

# Cool It!

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**MB MASTER-BILT®**  
Refrigeration Solutions

## *This Issue*

2

**PRODUCT SCENE:  
GOT MILK COOLERS?,  
MRS SERIES RACKS UP, TERMINATING A  
DEFROST PROBLEM**

4

**JUST FOR GRINS**

6

**PARTNERS IN SUCCESS:  
SCARDINA REFRIGERATION**

## Individuals Recognized At Sales Meeting

Master-Bilt personnel from many departments including sales, engineering and manufacturing, as well as field sales team members, met to discuss new products and customer service enhancements at the recent annual national sales meeting.



Master-Bilt sales award presenters and winners. (Front row) Bill Huffman, Master-Bilt vice president sales & marketing; Lance Redditt, Tom Redditt Sales Agency; Bill Smith, Bill Smith Marketing, Ltd.; Duane Stockburger, Master-Bilt president; Joe Pacentine, Jay Mark Group (Back row) Rick Blinson; Master-Bilt national accounts manager; Dave Cahoy, Master-Bilt regional manager; Lino Rosa, Trillium Sales & Marketing; Marty Rushing, Master-Bilt customer service representative; Gary Hall, Master-Bilt special accounts manager.

During the meeting, held in Tunica, Mississippi, several individuals were acknowledged at the yearly awards dinner for their contributions in the last fiscal year.

Among the recognitions handed out was the Extra Miler Award. This honor is given to the person who best demonstrates exceptional teamwork and dedication while working with customers and co-workers. Extra milers are appointed by votes from their peers.

A first-time award was the New Frontier of the Year presented to honor contributions in opening new business opportunities.

The 2004 Achievement Award winners:

- Extra Miler Award – Marty Rushing
- Special Accounts Manager of the Year – Gary Hall
- Most Improved Territory of the Year – Jay Mark Group
- Greatest Growth Impact – Rick Blinson
- New Frontier of the Year – Bill Smith Marketing and Trillium Sales & Marketing
- Sales Representative Group of the Year – Tom Redditt Sales Agency
- Regional Manager of the Year – Dave Cahoy

## Rooker, First Source, Yes Join Sales Rep Team

Master-Bilt is pleased to announce that Rooker Marketing Solutions, First Source Marketing, Inc. and Yes Distributing have joined the national sales representative network.

Rooker Marketing Solutions is headed by Don Rooker, former Master-Bilt business development manager. Rooker's ter-

ritory includes Mississippi, Louisiana and Arkansas.

First Source, headquartered in Lake Kiowa, Texas, has two additional field offices and covers Texas and Oklahoma.

Yes Distributing in Mendota Heights, Minnesota will be responsible for that state as well as North and South Dakota.



## Product Scene

### Got Milk Coolers?

If you're looking for milk coolers, Master-Bilt is now your source. We've expanded our product line to include three types of coolers: the OMC series open front, DOMC series dual access and SMC series sliding top.

Each model type offers distinct advantages. Open front models give children easy self-serve access to milk. With dual access models, one cooler can serve two lines at once. Slide top models, available on a special order basis, provide dependable storage with convenient sliding doors.

The standard exterior finish on all models is white enamel painted steel with a galvanized steel interior. Models are also available with an optional stainless steel interior and exterior finish.

These coolers, designed for school and institutional use, contain many stand-out features which include:

- Powerful refrigeration systems to allow the coolers to maintain proper temperature even while doors are open for long periods of time. In addition, a cold wall-style evaporator has no moving parts and allows more storage space.
- A hold-open feature on dual access model doors which secures the door while serving.
- Heavy-duty floor racks and a reinforced base to add strength to the cooler when fully loaded.
- Insulated doors to help keep milk cool.

- Casters to add mobility and make it easy to clean the floor underneath coolers.

### MRS Series Racks Up

To paraphrase an old cliché, "if you can't stand the heat, get it out of the kitchen."

That's one of the ideas behind the MRS series, the latest multi-compressor refrigeration system from Master-Bilt. The MRS series provides many advantages to QSRs, c-stores, hotels and other businesses seeking to save energy and reduce in-store heat and noise.

By remoting all refrigeration units in their establishments, including reach-ins, walk-ins and ice machines, to a single MRS system, business owners can remove the heat produced by multiple refrigeration units from their kitchen or store and reduce their air conditioning load. This outside system, typically roof-mounted, also reduces noise level and extends the life of equipment.

Master-Bilt has been building this kind of system, sometimes referred to as a "rack" system, for many years but the MRS units' modular design is a fresh approach that offers new advantages.

Each system is composed of individual modules containing a condenser, compressor, generously-sized receiver and other appropriate components all enclosed within a single stainless steel housing.

This modularity maximizes configuration flexibility, simplifies service and provides for future expandability.

