

# Selling

# **Reach-in Series I**

Refrigeration

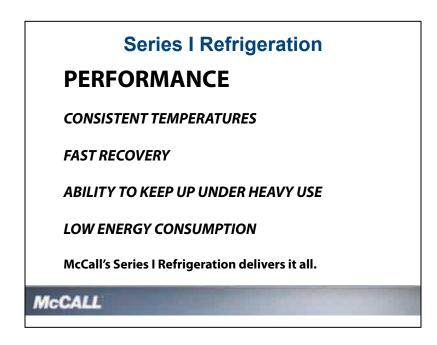


## **Complete Product Offering**

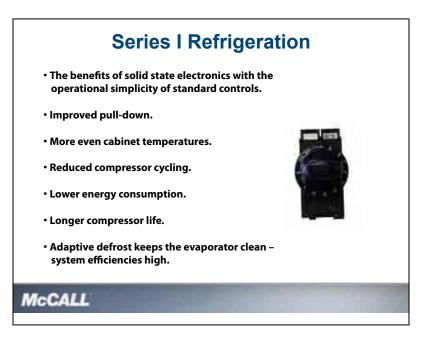
Model Number	Description	Storage Cu Ft	H.P.	Shipping Weight (Ibs.
	Reach-In Refrigerator			
MCCR1-S	Single Section Solid Door Refrigerator	24.96	1/4	418
MCCR2-S	Two Section Solid Door Refrigerator	51.92	1/3	650
MCCR3-S	Three Section Solid Door Refrigerator	78.89	1/2	830
MCCR1-SH	Single Section Solid Half Door Refrigerator	24.96	1/4	418
MCCR2-SH	Two Section Solid Half Door Refrigerator	51.92	1/3	650
MCCR3-SH	Three Section Solid Half Door Refrigerator	78.89	1/2	830
MCCR1-G	Single Section Glass Door Refrigerator	24.96	1/4	418
MCCR2-G	Two Section Glass Door Refrigerator	51.92	1/3	650
MCCR3-G	Three Section Glass Door Refrigerator	78.89	1/2	830
MCCR1-GH	Single Section Glass Half Door Refrigerator	24.96	1/4	418
MCCR2-GH	Two Section Glass Half Door Refrigerator	51.92	1/3	650
MCCR3-GH	Three Section Glass Half Door Refrigerator	78.89	1/2	830
	Reach-In Freezer			
MCCF1-S	Single Section Solid Door Freezer	24.96	1/2	440
MCCF2-S	Two Section Solid Door Freezer	51.92	3/4	710
MCCF3-S	Three Section Solid Door Freezer	78.89	1	960
MCCF1-SH	Single Section Solid Half Door Freezer	24.96	1/2	440
MCCF2-SH	Two Section Solid Half Door Freezer	51.92	3/4	710
MCCF3-SH	Three Section Solid Half Door Freezer	78.89	1	960
MCCF1-G	Single Section Glass Door Freezer	24.96	3/4	440
MCCF2-G	Two Section Glass Door Freezer	51.92	1	710
MCCF3-G	Three Section Glass Door Freezer	78.89	1	960
MCCF1-GH	Single Section Glass Half Door Freezer	24.96	3/4	440
MCCF2-GH	Two Section Glass Half Door Freezer	51.92	1	710
MCCF3-GH	Three Section Glass Half Door Freezer	78.89	1	960
Meers dri	Reach-In Dual Temp	70.09	I	900
MCCDBR1-SH	Single Section Solid Half Door Dual Temp Reach-in	23.04	1/3	525
MCCDDR1-SH	Single Section Solid Half Door Dual Temp Reach-in	23.04	1/3	525
MCCDRL2-S	Two Section Solid Door Dual Temp Reach-In	49.92	1/2	730
MCCDRL2-SH	Two Section Solid Half Door Dual Temp Reach-In	49.92	1/2	730
MCCDRL2-3H	Two Section Solid Hall Door Dual Temp Reach-In	49.92	1/2	730
MCCDRL2-GH	Two Section Glass Half Door Dual Temp Reach-In	49.92	1/2	730
MCCDRL2-GH	Reach-In Pass-Thru	49.92	1/2	730
MCCDDT4 C		26.64	1 / 4	455
MCCRPT1-S	Single Section Solid Door Pass-Thru Refrigerator	26.64	1/4	455
MCCRPT1-SH	Single Section Solid Half Door Pass-Thru Refrigerator	26.64	1/4	455
MCCRPT2-S	Two Section Solid Door Pass-Thru Refrigerator	55.42	1/2	700
MCCRPT2-SH	Two Section Solid Half Door Pass-Thru Refrigerator	55.42	1/2	700
MCCRPT1-G	Single Section Glass Door Pass-Thru Refrigerator	26.64	1/4	455
MCCRPT1-GH	Single Section Glass Half Door Pass-Thru Refrigerator	26.64	1/4	455
MCCRPT2-G	Two Section Glass Door Pass-Thru Refrigerator	55.42	1/2	700
MCCRPT2-GH	Two Section Glass Half Door Pass-Thru Refrigerator	55.42	1/2	700
	Reach-In Heated			
MCCH1-S	Single Section Solid Door Heated Reach-In	24.96	N/A	418
MCCH2-S	Two Section Solid Door Heated Reach-In	51.92	N/A	650
MCCH3-S	Three Section Solid Door Heated Reach-In	78.89	N/A	830
MCCH1-G	Single Section Glass Door Heated Reach-In	24.96	N/A	418
MCCH2-G	Two Section Glass Door Heated Reach-In	51.92	N/A	650
MCCH3-G	Three Section Glass Door Heated Reach-In	78.89	N/A	830



