

Cool It

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Raw Material Increases Force Prices Up

Editor's note: 2004 will be remembered not only for a close political race but also as a year of unprecedented price hikes in the raw materials and components used in our industry. Unfortunately, Master-Bilt has been forced to pass on these cost increases to customers. As the copyrighted article below reprinted from the Oct. 26 issue of Foodservice Equipment Reports' FER Fortnightly e-newsletter indicates, manufacturers, for the most part, are left with little choice.

Some manufacturers of foodservice equipment and supplies will seek price increases of 5% or more effective Jan. 1, 2005, as dramatic run-ups in the cost of materials, components and healthcare undermines their profitability.

A number of major manufacturers, who asked not to be named, have told FER that the soaring price of steel, copper, aluminum and some plastics leaves them with little choice but to "go for all we can get," as one put it.

This is true even though many suppliers raised prices twice in '04, according to Kent Motes, president of AutoQuotes, which reports and distributes price changes to

dealers, consultants and operators.

An historical record of transaction prices for major materials compiled by *Purchasing* magazine shows the cost of 304 stainless has risen by more than 50% since the first quarter of '03 and is forecast to rise again in the fourth quarter. The magazine also predicts 304 prices will remain stubbornly high through the end of '05.

Cold-rolled steel prices have risen nearly 100% during the same period. Other materials used commonly in E&S, including aluminum, copper and corrugated for shipping containers, have seen increases of 25% to 45%. Prices of some plastic resins also are up 20% to 25% and are expected to go higher because of the run-up in the price of oil, from which they are created. (Ongoing materials prices and forecasts are available from *Purchasing* at www.purchasingdata.com.)

The E&S price increases come at a time when food and labor costs related to healthcare also are rising. Operators, unable to raise menu pricing, have said they're hard-pressed to bear the increased costs.

Alsman Hired As Product Manager

Mike Alsman was recently picked as Master-Bilt's new product manager. Mike brings extensive domestic and international management experience. His strengths in the aforementioned arenas include sales, marketing and product development for the commercial, retail, foodservice and hospital-

ity markets. In his new duties, he will be responsible for the development of Master-Bilt's new MRS refrigeration system.

"Mike is a great asset to Master-Bilt and our customers in this important new position," says Bill Huffman, vice president of sales and marketing.



Product Scene

New Dead Bolt Handle: Extra Security Without Extra Cost

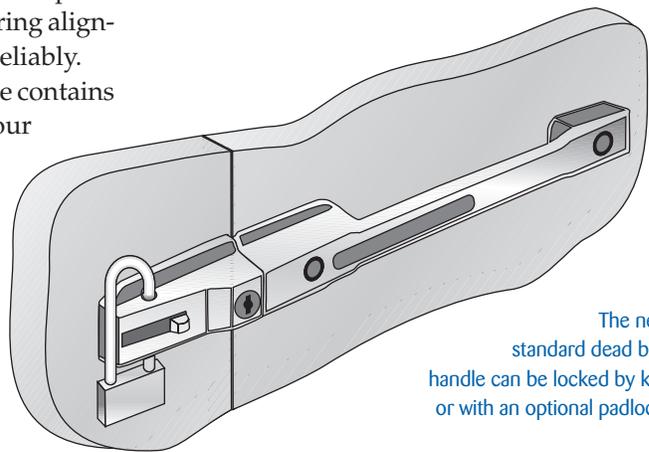
Master-Bilt walk-ins and step-ins are more secure than ever with a new standard dead bolt-locking handle. And, this is the best part, it doesn't cost any extra.

With the new style handle, the entire locking system is conveniently located on the door frame. Because there are no parts between the door and frame requiring alignment, the door closes easily and reliably.

