



Open Airls Open Up Sales

With all-new contemporary styling, 16 total models and a wealth of other features, Master-Bilt's HOAM & VOAM open air models are designed to increase efficiency and sales. [More...](#)

Beverage Merchandiser Hits The Spot

The new MTB30 refrigerated spot merchandiser provides POP sales opportunities for any retail environment. [More...](#)

Sliding Door Models Join BMG Plus Series

Sliding door BMG-SLP models join swing doors in the BMG Plus glass door merchandiser line. [More...](#)

McMillin & Watkins Join Master-Bilt Sales Team

Master-Bilt welcomes Brian McMillin as customer service manager and James Watkins as regional manager. [More...](#)

Refrigeration Guide for C-Stores

Looking to equip a convenience store with all the necessary refrigeration equipment? Check out our new Refrigeration Guide brochure. [More...](#)

See the latest video on our
NEW open air
merchandisers...



NACSSHOW
NACS IMAA PEI CONEXXUS X

Mark Your Calendar!

October 8-10 is the date and Vegas is the scene once again for the NACS show. Be sure to visit Master-Bilt in booth 6359 for the latest ideas in keeping cool.

Quarterly Quote:

"You can't get much done in life if you only work on the days when you feel good."

—Jerry West



Open Aairs Open Up Sales



Grab-and-go has never been easier! Master-Bilt's completely new HOAM and VOAM series open air merchandisers offer flexibility to fit practically any retail space.

A total of 16 sizes in horizontal and vertical versions make it easy to find the right model. Packed with features, these merchandisers are designed to increase efficiency and sales:

- **Contemporary Styling** for an attractive product showcase
- **Sound Quality**
 - Refrigeration systems with low decibel ratings and higher quality background sound
 - For an even quieter experience, all models are also available with remote refrigeration systems
- **Versatility**
 - **Larger packout space than many competitive models of similar size**
 - All models share common footprints of 36", 48", 60" and 72" widths making them interchangeable.
 - Cantilevered shelving allows a wide variety of products to be merchandised.
 - Shelves adjustable in one-inch increments to maximize display space and may be positioned straight or tilted to display items as desired.
- **Durable Construction**
 - Cabinet interior and back constructed of painted 24 gauge steel.
 - Non-corrosive stainless steel floor pans on the inside protect evaporator coil from spillage.

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- Built-in bumper protects from shopping cart damage
- Textured black finish helps hide scratches and dents that occur over time.
- **Reliability and Efficiency**
 - **All models already meet 2017 Department of Energy standards**
 - Long-lasting LED lighting in the canopies provides optimum product illumination while reducing energy usage
 - Highly efficient electronic controller systems help maintain a consistent temperature
 - Low-energy automatic condensate removal system
 - Slide-out condensing unit for easy cleaning and servicing
 - Three-year parts and labor warranty with an extended two year warranty on the compressor

More Information:

[Open Air Merchandiser Brochure](#)

[HOAM Series Horizontal Merchandiser Spec Sheet](#)

[VOAM-60 Series Vertical Merchandiser 60-inch Height Spec Sheet](#)

[VOAM-72 Series Vertical Merchandiser 72-inch Height Spec Sheet](#)

[VOAM-79 Series Vertical Merchandiser 79-inch Height Spec Sheet](#)



Beverage Merchandiser Hits The Spot



Increase beverage sales in high traffic areas with the Fusion™ MTB30 spot merchandiser. This self-contained, mobile model can be placed virtually anywhere there's an electrical outlet.

The MTB30 incorporates superior system performance and features steel interior and exterior, high impact ABS top frame, heavy-duty casters, maintenance-free condenser and an adjustable thermostat for the operating temperature range of 30° to 38°F (1° to 3°C).

The self-contained, factory tested refrigeration system has a cold wall evaporator for efficient cooling as well as easy access to refrigeration system components for cleaning and service. For more information, [click here](#).

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Sliding Door Models Join BMG Plus Series



BMG-48-SLP



BMG-74-SLP

The BMG Plus glass door merchandisers now include two new sliding door models, BMG-48-SLP and BMG-74-SLP. Besides the difference in doors, these models share the same feature set as the rest of the BMG/BLG Plus line including:

- Full height doors for maximum product exposure
- Four two-position heavy-duty cantilever shelves per door for merchandising flexibility
- LED lighting for optimum illumination and efficiency
- ENERGY STAR® qualification
- Electronic controller systems for reliable performance
- Three-year parts and labor warranty with an added two-year coverage on the compressor.

[Click here for more information.](#)

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Refrigeration News & Product Information
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McMillin & Watkins Join Master-Bilt Sales Team

Master-Bilt is pleased to announce that Brian McMillin and James Watkins have joined the sales team as customer service manager and Mid-Atlantic/Southeastern U.S. regional manager respectively.

Brian has over 20 years experience in customer service, previously holding several positions including international service manager, and customer service manager in import/export logistics/documentation, sales manager, senior product and marketing manager, and senior category manager. His latest experience was National Sales Manager for a company assisting OEM customers with tool metal spinnings and hydrofoam component products.

James Watkins has over 15 years experience in the walk-in industry and has held positions as a service analyst, inside sales representative, regional sales manager, customer relations manager, and most recently as national account manager.

“Brian and James have well-established, successful track records with tremendous experience. They are strong additions to Master-Bilt and complement the experience of our team,” says Bill Huffman Master-Bilt's vice president of sales and marketing.

Brian may be reached at bmcmillin@master-bilt.com and James at jwatkins@master-bilt.com.

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Refrigeration Guide For C-Stores



If you're setting up a new store or renovating an existing layout, Master-Bilt supplies all the refrigeration equipment needed to make it a success. From front-of-the-house merchandisers to back-of-the-house walk-ins, the Refrigeration Guide to C-Stores will help generate ideas on selecting the right equipment.

[Click here to see the brochure.](#)

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