The high-end customer demands performance. Performance in the form of consistent temperatures, fast temperature recovery, the ability to perform under all types of use and low energy consumption. McCall Series I delivers in all these areas.

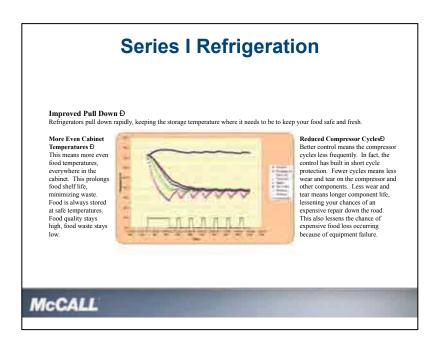


McCall Series I refrigeration utilizes solid state electronic control technology, which provides a high level of performance coupled with simplicity of use.





Improved pull down, even cabinet temperatures and reduced compressor cycles are all realized.

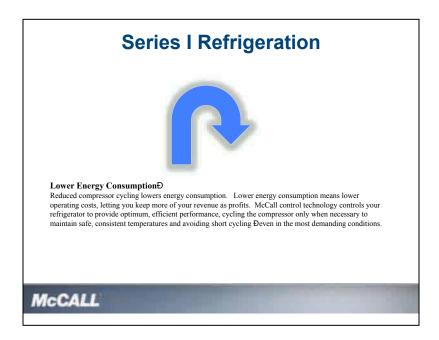


Electronic controls to date have been perceived to be complicated and difficult to use. Customers tended to sacrifice all the positive benefits associated with electronic control operation because of this perceived complexity. McCall overcomes this reluctance to embrace electronic control technology. McCall Series I customers can realize the benefits with simple operation.

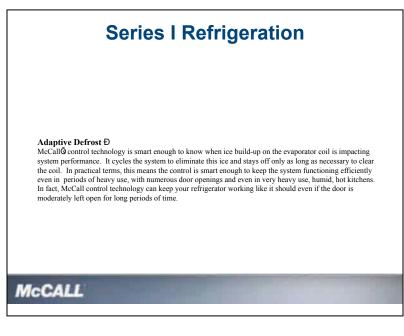




Energy costs are becoming more of a concern with foodservice operators as they continue to rise. McCall control technology helps keep them under control.

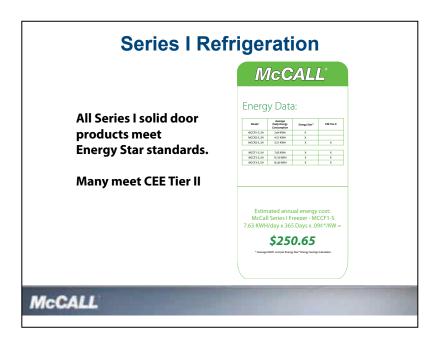


Iced-up evaporator coils impact performance. McCall control technology has the smarts to keep the coil clean allowing the refrigerator to perform to optimum standards.