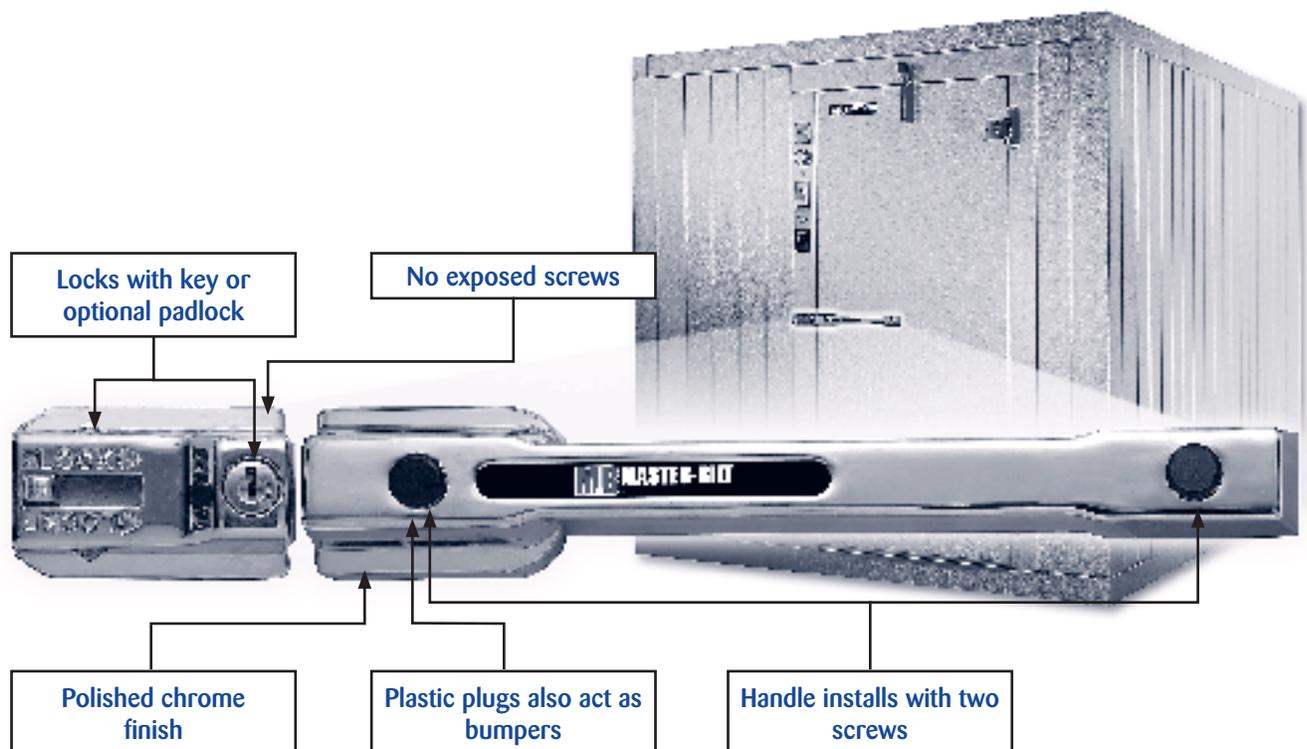
As for added security, the handle contains several features that will add to your peace of mind:

- There are no exposed screws anywhere on the locking mechanism.
- The locking mechanism can't be removed from the door frame exterior. Even if the handle is removed (while in locked position), the door remains locked by the dead bolt which is extended over the door exterior.

- The locking mechanism includes an inside safety release knob to avoid accidental entrapment in the walk-in.
- The handle can also be locked in the fully unlocked position with key and/or padlock to prevent unauthorized locking of the door.



The new standard dead bolt handle can be locked by key or with an optional padlock.



MRS: Part Of The Package

Judging by response at trade shows and other events, the MRS series modular multi-compressor refrigeration systems are one of the most popular lines Master-Bilt has introduced in several years.

While many people are attracted by the MRS system's features and benefits, not all of them realize that it's part of an overall package.

Master-Bilt customers have an advantage in that they can get walk-ins, cabinets and an MRS refrigeration system all from one source. This saves the hassle (not to mention expense) of shopping around for several manufacturers to supply each need.

MRS models equipped with the optional Master Controller system, an electronic controller system designed for Master-Bilt walk-ins, gain even more efficiency. Depending on the application, the Master Controller's demand defrost function saves up to 26% on energy bills.

