

Cool It

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PARTNERS IN SUCCESS:

U.S. GAS

Frozen In Time Contest Winner Named At Show

The hunt for the oldest, still-functioning piece of Master-Bilt equipment is over. George Hayden, owner of Dairy Kastle in Louisville, Kentucky, was the lucky winner of the Frozen in Time contest. The competition, initiated at last year's NAFEM show, ended at the NRA show in Chicago with the presentation of a plaque to Hayden. He will also receive a brand-new piece of equipment to replace the old one.

Hayden bought the stand-alone soft serve shop with all its original equipment four years ago from its original owner. Among the items included in the purchase were two Master-Bilt milk coolers, built around 30 years ago. Both coolers still contain the original gaskets, compressor and motor.

"I am just tickled, thrilled to death to have won this contest. Master-Bilt is considered some of the best equipment around and I feel lucky to be getting brand new equip-

ment," says Hayden. "My old Master-Bilt equipment held up so well over the years, and never once did I have a problem with it. In fact, I'm keeping one of the coolers for back up."



George Hayden (center), winner of the Frozen In Time contest, was presented with a plaque at the NRA show in May by Mike Crossen, business development manager (left), and Duane Stockburger, Master-Bilt president.

Master-Bilt Opens Tennessee Satellite Office

Master-Bilt is proud to announce the opening of a satellite sales service office in Lexington, Tennessee. The new office, which opened May 3, 2004, is to meet the demands of growing business and expand Master-Bilt's customer service department.

"Our distribution network has grown tremendously, and by opening a satellite office, we can better serve our new and existing customers," said Bill Huffman, vice president of sales and marketing.

The expansion will add positions to better serve Master Bilt's growing business volume. Marty Rushing, a customer service representative from the New Albany office, will head up the new location along with other new customer service representatives. The new employees, who will be fielding calls and assisting with equipment needs, bring with them a combined total of 35 years of foodservice experience.



Product Scene

Reverse Cycle Increases Efficiency

Want to reduce defrost energy usage in your walk-in by as much as 80 percent? Master-Bilt's new patent-pending reverse cycle defrost process can make it happen.

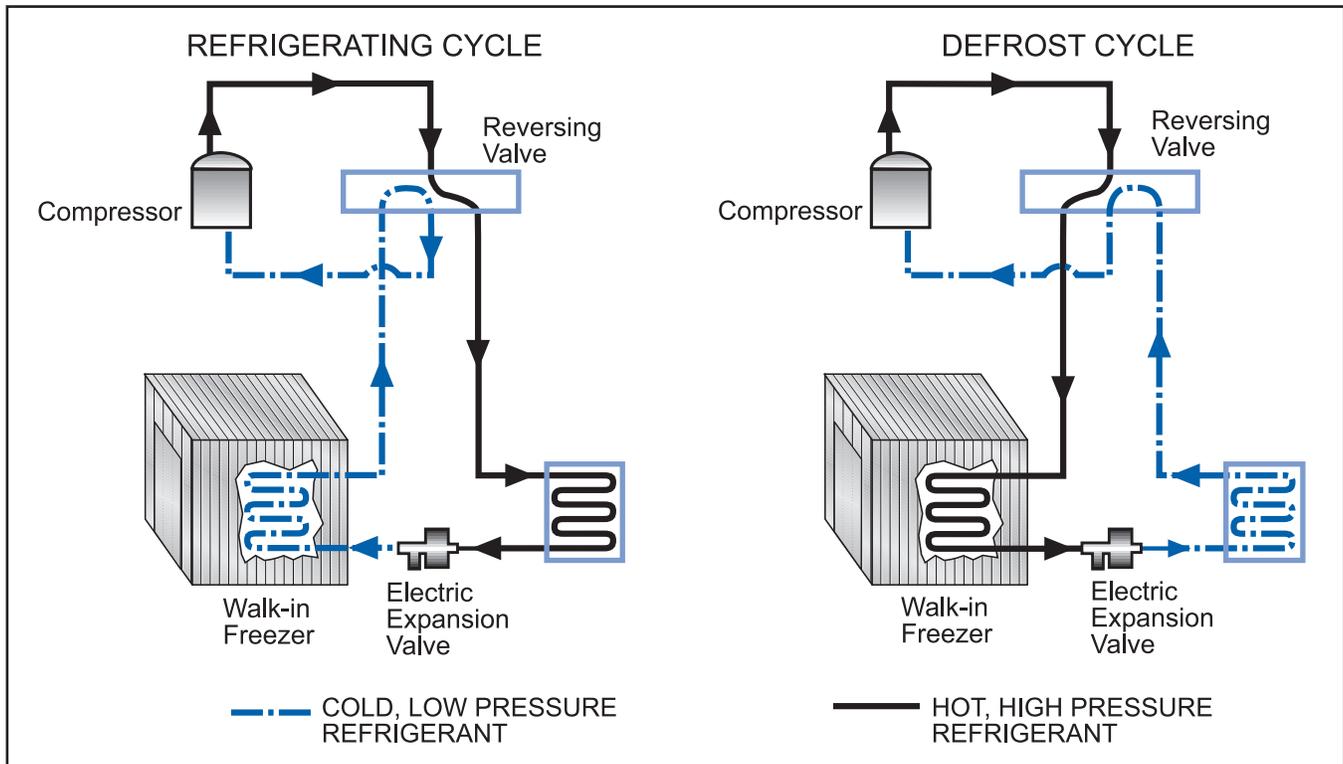
The process involves a reverse cycle valve which is added to the refrigeration system's condensing unit. This valve is an optional component designed to work with Master-Bilt's Master Controller electronic control system.