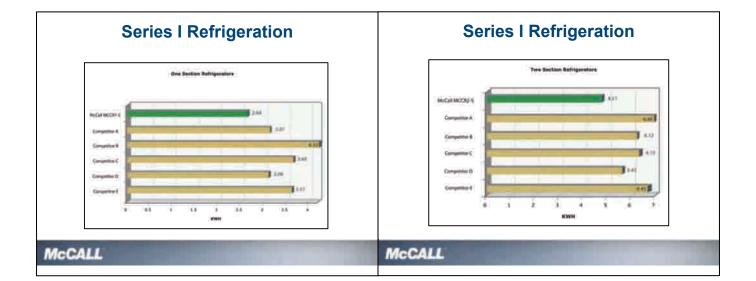




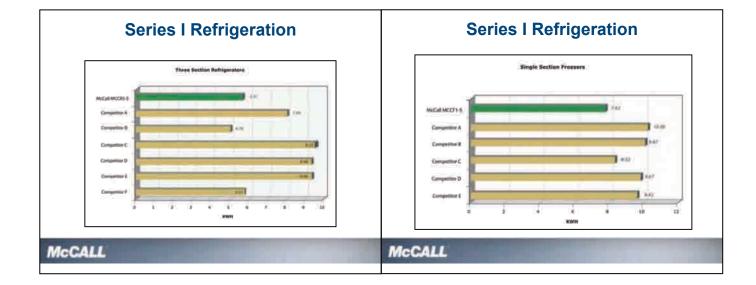
McCall Series I Reach-ins are extremely energy efficient. All the solid door basic models in the line meet Energy Star ® standards. Many models also meet the tougher CEE Tier II standards



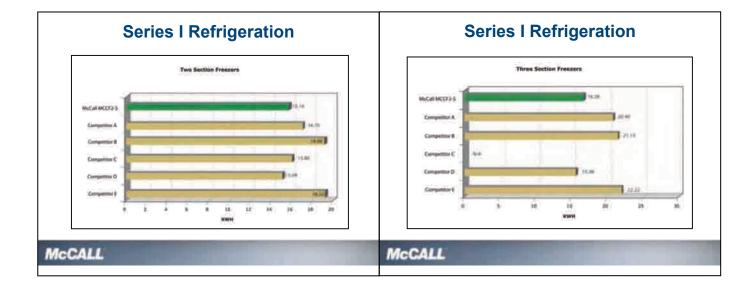
Compared against major competitors, McCall Series I provides the best overall energy consumption numbers of any manufacturer.



## **McCALL**<sup>®</sup>



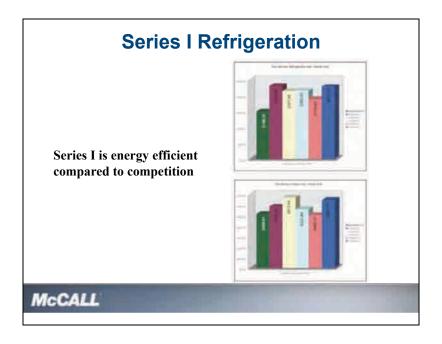
Energy consumption numbers are well below competitors for both refrigerators and freezers.





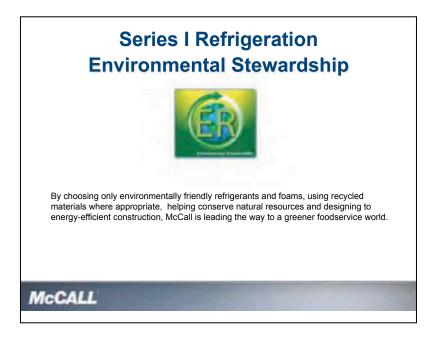
Low energy consumption leads to lower operating expense for the end user. Lower energy consumption is also environmentally responsible. Less demand for energy lowers the pollution resulting from electric generation.

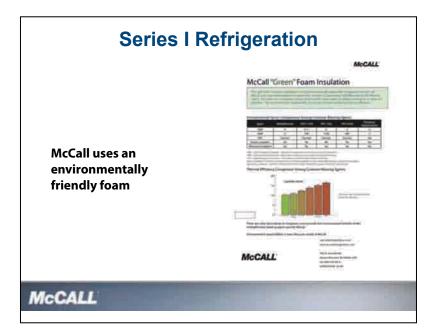
Here's how energy costs compare among major manufactures of premium reach-in refrigeration.





McCall Series I refrigeration is one of the "greener" reach-in refrigeration product lines available today. As our customers become more environmentally responsible, partially in response to demands from their customers, we can help them demonstrate that commitment to sustainability and responsibility. McCall Series I uses environmentally responsible materials whenever possible. The McCall Series I is designed to operate as efficiently as possible, while still meeting tough performance requirements, putting less demand on the planet's resources.







### **McCALL**<sup>®</sup>

## McCall "Green" Foam Insulation

The right foam insulation contributes to an environmentally responsible refrigeration design. All McCall units have polyurethane insulation that is blown in place using methylformate as the blowing agent. This foam has no negative impact on the Earths' ozone layer, on global warming or on other air pollution. This environmental responsibility is achieved without sacrificing thermal efficiency.

