

The Almcoe Quarterly Dispatch

Issue #8

April 2006

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Almcoe becomes a HILL PHOENIX dealer!!!

HILL PHOENIX

Almcoe Refrigeration Company recently signed on with equipment manufacturer Hill Phoenix as their dealer in the North Texas area. We are excited about this change and feel that it brings a fresh breath of air to our organization. For more information on the Hill Phoenix agreement, read the different articles in this issue of "The Almcoe Quarterly Dispatch"...

EQUIPMENT WE SELL AND SUPPORT

HILL PHOENIX

We hope you enjoy this issue of "The Almcoe Quarterly Dispatch".

• HILL PHOENIX DEALER NETWORK EXPANDS

Hill PHOENIX is expanding its dealer network in Texas with the addition of Dallas-based Almcoe Refrigeration. As part of its dedication to providing customers with the best products and newest technology, Almcoe is now offering Hill PHOENIX's extensive commercial refrigeration product line. Hill PHOENIX designs and manufactures commercial refrigerated display merchandisers, refrigeration systems and mechanical centers, electrical distribution products, and walk-in coolers and freezers.

"Since my father founded this company, we've been dedicated to providing our customers with the best in customer service and technology," Bill Almquist said. "This partnership will only strengthen that vision as Hill PHOENIX is committed to not only improving technology, but also educating and assisting those that work with it. We look forward to a very successful future with Hill PHOENIX."

"By aligning with a company as established and committed to customer service as Almcoe, Hill PHOENIX's dealer network is becoming even more outstanding," said Raymond Downes, dealer group manager for Hill PHOENIX. "The exceptional tradition of excellence in the industry that Almcoe has established is one with which we are proud to associate ourselves."

Read more Hill Phoenix press releases...

• Words from Bill

Over the past several





years I have been involved in running five marathons and numerous other distance races. In every instance the race day is a great experience, but the real work happens months before when the plans are made to first run the race and when you start training. There are many parallels to business in preparing for a race like a marathon. You must be very focused on the goals you set in order to go to the next level. The goals that are set need to be high, but achievable. There must also be a deep commitment to the right training program.



At Almcoe we are committed to high and attainable goals. We are also committed to providing our staff with the necessary training, not only to achieve these goals, but to exceed them. It is these principles that have led us to join the Hill Phoenix Dealer Group. The training that Hill Phoenix provides for its Dealers is unparalleled in the industry. We look forward to seeing how our association with them will help us set high goals, train hard and finish strong. We want to be the best we can be so we must align ourselves with those that will help us accomplish our goals. We look forward to a good summer. I appreciate everything that you all do to make us successful. -Bill

• **Installation News**

With over 28 installation jobs starting up or on-going, it is hard to pick just one to spotlight. However, I feel that it is necessary to mention the 15 refrigerant conversion's we are currently doing for one of our customers.

As you all know, R-22 will begin its phase out in the next 4 years. Many of our customers are in the process of converting their stores to R-404a refrigerant. This process, although an investment, will help you in the long run by making your equipment run more efficiently, thus saving you money. It also helps the environment. If you would like more information on refrigeration conversion, please contact Almcoe.

[Contact Almcoe about refrigerant conversions...](#)

• **Equipment Spotlight**

Hill Phoenix has created service cases with the *Coolgenix* technology. *Coolgenix* is a proprietary display



case technology that is turning heads because of



its attractive displays of perishable food and because it allows a multi-day shelf life of products. *Coolgenix* provides a balanced temperature in the case with no forced air movement, which eliminates any fog. It incorporates a self-cleaning case feature and keeps the defrost cycle down, thus maintaining product temperature for longer.

So, how does the technology work? A top gravity coil uses secondary coolant— water/food-grade glycol— as a refrigerant. The coil becomes a heat exchanger, which allows for convection cooling. The top coil tempers the air and surface of the product, while a bottom pan does most of the cooling, and eliminates air moving inside the actual case.

Hill Phoenix does offer several case designs with the *Coolgenix* technology. They are currently offering cases with curved glass, flat glass and a dome case— service above, self-service below—with either flat or curved glass. For more information on *Coolgenix*, please contact our sales team.

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[Contact sales team...](#)