

Coolgenix[®] 2.0

THE NEXT GENERATION IN REFRIGERATED CASE TECHNOLOGY.



2.0

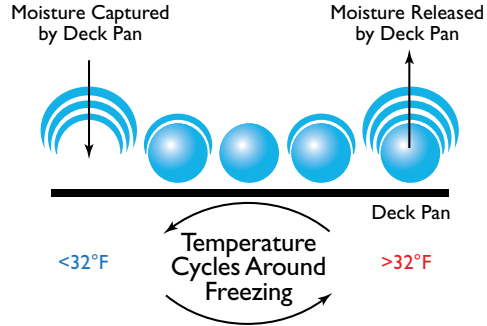
The more things change the more they remain the same...The needs of merchandisers, for instance, haven't changed. They're still looking for cooling systems that keep product fresher, longer. For ways to lower labor costs. For enhancing the shopping experience of their customers...What has changed? Coolgenix, the pioneering technology that stood the merchandising world on its ear when it was introduced several years ago, has been improved. Yes, the developers at Hillphoenix have actually found a way to address all of the old concerns of merchandisers with a brand new version of its groundbreaking technology. Today, change comes to cooling technology with the introduction of Coolgenix 2.0!

Coolgenix 2.0

The core technology of Coolgenix® 2.0 is still based upon the original Coolgenix technology developed exclusively by Hillphoenix that cools through conductive cooling. Display cases still

utilize Coolgenix technology to extend the product life of meat and seafood beyond the expectations of traditional gravity coil or blower coil refrigeration systems. The patented glycol coolant

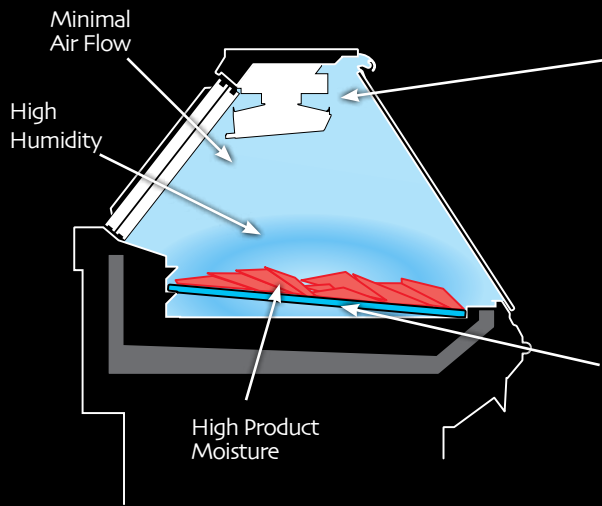
system uses a combination of gravity coils and display pan heat exchangers to keep product between 34-35 degrees Fahrenheit. A small gravity coil in the top of the case helps maintain proper



humidity and temperature levels. The deck pans utilize “pulse-flow control”, freezing and thawing moisture around the deck pan between set points of 29 and 33 degrees Fahrenheit. As a result,

the Coolgenix 2.0 deck pans and gravity coil working together maintain an environment that keeps humidity near the product to preserve product weight and reduce early product loss.

D E S I G N



A small gravity coil in the top of the service display assists in maintaining proper humidity levels, tempering the air, and helping keep natural circulation within the display case.

The Coolgenix display pans cool through conduction. Cold coolant flows through the deck pans cooling them to the desired temperature.



Channels in the deck pan provide the chilled glycol a flow path throughout the pan. This allows for even cooling throughout the product.

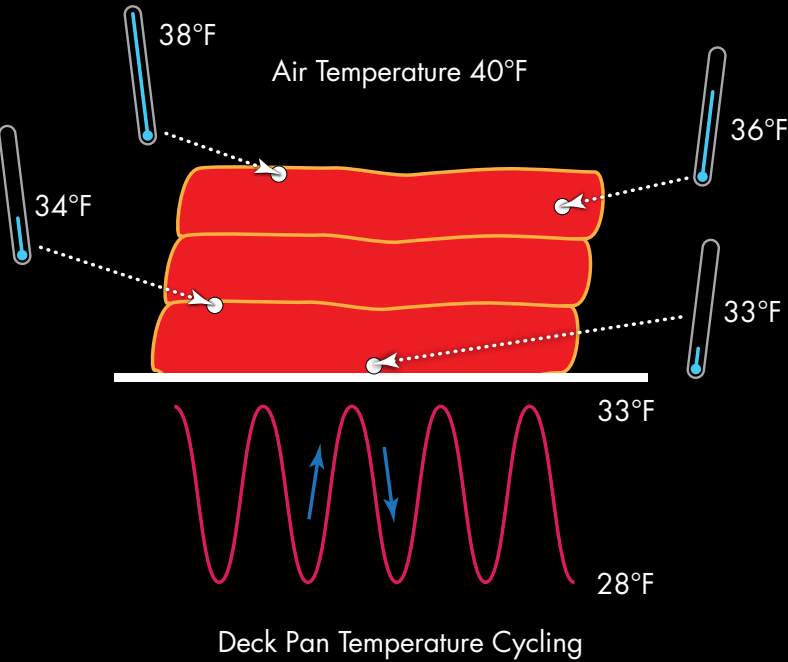


This is the key to the superiority of Coolgenix 2.0 technology. Conductive cooling essentially eliminates the need to refrigerate the entire display case cavity. What's more, there's no need for an anti-sweat system – reducing maintenance costs even further. Labor costs are also reduced because there's no need to shrink-wrap and remove product from the case after hours. In seafood applications, Coolgenix 2.0 saves even more. A Coolgenix 2.0 seafood case has no need for ice. So the labor costs associated with filling and changing out ice in a seafood case are gone. Cleanings are easier. There's no need for ice machine maintenance in the seafood department. And there's much less chance for bacteria growth and offensive odors related to ice applications.



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P E R F O R M



Average temperature of the product will be slightly higher than 33 degrees Farenheit. The Coolgenix deck pans cycle very quickly so that the product temperature is not affected. Pan temperatures are maintained below desired product temperatures at all times.



Today, the pioneers at Hillphoenix have taken another giant step in the science and application of merchandising technology by improving upon their

own product! Coolgenix 2.0 adds additional merchandising flexibility and enhanced performance to the original groundbreaking Coolgenix system. The

concept is still the same — provide cooling by direct contact with cooled pans and/or product, not by forced air circulation. What's different with

Coolgenix 2.0 is that now, each glycol-cooled pan can be adjusted from 0 to 15 degrees depending on application and need. Plus, the new “step pan” is

a great addition that increases merchandising options and adds exciting new cross-selling opportunities.



M E R C H A N D I S E



Now, individual pans can be adjusted from 0 to 15 degrees for more flexibility in merchandising.



New pan supports add strength and stability for enhanced merchandising during peak store hours.



Coolgenix 2.0

What does the future hold? Coolgenix and Coolgenix 2.0 have had such an impact on our customers that demand continues to grow as the technology

finds its way into many of our service case profiles — dome and jewelry case style and open service display cases, just to name a few. Coolgenix 2.0 can even

be used remotely with SecondNature® systems, making them extremely environmentally-friendly. If your goal is to improve the sales experience for your

customers while you save money and cut daily operating costs... Our goal is to see that you have the tools you need to do that. Coolgenix 2.0 is just

one powerful tool among many that has made Hillphoenix a leader in refrigerated display technology.



T O M O R R O W



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