Agent	Methylformate	HCFC 1416	HFC 134a	HFC 245fa	Pentanes/ Hydrocarbons
ODP	0	0.11	0	0	0
GWP	0	700	1300	900	11
VOC	Exempt	Exempt	Exempt	Exempt	Yes
Kyoto Compliant	Yes	No	No	No	Yes
Montreal Compliant	Yes	No	Yes	Yes	Yes

#### Environmental Factor Comparisons Among Common Blowing Agents

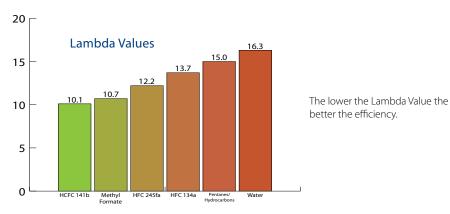
ODP - Ozone Depletion Potential - Higher the number, the more impact on Ozone Depletion

GWP - Global Warming Potential - Higher the number, the more impact on Global Warming

VOC - Volatile Organic Compound - Contributes to the formation of low level smog

Kyoto Compliant - Conforms to Kyoto Protocol Treaty designed to lower worldwide emissions of greenhouse gases Montreal Compliant - Conforms to Montreal Protocol Treaty designed to protect the Earths' ozone levels

### Thermal Efficiency Comparison Among Common Blowing Agents.



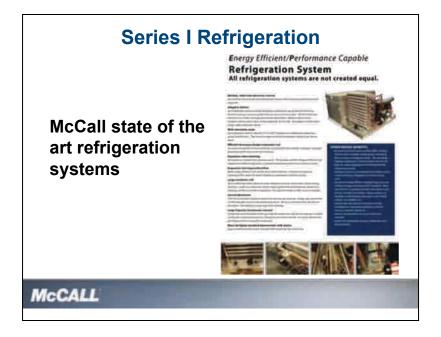
There are other alternatives to insulation, none provide the environmental benefits of the methylformate blowing agent used by McCall.

Environmental responsibility is more than just words at McCall.

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One of the most significant improvements to the cabinet is the increased performance of the refrigeration system. Electronic controls increase performance and reliability while reducing energy consumption. This system is carefully balanced to effectively remove heat quickly while increasing the energy efficiency. Airflow is specifically design to reduce air intrusion during door openings.





## Energy Efficient/Performance Capable Refrigeration System All refrigeration systems are not created equal.

#### Reliable, solid state electronic control

Out performs conventional electromechanical controls with more precise performance and longer life.

#### Adaptive defrost

Our refrigeration systems on both refrigerators and freezers are designed to defrost on demand, assuring continuous performance in any work environment. Hot humid kitchens, heavy use, lots of door openings and closings? No problem. Adaptive defrost senses conditions and assures a clean, ice free evaporator all the time. And adaptive defrost lowers energy usage, saving you money.

#### Wide operating range

Our refrigeration systems allow for 27°F to 40°F operation on a refrigerator without any special modifications. They have the range to meet the temperature needs of your diverse menu.

#### Efficient three pass design evaporator coil

Air moves through the coil more efficiently, creating better heat transfer, resulting in improved temperature performance and faster recovery.

#### **Expansion valve metering**

All models are standard with expansion valves. This provides variable refrigerant flow into the evaporator for efficient operation, exceptional temperature performance and fast recovery.

#### Evaporator fan/improved airflow

Better energy efficiency with one fan motor rather than two. Fewer parts to wear out. Improved airflow allows for better temperature maintenance and fast recovery.

#### Large condenser coil

More condensing surface allows for lower refrigerant pressures which result in better energy efficiency. Larger coil surface also doesn't clog as quickly from dirt and grease, requires less cleaning, provides more efficient operation. Also optional condenser filter screen is available.

#### **Control placement**

Controls are mounted integral to system base and are easy to access. Energy saver door heater on/off switch placed next to the temperature mount. Wiring is concealed within the base of the system. The condenser is easy to get at for cleaning.

#### Large Capacity Condensate removal

Condensate removal extends all the way under the system base and has the capacity to handle condensate in humid environments. The plastic pan will not corrode. Use energy efficient hot gas refrigerant line to evaporate condensate.

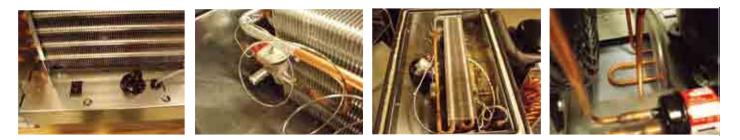
#### Blue Led digital standard thermometer with alarms

Easy to read thermometer comes standard with visual high/low temp alarm.



