May 18, 2012

KE2 Bits

Information and updates from KE2 Therm Solutions

KE2 Therm Exhibits at 2012 NRA Show

KE2 Therm recently exhibited at the National Restaurant Association show in Chicago. The show draws over 50,000 restaurant, foodservice and hospitality industry attendees each year. Attendees come from all 50 states and numerous foreign countries, and include representatives from 99% of the top 50 restaurant chains.

The sales team on hand landed numerous promising contacts with restaurant chains, contractors, and consultants. Overall the show was successful in gaining recognition for KE2 Therm and the KE2 Evaporator Efficiency in particular.

Wholesaler Spotlight

Jeff Gunn, with Wittichen Supply in Dothan Alabama, has a variety of customers sold on KE2 Therm technology. Most recently, Jeff created three "Before and After" case studies for South East Alabama Medical Center, a local ice manufacturing facility, and a florist.

Jeff instructed the sites on how to capture data on existing system operation, and then capture data on systems retrofitted with KE2 Evaporator Efficiency controllers and KE2 HSV valves. In all cases, the sites showed improved temperature control, dramatic reduction in defrosts and documented over 40% energy savings.

Spring promos launched:

Buy 4 Get 1 Free – Our Spring 2012 promotion for contractors allows them to receive a free controller when they purchase four – encouraging the contractor to move forward on existing projects, or to allow him one free controller to use to gain new business.

Buy 1 Get $25 Visa Gift Card – Another spring promotion for "new" contractors to try the KE2 Evap is our promotion to receive a $25 Visa Gift card with proof of purchase and warranty registration.

Buy 20 Get 20 Data Keys –The data key promotion is an effort to help wholesalers launch this new product from KE2 Therm. The data logging provides vast information on the system and can be used to diagnose issues, or with a UPS (uniterrupted power source) can provide verification of food safety.

Customer Quotes:

"It's a tremendous difference, before we were spending all our weekends checking the cooler. Now, we receive e-mail alerts so our weekends are our own," commented Windham. ..."The temperature is staying exactly where we want it," remarked Windham. ..."The flowers are lasting so much longer, at least 7 days, probably 7-12 days longer," stated Windham. ...Windham explains, "The water for the flowers stays fresh in the cooler longer. Before we changed the water every Monday and Thursday, now once a week is all we need to do. It is great!"

Martha Gail Windham, Owner
Flower & Gift World of Samson - Samson, AL

To see the entire Flower & Gift World of Samson case study visit our website at www.ke2therm.com, and click on the Case Studies tab.

thermsolutions
209 Lange Drive .
Washington, Missouri . 63090
636.266.0140
www.ke2therm.com

Copyright 2012 KE2 Therm Solutions, Inc. Washington, Missouri