

Cool It

Published by

MB MASTER-BILT
Refrigeration Solutions

This Issue

2

SALES MEETING PROVIDES TRAINING,
AWARDS

3

PRODUCT SCENE:
NEW CABINET HEATS THINGS UP,
BEM/BEL GLASS DOOR MERCHANDISERS
REDESIGNED

6

PARTNERS IN SUCCESS:
CHOPS CAJUN SPECIALTY MEATS &
FOOD EQUIPMENT CO.

Technology Tips Ease The “Shock” Of Freezer Energy Bills—Part Two

This is the conclusion of our two-part article on ways to keep your freezers energy efficient.

Specify An Electric Expansion Valve

Before liquid refrigerant moves from the condenser into the evaporator, it must first flow through an expansion valve which lowers refrigerant pressure. A high-precision valve is necessary so that the correct amount of refrigerant enters the evaporator coil during the refrigeration cycle.

Master-Bilt’s optional Master Controller system employs an electric expansion valve (EEV) with 1600 steps for maximum precision. The EEV also efficiently maintains superheat, the actual temperature of the refrigerant vapor at the evaporator exit, from the pull-down cycle through the normal refrigeration mode. Conventional thermostatic expansion valves typically are less adjustable and efficient.

In standard mechanical systems, the head pressure must be maintained with a head pressure control valve or fan cycling because a thermostatic expansion valve requires about 100 lbs. across the valve to operate properly. Because the electric expansion valve doesn’t require this high head pressure, the head pressure control can be eliminated allowing for a lower head pressure and condensing temperature. A compressor operating at a lower condensing temperature yields higher capacity with less energy input.

Maintain Proper Defrost Schedules

Traditional refrigeration systems can be preset to defrost up to eight times during the day. Frost accumulation, however, is not always consistent. It is influenced by changeable conditions like ambient temperature, humidity and product load. Defrosting before a significant amount of frost accumulates is an energy-wasting process.

As an alternative, demand defrost constantly electronically checks for the buildup of ice on an evaporator to determine if defrosting is required. Extensive lab tests indicate that many unnecessary defrosts can be eliminated and electricity consumption dramatically reduced with demand defrost technology. In some applications, up to 26% energy savings is possible.

Demand defrost is standard equipment in Master-Bilt’s low temp reach-ins and several ice cream merchandisers. The optional Master Controller for walk-in refrigeration systems also features factory preset demand defrost as the default method.

Consider Reverse Cycle Defrost

Master-Bilt’s reverse cycle defrost offers another defrost option. With this method, a reverse cycle valve is added to the condensing unit and is used together with the Master Controller system that controls the entire refrigeration system.

Continued on page 2

Technology Tips (cont.)

When the Master Controller's demand defrost determines a defrost is necessary, the reverse cycle valve is activated and the high temperature refrigerant flow is reversed. The refrigerant flows back through the evaporator coil heating it along its entire length and completely eliminates frost buildup. By comparison, only a certain amount of the coil is heated by traditional defrost heaters, leaving ice deposits which weaken evaporator performance.

Reverse cycle technology offers several significant advantages. First of all, it results

in an 80% reduction in defrost energy usage. This savings, coupled with that from the demand defrost feature, can dramatically lower your electrical bill.

Reverse cycle also eliminates many mechanical components which lessens the cost of the refrigeration system and saves on installation and wiring.

Defrost time is also greatly reduced. The average defrost time with electric heaters is 20-30 minutes. Reverse cycle can perform a completely "clean" defrost in as little as 3-5 minutes.

Meeting Provides Training, Awards

Some of Master-Bilt's newest product enhancements and innovations were on display for the annual national sales meeting held at the New Albany facility on October 26-28. Also during the meeting, annual achievement awards were presented to the inside and field sales team.

A large part of the meeting was devoted to sales representative training on:

- The redesigned BEM/BEL series bottom mount glass door endless cabinets which now features a more intuitive design including more pack-out space for customers and easier access to drain and electrical hookups.
- The GEL series gelato case which has also been enhanced to improve performance and aesthetics.
- The energy- and labor-saving MRS and DRS multi-compressor refrigeration systems, and
 - The Master Controller electronic control system featuring Master-Bilt's patented reverse cycle defrost technology for increased energy efficiency and product temperature consistency.

The product training was conducted by Master-Bilt factory person-

nel for all representatives on hand, paying particular attention to the technological aspect of each unit along with its energy efficiency.