#### **OTHER DESIGN BENEFITS.**

- All systems are built as one assembly offline, making for more exact assembly, raising quality, minimizing the occurrence of refrigeration leaks. The new design averages a reduction of 10 joints/system over the old.
- Only non-ozone depleting environmentally friendly refrigerants are used.
- One-piece system can be replaced in the field for service or for converting a refrigerator to a freezer or viceversa.
- All units are energy efficient, meeting Energy Star and California Energy Commission (CEC) standards. Many meet CEE tier II standards and may have rebates to the end user through local utilities. Energy numbers are available on specification sheets and on the Delfield website, www.delfield.com.
- Systems have the capacity to provide consistent temperatures in demanding conditions, with fast recovery in periods of peak use.
- Systems are designed to be easy to service and maintain.
- Systems are designed to run quiet, putting less noise into the kitchen.

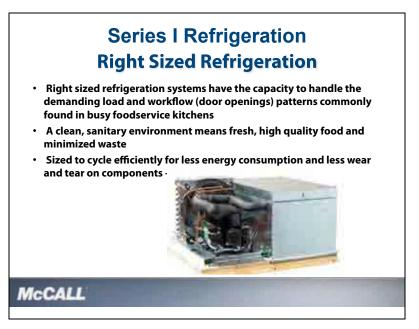




Solid state electronic controls increase performance while also increasing energy efficiency and cabinet life. While several other competitors have electronic controls with push button controls, we recognize that the technology often intimidates our target equipment user. Also we know if there is a button, it will be pushed. A dial allows for an easy to understand interface that does not attract unnecessary adjustments.



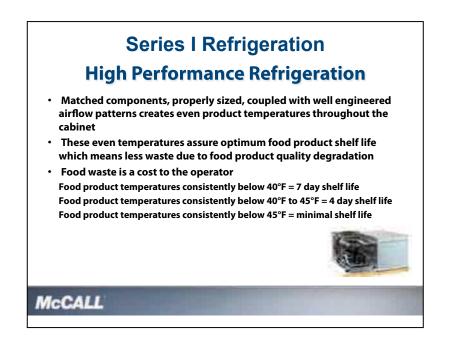
While several competitors tout "oversizing" their units, it is important to recognize that the largest killer of compressors is short cycling. Short cycling is when a refrigeration system turns on and off quickly to maintain cabinet temperature. It can be caused by having the on and off temperatures too close together or by having a refrigeration system too large for a specific space. We control this by optimally sizing the refrigeration system and controlling cycle length with our electronic control.





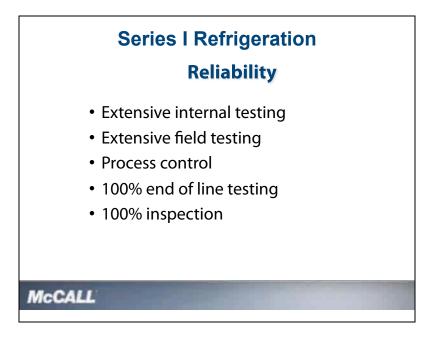


Maintaining proper food temperatures is essential for food safety and restaurant profitability. McCall systems are design with TXV's to reduce pull down times and maintain the proper temperatures in the harshest foodservice environments.





Reliability is a key concern when designing and testing the refrigeration and cabinet design. Extensive internal and field tests were completed to ensure that any design flaws were detected and resolved. The evidence of this can be seen in a reduction in warranty as well as increased customer satisfaction.

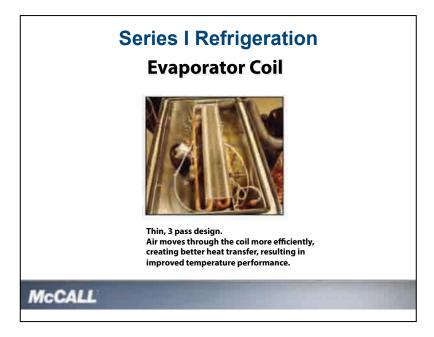


Design benefits include reduced brazed joints to reduce the chance of leaks, a one-piece system that can be replaced in the field and 100% Energy Star® compliance with a significant number of units passing the more stringent CEE II standards. Refrigeration system is sized to operate optimally in tough foodservice environments. Easy to service and maintain refrigeration with easy access to clean condenser coil leads to a longer system life.

Series I Refrigeration
Other Design Benefits
<ul> <li>All systems are built as one assembly offline, making for more exact assembly, raising quality, minimizing the occurrence of refrigeration leaks. The new design averages a reduction of 10 joints/system over the old.</li> </ul>
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Systems are designed to be easy to service and maintain.
• Systems are designed to run quiet, putting less noise into the kitchen.
McCALL



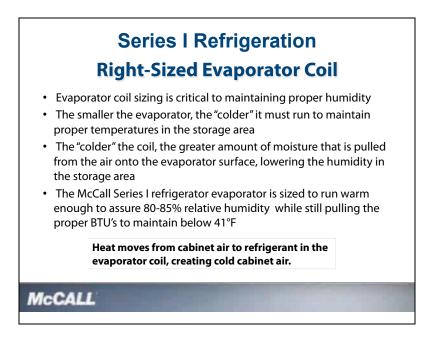
Evaporator utilization is key to increasing refrigeration performance. Directing airflow and managing the speed of the flow allows for efficient heat transfer.



