SUCCESS:

MEYER ELEMENTARY SCHOOL & 1st CHOICE
RESTAURANT EQUIPMENT AND SUPPLY

Master-Bilt Wins Kitchen Innovations Award

Master-Bilt is proud to be named as a winner of the Kitchen Innovations (KI) 2007 Award presented by the National Restaurant Association Restaurant, Hotel-Motel Show for its optional Master Controller with patented Reverse Cycle Defrost for walk-in refrigeration systems.

The Master Controller, featured in several past issues of *Cool It!*, is an electronic control system that regulates an electric expansion valve for precise refrigerant pressure and superheat through the evaporator coil. It also features demand defrost which automatically detects when a defrost is necessary. When combined with Reverse Cycle Defrost, energy savings can reach 27%.

Master-Bilt's patented technology involves a reverse cycle valve, added to the refrigeration system's condensing unit, that reverses the direction of refrigerant flow during defrosts. The reverse cycle process is controlled by the Master Controller.

The award-winning combination will be displayed during the National Restau-

rant Association Show, May 19-22, 2007, at Chicago's McCormick Place. The recipients of the KI award are judged by an independent panel of judges, comprised of design companies and multi-unit operators, and are found to be among the most innovative foodservice technology and equipment available.

"We worked diligently on our patented technology to help our customers save money and energy, and we're happy to be recognized by such a prestigious organization," comments Bill Huffman, vice president of sales and marketing for Master-Bilt. "This award shows that others in the industry appreciate and support the product and we could not be more proud."

All of the award recipients will be showcased in live, interactive demonstrations throughout the Kitchen Innovations pavilion at the NRA Show. Master-Bilt's award winning technology will also be on display in booth #7213 for the duration of the show.

Former Master-Bilt Assistant Passes Away

In February, we at Master-Bilt were saddened by the loss of Mary Lowstuter, former marketing assistant and administrative assistant to the president.

Many of our readers who are Master-Bilt representatives and dealers worked with Mary over the last 10 years. As an assistant

in both the marketing department and to the president, she handled her many responsibilities with excellence. In fact, she assisted with the mailing of this newsletter for eight years. As a person, her positive attitude was always an inspiration.

We will miss her.



Product Scene

5000 lb. Structural Floor Option Available

Those looking for a durable walk-in floor that can stand up to pallet jack and fork lift traffic, take notice! Master-Bilt now offers a structural floor designed to withstand a pallet jack, or equivalent transporter, with an evenly distributed load of 5000 lbs. over all four wheels.

Floor construction consists of insulated floor panels made of non-conductive foamed-in-place structural pillars with plywood underlayment and .080 textured aluminum finish for maximum strength.

For more details, call us at 800-647-1284.

Major Additions To Website

Master-Bilt has made a couple of enhancements to our website to improve customer service.

The first is the addition of pdf-format installation and operation manuals at www.master-bilt.com/litform.html. To locate a manual, just scroll down the page until you see the "Installation & Operations Manuals" heading. Manuals for cabinets, walk-ins and refrigeration systems are online but if you don't see something you need, just type in a request under the "special instruc-

tions" box and submit.

Second, we've also added our list of service agents to our dealer locator at www.master-bilt.com/dealerloc.html. Now you can search each state for either dealers or service agents.

Small B-Series Condensing Units Discontinued

Master-Bilt recently discontinued B-Series condensing units below 3 HP. However, units in this horsepower range are still available in M-Series models. A heavy-duty channel leg base, standard on B-Series models, has been added as an option on M-Series models should there be a requirement for a unit with a base in this horsepower range.

New Walk-In Alarm Is An All-In-One Solution

It's an alarm...no, wait, it's a light management system...actually, it's both and more. Master-Bilt's new factory-installed MBWA-1 walk-in alarm option is designed to serve several functions on your walk-in cooler or freezer. It replaces less accurate mechanical thermometers, separate alarms and light switches and saves energy with its door open alarm as well as its internal light timer

Restaurant Designer Wins Heater/Proofing Cabinet

Kevin Kavanaugh, owner of Madison, WI-based Kavanaugh Equipment, was selected as the lucky recipient of an HP6ALX heating and proofing cabinet at the recent Pride Marketing and Procurement, Inc. Conference in Colorado Springs, Colorado.

Kavanaugh deposited his business card into a drawing at the conference for a Master-Bilt HP6ALX and was pulled as the winner. Kavanaugh Equipment is a designer group for restaurants, bars, hotels and other foodservice establishments. The company's focus is on foodservice equipment and, more specifically, on food delivery.