The valve's primary function is to reverse the direction of refrigerant flow during defrost. When the Master Controller's demand defrost determines a defrost is necessary, the reverse cycle valve is activated and the refrigerant flow is reversed. The refrigerant flows back through the evaporator coil heating it along its entire length and completely eliminating frost buildup. Only a certain

amount of the coil is heated by traditional defrost heaters meaning a longer defrost is required to heat the extremities of the coil and melt all of the frost.

Because reverse cycle technology eliminates the need for defrost heaters, the potential energy savings during defrost is huge. Other mechanical parts, including head pressure control valves, check valves and expansion valves at the condenser are also unnecessary. Removing these components reduces costs and saves on installation and wiring.

Defrost time is also greatly lessened. The average time using defrost heaters is 20-30 minutes. Reverse cycle performs a completely "clean" defrost in 3-5 minutes. Because the defrost is so rapid, there's no noticeable increase in freezer temperature and the product temperature rise is also significantly less.



In the normal refrigeration cycle (above left), high temperature liquid refrigerant passes from the compressor through an electric expansion valve and proceeds through the walk-in evaporator coil. There it evaporates into low temperature gas and proceeds back to the compressor to restart the process. In the defrost cycle (above right), the reversing valve switches direction of the high temperature liquid refrigerant so that it passes through the evaporator coil and melts accumulated frost.

Reverse cycle is sometimes mistakenly referred to as hot gas defrost. Actually, it is completely different and is a more efficient and reliable method. For example, the design of the reverse cycle system allows refrigerant to actually pass back through a condenser and use the extra heat gained to more efficiently defrost the evaporator coil. For further information on the benefits of reverse cycle over hot gas, contact our engineering department at 800-647-1284 or at engineering@master-bilt.com.

Having A Blast With New Chillers

Master-Bilt's Master-Chill blast chiller line made its debut at May's NRA show in Chicago. A prototype roll-in style, dubbed the MCR series, raised the excitement level in the show booth among dealers and sales representatives.

The MCR-200 is capable of chilling 200-250 pounds of

food with a 60-180 minute average cycle time depending on food density, input temperature of food and size of refrigeration system selected. The chiller is furnished with one rack which accommodates 26 pans and measures 24¹/₂" x 27" x 69". An electronic control panel is flush-mounted on the blast chiller and features many standard functions including an audible alarm at the end of the chilling cycle.

Getting More "Green Friendly"

Master-Bilt is about to become one of the first few manufacturers to switch to a more "green friendly" foam insulation in our walk-ins and cabinets. This new insulation, containing an 245fa blowing agent, is completely CFC/HCFC free.

Using 245fa not only helps the environment, it also enhances performance. It provides more consistent foam with fewer voids, boosts insulation performance (higher R-value) and increases foam adhesion to metal walk-in panels and cabinet walls.

Complete switch over in both cabinets and walk-ins to the 245fa foam is expected by September 2004.



The MCR-200 prototype blast chiller made its debut at the recent National Restaurant Association Show in Chicago.



I would rather be the man who bought the Brooklyn Bridge than the man who sold it.

—Will Rogers



JUST FOR GRINS

Doctorspeak And How To Translate It

The next time you have a doctor's appointment here are a few pointers to help you interpret what he or she is trying to tell you.

What they say: "It could be one of several things."

What they mean: "I haven't the foggiest idea what's wrong with you."

What they say: "Are you sure you haven't had this before?"

What they mean: "Because you've got it again."

What they say: "I'd like to run that test again."

What they mean: "The lab lost your blood sample."

What they say: "Insurance should cover most of this."