Evaporator coils and metering devices must be fixed to work in a 80-85% relative humidity to increase the shelf life of food. Many competitors use "standard" or oversized coils that dry out food or allow for too high of humidity that degrades food product.







All refrigeration units have coated coils to reduce the chances of leaks due to the corrosion caused by caustic foods. While food codes state that all foods should be covered in the refrigerator, we know that this is not always the case in the kitchen. We make units that not only comply with the food code, but that work in the real world.

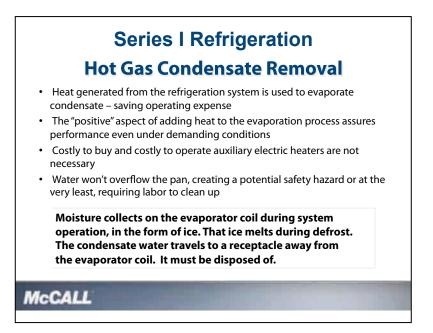


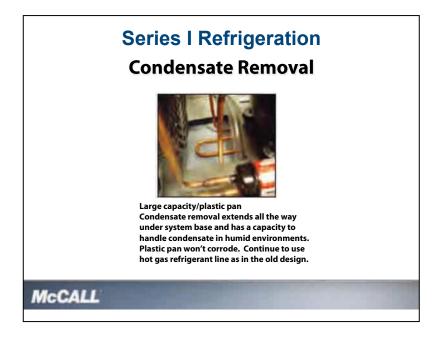




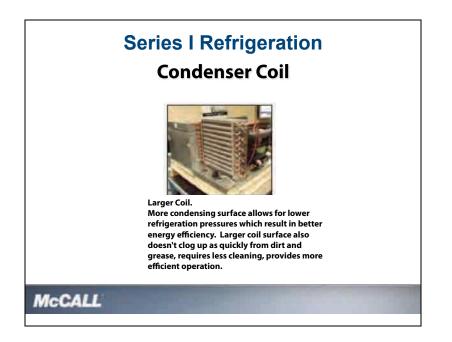


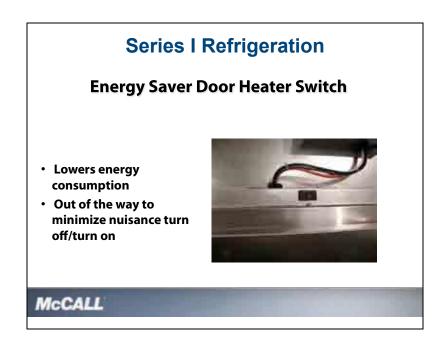
There are three ways to deal with condensate removal. You can let it leak on the floor causing a slip hazard. You can remove it with heat from an electric condensate heater, increasing energy. Or you can use hot gas from the refrigeration system itself to remove the water, which is what McCall Series I reach-ins use. This reduces energy consumption and allows more efficient use of the energy the refrigeration system is already using.





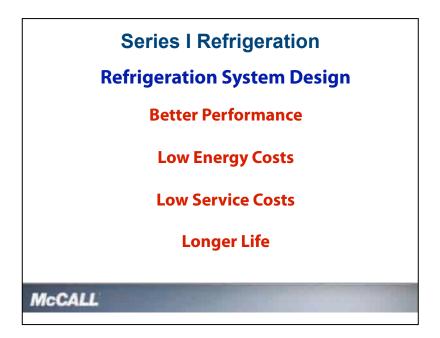




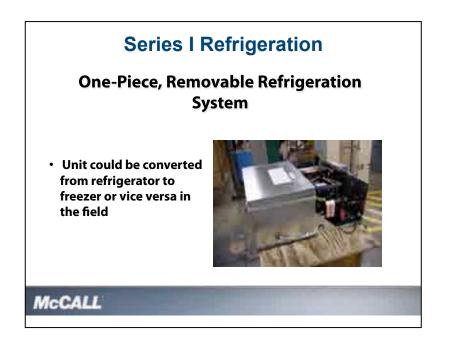




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Additionally, the one-piece design of our refrigeration system provides versatility to adapt to changing needs.





Airflow is critical to the storage environment. Not enough and temperature problems arise. Too much and product could dry out. Your customer needs fresh, safe product. Poor temperature consistency leads to spoiled, unsafe product. That translates to food waste which impacts profits. Product that has dried out can also lead to food waste and lost profits.