"Master-Bilt's HP6ALX heating and proofing cabinet is a great fit for my company," says Kavanaugh. "Our clients rely on high quality products and Master-Bilt is known for their superior equipment and customer support. I have been dealing with Master-Bilt products for years and have always been pleased with their performance."

which automatically switches off the light. There's also a panic alarm to ensure safety. Other features include an LED temperature display and a high/low temperature alarm with delays. Options include an occupancy sensor and battery back-up.

The MBWA-1's sophisticated temperature alarm system is also convenient to operate. Both high and low alarm points can be easily set from the front keypad and alarm delays can be set from 0 to 255 minutes. The alarm will automatically re-set when the temperature returns to normal range. Alarm codes on the display

serve as a visual warning of temperature fluctuations. Plus, 8A terminals can operate an outboard buzzer, light or even a phone dialer.

Leaving a door open is the biggest energy waster in a walk-in. That's why the MBWA-1 also has both an audible and visual alarm to warn when the door is left open. A visual code appears on the panel readout after the user-set amount of time has passed prompting the door to be closed. A beeping sound accompanies the visual code.

Next to leaving the door open, the largest waster of energy is leaving the lights on. Fortunately, there's a system to deal with that problem as well. A timer, adjustable from 1 to 255 minutes, shuts off the lights automatically.

As an extra convenience, the light will turn on automatically with the opening of the door. For added safety, the optional occupancy sensor will turn on the lights when someone is inside.

Required by some local ordinances, a panic alarm is always a good idea to warn against entrapment. The MBWA-1 has a super-bright LED and "PAN" alarm code that shows on the read-out panel in case of trouble. The interior panic button is also included with the unit.

In case of power failure, the optional battery back-up provides enough electricity to power the display, temperature and door alarms on the panel. To use the back-up, the operator must order a separate battery connector cable and provide a 9V battery.



The MBWA-1 is designed to help eliminate the two biggest energy wasters on a walk-in: leaving the door open and leaving the lights on. Its built-in alarms warn when either event occurs. It also replaces less accurate mechanical thermometers as well as separate alarms and light switches.



Nouvelle Cuisine, roughly translated, means: I can't believe I paid \$96 and I'm still hungry.

– Mike Kalin



JUST FOR GRINS

A New Hobby

A man decided that he needed a new hobby, so he took up skydiving. On his first solo jump he pulled the ripcord at just the right moment—but nothing happened. His parachute would not open. Remembering his training he pulled the cord on his emergency chute, but that too, to his great dismay, was stuck and would not open. The man glanced down and saw the ground rushing toward him, and noticed a man hurling upward right at him.

“Hey,” he called out to the man on his way up, “Do you know anything about parachutes?”

“No,” the man called back. “Do you know anything about gas stoves?”

—*As retold from Good Clean Jokes, by Anne Kostick, Charles Foxgrover and Michael J. Pellowski*

And I Quote ...

Here’s a list of famous last words as collected on the internet site quotations.home.worldnet.att.net:

- Are you sure the power is off?
- Don’t be so superstitious.
- Double dare me!
- Help!
- He’s probably just hibernating.
- Hey, watch this!
- I’ll get a world record for this.
- I’m making a citizen’s arrest.
- I’ve seen this done on TV.
- I wonder where the mother bear is.
- That’s odd.
- That stuff only happens in the movies.
- The odds of that happening have to be a million to one.
- These are the good kind of mushrooms.
- This doesn’t taste right.
- Well, we’ve made it this far.
- What does this button do?
- What duck?
- I think it’s dead.
- It’s only a little one.
- Does this go any faster?
- No, Tony, I don’t have your money.
- I built it myself.
- I don’t need a helmet.

New Key Customers

Thanks to these companies for joining the Key Customer network:

Buller Fixture

Omaha, NE

Culinary Solutions

Oakville, Ontario, CN

Food Service Equipment

Gainesville, GA

Pizzaovens.com

Nicholasville, KY

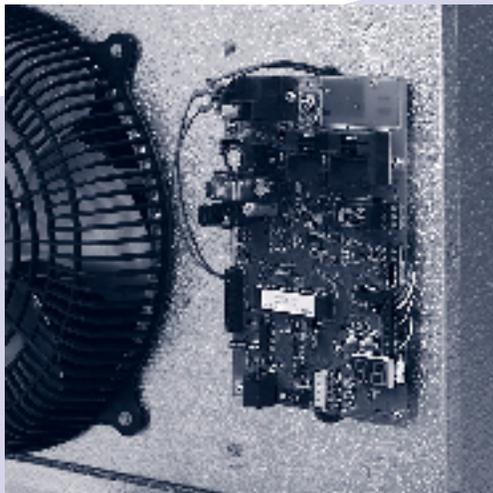
U.S. Refrigeration

Wauconda, IL



Upcoming

- New England Foodservice & Lodging Expo
April 1-3, 2007 • Boston, MA
- Northwest Foodservice Show
April 1-3, 2007 • Portland, OR
- NRA Show
May 19-22, 2007 • Chicago, IL
- Florida Restaurant & Lodging Show
September 7-9, 2007 • Orlando, FL
- NAFEM Show
October 11-13, 2007 • Atlanta, GA
- National Ice Cream Retailers Association Convention
November 6-10, 2007 • San Antonio, TX



DON'T MISS US AT NRA!

Drop by booth 7213 at the NRA Show and see Master-Bilt's Master Controller with reverse cycle defrost in action. This patented electronic controller option for walk-in refrigeration systems will also be on display in the Kitchen Innovations Pavilion for the entire show.



May 19-22, 2007
McCormick Place Chicago



Partners In Success

Meyer Elementary School & 1st Choice Restaurant Equipment And Supply Hondo, TX

Bending over antique chest freezers to retrieve food for kitchen preparation wasn't the ideal situation for employees of Meyer Elementary School of Hondo Independent School District (ISD) in Hondo, TX. According to school foodservice director Becky Balzen, "I was worried about our employees having to lift heavy product from our five chest freezers in our dining room and transporting it to the kitchen. I wanted to find a less strenuous solution. Also, the freezers were so old, they would at times give out over a long weekend, and we'd get back to school to find food that had to be tossed." Balzen quickly realized the school needed a new, reliable walk-in freezer that would not only hold all the food contents from its five chest coolers, but also make it easier on the kitchen staff to retrieve ingredients.

Not a year earlier, Balzen added a Master-Bilt walk-in freezer at McDowell Middle School of Hondo ISD. After seeing firsthand the quality and reliability of the freezer there, she called on her local foodservice equipment representative, Ben Arce, of First Source Marketing, to help design a floor plan for a new Master-Bilt walk-in freezer.

Balzen was faced with the challenge of not disrupting her kitchen staff and students or doing any interior construction. Arce introduced Balzen to Master-Bilt's Ready-Bilt product line; a plug-and-play walk-in manufactured and pre-assembled at Master-Bilt's New Albany, MS factory. He explained that, while Master-Bilt has several walk-in products, the Ready-Bilt unit would sit on a slab outside the school's kitchen and the only assembly needed was a simple on-site electrical hook-up. Balzen agreed that the Ready-Bilt was the best model for her needs.

After the decision was made, Balzen ordered the walk-

in from Seth Rosborough, general manager at 1st Choice Restaurant Equipment and Supply, LLC, a local Master-Bilt distributor. Since the unit came pre-assembled, the only coordination needed was an electrician for hook up and a crane to set the walk-in onto the slab. Rosborough didn't need to dedicate installation crews and refrigeration technicians from his staff to assemble the walk-in or install a remote refrigeration system.

When Rosborough visited the job site, he realized that because of tight spacing and some low-lying electrical lines, it wasn't going to be as easy to get the Ready-Bilt off the delivery truck and onto the slab as originally thought. Rosborough and Arce discussed the situation and Rosborough called a crane company and organized a larger crane to be on site when the Ready-Bilt got there.

When the Ready-Bilt arrived, the crane delivered the unit over the tight space and electrical lines onto the slab. "It was really something to see. The unit was lifted 50 to 60 feet in the air and then slowly, almost effortlessly, laid on the slab." After the unit was tied down, the electrician hooked it up and it was ready to use.

"We were able to start freezing product less than four hours after delivery," said Arce.

Since the install, the school has saved tremendous time and energy. "We had to run around hauling food from the old chests to the kitchen," says Balzen. "Now we've got a dolly and we can go into the freezer, take out what we need and bring it to the kitchen."

Rosborough and Arce agree that the Ready-Bilt was the right decision. "If Becky ever decides to move this walk-in, a crane can simply lift the unit and delivery it to another school, re-hook the electrical and have it up and running in a matter of hours."

"We've got an old walk-in cooler in the kitchen that's going to be one of our future projects and I know who's supplying the unit!" says Balzen.

We need your help!

To make **Cool It!** a better publication for all, we need your questions, comments and story suggestions. Send in your ideas to Lynn Burge at lburge@master-bilt.com or fax them to 800-232-3966.



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