

# Haagen-Dazs begin using OTL cases.

## Quality combined with modern display proved to boost sales.



In the U.S Haagen-Dazs has long been known for its commitment to quality super premium ice cream products and has sought to innovate and bring new frozen dessert experiences to its customers. However at the store level, the look has remained traditional until recently. First it was in the Las Vegas Monte Carlo Casino with a pilot store, then it was the MGM and then Miami and so on. Clabo group began working with Haagen-Dazs international since 2005 and has produced a specially designed cabinet that focuses on dual deck ventilation with 2 condensing units working in tandem to ensure reliability without ever having to loose sales or having the need for shut down if service was required. These cases are now being used in Europe and Asia and have proven to increase store sales after installation in existing locations, and above average store sales on newer ones.

The case has the highest 10° deck tilt display on the market and it shows the round tubs in a unique form allowing the very young to see all the flavors.

From Paris to Tokyo to Rio De Janeiro, Haagen-Dazs is appreciated by connoisseurs in more than a thousand shops in over 50 countries. Haagen-Dazs commitment to unparalleled quality, using only the finest natural ingredients from around the world, sets Haagen-Dazs apart as creators of the world's finest ice cream. We salute Haagen-Dazs and wish them all the success.



## In case you missed us at NAFEM in Orlando, Florida

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Clabo North America attended the show at NAFEM showing the new line of La Rossa with the new jewelry case look. We also showed the successful design of the new Ventura XP that can accommodate gelato/ice cream in addition to the pastry, deli and chocolate. There is also a unique case design in 45° on the Ventura XP that shows elegant corners all in a complete and matching display line.

Ventura XP



Ventura XP  
(shown with two 45° corners)



La Rossa



# Display Like No Other

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It has always been the dream of a food purveyor in certain locations to switch his operation depending on the needs of the customers. The evening crowd in certain locations, necessitate having an open bar, a small café, sushi, ice cream...etc. Either it's in the evening or vice versa, the needs of the customers are met.

Finally that dream can be fulfilled, you can have a 24h showcase that will do both. Display the foods on demand and then slide back down to become a bar, just with a click of a button. The bar appears to have a solid top where the display becomes unnoticed, thanks to the innovative Clabo LED lighting technology.

The operator can then change the menu and offer his/her clients a unique and an unmatched service.

# New Products Showcased at the 2011 AHR Expo

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**Tecumseh Products Co- USA.** introduced its AE2, a next-generation compressor, for the global commercial refrigeration market. It will support HFC (R-134a and -404A) as well as hydrocarbon refrigerants such as R-290 (propane) and R-600a (isobutene). These are expected to be authorized for use in commercial and residential U.S applications in the near future.



Compressor

**Danfoss** – Germany, introduced micro plate heat exchangers (MPHEs) for chillers, heat pumps, and a variety of industrial applications. The channel plate pattern includes a dimpled surface for improved flow across the plate and utilization of the surface area for better heat transfer.



Micro plate heat exchanger

**Heat Transfer Products Inc. USA** showcased its Versa-Flame combination heat and domestic hot water unit. For space heating, the equipment is up to 95 percent efficient and modulation provides up to a 5:1 turndown ratio. It has a heat exchanger design that has a 5-inch-diameter combustion tube that connects to 1-1/8-inch down-firing spiral tubes.



Heat transfer  
Versa-Flame

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