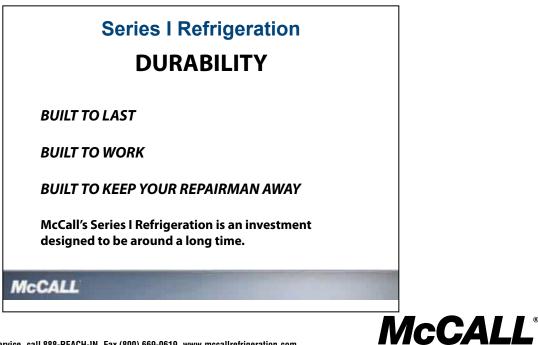
McCall Series I units are designed to provide balanced airflow with not too much velocity or not too little velocity. Even temperatures are maintained without drying out product. The entire interior of the cabinet can be use for its intended purpose - to store food.

Air moves down the back wall at each corner and is then drawn up the front of the unit, bathing all the product in a gentle flow with consistent temperatures.



The high-end customer demands durability. Refrigeration needs to last a long time to justify the purchase price. It needs to work to its intended purpose for a long time. And your customer really doesn't want to become too friendly with his local service technician.

McCall Series I refrigeration justifies your customers' investment with a durable design.



Pilasters or shelf supports need to be strong and flexible. After all, they are asked to carry a lot of weight. McCall Series I pilasters are all stainless steel. They have large slots for easy shelf clip adjustment. Shelves or slides can be adjusted in 1" centers for maximum storage flexibility. Cleaning is easy, they can be removed from the cabinet without the use of tools.



McCall Series I refrigeration units have exterior sides, front and doors made of attractive aluminum. Doors and shroud are stainless steel. Unlike some competitors, we use a 400 series stainless steel material rather than 300 series. Conventional wisdom holds that 300 series has superior corrosion resistance due to a high nickel content. Not so. Nickel content is only part of the story. Our rolled on finish outperforms their polished finish as evidenced by independent third party testing. Please refer to your "Stainless Steel for Foodservice Equipment" booklet for details.





McCall Series I has a heavy-duty lock and strike system, to provide security for the valuable product stored inside. It's very difficult to defeat this system, assuring minimal chance of food loss through theft.



The units' sides are one continuous polyurethane foamed panel from top to bottom. Less chance of the upper area getting damaged. Sound deadening qualities to reduce noise in the kitchen. A tough, durable design.





Where's the light switch? Hidden behind the upper hinge where it's very difficult to damage. Less chance for a costly repair. Another factor in long life equipment durability.



The door liner is a tough, resilient ABS material. Pans and boxes will bounce off the surface and won't leave dents and dings. It's a tough design in an area that needs it.





The high-end customer demands versatility. Their business is constantly evolving and they need equipment that can constantly evolve with them. They need to maintain productivity and efficiency. McCall Series I has the versatility required.

Se	eries I Refrigeration
VERSAT	ILITY
OPERATION	AL NEEDS CHANGE
MENUS EVO	LVE
WORK PATT	ERNS SHIFT
	s I Refrigeration can adapt to ds, keeping productivity up and costs

Temperature versatility. McCall Series I refrigerators offer performance between 27°F and 41°F by just turning the dial.

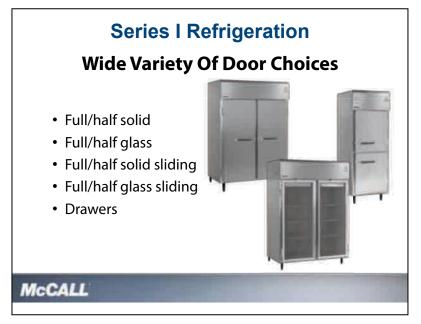




McCall Series I tray slides have been completely redesigned to be easier to install and more flexible to use. Designs exist to support 12"x20" pans, 18"x26" pans or both. Confusing spacers are no longer required. All slides are made of heavy-gauge stainless steel. Refer to the slide accessory sheet for additional information.



The right door type for the job - it's important that the unit be configured to promote efficient workflow. McCall Series I has a wide variety of door types available. Half doors may be more efficient than full doors if access to one specific area of the cabinet is the norm. Sliding doors could be an answer when aisle space constraints make hinged doors a problem. Drawers offer easy access for smaller packaged foods.





The high-end customer demands usability. It greatly impacts his operation and his ability to turn a profit. Their equipment must be usable, providing for convenient operation, efficient operation and productive operation.