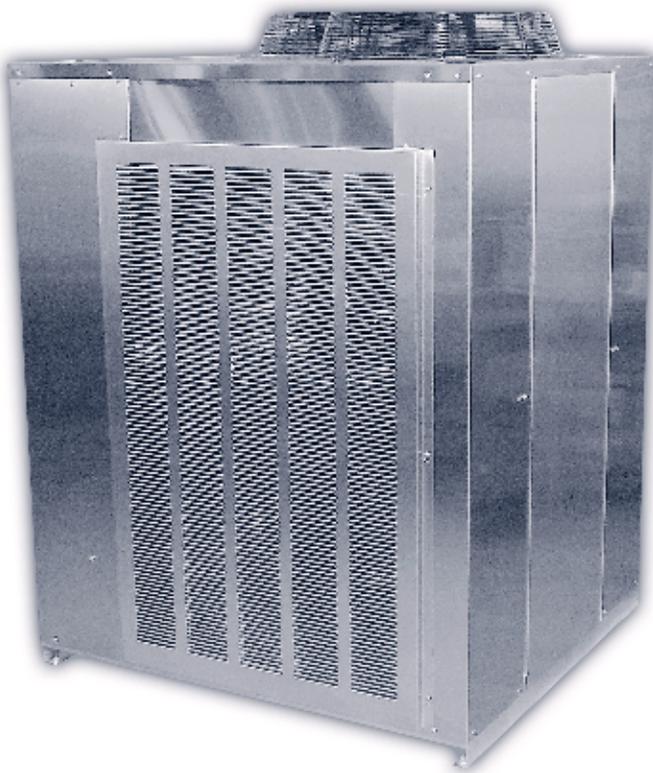
Master-Bilt milk coolers come in three types. OMC open front and DOMC dual access each have three model sizes with storage for 8, 12 or 16 cases of milk cartons. The SMC series has two models with 12 or 16 case capacity. Shown below (left to right) are the OMC-122, DOMC-124 and SMC-122.



Factory pre-wired to an electrical panel for one-point connection, MRS systems are designed to be easily installed.

The multi-circuited condensers are rated at 110°F to withstand high temperatures. Each module also contains head masters and crankcase heaters for low ambient protection.

Other benefits include pre-piping to an internal pitch pocket to decrease water leakage from the roof.



The modular design of MRS series refrigeration systems gives them maximum flexibility. Systems can be configured to contain condensing units of varying horsepower and temperature application. Adding or changing out individual modules is no problem so the system can grow with the needs of a business.

### Terminating A Defrost Problem

QMVM and QMVM-L medium temp open display merchandisers are now equipped with electronic controller systems. These “grab and go” cases now feature the same controller found in low temp cabinets like the BLG, IHC and FIP-40 models.

The controller adds many features for increased convenience and reliability, but the most important benefit to QMVM and QMVM-L models is temperature-terminated defrost.

With the previous defrost procedure, the defrost heaters were set by mechanical timers to energize a certain number of times per day for a certain amount of time. The problem with this method was it didn’t take into account the change in temperature and humidity over the course of a year.

In the humid summer months, a case might require four defrosts per day for 28 minutes to eliminate frost build-up, while in the less humid winter months, it might only require one defrost per day for 20 minutes. Yet the defrost was still running at the “summer level.”

In the winter, defrosts were running too often and too long adding extra heat to the cabinet and warming products unnecessarily.

Now, with electronic controllers, QMVM and QMVM-L models can be configured to terminate the defrost once a set temperature level is reached.

Electronic controllers also have a demand defrost feature that automatically detects when a defrost is necessary. That feature combined with temperature-termination means that the merchandiser only defrosts when necessary and only as long as necessary.

There’s also energy-saving potential by being able to limit the energizing of defrost heaters to only those times when it’s really needed.

For further information concerning this new feature, contact us at [engineering@master-bilt.com](mailto:engineering@master-bilt.com) or call 800-647-1284.



The chief cause of stress is reality.

–Lily Tomlin



# JUST FOR GRINS

## Great Lines From Job Evaluations

1. I would not allow this employee to breed.
2. This associate is not so much of a has-been, but more definitely a won't be.
3. Works well when under constant supervision and cornered like a rat in a trap.
4. When she opens her mouth, it seems it is only to change whatever foot was previously there.
5. He would be out of his depth in a parking lot puddle.
6. This young lady has delusions of adequacy.
7. He set low personal standards and then consistently fails to achieve them.
8. This employee is depriving a village somewhere of an idiot.
9. This employee should go far, and the sooner he starts, the better.
10. Not the sharpest knife in the drawer.
11. Got into the gene pool while the lifeguard was not looking.
12. A room temperature IQ.
13. Got a full 6-pack, but lacks the plastic thing to hold it together.
14. A gross ignoramus—144 times worse than an ordinary ignoramus.
15. A photographic memory but with the lens cover glued on.
16. A prime candidate for natural de-selection.
17. Bright as Alaska in December.
18. One-celled organisms outscore him in IQ tests.
19. Donated his brain to science before he was done using it.
20. Fell out of the family tree.
21. Gates are down, lights are flashing, but the train isn't coming.
22. Has two brains: one is lost; the other one is out looking for it.
23. He's so dense, light bends around him.
24. If brains were taxed, she would get a refund.
25. If he were anymore stupid, he'd have to be watered twice a week.
26. If you give him a penny for his thoughts, you will get change.
27. If you stand close enough to him, you can hear the ocean.
28. It is hard to believe he beat out 1,000,000 other sperm.
29. One neuron short of a synapse.
30. Some drink from the fountain of knowledge, he only gargled.
31. Takes him an hour and a half to watch 60 Minutes.
32. Wheel is turning, but the hamster is dead.
33. Since my last report, this employee has reached rock bottom and has started to dig.
34. His men would follow him anywhere, but only out of morbid curiosity.