In addition to the product training sessions, Master-Bilt also took time to recognize the exceptional contributions of several individuals during the annual sales meeting.

The winners of the 2006 achievement awards are:

- Regional Manager of the Year: Dave Entrekin, Northeast United States
- Sales Representative Group of the Year: Food Equipment Marketing, Alabama and Tennessee Sales Region
- Most Improved Territory of the Year (Sales Representative): Leon Berkowitz Associates, Dumont, NJ
- Most Improved Territory of the Year (Sales Representative) Runner Up: Eagle/Frizzell & Assoc., Pleasanton, CA
- Extra Miler Award, presented to a Master-Bilt sales and marketing person who goes the extra mile for customers and coworkers: Donna Teague, Administrative Assistant for Master-Bilt.

"Our product training sessions were extremely well received and the participation was great," says Bill Huffman, vice president sales and marketing. "It was a perfect time to award our team for all their hard work this past year."

The improved design of the GEL series gelato merchandisers was one of several product training sessions held during the recent Master-Bilt national sales meeting.





Product Scene

New Cabinet Heats Things Up

While new products are not unusual for Master-Bilt, a non-refrigerated cabinet is. The HP6ALX is a heater/proofing cabinet which serves as a complement to refrigeration equipment used by bakeries, restaurants and many other markets.

The new HP6ALX features a multi-purpose design that provides heat for holding product as well as heat and humidity for proofing yeast products. It can also serve as a mobile heated transport cabinet. The HP6ALX accommodates both 12" x 20" steam table pans, 18" x 26" bun pans and/or pizza screens simultaneously and has field adjustable ledge spacing on three-quarter inch centers with no tools required. The see-through Lexan door allows for easy product viewing while field reversible door hinging adds convenience. The 3/16"-thick lexan material, thicker than most competitor models, also reduces warping potential.

The HP6ALX is constructed of a 14-gauge aluminum body and 14-gauge galvanized steel caster base. It comes standard with a removable, dual purpose thermostatically controlled holding/proofing unit with external controls and 12-hour timer for proofing mode.

The unit can be used

with or without water, and has a condensation drip trough, removable for cleaning. Its removable louvered back mounted vent stack allows for even heat distribution for better product quality. It comes standard with five inch swivel plate casters, two with brakes.

Additional information is online at www.master-bilt.com/products/heater_proofer.htm.

BEM/BEL Glass Door Merchandisers Redesigned

Master-Bilt has redesigned the BEM/BEL endless glass door merchandisers to improve product packout and installation accessibility.

The new design, for example, is capable of a larger packout because the front bottom stainless steel grille has been removed. The interior air now flows through a grille incorporated into the bottom shelf. The bottom skids that support the BEM/BEL models now run front to back instead of lengthwise so that the drains and electrical hookups are more easily accessed for installation.

The new design also resulted in slight changes to the merchandiser dimensions as well as the product holding capacity. See the updated spec sheet at www.kclcut-sheets.com/pdf/mb%5CBem_bel.pdf.



Master-Bilt's new HP6ALX heater/proofing cabinet is now in production.



The BEM/BEL series merchandisers have been re-designed for greater packout and more accessible drain and electrical hookups.



Real generosity is doing something nice for someone who will never find out.

– Frank A. Clark



JUST FOR GRINS

New Year's Resolutions For The Digital World

If you're spending a lot of time on the Internet, here are some New Year's resolutions just for you:

- I will try to figure out why I "really" need nine e-mail addresses.
- I will stop sending e-mail to my wife (husband).
- I resolve to work with neglected children — my own.
- I will stop sending e-mail, ICQ, Instant Messages and be on the phone at the same time with the same person.
- I resolve to back up my 12GB hard drive daily ... well, once a week ... okay, monthly then ... or maybe ...
- When I hear "Where do you want to go today?" I will not reply "MS Tech Support."
- When I hear a funny joke I will not reply, "LOL ... LOL!"
- I will read the manual ... just as soon as I can find it.
- I will stop checking my e-mail at 3:00 in the morning ... 4:30 is much more practical.
- I resolve ... I resolve to ... I resolve to, uh ... I resolve to, uh, get my, er ...
- I resolve to, uh, get my, er, off-line work done, too!

—From *JokesGalore.com*

The Kind Of Creativity You Don't Want In The Workplace

A pharmacist comes back from his break and sees a man leaning against the wall, his face strained and nervous. He asks his assistant: "What's wrong with that man over there?"