What they mean: "You'll have to sell your house for the rest."

What they say: "These pills have very few side effects."

What they mean: "You may experience sudden hair growth on your palms."

What they say: "Why don't you go over your symptoms with me one more time?"

What they mean: "I can't remember who you are."



What they say: "Does it hurt when I do this?"

What they mean: "I bet it really hurts when I do...this!"

What they say: "There's a lot of this going around."

What they mean: "And we'll give it a name as soon as we figure out what it is."

What they say: "We would like to run a few more tests."

What they mean: "I have a new car payment to make next week."

What they say: "Please take off your clothes and put on this gown."

What they mean: "I have a brand new stethoscope in the freezer for you."

—From *250 Funniest Office Jokes, Memos & Cartoon Pinups*

New Key Customers

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

All-American
Restaurant Equipment
Knoxville, TN

Atlanta Fixture & Sales
Atlanta, GA

CPAPC Restaurant
Design & Supply
Arlington, TX

Crescent Parts &
Equipment
St. Louis, MO

Dine Equipment
Louisville, KY

Source North America
Arlington Heights, IL



Upcoming

Events

- Dollar Store Expo
June 16-17, 2004 • Las Vegas
- Southwest Foodservice Expo
June 27-29, 2004 • Houston, Texas
- Western Foodservice Expo
August 28-30, 2004 • Los Angeles
- International Foodservice Expo
September 10-12, 2004 • Orlando
- National Ice Cream Retailers Association
Convention
November 17-20, 2004 • Orlando

**Where can you find
refrigeration equipment
to maximize performance,
decrease energy costs
and improve labor efficiency?**

Booth 1025.

Western
Foodservice &
Hospitality
Expo
Los Angeles

August 28-30, 2004
Los Angeles Convention Center
Register at: www.westernfoodexpo.com



Partners in Success

U.S. Gas Salem & Hampton, New Hampshire

Ten years ago Wayne Lucier decided to open a convenience store in Salem, New Hampshire with a friendly environment, well-stocked coolers, and food and snacks to fulfill the needs of anyone who would walk through his door.

Since Lucier knew that establishing a well-maintained store with steady traffic would take more than just a fully stocked cooler, he visited the NACS show to learn about all the equipment options available for a convenience store. "I made the decision to go with Master-Bilt because of their solid quality control on their boxes and refrigeration equipment," said Lucier. "I needed a walk-in that was durable and stocked lots of product well."

When, nearly five years later, Lucier decided to introduce a "beer cave" section, he opted to bring in a second Master-Bilt walk-in. "My original Master-Bilt walk-in continued to exceed my expectations. I've never experienced any problems, and maintenance is as simple as making sure the coil and fan are clean. When the opportunity arose, I bought a new one."

Another five years passed, and Lucier found himself opening his second convenience store, this time in Hampton, New Hampshire. Working with a clean slate, he considered the layout and construction of his new store.

Lucier didn't have to research this time. He immediately called in Dave Entekin, Master-Bilt's Business Development Manager for the Northeast, to help plan his new, state-of-the-art c-store. "With Dave's help, I've created a c-store to truly cater to each individual that walks through my doors."

In his new store, Lucier installed a 12-door walk-in

cooler with Bev-O-Flow five-foot gravity walls for easy product grab. In addition, a rear load feature makes the cooler easier to stock and only needs to be replenished once a day rather than every shift, increasing the amount of cold stocked drinks available at any given time. Lucier also implemented a three-door "beer cave" walk-in for larger product selection. With four-inch thick insulated floors, Lucier was able to reinforce the floors for the added stock. He reinforced parts of the beer cave walls with heavy gauge aluminum for a cleaner look so that stacked beer would not scratch the walls. A QMVM medium temp open display merchandiser was also added to the soda fountain area to entice customers for grab and go items like sandwiches and wraps.

Lucier implemented Master-Bilt's Master Controller system on the walk-in units for the beverage and beer cave and the ice storage freezer in the basement. The Master Controller controls an electric expansion valve and is part of a Master-Bilt refrigeration system which also contains a condensing unit, an evaporator coil and temperature sensors. In addition, a remote data display system for the basement walk-in was installed.

Lucier also added a computer controlled pre-engineered and pre-assembled electrical power distribution system. For customer convenience, a heated glycol system was implemented to melt snow and ice on all sidewalks around the store, the pumps, and on the walkway to the store. In addition, a heated floor behind the clerk's counter was added to increase comfort.

With such new ideas, Lucier and his second U.S. Gas c-store truly are state-of-the-art. His grand opening took place on March 30, 2004 and attendance was high. He believes the advanced technology and additional customer friendly features will draw customers to the store.

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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