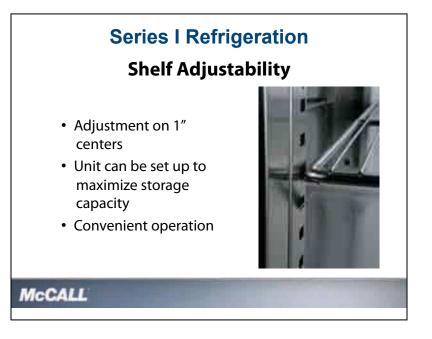


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All McCall Series I units are equipped with pressure relief vents that allow air pressures to equalize between cabinet interior and exterior during frequent door openings. Without this feature, vapor lock could occur, keeping the door shut despite vigorous efforts to open it. This is especially prevalent on freezers that are not equipped with pressure relief vents. Interior access is easy, regardless of conditions with McCall Series I.

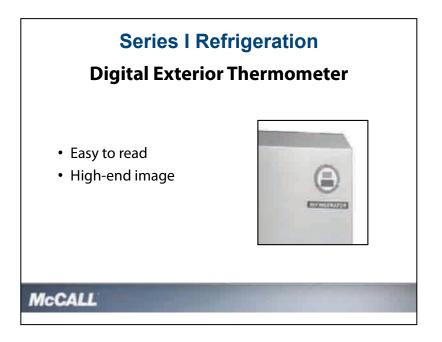


The interior can be configured to maximize storage capacity. The epoxy coated shelves withstand corrosion and last longer than competitors vinyl shelves.

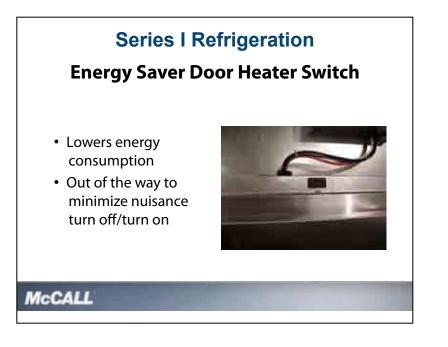




McCall Series I refrigeration is equipped with an easy to read digital exterior thermometer. This allows for viewing anywhere in the kitchen, offering assurance that the unit is performing properly.



Each McCall Series I unit has a heater wire in the door frame. Its purpose is to heat the surface above the dew point temperature so that condensation won't occur around the door. On refrigerators, it may not be necessary, under certain conditions, to provide heat. If that is the case, the customer has the option of turning the heater off, using a switch mounted behind the hinged upper housing. The switch is located out of the way to minimize nuisance activation/ deactivation. Energy savings result from turning the heater off when it is not needed.





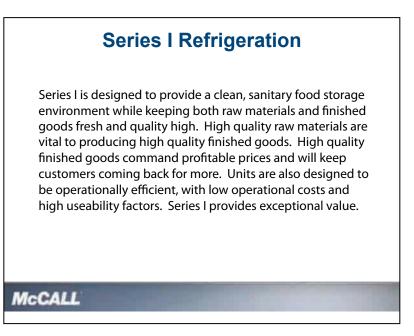
McCall Series I is a full featured, full benefit reach-in product offering, well positioned to take on the competition. Market penetration tactics center on creating demand through the end user and the specifier. The best can recognize the value associated with McCall Series I design.

The following should be stressed as they give us advantages over competition and, more importantly, they deliver benefits and value to the ultimate user:

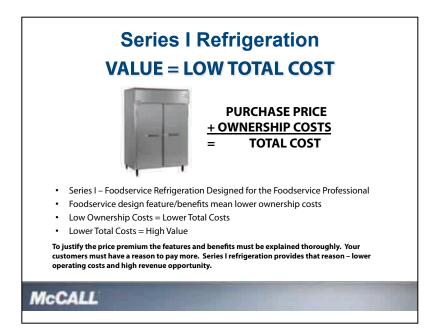
- Top mounted refrigeration system with all components located outside the food zone.
- Electronic control with precise temperature control and a high degree of reliability.
- 27°F to 40°F temperature operation capability on refrigerators.
- ABS interior door liner for gasket protection and tough durability.
- Concealed light switch protected from damage.
- Stainless steel with rolled-on finish for superior corrosion resistance.
- Flush mount, easy to use door handle.
- Pressure relief vent for vapor lock avoidance.
- Door heater on/off switch on refrigerators.
- Heavy duty stainless steel pilasters with 1" shelf/slide adjustability.
- Large evaporator coil for 70% humidity maintenance on refrigerators.
- One-piece sides for durability and sound deadening.
- Various energy agency approvals and listings.

No competitor can offer all these features in one package. McCall Series I refrigeration offers greater benefits to the user, at pricing that's competitive with other products offering for less features and benefits.





Value is more than just low costs. Revenue - Costs = Profit. Anything McCall does to increase profit is value added!





### Notes:



### Notes:



### Notes:





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