"He came in looking for cough medicine," she replies. "I couldn't find any, so I gave him a whole bottle of laxatives."

"Oh great!" steamed the pharmacist. "He is going to sue us now. You don't give laxatives to a person with a cough!"

"Well," said the clerk defensively, "look at him. He's afraid to cough!"

—From *CleanJokes.com*



Upcoming

- Great Lakes Ice Cream & Fast Food Show
February 2-3, 2007 • Lansing, MI
- Upper Midwest Restaurant Show
February 18-20 • Minneapolis, MN
- North American Pizza & Ice Cream Show
February 25-26, 2007 • Columbus, OH
- 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

Master-Bilt Turns Over Parts Sales To Heritage Food Service Equipment

To improve on our services and quality of transactions as well as maintain approximate same selling prices for our parts products, Master-Bilt has selected Heritage Food Service Equipment to manage our non-warranty parts sales.

Beginning the first of 2007, direct your calls for parts to:

800-458-5593

Fax: 800-800-4981

Email: master-biltinfo@hfse.com

Heritage is the nation's largest single location parts distributor with an extensive list of manufacturer lines. Their benefits include:

- Over 20 years in the parts business
- Over 50 customer service representatives
- Immediate response, no automated attendants or voice mail
- No minimum order point
- Open Monday-Friday,
7:30 a.m. - 5:30 p.m., Central Time
- Same day shipping on in-stock parts
if order received by 4:30 p.m. Central
Time
- UPS, FedEx and DHL shipping up to
5:00 p.m. Central Time

Heritage
Food Service
Equipment Inc.



Partners In Success

Chops Cajun Specialty Meats And Catering & Food Equipment Co. Greenville, SC

When people enter Chops Cajun Specialty Meats and Catering, in Greenville, SC, the first question usually asked is, "do you have real Cajun food here?" Chris DelaHoussaye, owner of the store, laughs and gives a hearty "yes," with a smile that's reminiscent of the friendly folks in the Louisiana area where he and his wife are both from.

As part owner of the original Chops in Broussard, LA, which opened in 1999, DelaHoussaye opened his second location in Greenville when an early retirement prompted him to use some of his free time. His second location, which recently opened on October 6, 2006, serves lunch, dinner, meals on the go, and has an extensive catering department to meet the needs of any event.

To keep up with demand, DelaHoussaye gets fresh deliveries every other day to keep the palettes of even the most refined Cajun eater satisfied.

Famous for dishes like crawfish etouffee (a-two-fay), boudin (Cajun sausage) and de-boned chickens, DelaHoussaye has to make sure his food stays at the right temperature from delivery to take out. When he decided to open his store, he contacted his local foodservice equipment provider, Food Equipment Company, to help him obtain a walk-in unit suitable for both cooling and freezing.

"I called up Chris Jones and told him I needed a quote for a specified walk-in cooler and freezer so I

could store the cases of food I had on inventory," says DelaHoussaye. "I told him I couldn't afford to buy an average unit that didn't hold up, keep temperature or needed constant servicing."

Jones, part owner of Food Equipment Company, met with DelaHoussaye, armed with a price quote from Master-Bilt that followed the determined specifications. The specifications were exactly as DelaHoussaye had requested and the price was very fair. While DelaHoussaye was ready to roll on the order, a competitor came in promising him the same specs but at a much lower price. The representative promised to have the information turned around immediately and also said he would not be disappointed.

DelaHoussaye waited four days for the competitor to come back with his quote, which was incorrect, as the provided specs were not followed. After waiting another 22 days and never hearing back from the competing walk-in representative, Jones ordered the Master-Bilt dual walk-in units for Chops.

Now adorning their store is a Master-Bilt indoor cooler freezer combo unit, measuring 9'8" x 13'6" x 7'6". The unit has 36" double out doors, recessed interior floor ramps for easy product delivery and 4' light fixtures.

"Master-Bilt came back to Chris with an honest quote, every cost laid out, with specs matching exactly what we had asked for," says DelaHoussaye, "Then they delivered a product on time, had it up and running in just a matter of days, and it hasn't failed me since. I couldn't recommend another manufacturer with better service or a more honest team if I tried!"

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.



Published quarterly by the
Master-Bilt Sales & Marketing Department
Lynn Burge, editor



908 Hwy 15 North • New Albany, MS 38652
800-647-1284 • Fax: 800-232-3966
www.master-bilt.com