— from *Twisted Straw*

## New Key Customers

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

**Angevine Co.**  
St. Louis, MO

**Commercial Appliance**  
Appleton, WI

**Continental Equipment Co.**

Metairie, LA

**D & H Equipment Concepts**  
Buffalo, NY

**Holiday Wholesale**  
Wisconsin Delle, WI

**Pacific Restaurant Equipment**  
Tiguard, OR

**Proctor Companies**  
Littleton, CO

**Refrigeration Services Of Green Bay**  
Green Bay, WI

**The Taylor Group**  
Atlanta, GA

**Texas Foodservice Equipment**  
Houston, TX

**Trendco-Vick Wholesale**  
Atlanta, GA

**Vittitow Refrigeration**  
Louisville, KY

**Walker Supply & Equipment**  
El Paso, TX

**Wisconsin Allied Products**  
Brookfield, WI



## Upcoming

- International Foodservice Expo (FRA)  
*September 10-12, 2004 • Orlando*
- Master-Bilt Customer Training Seminar  
*November 9-10, 2004 • Tupelo, Mississippi*
- National Ice Cream Retailers Association Convention  
*November 17-20, 2004 • Orlando*
- 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*



## Partners in Success

### Scardina Refrigeration Baton Rouge, Louisiana

*Editors note: This is a follow-up to the article written in January 2004 on Scardina. Previously, we covered the initial planning phases of the largest refrigerated warehouse project in Scardina's and Master-Bilt's history. For this issue, we focus on the actual construction of the warehouse.*

It was in April 2003, when Scardina Refrigeration and Master-Bilt won the bid for what would become their biggest joint project since their relationship began some 35 years ago. The project, for the Louisiana Department of Agriculture, was the largest refrigerated warehouse they had ever constructed.

One year earlier, the two companies began working to bid on the warehouse project, measuring 255 ft. x 231 ft. x 20 ft. tall, with five different compartments. The structure's final design consisted of Master-Bilt's polyurethane foamed-in-place panels housed within an exterior prefab metal building.

There were numerous parties involved, including several departments within the Department of Agriculture, as well as subcontractors. The most difficult part, according to Keith Scardina, Scardina's Project Supervisor, "was coordinating all the different equipment and getting it to the site on time." After the concrete was poured by the Department of Agriculture, Scardina installed the floor insulation before any of the refrigeration equipment or paneling arrived. The prefab metal exterior was then constructed by the sub-contractor. Once the exterior was finished, Master-Bilt delivered the panels which were erected on site. For help with the panel assembly, Scardina hired Cooler Erectors of Atlanta. A three-wall shell was constructed without a roof, as the steel pallet racks first needed to be installed to support the roof. The roof

panels then cam-locked into place with the side panels, maintaining structural integrity. As the groundwork was being completed, Master-Bilt began to send a few refrigeration pieces at a time. In order to avoid over-handling the pieces, the equipment that was not needed immediately was stored on-site at a facility provided by the Department of Agriculture. In total, Master-Bilt sent in 23 condensing units and 54 evaporator coils. "Making sure that the equipment was there when it was needed, along with the manpower to get the project completed was challenging, but well worth it. We've never done anything of this size before, but it was an exciting challenge," says Scardina.

As each section was completed, the refrigeration equipment was installed. Within the warehouse are five rooms: two freezer compartments at -10°F and one at 0°F, one room at 35°F, 70°F dry storage and a 50°F dock compartment. One freezer was finished ahead of schedule (in early February 2004) per a request from the Department of Agriculture, whose lease on a freezer storage space was up. The new unit had a much larger capacity than the rented freezer, accommodating much more product.

It took one year for construction to be complete on the refrigerated warehouse. A few months have passed since the facility's completion, and already the Department of Agriculture is extremely pleased. They are quite happy with the ease of operation – all doors are electric, which makes functioning much smoother. Trucks get in and out of the facility easier and products are moved around much more efficiently. The complication of distributing products to several warehouses is also alleviated with the ease of movement between the different compartments.

### 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](mailto:lburge@master-bilt.com) or fax them to 800-232-3966.



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