

# Hill PHOENIX

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A DOVER COMPANY

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## FOR IMMEDIATE RELEASE

### HILL PHOENIX DEBUTS INDUSTRY'S FIRST MULTI-TIER SERVICE MEAT AND FISH CASES AT FMI SHOW

#### *New Coolgenix™ Cases Introduced at FMI Show*

#### Fast Facts

CONYERS, Ga., May 5, 2008 – Hill PHOENIX, a leading designer and manufacturer of commercial refrigeration systems, will debut the industry's first multi-tier refrigeration cases as well as several new cases with design enhancements in its Coolgenix™ case line at the Food Marketing Institute Show in Las Vegas May 5-7.

#### **New Multi-Tier Shelves for Coolgenix Cases**

Hill PHOENIX has expanded its Coolgenix patented case technology to include multi-tier shelves or case risers within its case units – a technological first for the industry. Advantages of the new multi-tier Hill PHOENIX Coolgenix cases include:

- The option of two or three mezzanine refrigerated shelves or case risers to display meat and seafood products
- The ability to not only carefully control air temperature in the case, but humidity and product temperature on all shelves as well
- An opportunity for grocery retailers searching for the perfect service case answer to help them expand fresh food display areas without incurring the costs of physical expansion of space

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## **Sustainability in Design**

In addition to the multi-tier shelves, Hill PHOENIX has incorporated several environmentally friendly features into the new cases as part of its commitment to sustainability. Specifically, the company has:

- Created an enhanced exoskeleton frame design that adds rigidity, increasing strength by 4x, while reducing the amount of steel in the frame
- Increased the amount of HCFC free foam insulation for enhanced “R” value that helps to lower refrigeration load for improved energy efficiency
- Incorporated bumpers made from recycled materials
- Minimized use of copper piping in the system by replacing with Georg Fischer ABS plastic piping to carry environmentally friendly glycol through the case
- Added LED lighting options

## **New Cases Added**

Hill PHOENIX will also introduce a variety of new cases at FMI designed to enhance retailer service department capabilities. These cases include:

- Hill PHONEIX full-service, open fish inlet/outlet display case with Coolgenix technology (Model # SSOFIOC)
- Hill PHOENIX two-tier service case with blower coil (Model # S2SB)
- Hill PHOENIX full service, flat glass, blower coil, three-shelf merchandiser (Model # S3SB)
- Hill PHOENIX full service gravity Coolgenix case (Model # SSGC)
- Hill PHOENIX full service gravity Coolgenix case with shelf or riser option (Model # S2SGC)
- Hill PHOENIX full service case with three Coolgenix shelves (Model # S3SGC)

All new cases will incorporate several refinements to the next generation of Hill PHOENIX Specialty cases. For example:

- Improved workability and flexibility through larger doors and an improved angle for easy display management
- No exterior fasteners—rear exterior fasteners are replaced by snap-on panels

- Cases have increased deflection tolerances and weight capacity to accommodate increased merchandise pack out
- New S series frame design aligns with existing Coolgenix cases allowing retailers to line up cases for a uniform look throughout the store
- The addition of alignment pins for easier case alignment during installation
- All Coolgenix cases and pump stations minimize the use of copper piping by replacing it with Georg Fischer ABS plastic piping to carry refrigerant into the case

The new design options will be on display at the 2008 FMI Show in Las Vegas. For more information, contact Hill PHOENIX's Amy Hart, Specialty Products Inside Sales Coordinator, at 804-451-2409.

#### **About Hill PHOENIX**

Hill PHOENIX Inc., a Dover Company, is based in Conyers, Ga. The company designs and manufactures commercial refrigerated display merchandisers, refrigeration systems, integrated power distribution systems and walk-in coolers and freezers. For general information, visit the company on the Web at [www.hillphoenix.com](http://www.hillphoenix.com) or call 800-283-1109.

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