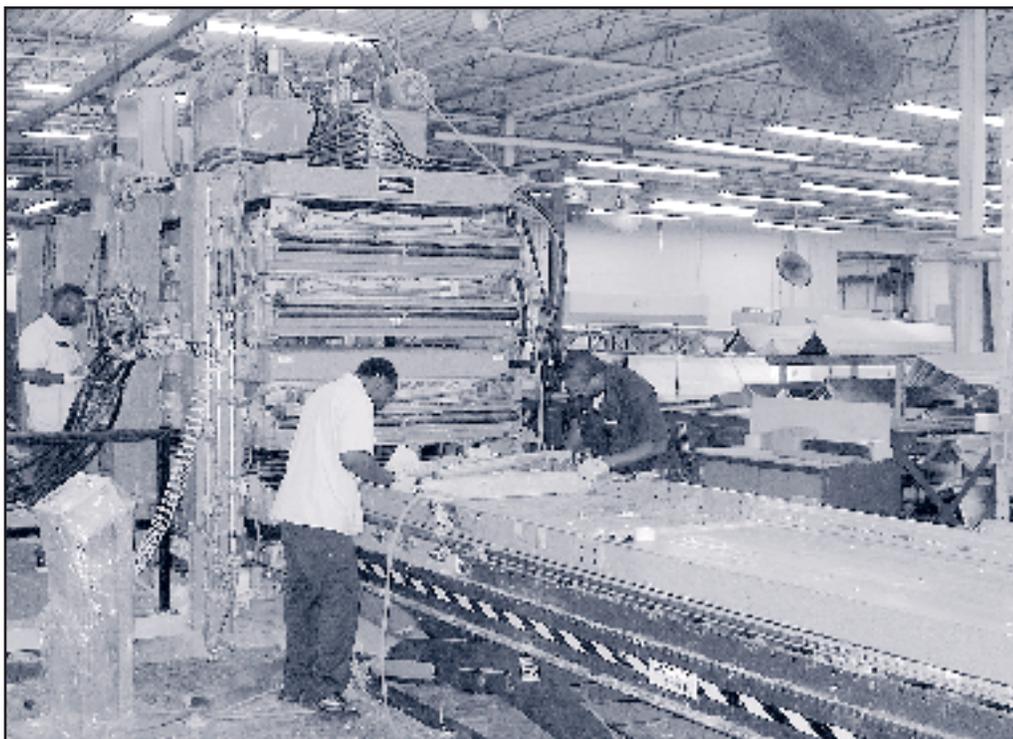
For maximum performance, add the reverse cycle defrost option. This ultra-efficient defrost method completely eliminates ice buildup in walk-in evaporator coils with an 80% reduction in defrost energy usage.

For more information, call our sales department at 800-647-1284 or email sales@master-bilt.com.

Panel Quality: A Pressing Issue

Keeping an edge in walk-in panel quality is a top priority. That's why earlier this summer, Master-Bilt upgraded walk-in panel foaming fixtures with a new horizontal press capable of foaming five panels at a time. Because the panels lie flat, the injected polyurethane foam doesn't have to rise as far as in vertical fixtures. The result is a more consistent panel with fewer voids.

Reaction to the new press has been so positive that we have decided to add another one in the first quarter of 2005.



Master-Bilt's new horizontal stack press, capable of handling five panels at a time, delivers more consistent panels with fewer voids.

“

There is nothing sadder in this world than to be awake
Christmas morning and not be a child.

”

—Erma Bombeck

JUST FOR GRINS

A Christmas Of Opposites

There was once a mother and father who had twin boys. The boys looked exactly alike, but in all other aspects they were complete and total opposites. When one boy wanted to go somewhere, the other always wanted to stay home. When one boy wanted to dress up, the other wanted to dress down. And when one boy thought the sun was too bright, the other boy thought the day was too overcast.

As you might have guessed, the boys were completely opposite in their approaches to life. One was a negative and dark pessimist, the other was filled with happy thoughts and eternal optimism.

The father had noticed this about his boys, and so when Christmas rolled around, he decided to test them. After the boys had fallen asleep, the father filled the living room with boxes full of wonderful gifts for the pessimistic twin. The other twin got only one large box and the father filled it with horse dung.

When the boys opened their gifts in the morning, the pessimist went to his room and sulked after he had looked at all the wonderful gifts his father had wrapped up for him. But the optimistic twin, the father observed, was walking all about the house smiling.

The father asked his pessimistic boy what was wrong. The boy answered that now he would have no friends because they would be jealous of his toys, that he would have to spend a lot of money on batteries, and that eventually all of his toys would break anyway.

Then the father sought out his optimistic boy and asked him why he was so happy. The boy answered that since he had gotten a box of horse dung for Christmas, he figured there must be a pony for him somewhere.

—adapted from www.christmasjokes.co.uk

Signs That You're Sick Of The Holidays

- When you get mad, you see red and green.
- You're treating your kids to reindeer burgers and fries.
- You wear earplugs when carolers come to your house.
- When someone compliments your tree, all you can think of is sweeping up the needles.
- You'd rather stay home and clean out the cat box than go to another party.
- When you see people under the mistletoe, you want to sucker punch them.
- Instead of sending your Christmas cards, you save them to use as a lifetime supply of bookmarks.

