

HUSSMANN®

*Always*Clear*

No Fog. No Heat. No Contest. It's an Open and Shut Case.



*Without Always*Clear*



*With Always*Clear*

Always*Clear

The Most Significant Advance in Reach-In Merchandising Since the Glass Door

One of the biggest drawbacks of reach-in doors has been the fog which forms on the interior glass each time a door is opened. The traditional solution has been costly, energy consuming anti-sweat heaters which, truth be told, really don't work that well.

Now, with **Always*Clear** from Hussmann, the frozen food industry is entering a new era. . .of fog free, no heat reach-in merchandising.

No Fog

Always*Clear is a proprietary, technologically advanced treatment that is integrally applied to the inside of the glass on reach-in doors. This permanent treatment prevents fog from forming on the interior surface of the glass under normal shopping conditions. Open and close the doors, and the interior glass stays fog free.

No Heat

Always*Clear is available on both Innovator and Innovator II doors. While Innovator uses a limited amount of anti-sweat heat, Innovator II uses no anti-sweat heat on either the glass or the door perimeter frame. With **Always*Clear**, the interior glass will stay fog free on either door under normal shopping conditions.



Since Innovator II doors are 20% more energy efficient than Innovator, this is usually the better choice. However, in high humidity areas, the standard Innovator doors may be preferred to prevent the possibility of any exterior condensation.

Seeing Is Believing. . .and Buying

In a supermarket, people buy what they can see. **Always*Clear** provides continuous product visibility behind the doors. And more important, more visibility equals more sales.

No Contest

The choice is clear. **Always*Clear** is the new standard for reach-in merchandising.

No fog. Better merchandising.
Increased sales.

No heat. Lower energy costs.
Increased profits!

It's an open and shut case!

