

For Immediate Release

July 2008 Southern California based Stater Bros Markets retro-fits Econofrost night covers chain wide.



The largest privately owned supermarket chain in Southern California, San Bernardino based Stater Bros., has recently completed a retro-fit installation of EconoFrost woven aluminum heat reflective night covers.

EconoFrost was installed on all open refrigerated cases in all one hundred sixty-five (165) stores. The closed covers reduce energy consumption by 36%, significantly improve perishable product appearance and reduce shrink. These were the key reasons Stater Bros. installed EconoFrost. But even more important, "Stater Bros. is committed to serving the community; saving energy is an important part of that commitment".

Unprecedented growth and development throughout Southern California's Inland Empire has continued to tax an already strained electricity distribution grid. That factor, combined with ever increasing energy prices, convinced Stater Bros. management to consider many different solutions for controlling costs and reducing the potential loss of product during power outages. EconoFrost provided that solution.

Energy savings of 36% and reduced power outage loss made economic sense to the Stater Bros. management team. During the course of extensive testing, other benefits were uncovered which further justified the investment. "Significantly reduced shrink and discard in perishable departments, coupled with dramatically improved product appearance and integrity," made EconoFrost night covers the obvious choice.

With a variety of brands of night covers available, the management team at Stater Bros considered which product would provide them the greatest performance and value along with the least number of maintenance "issues" while achieving their expectations for savings. To do this they launched a program of in-store testing that compared price, performance, service and aesthetics of a number of brands, including Econofrost.

Although Econofrost night covers were considerably more expensive than other brands tested, they were found to be more robust, delivered the greatest performance and ease of use and had a much longer serviceable life. Their cost, it was felt, could be amortized over a much longer period of time than other brands, "meaning a much better ROI".

As a partner in their community, Stater Bros Markets are doing their part to conserve energy while contributing, in a very significant way, to their own "bottom line".

A real win-win for everyone!

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