—adapted from www.christmasjokes.co.uk

New Key Customers

Thanks to the following companies for joining the Key Customer network:

**Fadels Foodservice
Equipment**
Charlotte, NC

Hawk Inc.
Montgomery, AL

**Hotel & Restaurant
Supply**
Meridian, MS

Retail Fixtures & Design
N. Little Rock, AR

Slidell Equipment Co.
Slidell, LA

Solo Company
Martinsburg, VA



Upcoming

- International Restaurant & Foodservice Show of New York
February 13-15, 2005 • New York
- North American Pizza & Ice Cream Show
February 26-28, 2005 • Columbus, Ohio
- Master-Bilt Customer Training Seminar
March 1-2, 2005 • Tupelo, Mississippi
- International Pizza Expo
March 30 - April 1, 2005 • Las Vegas
- Northwest Foodservice Show
April 17-19 • Portland, Oregon
- NRA Show
May 21-24, 2005 • Chicago
- Southwest Foodservice Expo (TRA)
June 26-28, 2005 • Dallas
- Western Foodservice & Hospitality Expo
August 20-22, 2005 • Los Angeles
- NAFEM Show
September 23-25, 2005 • Anaheim, California
- International Foodservice Expo (FRA)
September 9-11, 2005 • Orlando
- National Ice Cream Retailers Association Convention
November 16-19, 2005 • Scottsdale, Arizona

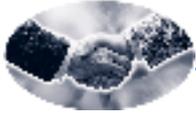
The
MB MASTER-BILT[®]
Refrigeration Solutions
**CUSTOMER
TRAINING**
Seminar

March 1-2, 2005

Top 3 Reasons To Attend:

3. Gain more product knowledge
2. Come to the south and thaw out
1. Free eats

Ask your Master-Bilt regional manager or sales representative for more info or call Donna Teague at 800-647-1284, ext. 308



Partners in Success

Commercial Refrigeration/Hardees Campbellsville, KY

Hardees, home to what some call the best charbroiled burger, currently owns and operates a system of nearly 2400 company and franchise-owned quick service restaurants across 32 states and 11 foreign countries. While franchisees have the option to incorporate what equipment they would like into their stores, company-owned stores must stick to corporate structures which outline what equipment, fixtures, etc., each store uses.

Recently, an unexpected change occurred at the corporate store level that allowed the Campbellsville, KY restaurant to upgrade their equipment after 25 years. Corporate opened the door for the first Master-Bilt walk-in to be installed, updating the restaurant's old unit.

This particular Hardees location badly needed a new walk-in cooler/freezer combination model. The original walk-in was old and had difficulty maintaining the correct temperature in its freezer section. For a busy quick serve restaurant, this presented unavoidable difficulties with food preservation and, more importantly, with food safety. After evaluating their options, Hardees decided that repairing the equipment was not economical.

In early fall of 2003, when Hardee's manager Gail Allen began to consider a replacement for the walk-in, she turned to Commercial Refrigeration, the store's refrigeration service provider for approximately 25 years. Because of their well-established relationship, Allen was quick to trust the advice of Gary May at Commercial Refrigeration. With a confidence that comes only from experience, May suggested Hardee's install a Master-Bilt walk-in. "We insisted that they at least try one piece to see the quality," says May. "After that, we knew they would be happy."

At that point, not a single Hardee's corporate-owned store had ever installed a piece of Master-Bilt equipment. However, because of the restaurant's impending need, Allen decided to take May's advice.

As soon as the Campbellsville management was convinced, Allen and May worked to gain approval from Hardee's corporate level for the installation of a Master-Bilt walk-in. According to May, corporate approval was the project's biggest challenge. It was not until June, 2004, nearly a year later, that corporate finally agreed to allow Commercial Refrigeration to order the Master-Bilt equipment for the Campbellsville franchise. Within six weeks, the restaurant's old malfunctioning walk-in was successfully replaced by a new Master-Bilt walk-in cooler/freezer.

The employees at Hardee's have definitely noticed the difference. They enjoy the advantages of Master-Bilt's textured aluminum floor, which ensures secure footing while walking, standing or carrying heavy loads into the walk-in. Brenda Buck, assistant manager, is also impressed with Master-Bilt's well-engineered door. The walk-in's sturdy door stays conveniently open during loading and unloading, but it remains tightly sealed when closed, keeping the warm air out and the cold in.

The greatest improvement, however, is that both the cooler section and the freezer section of the Master-Bilt walk-in maintain accurate temperatures at all times, ensuring fresh, well-preserved food. "Our products stay chilled or frozen like they are supposed to," Buck says.

"Master-Bilt walk-ins are built sturdy and solid and get the job done," says Lori Wilson, Hardee's District Manager, Campbellsville, KY. "I would recommend this walk-in to anyone in need of the equipment. The product does what it says it will do!"

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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